

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	1442	24457	755	23711	687
5		Weighted (000)	238155	5709	114766	2958	123389	2752
6		Horz %	100.00	2.40	48.19	1.24	51.81	1.16
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10	Male	Unwgted	24457	755	24457	755	0	0
11		Weighted (000)	114766	2958	114766	2958	0	0
12		Horz %	100.00	2.58	100.00	2.58	0.00	0.00
13		Vert %	48.19	51.81	100.00	100.00	0.00	0.00
14		Index	100	108	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	687	0	0	23711	687
17		Weighted (000)	123389	2752	0	0	123389	2752
18		Horz %	100.00	2.23	0.00	0.00	100.00	2.23
19		Vert %	51.81	48.19	0.00	0.00	100.00	100.00
20		Index	100	93	0	0	193	193
21				*	*		*	*
22	Age 18-24	Unwgted	3835	42	2176	26	1659	16
23		Weighted (000)	30197	343	15211	208	14986	134
24		Horz %	100.00	1.14	50.37	0.69	49.63	0.45
25		Vert %	12.68	6.00	13.25	7.04	12.15	4.89
26		Index	100	47	105	56	96	39
27								*
28	Age 25-34	Unwgted	7986	126	4052	77	3934	49
29		Weighted (000)	42012	637	20869	371	21143	266
30		Horz %	100.00	1.52	49.67	0.88	50.33	0.63
31		Vert %	17.64	11.15	18.18	12.53	17.14	9.66
32		Index	100	63	103	71	97	55
33								
34	Age 35-44	Unwgted	8452	173	4443	90	4009	83
35		Weighted (000)	40087	836	19682	408	20405	428
36		Horz %	100.00	2.09	49.10	1.02	50.90	1.07
37		Vert %	16.83	14.64	17.15	13.80	16.54	15.55
38		Index	100	87	102	82	98	92
39								
40	Age 45-54	Unwgted	9050	231	4578	123	4472	108
41		Weighted (000)	43666	963	21286	536	22380	427
42		Horz %	100.00	2.21	48.75	1.23	51.25	0.98
43		Vert %	18.33	16.87	18.55	18.11	18.14	15.53
44		Index	100	92	101	99	99	85
45								
46	Age 55-64	Unwgted	8207	299	4240	167	3967	132
47		Weighted (000)	38818	1219	18503	656	20315	563
48		Horz %	100.00	3.14	47.67	1.69	52.33	1.45
49		Vert %	16.30	21.35	16.12	22.18	16.46	20.45
50		Index	100	131	99	136	101	125
51								
52	Age 65+	Unwgted	10638	571	4968	272	5670	299
53		Weighted (000)	43374	1712	19215	779	24160	933
54		Horz %	100.00	3.95	44.30	1.80	55.70	2.15
55		Vert %	18.21	29.99	16.74	26.33	19.58	33.92
56		Index	100	165	92	145	108	186

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2								
57								
58	Age 21+	Unwgted	46644	1428	23528	744	23116	684
59		Weighted (000)	225241	5609	107990	2879	117251	2730
60		Horz %	100.00	2.49	47.94	1.28	52.06	1.21
61		Vert %	94.58	98.24	94.10	97.33	95.03	99.23
62		Index	100	104	99	103	100	105
63								
64	Age 18-34	Unwgted	11821	168	6228	103	5593	65
65		Weighted (000)	72209	979	36080	579	36129	400
66		Horz %	100.00	1.36	49.97	0.80	50.03	0.55
67		Vert %	30.32	17.15	31.44	19.58	29.28	14.55
68		Index	100	57	104	65	97	48
69								
70	Age 18-49	Unwgted	24702	445	12939	246	11763	199
71		Weighted (000)	133505	2235	66134	1184	67371	1052
72		Horz %	100.00	1.67	49.54	0.89	50.46	0.79
73		Vert %	56.06	39.15	57.63	40.01	54.60	38.22
74		Index	100	70	103	71	97	68
75								
76	Age 25-54	Unwgted	25488	530	13073	290	12415	240
77		Weighted (000)	125765	2436	61837	1315	63928	1121
78		Horz %	100.00	1.94	49.17	1.05	50.83	0.89
79		Vert %	52.81	42.66	53.88	44.44	51.81	40.74
80		Index	100	81	102	84	98	77
81								
82	Age 35-64	Unwgted	25709	703	13261	380	12448	323
83		Weighted (000)	122571	3018	59471	1600	63100	1418
84		Horz %	100.00	2.46	48.52	1.31	51.48	1.16
85		Vert %	51.47	52.86	51.82	54.09	51.14	51.53
86		Index	100	103	101	105	99	100
87								
88	Age 50+	Unwgted	23466	997	11518	509	11948	488
89		Weighted (000)	104649	3474	48631	1774	56018	1700
90		Horz %	100.00	3.32	46.47	1.70	53.53	1.62
91		Vert %	43.94	60.85	42.37	59.99	45.40	61.78
92		Index	100	138	96	137	103	141
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	55.60	45.80	54.40	47.40	56.90
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	35231	1213	17988	627	17243	586
101		Weighted (000)	176436	4843	85107	2454	91329	2389
102		Horz %	100.00	2.75	48.24	1.39	51.76	1.35
103		Vert %	74.08	84.83	74.16	82.97	74.02	86.83
104		Index	100	115	100	112	100	117
105						*	*	
106	Race: Black/African-American Only	Unwgted	5807	66	2719	38	3088	28
107		Weighted (000)	28531	254	13037	163	15494	91
108		Horz %	100.00	0.89	45.69	0.57	54.31	0.32
109		Vert %	11.98	4.44	11.36	5.50	12.56	3.31
110		Index	100	37	95	46	105	28

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2								
111						*		*
112		Unwgted	2180	66	1128	28	1052	38
113		Weighted (000)	7671	205	3482	74	4189	130
114	Race: Asian	Horz %	100.00	2.67	45.39	0.97	54.61	1.70
115		Vert %	3.22	3.58	3.03	2.52	3.39	4.73
116		Index	100	111	94	78	105	147
117								
118		Unwgted	7130	163	3750	90	3380	73
119		Weighted (000)	33187	612	16622	341	16565	271
120	Race: Other Race/Multi-Racial	Horz %	100.00	1.85	50.09	1.03	49.91	0.82
121		Vert %	13.94	10.73	14.48	11.53	13.43	9.86
122		Index	100	77	104	83	96	71
123								*
124		Unwgted	5677	106	2846	58	2831	48
125		Weighted (000)	35739	506	17858	309	17882	197
126	Hispanic, Latino, Spanish Origin or Descent	Horz %	100.00	1.42	49.97	0.86	50.03	0.55
127		Vert %	15.01	8.86	15.56	10.45	14.49	7.15
128		Index	100	59	104	70	97	48
129				*		*		*
130		Unwgted	1612	40	851	22	761	18
131		Weighted (000)	5378	106	2712	71	2667	35
132	Hispanic, Personally Speak Only English at Home	Horz %	100.00	1.98	50.42	1.33	49.58	0.65
133		Vert %	2.26	1.86	2.36	2.41	2.16	1.27
134		Index	100	82	105	107	96	56
135				*		*		*
136		Unwgted	1702	35	820	19	882	16
137		Weighted (000)	9096	146	4752	105	4344	40
138	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Horz %	100.00	1.60	52.24	1.16	47.76	0.44
139		Vert %	3.82	2.55	4.14	3.56	3.52	1.46
140		Index	100	67	108	93	92	38
141				*		*		*
142		Unwgted	897	5	420	2	477	3
143		Weighted (000)	10398	74	5173	27	5225	47
144	Hispanic, Personally Speak Only Spanish at Home	Horz %	100.00	0.71	49.75	0.26	50.25	0.45
145		Vert %	4.37	1.29	4.51	0.91	4.23	1.70
146		Index	100	30	103	21	97	39
147				*		*		*
148		Unwgted	1355	23	702	13	653	10
149		Weighted (000)	8786	144	4447	88	4340	56
150	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Horz %	100.00	1.64	50.61	1.00	49.39	0.63
151		Vert %	3.69	2.52	3.87	2.98	3.52	2.02
152		Index	100	68	105	81	95	55
153				*	*	*	*	*
154		Unwgted	84	2	41	1	43	1
155		Weighted (000)	1523	34	602	15	920	19
156	Hispanic, Personally Speak Spanish and English Equally at Home	Horz %	100.00	2.24	39.56	1.00	60.44	1.24
157		Vert %	0.64	0.60	0.52	0.51	0.75	0.69
158		Index	100	93	82	80	117	107
159								
160		Unwgted	6749	475	3535	252	3214	223
161		Weighted (000)	24693	1632	11947	817	12745	815
162	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or	Horz %	100.00	6.61	48.38	3.31	51.62	3.30
163	Doctorate Degree	Vert %	10.37	28.58	10.41	27.61	10.33	29.62
164		Index	100	276	100	266	100	286

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	461	5594	253	5303	208
167		Weighted (000)	43976	1842	21010	964	22966	878
168		Horz %	100.00	4.19	47.78	2.19	52.22	2.00
169		Vert %	18.47	32.26	18.31	32.57	18.61	31.91
170		Index	100	175	99	176	101	173
171						*		*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	63	1055	23	1437	40
173		Weighted (000)	10385	231	4055	81	6330	150
174		Horz %	100.00	2.23	39.05	0.78	60.95	1.45
175		Vert %	4.36	4.05	3.53	2.73	5.13	5.47
176	Index	100	93	81	63	118	125	
177						*		*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	66	1466	33	1642	33
179		Weighted (000)	12939	210	5528	97	7411	113
180		Horz %	100.00	1.63	42.72	0.75	57.28	0.87
181		Vert %	5.43	3.69	4.82	3.30	6.01	4.11
182	Index	100	68	89	61	111	76	
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	220	5138	110	5029	110
185		Weighted (000)	45323	815	21898	420	23425	395
186		Horz %	100.00	1.80	48.32	0.93	51.68	0.87
187		Vert %	19.03	14.27	19.08	14.19	18.98	14.36
188	Index	100	75	100	75	100	75	
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	126	5465	69	5162	57
190		Weighted (000)	70635	730	34949	474	35686	256
191		Horz %	100.00	1.03	49.48	0.67	50.52	0.36
192		Vert %	29.66	12.79	30.45	16.03	28.92	9.30
193		Index	100	43	103	54	98	31
194				*		*		*
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	31	2204	15	1924	16
196		Weighted (000)	30203	250	15378	105	14825	144
197		Horz %	100.00	0.83	50.91	0.35	49.09	0.48
198		Vert %	12.68	4.37	13.40	3.56	12.02	5.24
199	Index	100	34	106	28	95	41	
200						*		*
201	Currently Attending College or University	Unwgted	3489	80	1681	44	1808	36
202		Weighted (000)	19251	382	8953	201	10297	181
203		Horz %	100.00	1.98	46.51	1.04	53.49	0.94
204		Vert %	8.08	6.68	7.80	6.79	8.35	6.57
205		Index	100	83	97	84	103	81
206								
207	Employed Full Time	Unwgted	24693	618	14836	395	9857	223
208		Weighted (000)	114968	2693	66238	1696	48730	997
209		Horz %	100.00	2.34	57.61	1.48	42.39	0.87
210		Vert %	48.27	47.16	57.72	57.33	39.49	36.23
211		Index	100	98	120	119	82	75
212								
213	Employed Part Time	Unwgted	5566	196	2103	79	3463	117
214		Weighted (000)	28629	797	10048	279	18582	518
215		Horz %	100.00	2.78	35.10	0.97	64.90	1.81
216		Vert %	12.02	13.96	8.75	9.43	15.06	18.84
217		Index	100	116	73	78	125	157
218								

