

RAB / GfK MRI FORMAT PROFILE: COUNTRY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	8237	24457	4003	23711	4234
5		Weighted (000)	238155	46833	114766	21488	123389	25345
6		Horz %	100.00	19.66	48.19	9.02	51.81	10.64
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	4003	24457	4003	0	0
11		Weighted (000)	114766	21488	114766	21488	0	0
12		Horz %	100.00	18.72	100.00	18.72	0.00	0.00
13		Vert %	48.19	45.88	100.00	100.00	0.00	0.00
14		Index	100	95	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	4234	0	0	23711	4234
17		Weighted (000)	123389	25345	0	0	123389	25345
18		Horz %	100.00	20.54	0.00	0.00	100.00	20.54
19		Vert %	51.81	54.12	0.00	0.00	100.00	100.00
20		Index	100	104	0	0	193	193
21								
22	Age 18-24	Unwgted	3835	846	2176	399	1659	447
23		Weighted (000)	30197	7450	15211	3105	14986	4346
24		Horz %	100.00	24.67	50.37	10.28	49.63	14.39
25		Vert %	12.68	15.91	13.25	14.45	12.15	17.15
26		Index	100	125	105	114	96	135
27								
28	Age 25-34	Unwgted	7986	1700	4052	800	3934	900
29		Weighted (000)	42012	9691	20869	4447	21143	5244
30		Horz %	100.00	23.07	49.67	10.58	50.33	12.48
31		Vert %	17.64	20.69	18.18	20.69	17.14	20.69
32		Index	100	117	103	117	97	117
33								
34	Age 35-44	Unwgted	8452	1490	4443	739	4009	751
35		Weighted (000)	40087	7775	19682	3606	20405	4169
36		Horz %	100.00	19.39	49.10	9.00	50.90	10.40
37		Vert %	16.83	16.60	17.15	16.78	16.54	16.45
38		Index	100	99	102	100	98	98
39								
40	Age 45-54	Unwgted	9050	1613	4578	760	4472	853
41		Weighted (000)	43666	8849	21286	4052	22380	4797
42		Horz %	100.00	20.27	48.75	9.28	51.25	10.99
43		Vert %	18.33	18.90	18.55	18.86	18.14	18.93
44		Index	100	103	101	103	99	103
45								
46	Age 55-64	Unwgted	8207	1309	4240	653	3967	656
47		Weighted (000)	38818	7083	18503	3280	20315	3803
48		Horz %	100.00	18.25	47.67	8.45	52.33	9.80
49		Vert %	16.30	15.12	16.12	15.27	16.46	15.00
50		Index	100	93	99	94	101	92
51								
52	Age 65+	Unwgted	10638	1279	4968	652	5670	627
53		Weighted (000)	43374	5985	19215	2998	24160	2987
54		Horz %	100.00	13.80	44.30	6.91	55.70	6.89
55		Vert %	18.21	12.78	16.74	13.95	19.58	11.79
56		Index	100	70	92	77	108	65

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2								
57								
58	Age 21+	Unwgted	46644	7911	23528	3843	23116	4068
59		Weighted (000)	225241	43707	107990	20234	117251	23473
60		Horz %	100.00	19.40	47.94	8.98	52.06	10.42
61		Vert %	94.58	93.32	94.10	94.16	95.03	92.61
62		Index	100	99	99	100	100	98
63								
64	Age 18-34	Unwgted	11821	2546	6228	1199	5593	1347
65		Weighted (000)	72209	17141	36080	7552	36129	9590
66		Horz %	100.00	23.74	49.97	10.46	50.03	13.28
67		Vert %	30.32	36.60	31.44	35.14	29.28	37.84
68	Index	100	121	104	116	97	125	
69								
70	Age 18-49	Unwgted	24702	4823	12939	2320	11763	2503
71		Weighted (000)	133505	29406	66134	13229	67371	16177
72		Horz %	100.00	22.03	49.54	9.91	50.46	12.12
73		Vert %	56.06	62.79	57.63	61.56	54.60	63.83
74	Index	100	112	103	110	97	114	
75								
