

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	2856	24457	1569	23711	1287
5		Weighted (000)	238155	13017	114766	7079	123389	5938
6		Horz %	100.00	5.47	48.19	2.97	51.81	2.49
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	1569	24457	1569	0	0
11		Weighted (000)	114766	7079	114766	7079	0	0
12		Horz %	100.00	6.17	100.00	6.17	0.00	0.00
13		Vert %	48.19	54.38	100.00	100.00	0.00	0.00
14		Index	100	113	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	1287	0	0	23711	1287
17		Weighted (000)	123389	5938	0	0	123389	5938
18		Horz %	100.00	4.81	0.00	0.00	100.00	4.81
19		Vert %	51.81	45.62	0.00	0.00	100.00	100.00
20		Index	100	88	0	0	193	193
21								*
22	Age 18-24	Unwgted	3835	163	2176	115	1659	48
23		Weighted (000)	30197	1199	15211	766	14986	433
24		Horz %	100.00	3.97	50.37	2.54	49.63	1.43
25		Vert %	12.68	9.21	13.25	10.82	12.15	7.29
26		Index	100	73	105	85	96	57
27								
28	Age 25-34	Unwgted	7986	335	4052	172	3934	163
29		Weighted (000)	42012	1717	20869	889	21143	827
30		Horz %	100.00	4.09	49.67	2.12	50.33	1.97
31		Vert %	17.64	13.19	18.18	12.56	17.14	13.93
32		Index	100	75	103	71	97	79
33								
34	Age 35-44	Unwgted	8452	437	4443	241	4009	196
35		Weighted (000)	40087	2010	19682	1081	20405	929
36		Horz %	100.00	5.01	49.10	2.70	50.90	2.32
37		Vert %	16.83	15.44	17.15	15.27	16.54	15.65
38		Index	100	92	102	91	98	93
39								
40	Age 45-54	Unwgted	9050	740	4578	383	4472	357
41		Weighted (000)	43666	3469	21286	1826	22380	1643
42		Horz %	100.00	7.94	48.75	4.18	51.25	3.76
43		Vert %	18.33	26.65	18.55	25.79	18.14	27.67
44		Index	100	145	101	141	99	151
45								
46	Age 55-64	Unwgted	8207	717	4240	399	3967	318
47		Weighted (000)	38818	3113	18503	1629	20315	1484
48		Horz %	100.00	8.02	47.67	4.20	52.33	3.82
49		Vert %	16.30	23.92	16.12	23.02	16.46	24.98
50		Index	100	147	99	141	101	153
51								
52	Age 65+	Unwgted	10638	464	4968	259	5670	205
53		Weighted (000)	43374	1510	19215	887	24160	622
54		Horz %	100.00	3.48	44.30	2.05	55.70	1.43
55		Vert %	18.21	11.60	16.74	12.54	19.58	10.48
56		Index	100	64	92	69	108	58

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2								
57								
58	Age 21+	Unwgted	46644	2797	23528	1521	23116	1276
59		Weighted (000)	225241	12575	107990	6756	117251	5819
60		Horz %	100.00	5.58	47.94	3.00	52.06	2.58
61		Vert %	94.58	96.60	94.10	95.44	95.03	97.99
62		Index	100	102	99	101	100	104
63								
64	Age 18-34	Unwgted	11821	498	6228	287	5593	211
65		Weighted (000)	72209	2915	36080	1655	36129	1260
66		Horz %	100.00	4.04	49.97	2.29	50.03	1.75
67		Vert %	30.32	22.40	31.44	23.38	29.28	21.22
68		Index	100	74	104	77	97	70
69								
70	Age 18-49	Unwgted	24702	1275	12939	697	11763	578
71		Weighted (000)	133505	6471	66134	3510	67371	2961
72		Horz %	100.00	4.85	49.54	2.63	50.46	2.22
73		Vert %	56.06	49.71	57.63	49.59	54.60	49.86
74		Index	100	89	103	88	97	89
75								
76	Age 25-54	Unwgted	25488	1512	13073	796	12415	716
77		Weighted (000)	125765	7196	61837	3796	63928	3400
78		Horz %	100.00	5.72	49.17	3.02	50.83	2.70
79		Vert %	52.81	55.28	53.88	53.63	51.81	57.25
80		Index	100	105	102	102	98	108
81								
82	Age 35-64	Unwgted	25709	1894	13261	1023	12448	871
83		Weighted (000)	122571	8592	59471	4536	63100	4056
84		Horz %	100.00	7.01	48.52	3.70	51.48	3.31
85		Vert %	51.47	66.01	51.82	64.08	51.14	68.30
86		Index	100	128	101	125	99	133
87								
88	Age 50+	Unwgted	23466	1581	11518	872	11948	709
89		Weighted (000)	104649	6546	48631	3569	56018	2978
90		Horz %	100.00	6.26	46.47	3.41	53.53	2.85
91		Vert %	43.94	50.29	42.37	50.41	45.40	50.14
92		Index	100	114	96	115	103	114
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	50.10	45.80	50.10	47.40	50.00
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	35231	2420	17988	1302	17243	1118
101		Weighted (000)	176436	11117	85107	5908	91329	5209
102		Horz %	100.00	6.30	48.24	3.35	51.76	2.95
103		Vert %	74.08	85.41	74.16	83.46	74.02	87.72
104		Index	100	115	100	113	100	118
105								*
106	Race: Black/African-American Only	Unwgted	5807	99	2719	61	3088	38
107		Weighted (000)	28531	504	13037	334	15494	170
108		Horz %	100.00	1.77	45.69	1.17	54.31	0.60
109		Vert %	11.98	3.88	11.36	4.72	12.56	2.86
110		Index	100	32	95	39	105	24

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2								
111						*		*
112	Race: Asian	Unwgted	2180	74	1128	42	1052	32
113		Weighted (000)	7671	222	3482	103	4189	119
114		Horz %	100.00	2.89	45.39	1.34	54.61	1.55
115		Vert %	3.22	1.70	3.03	1.46	3.39	2.00
116		Index	100	53	94	45	105	62
117								
118	Race: Other Race/Multi-Racial	Unwgted	7130	337	3750	206	3380	131
119		Weighted (000)	33187	1395	16622	836	16565	559
120		Horz %	100.00	4.20	50.09	2.52	49.91	1.68
121		Vert %	13.94	10.72	14.48	11.81	13.43	9.41
122		Index	100	77	104	85	96	68
123								
124	Hispanic, Latino, Spanish Origin or Descent	Unwgted	5677	285	2846	161	2831	124
125		Weighted (000)	35739	1472	17858	873	17882	598
126		Horz %	100.00	4.12	49.97	2.44	50.03	1.67
127		Vert %	15.01	11.30	15.56	12.33	14.49	10.08
128		Index	100	75	104	82	97	67
129								*
130	Hispanic, Personally Speak Only English at Home	Unwgted	1612	108	851	60	761	48
131		Weighted (000)	5378	368	2712	246	2667	123
132		Horz %	100.00	6.85	50.42	4.57	49.58	2.28
133		Vert %	2.26	2.83	2.36	3.47	2.16	2.06
134		Index	100	125	105	154	96	91
135								*
136	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1702	98	820	54	882	44
137		Weighted (000)	9096	506	4752	263	4344	243
138		Horz %	100.00	5.57	52.24	2.90	47.76	2.67
139		Vert %	3.82	3.89	4.14	3.72	3.52	4.09
140		Index	100	102	108	97	92	107
141				*		*		*
142	Hispanic, Personally Speak Only Spanish at Home	Unwgted	897	19	420	9	477	10
143		Weighted (000)	10398	184	5173	97	5225	87
144		Horz %	100.00	1.77	49.75	0.93	50.25	0.84
145		Vert %	4.37	1.41	4.51	1.37	4.23	1.47
146		Index	100	32	103	31	97	34
147						*		*
148	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1355	54	702	34	653	20
149		Weighted (000)	8786	332	4447	217	4340	115
150		Horz %	100.00	3.78	50.61	2.47	49.39	1.31
151		Vert %	3.69	2.55	3.87	3.07	3.52	1.94
152		Index	100	69	105	83	95	53
153				*	*	*	*	*
154	Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	84	6	41	4	43	2
155		Weighted (000)	1523	80	602	50	920	31
156		Horz %	100.00	5.28	39.56	3.26	60.44	2.02
157		Vert %	0.64	0.62	0.52	0.70	0.75	0.52
158		Index	100	97	82	110	117	81
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	315	3535	171	3214	144
161		Weighted (000)	24693	1149	11947	597	12745	552
162		Horz %	100.00	4.65	48.38	2.42	51.62	2.24
163		Vert %	10.37	8.83	10.41	8.43	10.33	9.29
164		Index	100	85	100	81	100	90

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	703	5594	371	5303	332
167		Weighted (000)	43976	2948	21010	1568	22966	1379
168		Horz %	100.00	6.70	47.78	3.57	52.22	3.14
169		Vert %	18.47	22.64	18.31	22.15	18.61	23.23
170		Index	100	123	99	120	101	126
171								
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	161	1055	85	1437	76
173		Weighted (000)	10385	634	4055	318	6330	316
174		Horz %	100.00	6.11	39.05	3.06	60.95	3.04
175		Vert %	4.36	4.87	3.53	4.49	5.13	5.32
176		Index	100	112	81	103	118	122
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	205	1466	110	1642	95
179		Weighted (000)	12939	795	5528	392	7411	403
180		Horz %	100.00	6.14	42.72	3.03	57.28	3.11
181		Vert %	5.43	6.10	4.82	5.53	6.01	6.79
182		Index	100	112	89	102	111	125
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	648	5138	349	5029	299
185		Weighted (000)	45323	2485	21898	1336	23425	1149
186		Horz %	100.00	5.48	48.32	2.95	51.68	2.53
187		Vert %	19.03	19.09	19.08	18.87	18.98	19.34
188		Index	100	100	100	99	100	102
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	672	5465	387	5162	285
190		Weighted (000)	70635	4138	34949	2358	35686	1780
191		Horz %	100.00	5.86	49.48	3.34	50.52	2.52
192		Vert %	29.66	31.79	30.45	33.32	28.92	29.97
193		Index	100	107	103	112	98	101
194								
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	152	2204	96	1924	56
196		Weighted (000)	30203	869	15378	510	14825	359
197		Horz %	100.00	2.88	50.91	1.69	49.09	1.19
198		Vert %	12.68	6.68	13.40	7.20	12.02	6.05
199		Index	100	53	106	57	95	48
200								
201	Currently Attending College or University	Unwgted	3489	160	1681	89	1808	71
202		Weighted (000)	19251	835	8953	490	10297	346
203		Horz %	100.00	4.34	46.51	2.54	53.49	1.79
204		Vert %	8.08	6.42	7.80	6.92	8.35	5.82
205		Index	100	79	97	86	103	72
206								
207	Employed Full Time	Unwgted	24693	1612	14836	981	9857	631
208		Weighted (000)	114968	7288	66238	4358	48730	2930
209		Horz %	100.00	6.34	57.61	3.79	42.39	2.55
210		Vert %	48.27	55.99	57.72	61.56	39.49	49.34
211		Index	100	116	120	128	82	102
212								
213	Employed Part Time	Unwgted	5566	353	2103	124	3463	229
214		Weighted (000)	28629	1546	10048	486	18582	1060
215		Horz %	100.00	5.40	35.10	1.70	64.90	3.70
216		Vert %	12.02	11.88	8.75	6.87	15.06	17.85
217		Index	100	99	73	57	125	148
218								

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2								
219	Not Employed							
220		Unwgted	17909	891	7518	464	10391	427
221		Weighted (000)	94557	4183	38480	2234	56077	1948
222		Horz %	100.00	4.42	40.70	2.36	59.30	2.06
223		Vert %	39.70	32.13	33.53	31.56	45.45	32.81
224	Index	100	81	84	80	114	83	
225	Temporarily Unemployed							*
226		Unwgted	2163	112	1076	66	1087	46
227		Weighted (000)	14225	681	7394	429	6830	252
228		Horz %	100.00	4.79	51.98	3.02	48.02	1.77
229		Vert %	5.97	5.24	6.44	6.06	5.54	4.25
230	Index	100	88	108	102	93	71	
231	Retired from Employment							
232		Unwgted	10300	508	4886	307	5414	201
233		Weighted (000)	44807	1985	20795	1284	24012	701
234		Horz %	100.00	4.43	46.41	2.87	53.59	1.56
235		Vert %	18.81	15.25	18.12	18.14	19.46	11.80
236	Index	100	81	96	96	103	63	
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	113	63	4	2389	109
239		Weighted (000)	16222	625	415	37	15807	588
240		Horz %	100.00	3.85	2.56	0.23	97.44	3.63
241		Vert %	6.81	4.80	0.36	0.52	12.81	9.90
242	Index	100	71	5	8	188	145	
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	421	3516	198	3948	223
245		Weighted (000)	32463	1819	13816	853	18647	966
246		Horz %	100.00	5.60	42.56	2.63	57.44	2.98
247		Vert %	13.63	13.97	12.04	12.04	15.11	16.27
248	Index	100	102	88	88	111	119	
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	414	3914	251	2381	163
251		Weighted (000)	23158	1697	13110	931	10048	766
252		Horz %	100.00	7.33	56.61	4.02	43.39	3.31
253		Vert %	9.72	13.04	11.42	13.15	8.14	12.90
254	Index	100	134	117	135	84	133	
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	439	2267	147	3680	292
257		Weighted (000)	32581	2259	12510	819	20071	1440
258		Horz %	100.00	6.93	38.40	2.51	61.60	4.42
259		Vert %	13.68	17.35	10.90	11.57	16.27	24.25
260	Index	100	127	80	85	119	177	
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	197	2431	192	87	5
263		Weighted (000)	13283	868	12692	857	591	12
264		Horz %	100.00	6.54	95.55	6.45	4.45	0.09
265		Vert %	5.58	6.67	11.06	12.10	0.48	0.20
266	Index	100	120	198	217	9	4	
267	Occupation: Other Employed							
268		Unwgted	8035	494	4811	317	3224	177
269		Weighted (000)	42112	2191	24157	1385	17955	806
270		Horz %	100.00	5.20	57.36	3.29	42.64	1.91
271		Vert %	17.68	16.83	21.05	19.57	14.55	13.57
272	Index	100	95	119	111	82	77	

