

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgt	48168	3781	24457	2511	23711	1270
5		Weighted (000)	238155	18048	114766	11714	123389	6334
6		Horz %	100.00	7.58	48.19	4.92	51.81	2.66
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	Unwgt	24457	2511	24457	2511	0	0
11		Weighted (000)	114766	11714	114766	11714	0	0
12		Horz %	100.00	10.21	100.00	10.21	0.00	0.00
13		Vert %	48.19	64.90	100.00	100.00	0.00	0.00
14		Index	100	135	208	208	0	0
15					*	*		
16	Female	Unwgt	23711	1270	0	0	23711	1270
17		Weighted (000)	123389	6334	0	0	123389	6334
18		Horz %	100.00	5.13	0.00	0.00	100.00	5.13
19		Vert %	51.81	35.10	0.00	0.00	100.00	100.00
20		Index	100	68	0	0	193	193
21								
22	Age 18-24	Unwgt	3835	270	2176	198	1659	72
23		Weighted (000)	30197	2027	15211	1389	14986	638
24		Horz %	100.00	6.71	50.37	4.60	49.63	2.11
25		Vert %	12.68	11.23	13.25	11.86	12.15	10.07
26		Index	100	89	105	94	96	79
27								
28	Age 25-34	Unwgt	7986	580	4052	386	3934	194
29		Weighted (000)	42012	2977	20869	1969	21143	1007
30		Horz %	100.00	7.08	49.67	4.69	50.33	2.40
31		Vert %	17.64	16.49	18.18	16.81	17.14	15.90
32		Index	100	93	103	95	97	90
33								
34	Age 35-44	Unwgt	8452	787	4443	516	4009	271
35		Weighted (000)	40087	3686	19682	2333	20405	1353
36		Horz %	100.00	9.19	49.10	5.82	50.90	3.37
37		Vert %	16.83	20.42	17.15	19.92	16.54	21.36
38		Index	100	121	102	118	98	127
39								
40	Age 45-54	Unwgt	9050	1172	4578	767	4472	405
41		Weighted (000)	43666	5427	21286	3504	22380	1923
42		Horz %	100.00	12.43	48.75	8.02	51.25	4.40
43		Vert %	18.33	30.07	18.55	29.91	18.14	30.36
44		Index	100	164	101	163	99	166
45								
46	Age 55-64	Unwgt	8207	748	4240	499	3967	249
47		Weighted (000)	38818	3289	18503	2101	20315	1187
48		Horz %	100.00	8.47	47.67	5.41	52.33	3.06
49		Vert %	16.30	18.22	16.12	17.94	16.46	18.74
50		Index	100	112	99	110	101	115
51								
52	Age 65+	Unwgt	10638	224	4968	145	5670	79
53		Weighted (000)	43374	643	19215	417	24160	226
54		Horz %	100.00	1.48	44.30	0.96	55.70	0.52
55		Vert %	18.21	3.56	16.74	3.56	19.58	3.57
56		Index	100	20	92	20	108	20

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2								
57	Age 21+							
58		Unwgt	46644	3677	23528	2431	23116	1246
59		Weighted (000)	225241	17229	107990	11127	117251	6102
60		Horz %	100.00	7.65	47.94	4.94	52.06	2.71
61		Vert %	94.58	95.46	94.10	94.99	95.03	96.33
62		Index	100	101	99	100	100	102
63	Age 18-34							
64		Unwgt	11821	850	6228	584	5593	266
65		Weighted (000)	72209	5003	36080	3358	36129	1645
66		Horz %	100.00	6.93	49.97	4.65	50.03	2.28
67		Vert %	30.32	27.72	31.44	28.67	29.28	25.97
68		Index	100	91	104	95	97	86
69	Age 18-49							
70		Unwgt	24702	2202	12939	1469	11763	733
71		Weighted (000)	133505	11328	66134	7383	67371	3945
72		Horz %	100.00	8.49	49.54	5.53	50.46	2.96
73		Vert %	56.06	62.77	57.63	63.03	54.60	62.28
74		Index	100	112	103	112	97	111
75	Age 25-54							
76		Unwgt	25488	2539	13073	1669	12415	870
77		Weighted (000)	125765	12089	61837	7806	63928	4283
78		Horz %	100.00	9.61	49.17	6.21	50.83	3.41
79		Vert %	52.81	66.98	53.88	66.64	51.81	67.62
80		Index	100	127	102	126	98	128
81	Age 35-64							
82		Unwgt	25709	2707	13261	1782	12448	925
83		Weighted (000)	122571	12402	59471	7938	63100	4463
84		Horz %	100.00	10.12	48.52	6.48	51.48	3.64
85		Vert %	51.47	68.71	51.82	67.77	51.14	70.46
86		Index	100	134	101	132	99	137
87	Age 50+							
88		Unwgt	23466	1579	11518	1042	11948	537
89		Weighted (000)	104649	6720	48631	4331	56018	2389
90		Horz %	100.00	6.42	46.47	4.14	53.53	2.28
91		Vert %	43.94	37.23	42.37	36.97	45.40	37.72
92		Index	100	85	96	84	103	86
93	Median Age							
94		Unwgt						
95		Weighted (000)	46.60	45.60	45.80	45.50	47.40	45.90
96		Horz %						
97		Vert %						
98		Index						
99	Race: White Only							
100		Unwgt	35231	3328	17988	2214	17243	1114
101		Weighted (000)	176436	16183	85107	10559	91329	5625
102		Horz %	100.00	9.17	48.24	5.98	51.76	3.19
103		Vert %	74.08	89.67	74.16	90.14	74.02	88.80
104		Index	100	121	100	122	100	120
105	Race: Black/African-American Only							*
106		Unwgt	5807	116	2719	74	3088	42
107		Weighted (000)	28531	562	13037	371	15494	191
108		Horz %	100.00	1.97	45.69	1.30	54.31	0.67
109		Vert %	11.98	3.11	11.36	3.17	12.56	3.02
110		Index	100	26	95	26	105	25

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2								
111						*		*
112		Unwgted	2180	77	1128	49	1052	28
113	Race: Asian	Weighted (000)	7671	306	3482	171	4189	135
114		Horz %	100.00	3.99	45.39	2.23	54.61	1.77
115		Vert %	3.22	1.70	3.03	1.46	3.39	2.14
116		Index	100	53	94	45	105	66
117								
118		Unwgted	7130	337	3750	223	3380	114
119	Race: Other Race/Multi-Racial	Weighted (000)	33187	1303	16622	784	16565	519
120		Horz %	100.00	3.93	50.09	2.36	49.91	1.56
121		Vert %	13.94	7.22	14.48	6.69	13.43	8.19
122		Index	100	52	104	48	96	59
123								
124		Unwgted	5677	284	2846	197	2831	87
125	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	35739	1356	17858	922	17882	435
126		Horz %	100.00	3.79	49.97	2.58	50.03	1.22
127		Vert %	15.01	7.51	15.56	7.87	14.49	6.86
128		Index	100	50	104	52	97	46
129								*
130		Unwgted	1612	129	851	88	761	41
131	Hispanic, Personally Speak Only English at Home	Weighted (000)	5378	375	2712	261	2667	114
132		Horz %	100.00	6.96	50.42	4.84	49.58	2.12
133		Vert %	2.26	2.08	2.36	2.22	2.16	1.80
134		Index	100	92	105	98	96	80
135								*
136		Unwgted	1702	92	820	68	882	24
137	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Weighted (000)	9096	441	4752	338	4344	103
138		Horz %	100.00	4.85	52.24	3.72	47.76	1.13
139		Vert %	3.82	2.44	4.14	2.89	3.52	1.62
140		Index	100	64	108	76	92	42
141				*		*		*
142		Unwgted	897	13	420	8	477	5
143	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10398	190	5173	104	5225	85
144		Horz %	100.00	1.82	49.75	1.00	50.25	0.82
145		Vert %	4.37	1.05	4.51	0.89	4.23	1.35
146		Index	100	24	103	20	97	31
147				*		*		*
148		Unwgted	1355	45	702	29	653	16
149	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Weighted (000)	8786	285	4447	168	4340	116
150		Horz %	100.00	3.24	50.61	1.92	49.39	1.32
151		Vert %	3.69	1.58	3.87	1.44	3.52	1.84
152		Index	100	43	105	39	95	50
153				*	*	*	*	*
154		Unwgted	84	4	41	4	43	0
155	Hispanic, Personally Speak Spanish and English Equally at Home	Weighted (000)	1523	50	602	50	920	0
156		Horz %	100.00	3.29	39.56	3.29	60.44	0.00
157		Vert %	0.64	0.28	0.52	0.43	0.75	0.00
158		Index	100	43	82	67	117	0
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	395	3535	251	3214	144
161		Weighted (000)	24693	1392	11947	841	12745	550
162		Horz %	100.00	5.64	48.38	3.41	51.62	2.23
163		Vert %	10.37	7.71	10.41	7.18	10.33	8.69
164		Index	100	74	100	69	100	84

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	854	5594	547	5303	307
167		Weighted (000)	43976	3305	21010	2080	22966	1225
168		Horz %	100.00	7.52	47.78	4.73	52.22	2.79
169		Vert %	18.47	18.31	18.31	17.76	18.61	19.34
170		Index	100	99	99	96	101	105
171								
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	255	1055	146	1437	109
173		Weighted (000)	10385	985	4055	515	6330	469
174		Horz %	100.00	9.48	39.05	4.96	60.95	4.52
175		Vert %	4.36	5.46	3.53	4.40	5.13	7.41
176		Index	100	125	81	101	118	170
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	290	1466	196	1642	94
179		Weighted (000)	12939	1212	5528	800	7411	412
180		Horz %	100.00	9.37	42.72	6.18	57.28	3.19
181		Vert %	5.43	6.72	4.82	6.83	6.01	6.51
182		Index	100	124	89	126	111	120
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	898	5138	602	5029	296
185		Weighted (000)	45323	3941	21898	2480	23425	1462
186		Horz %	100.00	8.70	48.32	5.47	51.68	3.22
187		Vert %	19.03	21.84	19.08	21.17	18.98	23.07
188		Index	100	115	100	111	100	121
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	885	5465	618	5162	267
190		Weighted (000)	70635	5739	34949	3885	35686	1854
191		Horz %	100.00	8.12	49.48	5.50	50.52	2.62
192		Vert %	29.66	31.80	30.45	33.17	28.92	29.27
193		Index	100	107	103	112	98	99
194								
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	204	2204	151	1924	53
196		Weighted (000)	30203	1474	15378	1112	14825	362
197		Horz %	100.00	4.88	50.91	3.68	49.09	1.20
198		Vert %	12.68	8.17	13.40	9.50	12.02	5.71
199		Index	100	64	106	75	95	45
200								
201	Currently Attending College or University	Unwgted	3489	245	1681	156	1808	89
202		Weighted (000)	19251	1319	8953	772	10297	546
203		Horz %	100.00	6.85	46.51	4.01	53.49	2.84
204		Vert %	8.08	7.31	7.80	6.59	8.35	8.62
205		Index	100	90	97	82	103	107
206								
207	Employed Full Time	Unwgted	24693	2575	14836	1863	9857	712
208		Weighted (000)	114968	11902	66238	8402	48730	3500
209		Horz %	100.00	10.35	57.61	7.31	42.39	3.04
210		Vert %	48.27	65.94	57.72	71.73	39.49	55.25
211		Index	100	137	120	149	82	114
212								
213	Employed Part Time	Unwgted	5566	399	2103	207	3463	192
214		Weighted (000)	28629	1833	10048	914	18582	919
215		Horz %	100.00	6.40	35.10	3.19	64.90	3.21
216		Vert %	12.02	10.16	8.75	7.80	15.06	14.51
217		Index	100	84	73	65	125	121
218								

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2								
219	Not Employed							
220		Unwgted	17909	807	7518	441	10391	366
221		Weighted (000)	94557	4314	38480	2398	56077	1916
222		Horz %	100.00	4.56	40.70	2.54	59.30	2.03
223		Vert %	39.70	23.90	33.53	20.47	45.45	30.24
224	Index	100	60	84	52	114	76	
225	Temporarily Unemployed							
226		Unwgted	2163	177	1076	109	1087	68
227		Weighted (000)	14225	1089	7394	683	6830	406
228		Horz %	100.00	7.65	51.98	4.80	48.02	2.85
229		Vert %	5.97	6.03	6.44	5.83	5.54	6.40
230	Index	100	101	108	98	93	107	
231	Retired from Employment							
232		Unwgted	10300	294	4886	179	5414	115
233		Weighted (000)	44807	1194	20795	748	24012	446
234		Horz %	100.00	2.66	46.41	1.67	53.59	1.00
235		Vert %	18.81	6.61	18.12	6.38	19.46	7.04
236	Index	100	35	96	34	103	37	
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	118	63	8	2389	110
239		Weighted (000)	16222	726	415	57	15807	669
240		Horz %	100.00	4.48	2.56	0.35	97.44	4.12
241		Vert %	6.81	4.02	0.36	0.49	12.81	10.56
242	Index	100	59	5	7	188	155	
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	583	3516	358	3948	225
245		Weighted (000)	32463	2486	13816	1457	18647	1030
246		Horz %	100.00	7.66	42.56	4.49	57.44	3.17
247		Vert %	13.63	13.78	12.04	12.43	15.11	16.26
248	Index	100	101	88	91	111	119	
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	604	3914	439	2381	165
251		Weighted (000)	23158	2207	13110	1546	10048	661
252		Horz %	100.00	9.53	56.61	6.68	43.39	2.85
253		Vert %	9.72	12.23	11.42	13.20	8.14	10.43
254	Index	100	126	117	136	84	107	
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	567	2267	259	3680	308
257		Weighted (000)	32581	3082	12510	1409	20071	1672
258		Horz %	100.00	9.46	38.40	4.33	61.60	5.13
259		Vert %	13.68	17.08	10.90	12.03	16.27	26.40
260	Index	100	125	80	88	119	193	
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	399	2431	391	87	8
263		Weighted (000)	13283	1978	12692	1936	591	43
264		Horz %	100.00	14.89	95.55	14.57	4.45	0.32
265		Vert %	5.58	10.96	11.06	16.52	0.48	0.68
266	Index	100	197	198	296	9	12	
267	Occupation: Other Employed							
268		Unwgted	8035	821	4811	623	3224	198
269		Weighted (000)	42112	3981	24157	2968	17955	1013
270		Horz %	100.00	9.45	57.36	7.05	42.64	2.41
271		Vert %	17.68	22.06	21.05	25.34	14.55	15.99
272	Index	100	125	119	143	82	90	