76	Age 25-54	Unwgted	25488	4803	13073	2299	12415	2504
77		Weighted (000)	125765	26315	61837	12105	63928	14210
78		Horz %	100.00	20.92	49.17	9.63	50.83	11.30
79		Vert %	52.81	56.19	53.88	56.33	51.81	56.07
80	Index	100	106	102	107	98	106	
81								
82	Age 35-64	Unwgted	25709	4412	13261	2152	12448	2260
83		Weighted (000)	122571	23707	59471	10938	63100	12768
84		Horz %	100.00	19.34	48.52	8.92	51.48	10.42
85		Vert %	51.47	50.62	51.82	50.90	51.14	50.38
86	Index	100	98	101	99	99	98	
87								
88	Age 50+	Unwgted	23466	3414	11518	1683	11948	1731
89		Weighted (000)	104649	17427	48631	8259	56018	9168
90		Horz %	100.00	16.65	46.47	7.89	53.53	8.76
91		Vert %	43.94	37.21	42.37	38.44	45.40	36.17
92	Index	100	85	96	87	103	82	
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	43.10	45.80	43.70	47.40	42.50
96		Horz %						
97		Vert %						
98	Index							
99								
100	Race: White Only	Unwgted	35231	7283	17988	3539	17243	3744
101		Weighted (000)	176436	42418	85107	19375	91329	23043
102		Horz %	100.00	24.04	48.24	10.98	51.76	13.06
103		Vert %	74.08	90.57	74.16	90.17	74.02	90.92
104	Index	100	122	100	122	100	123	
105								
106	Race: Black/African-American Only	Unwgted	5807	284	2719	132	3088	152
107		Weighted (000)	28531	1536	13037	754	15494	782
108		Horz %	100.00	5.38	45.69	2.64	54.31	2.74
109		Vert %	11.98	3.28	11.36	3.51	12.56	3.09
110	Index	100	27	95	29	105	26	

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1								
2								
111	Race: Asian							
112		Unwgted	2180	126	1128	59	1052	67
113		Weighted (000)	7671	477	3482	212	4189	265
114		Horz %	100.00	6.22	45.39	2.76	54.61	3.46
115		Vert %	3.22	1.02	3.03	0.98	3.39	1.05
116		Index	100	32	94	31	105	33
117	Race: Other Race/Multi-Racial							
118		Unwgted	7130	670	3750	332	3380	338
119		Weighted (000)	33187	2879	16622	1359	16565	1520
120		Horz %	100.00	8.68	50.09	4.09	49.91	4.58
121		Vert %	13.94	6.15	14.48	6.32	13.43	6.00
122		Index	100	44	104	45	96	43
123	Hispanic, Latino, Spanish Origin or Descent							
124		Unwgted	5677	574	2846	274	2831	300
125		Weighted (000)	35739	3125	17858	1494	17882	1631
126		Horz %	100.00	8.74	49.97	4.18	50.03	4.56
127		Vert %	15.01	6.67	15.56	6.95	14.49	6.43
128		Index	100	44	104	46	97	43
129	Hispanic, Personally Speak Only English at Home							
130		Unwgted	1612	244	851	113	761	131
131		Weighted (000)	5378	957	2712	432	2667	524
132		Horz %	100.00	17.79	50.42	8.04	49.58	9.75
133		Vert %	2.26	2.04	2.36	2.01	2.16	2.07
134		Index	100	90	105	89	96	92
135	Hispanic, Personally Speak Mostly English, But Some Spanish at Home							
136		Unwgted	1702	206	820	93	882	113
137		Weighted (000)	9096	1242	4752	542	4344	700
138		Horz %	100.00	13.65	52.24	5.96	47.76	7.69
139		Vert %	3.82	2.65	4.14	2.52	3.52	2.76
140		Index	100	69	108	66	92	72
141	Hispanic, Personally Speak Only Spanish at Home			*	*	*	*	*
142		Unwgted	897	38	420	19	477	19
143		Weighted (000)	10398	343	5173	174	5225	169
144		Horz %	100.00	3.29	49.75	1.67	50.25	1.62