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2								
219	Not Employed							
220		Unwgted	17909	628	7518	281	10391	347
221		Weighted (000)	94557	2219	38480	983	56077	1236
222		Horz %	100.00	2.35	40.70	1.04	59.30	1.31
223		Vert %	39.70	38.87	33.53	33.24	45.45	44.93
224	Index	100	98	84	84	114	113	
225	Temporarily Unemployed			*		*		*
226		Unwgted	2163	44	1076	21	1087	23
227		Weighted (000)	14225	176	7394	100	6830	75
228		Horz %	100.00	1.24	51.98	0.71	48.02	0.53
229		Vert %	5.97	3.08	6.44	3.39	5.54	2.74
230	Index	100	52	108	57	93	46	
231	Retired from Employment							
232		Unwgted	10300	500	4886	235	5414	265
233		Weighted (000)	44807	1629	20795	753	24012	876
234		Horz %	100.00	3.64	46.41	1.68	53.59	1.96
235		Vert %	18.81	28.53	18.12	25.46	19.46	31.84
236	Index	100	152	96	135	103	169	
237	Not Employed, Principal Shopper for Household			*		*		*
238		Unwgted	2452	45	63	2	2389	43
239		Weighted (000)	16222	214	415	5	15807	209
240		Horz %	100.00	1.32	2.56	0.03	97.44	1.29
241		Vert %	6.81	3.75	0.36	0.18	12.81	7.58
242	Index	100	55	5	3	188	111	
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	323	3516	162	3948	161
245		Weighted (000)	32463	1285	13816	579	18647	706
246		Horz %	100.00	3.96	42.56	1.78	57.44	2.17
247		Vert %	13.63	22.51	12.04	19.58	15.11	25.65
248	Index	100	165	88	144	111	188	
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	185	3914	117	2381	68
251		Weighted (000)	23158	669	13110	386	10048	284
252		Horz %	100.00	2.89	56.61	1.67	43.39	1.22
253		Vert %	9.72	11.72	11.42	13.04	8.14	10.31
254	Index	100	121	117	134	84	106	
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	128	2267	67	3680	61
257		Weighted (000)	32581	660	12510	367	20071	293
258		Horz %	100.00	2.03	38.40	1.13	61.60	0.90
259		Vert %	13.68	11.56	10.90	12.42	16.27	10.64
260	Index	100	85	80	91	119	78	
261	Occupation: Natural Resources, Construction and Maintenance Occupations			*		*		*
262		Unwgted	2518	40	2431	40	87	0
263		Weighted (000)	13283	259	12692	259	591	0
264		Horz %	100.00	1.95	95.55	1.95	4.45	0.00
265		Vert %	5.58	4.54	11.06	8.77	0.48	0.00
266	Index	100	81	198	157	9	0	
267	Occupation: Other Employed							
268		Unwgted	8035	138	4811	88	3224	50
269		Weighted (000)	42112	617	24157	383	17955	233
270		Horz %	100.00	1.46	57.36	0.91	42.64	0.55
271		Vert %	17.68	10.80	21.05	12.96	14.55	8.47
272	Index	100	61	119	73	82	48	

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2								
273								*
274		Unwgt	1652	87	995	57	657	30
275	Household Income:	Weighted (000)	6409	254	3331	171	3078	84
276	\$250,000+	Horz %	100.00	3.97	51.98	2.66	48.02	1.31
277		Vert %	2.69	4.46	2.90	5.77	2.49	3.04
278		Index	100	166	108	214	93	113
279						*		*
280		Unwgt	1403	60	802	36	601	24
281	Household Income: \$200,000-	Weighted (000)	5818	285	2971	150	2847	134
282	\$249,999	Horz %	100.00	4.89	51.06	2.58	48.94	2.31
283		Vert %	2.44	4.99	2.59	5.08	2.31	4.89
284		Index	100	204	106	208	94	200
285								
286		Unwgt	3416	122	2002	65	1414	57
287	Household Income: \$150,000-	Weighted (000)	15518	553	7893	244	7625	310
288	\$199,999	Horz %	100.00	3.56	50.87	1.57	49.13	1.99
289		Vert %	6.52	9.69	6.88	8.23	6.18	11.25
290		Index	100	149	106	126	95	173
291								
292		Unwgt	7088	226	4096	128	2992	98
293	Household Income: \$100,000-	Weighted (000)	36360	984	18625	470	17735	513
294	\$149,999	Horz %	100.00	2.70	51.22	1.29	48.78	1.41
295		Vert %	15.27	17.23	16.23	15.90	14.37	18.65
296		Index	100	113	106	104	94	122
297								
298		Unwgt	6291	201	3511	118	2780	83
299	Household Income: \$75,000-	Weighted (000)	31892	943	16159	529	15732	414
300	\$99,999	Horz %	100.00	2.96	50.67	1.66	49.33	1.30
301		Vert %	13.39	16.52	14.08	17.87	12.75	15.06
302		Index	100	123	105	133	95	112
303								
304		Unwgt	5133	171	2676	98	2457	73
305	Household Income: \$60,000-	Weighted (000)	25163	634	12461	367	12702	267
306	\$74,999	Horz %	100.00	2.52	49.52	1.46	50.48	1.06
307		Vert %	10.57	11.11	10.86	12.41	10.29	9.71
308		Index	100	105	103	117	97	92
309								
310		Unwgt	3809	116	1962	57	1847	59
311	Household Income: \$50,000-	Weighted (000)	18825	480	9277	277	9548	203
312	\$59,999	Horz %	100.00	2.55	49.28	1.47	50.72	1.08
313		Vert %	7.90	8.40	8.08	9.36	7.74	7.38
314		Index	100	106	102	118	98	93
315								
316		Unwgt	4740	144	2353	71	2387	73
317	Household Income: \$40,000-	Weighted (000)	20651	448	10068	256	10584	192
318	\$49,999	Horz %	100.00	2.17	48.75	1.24	51.25	0.93
319		Vert %	8.67	7.84	8.77	8.65	8.58	6.97
320		Index	100	90	101	100	99	80
321								
322		Unwgt	4631	128	2090	50	2541	78
323	Household Income: \$30,000-	Weighted (000)	22417	461	10701	194	11716	267
324	\$39,999	Horz %	100.00	2.06	47.74	0.87	52.26	1.19
325		Vert %	9.41	8.07	9.32	6.56	9.49	9.71
326		Index	100	86	99	70	101	103

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)
2								
327						*		
328		Unwgted	4429	106	1882	43	2547	63
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	363	10224	190	12416	174
330		Horz %	100.00	1.61	45.16	0.84	54.84	0.77
331		Vert %	9.51	6.36	8.91	6.42	10.06	6.31
332		Index	100	67	94	67	106	66
333							*	
334		Unwgted	5576	81	2088	32	3488	49
335	Household Income: Under \$20,000	Weighted (000)	32463	305	13056	111	19407	193
336		Horz %	100.00	0.94	40.22	0.34	59.78	0.60
337		Vert %	13.63	5.33	11.38	3.76	15.73	7.03
338		Index	100	39	83	28	115	52
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	79.30	64.90	79.00	57.90	79.80
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	255	6285	145	5408	110
347	Marital Status: Single, Never Married	Weighted (000)	65997	1175	35246	737	30751	438
348		Horz %	100.00	1.78	53.41	1.12	46.59	0.66
349		Vert %	27.71	20.57	30.71	24.92	24.92	15.91
350		Index	100	74	111	90	90	57
351								
352		Unwgted	24820	821	14100	489	10720	332
353	Marital Status: Currently Married	Weighted (000)	126882	3460	63254	1837	63629	1623
354		Horz %	100.00	2.73	49.85	1.45	50.15	1.28
355		Vert %	53.28	60.60	55.12	62.09	51.57	59.00
356		Index	100	114	103	117	97	111
357								
358		Unwgted	7777	208	3127	81	4650	127
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	718	12849	310	17759	409
360		Horz %	100.00	2.35	41.98	1.01	58.02	1.34
361		Vert %	12.85	12.58	11.20	10.47	14.39	14.85
362		Index	100	98	87	81	112	116
363							*	
364		Unwgted	3878	158	945	40	2933	118
365	Marital Status: Widowed	Weighted (000)	14666	357	3416	75	11250	282
366		Horz %	100.00	2.43	23.29	0.51	76.71	1.92
367		Vert %	6.16	6.25	2.98	2.53	9.12	10.25
368		Index	100	101	48	41	148	166
369					*		*	
370		Unwgted	1983	29	1032	18	951	11
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	186	5384	117	5833	69
372		Horz %	100.00	1.66	48.00	1.04	52.00	0.61
373		Vert %	4.71	3.26	4.69	3.96	4.73	2.50
374		Index	100	69	100	84	100	53
375					*		*	
376	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3313	49	1820	28	1493	21
377		Weighted (000)	20943	328	10281	166	10662	161
378		Horz %	100.00	1.56	49.09	0.79	50.91	0.77
379		Vert %	8.79	5.74	8.96	5.62	8.64	5.86
380		Index	100	65	102	64	98	67

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

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2								
381								
382		Unwgted	17843	361	8707	190	9136	171
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	1705	42720	819	51899	885
384		Horz %	100.00	1.80	45.15	0.87	54.85	0.94
385		Vert %	39.73	29.86	37.22	27.70	42.06	32.18
386		Index	100	75	94	70	106	81
387								
388		Unwgted	7219	156	3511	81	3708	75
389	1 Child Under Age 18 Currently Living at Home	Weighted (000)	38752	751	17649	373	21103	377
390		Horz %	100.00	1.94	45.54	0.96	54.46	0.97
391		Vert %	16.27	13.15	15.38	12.62	17.10	13.71
392		Index	100	81	95	78	105	84
393								
394		Unwgted	6632	133	3312	63	3320	70
395	2 Children Under Age 18 Currently Living at Home	Weighted (000)	33339	615	15370	259	17969	356
396		Horz %	100.00	1.85	46.10	0.78	53.90	1.07
397		Vert %	14.00	10.78	13.39	8.76	14.56	12.95
398		Index	100	77	96	63	104	93
399							*	*
400		Unwgted	2738	53	1283	32	1455	21
401	3 Children Under Age 18 Currently Living at Home	Weighted (000)	14851	234	6431	147	8420	87
402		Horz %	100.00	1.58	43.31	0.99	56.69	0.58
403		Vert %	6.24	4.10	5.60	4.98	6.82	3.15
404		Index	100	66	90	80	109	51
405					*	*	*	*
406		Unwgted	882	13	427	9	455	4
407	4 Children Under Age 18 Currently Living at Home	Weighted (000)	5223	60	2303	23	2920	37
408		Horz %	100.00	1.14	44.10	0.44	55.90	0.71
409		Vert %	2.19	1.05	2.01	0.77	2.37	1.34
410		Index	100	48	92	35	108	61
411					*	*	*	*
412		Unwgted	372	6	174	5	198	1
413	5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	2454	45	967	17	1487	28
414		Horz %	100.00	1.84	39.40	0.68	60.60	1.16
415		Vert %	1.03	0.79	0.84	0.56	1.21	1.03
416		Index	100	77	82	55	117	100
417								
418		Unwgted	33340	1133	17386	591	15954	542
419	Own Home/Residence	Weighted (000)	157962	4333	76483	2182	81479	2151
420		Horz %	100.00	2.74	48.42	1.38	51.58	1.36
421		Vert %	66.33	75.89	66.64	73.77	66.03	78.17
422		Index	100	114	100	111	100	118
423								
424		Unwgted	14260	301	6787	158	7473	143
425	Rent Home/Residence	Weighted (000)	77153	1340	36837	748	40316	591
426		Horz %	100.00	1.74	47.75	0.97	52.25	0.77
427		Vert %	32.40	23.47	32.10	25.30	32.67	21.49
428		Index	100	72	99	78	101	66
429					*	*	*	*
430		Unwgted	568	8	284	6	284	2
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	37	1445	27	1594	10
432		Horz %	100.00	1.22	47.54	0.90	52.46	0.31
433		Vert %	1.28	0.65	1.26	0.93	1.29	0.35
434		Index	100	51	99	73	101	27

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

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2								
435	Census Region: North East							
436		Unwgted	11308	408	5685	210	5623	198
437		Weighted (000)	43253	1288	20622	713	22631	576
438		Horz %	100.00	2.98	47.68	1.65	52.32	1.33
439		Vert %	18.16	22.57	17.97	24.09	18.34	20.93
440		Index	100	124	99	133	101	115
441	Census Region: South							
442		Unwgted	16124	379	8035	207	8089	172
443		Weighted (000)	89346	1526	42766	819	46580	706
444		Horz %	100.00	1.71	47.87	0.92	52.13	0.79
445		Vert %	37.52	26.73	37.26	27.70	37.75	25.68
446		Index	100	71	99	74	101	68
447	Census Region: Midwest							
448		Unwgted	10891	288	5544	155	5347	133
449		Weighted (000)	51282	1094	24805	569	26477	525
450		Horz %	100.00	2.13	48.37	1.11	51.63	1.02
451		Vert %	21.53	19.17	21.61	19.25	21.46	19.07
452		Index	100	89	100	89	100	89
453	Census Region: West							
454		Unwgted	9845	367	5193	183	4652	184
455		Weighted (000)	54273	1801	26572	856	27701	944
456		Horz %	100.00	3.32	48.96	1.58	51.04	1.74
457		Vert %	22.79	31.54	23.15	28.95	22.45	34.32
458		Index	100	138	102	127	99	151
459	Census Sub-Region: New England					*		
460		Unwgted	2844	106	1449	46	1395	60
461		Weighted (000)	11320	360	5419	147	5901	213
462		Horz %	100.00	3.18	47.87	1.30	52.13	1.88
463		Vert %	4.75	6.31	4.72	4.97	4.78	7.74
464		Index	100	133	99	105	101	163
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	302	4236	164	4228	138
467		Weighted (000)	31933	928	15203	566	16730	363
468		Horz %	100.00	2.91	47.61	1.77	52.39	1.14
469		Vert %	13.41	16.26	13.25	19.12	13.56	13.19
470		Index	100	121	99	143	101	98
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	202	4475	102	4641	100
473		Weighted (000)	45960	735	21872	344	24087	392
474		Horz %	100.00	1.60	47.59	0.75	52.41	0.85
475		Vert %	19.30	12.88	19.06	11.62	19.52	14.23
476		Index	100	67	99	60	101	74
477	Census Sub-Region: East South Central			*		*		*
478		Unwgted	2066	39	1066	26	1000	13
479		Weighted (000)	14946	225	7248	150	7697	75
480		Horz %	100.00	1.51	48.50	1.01	51.50	0.50
481		Vert %	6.28	3.95	6.32	5.09	6.24	2.72
482		Index	100	63	101	81	99	43
483	Census Sub-Region: West South Central							
484		Unwgted	4942	138	2494	79	2448	59
485		Weighted (000)	28441	565	13646	325	14795	240
486		Horz %	100.00	1.99	47.98	1.14	52.02	0.84
487		Vert %	11.94	9.90	11.89	10.99	11.99	8.73
488		Index	100	83	100	92	100	73