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1								
2								
273						*		*
274		Unwgted	1652	65	995	33	657	32
275	Household Income:	Weighted (000)	6409	273	3331	105	3078	168
276	\$250,000+	Horz %	100.00	4.27	51.98	1.64	48.02	2.62
277		Vert %	2.69	2.10	2.90	1.49	2.49	2.83
278		Index	100	78	108	55	93	105
279						*		*
280		Unwgted	1403	71	802	49	601	22
281	Household Income: \$200,000-	Weighted (000)	5818	356	2971	252	2847	103
282	\$249,999	Horz %	100.00	6.11	51.06	4.34	48.94	1.78
283		Vert %	2.44	2.73	2.59	3.56	2.31	1.74
284		Index	100	112	106	146	94	71
285								
286	Household Income: \$150,000-	Unwgted	3416	212	2002	138	1414	74
287	\$199,999	Weighted (000)	15518	1068	7893	660	7625	408
288		Horz %	100.00	6.88	50.87	4.25	49.13	2.63
289		Vert %	6.52	8.20	6.88	9.32	6.18	6.87
290		Index	100	126	106	143	95	105
291								
292	Household Income: \$100,000-	Unwgted	7088	452	4096	270	2992	182
293	\$149,999	Weighted (000)	36360	2350	18625	1278	17735	1072
294		Horz %	100.00	6.46	51.22	3.51	48.78	2.95
295		Vert %	15.27	18.05	16.23	18.05	14.37	18.06
296		Index	100	118	106	118	94	118
297								
298	Household Income: \$75,000-	Unwgted	6291	447	3511	257	2780	190
299	\$99,999	Weighted (000)	31892	2142	16159	1130	15732	1012
300		Horz %	100.00	6.72	50.67	3.54	49.33	3.17
301		Vert %	13.39	16.46	14.08	15.96	12.75	17.04
302		Index	100	123	105	119	95	127
303								
304	Household Income: \$60,000-	Unwgted	5133	352	2676	192	2457	160
305	\$74,999	Weighted (000)	25163	1578	12461	824	12702	754
306		Horz %	100.00	6.27	49.52	3.27	50.48	3.00
307		Vert %	10.57	12.12	10.86	11.64	10.29	12.70
308		Index	100	115	103	110	97	120
309								
310	Household Income: \$50,000-	Unwgted	3809	246	1962	131	1847	115
311	\$59,999	Weighted (000)	18825	1003	9277	558	9548	445
312		Horz %	100.00	5.33	49.28	2.96	50.72	2.36
313		Vert %	7.90	7.70	8.08	7.88	7.74	7.50
314		Index	100	97	102	100	98	95
315								
316	Household Income: \$40,000-	Unwgted	4740	287	2353	143	2387	144
317	\$49,999	Weighted (000)	20651	975	10068	507	10584	468
318		Horz %	100.00	4.72	48.75	2.45	51.25	2.27
319		Vert %	8.67	7.49	8.77	7.16	8.58	7.88
320		Index	100	86	101	83	99	91
321								
322	Household Income: \$30,000-	Unwgted	4631	252	2090	141	2541	111
323	\$39,999	Weighted (000)	22417	1013	10701	624	11716	389
324		Horz %	100.00	4.52	47.74	2.78	52.26	1.73
325		Vert %	9.41	7.78	9.32	8.81	9.49	6.55
326		Index	100	83	99	94	101	70

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)
2								
327								
328		Unwgted	4429	239	1882	109	2547	130
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	1053	10224	516	12416	537
330		Horz %	100.00	4.65	45.16	2.28	54.84	2.37
331		Vert %	9.51	8.09	8.91	7.29	10.06	9.04
332		Index	100	85	94	77	106	95
333								
334		Unwgted	5576	233	2088	106	3488	127
335	Household Income: Under \$20,000	Weighted (000)	32463	1208	13056	626	19407	582
336		Horz %	100.00	3.72	40.22	1.93	59.78	1.79
337		Vert %	13.63	9.28	11.38	8.84	15.73	9.80
338		Index	100	68	83	65	115	72
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	72.00	64.90	72.90	57.90	70.90
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	556	6285	320	5408	236
347	Marital Status: Single, Never Married	Weighted (000)	65997	2982	35246	1720	30751	1262
348		Horz %	100.00	4.52	53.41	2.61	46.59	1.91
349		Vert %	27.71	22.91	30.71	24.30	24.92	21.25
350		Index	100	83	111	88	90	77
351								
352		Unwgted	24820	1626	14100	968	10720	658
353	Marital Status: Currently Married	Weighted (000)	126882	7713	63254	4269	63629	3445
354		Horz %	100.00	6.08	49.85	3.36	50.15	2.72
355		Vert %	53.28	59.26	55.12	60.30	51.57	58.01
356		Index	100	111	103	113	97	109
357								
358		Unwgted	7777	514	3127	227	4650	287
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	1840	12849	920	17759	920
360		Horz %	100.00	6.01	41.98	3.01	58.02	3.00
361		Vert %	12.85	14.13	11.20	13.00	14.39	15.48
362		Index	100	110	87	101	112	120
363								
364		Unwgted	3878	160	945	54	2933	106
365	Marital Status: Widowed	Weighted (000)	14666	482	3416	170	11250	312
366		Horz %	100.00	3.29	23.29	1.16	76.71	2.13
367		Vert %	6.16	3.70	2.98	2.40	9.12	5.25
368		Index	100	60	48	39	148	85
369								
370		Unwgted	1983	98	1032	54	951	44
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	557	5384	278	5833	279
372		Horz %	100.00	4.97	48.00	2.48	52.00	2.49
373		Vert %	4.71	4.28	4.69	3.93	4.73	4.70
374		Index	100	91	100	83	100	100
375								
376		Unwgted	3313	177	1820	96	1493	81
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	1110	10281	529	10662	582
378		Horz %	100.00	5.30	49.09	2.53	50.91	2.78
379		Vert %	8.79	8.53	8.96	7.47	8.64	9.79
380		Index	100	97	102	85	98	111

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)
2								
381								
382	Any Child(ren) Under Age 18 Living at Home	Unwgted	17843	985	8707	533	9136	452
383		Weighted (000)	94619	4766	42720	2555	51899	2211
384		Horz %	100.00	5.04	45.15	2.70	54.85	2.34
385		Vert %	39.73	36.61	37.22	36.09	42.06	37.23
386		Index	100	92	94	91	106	94
387								
388	1 Child Under Age 18 Currently Living at Home	Unwgted	7219	433	3511	231	3708	202
389		Weighted (000)	38752	2130	17649	1133	21103	996
390		Horz %	100.00	5.50	45.54	2.92	54.46	2.57
391		Vert %	16.27	16.36	15.38	16.01	17.10	16.78
392		Index	100	101	95	98	105	103
393								
394	2 Children Under Age 18 Currently Living at Home	Unwgted	6632	377	3312	212	3320	165
395		Weighted (000)	33339	1758	15370	952	17969	806
396		Horz %	100.00	5.27	46.10	2.86	53.90	2.42
397		Vert %	14.00	13.51	13.39	13.45	14.56	13.57
398		Index	100	96	96	96	104	97
399								
400	3 Children Under Age 18 Currently Living at Home	Unwgted	2738	121	1283	56	1455	65
401		Weighted (000)	14851	599	6431	292	8420	307
402		Horz %	100.00	4.03	43.31	1.96	56.69	2.07
403		Vert %	6.24	4.60	5.60	4.12	6.82	5.17
404		Index	100	74	90	66	109	83
405				*		*		*
406	4 Children Under Age 18 Currently Living at Home	Unwgted	882	34	427	20	455	14
407		Weighted (000)	5223	189	2303	118	2920	71
408		Horz %	100.00	3.62	44.10	2.26	55.90	1.36
409		Vert %	2.19	1.45	2.01	1.67	2.37	1.20
410		Index	100	66	92	76	108	55
411				*		*		*
412	5 or More Children Under Age 18 Currently Living at Home	Unwgted	372	20	174	14	198	6
413		Weighted (000)	2454	90	967	60	1487	30
414		Horz %	100.00	3.66	39.40	2.44	60.60	1.22
415		Vert %	1.03	0.69	0.84	0.85	1.21	0.51
416		Index	100	67	82	82	117	49
417								
418	Own Home/Residence	Unwgted	33340	2211	17386	1236	15954	975
419		Weighted (000)	157962	9797	76483	5355	81479	4442
420		Horz %	100.00	6.20	48.42	3.39	51.58	2.81
421		Vert %	66.33	75.26	66.64	75.65	66.03	74.80
422		Index	100	113	100	114	100	113
423								
424	Rent Home/Residence	Unwgted	14260	609	6787	310	7473	299
425		Weighted (000)	77153	3082	36837	1626	40316	1456
426		Horz %	100.00	3.99	47.75	2.11	52.25	1.89
427		Vert %	32.40	23.68	32.10	22.96	32.67	24.53
428		Index	100	73	99	71	101	76
429				*		*		*
430	Live Rent-Free in Home/Residence	Unwgted	568	36	284	23	284	13
431		Weighted (000)	3039	138	1445	98	1594	40
432		Horz %	100.00	4.55	47.54	3.24	52.46	1.31
433		Vert %	1.28	1.06	1.26	1.39	1.29	0.67
434		Index	100	83	99	109	101	53

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)
2								
435	Census Region: North East							
436		Unwgted	11308	659	5685	358	5623	301
437		Weighted (000)	43253	2379	20622	1284	22631	1095
438		Horz %	100.00	5.50	47.68	2.97	52.32	2.53
439		Vert %	18.16	18.27	17.97	18.14	18.34	18.43
440		Index	100	101	99	100	101	101
441	Census Region: South							
442		Unwgted	16124	826	8035	461	8089	365
443		Weighted (000)	89346	4212	42766	2340	46580	1871
444		Horz %	100.00	4.71	47.87	2.62	52.13	2.09
445		Vert %	37.52	32.35	37.26	33.06	37.75	31.51
446		Index	100	86	99	88	101	84
447	Census Region: Midwest							
448		Unwgted	10891	780	5544	411	5347	369
449		Weighted (000)	51282	3125	24805	1636	26477	1489
450		Horz %	100.00	6.09	48.37	3.19	51.63	2.90
451		Vert %	21.53	24.01	21.61	23.11	21.46	25.07
452		Index	100	111	100	107	100	116
453	Census Region: West							
454		Unwgted	9845	591	5193	339	4652	252
455		Weighted (000)	54273	3302	26572	1819	27701	1483
456		Horz %	100.00	6.08	48.96	3.35	51.04	2.73
457		Vert %	22.79	25.37	23.15	25.69	22.45	24.98
458		Index	100	111	102	113	99	110
459	Census Sub-Region: New England							
460		Unwgted	2844	232	1449	140	1395	92
461		Weighted (000)	11320	824	5419	481	5901	343
462		Horz %	100.00	7.28	47.87	4.25	52.13	3.03
463		Vert %	4.75	6.33	4.72	6.80	4.78	5.77
464		Index	100	133	99	143	101	121
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	427	4236	218	4228	209
467		Weighted (000)	31933	1555	15203	803	16730	752
468		Horz %	100.00	4.87	47.61	2.51	52.39	2.36
469		Vert %	13.41	11.94	13.25	11.34	13.56	12.66
470		Index	100	89	99	85	101	94
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	429	4475	240	4641	189
473		Weighted (000)	45960	2024	21872	1095	24087	929
474		Horz %	100.00	4.40	47.59	2.38	52.41	2.02
475		Vert %	19.30	15.55	19.06	15.46	19.52	15.65
476		Index	100	81	99	80	101	81
477	Census Sub-Region: East South Central							
478		Unwgted	2066	110	1066	58	1000	52
479		Weighted (000)	14946	725	7248	366	7697	360
480		Horz %	100.00	4.85	48.50	2.45	51.50	2.41
481		Vert %	6.28	5.57	6.32	5.17	6.24	6.06
482		Index	100	89	101	82	99	96
483	Census Sub-Region: West South Central							
484		Unwgted	4942	287	2494	163	2448	124
485		Weighted (000)	28441	1462	13646	880	14795	582
486		Horz %	100.00	5.14	47.98	3.09	52.02	2.05
487		Vert %	11.94	11.23	11.89	12.43	11.99	9.81
488		Index	100	94	100	104	100	82