145		Vert %	4.37	0.73	4.51	0.81	4.23	0.66
146		Index	100	17	103	19	97	15
147	Hispanic, Personally Speak Mostly Spanish, But Some English at Home					*	*	*
148		Unwgted	1355	80	702	45	653	35
149		Weighted (000)	8786	482	4447	285	4340	197
150		Horz %	100.00	5.49	50.61	3.24	49.39	2.24
151		Vert %	3.69	1.03	3.87	1.33	3.52	0.78
152		Index	100	28	105	36	95	21
153	Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*	*
154		Unwgted	84	5	41	3	43	2
155		Weighted (000)	1523	92	602	51	920	41
156		Horz %	100.00	6.06	39.56	3.36	60.44	2.70
157		Vert %	0.64	0.20	0.52	0.24	0.75	0.16
158		Index	100	31	82	37	117	25
159	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree							
160		Unwgted	6749	671	3535	308	3214	363
161		Weighted (000)	24693	3103	11947	1335	12745	1768
162		Horz %	100.00	12.57	48.38	5.41	51.62	7.16
163		Vert %	10.37	6.63	10.41	6.21	10.33	6.97
164		Index	100	64	100	60	100	67

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1								
2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	1643	5594	760	5303	883
167		Weighted (000)	43976	7797	21010	3382	22966	4415
168		Horz %	100.00	17.73	47.78	7.69	52.22	10.04
169		Vert %	18.47	16.65	18.31	15.74	18.61	17.42
170		Index	100	90	99	85	101	94
171								
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	450	1055	176	1437	274
173		Weighted (000)	10385	2163	4055	677	6330	1486
174		Horz %	100.00	20.83	39.05	6.52	60.95	14.31
175		Vert %	4.36	4.62	3.53	3.15	5.13	5.86
176		Index	100	106	81	72	118	134
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	674	1466	328	1642	346
179		Weighted (000)	12939	3230	5528	1393	7411	1837
180		Horz %	100.00	24.96	42.72	10.76	57.28	14.20
181		Vert %	5.43	6.90	4.82	6.48	6.01	7.25
182		Index	100	127	89	119	111	133
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	1969	5138	898	5029	1071
185		Weighted (000)	45323	10003	21898	4135	23425	5868
186		Horz %	100.00	22.07	48.32	9.12	51.68	12.95
187		Vert %	19.03	21.36	19.08	19.24	18.98	23.15
188		Index	100	112	100	101	100	122
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	2159	5465	1138	5162	1021
190		Weighted (000)	70635	15572	34949	7711	35686	7861
191		Horz %	100.00	22.05	49.48	10.92	50.52	11.13
192		Vert %	29.66	33.25	30.45	35.88	28.92	31.02
193		Index	100	112	103	121	98	105
194								
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	671	2204	395	1924	276
196		Weighted (000)	30203	4965	15378	2855	14825	2110
197		Horz %	100.00	16.44	50.91	9.45	49.09	6.99
198		Vert %	12.68	10.60	13.40	13.29	12.02	8.33
199		Index	100	84	106	105	95	66
200								
201	Currently Attending College or University	Unwgted	3489	635	1681	253	1808	382
202		Weighted (000)	19251	4151	8953	1445	10297	2706
203		Horz %	100.00	21.56	46.51	7.50	53.49	14.06
204		Vert %	8.08	8.86	7.80	6.72	8.35	10.68
205		Index	100	110	97	83	103	132
206								
207	Employed Full Time	Unwgted	24693	4674	14836	2638	9857	2036
208		Weighted (000)	114968	25108	66238	13472	48730	11636
209		Horz %	100.00	21.84	57.61	11.72	42.39	10.12