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

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2								
489								
490		Unwgted	8456	237	4267	128	4189	109
491	Census Sub-Region: East North Central	Weighted (000)	35650	758	16892	382	18758	376
492		Horz %	100.00	2.13	47.38	1.07	52.62	1.06
493		Vert %	14.97	13.28	14.72	12.92	15.20	13.67
494		Index	100	89	98	86	102	91
495							*	*
496		Unwgted	2435	51	1277	27	1158	24
497	Census Sub-Region: West North Central	Weighted (000)	15632	336	7913	187	7719	149
498		Horz %	100.00	2.15	50.62	1.20	49.38	0.95
499		Vert %	6.56	5.88	6.90	6.33	6.26	5.40
500		Index	100	90	105	96	95	82
501								*
502		Unwgted	2321	94	1229	52	1092	42
503	Census Sub-Region: Mountain	Weighted (000)	16500	632	8176	337	8324	294
504		Horz %	100.00	3.83	49.55	2.05	50.45	1.78
505		Vert %	6.93	11.07	7.12	11.41	6.75	10.70
506		Index	100	160	103	165	97	154
507								
508		Unwgted	7524	273	3964	131	3560	142
509	Census Sub-Region: Pacific	Weighted (000)	37774	1169	18396	519	19378	650
510		Horz %	100.00	3.09	48.70	1.37	51.30	1.72
511		Vert %	15.86	20.47	16.03	17.54	15.70	23.62
512		Index	100	129	101	111	99	149
513								
514		Unwgted	26679	905	13529	469	13150	436
515	County Size: A	Weighted (000)	99155	2802	47699	1439	51456	1363
516		Horz %	100.00	2.83	48.11	1.45	51.89	1.38
517		Vert %	41.63	49.08	41.56	48.64	41.70	49.55
518		Index	100	118	100	117	100	119
519								
520		Unwgted	12036	332	6063	177	5973	155
521	County Size: B	Weighted (000)	70767	1637	34009	848	36758	789
522		Horz %	100.00	2.31	48.06	1.20	51.94	1.11
523		Vert %	29.71	28.67	29.63	28.68	29.79	28.67
524		Index	100	96	100	97	100	96
525								
526		Unwgted	9453	205	4865	109	4588	96
527	County Size: C/D	Weighted (000)	68232	1270	33058	671	35175	599
528		Horz %	100.00	1.86	48.45	0.98	51.55	0.88
529		Vert %	28.65	22.25	28.80	22.68	28.51	21.78
530		Index	100	78	101	79	99	76
531							*	*
532		Unwgted	1292	78	710	46	582	32
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	251	2746	157	2374	95
534		Horz %	100.00	4.91	53.63	3.06	46.37	1.85
535		Vert %	2.15	4.40	2.39	5.30	1.92	3.44
536		Index	100	205	111	247	90	160
537								
538		Unwgted	8429	204	3621	100	4808	104
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	860	16635	434	24144	426
540		Horz %	100.00	2.11	40.79	1.06	59.21	1.04
541		Vert %	17.12	15.06	14.49	14.66	19.57	15.48
542		Index	100	88	85	86	114	90

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2								
543				*		*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt	1278	39	715	22	563	17
545		Weighted (000)	7030	252	3657	146	3373	106
546		Horz %	100.00	3.59	52.02	2.08	47.98	1.51
547		Vert %	2.95	4.42	3.19	4.95	2.73	3.86
548		Index	100	150	108	168	93	131
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt	389	23	186	13	203	10
551		Weighted (000)	2075	92	838	51	1237	41
552		Horz %	100.00	4.45	40.41	2.47	59.59	1.98
553		Vert %	0.87	1.62	0.73	1.73	1.00	1.49
554		Index	100	186	84	199	115	172
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt	3031	187	1797	108	1234	79
557		Weighted (000)	8416	601	4632	338	3784	263
558		Horz %	100.00	7.14	55.04	4.02	44.96	3.12
559		Vert %	3.53	10.52	4.04	11.43	3.07	9.55
560		Index	100	298	114	323	87	270
561				*		*		*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt	3523	109	2871	81	652	28
563		Weighted (000)	12663	402	9964	287	2698	116
564		Horz %	100.00	3.18	78.69	2.26	21.31	0.91
565		Vert %	5.32	7.05	8.68	9.69	2.19	4.20
566		Index	100	133	163	182	41	79
567				*		*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt	988	49	663	34	325	15
569		Weighted (000)	4277	179	2782	127	1494	52
570		Horz %	100.00	4.17	65.06	2.97	34.94	1.21
571		Vert %	1.80	3.13	2.42	4.29	1.21	1.88
572		Index	100	174	135	239	67	104
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt	3448	145	1973	94	1475	51
575		Weighted (000)	16147	565	8900	388	7247	177
576		Horz %	100.00	3.50	55.12	2.40	44.88	1.10
577		Vert %	6.78	9.89	7.76	13.11	5.87	6.44
578		Index	100	146	114	193	87	95
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt	8864	130	3987	64	4877	66
581		Weighted (000)	46661	546	19823	265	26837	281
582		Horz %	100.00	1.17	42.48	0.57	57.52	0.60
583		Vert %	19.59	9.57	17.27	8.96	21.75	10.22
584		Index	100	49	88	46	111	52
585						*		*
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt	2856	68	1569	32	1287	36
587		Weighted (000)	13017	248	7079	119	5938	130
588		Horz %	100.00	1.91	54.38	0.91	45.62	1.00
589		Vert %	5.47	4.35	6.17	4.01	4.81	4.72
590		Index	100	80	113	73	88	86
591								*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3781	105	2511	62	1270	43
593		Weighted (000)	18048	486	11714	308	6334	178
594		Horz %	100.00	2.69	64.90	1.70	35.10	0.99
595		Vert %	7.58	8.51	10.21	10.40	5.13	6.48
596		Index	100	112	135	137	68	85

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2								
597								
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	1442	755	755	687	687
599		Weighted (000)	5709	5709	2958	2958	2752	2752
600		Horz %	100.00	100.00	51.81	51.81	48.19	48.19
601		Vert %	2.40	100.00	2.58	100.00	2.23	100.00
602		Index	100	4171	108	4171	93	4171
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	140	4003	69	4234	71
605		Weighted (000)	46833	680	21488	323	25345	357
606		Horz %	100.00	1.45	45.88	0.69	54.12	0.76
607		Vert %	19.66	11.92	18.72	10.93	20.54	12.98
608	Index	100	61	95	56	104	66	
609				*	*		*	
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	13	147	8	138	5
611		Weighted (000)	1065	43	495	11	570	32
612		Horz %	100.00	4.02	46.46	1.06	53.54	2.96
613		Vert %	0.45	0.75	0.43	0.38	0.46	1.15
614		Index	100	168	96	85	103	256
615				*	*		*	
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	10	264	8	450	2
617		Weighted (000)	3659	35	1332	28	2327	6
618		Horz %	100.00	0.95	36.41	0.77	63.59	0.18
619		Vert %	1.54	0.61	1.16	0.96	1.89	0.24
620		Index	100	40	76	62	123	15
621				*	*		*	
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	41	1107	18	1116	23
623		Weighted (000)	15844	216	7607	92	8236	125
624		Horz %	100.00	1.37	48.01	0.58	51.99	0.79
625		Vert %	6.65	3.79	6.63	3.10	6.68	4.53
626		Index	100	57	100	47	100	68
627					*		*	
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	66	1436	27	2233	39
629		Weighted (000)	17141	253	6212	103	10929	150
630		Horz %	100.00	1.48	36.24	0.60	63.76	0.87
631		Vert %	7.20	4.43	5.41	3.49	8.86	5.44
632		Index	100	62	75	49	123	76
633								
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	206	460	124	327	82
635		Weighted (000)	2899	598	1579	348	1320	249
636		Horz %	100.00	20.62	54.47	12.01	45.53	8.60
637		Vert %	1.22	10.47	1.38	11.77	1.07	9.06
638		Index	100	860	113	967	88	745
639				*	*		*	
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	10	515	4	400	6
641		Weighted (000)	7068	59	3599	11	3469	49
642		Horz %	100.00	0.84	50.92	0.15	49.08	0.69
643		Vert %	2.97	1.04	3.14	0.37	2.81	1.76
644		Index	100	35	106	12	95	59
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	373	3816	218	2399	155
647		Weighted (000)	23523	1183	14154	669	9369	514
648		Horz %	100.00	5.03	60.17	2.85	39.83	2.18
649		Vert %	9.88	20.72	12.33	22.63	7.59	18.66
650		Index	100	210	125	229	77	189

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)
2								
651						*		*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	53	952	27	936	26
653		Weighted (000)	9927	203	4669	94	5258	109
654		Horz %	100.00	2.04	47.04	0.95	52.96	1.10
655		Vert %	4.17	3.55	4.07	3.17	4.26	3.95
656		Index	100	85	98	76	102	95
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	280	1372	139	1196	141
659		Weighted (000)	10435	1300	5282	597	5153	704
660		Horz %	100.00	12.46	50.62	5.72	49.38	6.74
661		Vert %	4.38	22.77	4.60	20.17	4.18	25.57
662	Index	100	520	105	460	95	584	
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	115	1596	51	2353	64
665		Weighted (000)	19990	398	7792	188	12198	209
666		Horz %	100.00	1.99	38.98	0.94	61.02	1.05
667		Vert %	8.39	6.96	6.79	6.37	9.89	7.61
668	Index	100	83	81	76	118	91	
669				*		*		*
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	38	1404	21	1472	17
671		Weighted (000)	15341	153	7412	82	7930	71
672		Horz %	100.00	1.00	48.31	0.54	51.69	0.46
673		Vert %	6.44	2.68	6.46	2.78	6.43	2.58
674		Index	100	42	100	43	100	40
675								*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	94	2680	54	1590	40
677		Weighted (000)	20195	400	12063	201	8132	200
678		Horz %	100.00	1.98	59.73	0.99	40.27	0.99
679		Vert %	8.48	7.01	10.51	6.79	6.59	7.25
680	Index	100	83	124	80	78	86	
681				*		*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	31	429	12	733	19
683		Weighted (000)	5686	166	2013	79	3672	87
684		Horz %	100.00	2.93	35.41	1.39	64.59	1.54
685		Vert %	2.39	2.91	1.75	2.68	2.98	3.17
686		Index	100	122	73	112	125	133
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	15	319	8	365	7
689		Weighted (000)	4664	102	2063	49	2601	54
690		Horz %	100.00	2.19	44.23	1.05	55.77	1.15
691		Vert %	1.96	1.79	1.80	1.65	2.11	1.94
692		Index	100	92	92	84	108	99
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	8	129	4	177	4
695		Weighted (000)	1821	26	910	15	911	12
696		Horz %	100.00	1.44	49.96	0.80	50.04	0.65
697		Vert %	0.76	0.46	0.79	0.49	0.74	0.43
698		Index	100	60	104	64	97	56
699						*		*
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	71	2494	34	2807	37
701		Weighted (000)	27306	234	12722	103	14585	131
702		Horz %	100.00	0.86	46.59	0.38	53.41	0.48
703		Vert %	11.47	4.10	11.09	3.49	11.82	4.76
704		Index	100	36	97	30	103	42