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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2								
489								
490		Unwgted	8456	569	4267	292	4189	277
491	Census Sub-Region: East North Central	Weighted (000)	35650	1823	16892	897	18758	926
492		Horz %	100.00	5.11	47.38	2.52	52.62	2.60
493		Vert %	14.97	14.01	14.72	12.68	15.20	15.59
494		Index	100	94	98	85	102	104
495								
496		Unwgted	2435	211	1277	119	1158	92
497	Census Sub-Region: West North Central	Weighted (000)	15632	1302	7913	739	7719	563
498		Horz %	100.00	8.33	50.62	4.73	49.38	3.60
499		Vert %	6.56	10.00	6.90	10.44	6.26	9.48
500		Index	100	152	105	159	95	144
501								
502		Unwgted	2321	154	1229	94	1092	60
503	Census Sub-Region: Mountain	Weighted (000)	16500	1124	8176	628	8324	496
504		Horz %	100.00	6.81	49.55	3.80	50.45	3.01
505		Vert %	6.93	8.63	7.12	8.87	6.75	8.36
506		Index	100	125	103	128	97	121
507								
508		Unwgted	7524	437	3964	245	3560	192
509	Census Sub-Region: Pacific	Weighted (000)	37774	2178	18396	1191	19378	987
510		Horz %	100.00	5.77	48.70	3.15	51.30	2.61
511		Vert %	15.86	16.73	16.03	16.82	15.70	16.62
512		Index	100	105	101	106	99	105
513								
514		Unwgted	26679	1660	13529	889	13150	771
515	County Size: A	Weighted (000)	99155	5615	47699	3050	51456	2566
516		Horz %	100.00	5.66	48.11	3.08	51.89	2.59
517		Vert %	41.63	43.14	41.56	43.08	41.70	43.20
518		Index	100	104	100	103	100	104
519								
520		Unwgted	12036	735	6063	414	5973	321
521	County Size: B	Weighted (000)	70767	4242	34009	2340	36758	1902
522		Horz %	100.00	5.99	48.06	3.31	51.94	2.69
523		Vert %	29.71	32.59	29.63	33.05	29.79	32.04
524		Index	100	110	100	111	100	108
525								
526		Unwgted	9453	461	4865	266	4588	195
527	County Size: C/D	Weighted (000)	68232	3160	33058	1689	35175	1470
528		Horz %	100.00	4.63	48.45	2.48	51.55	2.15
529		Vert %	28.65	24.27	28.80	23.87	28.51	24.76
530		Index	100	85	101	83	99	86
531								
532		Unwgted	1292	109	710	59	582	50
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	404	2746	251	2374	152
534		Horz %	100.00	7.88	53.63	4.91	46.37	2.98
535		Vert %	2.15	3.10	2.39	3.55	1.92	2.57
536		Index	100	144	111	165	90	119
537								
538		Unwgted	8429	866	3621	418	4808	448
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	4040	16635	1920	24144	2120
540		Horz %	100.00	9.91	40.79	4.71	59.21	5.20
541		Vert %	17.12	31.04	14.49	27.13	19.57	35.70
542		Index	100	181	85	158	114	209

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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2								
543								
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	175	715	105	563	70
545		Weighted (000)	7030	811	3657	479	3373	333
546		Horz %	100.00	11.54	52.02	6.81	47.98	4.73
547		Vert %	2.95	6.23	3.19	6.76	2.73	5.60
548		Index	100	211	108	229	93	190
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	38	186	18	203	20
551		Weighted (000)	2075	188	838	84	1237	104
552		Horz %	100.00	9.04	40.41	4.05	59.59	4.99
553		Vert %	0.87	1.44	0.73	1.19	1.00	1.74
554		Index	100	165	84	136	115	200
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	193	1797	124	1234	69
557		Weighted (000)	8416	487	4632	306	3784	181
558		Horz %	100.00	5.78	55.04	3.64	44.96	2.15
559		Vert %	3.53	3.74	4.04	4.32	3.07	3.04
560		Index	100	106	114	122	87	86
561								*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	292	2871	236	652	56
563		Weighted (000)	12663	1056	9964	878	2698	178
564		Horz %	100.00	8.34	78.69	6.93	21.31	1.41
565		Vert %	5.32	8.11	8.68	12.40	2.19	3.00
566		Index	100	153	163	233	41	56
567								*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	90	663	63	325	27
569		Weighted (000)	4277	415	2782	247	1494	168
570		Horz %	100.00	9.71	65.06	5.79	34.94	3.93
571		Vert %	1.80	3.19	2.42	3.50	1.21	2.83
572		Index	100	178	135	195	67	158
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	335	1973	190	1475	145
575		Weighted (000)	16147	1409	8900	866	7247	543
576		Horz %	100.00	8.73	55.12	5.37	44.88	3.36
577		Vert %	6.78	10.82	7.76	12.24	5.87	9.14
578		Index	100	160	114	181	87	135
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	605	3987	282	4877	323
581		Weighted (000)	46661	2914	19823	1327	26837	1587
582		Horz %	100.00	6.25	42.48	2.84	57.52	3.40
583		Vert %	19.59	22.39	17.27	18.74	21.75	26.73
584		Index	100	114	88	96	111	136
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	2856	1569	1569	1287	1287
587		Weighted (000)	13017	13017	7079	7079	5938	5938
588		Horz %	100.00	100.00	54.38	54.38	45.62	45.62
589		Vert %	5.47	100.00	6.17	100.00	4.81	100.00
590		Index	100	1830	113	1830	88	1830
591								
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	522	2511	344	1270	178
593		Weighted (000)	18048	2243	11714	1495	6334	748
594		Horz %	100.00	12.43	64.90	8.28	35.10	4.15
595		Vert %	7.58	17.23	10.21	21.12	5.13	12.60
596		Index	100	227	135	279	68	166

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2								
597						*		*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	68	755	32	687	36
599		Weighted (000)	5709	248	2958	119	2752	130
600		Horz %	100.00	4.35	51.81	2.08	48.19	2.28
601		Vert %	2.40	1.91	2.58	1.67	2.23	2.19
602		Index	100	80	108	70	93	91
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	603	4003	322	4234	281
605		Weighted (000)	46833	3142	21488	1647	25345	1496
606		Horz %	100.00	6.71	45.88	3.52	54.12	3.19
607		Vert %	19.66	24.14	18.72	23.26	20.54	25.19
608		Index	100	123	95	118	104	128
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	11	147	7	138	4
611		Weighted (000)	1065	59	495	40	570	19
612		Horz %	100.00	5.53	46.46	3.72	53.54	1.80
613		Vert %	0.45	0.45	0.43	0.56	0.46	0.32
614		Index	100	101	96	125	103	72
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	24	264	14	450	10
617		Weighted (000)	3659	115	1332	66	2327	50
618		Horz %	100.00	3.15	36.41	1.80	63.59	1.35
619		Vert %	1.54	0.89	1.16	0.93	1.89	0.83
620		Index	100	58	76	60	123	54
621								
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	109	1107	58	1116	51
623		Weighted (000)	15844	592	7607	327	8236	265
624		Horz %	100.00	3.74	48.01	2.06	51.99	1.67
625		Vert %	6.65	4.55	6.63	4.62	6.68	4.47
626		Index	100	68	100	69	100	67
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	330	1436	151	2233	179
629		Weighted (000)	17141	1729	6212	749	10929	980
630		Horz %	100.00	10.09	36.24	4.37	63.76	5.72
631		Vert %	7.20	13.28	5.41	10.58	8.86	16.50
632		Index	100	185	75	147	123	229
633						*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	69	460	43	327	26
635		Weighted (000)	2899	256	1579	167	1320	89
636		Horz %	100.00	8.84	54.47	5.75	45.53	3.08
637		Vert %	1.22	1.97	1.38	2.36	1.07	1.50
638		Index	100	162	113	194	88	124
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	48	515	28	400	20
641		Weighted (000)	7068	248	3599	155	3469	93
642		Horz %	100.00	3.51	50.92	2.20	49.08	1.31
643		Vert %	2.97	1.90	3.14	2.19	2.81	1.56
644		Index	100	64	106	74	95	53
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	423	3816	296	2399	127
647		Weighted (000)	23523	1720	14154	1244	9369	476
648		Horz %	100.00	7.31	60.17	5.29	39.83	2.02
649		Vert %	9.88	13.22	12.33	17.58	7.59	8.01
650		Index	100	134	125	178	77	81

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

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)
2								
651								
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	157	952	107	936	50
653		Weighted (000)	9927	822	4669	558	5258	264
654		Horz %	100.00	8.28	47.04	5.62	52.96	2.66
655		Vert %	4.17	6.32	4.07	7.89	4.26	4.44
656		Index	100	152	98	189	102	107
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	146	1372	79	1196	67
659		Weighted (000)	10435	636	5282	364	5153	271
660		Horz %	100.00	6.09	50.62	3.49	49.38	2.60
661		Vert %	4.38	4.88	4.60	5.15	4.18	4.57
662		Index	100	111	105	117	95	104
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	236	1596	107	2353	129
665		Weighted (000)	19990	1101	7792	467	12198	634
666		Horz %	100.00	5.51	38.98	2.34	61.02	3.17
667		Vert %	8.39	8.46	6.79	6.60	9.89	10.67
668		Index	100	101	81	79	118	127
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	161	1404	81	1472	80
671		Weighted (000)	15341	852	7412	430	7930	422
672		Horz %	100.00	5.56	48.31	2.80	51.69	2.75
673		Vert %	6.44	6.55	6.46	6.08	6.43	7.11
674		Index	100	102	100	94	100	110
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	428	2680	275	1590	153
677		Weighted (000)	20195	1857	12063	1156	8132	701
678		Horz %	100.00	9.19	59.73	5.72	40.27	3.47
679		Vert %	8.48	14.26	10.51	16.33	6.59	11.80
680		Index	100	168	124	193	78	139
681								
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	130	429	51	733	79
683		Weighted (000)	5686	693	2013	266	3672	427
684		Horz %	100.00	12.19	35.41	4.68	64.59	7.51
685		Vert %	2.39	5.33	1.75	3.76	2.98	7.19
686		Index	100	223	73	157	125	301
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	36	319	16	365	20
689		Weighted (000)	4664	228	2063	97	2601	131
690		Horz %	100.00	4.89	44.23	2.07	55.77	2.81
691		Vert %	1.96	1.75	1.80	1.37	2.11	2.21
692		Index	100	89	92	70	108	113
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	5	129	2	177	3
695		Weighted (000)	1821	31	910	12	911	19
696		Horz %	100.00	1.72	49.96	0.65	50.04	1.07
697		Vert %	0.76	0.24	0.79	0.17	0.74	0.33
698		Index	100	31	104	22	97	43
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	178	2494	95	2807	83
701		Weighted (000)	27306	886	12722	507	14585	379
702		Horz %	100.00	3.25	46.59	1.86	53.41	1.39
703		Vert %	11.47	6.81	11.09	7.16	11.82	6.38
704		Index	100	59	97	62	103	56

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)
2								
705						*		*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	75	1035	40	1379	35
707		Weighted (000)	10854	347	4643	197	6211	150
708		Horz %	100.00	3.20	42.78	1.81	57.22	1.38
709		Vert %	4.56	2.67	4.05	2.78	5.03	2.53
710		Index	100	58	89	61	110	55
711						*		*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	61	1018	36	1016	25
713		Weighted (000)	12023	356	5724	231	6299	125
714		Horz %	100.00	2.96	47.61	1.93	52.39	1.04
715		Vert %	5.05	2.74	4.99	3.27	5.11	2.10
716		Index	100	54	99	65	101	42
717								*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	81	706	54	553	27
719		Weighted (000)	6468	372	3593	245	2875	127
720		Horz %	100.00	5.75	55.55	3.79	44.45	1.96
721		Vert %	2.72	2.86	3.13	3.46	2.33	2.13
722		Index	100	105	115	127	86	79
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	2748	20746	1525	19359	1223
725		Weighted (000)	195910	12405	96272	6848	99638	5558
726		Horz %	100.00	6.33	49.14	3.50	50.86	2.84
727		Vert %	82.26	95.30	83.89	96.73	80.75	93.59
728		Index	100	116	102	118	98	114
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	1819	13440	1036	11566	783
731		Weighted (000)	118698	8296	60364	4657	58335	3639
732		Horz %	100.00	6.99	50.85	3.92	49.15	3.07
733		Vert %	49.84	63.73	52.60	65.79	47.28	61.28
734		Index	100	128	106	132	95	123
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	1395	9422	785	8461	610
737		Weighted (000)	88241	6313	44427	3533	43814	2780
738		Horz %	100.00	7.15	50.35	4.00	49.65	3.15
739		Vert %	37.05	48.50	38.71	49.92	35.51	46.81
740		Index	100	131	104	135	96	126
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	1659	11583	954	9900	705
743		Weighted (000)	102780	7564	52607	4236	50173	3328
744		Horz %	100.00	7.36	51.18	4.12	48.82	3.24
745		Vert %	43.16	58.11	45.84	59.85	40.66	56.04
746		Index	100	135	106	139	94	130
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	512	3947	305	3353	207
749		Weighted (000)	36869	2409	19177	1474	17692	935
750		Horz %	100.00	6.53	52.01	4.00	47.99	2.54
751		Vert %	15.48	18.51	16.71	20.83	14.34	15.74
752		Index	100	120	108	135	93	102
753								
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	171	1456	104	907	67
755		Weighted (000)	12089	809	7351	520	4738	289
756		Horz %	100.00	6.69	60.81	4.30	39.19	2.39
757		Vert %	5.08	6.22	6.41	7.35	3.84	4.87
758		Index	100	122	126	145	76	96