210		Vert %	48.27	53.61	57.72	62.70	39.49	45.91
211		Index	100	111	120	130	82	95
212								
213	Employed Part Time	Unwgted	5566	980	2103	306	3463	674
214		Weighted (000)	28629	5981	10048	1679	18582	4302
215		Horz %	100.00	20.89	35.10	5.87	64.90	15.03
216		Vert %	12.02	12.77	8.75	7.81	15.06	16.97
217		Index	100	106	73	65	125	141
218								

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2								
219	Not Employed							
220		Unwgted	17909	2583	7518	1059	10391	1524
221		Weighted (000)	94557	15743	38480	6336	56077	9407
222		Horz %	100.00	16.65	40.70	6.70	59.30	9.95
223		Vert %	39.70	33.62	33.53	29.49	45.45	37.12
224	Index	100	85	84	74	114	93	
225	Temporarily Unemployed							
226		Unwgted	2163	338	1076	145	1087	193
227		Weighted (000)	14225	2335	7394	1149	6830	1186
228		Horz %	100.00	16.42	51.98	8.08	48.02	8.34
229		Vert %	5.97	4.99	6.44	5.35	5.54	4.68
230	Index	100	83	108	90	93	78	
231	Retired from Employment							
232		Unwgted	10300	1293	4886	667	5414	626
233		Weighted (000)	44807	6353	20795	3220	24012	3133
234		Horz %	100.00	14.18	46.41	7.19	53.59	6.99
235		Vert %	18.81	13.57	18.12	14.99	19.46	12.36
236	Index	100	72	96	80	103	66	
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	437	63	14	2389	423
239		Weighted (000)	16222	3145	415	81	15807	3064
240		Horz %	100.00	19.39	2.56	0.50	97.44	18.89
241		Vert %	6.81	6.72	0.36	0.38	12.81	12.09
242	Index	100	99	5	6	188	177	
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	1093	3516	385	3948	708
245		Weighted (000)	32463	5955	13816	1812	18647	4143
246		Horz %	100.00	18.34	42.56	5.58	57.44	12.76
247		Vert %	13.63	12.72	12.04	8.43	15.11	16.35
248	Index	100	93	88	62	111	120	
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	1059	3914	630	2381	429
251		Weighted (000)	23158	4598	13110	2610	10048	1988
252		Horz %	100.00	19.86	56.61	11.27	43.39	8.58
253		Vert %	9.72	9.82	11.42	12.15	8.14	7.84
254	Index	100	101	117	125	84	81	
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	1220	2267	357	3680	863
257		Weighted (000)	32581	7482	12510	2294	20071	5188
258		Horz %	100.00	22.96	38.40	7.04	61.60	15.92
259		Vert %	13.68	15.98	10.90	10.68	16.27	20.47
260	Index	100	117	80	78	119	150	
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	642	2431	618	87	24
263		Weighted (000)	13283	3500	12692	3315	591	185
264		Horz %	100.00	26.35	95.55	24.96	4.45	1.39
265		Vert %	5.58	7.47	11.06	15.43	0.48	0.73
266	Index	100	134	198	277	9	13	
267	Occupation: Other Employed							
268		Unwgted	8035	1640	4811	954	3224	686
269		Weighted (000)	42112	9554	24157	5120	17955	4434
270		Horz %	100.00	22.69	57.36	12.16	42.64	10.53
271		Vert %	17.68	20.40	21.05	23.83	14.55	17.49
272	Index	100	115	119	135	82	99	

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1								
2								
273								
274		Unwgted	1652	193	995	103	657	90
275	Household Income:	Weighted (000)	6409	886	3331	447	3078	439
276	\$250,000+	Horz %	100.00	13.83	51.98	6.98	48.02	6.84
277		Vert %	2.69	1.89	2.90	2.08	2.49	1.73