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Classical Format (Monday-Sunday 24-Hour Cume)
2								
705				*		*		*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	31	1035	11	1379	20
707		Weighted (000)	10854	79	4643	25	6211	55
708		Horz %	100.00	0.73	42.78	0.23	57.22	0.50
709		Vert %	4.56	1.39	4.05	0.83	5.03	1.99
710		Index	100	31	89	18	110	44
711				*		*		*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	16	1018	9	1016	7
713		Weighted (000)	12023	69	5724	42	6299	27
714		Horz %	100.00	0.58	47.61	0.35	52.39	0.23
715		Vert %	5.05	1.21	4.99	1.42	5.11	0.99
716	Index	100	24	99	28	101	20	
717								*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	83	706	54	553	29
719		Weighted (000)	6468	334	3593	227	2875	108
720		Horz %	100.00	5.17	55.55	3.51	44.45	1.66
721		Vert %	2.72	5.86	3.13	7.67	2.33	3.91
722	Index	100	216	115	282	86	144	
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	1364	20746	714	19359	650
725		Weighted (000)	195910	5390	96272	2796	99638	2594
726		Horz %	100.00	2.75	49.14	1.43	50.86	1.32
727		Vert %	82.26	94.40	83.89	94.53	80.75	94.26
728	Index	100	115	102	115	98	115	
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	867	13440	478	11566	389
731		Weighted (000)	118698	3216	60364	1815	58335	1401
732		Horz %	100.00	2.71	50.85	1.53	49.15	1.18
733		Vert %	49.84	56.33	52.60	61.36	47.28	50.93
734	Index	100	113	106	123	95	102	
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	657	9422	323	8461	334
737		Weighted (000)	88241	2608	44427	1347	43814	1261
738		Horz %	100.00	2.96	50.35	1.53	49.65	1.43
739		Vert %	37.05	45.67	38.71	45.55	35.51	45.81
740	Index	100	123	104	123	96	124	
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	771	11583	427	9900	344
743		Weighted (000)	102780	3091	52607	1735	50173	1355
744		Horz %	100.00	3.01	51.18	1.69	48.82	1.32
745		Vert %	43.16	54.13	45.84	58.67	40.66	49.26
746	Index	100	125	106	136	94	114	
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	303	3947	167	3353	136
749		Weighted (000)	36869	1116	19177	643	17692	473
750		Horz %	100.00	3.03	52.01	1.74	47.99	1.28
751		Vert %	15.48	19.55	16.71	21.74	14.34	17.18
752	Index	100	126	108	140	93	111	
753						*		*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	89	1456	48	907	41
755		Weighted (000)	12089	244	7351	138	4738	106
756		Horz %	100.00	2.02	60.81	1.14	39.19	0.88
757		Vert %	5.08	4.28	6.41	4.67	3.84	3.85
758	Index	100	84	126	92	76	76	

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

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2								
759								
760		Unwgt	15477	665	8106	357	7371	308
761	Radio Daypart Cumes:	Weighted (000)	74270	2405	37528	1334	36742	1072
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	3.24	50.53	1.80	49.47	1.44
763		Vert %	31.19	42.12	32.70	45.08	29.78	38.94
764		Index	100	135	105	145	95	125
765								
766		Unwgt	21457	802	10719	411	10738	391
767	Radio Daypart Cumes:	Weighted (000)	102778	3127	48768	1611	54011	1516
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	3.04	47.45	1.57	52.55	1.48
769		Vert %	43.16	54.77	42.49	54.46	43.77	55.11
770		Index	100	127	98	126	101	128
771								
772		Unwgt	16141	591	8215	310	7926	281
773	Radio Daypart Cumes:	Weighted (000)	79854	2213	38468	1156	41386	1057
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	2.77	48.17	1.45	51.83	1.32
775		Vert %	33.53	38.76	33.52	39.08	33.54	38.42
776		Index	100	116	100	117	100	115
777								
778		Unwgt	7721	308	4043	181	3678	127
779	Radio Daypart Cumes:	Weighted (000)	38919	1097	19420	616	19499	482
780	Weekend 7:00 pm - Midnight	Horz %	100.00	2.82	49.90	1.58	50.10	1.24
781		Vert %	16.34	19.22	16.92	20.81	15.80	17.50
782		Index	100	118	104	127	97	107
783						*		*
784		Unwgt	1911	67	1118	35	793	32
785	Radio Daypart Cumes:	Weighted (000)	9972	204	5625	102	4346	102
786	Weekend Midnight - 6:00 am	Horz %	100.00	2.05	56.41	1.02	43.59	1.03
787		Vert %	4.19	3.57	4.90	3.44	3.52	3.72
788		Index	100	85	117	82	84	89
789								
790		Unwgt	12646	640	5791	304	6855	336
791	Where Listen to Radio on	Weighted (000)	61519	2259	27333	1052	34186	1207
792	Typical Weekday: Home	Horz %	100.00	3.67	44.43	1.71	55.57	1.96
793		Vert %	25.83	39.56	23.82	35.57	27.71	43.86
794		Index	100	153	92	138	107	170
795								
796		Unwgt	36747	1196	18963	632	17784	564
797	Where Listen to Radio on	Weighted (000)	177653	4715	86450	2465	91203	2250
798	Typical Weekday: Car	Horz %	100.00	2.65	48.66	1.39	51.34	1.27
799		Vert %	74.60	82.58	75.33	83.34	73.92	81.76
800		Index	100	111	101	112	99	110
801								*
802		Unwgt	5605	124	3421	77	2184	47
803	Where Listen to Radio on	Weighted (000)	29068	673	16938	411	12131	262
804	Typical Weekday: Work	Horz %	100.00	2.32	58.27	1.41	41.73	0.90
805		Vert %	12.21	11.79	14.76	13.89	9.83	9.53
806		Index	100	97	121	114	81	78
807				*		*		*
808		Unwgt	985	30	550	22	435	8
809	Where Listen to Radio on	Weighted (000)	5269	148	2888	99	2380	49
810	Typical Weekday: Place	Horz %	100.00	2.81	54.82	1.88	45.18	0.93
811	Other Than Home, Car, Work	Vert %	2.21	2.59	2.52	3.35	1.93	1.78
812		Index	100	117	114	151	87	81

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2								
813								
814		Unwgted	14284	720	6807	355	7477	365
815	Where Listen to Radio on	Weighted (000)	69183	2701	31782	1315	37401	1386
816	Typical Weekend: Home	Horz %	100.00	3.90	45.94	1.90	54.06	2.00
817		Vert %	29.05	47.31	27.69	44.45	30.31	50.38
818		Index	100	163	95	153	104	173
819								
820		Unwgted	33644	1063	17193	556	16451	507
821	Where Listen to Radio on	Weighted (000)	162441	4149	78252	2153	84188	1996
822	Typical Weekend: Car	Horz %	100.00	2.55	48.17	1.33	51.83	1.23
823		Vert %	68.21	72.67	68.18	72.78	68.23	72.56
824		Index	100	107	100	107	100	106
825				*		*		*
826		Unwgted	1927	45	1266	33	661	12
827	Where Listen to Radio on	Weighted (000)	10420	275	6599	220	3821	55
828	Typical Weekend: Work	Horz %	100.00	2.64	63.33	2.11	36.67	0.53
829		Vert %	4.38	4.82	5.75	7.44	3.10	2.01
830		Index	100	110	131	170	71	46
831				*		*		*
832	Where Listen to Radio on	Unwgted	957	23	546	18	411	5
833	Typical Weekend: Place	Weighted (000)	5414	100	3017	82	2397	18
834	Other Than Home, Car, Work	Horz %	100.00	1.85	55.73	1.52	44.27	0.33
835		Vert %	2.27	1.75	2.63	2.78	1.94	0.64
836		Index	100	77	116	122	85	28
837								
838		Unwgted	9766	397	5971	234	3795	163
839	Ever Listen to AM Radio	Weighted (000)	39386	1442	23093	819	16294	623
840	(Terrestrial Radio)	Horz %	100.00	3.66	58.63	2.08	41.37	1.58
841		Vert %	16.54	25.26	20.12	27.70	13.21	22.65
842		Index	100	153	122	167	80	137
843								
844		Unwgted	36381	1434	18453	750	17928	684
845	Ever Listen to FM Radio	Weighted (000)	181940	5667	87796	2941	94145	2726
846	(Terrestrial Radio)	Horz %	100.00	3.11	48.26	1.62	51.74	1.50
847		Vert %	76.40	99.26	76.50	99.42	76.30	99.08
848		Index	100	130	100	130	100	130
849								
850		Unwgted	39530	1442	20284	755	19246	687
851	Ever Listen to Any Terrestrial	Weighted (000)	194284	5709	94677	2958	99607	2752
852	Radio (AM/FM)	Horz %	100.00	2.94	48.73	1.52	51.27	1.42
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	143	3528	77	2810	66
857	Ever Listen to Satellite Radio	Weighted (000)	27714	685	14032	303	13682	382
858	(SiriusXM)	Horz %	100.00	2.47	50.63	1.09	49.37	1.38
859		Vert %	11.64	11.99	12.23	10.23	11.09	13.88
860		Index	100	103	105	88	95	119
861								
862		Unwgted	8685	202	4748	114	3937	88
863	Household Subscribes to	Weighted (000)	39210	860	19203	425	20006	435
864	Satellite (SiriusXM) Radio	Horz %	100.00	2.19	48.98	1.08	51.02	1.11
865		Vert %	16.46	15.06	16.73	14.38	16.21	15.79
866		Index	100	91	102	87	98	96

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2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	324	6842	187	5833	137
869		Weighted (000)	60478	1435	29974	780	30504	655
870		Horz %	100.00	2.37	49.56	1.29	50.44	1.08
871		Vert %	25.39	25.13	26.12	26.36	24.72	23.81
872		Index	100	99	103	104	97	94
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	297	6301	164	4930	133
875		Weighted (000)	56535	1327	28911	711	27624	616
876		Horz %	100.00	2.35	51.14	1.26	48.86	1.09
877		Vert %	23.74	23.24	25.19	24.04	22.39	22.39
878		Index	100	98	106	101	94	94
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	285	4209	181	2985	104
881		Weighted (000)	34638	1156	19095	678	15543	477
882		Horz %	100.00	3.34	55.13	1.96	44.87	1.38
883		Vert %	14.54	20.24	16.64	22.93	12.60	17.35
884		Index	100	139	114	158	87	119
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	349	6076	203	5127	146
887		Weighted (000)	54650	1500	28025	814	26625	686
888		Horz %	100.00	2.74	51.28	1.49	48.72	1.25
889		Vert %	22.95	26.26	24.42	27.52	21.58	24.92
890		Index	100	114	106	120	94	109
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	473	7625	281	6345	192
893		Weighted (000)	68093	2054	34986	1115	33107	939
894		Horz %	100.00	3.02	51.38	1.64	48.62	1.38
895		Vert %	28.59	35.98	30.48	37.70	26.83	34.12
896		Index	100	126	107	132	94	119
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	147	2072	84	1493	63
899		Weighted (000)	16453	558	9050	292	7404	266
900		Horz %	100.00	3.39	55.00	1.77	45.00	1.62
901		Vert %	6.91	9.78	7.89	9.87	6.00	9.68
902		Index	100	142	114	143	87	140
903								
904	Downloaded Music - Past Month	Unwgted	10771	231	5842	131	4929	100
905		Weighted (000)	55635	1029	28526	546	27109	483
906		Horz %	100.00	1.85	51.27	0.98	48.73	0.87
907		Vert %	23.36	18.02	24.86	18.46	21.97	17.55
908		Index	100	77	106	79	94	75
909								*
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	96	1374	58	741	38
911		Weighted (000)	9292	402	5804	236	3488	166
912		Horz %	100.00	4.32	62.46	2.54	37.54	1.78
913		Vert %	3.90	7.04	5.06	7.98	2.83	6.02
914		Index	100	180	130	205	72	154
915				*		*		*
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	44	1255	26	1221	18
917		Weighted (000)	12781	194	6091	127	6690	67
918		Horz %	100.00	1.52	47.66	1.00	52.34	0.53
919		Vert %	5.37	3.40	5.31	4.30	5.42	2.44
920		Index	100	63	99	80	101	45

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

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2								
921								
922		Unwgted	6881	219	3642	111	3239	108
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	903	16078	417	16393	486
924		Horz %	100.00	2.78	49.51	1.29	50.49	1.50
925		Vert %	13.63	15.81	14.01	14.11	13.29	17.64
926		Index	100	116	103	103	97	129
927								
928		Unwgted	9499	252	4700	138	4799	114
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	1068	22377	570	25926	499
930		Horz %	100.00	2.21	46.33	1.18	53.67	1.03
931		Vert %	20.28	18.71	19.50	19.26	21.01	18.12
932		Index	100	92	96	95	104	89
933				*		*		*
934		Unwgted	2160	45	1248	27	912	18
935	Visited Spotify.com - Past Month	Weighted (000)	10770	238	5929	141	4841	97
936		Horz %	100.00	2.21	55.05	1.31	44.95	0.90
937		Vert %	4.52	4.16	5.17	4.77	3.92	3.51
938		Index	100	92	114	106	87	78
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	431	8481	246	8257	185
941		Weighted (000)	83979	1768	40117	1011	43862	757
942		Horz %	100.00	2.11	47.77	1.20	52.23	0.90
943		Vert %	35.26	30.97	34.96	34.19	35.55	27.52
944		Index	100	88	99	97	101	78
945	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	321	7079	184	6513	137
946		Weighted (000)	67996	1285	33168	752	34828	533
947		Horz %	100.00	1.89	48.78	1.11	51.22	0.78
948		Vert %	28.55	22.51	28.90	25.42	28.23	19.38
949		Index	100	79	101	89	99	68
950								
951	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	468	8682	258	8300	210
952		Weighted (000)	84461	1866	40721	1016	43740	850
953		Horz %	100.00	2.21	48.21	1.20	51.79	1.01
954		Vert %	35.46	32.68	35.48	34.34	35.45	30.90
955		Index	100	92	100	97	100	87
956								
957	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	349	7052	201	6258	148
958		Weighted (000)	67825	1435	33599	802	34226	633
959		Horz %	100.00	2.12	49.54	1.18	50.46	0.93
960		Vert %	28.48	25.14	29.28	27.12	27.74	23.02
961		Index	100	88	103	95	97	81
962								
963	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	1127	19854	583	19456	544
964		Weighted (000)	191753	4350	91658	2216	100095	2133
965		Horz %	100.00	2.27	47.80	1.16	52.20	1.11
966		Vert %	80.52	76.19	79.87	74.93	81.12	77.54
967		Index	100	95	99	93	101	96
968								
969	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	898	15784	464	15579	434
970		Weighted (000)	151527	3371	72027	1745	79500	1626
971		Horz %	100.00	2.22	47.53	1.15	52.47	1.07
972		Vert %	63.63	59.04	62.76	59.01	64.43	59.08
973		Index	100	93	99	93	101	93
974								