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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2								
759								
760		Unwgted	15477	1108	8106	645	7371	463
761	Radio Daypart Cumes:	Weighted (000)	74270	4993	37528	2950	36742	2044
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	6.72	50.53	3.97	49.47	2.75
763		Vert %	31.19	38.36	32.70	41.67	29.78	34.42
764		Index	100	123	105	134	95	110
765								
766		Unwgted	21457	1570	10719	854	10738	716
767	Radio Daypart Cumes:	Weighted (000)	102778	6911	48768	3723	54011	3189
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	6.72	47.45	3.62	52.55	3.10
769		Vert %	43.16	53.09	42.49	52.59	43.77	53.70
770		Index	100	123	98	122	101	124
771								
772		Unwgted	16141	1202	8215	659	7926	543
773	Radio Daypart Cumes:	Weighted (000)	79854	5576	38468	3000	41386	2576
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	6.98	48.17	3.76	51.83	3.23
775		Vert %	33.53	42.83	33.52	42.38	33.54	43.38
776		Index	100	128	100	126	100	129
777								
778		Unwgted	7721	555	4043	318	3678	237
779	Radio Daypart Cumes:	Weighted (000)	38919	2424	19420	1350	19499	1074
780	Weekend 7:00 pm - Midnight	Horz %	100.00	6.23	49.90	3.47	50.10	2.76
781		Vert %	16.34	18.62	16.92	19.07	15.80	18.09
782		Index	100	114	104	117	97	111
783								
784		Unwgted	1911	119	1118	69	793	50
785	Radio Daypart Cumes:	Weighted (000)	9972	584	5625	339	4346	246
786	Weekend Midnight - 6:00 am	Horz %	100.00	5.86	56.41	3.39	43.59	2.46
787		Vert %	4.19	4.49	4.90	4.78	3.52	4.14
788		Index	100	107	117	114	84	99
789								
790		Unwgted	12646	829	5791	414	6855	415
791	Where Listen to Radio on	Weighted (000)	61519	3617	27333	1875	34186	1742
792	Typical Weekday: Home	Horz %	100.00	5.88	44.43	3.05	55.57	2.83
793		Vert %	25.83	27.79	23.82	26.49	27.71	29.34
794		Index	100	108	92	103	107	114
795								
796		Unwgted	36747	2505	18963	1373	17784	1132
797	Where Listen to Radio on	Weighted (000)	177653	11278	86450	6109	91203	5169
798	Typical Weekday: Car	Horz %	100.00	6.35	48.66	3.44	51.34	2.91
799		Vert %	74.60	86.64	75.33	86.30	73.92	87.05
800		Index	100	116	101	116	99	117
801								
802		Unwgted	5605	494	3421	319	2184	175
803	Where Listen to Radio on	Weighted (000)	29068	2335	16938	1496	12131	839
804	Typical Weekday: Work	Horz %	100.00	8.03	58.27	5.15	41.73	2.89
805		Vert %	12.21	17.94	14.76	21.14	9.83	14.13
806		Index	100	147	121	173	81	116
807						*		*
808		Unwgted	985	55	550	26	435	29
809	Where Listen to Radio on	Weighted (000)	5269	272	2888	135	2380	138
810	Typical Weekday: Place	Horz %	100.00	5.17	54.82	2.56	45.18	2.61
811	Other Than Home, Car, Work	Vert %	2.21	2.09	2.52	1.91	1.93	2.32
812		Index	100	95	114	86	87	105

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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2								
813								
814		Unwgted	14284	946	6807	492	7477	454
815	Where Listen to Radio on	Weighted (000)	69183	4182	31782	2248	37401	1934
816	Typical Weekend: Home	Horz %	100.00	6.04	45.94	3.25	54.06	2.80
817		Vert %	29.05	32.13	27.69	31.75	30.31	32.57
818		Index	100	111	95	109	104	112
819								
820		Unwgted	33644	2353	17193	1262	16451	1091
821	Where Listen to Radio on	Weighted (000)	162441	10614	78252	5561	84188	5053
822	Typical Weekend: Car	Horz %	100.00	6.53	48.17	3.42	51.83	3.11
823		Vert %	68.21	81.54	68.18	78.56	68.23	85.10
824		Index	100	120	100	115	100	125
825								*
826		Unwgted	1927	145	1266	107	661	38
827	Where Listen to Radio on	Weighted (000)	10420	641	6599	452	3821	189
828	Typical Weekend: Work	Horz %	100.00	6.15	63.33	4.33	36.67	1.82
829		Vert %	4.38	4.92	5.75	6.38	3.10	3.19
830		Index	100	113	131	146	71	73
831						*		*
832		Unwgted	957	51	546	32	411	19
833	Where Listen to Radio on	Weighted (000)	5414	257	3017	171	2397	86
834	Typical Weekend: Place Other Than Home, Car, Work	Horz %	100.00	4.75	55.73	3.16	44.27	1.59
835		Vert %	2.27	1.97	2.63	2.42	1.94	1.45
836		Index	100	87	116	106	85	64
837								
838		Unwgted	9766	647	5971	433	3795	214
839	Ever Listen to AM Radio	Weighted (000)	39386	2516	23093	1688	16294	828
840	(Terrestrial Radio)	Horz %	100.00	6.39	58.63	4.29	41.37	2.10
841		Vert %	16.54	19.33	20.12	23.85	13.21	13.94
842		Index	100	117	122	144	80	84
843								
844		Unwgted	36381	2848	18453	1566	17928	1282
845	Ever Listen to FM Radio	Weighted (000)	181940	12987	87796	7067	94145	5920
846	(Terrestrial Radio)	Horz %	100.00	7.14	48.26	3.88	51.74	3.25
847		Vert %	76.40	99.77	76.50	99.83	76.30	99.70
848		Index	100	131	100	131	100	130
849								
850		Unwgted	39530	2856	20284	1569	19246	1287
851	Ever Listen to Any Terrestrial	Weighted (000)	194284	13017	94677	7079	99607	5938
852	Radio (AM/FM)	Horz %	100.00	6.70	48.73	3.64	51.27	3.06
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	256	3528	144	2810	112
857	Ever Listen to Satellite Radio	Weighted (000)	27714	1043	14032	599	13682	444
858	(SiriusXM)	Horz %	100.00	3.76	50.63	2.16	49.37	1.60
859		Vert %	11.64	8.01	12.23	8.46	11.09	7.48
860		Index	100	69	105	73	95	64
861								
862		Unwgted	8685	424	4748	230	3937	194
863	Household Subscribes to	Weighted (000)	39210	1883	19203	1008	20006	876
864	Satellite (SiriusXM) Radio	Horz %	100.00	4.80	48.98	2.57	51.02	2.23
865		Vert %	16.46	14.47	16.73	14.23	16.21	14.75
866		Index	100	88	102	86	98	90

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	755	6842	426	5833	329
869		Weighted (000)	60478	3373	29974	1785	30504	1588
870		Horz %	100.00	5.58	49.56	2.95	50.44	2.63
871		Vert %	25.39	25.91	26.12	25.22	24.72	26.74
872		Index	100	102	103	99	97	105
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	706	6301	404	4930	302
875		Weighted (000)	56535	3419	28911	1838	27624	1581
876		Horz %	100.00	6.05	51.14	3.25	48.86	2.80
877		Vert %	23.74	26.27	25.19	25.96	22.39	26.63
878		Index	100	111	106	109	94	112
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	469	4209	271	2985	198
881		Weighted (000)	34638	2019	19095	1140	15543	879
882		Horz %	100.00	5.83	55.13	3.29	44.87	2.54
883		Vert %	14.54	15.51	16.64	16.11	12.60	14.80
884		Index	100	107	114	111	87	102
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	641	6076	370	5127	271
887		Weighted (000)	54650	2879	28025	1611	26625	1268
888		Horz %	100.00	5.27	51.28	2.95	48.72	2.32
889		Vert %	22.95	22.12	24.42	22.75	21.58	21.36
890		Index	100	96	106	99	94	93
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	837	7625	472	6345	365
893		Weighted (000)	68093	3761	34986	2050	33107	1711
894		Horz %	100.00	5.52	51.38	3.01	48.62	2.51
895		Vert %	28.59	28.89	30.48	28.96	26.83	28.81
896		Index	100	101	107	101	94	101
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	237	2072	153	1493	84
899		Weighted (000)	16453	1048	9050	683	7404	365
900		Horz %	100.00	6.37	55.00	4.15	45.00	2.22
901		Vert %	6.91	8.05	7.89	9.64	6.00	6.15
902		Index	100	117	114	140	87	89
903								
904	Downloaded Music - Past Month	Unwgted	10771	599	5842	325	4929	274
905		Weighted (000)	55635	2969	28526	1613	27109	1355
906		Horz %	100.00	5.34	51.27	2.90	48.73	2.44
907		Vert %	23.36	22.80	24.86	22.79	21.97	22.82
908		Index	100	98	106	98	94	98
909								*
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	103	1374	73	741	30
911		Weighted (000)	9292	400	5804	304	3488	96
912		Horz %	100.00	4.31	62.46	3.27	37.54	1.04
913		Vert %	3.90	3.08	5.06	4.29	2.83	1.62
914		Index	100	79	130	110	72	42
915								
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	182	1255	97	1221	85
917		Weighted (000)	12781	844	6091	444	6690	400
918		Horz %	100.00	6.61	47.66	3.47	52.34	3.13
919		Vert %	5.37	6.49	5.31	6.27	5.42	6.74
920		Index	100	121	99	117	101	126

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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2								
921								
922		Unwgted	6881	377	3642	196	3239	181
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	1762	16078	993	16393	769
924		Horz %	100.00	5.43	49.51	3.06	50.49	2.37
925		Vert %	13.63	13.54	14.01	14.03	13.29	12.96
926		Index	100	99	103	103	97	95
927								
928		Unwgted	9499	555	4700	279	4799	276
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	2657	22377	1349	25926	1308
930		Horz %	100.00	5.50	46.33	2.79	53.67	2.71
931		Vert %	20.28	20.41	19.50	19.06	21.01	22.02
932		Index	100	101	96	94	104	109
933								
934		Unwgted	2160	110	1248	66	912	44
935	Visited Spotify.com - Past Month	Weighted (000)	10770	513	5929	324	4841	190
936		Horz %	100.00	4.76	55.05	3.00	44.95	1.76
937		Vert %	4.52	3.94	5.17	4.57	3.92	3.19
938		Index	100	87	114	101	87	71
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	1016	8481	544	8257	472
941		Weighted (000)	83979	4548	40117	2481	43862	2066
942		Horz %	100.00	5.42	47.77	2.95	52.23	2.46
943		Vert %	35.26	34.94	34.96	35.05	35.55	34.79
944		Index	100	99	99	99	101	99
945	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	781	7079	449	6513	332
946		Weighted (000)	67996	3494	33168	2014	34828	1480
947		Horz %	100.00	5.14	48.78	2.96	51.22	2.18
948		Vert %	28.55	26.84	28.90	28.45	28.23	24.93
949		Index	100	94	101	100	99	87
950								
951	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	1050	8682	565	8300	485
952		Weighted (000)	84461	4593	40721	2534	43740	2059
953		Horz %	100.00	5.44	48.21	3.00	51.79	2.44
954		Vert %	35.46	35.28	35.48	35.79	35.45	34.67
955		Index	100	99	100	101	100	98
956								
957	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	832	7052	461	6258	371
958		Weighted (000)	67825	3726	33599	2063	34226	1663
959		Horz %	100.00	5.49	49.54	3.04	50.46	2.45
960		Vert %	28.48	28.63	29.28	29.14	27.74	28.01
961		Index	100	101	103	102	97	98
962								
963	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	2439	19854	1335	19456	1104
964		Weighted (000)	191753	10848	91658	5805	100095	5043
965		Horz %	100.00	5.66	47.80	3.03	52.20	2.63
966		Vert %	80.52	83.34	79.87	82.00	81.12	84.93
967		Index	100	104	99	102	101	105
968								
969	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	1985	15784	1082	15579	903
970		Weighted (000)	151527	8684	72027	4628	79500	4056
971		Horz %	100.00	5.73	47.53	3.05	52.47	2.68
972		Vert %	63.63	66.71	62.76	65.38	64.43	68.30
973		Index	100	105	99	103	101	107
974								