278		Index	100	70	108	77	93	64
279								
280		Unwgted	1403	210	802	110	601	100
281	Household Income: \$200,000-	Weighted (000)	5818	1053	2971	498	2847	555
282	\$249,999	Horz %	100.00	18.10	51.06	8.56	48.94	9.54
283		Vert %	2.44	2.25	2.59	2.32	2.31	2.19
284		Index	100	92	106	95	94	90
285								
286		Unwgted	3416	529	2002	288	1414	241
287	Household Income: \$150,000-	Weighted (000)	15518	3000	7893	1472	7625	1528
288	\$199,999	Horz %	100.00	19.33	50.87	9.48	49.13	9.85
289		Vert %	6.52	6.41	6.88	6.85	6.18	6.03
290		Index	100	98	106	105	95	93
291								
292		Unwgted	7088	1296	4096	699	2992	597
293	Household Income: \$100,000-	Weighted (000)	36360	7857	18625	3628	17735	4229
294	\$149,999	Horz %	100.00	21.61	51.22	9.98	48.78	11.63
295		Vert %	15.27	16.78	16.23	16.88	14.37	16.69
296		Index	100	110	106	111	94	109
297								
298		Unwgted	6291	1169	3511	596	2780	573
299	Household Income: \$75,000-	Weighted (000)	31892	7212	16159	3269	15732	3944
300	\$99,999	Horz %	100.00	22.62	50.67	10.25	49.33	12.37
301		Vert %	13.39	15.40	14.08	15.21	12.75	15.56
302		Index	100	115	105	114	95	116
303								
304		Unwgted	5133	929	2676	449	2457	480
305	Household Income: \$60,000-	Weighted (000)	25163	5332	12461	2429	12702	2904
306	\$74,999	Horz %	100.00	21.19	49.52	9.65	50.48	11.54
307		Vert %	10.57	11.39	10.86	11.30	10.29	11.46
308		Index	100	108	103	107	97	108
309								
310		Unwgted	3809	689	1962	349	1847	340
311	Household Income: \$50,000-	Weighted (000)	18825	3709	9277	1723	9548	1986
312	\$59,999	Horz %	100.00	19.71	49.28	9.15	50.72	10.55
313		Vert %	7.90	7.92	8.08	8.02	7.74	7.84
314		Index	100	100	102	101	98	99
315								
316		Unwgted	4740	813	2353	394	2387	419
317	Household Income: \$40,000-	Weighted (000)	20651	4020	10068	1900	10584	2120
318	\$49,999	Horz %	100.00	19.46	48.75	9.20	51.25	10.26
319		Vert %	8.67	8.58	8.77	8.84	8.58	8.36
320		Index	100	99	101	102	99	96
321								
322		Unwgted	4631	778	2090	369	2541	409
323	Household Income: \$30,000-	Weighted (000)	22417	4002	10701	2017	11716	1985
324	\$39,999	Horz %	100.00	17.85	47.74	9.00	52.26	8.86
325		Vert %	9.41	8.55	9.32	9.39	9.49	7.83
326		Index	100	91	99	100	101	83

RAB / GfK MRI FORMAT PROFILE: COUNTRY

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)
1								
2								
327								
328		Unwgted	4429	729	1882	308	2547	421
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	4249	10224	1827	12416	2421
330		Horz %	100.00	18.77	45.16	8.07	54.84	10.70
331		Vert %	9.51	9.07	8.91	8.50	10.06	9.55
332		Index	100	95	94	89	106	101
333								
334		Unwgted	5576	902	2088	338	3488	564
335	Household Income: Under \$20,000	Weighted (000)	32463	5512	13056	2278	19407	3234
336		Horz %	100.00	16.98	40.22	7.02	59.78	9.96
337		Vert %	13.63	11.77	11.38	10.60	15.73	12.76
338		Index	100	86	83	78	115	94
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	65.40	64.90	66.20	57.90	64.80
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	1894	6285	929	5408	965