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2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	796	13766	406	13303	390
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	3129	63885	1612	67474	1517
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	2.38	48.63	1.23	51.37	1.15
979	(Central/Mountain)	Vert %	55.16	54.80	55.67	54.49	54.68	55.13
980		Index	100	99	101	99	99	100
981								
982	TV Dayparts: Prime Time	Unwgted	31508	918	15957	477	15551	441
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	3542	73082	1864	79393	1678
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	2.32	47.93	1.22	52.07	1.10
985	(Central/Mountain)	Vert %	64.02	62.03	63.68	63.00	64.34	60.99
986		Index	100	97	99	98	101	95
987								
988	TV Dayparts: Weekdays	Unwgted	13670	310	6126	148	7544	162
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	1277	30958	632	41669	646
990	(Eastern/Pacific) 9:00 am - 3:00 pm	Horz %	100.00	1.76	42.63	0.87	57.37	0.89
991	(Central/Mountain)	Vert %	30.50	22.37	26.98	21.35	33.77	23.46
992		Index	100	73	88	70	111	77
993								
994	TV Dayparts: Weekdays	Unwgted	24527	713	12354	381	12173	332
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	2748	57750	1449	64492	1299
996	(Eastern/Pacific) 3:00 pm-6:30 pm	Horz %	100.00	2.25	47.24	1.19	52.76	1.06
997	(Central/Mountain)	Vert %	51.33	48.13	50.32	48.98	52.27	47.22
998		Index	100	94	98	95	102	92
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	187	4197	98	3834	89
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	749	20501	434	20063	315
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	1.85	50.54	1.07	49.46	0.78
1003	(Central/Mountain)	Vert %	17.03	13.12	17.86	14.67	16.26	11.47
1004		Index	100	77	105	86	95	67
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	465	10227	265	9674	200
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	1806	48277	1018	50179	788
1008		Horz %	100.00	1.83	49.03	1.03	50.97	0.80
1009		Vert %	41.34	31.63	42.07	34.43	40.67	28.62
1010		Index	100	77	102	83	98	69
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	615	13227	367	11139	248
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	2404	61780	1481	58912	923
1014		Horz %	100.00	1.99	51.19	1.23	48.81	0.76
1015		Vert %	50.68	42.10	53.83	50.06	47.74	33.54
1016		Index	100	83	106	99	94	66
1017						*		*
1018		Unwgted	2498	76	1497	48	1001	28
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	347	7184	185	5158	162
1020		Horz %	100.00	2.81	58.21	1.50	41.79	1.32
1021		Vert %	5.18	6.08	6.26	6.24	4.18	5.90
1022		Index	100	117	121	120	81	114
1023								
1024		Unwgted	8118	262	4404	151	3714	111
1025	Watched a TV Program Online - Past Month	Weighted (000)	39203	1114	19922	553	19281	561
1026		Horz %	100.00	2.84	50.82	1.41	49.18	1.43
1027		Vert %	16.46	19.51	17.36	18.70	15.63	20.37
1028		Index	100	118	105	114	95	124

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2								
1029								
1030		Unwgted	10544	328	5205	181	5339	147
1031	Visited a TV Network or TV	Weighted (000)	50236	1328	23290	667	26946	662
1032	Show's Web Site - Past Month	Horz %	100.00	2.64	46.36	1.33	53.64	1.32
1033		Vert %	21.09	23.27	20.29	22.54	21.84	24.05
1034		Index	100	110	96	107	104	114
1035								
1036		Unwgted	5568	201	3052	114	2516	87
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	782	13083	377	12414	405
1038		Horz %	100.00	3.07	51.31	1.48	48.69	1.59
1039		Vert %	10.71	13.69	11.40	12.75	10.06	14.71
1040		Index	100	128	106	119	94	137
1041								
1042		Unwgted	23815	709	11641	345	12174	364
1043	Household Subscribes to Cable TV	Weighted (000)	113098	2545	52487	1251	60611	1295
1044		Horz %	100.00	2.25	46.41	1.11	53.59	1.14
1045		Vert %	47.49	44.58	45.73	42.28	49.12	47.05
1046		Index	100	94	96	89	103	99
1047								
1048		Unwgted	40083	1131	20313	591	19770	540
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	4341	93321	2264	101872	2076
1050		Horz %	100.00	2.22	47.81	1.16	52.19	1.06
1051		Vert %	81.96	76.03	81.31	76.55	82.56	75.46
1052		Index	100	93	99	93	101	92
1053								
1054		Unwgted	38774	1074	19682	563	19092	511
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	4143	90255	2160	98509	1983
1056		Horz %	100.00	2.19	47.81	1.14	52.19	1.05
1057		Vert %	79.26	72.57	78.64	73.03	79.84	72.07
1058		Index	100	92	99	92	101	91
1059								
1060		Unwgted	29145	745	15363	413	13782	332
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	3034	71157	1645	72174	1389
1062		Horz %	100.00	2.12	49.65	1.15	50.35	0.97
1063		Vert %	60.18	53.15	62.00	55.63	58.49	50.48
1064		Index	100	88	103	92	97	84
1065								
1066		Unwgted	16614	396	9062	224	7552	172
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	1510	40068	859	38489	650
1068		Horz %	100.00	1.92	51.00	1.09	49.00	0.83
1069		Vert %	32.99	26.44	34.91	29.05	31.19	23.63
1070		Index	100	80	106	88	95	72
1071								
1072		Unwgted	6367	160	3495	82	2872	78
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	668	15494	314	14668	354
1074		Horz %	100.00	2.22	51.37	1.04	48.63	1.17
1075		Vert %	12.66	11.70	13.50	10.62	11.89	12.86
1076		Index	100	92	107	84	94	102
1077								
1078		Unwgted	13594	355	6858	187	6736	168
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	1396	27260	695	31584	701
1080		Horz %	100.00	2.37	46.33	1.18	53.67	1.19
1081		Vert %	24.71	24.45	23.75	23.51	25.60	25.47
1082		Index	100	99	96	95	104	103

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2								
1083								
1084		Unwgted	10960	242	5902	142	5058	100
1085	Household Has a Satellite Dish	Weighted (000)	63040	1189	31481	683	31559	506
1086		Horz %	100.00	1.89	49.94	1.08	50.06	0.80
1087		Vert %	26.47	20.83	27.43	23.08	25.58	18.40
1088		Index	100	79	104	87	97	70
1089								
1090		Unwgted	24143	629	12572	351	11571	278
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	2497	55528	1343	59595	1154
1092		Horz %	100.00	2.17	48.23	1.17	51.77	1.00
1093		Vert %	48.34	43.74	48.38	45.41	48.30	41.94
1094		Index	100	90	100	94	100	87
1095								
1096		Unwgted	41061	1309	20873	696	20188	613
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	5221	94592	2738	103386	2483
1098		Horz %	100.00	2.64	47.78	1.38	52.22	1.25
1099		Vert %	83.13	91.44	82.42	92.56	83.79	90.24
1100		Index	100	110	99	111	101	109
1101								
1102		Unwgted	13895	291	6586	139	7309	152
1103	Played Games Online - Past Month	Weighted (000)	73492	1281	34103	602	39389	679
1104		Horz %	100.00	1.74	46.40	0.82	53.60	0.92
1105		Vert %	30.86	22.44	29.72	20.37	31.92	24.68
1106		Index	100	73	96	66	103	80
1107								*
1108		Unwgted	5057	81	3031	52	2026	29
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	365	16227	229	11709	136
1110		Horz %	100.00	1.31	58.09	0.82	41.91	0.49
1111		Vert %	11.73	6.40	14.14	7.74	9.49	4.96
1112		Index	100	55	121	66	81	42
1113								*
1114		Unwgted	3934	103	2481	62	1453	41
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	426	11541	226	7765	201
1116		Horz %	100.00	2.21	59.78	1.17	40.22	1.04
1117		Vert %	8.11	7.47	10.06	7.64	6.29	7.29
1118		Index	100	92	124	94	78	90
1119								
1120		Unwgted	8746	281	5192	176	3554	105
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	1244	24810	758	19120	487
1122		Horz %	100.00	2.83	56.48	1.72	43.52	1.11
1123		Vert %	18.45	21.79	21.62	25.62	15.50	17.69
1124		Index	100	118	117	139	84	96
1125								
1126		Unwgted	8001	278	4894	168	3107	110
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	1129	23059	675	15840	453
1128		Horz %	100.00	2.90	59.28	1.74	40.72	1.17
1129		Vert %	16.33	19.77	20.09	22.83	12.84	16.48
1130		Index	100	121	123	140	79	101
1131						*		*
1132		Unwgted	2267	72	1300	47	967	25
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	245	6393	173	5078	72
1134		Horz %	100.00	2.14	55.73	1.51	44.27	0.63
1135		Vert %	4.82	4.30	5.57	5.87	4.12	2.61
1136		Index	100	89	116	122	85	54

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2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	1240	18316	653	18317	587
1139		Weighted (000)	171151	4820	79258	2465	91893	2355
1140		Horz %	100.00	2.82	46.31	1.44	53.69	1.38
1141		Vert %	71.87	84.42	69.06	83.33	74.47	85.59
1142		Index	100	117	96	116	104	119
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	649	11627	344	12713	305
1145		Weighted (000)	124814	2759	55745	1422	69070	1337
1146		Horz %	100.00	2.21	44.66	1.14	55.34	1.07
1147		Vert %	52.41	48.32	48.57	48.08	55.98	48.58
1148		Index	100	92	93	92	107	93
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	270	3275	148	3071	122
1151		Weighted (000)	30027	1174	14151	581	15876	593
1152		Horz %	100.00	3.91	47.13	1.93	52.87	1.98
1153		Vert %	12.61	20.57	12.33	19.64	12.87	21.56
1154		Index	100	163	98	156	102	171
1155	Wrote an Online Blog - Past Month					*	*	*
1156		Unwgted	1391	59	728	32	663	27
1157		Weighted (000)	6899	224	3295	129	3604	95
1158		Horz %	100.00	3.25	47.76	1.87	52.24	1.38
1159		Vert %	2.90	3.92	2.87	4.37	2.92	3.45
1160		Index	100	135	99	151	101	119
1161	Uploaded or Added Video to a Web Site - Past Month					*	*	*
1162		Unwgted	3450	80	1785	43	1665	37
1163		Weighted (000)	17397	357	8470	158	8927	199
1164		Horz %	100.00	2.05	48.69	0.91	51.31	1.14
1165		Vert %	7.30	6.25	7.38	5.34	7.23	7.22
1166		Index	100	86	101	73	99	99
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	1000	16879	524	17268	476
1169		Weighted (000)	168726	4148	78135	2149	90591	1999
1170		Horz %	100.00	2.46	46.31	1.27	53.69	1.18
1171		Vert %	70.85	72.65	68.08	72.65	73.42	72.64
1172		Index	100	103	96	103	104	103
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	707	12472	345	14791	362
1175		Weighted (000)	138263	2922	59501	1385	78762	1537
1176		Horz %	100.00	2.11	43.03	1.00	56.97	1.11
1177		Vert %	58.06	51.18	51.85	46.81	63.83	55.87
1178		Index	100	88	89	81	110	96
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	10	193	4	184	6
1181		Weighted (000)	1812	51	903	8	909	43
1182		Horz %	100.00	2.83	49.84	0.44	50.16	2.39
1183		Vert %	0.76	0.90	0.79	0.27	0.74	1.57
1184		Index	100	118	103	36	97	206
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	233	3867	129	3983	104
1187		Weighted (000)	38984	1010	18160	556	20824	455
1188		Horz %	100.00	2.59	46.58	1.43	53.42	1.17
1189		Vert %	16.37	17.69	15.82	18.78	16.88	16.52
1190		Index	100	108	97	115	103	101