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2								
273								*
274		Unwgtd	1652	104	995	63	657	41
275	Household Income:	Weighted (000)	6409	356	3331	194	3078	161
276	\$250,000+	Horz %	100.00	5.55	51.98	3.03	48.02	2.52
277		Vert %	2.69	1.97	2.90	1.66	2.49	2.55
278		Index	100	73	108	62	93	95
279								*
280		Unwgtd	1403	114	802	79	601	35
281	Household Income: \$200,000-	Weighted (000)	5818	443	2971	315	2847	128
282	\$249,999	Horz %	100.00	7.62	51.06	5.41	48.94	2.21
283		Vert %	2.44	2.46	2.59	2.69	2.31	2.03
284		Index	100	101	106	110	94	83
285								
286	Household Income: \$150,000-	Unwgtd	3416	317	2002	230	1414	87
287	\$199,999	Weighted (000)	15518	1415	7893	953	7625	462
288		Horz %	100.00	9.12	50.87	6.14	49.13	2.98
289		Vert %	6.52	7.84	6.88	8.13	6.18	7.29
290		Index	100	120	106	125	95	112
291								
292		Unwgtd	7088	707	4096	519	2992	188
293	Household Income: \$100,000-	Weighted (000)	36360	3390	18625	2362	17735	1028
294	\$149,999	Horz %	100.00	9.32	51.22	6.50	48.78	2.83
295		Vert %	15.27	18.78	16.23	20.16	14.37	16.22
296		Index	100	123	106	132	94	106
297								
298		Unwgtd	6291	577	3511	399	2780	178
299	Household Income: \$75,000-	Weighted (000)	31892	2876	16159	1895	15732	981
300	\$99,999	Horz %	100.00	9.02	50.67	5.94	49.33	3.08
301		Vert %	13.39	15.94	14.08	16.18	12.75	15.49
302		Index	100	119	105	121	95	116
303								
304		Unwgtd	5133	465	2676	313	2457	152
305	Household Income: \$60,000-	Weighted (000)	25163	2276	12461	1508	12702	768
306	\$74,999	Horz %	100.00	9.04	49.52	5.99	50.48	3.05
307		Vert %	10.57	12.61	10.86	12.88	10.29	12.12
308		Index	100	119	103	122	97	115
309								
310		Unwgtd	3809	298	1962	192	1847	106
311	Household Income: \$50,000-	Weighted (000)	18825	1322	9277	820	9548	502
312	\$59,999	Horz %	100.00	7.02	49.28	4.36	50.72	2.67
313		Vert %	7.90	7.33	8.08	7.00	7.74	7.93
314		Index	100	93	102	89	98	100
315								
316		Unwgtd	4740	360	2353	231	2387	129
317	Household Income: \$40,000-	Weighted (000)	20651	1520	10068	966	10584	554
318	\$49,999	Horz %	100.00	7.36	48.75	4.68	51.25	2.68
319		Vert %	8.67	8.42	8.77	8.25	8.58	8.75
320		Index	100	97	101	95	99	101
321								
322		Unwgtd	4631	314	2090	185	2541	129
323	Household Income: \$30,000-	Weighted (000)	22417	1563	10701	949	11716	614
324	\$39,999	Horz %	100.00	6.97	47.74	4.23	52.26	2.74
325		Vert %	9.41	8.66	9.32	8.10	9.49	9.69
326		Index	100	92	99	86	101	103

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)
2								
327								
328		Unwgted	4429	238	1882	148	2547	90
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	1251	10224	826	12416	425
330		Horz %	100.00	5.53	45.16	3.65	54.84	1.88
331		Vert %	9.51	6.93	8.91	7.05	10.06	6.72
332		Index	100	73	94	74	106	71
333								
334		Unwgted	5576	287	2088	152	3488	135
335	Household Income: Under \$20,000	Weighted (000)	32463	1637	13056	926	19407	711
336		Horz %	100.00	5.04	40.22	2.85	59.78	2.19
337		Vert %	13.63	9.07	11.38	7.90	15.73	11.23
338		Index	100	67	83	58	115	82
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	71.40	64.90	73.60	57.90	67.00
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	910	6285	625	5408	285
347	Marital Status: Single, Never Married	Weighted (000)	65997	4869	35246	3488	30751	1381
348		Horz %	100.00	7.38	53.41	5.28	46.59	2.09
349		Vert %	27.71	26.98	30.71	29.77	24.92	21.81
350		Index	100	97	111	107	90	79
351								
352		Unwgted	24820	2039	14100	1430	10720	609
353	Marital Status: Currently Married	Weighted (000)	126882	9867	63254	6409	63629	3458
354		Horz %	100.00	7.78	49.85	5.05	50.15	2.73
355		Vert %	53.28	54.67	55.12	54.71	51.57	54.59
356		Index	100	103	103	103	97	102
357								
358		Unwgted	7777	739	3127	416	4650	323
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	2974	12849	1638	17759	1336
360		Horz %	100.00	9.71	41.98	5.35	58.02	4.36
361		Vert %	12.85	16.48	11.20	13.98	14.39	21.09
362		Index	100	128	87	109	112	164
363							*	
364		Unwgted	3878	93	945	40	2933	53
365	Marital Status: Widowed	Weighted (000)	14666	339	3416	180	11250	159
366		Horz %	100.00	2.31	23.29	1.23	76.71	1.08
367		Vert %	6.16	1.88	2.98	1.54	9.12	2.51
368		Index	100	30	48	25	148	41
369								
370		Unwgted	1983	174	1032	112	951	62
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	924	5384	548	5833	376
372		Horz %	100.00	8.24	48.00	4.89	52.00	3.35
373		Vert %	4.71	5.12	4.69	4.68	4.73	5.94
374		Index	100	109	100	99	100	126
375								
376	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3313	348	1820	223	1493	125
377		Weighted (000)	20943	2156	10281	1311	10662	845
378		Horz %	100.00	10.29	49.09	6.26	50.91	4.03
379		Vert %	8.79	11.94	8.96	11.19	8.64	13.34
380		Index	100	136	102	127	98	152

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)
2								
381								
382		Unwgted	17843	1550	8707	1029	9136	521
383	Any Child(ren) Under Age 18	Weighted (000)	94619	7789	42720	5044	51899	2745
384	Living at Home	Horz %	100.00	8.23	45.15	5.33	54.85	2.90
385		Vert %	39.73	43.16	37.22	43.06	42.06	43.34
386		Index	100	109	94	108	106	109
387								
388		Unwgted	7219	659	3511	442	3708	217
389	1 Child Under Age 18	Weighted (000)	38752	3360	17649	2211	21103	1148
390	Currently Living at Home	Horz %	100.00	8.67	45.54	5.71	54.46	2.96
391		Vert %	16.27	18.62	15.38	18.88	17.10	18.13
392		Index	100	114	95	116	105	111
393								
394		Unwgted	6632	606	3312	398	3320	208
395	2 Children Under Age 18	Weighted (000)	33339	2840	15370	1741	17969	1099
396	Currently Living at Home	Horz %	100.00	8.52	46.10	5.22	53.90	3.30
397		Vert %	14.00	15.73	13.39	14.86	14.56	17.35
398		Index	100	112	96	106	104	124
399								
400		Unwgted	2738	207	1283	137	1455	70
401	3 Children Under Age 18	Weighted (000)	14851	1159	6431	778	8420	381
402	Currently Living at Home	Horz %	100.00	7.80	43.31	5.24	56.69	2.56
403		Vert %	6.24	6.42	5.60	6.64	6.82	6.01
404		Index	100	103	90	107	109	96
405						*		*
406		Unwgted	882	53	427	34	455	19
407	4 Children Under Age 18	Weighted (000)	5223	300	2303	207	2920	93
408	Currently Living at Home	Horz %	100.00	5.75	44.10	3.97	55.90	1.77
409		Vert %	2.19	1.66	2.01	1.77	2.37	1.46
410		Index	100	76	92	81	108	67
411				*		*		*
412		Unwgted	372	25	174	18	198	7
413	5 or More Children Under Age 18	Weighted (000)	2454	130	967	106	1487	24
414	Currently Living at Home	Horz %	100.00	5.31	39.40	4.31	60.60	1.00
415		Vert %	1.03	0.72	0.84	0.90	1.21	0.39
416		Index	100	70	82	88	117	38
417								
418		Unwgted	33340	2761	17386	1883	15954	878
419	Own Home/Residence	Weighted (000)	157962	12604	76483	8265	81479	4339
420		Horz %	100.00	7.98	48.42	5.23	51.58	2.75
421		Vert %	66.33	69.84	66.64	70.56	66.03	68.51
422		Index	100	105	100	106	100	103
423								
424		Unwgted	14260	966	6787	587	7473	379
425	Rent Home/Residence	Weighted (000)	77153	5169	36837	3266	40316	1903
426		Horz %	100.00	6.70	47.75	4.23	52.25	2.47
427		Vert %	32.40	28.64	32.10	27.88	32.67	30.04
428		Index	100	88	99	86	101	93
429						*		*
430		Unwgted	568	54	284	41	284	13
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	275	1445	183	1594	92
432		Horz %	100.00	9.03	47.54	6.01	52.46	3.03
433		Vert %	1.28	1.52	1.26	1.56	1.29	1.45
434		Index	100	119	99	122	101	114

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)
2								
435	Census Region: North East							
436		Unwgted	11308	1018	5685	650	5623	368
437		Weighted (000)	43253	3497	20622	2150	22631	1347
438		Horz %	100.00	8.09	47.68	4.97	52.32	3.11
439		Vert %	18.16	19.38	17.97	18.36	18.34	21.26
440		Index	100	107	99	101	101	117
441	Census Region: South							
442		Unwgted	16124	922	8035	642	8089	280
443		Weighted (000)	89346	5062	42766	3468	46580	1594
444		Horz %	100.00	5.67	47.87	3.88	52.13	1.78
445		Vert %	37.52	28.05	37.26	29.60	37.75	25.17
446		Index	100	75	99	79	101	67
447	Census Region: Midwest							
448		Unwgted	10891	1168	5544	759	5347	409
449		Weighted (000)	51282	5732	24805	3607	26477	2125
450		Horz %	100.00	11.18	48.37	7.03	51.63	4.14
451		Vert %	21.53	31.76	21.61	30.79	21.46	33.55
452		Index	100	147	100	143	100	156
453	Census Region: West							
454		Unwgted	9845	673	5193	460	4652	213
455		Weighted (000)	54273	3757	26572	2489	27701	1268
456		Horz %	100.00	6.92	48.96	4.59	51.04	2.34
457		Vert %	22.79	20.81	23.15	21.25	22.45	20.02
458		Index	100	91	102	93	99	88
459	Census Sub-Region: New England							
460		Unwgted	2844	193	1449	127	1395	66
461		Weighted (000)	11320	768	5419	496	5901	272
462		Horz %	100.00	6.78	47.87	4.38	52.13	2.41
463		Vert %	4.75	4.26	4.72	4.23	4.78	4.30
464		Index	100	90	99	89	101	90
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	825	4236	523	4228	302
467		Weighted (000)	31933	2729	15203	1655	16730	1074
468		Horz %	100.00	8.55	47.61	5.18	52.39	3.36
469		Vert %	13.41	15.12	13.25	14.13	13.56	16.96
470		Index	100	113	99	105	101	127
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	409	4475	275	4641	134
473		Weighted (000)	45960	2048	21872	1406	24087	641
474		Horz %	100.00	4.46	47.59	3.06	52.41	1.40
475		Vert %	19.30	11.35	19.06	12.01	19.52	10.13
476		Index	100	59	99	62	101	52
477	Census Sub-Region: East South Central							
478		Unwgted	2066	176	1066	124	1000	52
479		Weighted (000)	14946	1349	7248	874	7697	474
480		Horz %	100.00	9.02	48.50	5.85	51.50	3.17
481		Vert %	6.28	7.47	6.32	7.46	6.24	7.49
482		Index	100	119	101	119	99	119
483	Census Sub-Region: West South Central							
484		Unwgted	4942	337	2494	243	2448	94
485		Weighted (000)	28441	1666	13646	1187	14795	479
486		Horz %	100.00	5.86	47.98	4.17	52.02	1.68
487		Vert %	11.94	9.23	11.89	10.13	11.99	7.56
488		Index	100	77	100	85	100	63