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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1								
2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	1674	13766	940	13303	734
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	7409	63885	4114	67474	3296
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	5.64	48.63	3.13	51.37	2.51
979	(Central/Mountain)	Vert %	55.16	56.92	55.67	58.11	54.68	55.50
980		Index	100	103	101	105	99	101
981								
982	TV Dayparts: Prime Time	Unwgted	31508	2044	15957	1121	15551	923
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	9116	73082	4931	79393	4185
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	5.98	47.93	3.23	52.07	2.74
985	(Central/Mountain)	Vert %	64.02	70.03	63.68	69.66	64.34	70.47
986		Index	100	109	99	109	101	110
987								
988	TV Dayparts: Weekdays	Unwgted	13670	749	6126	382	7544	367
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	3398	30958	1736	41669	1662
990	(Eastern/Pacific) 9:00 am-3:00 pm	Horz %	100.00	4.68	42.63	2.39	57.37	2.29
991	(Central/Mountain)	Vert %	30.50	26.10	26.98	24.52	33.77	27.99
992		Index	100	86	88	80	111	92
993								
994	TV Dayparts: Weekdays	Unwgted	24527	1506	12354	855	12173	651
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	6750	57750	3778	64492	2971
996	(Eastern/Pacific) 3:00 pm-6:30 pm	Horz %	100.00	5.52	47.24	3.09	52.76	2.43
997	(Central/Mountain)	Vert %	51.33	51.85	50.32	53.37	52.27	50.04
998		Index	100	101	98	104	102	97
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	511	4197	288	3834	223
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	2343	20501	1359	20063	984
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	5.78	50.54	3.35	49.46	2.43
1003	(Central/Mountain)	Vert %	17.03	18.00	17.86	19.20	16.26	16.57
1004		Index	100	106	105	113	95	97
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	1265	10227	710	9674	555
1007	Children's Shows Cume Audience: Saturday-Sunday	Weighted (000)	98456	5735	48277	3206	50179	2530
1008	Morning	Horz %	100.00	5.83	49.03	3.26	50.97	2.57
1009		Vert %	41.34	44.06	42.07	45.28	40.67	42.60
1010		Index	100	107	102	110	98	103
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	1474	13227	895	11139	579
1013	Cume Audience: Saturday-Sunday	Weighted (000)	120692	6633	61780	3954	58912	2679
1014	Afternoon	Horz %	100.00	5.50	51.19	3.28	48.81	2.22
1015		Vert %	50.68	50.96	53.83	55.86	47.74	45.11
1016		Index	100	101	106	110	94	89
1017								*
1018		Unwgted	2498	117	1497	73	1001	44
1019	Downloaded a TV Program -	Weighted (000)	12342	594	7184	388	5158	206
1020	Past Month	Horz %	100.00	4.81	58.21	3.14	41.79	1.67
1021		Vert %	5.18	4.56	6.26	5.48	4.18	3.47
1022		Index	100	88	121	106	81	67
1023								
1024		Unwgted	8118	473	4404	273	3714	200
1025	Watched a TV Program Online	Weighted (000)	39203	2230	19922	1291	19281	939
1026	- Past Month	Horz %	100.00	5.69	50.82	3.29	49.18	2.39
1027		Vert %	16.46	17.13	17.36	18.24	15.63	15.81
1028		Index	100	104	105	111	95	96

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2								
1029								
1030		Unwgted	10544	707	5205	360	5339	347
1031	Visited a TV Network or TV	Weighted (000)	50236	3260	23290	1650	26946	1610
1032	Show's Web Site - Past Month	Horz %	100.00	6.49	46.36	3.28	53.64	3.21
1033		Vert %	21.09	25.04	20.29	23.30	21.84	27.12
1034		Index	100	119	96	110	104	129
1035								
1036		Unwgted	5568	412	3052	228	2516	184
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	1799	13083	992	12414	808
1038		Horz %	100.00	7.06	51.31	3.89	48.69	3.17
1039		Vert %	10.71	13.82	11.40	14.01	10.06	13.60
1040		Index	100	129	106	131	94	127
1041								
1042		Unwgted	23815	1464	11641	799	12174	665
1043	Household Subscribes to Cable TV	Weighted (000)	113098	6553	52487	3459	60611	3095
1044		Horz %	100.00	5.79	46.41	3.06	53.59	2.74
1045		Vert %	47.49	50.34	45.73	48.86	49.12	52.12
1046		Index	100	106	96	103	103	110
1047								
1048		Unwgted	40083	2444	20313	1343	19770	1101
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	10895	93321	5866	101872	5030
1050		Horz %	100.00	5.58	47.81	3.00	52.19	2.58
1051		Vert %	81.96	83.70	81.31	82.86	82.56	84.70
1052		Index	100	102	99	101	101	103
1053								
1054		Unwgted	38774	2397	19682	1318	19092	1079
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	10668	90255	5724	98509	4944
1056		Horz %	100.00	5.65	47.81	3.03	52.19	2.62
1057		Vert %	79.26	81.95	78.64	80.86	79.84	83.25
1058		Index	100	103	99	102	101	105
1059								
1060		Unwgted	29145	1910	15363	1082	13782	828
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	8464	71157	4706	72174	3757
1062		Horz %	100.00	5.90	49.65	3.28	50.35	2.62
1063		Vert %	60.18	65.02	62.00	66.48	58.49	63.27
1064		Index	100	108	103	110	97	105
1065								
1066		Unwgted	16614	1098	9062	623	7552	475
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	4881	40068	2651	38489	2230
1068		Horz %	100.00	6.21	51.00	3.37	49.00	2.84
1069		Vert %	32.99	37.50	34.91	37.45	31.19	37.55
1070		Index	100	114	106	114	95	114
1071								
1072		Unwgted	6367	377	3495	197	2872	180
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	1688	15494	852	14668	836
1074		Horz %	100.00	5.59	51.37	2.82	48.63	2.77
1075		Vert %	12.66	12.96	13.50	12.03	11.89	14.07
1076		Index	100	102	107	95	94	111
1077								
1078		Unwgted	13594	946	6858	501	6736	445
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	4016	27260	2069	31584	1946
1080		Horz %	100.00	6.82	46.33	3.52	53.67	3.31
1081		Vert %	24.71	30.85	23.75	29.23	25.60	32.78
1082		Index	100	125	96	118	104	133

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1								
2								
1083								
1084		Unwgted	10960	636	5902	361	5058	275
1085	Household Has a Satellite Dish	Weighted (000)	63040	3219	31481	1831	31559	1388
1086		Horz %	100.00	5.11	49.94	2.90	50.06	2.20
1087		Vert %	26.47	24.73	27.43	25.86	25.58	23.37
1088		Index	100	93	104	98	97	88
1089								
1090		Unwgted	24143	1545	12572	848	11571	697
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	6811	55528	3591	59595	3220
1092		Horz %	100.00	5.92	48.23	3.12	51.77	2.80
1093		Vert %	48.34	52.32	48.38	50.73	48.30	54.22
1094		Index	100	108	100	105	100	112
1095								
1096		Unwgted	41061	2578	20873	1387	20188	1191
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	11736	94592	6153	103386	5584
1098		Horz %	100.00	5.93	47.78	3.11	52.22	2.82
1099		Vert %	83.13	90.16	82.42	86.92	83.79	94.03
1100		Index	100	108	99	105	101	113
1101								
1102		Unwgted	13895	871	6586	431	7309	440
1103	Played Games Online - Past Month	Weighted (000)	73492	4240	34103	2080	39389	2161
1104		Horz %	100.00	5.77	46.40	2.83	53.60	2.94
1105		Vert %	30.86	32.57	29.72	29.38	31.92	36.38
1106		Index	100	106	96	95	103	118
1107								
1108		Unwgted	5057	294	3031	176	2026	118
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	1540	16227	931	11709	610
1110		Horz %	100.00	5.51	58.09	3.33	41.91	2.18
1111		Vert %	11.73	11.83	14.14	13.15	9.49	10.27
1112		Index	100	101	121	112	81	88
1113								
1114		Unwgted	3934	182	2481	111	1453	71
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	874	11541	532	7765	342
1116		Horz %	100.00	4.53	59.78	2.75	40.22	1.77
1117		Vert %	8.11	6.72	10.06	7.51	6.29	5.77
1118		Index	100	83	124	93	78	71
1119								
1120		Unwgted	8746	478	5192	298	3554	180
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	2370	24810	1499	19120	871
1122		Horz %	100.00	5.40	56.48	3.41	43.52	1.98
1123		Vert %	18.45	18.21	21.62	21.18	15.50	14.67
1124		Index	100	99	117	115	84	80
1125								
1126		Unwgted	8001	494	4894	331	3107	163
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	2316	23059	1555	15840	761
1128		Horz %	100.00	5.95	59.28	4.00	40.72	1.96
1129		Vert %	16.33	17.79	20.09	21.97	12.84	12.81
1130		Index	100	109	123	134	79	78
1131								*
1132		Unwgted	2267	104	1300	69	967	35
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	467	6393	320	5078	147
1134		Horz %	100.00	4.07	55.73	2.79	44.27	1.28
1135		Vert %	4.82	3.59	5.57	4.53	4.12	2.47
1136		Index	100	74	116	94	85	51

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2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	2334	18316	1241	18317	1093
1139		Weighted (000)	171151	10475	79258	5416	91893	5059
1140		Horz %	100.00	6.12	46.31	3.16	53.69	2.96
1141		Vert %	71.87	80.47	69.06	76.51	74.47	85.19
1142		Index	100	112	96	106	104	119
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	1464	11627	702	12713	762
1145		Weighted (000)	124814	6991	55745	3296	69070	3695
1146		Horz %	100.00	5.60	44.66	2.64	55.34	2.96
1147		Vert %	52.41	53.71	48.57	46.57	55.98	62.22
1148		Index	100	102	93	89	107	119
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	354	3275	182	3071	172
1151		Weighted (000)	30027	1532	14151	708	15876	824
1152		Horz %	100.00	5.10	47.13	2.36	52.87	2.74
1153		Vert %	12.61	11.77	12.33	10.00	12.87	13.88
1154		Index	100	93	98	79	102	110
1155	Wrote an Online Blog - Past Month					*		*
1156		Unwgted	1391	61	728	36	663	25
1157		Weighted (000)	6899	296	3295	173	3604	123
1158		Horz %	100.00	4.29	47.76	2.51	52.24	1.79
1159		Vert %	2.90	2.28	2.87	2.44	2.92	2.08
1160		Index	100	79	99	84	101	72
1161	Uploaded or Added Video to a Web Site - Past Month							
1162		Unwgted	3450	185	1785	91	1665	94
1163		Weighted (000)	17397	835	8470	418	8927	417
1164		Horz %	100.00	4.80	48.69	2.40	51.31	2.40
1165		Vert %	7.30	6.42	7.38	5.91	7.23	7.02
1166		Index	100	88	101	81	99	96
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	2124	16879	1102	17268	1022
1169		Weighted (000)	168726	9834	78135	4989	90591	4844
1170		Horz %	100.00	5.83	46.31	2.96	53.69	2.87
1171		Vert %	70.85	75.54	68.08	70.48	73.42	81.58
1172		Index	100	107	96	99	104	115
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	1662	12472	787	14791	875
1175		Weighted (000)	138263	7737	59501	3586	78762	4151
1176		Horz %	100.00	5.60	43.03	2.59	56.97	3.00
1177		Vert %	58.06	59.43	51.85	50.65	63.83	69.90
1178		Index	100	102	89	87	110	120
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	11	193	6	184	5
1181		Weighted (000)	1812	30	903	25	909	6
1182		Horz %	100.00	1.68	49.84	1.37	50.16	0.31
1183		Vert %	0.76	0.23	0.79	0.35	0.74	0.09
1184		Index	100	31	103	46	97	12
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	475	3867	236	3983	239
1187		Weighted (000)	38984	2222	18160	1123	20824	1098
1188		Horz %	100.00	5.70	46.58	2.88	53.42	2.82
1189		Vert %	16.37	17.07	15.82	15.87	16.88	18.50
1190		Index	100	104	97	97	103	113

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)
1								
2								
1191								
1192		Unwgted	7474	464	4269	266	3205	198
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	1754	15641	1038	13163	716
1194		Horz %	100.00	6.09	54.30	3.60	45.70	2.49
1195		Vert %	12.09	13.48	13.63	14.66	10.67	12.06
1196		Index	100	111	113	121	88	100
1197								
1198		Unwgted	7044	472	1340	89	5704	383
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	2142	6285	368	31253	1774
1200		Horz %	100.00	5.71	16.74	0.98	83.26	4.73
1201		Vert %	15.76	16.46	5.48	5.20	25.33	29.87
1202		Index	100	104	35	33	161	190
1203								
1204		Unwgted	1723	75	1010	50	713	25
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	377	4736	236	4399	141
1206		Horz %	100.00	4.13	51.84	2.58	48.16	1.54
1207		Vert %	3.84	2.89	4.13	3.34	3.56	2.37
1208		Index	100	75	108	87	93	62
1209								
1210		Unwgted	5641	274	3159	149	2482	125
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	1267	15361	696	13628	571
1212		Horz %	100.00	4.37	52.99	2.40	47.01	1.97
1213		Vert %	12.17	9.73	13.38	9.83	11.04	9.62
1214		Index	100	80	110	81	91	79
1215								
1216		Unwgted	3125	149	1605	76	1520	73
1217	Accessed Yelp - Past Month	Weighted (000)	12195	576	5827	288	6368	287
1218		Horz %	100.00	4.72	47.78	2.36	52.22	2.36
1219		Vert %	5.12	4.42	5.08	4.07	5.16	4.84
1220		Index	100	86	99	80	101	94
1221								
1222		Unwgted	23106	1421	12543	822	10563	599
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	6600	58760	3721	56062	2879
1224		Horz %	100.00	5.75	51.17	3.24	48.83	2.51
1225		Vert %	48.21	50.70	51.20	52.56	45.44	48.49
1226		Index	100	105	106	109	94	101
1227								
1228		Unwgted	16414	1027	6547	416	9867	611
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	4858	31182	1882	53159	2976
1230		Horz %	100.00	5.76	36.97	2.23	63.03	3.53
1231		Vert %	35.41	37.32	27.17	26.59	43.08	50.11
1232		Index	100	105	77	75	122	141
1233								
1234		Unwgted	7779	478	3383	209	4396	269
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	2308	16898	1028	24779	1280
1236		Horz %	100.00	5.54	40.55	2.47	59.45	3.07
1237		Vert %	17.50	17.73	14.72	14.52	20.08	21.56
1238		Index	100	101	84	83	115	123
1239								
1240		Unwgted	4897	311	2376	156	2521	155
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	1502	10534	770	13253	732
1242		Horz %	100.00	6.31	44.28	3.24	55.72	3.08
1243		Vert %	9.99	11.54	9.18	10.88	10.74	12.32
1244		Index	100	115	92	109	108	123