347	Marital Status: Single, Never Married	Weighted (000)	65997	12524	35246	6045	30751	6479
348		Horz %	100.00	18.98	53.41	9.16	46.59	9.82
349		Vert %	27.71	26.74	30.71	28.13	24.92	25.56
350		Index	100	96	111	102	90	92
351								
352		Unwgted	24820	4396	14100	2375	10720	2021
353	Marital Status: Currently Married	Weighted (000)	126882	25803	63254	12359	63629	13444
354		Horz %	100.00	20.34	49.85	9.74	50.15	10.60
355		Vert %	53.28	55.10	55.12	57.52	51.57	53.04
356		Index	100	103	103	108	97	100
357								
358		Unwgted	7777	1431	3127	568	4650	863
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	6362	12849	2622	17759	3740
360		Horz %	100.00	20.78	41.98	8.57	58.02	12.22
361		Vert %	12.85	13.58	11.20	12.20	14.39	14.76
362		Index	100	106	87	95	112	115
363								
364		Unwgted	3878	516	945	131	2933	385
365	Marital Status: Widowed	Weighted (000)	14666	2144	3416	462	11250	1682
366		Horz %	100.00	14.62	23.29	3.15	76.71	11.47
367		Vert %	6.16	4.58	2.98	2.15	9.12	6.64
368		Index	100	74	48	35	148	108
369								
370		Unwgted	1983	420	1032	211	951	209
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	2663	5384	1171	5833	1492
372		Horz %	100.00	23.74	48.00	10.44	52.00	13.30
373		Vert %	4.71	5.69	4.69	5.45	4.73	5.89
374		Index	100	121	100	116	100	125
375								
376	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3313	720	1820	350	1493	370
377		Weighted (000)	20943	4959	10281	2157	10662	2802
378		Horz %	100.00	23.68	49.09	10.30	50.91	13.38
379		Vert %	8.79	10.59	8.96	10.04	8.64	11.05
380		Index	100	120	102	114	98	126

RAB / GfK MRI FORMAT PROFILE: COUNTRY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)
2								
381								
382		Unwgted	17843	3388	8707	1540	9136	1848
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	19843	42720	8423	51899	11420
384		Horz %	100.00	20.97	45.15	8.90	54.85	12.07
385		Vert %	39.73	42.37	37.22	39.20	42.06	45.06
386		Index	100	107	94	99	106	113
387								
388		Unwgted	7219	1354	3511	594	3708	760
389	1 Child Under Age 18 Currently Living at Home	Weighted (000)	38752	7998	17649	3308	21103	4689
390		Horz %	100.00	20.64	45.54	8.54	54.46	12.10
391		Vert %	16.27	17.08	15.38	15.40	17.10	18.50
392		Index	100	105	95	95	105	114
393								
394		Unwgted	6632	1262	3312	587	3320	675
395	2 Children Under Age 18 Currently Living at Home	Weighted (000)	33339	7087	15370	3084	17969	4003
396		Horz %	100.00	21.26	46.10	9.25	53.90	12.01
397		Vert %	14.00	15.13	13.39	14.35	14.56	15.79
398		Index	100	108	96	103	104	113
399								
400		Unwgted	2738	533	1283	248	1455	285
401	3 Children Under Age 18 Currently Living at Home	Weighted (000)	14851	3206	6431	1392	8420	1814
402		Horz %	100.00	21.59	43.31	9.37	56.69	12.22
403		Vert %	6.24	6.85	5.60	6.48	6.82	7.16
404		Index	100	110	90	104	109	115
405								
406		Unwgted	882	183	427	82	455	101
407	4 Children Under Age 18 Currently Living at Home	Weighted (000)	5223	1117	2303	448	2920	668
408		Horz %	100.00	21.38	44.10	8.58	55.90	12.80