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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2								
489	Census Sub-Region: East North Central							
490		Unwgted	8456	881	4267	570	4189	311
491		Weighted (000)	35650	3805	16892	2410	18758	1396
492		Horz %	100.00	10.67	47.38	6.76	52.62	3.91
493		Vert %	14.97	21.08	14.72	20.57	15.20	22.03
494	Index	100	141	98	137	102	147	
495	Census Sub-Region: West North Central							
496		Unwgted	2435	287	1277	189	1158	98
497		Weighted (000)	15632	1927	7913	1198	7719	729
498		Horz %	100.00	12.33	50.62	7.66	49.38	4.67
499		Vert %	6.56	10.68	6.90	10.22	6.26	11.52
500	Index	100	163	105	156	95	175	
501	Census Sub-Region: Mountain							
502		Unwgted	2321	208	1229	147	1092	61
503		Weighted (000)	16500	1390	8176	984	8324	406
504		Horz %	100.00	8.42	49.55	5.96	50.45	2.46
505		Vert %	6.93	7.70	7.12	8.40	6.75	6.41
506	Index	100	111	103	121	97	93	
507	Census Sub-Region: Pacific							
508		Unwgted	7524	465	3964	313	3560	152
509		Weighted (000)	37774	2367	18396	1505	19378	862
510		Horz %	100.00	6.27	48.70	3.98	51.30	2.28
511		Vert %	15.86	13.11	16.03	12.85	15.70	13.60
512	Index	100	83	101	81	99	86	
513	County Size: A							
514		Unwgted	26679	2047	13529	1318	13150	729
515		Weighted (000)	99155	6791	47699	4241	51456	2550
516		Horz %	100.00	6.85	48.11	4.28	51.89	2.57
517		Vert %	41.63	37.63	41.56	36.20	41.70	40.26
518	Index	100	90	100	87	100	97	
519	County Size: B							
520		Unwgted	12036	986	6063	673	5973	313
521		Weighted (000)	70767	5850	34009	3815	36758	2035
522		Horz %	100.00	8.27	48.06	5.39	51.94	2.88
523		Vert %	29.71	32.41	29.63	32.57	29.79	32.12
524	Index	100	109	100	110	100	108	
525	County Size: C/D							
526		Unwgted	9453	748	4865	520	4588	228
527		Weighted (000)	68232	5408	33058	3658	35175	1749
528		Horz %	100.00	7.93	48.45	5.36	51.55	2.56
529		Vert %	28.65	29.96	28.80	31.23	28.51	27.62
530	Index	100	105	101	109	99	96	
531	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)							
532		Unwgted	1292	248	710	158	582	90
533		Weighted (000)	5120	1148	2746	767	2374	380
534		Horz %	100.00	22.41	53.63	14.99	46.37	7.42
535		Vert %	2.15	6.36	2.39	6.55	1.92	6.00
536	Index	100	296	111	305	90	279	
537	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)							
538		Unwgted	8429	1070	3621	590	4808	480
539		Weighted (000)	40779	5046	16635	2686	24144	2360
540		Horz %	100.00	12.37	40.79	6.59	59.21	5.79
541		Vert %	17.12	27.96	14.49	22.93	19.57	37.25
542	Index	100	163	85	134	114	218	

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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2								
543								
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt	1278	263	715	168	563	95
545		Weighted (000)	7030	1298	3657	788	3373	509
546		Horz %	100.00	18.46	52.02	11.21	47.98	7.25
547		Vert %	2.95	7.19	3.19	6.73	2.73	8.04
548		Index	100	244	108	228	93	272
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt	389	13	186	12	203	1
551		Weighted (000)	2075	51	838	41	1237	10
552		Horz %	100.00	2.45	40.41	1.97	59.59	0.48
553		Vert %	0.87	0.28	0.73	0.35	1.00	0.16
554		Index	100	32	84	40	115	18
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt	3031	285	1797	204	1234	81
557		Weighted (000)	8416	795	4632	547	3784	248
558		Horz %	100.00	9.45	55.04	6.51	44.96	2.95
559		Vert %	3.53	4.41	4.04	4.67	3.07	3.91
560		Index	100	125	114	132	87	111
561								*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt	3523	448	2871	401	652	47
563		Weighted (000)	12663	1494	9964	1337	2698	157
564		Horz %	100.00	11.80	78.69	10.56	21.31	1.24
565		Vert %	5.32	8.28	8.68	11.42	2.19	2.47
566		Index	100	156	163	215	41	46
567								*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt	988	79	663	63	325	16
569		Weighted (000)	4277	278	2782	201	1494	76
570		Horz %	100.00	6.49	65.06	4.70	34.94	1.79
571		Vert %	1.80	1.54	2.42	1.72	1.21	1.21
572		Index	100	86	135	96	67	67
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt	3448	599	1973	396	1475	203
575		Weighted (000)	16147	2874	8900	1956	7247	918
576		Horz %	100.00	17.80	55.12	12.11	44.88	5.69
577		Vert %	6.78	15.92	7.76	16.69	5.87	14.50
578		Index	100	235	114	246	87	214
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt	8864	894	3987	518	4877	376
581		Weighted (000)	46661	4392	19823	2391	26837	2001
582		Horz %	100.00	9.41	42.48	5.12	57.52	4.29
583		Vert %	19.59	24.33	17.27	20.41	21.75	31.59
584		Index	100	124	88	104	111	161
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt	2856	522	1569	344	1287	178
587		Weighted (000)	13017	2243	7079	1495	5938	748
588		Horz %	100.00	17.23	54.38	11.48	45.62	5.75
589		Vert %	5.47	12.43	6.17	12.76	4.81	11.82
590		Index	100	227	113	233	88	216
591								
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3781	3781	2511	2511	1270	1270
593		Weighted (000)	18048	18048	11714	11714	6334	6334
594		Horz %	100.00	100.00	64.90	64.90	35.10	35.10
595		Vert %	7.58	100.00	10.21	100.00	5.13	100.00
596		Index	100	1320	135	1320	68	1320

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2								
597								*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt	1442	105	755	62	687	43
599		Weighted (000)	5709	486	2958	308	2752	178
600		Horz %	100.00	8.51	51.81	5.39	48.19	3.12
601		Vert %	2.40	2.69	2.58	2.63	2.23	2.81
602		Index	100	112	108	110	93	117
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	8237	857	4003	554	4234	303
605		Weighted (000)	46833	4525	21488	2959	25345	1566
606		Horz %	100.00	9.66	45.88	6.32	54.12	3.34
607		Vert %	19.66	25.07	18.72	25.26	20.54	24.73
608		Index	100	127	95	128	104	126
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt	285	9	147	7	138	2
611		Weighted (000)	1065	47	495	19	570	28
612		Horz %	100.00	4.42	46.46	1.78	53.54	2.64
613		Vert %	0.45	0.26	0.43	0.16	0.46	0.44
614		Index	100	58	96	36	103	99
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt	714	22	264	12	450	10
617		Weighted (000)	3659	91	1332	46	2327	45
618		Horz %	100.00	2.48	36.41	1.26	63.59	1.22
619		Vert %	1.54	0.50	1.16	0.39	1.89	0.70
620		Index	100	33	76	26	123	46
621								*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	2223	114	1107	77	1116	37
623		Weighted (000)	15844	604	7607	364	8236	241
624		Horz %	100.00	3.82	48.01	2.30	51.99	1.52
625		Vert %	6.65	3.35	6.63	3.10	6.68	3.80
626		Index	100	50	100	47	100	57
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt	3669	485	1436	241	2233	244
629		Weighted (000)	17141	2064	6212	972	10929	1092
630		Horz %	100.00	12.04	36.24	5.67	63.76	6.37
631		Vert %	7.20	11.44	5.41	8.30	8.86	17.24
632		Index	100	159	75	115	123	240
633						*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt	787	58	460	44	327	14
635		Weighted (000)	2899	186	1579	151	1320	35
636		Horz %	100.00	6.42	54.47	5.20	45.53	1.22
637		Vert %	1.22	1.03	1.38	1.29	1.07	0.56
638		Index	100	85	113	106	88	46
639						*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt	915	54	515	42	400	12
641		Weighted (000)	7068	229	3599	125	3469	104
642		Horz %	100.00	3.25	50.92	1.77	49.08	1.47
643		Vert %	2.97	1.27	3.14	1.07	2.81	1.64
644		Index	100	43	106	36	95	55
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt	6215	545	3816	423	2399	122
647		Weighted (000)	23523	2242	14154	1758	9369	484
648		Horz %	100.00	9.53	60.17	7.47	39.83	2.06
649		Vert %	9.88	12.42	12.33	15.01	7.59	7.63
650		Index	100	126	125	152	77	77

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)
2								
651								
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	299	952	178	936	121
653		Weighted (000)	9927	1341	4669	764	5258	577
654		Horz %	100.00	13.51	47.04	7.69	52.96	5.81
655		Vert %	4.17	7.43	4.07	6.52	4.26	9.11
656		Index	100	178	98	156	102	218
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	184	1372	129	1196	55
659		Weighted (000)	10435	735	5282	512	5153	223
660		Horz %	100.00	7.04	50.62	4.90	49.38	2.14
661		Vert %	4.38	4.07	4.60	4.37	4.18	3.53
662		Index	100	93	105	100	95	81
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	229	1596	135	2353	94
665		Weighted (000)	19990	1191	7792	683	12198	508
666		Horz %	100.00	5.96	38.98	3.41	61.02	2.54
667		Vert %	8.39	6.60	6.79	5.83	9.89	8.03
668		Index	100	79	81	69	118	96
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	227	1404	132	1472	95
671		Weighted (000)	15341	1041	7412	577	7930	464
672		Horz %	100.00	6.78	48.31	3.76	51.69	3.02
673		Vert %	6.44	5.77	6.46	4.92	6.43	7.33
674		Index	100	90	100	76	100	114
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	882	2680	641	1590	241
677		Weighted (000)	20195	3942	12063	2767	8132	1175
678		Horz %	100.00	19.52	59.73	13.70	40.27	5.82
679		Vert %	8.48	21.84	10.51	23.62	6.59	18.54
680		Index	100	258	124	279	78	219
681								
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	134	429	64	733	70
683		Weighted (000)	5686	617	2013	311	3672	306
684		Horz %	100.00	10.86	35.41	5.47	64.59	5.39
685		Vert %	2.39	3.42	1.75	2.65	2.98	4.84
686		Index	100	143	73	111	125	203
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	32	319	21	365	11
689		Weighted (000)	4664	207	2063	144	2601	63
690		Horz %	100.00	4.44	44.23	3.08	55.77	1.35
691		Vert %	1.96	1.15	1.80	1.23	2.11	1.00
692		Index	100	59	92	63	108	51
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	12	129	7	177	5
695		Weighted (000)	1821	58	910	37	911	21
696		Horz %	100.00	3.21	49.96	2.03	50.04	1.18
697		Vert %	0.76	0.32	0.79	0.31	0.74	0.34
698		Index	100	42	104	41	97	44
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	253	2494	154	2807	99
701		Weighted (000)	27306	1150	12722	742	14585	408
702		Horz %	100.00	4.21	46.59	2.72	53.41	1.49
703		Vert %	11.47	6.37	11.09	6.34	11.82	6.43
704		Index	100	56	97	55	103	56

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)
2								
705						*		*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2414	81	1035	49	1379	32
707		Weighted (000)	10854	271	4643	180	6211	91
708		Horz %	100.00	2.50	42.78	1.66	57.22	0.84
709		Vert %	4.56	1.50	4.05	1.54	5.03	1.44
710		Index	100	33	89	34	110	32
711								*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2034	103	1018	67	1016	36
713		Weighted (000)	12023	594	5724	374	6299	219
714		Horz %	100.00	4.94	47.61	3.11	52.39	1.82
715		Vert %	5.05	3.29	4.99	3.20	5.11	3.46
716		Index	100	65	99	63	101	69
717								*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt	1259	128	706	86	553	42
719		Weighted (000)	6468	710	3593	460	2875	251
720		Horz %	100.00	10.98	55.55	7.10	44.45	3.88
721		Vert %	2.72	3.94	3.13	3.92	2.33	3.96
722		Index	100	145	115	144	86	146
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt	40105	3634	20746	2428	19359	1206
725		Weighted (000)	195910	17241	96272	11224	99638	6017
726		Horz %	100.00	8.80	49.14	5.73	50.86	3.07
727		Vert %	82.26	95.53	83.89	95.82	80.75	94.99
728		Index	100	116	102	116	98	115
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt	25006	2495	13440	1703	11566	792
731		Weighted (000)	118698	11520	60364	7660	58335	3860
732		Horz %	100.00	9.71	50.85	6.45	49.15	3.25
733		Vert %	49.84	63.83	52.60	65.39	47.28	60.94
734		Index	100	128	106	131	95	122
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt	17883	1819	9422	1237	8461	582
737		Weighted (000)	88241	8603	44427	5702	43814	2902
738		Horz %	100.00	9.75	50.35	6.46	49.65	3.29
739		Vert %	37.05	47.67	38.71	48.68	35.51	45.81
740		Index	100	129	104	131	96	124
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt	21483	2274	11583	1562	9900	712
743		Weighted (000)	102780	10465	52607	7047	50173	3418
744		Horz %	100.00	10.18	51.18	6.86	48.82	3.33
745		Vert %	43.16	57.98	45.84	60.16	40.66	53.95
746		Index	100	134	106	139	94	125
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt	7300	732	3947	485	3353	247
749		Weighted (000)	36869	3897	19177	2577	17692	1320
750		Horz %	100.00	10.57	52.01	6.99	47.99	3.58
751		Vert %	15.48	21.59	16.71	22.00	14.34	20.84
752		Index	100	139	108	142	93	135
753								
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt	2363	256	1456	193	907	63
755		Weighted (000)	12089	1394	7351	1059	4738	335
756		Horz %	100.00	11.53	60.81	8.76	39.19	2.77
757		Vert %	5.08	7.73	6.41	9.04	3.84	5.29
758		Index	100	152	126	178	76	104