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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1								
2								
1245								
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	287	2291	139	2433	148
1247		Weighted (000)	22158	1344	9847	629	12311	715
1248		Horz %	100.00	6.07	44.44	2.84	55.56	3.23
1249		Vert %	9.30	10.32	8.58	8.89	9.98	12.04
1250		Index	100	111	92	96	107	129
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	1175	10573	668	9187	507
1253		Weighted (000)	99513	5513	50394	3103	49119	2410
1254		Horz %	100.00	5.54	50.64	3.12	49.36	2.42
1255		Vert %	41.78	42.35	43.91	43.83	39.81	40.58
1256		Index	100	101	105	105	95	97
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	2315	18496	1218	18163	1097
1259		Weighted (000)	181288	10801	85841	5630	95447	5171
1260		Horz %	100.00	5.96	47.35	3.11	52.65	2.85
1261		Vert %	76.12	82.97	74.80	79.53	77.35	87.08
1262		Index	100	109	98	104	102	114
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	863	7718	429	7620	434
1265		Weighted (000)	76191	3953	35752	1995	40439	1957
1266		Horz %	100.00	5.19	46.92	2.62	53.08	2.57
1267		Vert %	31.99	30.37	31.15	28.19	32.77	32.96
1268		Index	100	95	97	88	102	103
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	865	7469	437	7654	428
1271		Weighted (000)	76014	4121	34445	2096	41569	2025
1272		Horz %	100.00	5.42	45.31	2.76	54.69	2.66
1273		Vert %	31.92	31.66	30.01	29.61	33.69	34.10
1274		Index	100	99	94	93	106	107
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	1097	10415	592	9263	505
1277		Weighted (000)	100588	5387	49831	2893	50757	2494
1278		Horz %	100.00	5.36	49.54	2.88	50.46	2.48
1279		Vert %	42.24	41.38	43.42	40.87	41.14	41.99
1280		Index	100	98	103	97	97	99
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	837	7019	409	7350	428
1283		Weighted (000)	75338	4042	34629	2026	40709	2016
1284		Horz %	100.00	5.37	45.96	2.69	54.04	2.68
1285		Vert %	31.63	31.05	30.17	28.62	32.99	33.94
1286		Index	100	98	95	90	104	107
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	441	4888	280	3584	161
1289		Weighted (000)	43183	2058	23745	1385	19438	673
1290		Horz %	100.00	4.77	54.99	3.21	45.01	1.56
1291		Vert %	18.13	15.81	20.69	19.57	15.75	11.33
1292		Index	100	87	114	108	87	62
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	1247	11334	666	10242	581
1295		Weighted (000)	104133	5902	51075	3169	53058	2732
1296		Horz %	100.00	5.67	49.05	3.04	50.95	2.62
1297		Vert %	43.72	45.34	44.50	44.77	43.00	46.01
1298		Index	100	104	102	102	98	105

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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2								
1299								
1300		Unwgted	12940	868	6843	502	6097	366
1301	Read Any Daily Newspaper	Weighted (000)	57996	3762	28496	2025	29500	1737
1302	(Print/Paper/Hard Copy)	Horz %	100.00	6.49	49.13	3.49	50.87	3.00
1303		Vert %	24.35	28.90	24.83	28.61	23.91	29.25
1304		Index	100	119	102	117	98	120
1305								
1306		Unwgted	16613	1170	8096	637	8517	533
1307	Read Any Sunday Newspaper	Weighted (000)	76007	4991	34285	2559	41722	2432
1308	(Print/Paper/Hard Copy)	Horz %	100.00	6.57	45.11	3.37	54.89	3.20
1309		Vert %	31.91	38.34	29.87	36.16	33.81	40.95
1310		Index	100	120	94	113	106	128
1311								
1312	Read or Looked Into Any	Unwgted	17705	1112	9640	604	8065	508
1313	Electronic Version of a	Weighted (000)	81230	5050	40943	2624	40287	2426
1314	Newspaper, Including Web	Horz %	100.00	6.22	50.40	3.23	49.60	2.99
1315	Site - Past Month	Vert %	34.11	38.79	35.68	37.07	32.65	40.85
1316		Index	100	114	105	109	96	120
1317								
1318		Unwgted	4358	299	2029	151	2329	148
1319	Read Classified Advertising in	Weighted (000)	23842	1471	10416	727	13426	744
1320	Weekday Newspaper	Horz %	100.00	6.17	43.69	3.05	56.31	3.12
1321		Vert %	10.01	11.30	9.08	10.27	10.88	12.53
1322		Index	100	113	91	103	109	125
1323								
1324		Unwgted	4622	331	2188	161	2434	170
1325	Read Classified Advertising in	Weighted (000)	24456	1652	10413	757	14042	895
1326	Sunda/Weekend Newspaper	Horz %	100.00	6.75	42.58	3.10	57.42	3.66
1327		Vert %	10.27	12.69	9.07	10.69	11.38	15.07
1328		Index	100	124	88	104	111	147
1329								
1330		Unwgted	4402	319	2006	166	2396	153
1331	Read Advertisements in	Weighted (000)	20842	1404	8818	686	12024	717
1332	Weekday Newspaper	Horz %	100.00	6.73	42.31	3.29	57.69	3.44
1333		Vert %	8.75	10.78	7.68	9.70	9.74	12.08
1334		Index	100	123	88	111	111	138
1335								
1336		Unwgted	5602	428	2434	197	3168	231
1337	Read Advertisements in	Weighted (000)	26380	1877	10486	833	15893	1045
1338	Sunday/Weekend Newspaper	Horz %	100.00	7.12	39.75	3.16	60.25	3.96
1339		Vert %	11.08	14.42	9.14	11.76	12.88	17.60
1340		Index	100	130	82	106	116	159
1341								
1342		Unwgted	5931	442	2398	211	3533	231
1343	Read Circulars/Inserts/Fliers in	Weighted (000)	27570	1812	10182	826	17387	986
1344	Weekday Newspaper	Horz %	100.00	6.57	36.93	3.00	63.07	3.58
1345		Vert %	11.58	13.92	8.87	11.67	14.09	16.60
1346		Index	100	120	77	101	122	143
1347								
1348		Unwgted	8893	670	3392	289	5501	381
1349	Read Circulars/Inserts/Fliers in	Weighted (000)	40167	2704	13703	1098	26465	1606
1350	Sunday/Weekend Newspaper	Horz %	100.00	6.73	34.11	2.73	65.89	4.00
1351		Vert %	16.87	20.77	11.94	15.51	21.45	27.05
1352		Index	100	123	71	92	127	160

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

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2								
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	341	2457	189	2541	152
1355		Weighted (000)	23988	1465	11131	830	12857	635
1356		Horz %	100.00	6.11	46.40	3.46	53.60	2.65
1357		Vert %	10.07	11.26	9.70	11.72	10.42	10.70
1358		Index	100	112	96	116	103	106
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	905	5749	455	6532	450
1361		Weighted (000)	58527	3913	25759	1979	32768	1934
1362		Horz %	100.00	6.69	44.01	3.38	55.99	3.30
1363		Vert %	24.58	30.06	22.45	27.96	26.56	32.56
1364		Index	100	122	91	114	108	133
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	253	1705	117	2000	136
1367		Weighted (000)	18217	1076	8219	575	9999	501
1368		Horz %	100.00	5.91	45.12	3.16	54.88	2.75
1369		Vert %	7.65	8.27	7.16	8.12	8.10	8.44
1370		Index	100	108	94	106	106	110
1371								
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	175	1208	76	1601	99
1373		Weighted (000)	13935	830	5376	323	8559	507
1374		Horz %	100.00	5.95	38.58	2.32	61.42	3.64
1375		Vert %	5.85	6.37	4.68	4.56	6.94	8.53
1376		Index	100	109	80	78	119	146
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	392	2655	175	3313	217
1379		Weighted (000)	29277	1716	12298	795	16979	921
1380		Horz %	100.00	5.86	42.00	2.72	58.00	3.15
1381		Vert %	12.29	13.18	10.72	11.24	13.76	15.51
1382		Index	100	107	87	91	112	126
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	241	1294	115	1754	126
1385		Weighted (000)	15175	1129	5992	515	9183	613
1386		Horz %	100.00	7.44	39.49	3.40	60.51	4.04
1387		Vert %	6.37	8.67	5.22	7.28	7.44	10.33
1388		Index	100	136	82	114	117	162
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	527	4858	296	4243	231
1391		Weighted (000)	46255	2460	23425	1319	22830	1140
1392		Horz %	100.00	5.32	50.64	2.85	49.36	2.47
1393		Vert %	19.42	18.90	20.41	18.64	18.50	19.21
1394		Index	100	97	105	96	95	99
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	319	3127	178	2794	141
1397		Weighted (000)	30253	1536	14939	792	15314	744
1398		Horz %	100.00	5.08	49.38	2.62	50.62	2.46
1399		Vert %	12.70	11.80	13.02	11.18	12.41	12.53
1400		Index	100	93	102	88	98	99
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	345	3376	215	2452	130
1403		Weighted (000)	30660	1687	16758	995	13902	692
1404		Horz %	100.00	5.50	54.66	3.25	45.34	2.26
1405		Vert %	12.87	12.96	14.60	14.06	11.27	11.66
1406		Index	100	101	113	109	88	91

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2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	382	3507	230	2935	152
1409		Weighted (000)	33198	1866	16830	1089	16367	777
1410		Horz %	100.00	5.62	50.70	3.28	49.30	2.34
1411		Vert %	13.94	14.34	14.67	15.39	13.26	13.08
1412		Index	100	103	105	110	95	94
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	328	2967	203	2260	125
1415		Weighted (000)	26198	1492	13774	863	12423	629
1416		Horz %	100.00	5.70	52.58	3.30	47.42	2.40
1417		Vert %	11.00	11.46	12.00	12.20	10.07	10.59
1418		Index	100	104	109	111	92	96
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	267	2856	178	2103	89
1421		Weighted (000)	25734	1250	14007	821	11727	430
1422		Horz %	100.00	4.86	54.43	3.19	45.57	1.67
1423		Vert %	10.81	9.61	12.20	11.59	9.50	7.24
1424		Index	100	89	113	107	88	67
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	381	3786	222	3315	159
1427		Weighted (000)	34578	1720	17132	965	17446	755
1428		Horz %	100.00	4.97	49.55	2.79	50.45	2.18
1429		Vert %	14.52	13.21	14.93	13.64	14.14	12.71
1430		Index	100	91	103	94	97	88
1431								
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	260	2639	173	1621	87
1433		Weighted (000)	20853	1202	12281	805	8571	397
1434		Horz %	100.00	5.76	58.90	3.86	41.10	1.90
1435		Vert %	8.76	9.23	10.70	11.37	6.95	6.69
1436		Index	100	105	122	130	79	76
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	354	3476	231	2679	123
1439		Weighted (000)	32878	1673	17503	1031	15375	642
1440		Horz %	100.00	5.09	53.24	3.14	46.76	1.95
1441		Vert %	13.81	12.85	15.25	14.56	12.46	10.81
1442		Index	100	93	110	105	90	78
1443								
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	245	2544	146	2131	99
1445		Weighted (000)	23668	1207	12129	690	11539	517
1446		Horz %	100.00	5.10	51.25	2.91	48.75	2.18
1447		Vert %	9.94	9.27	10.57	9.74	9.35	8.71
1448		Index	100	93	106	98	94	88
1449								
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	219	2258	145	1648	74
1451		Weighted (000)	19046	974	10397	629	8648	344
1452		Horz %	100.00	5.11	54.59	3.30	45.41	1.81
1453		Vert %	8.00	7.48	9.06	8.89	7.01	5.80
1454		Index	100	94	113	111	88	73
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	342	2839	184	2890	158
1457		Weighted (000)	28661	1594	13411	825	15249	769
1458		Horz %	100.00	5.56	46.79	2.88	53.21	2.68
1459		Vert %	12.03	12.25	11.69	11.65	12.36	12.95
1460		Index	100	102	97	97	103	108