409		Vert %	2.19	2.38	2.01	2.09	2.37	2.64
410		Index	100	109	92	95	108	120
411							*	
412		Unwgted	372	56	174	29	198	27
413	5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	2454	435	967	190	1487	245
414		Horz %	100.00	17.75	39.40	7.75	60.60	10.00
415		Vert %	1.03	0.93	0.84	0.88	1.21	0.97
416		Index	100	90	82	86	117	94
417								
418		Unwgted	33340	5969	17386	2990	15954	2979
419	Own Home/Residence	Weighted (000)	157962	33175	76483	15270	81479	17905
420		Horz %	100.00	21.00	48.42	9.67	51.58	11.34
421		Vert %	66.33	70.84	66.64	71.06	66.03	70.65
422		Index	100	107	100	107	100	107
423								
424		Unwgted	14260	2164	6787	963	7473	1201
425	Rent Home/Residence	Weighted (000)	77153	13070	36837	5966	40316	7105
426		Horz %	100.00	16.94	47.75	7.73	52.25	9.21
427		Vert %	32.40	27.91	32.10	27.76	32.67	28.03
428		Index	100	86	99	86	101	87
429								
430		Unwgted	568	104	284	50	284	54
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	587	1445	253	1594	335
432		Horz %	100.00	19.33	47.54	8.31	52.46	11.02
433		Vert %	1.28	1.25	1.26	1.18	1.29	1.32
434		Index	100	98	99	92	101	104

RAB / GfK MRI FORMAT PROFILE: COUNTRY

	A	B	C	D	E	F	G	H
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2								
435	Census Region: North East							
436		Unwgted	11308	1267	5685	613	5623	654
437		Weighted (000)	43253	5733	20622	2589	22631	3143
438		Horz %	100.00	13.25	47.68	5.99	52.32	7.27
439		Vert %	18.16	12.24	17.97	12.05	18.34	12.40
440	Index	100	67	99	66	101	68	
441	Census Region: South							
442		Unwgted	16124	3246	8035	1579	8089	1667
443		Weighted (000)	89346	19548	42766	9177	46580	10371
444		Horz %	100.00	21.88	47.87	10.27	52.13	11.61
445		Vert %	37.52	41.74	37.26	42.71	37.75	40.92
446	Index	100	111	99	114	101	109	
447	Census Region: Midwest							
448		Unwgted	10891	2358	5544	1135	5347	1223
449		Weighted (000)	51282	13093	24805	5891	26477	7202
450		Horz %	100.00	25.53	48.37	11.49	51.63	14.04
451		Vert %	21.53	27.96	21.61	27.42	21.46	28.41
452	Index	100	130	100	127	100	132	
453	Census Region: West							
454		Unwgted	9845	1366	5193	676	4652	690
455		Weighted (000)	54273	8459	26572	3831	27701	4629
456		Horz %	100.00	15.59	48.96	7.06	51.04	8.53
457		Vert %	22.79	18.06	23.15	17.83	22.45	18.26
458	Index	100	79	102	78	99	80	
459	Census Sub-Region: New England							
460		Unwgted	2844	429	1449	211	1395	218
461		Weighted (000)	11320	1944	5419	853	5901	1091
462		Horz %	100.00	17.18	47.87	7.54	52.13	9.64
463		Vert %	4.75	4.15	4.72	3.97	4.78	4.31
464	Index	100	87	99	84	101	91	
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	838	4236	402	4228	436
467		Weighted (000)	31933	3788	15203	1736	16730	2052
468		Horz %	100.00	11.86	47.61	5.44	52.39	6.43
469		Vert %	13.41	8.09	13.25	8.08	13.56	8.10
470	Index	100	60	99	60	101	60	
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	1579	4475	738	4641	841
473		Weighted (000)	45960	8752	21872	3983	24087	4770
474		Horz %	100.00	19.04	47.59	8.67	52.41	10.38