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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2								
759								
760		Unwgt	15477	1416	8106	977	7371	439
761	Radio Daypart Cumes:	Weighted (000)	74270	6634	37528	4408	36742	2227
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	8.93	50.53	5.93	49.47	3.00
763		Vert %	31.19	36.76	32.70	37.63	29.78	35.15
764		Index	100	118	105	121	95	113
765								
766		Unwgt	21457	2081	10719	1357	10738	724
767	Radio Daypart Cumes:	Weighted (000)	102778	9650	48768	6109	54011	3541
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	9.39	47.45	5.94	52.55	3.44
769		Vert %	43.16	53.47	42.49	52.15	43.77	55.90
770		Index	100	124	98	121	101	130
771								
772		Unwgt	16141	1681	8215	1101	7926	580
773	Radio Daypart Cumes:	Weighted (000)	79854	7974	38468	5099	41386	2875
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	9.99	48.17	6.38	51.83	3.60
775		Vert %	33.53	44.18	33.52	43.52	33.54	45.39
776		Index	100	132	100	130	100	135
777								
778		Unwgt	7721	776	4043	500	3678	276
779	Radio Daypart Cumes:	Weighted (000)	38919	3871	19420	2485	19499	1385
780	Weekend 7:00 pm - Midnight	Horz %	100.00	9.95	49.90	6.39	50.10	3.56
781		Vert %	16.34	21.45	16.92	21.22	15.80	21.87
782		Index	100	131	104	130	97	134
783								
784		Unwgt	1911	206	1118	151	793	55
785	Radio Daypart Cumes:	Weighted (000)	9972	1145	5625	844	4346	301
786	Weekend Midnight - 6:00 am	Horz %	100.00	11.48	56.41	8.46	43.59	3.02
787		Vert %	4.19	6.34	4.90	7.20	3.52	4.75
788		Index	100	152	117	172	84	114
789								
790		Unwgt	12646	994	5791	601	6855	393
791	Where Listen to Radio on	Weighted (000)	61519	4833	27333	2954	34186	1879
792	Typical Weekday: Home	Horz %	100.00	7.86	44.43	4.80	55.57	3.05
793		Vert %	25.83	26.78	23.82	25.22	27.71	29.67
794		Index	100	104	92	98	107	115
795								
796		Unwgt	36747	3350	18963	2225	17784	1125
797	Where Listen to Radio on	Weighted (000)	177653	15738	86450	10198	91203	5540
798	Typical Weekday: Car	Horz %	100.00	8.86	48.66	5.74	51.34	3.12
799		Vert %	74.60	87.20	75.33	87.06	73.92	87.46
800		Index	100	117	101	117	99	117
801								
802		Unwgt	5605	791	3421	575	2184	216
803	Where Listen to Radio on	Weighted (000)	29068	3937	16938	2765	12131	1172
804	Typical Weekday: Work	Horz %	100.00	13.54	58.27	9.51	41.73	4.03
805		Vert %	12.21	21.81	14.76	23.61	9.83	18.50
806		Index	100	179	121	193	81	152
807								*
808		Unwgt	985	86	550	57	435	29
809	Where Listen to Radio on	Weighted (000)	5269	511	2888	338	2380	173
810	Typical Weekday: Place	Horz %	100.00	9.70	54.82	6.41	45.18	3.29
811	Other Than Home, Car, Work	Vert %	2.21	2.83	2.52	2.88	1.93	2.73
812		Index	100	128	114	130	87	124

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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2								
813								
814		Unwgted	14284	1240	6807	783	7477	457
815	Where Listen to Radio on	Weighted (000)	69183	6019	31782	3755	37401	2264
816	Typical Weekend: Home	Horz %	100.00	8.70	45.94	5.43	54.06	3.27
817		Vert %	29.05	33.35	27.69	32.06	30.31	35.74
818		Index	100	115	95	110	104	123
819								
820		Unwgted	33644	3058	17193	2005	16451	1053
821	Where Listen to Radio on	Weighted (000)	162441	14303	78252	9129	84188	5174
822	Typical Weekend: Car	Horz %	100.00	8.80	48.17	5.62	51.83	3.19
823		Vert %	68.21	79.25	68.18	77.93	68.23	81.68
824		Index	100	116	100	114	100	120
825								
826		Unwgted	1927	259	1266	186	661	73
827	Where Listen to Radio on	Weighted (000)	10420	1291	6599	940	3821	352
828	Typical Weekend: Work	Horz %	100.00	12.39	63.33	9.02	36.67	3.38
829		Vert %	4.38	7.15	5.75	8.02	3.10	5.55
830		Index	100	164	131	183	71	127
831								*
832		Unwgted	957	97	546	66	411	31
833	Where Listen to Radio on	Weighted (000)	5414	476	3017	321	2397	154
834	Typical Weekend: Place	Horz %	100.00	8.79	55.73	5.94	44.27	2.85
835	Other Than Home, Car, Work	Vert %	2.27	2.64	2.63	2.74	1.94	2.44
836		Index	100	116	116	121	85	107
837								
838		Unwgted	9766	786	5971	608	3795	178
839	Ever Listen to AM Radio	Weighted (000)	39386	3031	23093	2325	16294	706
840	(Terrestrial Radio)	Horz %	100.00	7.69	58.63	5.90	41.37	1.79
841		Vert %	16.54	16.79	20.12	19.85	13.21	11.14
842		Index	100	102	122	120	80	67
843								
844		Unwgted	36381	3781	18453	2511	17928	1270
845	Ever Listen to FM Radio	Weighted (000)	181940	18048	87796	11714	94145	6334
846	(Terrestrial Radio)	Horz %	100.00	9.92	48.26	6.44	51.74	3.48
847		Vert %	76.40	100.00	76.50	100.00	76.30	100.00
848		Index	100	131	100	131	100	131
849								
850		Unwgted	39530	3781	20284	2511	19246	1270
851	Ever Listen to Any Terrestrial	Weighted (000)	194284	18048	94677	11714	99607	6334
852	Radio (AM/FM)	Horz %	100.00	9.29	48.73	6.03	51.27	3.26
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	358	3528	259	2810	99
857	Ever Listen to Satellite Radio	Weighted (000)	27714	1456	14032	1016	13682	440
858	(SiriusXM)	Horz %	100.00	5.25	50.63	3.67	49.37	1.59
859		Vert %	11.64	8.07	12.23	8.68	11.09	6.94
860		Index	100	69	105	75	95	60
861								
862		Unwgted	8685	561	4748	385	3937	176
863	Household Subscribes to	Weighted (000)	39210	2435	19203	1651	20006	784
864	Satellite (SiriusXM) Radio	Horz %	100.00	6.21	48.98	4.21	51.02	2.00
865		Vert %	16.46	13.49	16.73	14.09	16.21	12.38
866		Index	100	82	102	86	98	75

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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2								
867	Any Vehicle Currently Owned/Leased Has Satellite Radio							
868		Unwgted	12675	1038	6842	732	5833	306
869		Weighted (000)	60478	4630	29974	3257	30504	1374
870		Horz %	100.00	7.66	49.56	5.38	50.44	2.27
871		Vert %	25.39	25.65	26.12	27.80	24.72	21.68
872	Index	100	101	103	109	97	85	
873	Any Vehicle Currently Owned/Leased Has MP3 Player Connection							
874		Unwgted	11231	1001	6301	705	4930	296
875		Weighted (000)	56535	4841	28911	3298	27624	1543
876		Horz %	100.00	8.56	51.14	5.83	48.86	2.73
877		Vert %	23.74	26.82	25.19	28.15	22.39	24.36
878	Index	100	113	106	119	94	103	
879	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month							
880		Unwgted	7194	721	4209	514	2985	207
881		Weighted (000)	34638	3353	19095	2383	15543	970
882		Horz %	100.00	9.68	55.13	6.88	44.87	2.80
883		Vert %	14.54	18.58	16.64	20.35	12.60	15.31
884	Index	100	128	114	140	87	105	
885	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month							
886		Unwgted	11203	996	6076	672	5127	324
887		Weighted (000)	54650	4814	28025	3208	26625	1606
888		Horz %	100.00	8.81	51.28	5.87	48.72	2.94
889		Vert %	22.95	26.67	24.42	27.38	21.58	25.36
890	Index	100	116	106	119	94	111	
891	Listened to Any Radio on the Internet/Online - Past Month							
892		Unwgted	13970	1275	7625	872	6345	403
893		Weighted (000)	68093	6112	34986	4088	33107	2024
894		Horz %	100.00	8.98	51.38	6.00	48.62	2.97
895		Vert %	28.59	33.86	30.48	34.90	26.83	31.95
896	Index	100	118	107	122	94	112	
897	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month							
898		Unwgted	3565	370	2072	259	1493	111
899		Weighted (000)	16453	1608	9050	1135	7404	474
900		Horz %	100.00	9.78	55.00	6.90	45.00	2.88
901		Vert %	6.91	8.91	7.89	9.69	6.00	7.48
902	Index	100	129	114	140	87	108	
903	Downloaded Music - Past Month							
904		Unwgted	10771	846	5842	554	4929	292
905		Weighted (000)	55635	4251	28526	2672	27109	1579
906		Horz %	100.00	7.64	51.27	4.80	48.73	2.84
907		Vert %	23.36	23.55	24.86	22.81	21.97	24.92
908	Index	100	101	106	98	94	107	
909	Downloaded Podcasts/Engaged in Podcasting - Past Month							*
910		Unwgted	2115	162	1374	121	741	41
911		Weighted (000)	9292	766	5804	585	3488	181
912		Horz %	100.00	8.25	62.46	6.30	37.54	1.95
913		Vert %	3.90	4.25	5.06	5.00	2.83	2.86
914	Index	100	109	130	128	72	73	
915	Visited iHeartRadio Site - Past Month+							
916		Unwgted	2476	263	1255	164	1221	99
917		Weighted (000)	12781	1452	6091	933	6690	519
918		Horz %	100.00	11.36	47.66	7.30	52.34	4.06
919		Vert %	5.37	8.05	5.31	7.97	5.42	8.19
920	Index	100	150	99	148	101	153	

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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2								
921								
922		Unwgted	6881	593	3642	378	3239	215
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	2671	16078	1632	16393	1038
924		Horz %	100.00	8.23	49.51	5.03	50.49	3.20
925		Vert %	13.63	14.80	14.01	13.94	13.29	16.39
926		Index	100	109	103	102	97	120
927								
928		Unwgted	9499	867	4700	579	4799	288
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	4254	22377	2800	25926	1454
930		Horz %	100.00	8.81	46.33	5.80	53.67	3.01
931		Vert %	20.28	23.57	19.50	23.91	21.01	22.95
932		Index	100	116	96	118	104	113
933								
934		Unwgted	2160	197	1248	137	912	60
935	Visited Spotify.com - Past Month	Weighted (000)	10770	1018	5929	671	4841	347
936		Horz %	100.00	9.45	55.05	6.23	44.95	3.22
937		Vert %	4.52	5.64	5.17	5.73	3.92	5.48
938		Index	100	125	114	127	87	121
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	1399	8481	929	8257	470
941		Weighted (000)	83979	6845	40117	4464	43862	2381
942		Horz %	100.00	8.15	47.77	5.32	52.23	2.84
943		Vert %	35.26	37.92	34.96	38.11	35.55	37.59
944		Index	100	108	99	108	101	107
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	1092	7079	732	6513	360
947		Weighted (000)	67996	5252	33168	3353	34828	1900
948		Horz %	100.00	7.72	48.78	4.93	51.22	2.79
949		Vert %	28.55	29.10	28.90	28.62	28.23	29.99
950		Index	100	102	101	100	99	105
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	1386	8682	917	8300	469
953		Weighted (000)	84461	6658	40721	4311	43740	2347
954		Horz %	100.00	7.88	48.21	5.10	51.79	2.78
955		Vert %	35.46	36.89	35.48	36.80	35.45	37.05
956		Index	100	104	100	104	100	104
957								
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	1118	7052	764	6258	354
959		Weighted (000)	67825	5556	33599	3627	34226	1928
960		Horz %	100.00	8.19	49.54	5.35	50.46	2.84
961		Vert %	28.48	30.78	29.28	30.97	27.74	30.44
962		Index	100	108	103	109	97	107
963								
964		Unwgted	39310	3185	19854	2131	19456	1054
965	TV Dayparts: Total Week Prime Time Cume Audience	Weighted (000)	191753	15014	91658	9813	100095	5200
966		Horz %	100.00	7.83	47.80	5.12	52.20	2.71
967		Vert %	80.52	83.19	79.87	83.77	81.12	82.10
968		Index	100	103	99	104	101	102
969								
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	2502	15784	1672	15579	830
971		Weighted (000)	151527	11656	72027	7660	79500	3996
972		Horz %	100.00	7.69	47.53	5.06	52.47	2.64
973		Vert %	63.63	64.58	62.76	65.39	64.43	63.09
974		Index	100	102	99	103	101	99