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

	A	B	C	D	E	F	G	H
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2								
1191								
1192		Unwgted	7474	320	4269	183	3205	137
1193	Accessed LinkedIn.com - Past	Weighted (000)	28803	1238	15641	650	13163	588
1194	Month	Horz %	100.00	4.30	54.30	2.26	45.70	2.04
1195		Vert %	12.09	21.68	13.63	21.97	10.67	21.37
1196		Index	100	179	113	182	88	177
1197						*		
1198		Unwgted	7044	175	1340	48	5704	127
1199	Accessed Pinterest - Past	Weighted (000)	37538	815	6285	186	31253	629
1200	Month	Horz %	100.00	2.17	16.74	0.50	83.26	1.68
1201		Vert %	15.76	14.28	5.48	6.29	25.33	22.87
1202		Index	100	91	35	40	161	145
1203						*		*
1204		Unwgted	1723	63	1010	37	713	26
1205	Accessed Tumblr - Past	Weighted (000)	9134	268	4736	137	4399	131
1206	Month	Horz %	100.00	2.93	51.84	1.50	48.16	1.43
1207		Vert %	3.84	4.69	4.13	4.63	3.56	4.75
1208		Index	100	122	108	121	93	124
1209								
1210		Unwgted	5641	150	3159	90	2482	60
1211	Accessed Twitter.com - Past	Weighted (000)	28989	666	15361	361	13628	305
1212	Month	Horz %	100.00	2.30	52.99	1.25	47.01	1.05
1213		Vert %	12.17	11.66	13.38	12.21	11.04	11.07
1214		Index	100	96	110	100	91	91
1215								
1216		Unwgted	3125	123	1605	59	1520	64
1217	Accessed Yelp - Past Month	Weighted (000)	12195	429	5827	200	6368	229
1218		Horz %	100.00	3.52	47.78	1.64	52.22	1.88
1219		Vert %	5.12	7.51	5.08	6.77	5.16	8.31
1220		Index	100	147	99	132	101	162
1221								
1222		Unwgted	23106	707	12543	391	10563	316
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	2990	58760	1643	56062	1348
1224		Horz %	100.00	2.60	51.17	1.43	48.83	1.17
1225		Vert %	48.21	52.37	51.20	55.53	45.44	48.98
1226		Index	100	109	106	115	94	102
1227								
1228		Unwgted	16414	432	6547	192	9867	240
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	1894	31182	765	53159	1129
1230		Horz %	100.00	2.25	36.97	0.91	63.03	1.34
1231		Vert %	35.41	33.17	27.17	25.86	43.08	41.03
1232		Index	100	94	77	73	122	116
1233								
1234		Unwgted	7779	192	3383	100	4396	92
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	912	16898	484	24779	428
1236		Horz %	100.00	2.19	40.55	1.16	59.45	1.03
1237		Vert %	17.50	15.97	14.72	16.36	20.08	15.55
1238		Index	100	91	84	94	115	89
1239								
1240		Unwgted	4897	150	2376	71	2521	79
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	637	10534	241	13253	395
1242		Horz %	100.00	2.68	44.28	1.02	55.72	1.66
1243		Vert %	9.99	11.15	9.18	8.16	10.74	14.37
1244		Index	100	112	92	82	108	144

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

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2								
1245								
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	146	2291	80	2433	66
1247		Weighted (000)	22158	604	9847	266	12311	338
1248		Horz %	100.00	2.73	44.44	1.20	55.56	1.53
1249		Vert %	9.30	10.58	8.58	9.00	9.98	12.28
1250		Index	100	114	92	97	107	132
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	553	10573	310	9187	243
1253		Weighted (000)	99513	2485	50394	1334	49119	1151
1254		Horz %	100.00	2.50	50.64	1.34	49.36	1.16
1255		Vert %	41.78	43.53	43.91	45.10	39.81	41.84
1256		Index	100	104	105	108	95	100
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	986	18496	520	18163	466
1259		Weighted (000)	181288	4214	85841	2185	95447	2029
1260		Horz %	100.00	2.32	47.35	1.21	52.65	1.12
1261		Vert %	76.12	73.80	74.80	73.86	77.35	73.74
1262		Index	100	97	98	97	102	97
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	347	7718	197	7620	150
1265		Weighted (000)	76191	1383	35752	853	40439	531
1266		Horz %	100.00	1.82	46.92	1.12	53.08	0.70
1267		Vert %	31.99	24.23	31.15	28.82	32.77	19.29
1268		Index	100	76	97	90	102	60
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	348	7469	192	7654	156
1271		Weighted (000)	76014	1531	34445	814	41569	717
1272		Horz %	100.00	2.01	45.31	1.07	54.69	0.94
1273		Vert %	31.92	26.82	30.01	27.52	33.69	26.07
1274		Index	100	84	94	86	106	82
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	417	10415	244	9263	173
1277		Weighted (000)	100588	1855	49831	1045	50757	810
1278		Horz %	100.00	1.84	49.54	1.04	50.46	0.81
1279		Vert %	42.24	32.49	43.42	35.32	41.14	29.45
1280		Index	100	77	103	84	97	70
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	280	7019	146	7350	134
1283		Weighted (000)	75338	1247	34629	646	40709	601
1284		Horz %	100.00	1.66	45.96	0.86	54.04	0.80
1285		Vert %	31.63	21.84	30.17	21.84	32.99	21.84
1286		Index	100	69	95	69	104	69
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	164	4888	95	3584	69
1289		Weighted (000)	43183	801	23745	457	19438	344
1290		Horz %	100.00	1.86	54.99	1.06	45.01	0.80
1291		Vert %	18.13	14.04	20.69	15.45	15.75	12.52
1292		Index	100	77	114	85	87	69
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	535	11334	302	10242	233
1295		Weighted (000)	104133	2217	51075	1202	53058	1015
1296		Horz %	100.00	2.13	49.05	1.15	50.95	0.98
1297		Vert %	43.72	38.83	44.50	40.63	43.00	36.91
1298		Index	100	89	102	93	98	84

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2								
1299								
1300		Unwgted	12940	572	6843	303	6097	269
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	2053	28496	1044	29500	1009
1302		Horz %	100.00	3.54	49.13	1.80	50.87	1.74
1303		Vert %	24.35	35.95	24.83	35.28	23.91	36.66
1304		Index	100	148	102	145	98	151
1305								
1306		Unwgted	16613	659	8096	337	8517	322
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	2352	34285	1144	41722	1207
1308		Horz %	100.00	3.09	45.11	1.51	54.89	1.59
1309		Vert %	31.91	41.19	29.87	38.69	33.81	43.88
1310		Index	100	129	94	121	106	138
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	687	9640	382	8065	305
1313		Weighted (000)	81230	2715	40943	1450	40287	1266
1314		Horz %	100.00	3.34	50.40	1.78	49.60	1.56
1315		Vert %	34.11	47.56	35.68	49.01	32.65	46.00
1316		Index	100	139	105	144	96	135
1317						*		
1318		Unwgted	4358	108	2029	48	2329	60
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	506	10416	201	13426	305
1320		Horz %	100.00	2.12	43.69	0.84	56.31	1.28
1321		Vert %	10.01	8.87	9.08	6.80	10.88	11.08
1322		Index	100	89	91	68	109	111
1323								
1324		Unwgted	4622	137	2188	61	2434	76
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	537	10413	217	14042	320
1326		Horz %	100.00	2.20	42.58	0.89	57.42	1.31
1327		Vert %	10.27	9.41	9.07	7.33	11.38	11.64
1328		Index	100	92	88	71	111	113
1329								
1330		Unwgted	4402	166	2006	63	2396	103
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	621	8818	206	12024	415
1332		Horz %	100.00	2.98	42.31	0.99	57.69	1.99
1333		Vert %	8.75	10.88	7.68	6.97	9.74	15.09
1334		Index	100	124	88	80	111	172
1335								
1336		Unwgted	5602	196	2434	81	3168	115
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	736	10486	283	15893	453
1338		Horz %	100.00	2.79	39.75	1.07	60.25	1.72
1339		Vert %	11.08	12.89	9.14	9.56	12.88	16.47
1340		Index	100	116	82	86	116	149
1341								
1342		Unwgted	5931	201	2398	85	3533	116
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	738	10182	284	17387	454
1344		Horz %	100.00	2.68	36.93	1.03	63.07	1.65
1345		Vert %	11.58	12.92	8.87	9.59	14.09	16.50
1346		Index	100	112	77	83	122	143
1347								
1348		Unwgted	8893	305	3392	123	5501	182
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	1028	13703	372	26465	657
1350		Horz %	100.00	2.56	34.11	0.92	65.89	1.63
1351		Vert %	16.87	18.01	11.94	12.56	21.45	23.86
1352		Index	100	107	71	74	127	141

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2								
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	173	2457	88	2541	85
1355		Weighted (000)	23988	648	11131	328	12857	320
1356		Horz %	100.00	2.70	46.40	1.37	53.60	1.33
1357		Vert %	10.07	11.35	9.70	11.09	10.42	11.63
1358		Index	100	113	96	110	103	115
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	408	5749	217	6532	191
1361		Weighted (000)	58527	1639	25759	821	32768	817
1362		Horz %	100.00	2.80	44.01	1.40	55.99	1.40
1363		Vert %	24.58	28.70	22.45	27.76	26.56	29.70
1364		Index	100	117	91	113	108	121
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	141	1705	54	2000	87
1367		Weighted (000)	18217	560	8219	218	9999	343
1368		Horz %	100.00	3.08	45.12	1.19	54.88	1.88
1369		Vert %	7.65	9.82	7.16	7.36	8.10	12.46
1370		Index	100	128	94	96	106	163
1371						*		*
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	78	1208	26	1601	52
1373		Weighted (000)	13935	348	5376	84	8559	265
1374		Horz %	100.00	2.50	38.58	0.60	61.42	1.90
1375		Vert %	5.85	6.10	4.68	2.83	6.94	9.61
1376		Index	100	104	80	48	119	164
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	202	2655	75	3313	127
1379		Weighted (000)	29277	825	12298	276	16979	550
1380		Horz %	100.00	2.82	42.00	0.94	58.00	1.88
1381		Vert %	12.29	14.45	10.72	9.32	13.76	19.97
1382		Index	100	118	87	76	112	162
1383						*		*
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	91	1294	45	1754	46
1385		Weighted (000)	15175	380	5992	186	9183	195
1386		Horz %	100.00	2.51	39.49	1.22	60.51	1.28
1387		Vert %	6.37	6.66	5.22	6.28	7.44	7.08
1388		Index	100	105	82	98	117	111
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	226	4858	130	4243	96
1391		Weighted (000)	46255	943	23425	541	22830	402
1392		Horz %	100.00	2.04	50.64	1.17	49.36	0.87
1393		Vert %	19.42	16.52	20.41	18.30	18.50	14.61
1394		Index	100	85	105	94	95	75
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	137	3127	69	2794	68
1397		Weighted (000)	30253	557	14939	287	15314	270
1398		Horz %	100.00	1.84	49.38	0.95	50.62	0.89
1399		Vert %	12.70	9.76	13.02	9.70	12.41	9.83
1400		Index	100	77	102	76	98	77
1401								*
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	118	3376	71	2452	47
1403		Weighted (000)	30660	527	16758	329	13902	198
1404		Horz %	100.00	1.72	54.66	1.07	45.34	0.65
1405		Vert %	12.87	9.23	14.60	11.13	11.27	7.20
1406		Index	100	72	113	86	88	56

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2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	160	3507	92	2935	68
1409		Weighted (000)	33198	719	16830	389	16367	329
1410		Horz %	100.00	2.16	50.70	1.17	49.30	0.99
1411		Vert %	13.94	12.58	14.67	13.15	13.26	11.97
1412		Index	100	90	105	94	95	86
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	134	2967	78	2260	56
1415		Weighted (000)	26198	533	13774	321	12423	212
1416		Horz %	100.00	2.03	52.58	1.22	47.42	0.81
1417		Vert %	11.00	9.33	12.00	10.84	10.07	7.70
1418		Index	100	85	109	99	92	70
1419								*
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	108	2856	75	2103	33
1421		Weighted (000)	25734	481	14007	355	11727	125
1422		Horz %	100.00	1.87	54.43	1.38	45.57	0.49
1423		Vert %	10.81	8.42	12.20	12.00	9.50	4.56
1424		Index	100	78	113	111	88	42
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	163	3786	94	3315	69
1427		Weighted (000)	34578	597	17132	336	17446	261
1428		Horz %	100.00	1.73	49.55	0.97	50.45	0.75
1429		Vert %	14.52	10.45	14.93	11.36	14.14	9.47
1430		Index	100	72	103	78	97	65
1431								*
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	99	2639	71	1621	28
1433		Weighted (000)	20853	429	12281	290	8571	139
1434		Horz %	100.00	2.06	58.90	1.39	41.10	0.66
1435		Vert %	8.76	7.52	10.70	9.82	6.95	5.04
1436		Index	100	86	122	112	79	58
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	138	3476	82	2679	56
1439		Weighted (000)	32878	581	17503	334	15375	247
1440		Horz %	100.00	1.77	53.24	1.02	46.76	0.75
1441		Vert %	13.81	10.18	15.25	11.29	12.46	8.98
1442		Index	100	74	110	82	90	65
1443								*
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	112	2544	63	2131	49
1445		Weighted (000)	23668	469	12129	279	11539	190
1446		Horz %	100.00	1.98	51.25	1.18	48.75	0.80
1447		Vert %	9.94	8.21	10.57	9.43	9.35	6.90
1448		Index	100	83	106	95	94	69
1449								*
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	99	2258	61	1648	38
1451		Weighted (000)	19046	439	10397	220	8648	219
1452		Horz %	100.00	2.30	54.59	1.15	45.41	1.15
1453		Vert %	8.00	7.69	9.06	7.42	7.01	7.98
1454		Index	100	96	113	93	88	100
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	150	2839	84	2890	66
1457		Weighted (000)	28661	592	13411	349	15249	243
1458		Horz %	100.00	2.06	46.79	1.22	53.21	0.85
1459		Vert %	12.03	10.36	11.69	11.78	12.36	8.83
1460		Index	100	86	97	98	103	73