RAB / GfK MRI FORMAT PROFILE: CLASSIC HITS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Hits Format (Monday-Sunday 24-Hour Cume)
2								
1461								
1462		Unwgted	4266	232	2521	146	1745	86
1463	Have Seen Video Ads in	Weighted (000)	19322	962	10764	616	8558	346
1464	Airports - Past Month	Horz %	100.00	4.98	55.71	3.19	44.29	1.79
1465		Vert %	8.11	7.39	9.38	8.70	6.94	5.82
1466		Index	100	91	116	107	85	72
1467								
1468		Unwgted	8265	530	4863	320	3402	210
1469	Have Seen Video Ads at Gas	Weighted (000)	39199	2264	21534	1312	17665	952
1470	Stations - Past Month	Horz %	100.00	5.78	54.94	3.35	45.06	2.43
1471		Vert %	16.46	17.39	18.76	18.54	14.32	16.03
1472		Index	100	106	114	113	87	97
1473								
1474		Unwgted	3648	200	2100	119	1548	81
1475	Have Seen Video Ads in	Weighted (000)	18380	917	9985	543	8395	374
1476	Office Building Lobbies - Past	Horz %	100.00	4.99	54.33	2.96	45.67	2.03
1477	Month	Vert %	7.72	7.05	8.70	7.67	6.80	6.30
1478		Index	100	91	113	99	88	82
1479								
1480		Unwgted	3526	188	2026	115	1500	73
1481	Have Seen Video Ads in	Weighted (000)	17078	813	9334	501	7744	312
1482	Office Building Elevators -	Horz %	100.00	4.76	54.65	2.93	45.35	1.83
1483	Past Month	Vert %	7.17	6.24	8.13	7.08	6.28	5.25
1484		Index	100	87	113	99	88	73
1485								
1486		Unwgted	5288	339	2955	198	2333	141
1487	Have Seen Video Ads in	Weighted (000)	25922	1501	13723	843	12200	658
1488	Movie Theater Lobbies - Past	Horz %	100.00	5.79	52.94	3.25	47.06	2.54
1489	Month	Vert %	10.88	11.53	11.96	11.90	9.89	11.09
1490		Index	100	106	110	109	91	102
1491								
1492		Unwgted	24633	1628	12915	902	11718	726
1493	Have Seen Ads on Billboards -	Weighted (000)	120495	7495	59062	4013	61432	3482
1494	Past Month	Horz %	100.00	6.22	49.02	3.33	50.98	2.89
1495		Vert %	50.60	57.58	51.46	56.69	49.79	58.64
1496		Index	100	114	102	112	98	116
1497								
1498		Unwgted	11093	683	6087	391	5006	292
1499	Have Seen Ads on	Weighted (000)	51163	3014	26650	1653	24513	1361
1500	Buses/Trains - Past Month	Horz %	100.00	5.89	52.09	3.23	47.91	2.66
1501		Vert %	21.48	23.15	23.22	23.35	19.87	22.92
1502		Index	100	108	108	109	92	107
1503								
1504		Unwgted	7336	394	4126	232	3210	162
1505	Have Seen Ads at Bus Stops	Weighted (000)	33508	1679	18104	972	15404	707
1506	or Train Stations - Past Month	Horz %	100.00	5.01	54.03	2.90	45.97	2.11
1507		Vert %	14.07	12.90	15.77	13.74	12.48	11.90
1508		Index	100	92	112	98	89	85
1509								
1510		Unwgted	3636	166	2145	105	1491	61
1511	Have Seen Ads Inside Taxis -	Weighted (000)	16735	620	9619	410	7116	210
1512	Past Month	Horz %	100.00	3.70	57.48	2.45	42.52	1.25
1513		Vert %	7.03	4.76	8.38	5.79	5.77	3.54
1514		Index	100	68	119	82	82	50

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2								
1515								
1516		Unwgted	6365	350	3730	219	2635	131
1517	Have Seen Ads on Top of	Weighted (000)	28977	1456	16219	882	12758	573
1518	Taxis - Past Month	Horz %	100.00	5.02	55.97	3.04	44.03	1.98
1519		Vert %	12.17	11.18	14.13	12.46	10.34	9.66
1520		Index	100	92	116	102	85	79
1521								*
1522		Unwgted	2813	116	1717	81	1096	35
1523	Have Seen Ads on Phone	Weighted (000)	13954	495	8317	338	5637	157
1524	Booths - Past Month	Horz %	100.00	3.55	59.60	2.42	40.40	1.12
1525		Vert %	5.86	3.80	7.25	4.78	4.57	2.64
1526		Index	100	65	124	82	78	45
1527								
1528		Unwgted	7927	480	4854	329	3073	151
1529	Have Seen Ads at Sports or	Weighted (000)	38666	2071	22445	1415	16221	656
1530	Entertainment Events - Past	Horz %	100.00	5.36	58.05	3.66	41.95	1.70
1531	Month	Vert %	16.24	15.91	19.56	20.00	13.15	11.05
1532		Index	100	98	120	123	81	68
1533								
1534		Unwgted	6113	401	3025	205	3088	196
1535	Have Seen Ads on Postcards -	Weighted (000)	28468	1700	13367	868	15102	832
1536	Past Month	Horz %	100.00	5.97	46.95	3.05	53.05	2.92
1537		Vert %	11.95	13.06	11.65	12.26	12.24	14.01
1538		Index	100	109	97	103	102	117
1539								
1540		Unwgted	11341	669	5826	361	5515	308
1541	Have Seen Ads Sent to a	Weighted (000)	56487	3015	26815	1564	29672	1450
1542	Cellphone or Other Mobile	Horz %	100.00	5.34	47.47	2.77	52.53	2.57
1543	Device - Past Month	Vert %	23.72	23.16	23.37	22.10	24.05	24.42
1544		Index	100	98	99	93	101	103
1545								
1546		Unwgted	8802	557	4616	318	4186	239
1547	Have Seen Ads on Posters at	Weighted (000)	43081	2498	21271	1378	21811	1120
1548	Movie Theaters - Past Month	Horz %	100.00	5.80	49.37	3.20	50.63	2.60
1549		Vert %	18.09	19.19	18.53	19.47	17.68	18.85
1550		Index	100	106	102	108	98	104
1551								
1552		Unwgted	11299	739	5813	411	5486	328
1553	Have Seen Ads Shown On-	Weighted (000)	55294	3266	27155	1808	28140	1458
1554	Screen Before Start of a	Horz %	100.00	5.91	49.11	3.27	50.89	2.64
1555	Movie - Past Month	Vert %	23.22	25.09	23.66	25.55	22.81	24.55
1556		Index	100	108	102	110	98	106
1557								
1558		Unwgted	16052	1075	8280	585	7772	490
1559	Have Seen Ads in Stores (Not	Weighted (000)	78889	5053	38008	2659	40881	2395
1560	Video Ads) - Past Month	Horz %	100.00	6.41	48.18	3.37	51.82	3.04
1561		Vert %	33.13	38.82	33.12	37.56	33.13	40.33
1562		Index	100	117	100	113	100	122
1563								
1564		Unwgted	12291	768	6207	422	6084	346
1565	Have Seen Ads in Shopping	Weighted (000)	59195	3476	27775	1827	31420	1649
1566	Malls (Not Video Ads) - Past	Horz %	100.00	5.87	46.92	3.09	53.08	2.78
1567	Month	Vert %	24.86	26.70	24.20	25.81	25.46	27.76
1568		Index	100	107	97	104	102	112

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2								
1569								
1570		Unwgted	10451	664	5402	361	5049	303
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	2932	25079	1511	26630	1421
1572		Horz %	100.00	5.67	48.50	2.92	51.50	2.75
1573		Vert %	21.71	22.53	21.85	21.35	21.58	23.93
1574		Index	100	104	101	98	99	110
1575								
1576		Unwgted	20709	1400	10271	730	10438	670
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	6186	46244	3237	53220	2948
1578		Horz %	100.00	6.22	46.49	3.25	53.51	2.96
1579		Vert %	41.76	47.52	40.29	45.73	43.13	49.65
1580		Index	100	114	96	109	103	119
1581								
1582		Unwgted	4281	227	2642	128	1639	99
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	1073	13633	578	9293	495
1584		Horz %	100.00	4.68	59.46	2.52	40.54	2.16
1585		Vert %	9.63	8.24	11.88	8.16	7.53	8.34
1586		Index	100	86	123	85	78	87
1587								
1588		Unwgted	19255	1277	10075	679	9180	598
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	5724	46093	2995	47338	2728
1590		Horz %	100.00	6.13	49.33	3.21	50.67	2.92
1591		Vert %	39.23	43.97	40.16	42.31	38.36	45.95
1592		Index	100	112	102	108	98	117
1593								
1594		Unwgted	11787	780	6470	442	5317	338
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	3564	30181	1939	28181	1624
1596		Horz %	100.00	6.11	51.71	3.32	48.29	2.78
1597		Vert %	24.51	27.38	26.30	27.39	22.84	27.35
1598		Index	100	112	107	112	93	112
1599								
1600		Unwgted	4790	207	2489	118	2301	89
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	1138	14310	602	14225	537
1602		Horz %	100.00	3.99	50.15	2.11	49.85	1.88
1603		Vert %	11.98	8.74	12.47	8.50	11.53	9.04
1604		Index	100	73	104	71	96	75
1605								*
1606		Unwgted	2700	113	1472	65	1228	48
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	530	7182	328	6410	202
1608		Horz %	100.00	3.90	52.84	2.41	47.16	1.49
1609		Vert %	5.71	4.07	6.26	4.63	5.20	3.41
1610		Index	100	71	110	81	91	60
1611								
1612		Unwgted	3188	200	1717	117	1471	83
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	823	7122	424	7216	399
1614		Horz %	100.00	5.74	49.67	2.95	50.33	2.78
1615		Vert %	6.02	6.32	6.21	5.98	5.85	6.72
1616		Index	100	105	103	99	97	112
1617								*
1618		Unwgted	1245	79	711	52	534	27
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	365	3118	249	2850	116
1620		Horz %	100.00	6.12	52.24	4.17	47.76	1.95
1621		Vert %	2.51	2.81	2.72	3.52	2.31	1.96
1622		Index	100	112	108	140	92	78

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2								
1623								
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	333	2667	191	2258	142
1625		Weighted (000)	24042	1495	11912	834	12131	661
1626		Horz %	100.00	6.22	49.55	3.47	50.45	2.75
1627		Vert %	10.10	11.49	10.38	11.78	9.83	11.13
1628		Index	100	114	103	117	97	110
1629								
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	424	3155	232	2794	192
1631		Weighted (000)	28812	1973	14088	1069	14724	904
1632		Horz %	100.00	6.85	48.89	3.71	51.11	3.14
1633		Vert %	12.10	15.16	12.28	15.11	11.93	15.22
1634		Index	100	125	101	125	99	126
1635								*
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	100	829	54	654	46
1637		Weighted (000)	7566	473	3978	243	3588	230
1638		Horz %	100.00	6.25	52.58	3.21	47.42	3.04
1639		Vert %	3.18	3.63	3.47	3.44	2.91	3.87
1640		Index	100	114	109	108	92	122
1641						*		*
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	76	803	42	607	34
1643		Weighted (000)	7520	375	4033	169	3487	206
1644		Horz %	100.00	4.99	53.63	2.25	46.37	2.74
1645		Vert %	3.16	2.88	3.51	2.39	2.83	3.47
1646		Index	100	91	111	76	89	110
1647								
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	185	1547	102	1293	83
1649		Weighted (000)	13819	856	6939	411	6880	444
1650		Horz %	100.00	6.19	50.21	2.98	49.79	3.22
1651		Vert %	5.80	6.57	6.05	5.81	5.58	7.48
1652		Index	100	113	104	100	96	129
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	531	5030	319	4381	212
1655		Weighted (000)	44715	2432	22370	1360	22345	1072
1656		Horz %	100.00	5.44	50.03	3.04	49.97	2.40
1657		Vert %	18.78	18.68	19.49	19.22	18.11	18.05
1658		Index	100	100	104	102	96	96
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	387	3771	214	3530	173
1661		Weighted (000)	37528	2002	18464	1048	19064	954
1662		Horz %	100.00	5.34	49.20	2.79	50.80	2.54
1663		Vert %	15.76	15.38	16.09	14.80	15.45	16.07
1664		Index	100	98	102	94	98	102
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	645	6056	383	5248	262
1667		Weighted (000)	55116	3106	27961	1731	27155	1375
1668		Horz %	100.00	5.63	50.73	3.14	49.27	2.49
1669		Vert %	23.14	23.86	24.36	24.45	22.01	23.16
1670		Index	100	103	105	106	95	100
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	574	5563	335	4596	239
1673		Weighted (000)	45551	2593	23419	1404	22132	1189
1674		Horz %	100.00	5.69	51.41	3.08	48.59	2.61
1675		Vert %	19.13	19.92	20.41	19.84	17.94	20.01
1676		Index	100	104	107	104	94	105