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2								
975								
976	TV Dayparts: Prime Time	Unwgt	27069	2154	13766	1456	13303	698
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	10109	63885	6578	67474	3531
978	(Eastern/Pacific), 7:00-10:00	Horz %	100.00	7.70	48.63	5.01	51.37	2.69
979	pm (Central/Mountain)	Vert %	55.16	56.01	55.67	56.16	54.68	55.74
980		Index	100	102	101	102	99	101
981								
982	TV Dayparts: Prime Time	Unwgt	31508	2591	15957	1733	15551	858
983	Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific),	Weighted (000)	152474	12139	73082	7911	79393	4228
984	6:00-10:00 pm	Horz %	100.00	7.96	47.93	5.19	52.07	2.77
985	(Central/Mountain)	Vert %	64.02	67.26	63.68	67.53	64.34	66.75
986		Index	100	105	99	105	101	104
987								
988	TV Dayparts: Weekdays	Unwgt	13670	870	6126	533	7544	337
989	Cume Audience: 9:00 am-4:00	Weighted (000)	72627	4487	30958	2625	41669	1862
990	pm (Eastern/Pacific) 9:00 am -	Horz %	100.00	6.18	42.63	3.61	57.37	2.56
991	3:00 pm (Central/Mountain)	Vert %	30.50	24.86	26.98	22.41	33.77	29.40
992		Index	100	82	88	73	111	96
993								
994	TV Dayparts: Weekdays	Unwgt	24527	1823	12354	1224	12173	599
995	Cume Audience: 4:00 pm-7:30	Weighted (000)	122242	8785	57750	5767	64492	3018
996	pm (Eastern/Pacific) 3:00 pm-	Horz %	100.00	7.19	47.24	4.72	52.76	2.47
997	6:30 pm (Central/Mountain)	Vert %	51.33	48.68	50.32	49.23	52.27	47.65
998		Index	100	95	98	96	102	93
999								
1000	TV Dayparts: Weekdays	Unwgt	8031	677	4197	436	3834	241
1001	Cume Audience: 11:30 pm-	Weighted (000)	40564	3199	20501	1970	20063	1229
1002	1:00 am (Eastern/Pacific)	Horz %	100.00	7.89	50.54	4.86	49.46	3.03
1003	10:30 pm-Midnight	Vert %	17.03	17.72	17.86	16.82	16.26	19.40
1004	(Central/Mountain)	Index	100	104	105	99	95	114
1005								
1006	TV Dayparts: Weekend	Unwgt	19901	1614	10227	1096	9674	518
1007	Children's Shows Cume	Weighted (000)	98456	7939	48277	5199	50179	2740
1008	Audience: Saturday-Sunday	Horz %	100.00	8.06	49.03	5.28	50.97	2.78
1009	Morning	Vert %	41.34	43.99	42.07	44.38	40.67	43.26
1010		Index	100	106	102	107	98	105
1011								
1012	TV Dayparts: Weekend Sports	Unwgt	24366	1952	13227	1367	11139	585
1013	Cume Audience: Saturday-	Weighted (000)	120692	9400	61780	6357	58912	3042
1014	Sunday Afternoon	Horz %	100.00	7.79	51.19	5.27	48.81	2.52
1015		Vert %	50.68	52.08	53.83	54.27	47.74	48.03
1016		Index	100	103	106	107	94	95
1017								
1018		Unwgt	2498	203	1497	144	1001	59
1019	Downloaded a TV Program -	Weighted (000)	12342	981	7184	689	5158	292
1020	Past Month	Horz %	100.00	7.95	58.21	5.58	41.79	2.37
1021		Vert %	5.18	5.44	6.26	5.88	4.18	4.62
1022		Index	100	105	121	113	81	89
1023								
1024		Unwgt	8118	672	4404	457	3714	215
1025	Watched a TV Program Online	Weighted (000)	39203	3250	19922	2145	19281	1105
1026	- Past Month	Horz %	100.00	8.29	50.82	5.47	49.18	2.82
1027		Vert %	16.46	18.01	17.36	18.31	15.63	17.45
1028		Index	100	109	105	111	95	106

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2								
1029								
1030		Unwgted	10544	920	5205	580	5339	340
1031	Visited a TV Network or TV	Weighted (000)	50236	4423	23290	2636	26946	1787
1032	Show's Web Site - Past Month	Horz %	100.00	8.81	46.36	5.25	53.64	3.56
1033		Vert %	21.09	24.51	20.29	22.51	21.84	28.21
1034		Index	100	116	96	107	104	134
1035								
1036		Unwgted	5568	473	3052	306	2516	167
1037	Looked at TV Listings Online -	Weighted (000)	25497	2170	13083	1417	12414	752
1038	Past Month	Horz %	100.00	8.51	51.31	5.56	48.69	2.95
1039		Vert %	10.71	12.02	11.40	12.10	10.06	11.88
1040		Index	100	112	106	113	94	111
1041								
1042		Unwgted	23815	1804	11641	1179	12174	625
1043	Household Subscribes to	Weighted (000)	113098	8254	52487	5263	60611	2991
1044	Cable TV	Horz %	100.00	7.30	46.41	4.65	53.59	2.64
1045		Vert %	47.49	45.73	45.73	44.93	49.12	47.22
1046		Index	100	96	96	95	103	99
1047								
1048		Unwgted	40083	3200	20313	2127	19770	1073
1049	Household Subscribes to	Weighted (000)	195193	14893	93321	9677	101872	5216
1050	Cable, Satellite or Fiber Optic	Horz %	100.00	7.63	47.81	4.96	52.19	2.67
1051	TV	Vert %	81.96	82.52	81.31	82.61	82.56	82.34
1052		Index	100	101	99	101	101	100
1053								
1054		Unwgted	38774	3148	19682	2093	19092	1055
1055	Viewed Any Cable TV	Weighted (000)	188764	14696	90255	9542	98509	5153
1056	(Including Pay) - Past Week	Horz %	100.00	7.79	47.81	5.06	52.19	2.73
1057		Vert %	79.26	81.42	78.64	81.46	79.84	81.35
1058		Index	100	103	99	103	101	103
1059								
1060		Unwgted	29145	2517	15363	1721	13782	796
1061	Heavy Cable TV Viewer	Weighted (000)	143332	11837	71157	7904	72174	3933
1062	(Including Pay) - Past Week	Horz %	100.00	8.26	49.65	5.51	50.35	2.74
1063		Vert %	60.18	65.58	62.00	67.47	58.49	62.10
1064		Index	100	109	103	112	97	103
1065								
1066		Unwgted	16614	1518	9062	1035	7552	483
1067	Viewed Any Premium Cable	Weighted (000)	78557	6804	40068	4621	38489	2183
1068	Channels - Past Month	Horz %	100.00	8.66	51.00	5.88	49.00	2.78
1069		Vert %	32.99	37.70	34.91	39.45	31.19	34.46
1070		Index	100	114	106	120	95	104
1071								
1072		Unwgted	6367	623	3495	429	2872	194
1073	Viewed Any Pay-Per-View	Weighted (000)	30162	2830	15494	1922	14668	908
1074	Programs or Events - Past	Horz %	100.00	9.38	51.37	6.37	48.63	3.01
1075	Year	Vert %	12.66	15.68	13.50	16.41	11.89	14.33
1076		Index	100	124	107	130	94	113
1077								
1078		Unwgted	13594	1324	6858	866	6736	458
1079	Viewed Any Video-On-	Weighted (000)	58844	5420	27260	3396	31584	2025
1080	Demand Programs or Events -	Horz %	100.00	9.21	46.33	5.77	53.67	3.44
1081	Past Year	Vert %	24.71	30.03	23.75	28.99	25.60	31.96
1082		Index	100	122	96	117	104	129

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2								
1083								
1084		Unwgted	10960	904	5902	604	5058	300
1085	Household Has a Satellite Dish	Weighted (000)	63040	5052	31481	3327	31559	1725
1086		Horz %	100.00	8.01	49.94	5.28	50.06	2.74
1087		Vert %	26.47	27.99	27.43	28.40	25.58	27.24
1088		Index	100	106	104	107	97	103
1089								
1090		Unwgted	24143	2057	12572	1377	11571	680
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	9226	55528	6012	59595	3214
1092		Horz %	100.00	8.01	48.23	5.22	51.77	2.79
1093		Vert %	48.34	51.12	48.38	51.33	48.30	50.74
1094		Index	100	106	100	106	100	105
1095								
1096		Unwgted	41061	3477	20873	2282	20188	1195
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	16272	94592	10333	103386	5938
1098		Horz %	100.00	8.22	47.78	5.22	52.22	3.00
1099		Vert %	83.13	90.16	82.42	88.21	83.79	93.75
1100		Index	100	108	99	106	101	113
1101								
1102		Unwgted	13895	1195	6586	718	7309	477
1103	Played Games Online - Past Month	Weighted (000)	73492	6263	34103	3686	39389	2577
1104		Horz %	100.00	8.52	46.40	5.02	53.60	3.51
1105		Vert %	30.86	34.70	29.72	31.47	31.92	40.68
1106		Index	100	112	96	102	103	132
1107								
1108		Unwgted	5057	443	3031	322	2026	121
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	2490	16227	1740	11709	750
1110		Horz %	100.00	8.91	58.09	6.23	41.91	2.69
1111		Vert %	11.73	13.80	14.14	14.85	9.49	11.84
1112		Index	100	118	121	127	81	101
1113								
1114		Unwgted	3934	322	2481	240	1453	82
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	1570	11541	1165	7765	406
1116		Horz %	100.00	8.13	59.78	6.03	40.22	2.10
1117		Vert %	8.11	8.70	10.06	9.94	6.29	6.40
1118		Index	100	107	124	123	78	79
1119								
1120		Unwgted	8746	692	5192	514	3554	178
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	3402	24810	2480	19120	922
1122		Horz %	100.00	7.74	56.48	5.64	43.52	2.10
1123		Vert %	18.45	18.85	21.62	21.17	15.50	14.56
1124		Index	100	102	117	115	84	79
1125								
1126		Unwgted	8001	753	4894	545	3107	208
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	3540	23059	2501	15840	1038
1128		Horz %	100.00	9.10	59.28	6.43	40.72	2.67
1129		Vert %	16.33	19.61	20.09	21.35	12.84	16.39
1130		Index	100	120	123	131	79	100
1131								
1132		Unwgted	2267	187	1300	134	967	53
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	962	6393	717	5078	244
1134		Horz %	100.00	8.38	55.73	6.25	44.27	2.13
1135		Vert %	4.82	5.33	5.57	6.12	4.12	3.86
1136		Index	100	111	116	127	85	80

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2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	3103	18316	2003	18317	1100
1139		Weighted (000)	171151	14083	79258	8750	91893	5333
1140		Horz %	100.00	8.23	46.31	5.11	53.69	3.12
1141		Vert %	71.87	78.03	69.06	74.69	74.47	84.20
1142		Index	100	109	96	104	104	117
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	2017	11627	1220	12713	797
1145		Weighted (000)	124814	10088	55745	5931	69070	4157
1146		Horz %	100.00	8.08	44.66	4.75	55.34	3.33
1147		Vert %	52.41	55.90	48.57	50.63	55.98	65.63
1148		Index	100	107	93	97	107	125
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	468	3275	306	3071	162
1151		Weighted (000)	30027	2218	14151	1480	15876	738
1152		Horz %	100.00	7.39	47.13	4.93	52.87	2.46
1153		Vert %	12.61	12.29	12.33	12.63	12.87	11.65
1154		Index	100	97	98	100	102	92
1155	Wrote an Online Blog - Past Month							*
1156		Unwgted	1391	96	728	65	663	31
1157		Weighted (000)	6899	506	3295	339	3604	167
1158		Horz %	100.00	7.34	47.76	4.92	52.24	2.42
1159		Vert %	2.90	2.81	2.87	2.89	2.92	2.64
1160		Index	100	97	99	100	101	91
1161	Uploaded or Added Video to a Web Site - Past Month							
1162		Unwgted	3450	295	1785	189	1665	106
1163		Weighted (000)	17397	1376	8470	853	8927	523
1164		Horz %	100.00	7.91	48.69	4.90	51.31	3.01
1165		Vert %	7.30	7.63	7.38	7.28	7.23	8.26
1166		Index	100	104	101	100	99	113
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	2936	16879	1881	17268	1055
1169		Weighted (000)	168726	13900	78135	8530	90591	5370
1170		Horz %	100.00	8.24	46.31	5.06	53.69	3.18
1171		Vert %	70.85	77.01	68.08	72.82	73.42	84.77
1172		Index	100	109	96	103	104	120
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	2269	12472	1351	14791	918
1175		Weighted (000)	138263	11119	59501	6389	78762	4730
1176		Horz %	100.00	8.04	43.03	4.62	56.97	3.42
1177		Vert %	58.06	61.61	51.85	54.54	63.83	74.67
1178		Index	100	106	89	94	110	129
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	28	193	19	184	9
1181		Weighted (000)	1812	127	903	98	909	29
1182		Horz %	100.00	7.00	49.84	5.38	50.16	1.62
1183		Vert %	0.76	0.70	0.79	0.83	0.74	0.46
1184		Index	100	92	103	109	97	61
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	643	3867	388	3983	255
1187		Weighted (000)	38984	3045	18160	1799	20824	1246
1188		Horz %	100.00	7.81	46.58	4.61	53.42	3.20
1189		Vert %	16.37	16.87	15.82	15.35	16.88	19.68
1190		Index	100	103	97	94	103	120