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2								
1461								
1462		Unwgted	4266	123	2521	70	1745	53
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	438	10764	227	8558	211
1464		Horz %	100.00	2.27	55.71	1.18	44.29	1.09
1465		Vert %	8.11	7.68	9.38	7.68	6.94	7.68
1466		Index	100	95	116	95	85	95
1467								
1468		Unwgted	8265	219	4863	128	3402	91
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	867	21534	484	17665	382
1470		Horz %	100.00	2.21	54.94	1.24	45.06	0.98
1471		Vert %	16.46	15.18	18.76	16.38	14.32	13.89
1472		Index	100	92	114	99	87	84
1473						*		*
1474		Unwgted	3648	76	2100	49	1548	27
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	306	9985	191	8395	115
1476		Horz %	100.00	1.67	54.33	1.04	45.67	0.63
1477		Vert %	7.72	5.36	8.70	6.45	6.80	4.19
1478		Index	100	69	113	84	88	54
1479								*
1480		Unwgted	3526	80	2026	50	1500	30
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	375	9334	223	7744	152
1482		Horz %	100.00	2.20	54.65	1.30	45.35	0.89
1483		Vert %	7.17	6.57	8.13	7.53	6.28	5.54
1484		Index	100	92	113	105	88	77
1485								
1486		Unwgted	5288	130	2955	69	2333	61
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	492	13723	267	12200	225
1488		Horz %	100.00	1.90	52.94	1.03	47.06	0.87
1489		Vert %	10.88	8.61	11.96	9.02	9.89	8.17
1490		Index	100	79	110	83	91	75
1491								
1492		Unwgted	24633	811	12915	442	11718	369
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	3349	59062	1728	61432	1621
1494		Horz %	100.00	2.78	49.02	1.43	50.98	1.35
1495		Vert %	50.60	58.66	51.46	58.42	49.79	58.91
1496		Index	100	116	102	115	98	116
1497								
1498		Unwgted	11093	367	6087	198	5006	169
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	1283	26650	661	24513	622
1500		Horz %	100.00	2.51	52.09	1.29	47.91	1.22
1501		Vert %	21.48	22.47	23.22	22.34	19.87	22.61
1502		Index	100	105	108	104	92	105
1503								
1504		Unwgted	7336	226	4126	126	3210	100
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	787	18104	390	15404	397
1506		Horz %	100.00	2.35	54.03	1.16	45.97	1.18
1507		Vert %	14.07	13.78	15.77	13.19	12.48	14.42
1508		Index	100	98	112	94	89	102
1509								*
1510		Unwgted	3636	95	2145	56	1491	39
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	295	9619	165	7116	129
1512		Horz %	100.00	1.76	57.48	0.99	42.52	0.77
1513		Vert %	7.03	5.16	8.38	5.59	5.77	4.70
1514		Index	100	73	119	80	82	67

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2								
1515								
1516		Unwgted	6365	197	3730	113	2635	84
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	698	16219	400	12758	298
1518		Horz %	100.00	2.41	55.97	1.38	44.03	1.03
1519		Vert %	12.17	12.23	14.13	13.53	10.34	10.83
1520		Index	100	101	116	111	85	89
1521							*	*
1522		Unwgted	2813	60	1717	36	1096	24
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	197	8317	122	5637	75
1524		Horz %	100.00	1.42	59.60	0.88	40.40	0.54
1525		Vert %	5.86	3.46	7.25	4.14	4.57	2.72
1526		Index	100	59	124	71	78	46
1527								
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	200	4854	119	3073	81
1529		Weighted (000)	38666	723	22445	440	16221	283
1530		Horz %	100.00	1.87	58.05	1.14	41.95	0.73
1531		Vert %	16.24	12.67	19.56	14.88	13.15	10.29
1532		Index	100	78	120	92	81	63
1533								
1534	Have Seen Ads on Postcards - Past Month	Unwgted	6113	204	3025	98	3088	106
1535		Weighted (000)	28468	745	13367	300	15102	445
1536		Horz %	100.00	2.62	46.95	1.06	53.05	1.56
1537		Vert %	11.95	13.06	11.65	10.16	12.24	16.17
1538		Index	100	109	97	85	102	135
1539								
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	316	5826	170	5515	146
1541		Weighted (000)	56487	1316	26815	669	29672	647
1542		Horz %	100.00	2.33	47.47	1.18	52.53	1.15
1543		Vert %	23.72	23.05	23.37	22.61	24.05	23.51
1544		Index	100	97	99	95	101	99
1545								
1546	Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8802	270	4616	150	4186	120
1547		Weighted (000)	43081	1061	21271	590	21811	471
1548		Horz %	100.00	2.46	49.37	1.37	50.63	1.09
1549		Vert %	18.09	18.59	18.53	19.95	17.68	17.13
1550		Index	100	103	102	110	98	95
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	369	5813	197	5486	172
1553		Weighted (000)	55294	1408	27155	747	28140	661
1554		Horz %	100.00	2.55	49.11	1.35	50.89	1.20
1555		Vert %	23.22	24.66	23.66	25.26	22.81	24.02
1556		Index	100	106	102	109	98	103
1557								
1558	Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	16052	457	8280	255	7772	202
1559		Weighted (000)	78889	1758	38008	942	40881	817
1560		Horz %	100.00	2.23	48.18	1.19	51.82	1.04
1561		Vert %	33.13	30.80	33.12	31.83	33.13	29.69
1562		Index	100	93	100	96	100	90
1563								
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	371	6207	201	6084	170
1565		Weighted (000)	59195	1422	27775	752	31420	671
1566		Horz %	100.00	2.40	46.92	1.27	53.08	1.13
1567		Vert %	24.86	24.91	24.20	25.41	25.46	24.38
1568		Index	100	100	97	102	102	98

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2								
1569								
1570		Unwgted	10451	271	5402	142	5049	129
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	1150	25079	575	26630	574
1572		Horz %	100.00	2.22	48.50	1.11	51.50	1.11
1573		Vert %	21.71	20.14	21.85	19.45	21.58	20.88
1574		Index	100	93	101	90	99	96
1575								
1576		Unwgted	20709	713	10271	366	10438	347
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	2795	46244	1343	53220	1451
1578		Horz %	100.00	2.81	46.49	1.35	53.51	1.46
1579		Vert %	41.76	48.95	40.29	45.42	43.13	52.74
1580		Index	100	117	96	109	103	126
1581								*
1582	Have Seen Product Placement in Video Games - Past Month	Unwgted	4281	82	2642	55	1639	27
1583		Weighted (000)	22926	405	13633	276	9293	129
1584		Horz %	100.00	1.77	59.46	1.20	40.54	0.56
1585		Vert %	9.63	7.09	11.88	9.32	7.53	4.69
1586		Index	100	74	123	97	78	49
1587								
1588	Have Seen Product Placement in TV Shows - Past Month	Unwgted	19255	564	10075	309	9180	255
1589		Weighted (000)	93431	2249	46093	1171	47338	1078
1590		Horz %	100.00	2.41	49.33	1.25	50.67	1.15
1591		Vert %	39.23	39.38	40.16	39.58	38.36	39.17
1592		Index	100	100	102	101	98	100
1593								
1594	Have Seen Product Placement in Movies - Past Month	Unwgted	11787	355	6470	192	5317	163
1595		Weighted (000)	58362	1446	30181	764	28181	682
1596		Horz %	100.00	2.48	51.71	1.31	48.29	1.17
1597		Vert %	24.51	25.33	26.30	25.82	22.84	24.80
1598		Index	100	103	107	105	93	101
1599								*
1600	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Unwgted	4790	102	2489	62	2301	40
1601		Weighted (000)	28535	515	14310	345	14225	170
1602		Horz %	100.00	1.80	50.15	1.21	49.85	0.59
1603		Vert %	11.98	9.01	12.47	11.66	11.53	6.17
1604		Index	100	75	104	97	96	51
1605						*		*
1606	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Unwgted	2700	64	1472	42	1228	22
1607		Weighted (000)	13592	255	7182	171	6410	84
1608		Horz %	100.00	1.87	52.84	1.26	47.16	0.61
1609		Vert %	5.71	4.46	6.26	5.79	5.20	3.04
1610		Index	100	78	110	101	91	53
1611								
1612	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Unwgted	3188	107	1717	54	1471	53
1613		Weighted (000)	14337	324	7122	165	7216	159
1614		Horz %	100.00	2.26	49.67	1.15	50.33	1.11
1615		Vert %	6.02	5.68	6.21	5.57	5.85	5.79
1616		Index	100	94	103	93	97	96
1617				*		*		*
1618	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Unwgted	1245	35	711	25	534	10
1619		Weighted (000)	5968	120	3118	73	2850	47
1620		Horz %	100.00	2.02	52.24	1.23	47.76	0.79
1621		Vert %	2.51	2.11	2.72	2.48	2.31	1.71
1622		Index	100	84	108	99	92	68

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2								
1623								
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgt'd	4925	172	2667	100	2258	72
1625		Weighted (000)	24042	712	11912	399	12131	313
1626		Horz %	100.00	2.96	49.55	1.66	50.45	1.30
1627		Vert %	10.10	12.47	10.38	13.48	9.83	11.37
1628		Index	100	123	103	134	97	113
1629								
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgt'd	5949	198	3155	111	2794	87
1631		Weighted (000)	28812	749	14088	444	14724	305
1632		Horz %	100.00	2.60	48.89	1.54	51.11	1.06
1633		Vert %	12.10	13.11	12.28	15.01	11.93	11.07
1634		Index	100	108	101	124	99	92
1635				*		*		*
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgt'd	1483	43	829	22	654	21
1637		Weighted (000)	7566	148	3978	77	3588	71
1638		Horz %	100.00	1.96	52.58	1.02	47.42	0.94
1639		Vert %	3.18	2.59	3.47	2.61	2.91	2.57
1640		Index	100	82	109	82	92	81
1641				*		*		*
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgt'd	1410	34	803	22	607	12
1643		Weighted (000)	7520	114	4033	67	3487	47
1644		Horz %	100.00	1.52	53.63	0.89	46.37	0.62
1645		Vert %	3.16	2.00	3.51	2.27	2.83	1.70
1646		Index	100	63	111	72	89	54
1647								*
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgt'd	2840	107	1547	74	1293	33
1649		Weighted (000)	13819	405	6939	281	6880	124
1650		Horz %	100.00	2.93	50.21	2.03	49.79	0.89
1651		Vert %	5.80	7.09	6.05	9.51	5.58	4.49
1652		Index	100	122	104	164	96	77
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgt'd	9411	345	5030	190	4381	155
1655		Weighted (000)	44715	1225	22370	624	22345	600
1656		Horz %	100.00	2.74	50.03	1.40	49.97	1.34
1657		Vert %	18.78	21.45	19.49	21.10	18.11	21.82
1658		Index	100	114	104	112	96	116
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgt'd	7301	185	3771	100	3530	85
1661		Weighted (000)	37528	742	18464	419	19064	324
1662		Horz %	100.00	1.98	49.20	1.12	50.80	0.86
1663		Vert %	15.76	13.00	16.09	14.15	15.45	11.77
1664		Index	100	83	102	90	98	75
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgt'd	11304	372	6056	205	5248	167
1667		Weighted (000)	55116	1310	27961	696	27155	614
1668		Horz %	100.00	2.38	50.73	1.26	49.27	1.11
1669		Vert %	23.14	22.94	24.36	23.52	22.01	22.32
1670		Index	100	99	105	102	95	96
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgt'd	10159	394	5563	215	4596	179
1673		Weighted (000)	45551	1340	23419	696	22132	644
1674		Horz %	100.00	2.94	51.41	1.53	48.59	1.41
1675		Vert %	19.13	23.47	20.41	23.54	17.94	23.39
1676		Index	100	123	107	123	94	122