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1								
2								
1677								
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	272	2576	134	2394	138
1679		Weighted (000)	24002	1408	11714	666	12288	742
1680		Horz %	100.00	5.87	48.81	2.77	51.19	3.09
1681		Vert %	10.08	10.82	10.21	9.40	9.96	12.50
1682		Index	100	107	101	93	99	124
1683								
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgted	11534	686	5911	376	5623	310
1685		Weighted (000)	53932	3052	26278	1660	27654	1392
1686		Horz %	100.00	5.66	48.72	3.08	51.28	2.58
1687		Vert %	22.65	23.45	22.90	23.45	22.41	23.44
1688		Index	100	104	101	104	99	104
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	592	5104	310	4923	282
1691		Weighted (000)	51549	2814	24091	1387	27458	1427
1692		Horz %	100.00	5.46	46.73	2.69	53.27	2.77
1693		Vert %	21.65	21.62	20.99	19.59	22.25	24.03
1694		Index	100	100	97	91	103	111
1695								
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	1037	8763	566	8314	471
1697		Weighted (000)	81581	4733	39666	2512	41915	2221
1698		Horz %	100.00	5.80	48.62	3.08	51.38	2.72
1699		Vert %	34.26	36.36	34.56	35.48	33.97	37.40
1700		Index	100	106	101	104	99	109
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	443	4059	221	4183	222
1703		Weighted (000)	39549	1868	18605	910	20944	958
1704		Horz %	100.00	4.72	47.04	2.30	52.96	2.42
1705		Vert %	16.61	14.35	16.21	12.86	16.97	16.13
1706		Index	100	86	98	77	102	97
1707								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	313	3094	157	2975	156
1709		Weighted (000)	26240	1259	12639	591	13601	668
1710		Horz %	100.00	4.80	48.17	2.25	51.83	2.55
1711		Vert %	11.02	9.67	11.01	8.35	11.02	11.25
1712		Index	100	88	100	76	100	102
1713								
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	300	2996	162	2812	138
1715		Weighted (000)	26834	1225	13114	624	13720	601
1716		Horz %	100.00	4.57	48.87	2.33	51.13	2.24
1717		Vert %	11.27	9.41	11.43	8.82	11.12	10.13
1718		Index	100	84	101	78	99	90
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	231	2407	122	2187	109
1721		Weighted (000)	22674	1088	11129	558	11545	529
1722		Horz %	100.00	4.80	49.08	2.46	50.92	2.33
1723		Vert %	9.52	8.35	9.70	7.89	9.36	8.91
1724		Index	100	88	102	83	98	94
1725								*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	105	1487	59	1260	46
1727		Weighted (000)	13145	459	6703	217	6441	242
1728		Horz %	100.00	3.50	51.00	1.65	49.00	1.84
1729		Vert %	5.52	3.53	5.84	3.07	5.22	4.08
1730		Index	100	64	106	56	95	74

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1								
2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	242	2639	132	2513	110
1733		Weighted (000)	23740	1134	11440	606	12300	528
1734		Horz %	100.00	4.78	48.19	2.55	51.81	2.22
1735		Vert %	9.97	8.71	9.97	8.56	9.97	8.89
1736		Index	100	87	100	86	100	89
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	411	4014	237	3709	174
1739		Weighted (000)	39198	1882	19291	1065	19907	817
1740		Horz %	100.00	4.80	49.21	2.72	50.79	2.08
1741		Vert %	16.46	14.46	16.81	15.05	16.13	13.76
1742		Index	100	88	102	91	98	84
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	614	5413	352	4687	262
1745		Weighted (000)	55260	3194	27484	1764	27776	1430
1746		Horz %	100.00	5.78	49.74	3.19	50.26	2.59
1747		Vert %	23.20	24.54	23.95	24.92	22.51	24.08
1748		Index	100	106	103	107	97	104
1749								
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	140	1494	83	1463	57
1751		Weighted (000)	14457	604	6912	339	7544	264
1752		Horz %	100.00	4.18	47.81	2.35	52.19	1.83
1753		Vert %	6.07	4.64	6.02	4.79	6.11	4.45
1754		Index	100	76	99	79	101	73
1755								
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	153	1704	92	1286	61
1757		Weighted (000)	16815	805	9242	442	7573	363
1758		Horz %	100.00	4.79	54.96	2.63	45.04	2.16
1759		Vert %	7.06	6.18	8.05	6.24	6.14	6.11
1760		Index	100	88	114	88	87	87
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	499	4472	277	4273	222
1763		Weighted (000)	46358	2467	22016	1325	24343	1141
1764		Horz %	100.00	5.32	47.49	2.86	52.51	2.46
1765		Vert %	19.47	18.95	19.18	18.72	19.73	19.22
1766		Index	100	97	99	96	101	99
1767								
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	128	1254	67	1272	61
1769		Weighted (000)	13610	535	6443	255	7166	281
1770		Horz %	100.00	3.93	47.34	1.87	52.66	2.06
1771		Vert %	5.71	4.11	5.61	3.60	5.81	4.73
1772		Index	100	72	98	63	102	83
1773							*	*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	54	753	32	561	22
1775		Weighted (000)	7509	281	4067	147	3442	134
1776		Horz %	100.00	3.74	54.16	1.96	45.84	1.78
1777		Vert %	3.15	2.16	3.54	2.08	2.79	2.25
1778		Index	100	68	112	66	88	71
1779								
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	314	2510	184	2135	130
1781		Weighted (000)	23280	1472	11830	793	11450	679
1782		Horz %	100.00	6.32	50.82	3.41	49.18	2.92
1783		Vert %	9.78	11.31	10.31	11.20	9.28	11.44
1784		Index	100	116	105	115	95	117

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1								
2								
1785								
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	212	2021	128	1458	84
1787		Weighted (000)	19879	1237	10490	662	9389	576
1788		Horz %	100.00	6.22	52.77	3.33	47.23	2.90
1789		Vert %	8.35	9.51	9.14	9.35	7.61	9.69
1790		Index	100	114	110	112	91	116
1791								
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	126	1315	69	1147	57
1793		Weighted (000)	12512	521	6369	290	6143	231
1794		Horz %	100.00	4.16	50.91	2.31	49.09	1.85
1795		Vert %	5.25	4.00	5.55	4.09	4.98	3.90
1796		Index	100	76	106	78	95	74
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	214	2049	117	2141	97
1799		Weighted (000)	21080	987	9864	517	11216	470
1800		Horz %	100.00	4.68	46.79	2.45	53.21	2.23
1801		Vert %	8.85	7.58	8.60	7.30	9.09	7.92
1802		Index	100	86	97	82	103	89
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	455	4131	245	3990	210
1805		Weighted (000)	40517	2248	19489	1186	21027	1062
1806		Horz %	100.00	5.55	48.10	2.93	51.90	2.62
1807		Vert %	17.01	17.27	16.98	16.76	17.04	17.88
1808		Index	100	102	100	98	100	105
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	173	1984	107	1558	66
1811		Weighted (000)	19708	887	10433	472	9275	414
1812		Horz %	100.00	4.50	52.94	2.40	47.06	2.10
1813		Vert %	8.28	6.81	9.09	6.67	7.52	6.98
1814		Index	100	82	110	81	91	84
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	346	3436	180	3261	166
1817		Weighted (000)	33664	1608	16421	793	17243	814
1818		Horz %	100.00	4.78	48.78	2.36	51.22	2.42
1819		Vert %	14.14	12.35	14.31	11.21	13.97	13.71
1820		Index	100	87	101	79	99	97
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	307	3200	186	2439	121
1823		Weighted (000)	29083	1519	15419	778	13664	741
1824		Horz %	100.00	5.22	53.02	2.68	46.98	2.55
1825		Vert %	12.21	11.67	13.44	10.99	11.07	12.47
1826		Index	100	96	110	90	91	102
1827								
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	178	1694	97	1679	81
1829		Weighted (000)	18399	904	9036	440	9363	464
1830		Horz %	100.00	4.91	49.11	2.39	50.89	2.52
1831		Vert %	7.73	6.94	7.87	6.21	7.59	7.81
1832		Index	100	90	102	80	98	101
1833								
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	184	2074	108	1766	76
1835		Weighted (000)	20586	889	10563	448	10023	441
1836		Horz %	100.00	4.32	51.31	2.18	48.69	2.14
1837		Vert %	8.64	6.83	9.20	6.33	8.12	7.42
1838		Index	100	79	106	73	94	86

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2								
1839								
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	196	1940	114	1804	82
1841		Weighted (000)	19635	889	9629	473	10006	415
1842		Horz %	100.00	4.53	49.04	2.41	50.96	2.12
1843		Vert %	8.24	6.83	8.39	6.69	8.11	6.99
1844		Index	100	83	102	81	98	85
1845								
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	245	2700	133	2261	112
1847		Weighted (000)	24816	1113	12645	571	12171	542
1848		Horz %	100.00	4.49	50.95	2.30	49.05	2.18
1849		Vert %	10.42	8.55	11.02	8.07	9.86	9.13
1850		Index	100	82	106	77	95	88
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	461	4515	253	4165	208
1853		Weighted (000)	42931	2100	21281	1040	21650	1060
1854		Horz %	100.00	4.89	49.57	2.42	50.43	2.47
1855		Vert %	18.03	16.13	18.54	14.69	17.55	17.85
1856		Index	100	89	103	81	97	99
1857								*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	123	1389	75	1185	48
1859		Weighted (000)	13914	650	7217	347	6696	303
1860		Horz %	100.00	4.67	51.87	2.49	48.13	2.18
1861		Vert %	5.84	4.99	6.29	4.90	5.43	5.10
1862		Index	100	85	108	84	93	87
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	695	6300	391	5903	304
1865		Weighted (000)	60976	3224	29597	1694	31379	1530
1866		Horz %	100.00	5.29	48.54	2.78	51.46	2.51
1867		Vert %	25.60	24.77	25.79	23.93	25.43	25.77
1868		Index	100	97	101	93	99	101
1869								
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	211	2203	106	2385	105
1871		Weighted (000)	25555	1165	12099	555	13455	610
1872		Horz %	100.00	4.56	47.35	2.17	52.65	2.39
1873		Vert %	10.73	8.95	10.54	7.83	10.90	10.28
1874		Index	100	83	98	73	102	96
1875								
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	135	1344	62	1645	73
1877		Weighted (000)	17427	615	7495	276	9932	339
1878		Horz %	100.00	3.53	43.01	1.58	56.99	1.95
1879		Vert %	7.32	4.73	6.53	3.90	8.05	5.71
1880		Index	100	65	89	53	110	78
1881								
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	282	2115	156	2083	126
1883		Weighted (000)	21562	1258	10308	675	11254	582
1884		Horz %	100.00	5.83	47.80	3.13	52.20	2.70
1885		Vert %	9.05	9.66	8.98	9.54	9.12	9.81
1886		Index	100	107	99	105	101	108
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	227	1919	122	1970	105
1889		Weighted (000)	20103	1079	9461	573	10642	506
1890		Horz %	100.00	5.37	47.06	2.85	52.94	2.52
1891		Vert %	8.44	8.29	8.24	8.10	8.62	8.52
1892		Index	100	98	98	96	102	101

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1								
2								
1893								
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	200	1515	108	1465	92
1895		Weighted (000)	15777	970	7470	486	8307	484
1896		Horz %	100.00	6.15	47.35	3.08	52.65	3.06
1897		Vert %	6.62	7.45	6.51	6.87	6.73	8.14
1898		Index	100	112	98	104	102	123
1899								
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	199	1596	109	1587	90
1901		Weighted (000)	17028	1018	8386	528	8642	490
1902		Horz %	100.00	5.98	49.25	3.10	50.75	2.88
1903		Vert %	7.15	7.82	7.31	7.46	7.00	8.26
1904		Index	100	109	102	104	98	115
1905								
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	202	1980	119	1641	83
1907		Weighted (000)	17939	876	9567	507	8373	369
1908		Horz %	100.00	4.88	53.33	2.83	46.67	2.06
1909		Vert %	7.53	6.73	8.34	7.16	6.79	6.22
1910		Index	100	89	111	95	90	83
1911								*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	91	964	50	702	41
1913		Weighted (000)	8568	438	4961	219	3607	219
1914		Horz %	100.00	5.11	57.90	2.55	42.10	2.56
1915		Vert %	3.60	3.36	4.32	3.09	2.92	3.69
1916		Index	100	94	120	86	81	103
1917								
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	173	1939	110	1532	63
1919		Weighted (000)	18078	779	9637	465	8441	314
1920		Horz %	100.00	4.31	53.31	2.57	46.69	1.74
1921		Vert %	7.59	5.99	8.40	6.57	6.84	5.29
1922		Index	100	79	111	87	90	70
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	394	3800	210	3131	184
1925		Weighted (000)	34135	1816	17910	995	16225	821
1926		Horz %	100.00	5.32	52.47	2.91	47.53	2.40
1927		Vert %	14.33	13.95	15.61	14.05	13.15	13.82
1928		Index	100	97	109	98	92	96
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	351	3057	175	3258	176
1931		Weighted (000)	33305	1582	15146	834	18159	748
1932		Horz %	100.00	4.75	45.48	2.50	54.52	2.25
1933		Vert %	13.98	12.15	13.20	11.78	14.72	12.59
1934		Index	100	87	94	84	105	90
1935								
1936								