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

	A	B	C	D	E	F	G	H
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2								
1191								
1192		Unwgted	7474	664	4269	456	3205	208
1193	Accessed LinkedIn.com - Past	Weighted (000)	28803	2441	15641	1647	13163	794
1194	Month	Horz %	100.00	8.48	54.30	5.72	45.70	2.76
1195		Vert %	12.09	13.53	13.63	14.06	10.67	12.53
1196		Index	100	112	113	116	88	104
1197								
1198		Unwgted	7044	527	1340	153	5704	374
1199	Accessed Pinterest - Past	Weighted (000)	37538	2651	6285	666	31253	1985
1200	Month	Horz %	100.00	7.06	16.74	1.77	83.26	5.29
1201		Vert %	15.76	14.69	5.48	5.69	25.33	31.34
1202		Index	100	93	35	36	161	199
1203								*
1204		Unwgted	1723	125	1010	87	713	38
1205	Accessed Tumblr - Past	Weighted (000)	9134	709	4736	451	4399	259
1206	Month	Horz %	100.00	7.77	51.84	4.94	48.16	2.83
1207		Vert %	3.84	3.93	4.13	3.85	3.56	4.08
1208		Index	100	102	108	100	93	106
1209								
1210		Unwgted	5641	394	3159	268	2482	126
1211	Accessed Twitter.com - Past	Weighted (000)	28989	2062	15361	1415	13628	647
1212	Month	Horz %	100.00	7.11	52.99	4.88	47.01	2.23
1213		Vert %	12.17	11.43	13.38	12.08	11.04	10.21
1214		Index	100	94	110	99	91	84
1215								
1216		Unwgted	3125	232	1605	139	1520	93
1217	Accessed Yelp - Past	Weighted (000)	12195	926	5827	528	6368	398
1218	Month	Horz %	100.00	7.59	47.78	4.33	52.22	3.27
1219		Vert %	5.12	5.13	5.08	4.51	5.16	6.29
1220		Index	100	100	99	88	101	123
1221								
1222		Unwgted	23106	2113	12543	1442	10563	671
1223	Accessed YouTube.com -	Weighted (000)	114822	10116	58760	6615	56062	3501
1224	Past Month	Horz %	100.00	8.81	51.17	5.76	48.83	3.05
1225		Vert %	48.21	56.05	51.20	56.47	45.44	55.27
1226		Index	100	116	106	117	94	115
1227								
1228		Unwgted	16414	1455	6547	782	9867	673
1229	Posted "Like" on Social	Weighted (000)	84341	7189	31182	3722	53159	3467
1230	Network - Past Month	Horz %	100.00	8.52	36.97	4.41	63.03	4.11
1231		Vert %	35.41	39.83	27.17	31.78	43.08	54.74
1232		Index	100	112	77	90	122	155
1233								
1234		Unwgted	7779	682	3383	379	4396	303
1235	"Followed" or Became a "Fan"	Weighted (000)	41677	3592	16898	1941	24779	1651
1236	or Something or Someone on	Horz %	100.00	8.62	40.55	4.66	59.45	3.96
1237	Social Network - Past Month	Vert %	17.50	19.90	14.72	16.57	20.08	26.07
1238		Index	100	114	84	95	115	149
1239								
1240		Unwgted	4897	453	2376	283	2521	170
1241	Clicked on an Advertisement	Weighted (000)	23787	2225	10534	1362	13253	863
1242	on Social Network - Past	Horz %	100.00	9.35	44.28	5.72	55.72	3.63
1243	Month	Vert %	9.99	12.33	9.18	11.62	10.74	13.63
1244		Index	100	123	92	116	108	136

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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2								
1245								
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	419	2291	269	2433	150
1247		Weighted (000)	22158	1916	9847	1184	12311	732
1248		Horz %	100.00	8.65	44.44	5.34	55.56	3.30
1249		Vert %	9.30	10.61	8.58	10.11	9.98	11.55
1250		Index	100	114	92	109	107	124
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	1831	10573	1257	9187	574
1253		Weighted (000)	99513	8642	50394	5737	49119	2906
1254		Horz %	100.00	8.68	50.64	5.76	49.36	2.92
1255		Vert %	41.78	47.88	43.91	48.97	39.81	45.87
1256		Index	100	115	105	117	95	110
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	3269	18496	2138	18163	1131
1259		Weighted (000)	181288	15461	85841	9812	95447	5649
1260		Horz %	100.00	8.53	47.35	5.41	52.65	3.12
1261		Vert %	76.12	85.67	74.80	83.76	77.35	89.19
1262		Index	100	113	98	110	102	117
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	1270	7718	782	7620	488
1265		Weighted (000)	76191	6308	35752	3795	40439	2514
1266		Horz %	100.00	8.28	46.92	4.98	53.08	3.30
1267		Vert %	31.99	34.95	31.15	32.39	32.77	39.68
1268		Index	100	109	97	101	102	124
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	1246	7469	778	7654	468
1271		Weighted (000)	76014	5839	34445	3382	41569	2457
1272		Horz %	100.00	7.68	45.31	4.45	54.69	3.23
1273		Vert %	31.92	32.35	30.01	28.87	33.69	38.79
1274		Index	100	101	94	90	106	122
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	1668	10415	1112	9263	556
1277		Weighted (000)	100588	7866	49831	5055	50757	2810
1278		Horz %	100.00	7.82	49.54	5.03	50.46	2.79
1279		Vert %	42.24	43.58	43.42	43.16	41.14	44.37
1280		Index	100	103	103	102	97	105
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	1256	7019	763	7350	493
1283		Weighted (000)	75338	6277	34629	3689	40709	2588
1284		Horz %	100.00	8.33	45.96	4.90	54.04	3.44
1285		Vert %	31.63	34.78	30.17	31.49	32.99	40.86
1286		Index	100	110	95	100	104	129
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	692	4888	495	3584	197
1289		Weighted (000)	43183	3458	23745	2462	19438	997
1290		Horz %	100.00	8.01	54.99	5.70	45.01	2.31
1291		Vert %	18.13	19.16	20.69	21.01	15.75	15.74
1292		Index	100	106	114	116	87	87
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	1901	11334	1250	10242	651
1295		Weighted (000)	104133	8844	51075	5607	53058	3237
1296		Horz %	100.00	8.49	49.05	5.38	50.95	3.11
1297		Vert %	43.72	49.00	44.50	47.87	43.00	51.10
1298		Index	100	112	102	109	98	117

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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2								
1299								
1300		Unwgt	12940	989	6843	700	6097	289
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	4327	28496	2987	29500	1339
1302		Horz %	100.00	7.46	49.13	5.15	50.87	2.31
1303		Vert %	24.35	23.97	24.83	25.50	23.91	21.15
1304		Index	100	98	102	105	98	87
1305								
1306		Unwgt	16613	1309	8096	850	8517	459
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	5764	34285	3572	41722	2191
1308		Horz %	100.00	7.58	45.11	4.70	54.89	2.88
1309		Vert %	31.91	31.93	29.87	30.50	33.81	34.59
1310		Index	100	100	94	96	106	108
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt	17705	1544	9640	1025	8065	519
1313		Weighted (000)	81230	7115	40943	4418	40287	2697
1314		Horz %	100.00	8.76	50.40	5.44	49.60	3.32
1315		Vert %	34.11	39.42	35.68	37.71	32.65	42.57
1316		Index	100	116	105	111	96	125
1317								
1318		Unwgt	4358	350	2029	221	2329	129
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	1815	10416	1102	13426	713
1320		Horz %	100.00	7.61	43.69	4.62	56.31	2.99
1321		Vert %	10.01	10.06	9.08	9.41	10.88	11.25
1322		Index	100	100	91	94	109	112
1323								
1324		Unwgt	4622	401	2188	256	2434	145
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	1961	10413	1186	14042	775
1326		Horz %	100.00	8.02	42.58	4.85	57.42	3.17
1327		Vert %	10.27	10.86	9.07	10.12	11.38	12.23
1328		Index	100	106	88	99	111	119
1329								
1330		Unwgt	4402	322	2006	210	2396	112
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	1400	8818	885	12024	515
1332		Horz %	100.00	6.72	42.31	4.25	57.69	2.47
1333		Vert %	8.75	7.76	7.68	7.56	9.74	8.13
1334		Index	100	89	88	86	111	93
1335								
1336		Unwgt	5602	478	2434	276	3168	202
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	2124	10486	1180	15893	944
1338		Horz %	100.00	8.05	39.75	4.47	60.25	3.58
1339		Vert %	11.08	11.77	9.14	10.07	12.88	14.90
1340		Index	100	106	82	91	116	135
1341								
1342		Unwgt	5931	460	2398	276	3533	184
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	1928	10182	1157	17387	771
1344		Horz %	100.00	6.99	36.93	4.20	63.07	2.80
1345		Vert %	11.58	10.68	8.87	9.88	14.09	12.17
1346		Index	100	92	77	85	122	105
1347								
1348		Unwgt	8893	765	3392	401	5501	364
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	3290	13703	1664	26465	1626
1350		Horz %	100.00	8.19	34.11	4.14	65.89	4.05
1351		Vert %	16.87	18.23	11.94	14.21	21.45	25.67
1352		Index	100	108	71	84	127	152

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2								
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	411	2457	277	2541	134
1355		Weighted (000)	23988	2055	11131	1357	12857	698
1356		Horz %	100.00	8.57	46.40	5.66	53.60	2.91
1357		Vert %	10.07	11.39	9.70	11.58	10.42	11.02
1358		Index	100	113	96	115	103	109
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	1067	5749	663	6532	404
1361		Weighted (000)	58527	5278	25759	3284	32768	1994
1362		Horz %	100.00	9.02	44.01	5.61	55.99	3.41
1363		Vert %	24.58	29.24	22.45	28.04	26.56	31.47
1364		Index	100	119	91	114	108	128
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	252	1705	161	2000	91
1367		Weighted (000)	18217	1263	8219	832	9999	431
1368		Horz %	100.00	6.93	45.12	4.57	54.88	2.36
1369		Vert %	7.65	7.00	7.16	7.10	8.10	6.80
1370		Index	100	91	94	93	106	89
1371								
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	238	1208	146	1601	92
1373		Weighted (000)	13935	1098	5376	710	8559	388
1374		Horz %	100.00	7.88	38.58	5.10	61.42	2.78
1375		Vert %	5.85	6.08	4.68	6.06	6.94	6.12
1376		Index	100	104	80	104	119	105
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	452	2655	283	3313	169
1379		Weighted (000)	29277	2148	12298	1375	16979	773
1380		Horz %	100.00	7.34	42.00	4.70	58.00	2.64
1381		Vert %	12.29	11.90	10.72	11.74	13.76	12.20
1382		Index	100	97	87	95	112	99
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	318	1294	181	1754	137
1385		Weighted (000)	15175	1599	5992	923	9183	677
1386		Horz %	100.00	10.54	39.49	6.08	60.51	4.46
1387		Vert %	6.37	8.86	5.22	7.88	7.44	10.68
1388		Index	100	139	82	124	117	168
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	792	4858	542	4243	250
1391		Weighted (000)	46255	3826	23425	2590	22830	1236
1392		Horz %	100.00	8.27	50.64	5.60	49.36	2.67
1393		Vert %	19.42	21.20	20.41	22.11	18.50	19.52
1394		Index	100	109	105	114	95	101
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	461	3127	309	2794	152
1397		Weighted (000)	30253	2232	14939	1531	15314	701
1398		Horz %	100.00	7.38	49.38	5.06	50.62	2.32
1399		Vert %	12.70	12.37	13.02	13.07	12.41	11.07
1400		Index	100	97	102	103	98	87
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	503	3376	359	2452	144
1403		Weighted (000)	30660	2442	16758	1730	13902	712
1404		Horz %	100.00	7.97	54.66	5.64	45.34	2.32
1405		Vert %	12.87	13.53	14.60	14.77	11.27	11.25
1406		Index	100	105	113	115	88	87

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2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	558	3507	378	2935	180
1409		Weighted (000)	33198	2855	16830	1860	16367	996
1410		Horz %	100.00	8.60	50.70	5.60	49.30	3.00
1411		Vert %	13.94	15.82	14.67	15.88	13.26	15.72
1412		Index	100	113	105	114	95	113
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	411	2967	292	2260	119
1415		Weighted (000)	26198	2041	13774	1463	12423	578
1416		Horz %	100.00	7.79	52.58	5.58	47.42	2.20
1417		Vert %	11.00	11.31	12.00	12.49	10.07	9.12
1418		Index	100	103	109	114	92	83
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	396	2856	282	2103	114
1421		Weighted (000)	25734	1962	14007	1411	11727	550
1422		Horz %	100.00	7.62	54.43	5.48	45.57	2.14
1423		Vert %	10.81	10.87	12.20	12.05	9.50	8.69
1424		Index	100	101	113	112	88	80
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	531	3786	369	3315	162
1427		Weighted (000)	34578	2472	17132	1675	17446	797
1428		Horz %	100.00	7.15	49.55	4.84	50.45	2.31
1429		Vert %	14.52	13.69	14.93	14.29	14.14	12.58
1430		Index	100	94	103	98	97	87
1431								
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	393	2639	302	1621	91
1433		Weighted (000)	20853	1893	12281	1528	8571	365
1434		Horz %	100.00	9.08	58.90	7.33	41.10	1.75
1435		Vert %	8.76	10.49	10.70	13.04	6.95	5.77
1436		Index	100	120	122	149	79	66
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	480	3476	347	2679	133
1439		Weighted (000)	32878	2471	17503	1805	15375	666
1440		Horz %	100.00	7.52	53.24	5.49	46.76	2.03
1441		Vert %	13.81	13.69	15.25	15.41	12.46	10.52
1442		Index	100	99	110	112	90	76
1443								
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	351	2544	243	2131	108
1445		Weighted (000)	23668	1660	12129	1168	11539	492
1446		Horz %	100.00	7.01	51.25	4.93	48.75	2.08
1447		Vert %	9.94	9.20	10.57	9.97	9.35	7.77
1448		Index	100	93	106	100	94	78
1449								
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	292	2258	218	1648	74
1451		Weighted (000)	19046	1292	10397	963	8648	329
1452		Horz %	100.00	6.78	54.59	5.05	45.41	1.73
1453		Vert %	8.00	7.16	9.06	8.22	7.01	5.20
1454		Index	100	90	113	103	88	65
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	444	2839	285	2890	159
1457		Weighted (000)	28661	1949	13411	1273	15249	676
1458		Horz %	100.00	6.80	46.79	4.44	53.21	2.36
1459		Vert %	12.03	10.80	11.69	10.86	12.36	10.67
1460		Index	100	90	97	90	103	89