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2								
1677								
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	164	2576	88	2394	76
1679		Weighted (000)	24002	629	11714	353	12288	276
1680		Horz %	100.00	2.62	48.81	1.47	51.19	1.15
1681		Vert %	10.08	11.02	10.21	11.92	9.96	10.04
1682		Index	100	109	101	118	99	100
1683								
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgted	11534	341	5911	181	5623	160
1685		Weighted (000)	53932	1284	26278	674	27654	610
1686		Horz %	100.00	2.38	48.72	1.25	51.28	1.13
1687		Vert %	22.65	22.48	22.90	22.79	22.41	22.16
1688		Index	100	99	101	101	99	98
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	240	5104	133	4923	107
1691		Weighted (000)	51549	1080	24091	549	27458	531
1692		Horz %	100.00	2.10	46.73	1.07	53.27	1.03
1693		Vert %	21.65	18.92	20.99	18.57	22.25	19.30
1694		Index	100	87	97	86	103	89
1695								
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	590	8763	306	8314	284
1697		Weighted (000)	81581	2345	39666	1144	41915	1201
1698		Horz %	100.00	2.87	48.62	1.40	51.38	1.47
1699		Vert %	34.26	41.06	34.56	38.67	33.97	43.63
1700		Index	100	120	101	113	99	127
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	241	4059	127	4183	114
1703		Weighted (000)	39549	813	18605	385	20944	428
1704		Horz %	100.00	2.05	47.04	0.97	52.96	1.08
1705		Vert %	16.61	14.23	16.21	13.00	16.97	15.55
1706		Index	100	86	98	78	102	94
1707								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	255	3094	131	2975	124
1709		Weighted (000)	26240	801	12639	388	13601	414
1710		Horz %	100.00	3.05	48.17	1.48	51.83	1.58
1711		Vert %	11.02	14.04	11.01	13.11	11.02	15.03
1712		Index	100	127	100	119	100	136
1713								
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	172	2996	89	2812	83
1715		Weighted (000)	26834	596	13114	310	13720	286
1716		Horz %	100.00	2.22	48.87	1.16	51.13	1.06
1717		Vert %	11.27	10.44	11.43	10.49	11.12	10.38
1718		Index	100	93	101	93	99	92
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	132	2407	74	2187	58
1721		Weighted (000)	22674	518	11129	305	11545	213
1722		Horz %	100.00	2.28	49.08	1.34	50.92	0.94
1723		Vert %	9.52	9.07	9.70	10.31	9.36	7.73
1724		Index	100	95	102	108	98	81
1725								*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	92	1487	51	1260	41
1727		Weighted (000)	13145	287	6703	150	6441	138
1728		Horz %	100.00	2.19	51.00	1.14	49.00	1.05
1729		Vert %	5.52	5.03	5.84	5.06	5.22	5.01
1730		Index	100	91	106	92	95	91

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2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	183	2639	92	2513	91
1733		Weighted (000)	23740	678	11440	317	12300	360
1734		Horz %	100.00	2.85	48.19	1.34	51.81	1.52
1735		Vert %	9.97	11.87	9.97	10.73	9.97	13.10
1736		Index	100	119	100	108	100	131
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	195	4014	104	3709	91
1739		Weighted (000)	39198	869	19291	460	19907	408
1740		Horz %	100.00	2.22	49.21	1.17	50.79	1.04
1741		Vert %	16.46	15.22	16.81	15.57	16.13	14.85
1742		Index	100	92	102	95	98	90
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	251	5413	127	4687	124
1745		Weighted (000)	55260	1155	27484	568	27776	587
1746		Horz %	100.00	2.09	49.74	1.03	50.26	1.06
1747		Vert %	23.20	20.23	23.95	19.19	22.51	21.35
1748		Index	100	87	103	83	97	92
1749						*		*
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	68	1494	37	1463	31
1751		Weighted (000)	14457	263	6912	132	7544	132
1752		Horz %	100.00	1.82	47.81	0.91	52.19	0.91
1753		Vert %	6.07	4.61	6.02	4.45	6.11	4.79
1754		Index	100	76	99	73	101	79
1755						*		*
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	67	1704	38	1286	29
1757		Weighted (000)	16815	323	9242	189	7573	134
1758		Horz %	100.00	1.92	54.96	1.12	45.04	0.80
1759		Vert %	7.06	5.65	8.05	6.38	6.14	4.87
1760		Index	100	80	114	90	87	69
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	226	4472	115	4273	111
1763		Weighted (000)	46358	1027	22016	517	24343	509
1764		Horz %	100.00	2.22	47.49	1.12	52.51	1.10
1765		Vert %	19.47	17.99	19.18	17.50	19.73	18.51
1766		Index	100	92	99	90	101	95
1767						*		*
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	61	1254	28	1272	33
1769		Weighted (000)	13610	255	6443	111	7166	144
1770		Horz %	100.00	1.87	47.34	0.81	52.66	1.06
1771		Vert %	5.71	4.47	5.61	3.74	5.81	5.25
1772		Index	100	78	98	65	102	92
1773				*		*		*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	23	753	12	561	11
1775		Weighted (000)	7509	113	4067	51	3442	61
1776		Horz %	100.00	1.50	54.16	0.68	45.84	0.82
1777		Vert %	3.15	1.97	3.54	1.73	2.79	2.23
1778		Index	100	63	112	55	88	71
1779								*
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	114	2510	72	2135	42
1781		Weighted (000)	23280	463	11830	275	11450	188
1782		Horz %	100.00	1.99	50.82	1.18	49.18	0.81
1783		Vert %	9.78	8.11	10.31	9.31	9.28	6.82
1784		Index	100	83	105	95	95	70

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

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2								
1785						*		*
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	69	2021	44	1458	25
1787		Weighted (000)	19879	360	10490	184	9389	177
1788		Horz %	100.00	1.81	52.77	0.92	47.23	0.89
1789		Vert %	8.35	6.31	9.14	6.21	7.61	6.42
1790		Index	100	76	110	74	91	77
1791						*		*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	83	1315	41	1147	42
1793		Weighted (000)	12512	351	6369	154	6143	196
1794		Horz %	100.00	2.80	50.91	1.23	49.09	1.57
1795		Vert %	5.25	6.14	5.55	5.21	4.98	7.14
1796		Index	100	117	106	99	95	136
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	122	2049	64	2141	58
1799		Weighted (000)	21080	497	9864	262	11216	235
1800		Horz %	100.00	2.36	46.79	1.24	53.21	1.11
1801		Vert %	8.85	8.71	8.60	8.87	9.09	8.54
1802		Index	100	98	97	100	103	96
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	240	4131	130	3990	110
1805		Weighted (000)	40517	883	19489	498	21027	386
1806		Horz %	100.00	2.18	48.10	1.23	51.90	0.95
1807		Vert %	17.01	15.47	16.98	16.82	17.04	14.02
1808		Index	100	91	100	99	100	82
1809						*		*
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	61	1984	40	1558	21
1811		Weighted (000)	19708	266	10433	182	9275	84
1812		Horz %	100.00	1.35	52.94	0.92	47.06	0.43
1813		Vert %	8.28	4.66	9.09	6.15	7.52	3.06
1814		Index	100	56	110	74	91	37
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	171	3436	94	3261	77
1817		Weighted (000)	33664	630	16421	324	17243	305
1818		Horz %	100.00	1.87	48.78	0.96	51.22	0.91
1819		Vert %	14.14	11.03	14.31	10.97	13.97	11.10
1820		Index	100	78	101	78	99	79
1821								*
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	101	3200	61	2439	40
1823		Weighted (000)	29083	402	15419	242	13664	160
1824		Horz %	100.00	1.38	53.02	0.83	46.98	0.55
1825		Vert %	12.21	7.05	13.44	8.19	11.07	5.81
1826		Index	100	58	110	67	91	48
1827						*		*
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	72	1694	43	1679	29
1829		Weighted (000)	18399	305	9036	155	9363	150
1830		Horz %	100.00	1.66	49.11	0.84	50.89	0.82
1831		Vert %	7.73	5.34	7.87	5.23	7.59	5.46
1832		Index	100	69	102	68	98	71
1833								*
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	86	2074	59	1766	27
1835		Weighted (000)	20586	400	10563	283	10023	117
1836		Horz %	100.00	1.95	51.31	1.37	48.69	0.57
1837		Vert %	8.64	7.01	9.20	9.57	8.12	4.27
1838		Index	100	81	106	111	94	49

RAB / GfK MRI FORMAT PROFILE: CLASSICAL

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2								
1839								*
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	90	1940	53	1804	37
1841		Weighted (000)	19635	359	9629	211	10006	148
1842		Horz %	100.00	1.83	49.04	1.07	50.96	0.75
1843		Vert %	8.24	6.29	8.39	7.13	8.11	5.39
1844		Index	100	76	102	86	98	65
1845								
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	144	2700	92	2261	52
1847		Weighted (000)	24816	611	12645	366	12171	245
1848		Horz %	100.00	2.46	50.95	1.47	49.05	0.99
1849		Vert %	10.42	10.70	11.02	12.37	9.86	8.91
1850		Index	100	103	106	119	95	85
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	247	4515	135	4165	112
1853		Weighted (000)	42931	985	21281	504	21650	481
1854		Horz %	100.00	2.29	49.57	1.17	50.43	1.12
1855		Vert %	18.03	17.25	18.54	17.03	17.55	17.49
1856		Index	100	96	103	94	97	97
1857						*		*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	65	1389	35	1185	30
1859		Weighted (000)	13914	273	7217	119	6696	154
1860		Horz %	100.00	1.96	51.87	0.86	48.13	1.11
1861		Vert %	5.84	4.79	6.29	4.04	5.43	5.60
1862		Index	100	82	108	69	93	96
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	329	6300	160	5903	169
1865		Weighted (000)	60976	1288	29597	645	31379	643
1866		Horz %	100.00	2.11	48.54	1.06	51.46	1.05
1867		Vert %	25.60	22.55	25.79	21.80	25.43	23.36
1868		Index	100	88	101	85	99	91
1869						*		*
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	71	2203	42	2385	29
1871		Weighted (000)	25555	378	12099	229	13455	149
1872		Horz %	100.00	1.48	47.35	0.90	52.65	0.58
1873		Vert %	10.73	6.62	10.54	7.74	10.90	5.41
1874		Index	100	62	98	72	102	50
1875				*		*		*
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	44	1344	27	1645	17
1877		Weighted (000)	17427	217	7495	132	9932	85
1878		Horz %	100.00	1.25	43.01	0.76	56.99	0.49
1879		Vert %	7.32	3.81	6.53	4.47	8.05	3.10
1880		Index	100	52	89	61	110	42
1881								*
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	123	2115	76	2083	47
1883		Weighted (000)	21562	436	10308	299	11254	137
1884		Horz %	100.00	2.02	47.80	1.39	52.20	0.64
1885		Vert %	9.05	7.64	8.98	10.11	9.12	4.98
1886		Index	100	84	99	112	101	55
1887								*
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	90	1919	60	1970	30
1889		Weighted (000)	20103	431	9461	279	10642	152
1890		Horz %	100.00	2.14	47.06	1.39	52.94	0.76
1891		Vert %	8.44	7.54	8.24	9.42	8.62	5.53
1892		Index	100	89	98	112	102	66

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1								
2								
1893								*
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	83	1515	51	1465	32
1895		Weighted (000)	15777	335	7470	208	8307	127
1896		Horz %	100.00	2.12	47.35	1.32	52.65	0.80
1897		Vert %	6.62	5.86	6.51	7.03	6.73	4.61
1898		Index	100	89	98	106	102	70
1899						*		*
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	84	1596	47	1587	37
1901		Weighted (000)	17028	357	8386	188	8642	169
1902		Horz %	100.00	2.10	49.25	1.11	50.75	0.99
1903		Vert %	7.15	6.26	7.31	6.37	7.00	6.15
1904		Index	100	88	102	89	98	86
1905						*		*
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	109	1980	64	1641	45
1907		Weighted (000)	17939	450	9567	284	8373	166
1908		Horz %	100.00	2.51	53.33	1.58	46.67	0.92
1909		Vert %	7.53	7.88	8.34	9.60	6.79	6.03
1910		Index	100	105	111	127	90	80
1911						*		*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	61	964	40	702	21
1913		Weighted (000)	8568	176	4961	124	3607	51
1914		Horz %	100.00	2.05	57.90	1.45	42.10	0.60
1915		Vert %	3.60	3.07	4.32	4.21	2.92	1.86
1916		Index	100	85	120	117	81	52
1917						*		*
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	95	1939	58	1532	37
1919		Weighted (000)	18078	384	9637	218	8441	166
1920		Horz %	100.00	2.12	53.31	1.21	46.69	0.92
1921		Vert %	7.59	6.73	8.40	7.37	6.84	6.03
1922		Index	100	89	111	97	90	79
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	172	3800	97	3131	75
1925		Weighted (000)	34135	793	17910	493	16225	300
1926		Horz %	100.00	2.32	52.47	1.45	47.53	0.88
1927		Vert %	14.33	13.90	15.61	16.68	13.15	10.90
1928		Index	100	97	109	116	92	76
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	167	3057	91	3258	76
1931		Weighted (000)	33305	710	15146	455	18159	254
1932		Horz %	100.00	2.13	45.48	1.37	54.52	0.76
1933		Vert %	13.98	12.43	13.20	15.38	14.72	9.25
1934		Index	100	89	94	110	105	66
1935								
1936								