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classic Rock Format (Monday-Sunday 24-Hour Cume)
2								
1461								
1462		Unwgt	4266	341	2521	248	1745	93
1463	Have Seen Video Ads in	Weighted (000)	19322	1381	10764	1008	8558	374
1464	Airports - Past Month	Horz %	100.00	7.15	55.71	5.21	44.29	1.93
1465		Vert %	8.11	7.65	9.38	8.60	6.94	5.90
1466		Index	100	94	116	106	85	73
1467								
1468		Unwgt	8265	748	4863	547	3402	201
1469	Have Seen Video Ads at Gas	Weighted (000)	39199	3209	21534	2336	17665	873
1470	Stations - Past Month	Horz %	100.00	8.19	54.94	5.96	45.06	2.23
1471		Vert %	16.46	17.78	18.76	19.94	14.32	13.79
1472		Index	100	108	114	121	87	84
1473								
1474		Unwgt	3648	270	2100	193	1548	77
1475	Have Seen Video Ads in	Weighted (000)	18380	1286	9985	958	8395	328
1476	Office Building Lobbies - Past	Horz %	100.00	6.99	54.33	5.21	45.67	1.78
1477	Month	Vert %	7.72	7.12	8.70	8.18	6.80	5.17
1478		Index	100	92	113	106	88	67
1479								
1480		Unwgt	3526	267	2026	191	1500	76
1481	Have Seen Video Ads in	Weighted (000)	17078	1202	9334	895	7744	307
1482	Office Building Elevators -	Horz %	100.00	7.04	54.65	5.24	45.35	1.80
1483	Past Month	Vert %	7.17	6.66	8.13	7.64	6.28	4.84
1484		Index	100	93	113	107	88	68
1485								
1486		Unwgt	5288	431	2955	314	2333	117
1487	Have Seen Video Ads in	Weighted (000)	25922	2053	13723	1502	12200	551
1488	Movie Theater Lobbies - Past	Horz %	100.00	7.92	52.94	5.79	47.06	2.12
1489	Month	Vert %	10.88	11.37	11.96	12.82	9.89	8.70
1490		Index	100	104	110	118	91	80
1491								
1492		Unwgt	24633	2169	12915	1466	11718	703
1493	Have Seen Ads on Billboards -	Weighted (000)	120495	10185	59062	6713	61432	3473
1494	Past Month	Horz %	100.00	8.45	49.02	5.57	50.98	2.88
1495		Vert %	50.60	56.43	51.46	57.30	49.79	54.83
1496		Index	100	112	102	113	98	108
1497								
1498		Unwgt	11093	949	6087	656	5006	293
1499	Have Seen Ads on	Weighted (000)	51163	4146	26650	2841	24513	1305
1500	Buses/Trains - Past Month	Horz %	100.00	8.10	52.09	5.55	47.91	2.55
1501		Vert %	21.48	22.97	23.22	24.25	19.87	20.61
1502		Index	100	107	108	113	92	96
1503								
1504		Unwgt	7336	581	4126	399	3210	182
1505	Have Seen Ads at Bus Stops	Weighted (000)	33508	2485	18104	1729	15404	756
1506	or Train Stations - Past Month	Horz %	100.00	7.42	54.03	5.16	45.97	2.26
1507		Vert %	14.07	13.77	15.77	14.76	12.48	11.94
1508		Index	100	98	112	105	89	85
1509								
1510		Unwgt	3636	272	2145	193	1491	79
1511	Have Seen Ads Inside Taxis -	Weighted (000)	16735	1181	9619	845	7116	336
1512	Past Month	Horz %	100.00	7.05	57.48	5.05	42.52	2.01
1513		Vert %	7.03	6.54	8.38	7.21	5.77	5.30
1514		Index	100	93	119	103	82	75

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2								
1515								
1516		Unwgted	6365	511	3730	367	2635	144
1517	Have Seen Ads on Top of	Weighted (000)	28977	2210	16219	1605	12758	605
1518	Taxis - Past Month	Horz %	100.00	7.63	55.97	5.54	44.03	2.09
1519		Vert %	12.17	12.25	14.13	13.70	10.34	9.55
1520		Index	100	101	116	113	85	78
1521								
1522		Unwgted	2813	203	1717	149	1096	54
1523	Have Seen Ads on Phone	Weighted (000)	13954	971	8317	708	5637	263
1524	Booths - Past Month	Horz %	100.00	6.96	59.60	5.07	40.40	1.88
1525		Vert %	5.86	5.38	7.25	6.04	4.57	4.14
1526		Index	100	92	124	103	78	71
1527								
1528		Unwgted	7927	739	4854	565	3073	174
1529	Have Seen Ads at Sports or	Weighted (000)	38666	3342	22445	2557	16221	785
1530	Entertainment Events - Past	Horz %	100.00	8.64	58.05	6.61	41.95	2.03
1531	Month	Vert %	16.24	18.52	19.56	21.83	13.15	12.39
1532		Index	100	114	120	134	81	76
1533								
1534		Unwgted	6113	489	3025	304	3088	185
1535	Have Seen Ads on Postcards	Weighted (000)	28468	2252	13367	1468	15102	784
1536	Past Month	Horz %	100.00	7.91	46.95	5.16	53.05	2.75
1537		Vert %	11.95	12.48	11.65	12.53	12.24	12.38
1538		Index	100	104	97	105	102	104
1539								
1540		Unwgted	11341	972	5826	644	5515	328
1541	Have Seen Ads Sent to a	Weighted (000)	56487	4583	26815	2938	29672	1645
1542	Cellphone or Other Mobile	Horz %	100.00	8.11	47.47	5.20	52.53	2.91
1543	Device - Past Month	Vert %	23.72	25.39	23.37	25.08	24.05	25.97
1544		Index	100	107	99	106	101	109
1545								
1546		Unwgted	8802	728	4616	493	4186	235
1547	Have Seen Ads on Posters at	Weighted (000)	43081	3526	21271	2355	21811	1171
1548	Movie Theaters - Past Month	Horz %	100.00	8.18	49.37	5.47	50.63	2.72
1549		Vert %	18.09	19.54	18.53	20.10	17.68	18.49
1550		Index	100	108	102	111	98	102
1551								
1552		Unwgted	11299	971	5813	647	5486	324
1553	Have Seen Ads Shown On-	Weighted (000)	55294	4801	27155	3164	28140	1637
1554	Screen Before Start of a	Horz %	100.00	8.68	49.11	5.72	50.89	2.96
1555	Movie - Past Month	Vert %	23.22	26.60	23.66	27.01	22.81	25.84
1556		Index	100	115	102	116	98	111
1557								
1558		Unwgted	16052	1428	8280	950	7772	478
1559	Have Seen Ads in Stores (Not	Weighted (000)	78889	6702	38008	4340	40881	2361
1560	Video Ads) - Past Month	Horz %	100.00	8.50	48.18	5.50	51.82	2.99
1561		Vert %	33.13	37.13	33.12	37.05	33.13	37.28
1562		Index	100	112	100	112	100	113
1563								
1564		Unwgted	12291	1016	6207	670	6084	346
1565	Have Seen Ads in Shopping	Weighted (000)	59195	4791	27775	3080	31420	1711
1566	Malls (Not Video Ads) - Past	Horz %	100.00	8.09	46.92	5.20	53.08	2.89
1567	Month	Vert %	24.86	26.54	24.20	26.29	25.46	27.01
1568		Index	100	107	97	106	102	109

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2								
1569								
1570		Unwgted	10451	967	5402	662	5049	305
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	4651	25079	3164	26630	1487
1572		Horz %	100.00	8.99	48.50	6.12	51.50	2.88
1573		Vert %	21.71	25.77	21.85	27.01	21.58	23.48
1574		Index	100	119	101	124	99	108
1575								
1576		Unwgted	20709	1730	10271	1137	10438	593
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	8096	46244	5211	53220	2885
1578		Horz %	100.00	8.14	46.49	5.24	53.51	2.90
1579		Vert %	41.76	44.86	40.29	44.48	43.13	45.55
1580		Index	100	107	96	107	103	109
1581								
1582		Unwgted	4281	388	2642	289	1639	99
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	2014	13633	1591	9293	423
1584		Horz %	100.00	8.79	59.46	6.94	40.54	1.85
1585		Vert %	9.63	11.16	11.88	13.58	7.53	6.68
1586		Index	100	116	123	141	78	69
1587								
1588		Unwgted	19255	1706	10075	1134	9180	572
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	7978	46093	5221	47338	2756
1590		Horz %	100.00	8.54	49.33	5.59	50.67	2.95
1591		Vert %	39.23	44.20	40.16	44.57	38.36	43.52
1592		Index	100	113	102	114	98	111
1593								
1594		Unwgted	11787	1105	6470	763	5317	342
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	5384	30181	3723	28181	1660
1596		Horz %	100.00	9.22	51.71	6.38	48.29	2.84
1597		Vert %	24.51	29.83	26.30	31.79	22.84	26.21
1598		Index	100	122	107	130	93	107
1599								
1600		Unwgted	4790	334	2489	220	2301	114
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	1906	14310	1231	14225	676
1602		Horz %	100.00	6.68	50.15	4.31	49.85	2.37
1603		Vert %	11.98	10.56	12.47	10.51	11.53	10.67
1604		Index	100	88	104	88	96	89
1605								
1606		Unwgted	2700	186	1472	121	1228	65
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	889	7182	561	6410	328
1608		Horz %	100.00	6.54	52.84	4.13	47.16	2.41
1609		Vert %	5.71	4.92	6.26	4.79	5.20	5.17
1610		Index	100	86	110	84	91	91
1611								
1612		Unwgted	3188	247	1717	173	1471	74
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	1045	7122	682	7216	364
1614		Horz %	100.00	7.29	49.67	4.76	50.33	2.54
1615		Vert %	6.02	5.79	6.21	5.82	5.85	5.74
1616		Index	100	96	103	97	97	95
1617								*
1618		Unwgted	1245	108	711	70	534	38
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	495	3118	304	2850	191
1620		Horz %	100.00	8.30	52.24	5.09	47.76	3.20
1621		Vert %	2.51	2.74	2.72	2.60	2.31	3.02
1622		Index	100	110	108	104	92	120

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2								
1623	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months							
1624		Unwgted	4925	427	2667	297	2258	130
1625		Weighted (000)	24042	1842	11912	1203	12131	639
1626		Horz %	100.00	7.66	49.55	5.00	50.45	2.66
1627		Vert %	10.10	10.20	10.38	10.27	9.83	10.08
1628	Index	100	101	103	102	97	100	
1629	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months							
1630		Unwgted	5949	564	3155	394	2794	170
1631		Weighted (000)	28812	2512	14088	1764	14724	748
1632		Horz %	100.00	8.72	48.89	6.12	51.11	2.60
1633		Vert %	12.10	13.92	12.28	15.06	11.93	11.81
1634	Index	100	115	101	124	99	98	
1635	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months							*
1636		Unwgted	1483	131	829	92	654	39
1637		Weighted (000)	7566	600	3978	374	3588	226
1638		Horz %	100.00	7.93	52.58	4.95	47.42	2.99
1639		Vert %	3.18	3.33	3.47	3.20	2.91	3.57
1640	Index	100	105	109	101	92	112	
1641	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months							*
1642		Unwgted	1410	121	803	88	607	33
1643		Weighted (000)	7520	594	4033	387	3487	206
1644		Horz %	100.00	7.90	53.63	5.15	46.37	2.74
1645		Vert %	3.16	3.29	3.51	3.31	2.83	3.26
1646	Index	100	104	111	105	89	103	
1647	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months							
1648		Unwgted	2840	253	1547	182	1293	71
1649		Weighted (000)	13819	1191	6939	789	6880	402
1650		Horz %	100.00	8.62	50.21	5.71	49.79	2.91
1651		Vert %	5.80	6.60	6.05	6.73	5.58	6.35
1652	Index	100	114	104	116	96	109	
1653	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months							
1654		Unwgted	9411	696	5030	476	4381	220
1655		Weighted (000)	44715	3188	22370	2165	22345	1023
1656		Horz %	100.00	7.13	50.03	4.84	49.97	2.29
1657		Vert %	18.78	17.66	19.49	18.49	18.11	16.15
1658	Index	100	94	104	98	96	86	
1659	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months							
1660		Unwgted	7301	560	3771	362	3530	198
1661		Weighted (000)	37528	2833	18464	1795	19064	1037
1662		Horz %	100.00	7.55	49.20	4.78	50.80	2.76
1663		Vert %	15.76	15.69	16.09	15.32	15.45	16.38
1664	Index	100	100	102	97	98	104	
1665	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months							
1666		Unwgted	11304	872	6056	597	5248	275
1667		Weighted (000)	55116	4060	27961	2723	27155	1337
1668		Horz %	100.00	7.37	50.73	4.94	49.27	2.43
1669		Vert %	23.14	22.50	24.36	23.24	22.01	21.11
1670	Index	100	97	105	100	95	91	
1671	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1672		Unwgted	10159	802	5563	552	4596	250
1673		Weighted (000)	45551	3527	23419	2394	22132	1133
1674		Horz %	100.00	7.74	51.41	5.26	48.59	2.49
1675		Vert %	19.13	19.54	20.41	20.44	17.94	17.89
1676	Index	100	102	107	107	94	94	

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2								
1677								
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgt	4970	314	2576	212	2394	102
1679		Weighted (000)	24002	1394	11714	884	12288	510
1680		Horz %	100.00	5.81	48.81	3.68	51.19	2.13
1681		Vert %	10.08	7.73	10.21	7.55	9.96	8.06
1682		Index	100	77	101	75	99	80
1683								
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgt	11534	856	5911	550	5623	306
1685		Weighted (000)	53932	3793	26278	2408	27654	1385
1686		Horz %	100.00	7.03	48.72	4.46	51.28	2.57
1687		Vert %	22.65	21.02	22.90	20.56	22.41	21.87
1688		Index	100	93	101	91	99	97
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgt	10027	780	5104	542	4923	238
1691		Weighted (000)	51549	3632	24091	2430	27458	1202
1692		Horz %	100.00	7.05	46.73	4.71	53.27	2.33
1693		Vert %	21.65	20.12	20.99	20.74	22.25	18.98
1694		Index	100	93	97	96	103	88
1695								
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgt	17077	1382	8763	922	8314	460
1697		Weighted (000)	81581	6243	39666	4090	41915	2154
1698		Horz %	100.00	7.65	48.62	5.01	51.38	2.64
1699		Vert %	34.26	34.59	34.56	34.91	33.97	34.00
1700		Index	100	101	101	102	99	99
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgt	8242	537	4059	331	4183	206
1703		Weighted (000)	39549	2408	18605	1489	20944	919
1704		Horz %	100.00	6.09	47.04	3.77	52.96	2.32
1705		Vert %	16.61	13.34	16.21	12.71	16.97	14.50
1706		Index	100	80	98	77	102	87
1707								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgt	6069	383	3094	258	2975	125
1709		Weighted (000)	26240	1533	12639	1013	13601	521
1710		Horz %	100.00	5.84	48.17	3.86	51.83	1.98
1711		Vert %	11.02	8.50	11.01	8.64	11.02	8.22
1712		Index	100	77	100	78	100	75
1713								
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgt	5808	403	2996	285	2812	118
1715		Weighted (000)	26834	1736	13114	1270	13720	466
1716		Horz %	100.00	6.47	48.87	4.73	51.13	1.74
1717		Vert %	11.27	9.62	11.43	10.84	11.12	7.36
1718		Index	100	85	101	96	99	65
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgt	4594	318	2407	215	2187	103
1721		Weighted (000)	22674	1538	11129	1052	11545	486
1722		Horz %	100.00	6.78	49.08	4.64	50.92	2.14
1723		Vert %	9.52	8.52	9.70	8.98	9.36	7.67
1724		Index	100	89	102	94	98	81
1725								
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgt	2747	162	1487	109	1260	53
1727		Weighted (000)	13145	739	6703	497	6441	241
1728		Horz %	100.00	5.62	51.00	3.78	49.00	1.84
1729		Vert %	5.52	4.09	5.84	4.25	5.22	3.81
1730		Index	100	74	106	77	95	69

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2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	313	2639	208	2513	105
1733		Weighted (000)	23740	1378	11440	915	12300	462
1734		Horz %	100.00	5.80	48.19	3.86	51.81	1.95
1735		Vert %	9.97	7.63	9.97	7.81	9.97	7.30
1736		Index	100	77	100	78	100	73
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	554	4014	375	3709	179
1739		Weighted (000)	39198	2647	19291	1728	19907	919
1740		Horz %	100.00	6.75	49.21	4.41	50.79	2.34
1741		Vert %	16.46	14.67	16.81	14.75	16.13	14.50
1742		Index	100	89	102	90	98	88
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	846	5413	601	4687	245
1745		Weighted (000)	55260	4576	27484	3060	27776	1516
1746		Horz %	100.00	8.28	49.74	5.54	50.26	2.74
1747		Vert %	23.20	25.36	23.95	26.12	22.51	23.93
1748		Index	100	109	103	113	97	103
1749								
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	201	1494	129	1463	72
1751		Weighted (000)	14457	942	6912	532	7544	410
1752		Horz %	100.00	6.52	47.81	3.68	52.19	2.84
1753		Vert %	6.07	5.22	6.02	4.54	6.11	6.48
1754		Index	100	86	99	75	101	107
1755								
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	233	1704	169	1286	64
1757		Weighted (000)	16815	1246	9242	864	7573	382
1758		Horz %	100.00	7.41	54.96	5.14	45.04	2.27
1759		Vert %	7.06	6.91	8.05	7.37	6.14	6.04
1760		Index	100	98	114	104	87	86
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	699	4472	482	4273	217
1763		Weighted (000)	46358	3571	22016	2345	24343	1226
1764		Horz %	100.00	7.70	47.49	5.06	52.51	2.64
1765		Vert %	19.47	19.78	19.18	20.02	19.73	19.35
1766		Index	100	102	99	103	101	99
1767								
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	159	1254	98	1272	61
1769		Weighted (000)	13610	784	6443	459	7166	325
1770		Horz %	100.00	5.76	47.34	3.37	52.66	2.39
1771		Vert %	5.71	4.34	5.61	3.92	5.81	5.13
1772		Index	100	76	98	69	102	90
1773								*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	95	753	73	561	22
1775		Weighted (000)	7509	511	4067	353	3442	158
1776		Horz %	100.00	6.80	54.16	4.70	45.84	2.10
1777		Vert %	3.15	2.83	3.54	3.01	2.79	2.49
1778		Index	100	90	112	96	88	79
1779								
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	397	2510	268	2135	129
1781		Weighted (000)	23280	1792	11830	1201	11450	591
1782		Horz %	100.00	7.70	50.82	5.16	49.18	2.54
1783		Vert %	9.78	9.93	10.31	10.25	9.28	9.33
1784		Index	100	102	105	105	95	95

RAB / GfK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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2								
1785								
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	328	2021	246	1458	82
1787		Weighted (000)	19879	1788	10490	1263	9389	524
1788		Horz %	100.00	8.99	52.77	6.35	47.23	2.64
1789		Vert %	8.35	9.90	9.14	10.78	7.61	8.28
1790		Index	100	119	110	129	91	99
1791								
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	182	1315	129	1147	53
1793		Weighted (000)	12512	872	6369	590	6143	282
1794		Horz %	100.00	6.97	50.91	4.71	49.09	2.25
1795		Vert %	5.25	4.83	5.55	5.04	4.98	4.45
1796		Index	100	92	106	96	95	85
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	275	2049	178	2141	97
1799		Weighted (000)	21080	1416	9864	889	11216	527
1800		Horz %	100.00	6.72	46.79	4.22	53.21	2.50
1801		Vert %	8.85	7.85	8.60	7.59	9.09	8.33
1802		Index	100	89	97	86	103	94
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	614	4131	412	3990	202
1805		Weighted (000)	40517	2898	19489	1901	21027	997
1806		Horz %	100.00	7.15	48.10	4.69	51.90	2.46
1807		Vert %	17.01	16.06	16.98	16.22	17.04	15.75
1808		Index	100	94	100	95	100	93
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	241	1984	183	1558	58
1811		Weighted (000)	19708	1308	10433	959	9275	349
1812		Horz %	100.00	6.64	52.94	4.87	47.06	1.77
1813		Vert %	8.28	7.25	9.09	8.19	7.52	5.50
1814		Index	100	88	110	99	91	67
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	529	3436	363	3261	166
1817		Weighted (000)	33664	2440	16421	1653	17243	787
1818		Horz %	100.00	7.25	48.78	4.91	51.22	2.34
1819		Vert %	14.14	13.52	14.31	14.12	13.97	12.42
1820		Index	100	96	101	100	99	88
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	445	3200	316	2439	129
1823		Weighted (000)	29083	2166	15419	1499	13664	667
1824		Horz %	100.00	7.45	53.02	5.15	46.98	2.29
1825		Vert %	12.21	12.00	13.44	12.80	11.07	10.53
1826		Index	100	98	110	105	91	86
1827								
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	237	1694	161	1679	76
1829		Weighted (000)	18399	1286	9036	904	9363	382
1830		Horz %	100.00	6.99	49.11	4.91	50.89	2.07
1831		Vert %	7.73	7.12	7.87	7.72	7.59	6.02
1832		Index	100	92	102	100	98	78
1833								
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	299	2074	205	1766	94
1835		Weighted (000)	20586	1474	10563	1008	10023	466
1836		Horz %	100.00	7.16	51.31	4.90	48.69	2.26
1837		Vert %	8.64	8.17	9.20	8.61	8.12	7.35
1838		Index	100	94	106	100	94	85

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2								
1839								
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgt	3744	268	1940	175	1804	93
1841		Weighted (000)	19635	1281	9629	783	10006	498
1842		Horz %	100.00	6.52	49.04	3.99	50.96	2.54
1843		Vert %	8.24	7.10	8.39	6.69	8.11	7.86
1844		Index	100	86	102	81	98	95
1845								
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgt	4961	363	2700	264	2261	99
1847		Weighted (000)	24816	1712	12645	1181	12171	531
1848		Horz %	100.00	6.90	50.95	4.76	49.05	2.14
1849		Vert %	10.42	9.48	11.02	10.08	9.86	8.38
1850		Index	100	91	106	97	95	80
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgt	8680	659	4515	460	4165	199
1853		Weighted (000)	42931	3071	21281	2076	21650	995
1854		Horz %	100.00	7.15	49.57	4.84	50.43	2.32
1855		Vert %	18.03	17.02	18.54	17.72	17.55	15.71
1856		Index	100	94	103	98	97	87
1857								
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgt	2574	201	1389	143	1185	58
1859		Weighted (000)	13914	1045	7217	730	6696	315
1860		Horz %	100.00	7.51	51.87	5.25	48.13	2.27
1861		Vert %	5.84	5.79	6.29	6.23	5.43	4.98
1862		Index	100	99	108	107	93	85
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgt	12203	975	6300	676	5903	299
1865		Weighted (000)	60976	4473	29597	3002	31379	1472
1866		Horz %	100.00	7.34	48.54	4.92	51.46	2.41
1867		Vert %	25.60	24.79	25.79	25.62	25.43	23.24
1868		Index	100	97	101	100	99	91
1869								
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgt	4588	347	2203	217	2385	130
1871		Weighted (000)	25555	1865	12099	1129	13455	737
1872		Horz %	100.00	7.30	47.35	4.42	52.65	2.88
1873		Vert %	10.73	10.34	10.54	9.64	10.90	11.63
1874		Index	100	96	98	90	102	108
1875								
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgt	2989	209	1344	120	1645	89
1877		Weighted (000)	17427	1262	7495	790	9932	472
1878		Horz %	100.00	7.24	43.01	4.54	56.99	2.71
1879		Vert %	7.32	6.99	6.53	6.75	8.05	7.45
1880		Index	100	96	89	92	110	102
1881								
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgt	4198	332	2115	227	2083	105
1883		Weighted (000)	21562	1655	10308	1121	11254	534
1884		Horz %	100.00	7.68	47.80	5.20	52.20	2.48
1885		Vert %	9.05	9.17	8.98	9.57	9.12	8.43
1886		Index	100	101	99	106	101	93
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgt	3889	388	1919	256	1970	132
1889		Weighted (000)	20103	1934	9461	1244	10642	690
1890		Horz %	100.00	9.62	47.06	6.19	52.94	3.43
1891		Vert %	8.44	10.71	8.24	10.62	8.62	10.89
1892		Index	100	127	98	126	102	129

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1								
2								
1893								
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	248	1515	169	1465	79
1895		Weighted (000)	15777	1161	7470	806	8307	355
1896		Horz %	100.00	7.36	47.35	5.11	52.65	2.25
1897		Vert %	6.62	6.43	6.51	6.88	6.73	5.60
1898		Index	100	97	98	104	102	85
1899								
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	271	1596	181	1587	90
1901		Weighted (000)	17028	1351	8386	901	8642	450
1902		Horz %	100.00	7.93	49.25	5.29	50.75	2.64
1903		Vert %	7.15	7.48	7.31	7.69	7.00	7.10
1904		Index	100	105	102	108	98	99
1905								
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	247	1980	183	1641	64
1907		Weighted (000)	17939	1226	9567	847	8373	379
1908		Horz %	100.00	6.83	53.33	4.72	46.67	2.11
1909		Vert %	7.53	6.79	8.34	7.23	6.79	5.98
1910		Index	100	90	111	96	90	79
1911								*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	110	964	80	702	30
1913		Weighted (000)	8568	590	4961	439	3607	151
1914		Horz %	100.00	6.88	57.90	5.12	42.10	1.76
1915		Vert %	3.60	3.27	4.32	3.75	2.92	2.38
1916		Index	100	91	120	104	81	66
1917								
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	226	1939	170	1532	56
1919		Weighted (000)	18078	1098	9637	784	8441	314
1920		Horz %	100.00	6.08	53.31	4.34	46.69	1.74
1921		Vert %	7.59	6.09	8.40	6.70	6.84	4.95
1922		Index	100	80	111	88	90	65
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	635	3800	446	3131	189
1925		Weighted (000)	34135	2958	17910	2021	16225	937
1926		Horz %	100.00	8.66	52.47	5.92	47.53	2.74
1927		Vert %	14.33	16.39	15.61	17.25	13.15	14.79
1928		Index	100	114	109	120	92	103
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	501	3057	322	3258	179
1931		Weighted (000)	33305	2521	15146	1513	18159	1008
1932		Horz %	100.00	7.57	45.48	4.54	54.52	3.03
1933		Vert %	13.98	13.97	13.20	12.92	14.72	15.91
1934		Index	100	100	94	92	105	114
1935								
1936								