475		Vert %	19.30	18.69	19.06	18.53	19.52	18.82
476	Index	100	97	99	96	101	98	
477	Census Sub-Region: East South Central							
478		Unwgted	2066	579	1066	302	1000	277
479		Weighted (000)	14946	4286	7248	2098	7697	2188
480		Horz %	100.00	28.68	48.50	14.04	51.50	14.64
481		Vert %	6.28	9.15	6.32	9.76	6.24	8.63
482	Index	100	146	101	156	99	138	
483	Census Sub-Region: West South Central							
484		Unwgted	4942	1088	2494	539	2448	549
485		Weighted (000)	28441	6510	13646	3096	14795	3414
486		Horz %	100.00	22.89	47.98	10.89	52.02	12.00
487		Vert %	11.94	13.90	11.89	14.41	11.99	13.47
488	Index	100	116	100	121	100	113	

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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2								
489								
490		Unwgted	8456	1676	4267	774	4189	902
491	Census Sub-Region: East North Central	Weighted (000)	35650	8507	16892	3587	18758	4921
492		Horz %	100.00	23.86	47.38	10.06	52.62	13.80
493		Vert %	14.97	18.17	14.72	16.69	15.20	19.41
494		Index	100	121	98	112	102	130
495								
496		Unwgted	2435	682	1277	361	1158	321
497	Census Sub-Region: West North Central	Weighted (000)	15632	4585	7913	2304	7719	2281
498		Horz %	100.00	29.33	50.62	14.74	49.38	14.59
499		Vert %	6.56	9.79	6.90	10.72	6.26	9.00
500		Index	100	149	105	163	95	137
501								
502		Unwgted	2321	494	1229	244	1092	250
503	Census Sub-Region: Mountain	Weighted (000)	16500	3710	8176	1626	8324	2084
504		Horz %	100.00	22.48	49.55	9.85	50.45	12.63
505		Vert %	6.93	7.92	7.12	7.57	6.75	8.22
506		Index	100	114	103	109	97	119
507								
508		Unwgted	7524	872	3964	432	3560	440
509	Census Sub-Region: Pacific	Weighted (000)	37774	4750	18396	2205	19378	2545
510		Horz %	100.00	12.57	48.70	5.84	51.30	6.74
511		Vert %	15.86	10.14	16.03	10.26	15.70	10.04
512		Index	100	64	101	65	99	63
513								
514		Unwgted	26679	3376	13529	1605	13150	1771
515	County Size: A	Weighted (000)	99155	13003	47699	5851	51456	7152
516		Horz %	100.00	13.11	48.11	5.90	51.89	7.21
517		Vert %	41.63	27.76	41.56	27.23	41.70	28.22
518		Index	100	67	100	65	100	68
519								
520		Unwgted	12036	2370	6063	1122	5973	1248
521	County Size: B	Weighted (000)	70767	15053	34009	6686	36758	8367
522		Horz %	100.00	21.27	48.06	9.45	51.94	11.82
523		Vert %	29.71	32.14	29.63	31.12	29.79	33.01
524		Index	100	108	100	105	100	111
525								
526		Unwgted	9453	2491	4865	1276	4588	1215
527	County Size: C/D	Weighted (000)	68232	18777	33058	8951	35175	9826
528		Horz %	100.00	27.52	48.45	13.12	51.55	14.40
529		Vert %	28.65	40.09	28.80	41.66	28.51	38.77
530		Index	100	140	101	145	99	135
531								
532		Unwgted	1292	200	710	117	582	83
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	978	2746	560	2374	418
534		Horz %	100.00	19.11	53.63	10.94	46.37	8.17
535		Vert %	2.15	2.09	2.39	2.61	1.92	1.65
536		Index	100	97	111	121	90	77
537								
538		Unwgted	8429	1807	3621	704	4808	1103
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	9804	16635	3524	24144	6280
540		Horz %	100.00	24.04	40.79	8.64	59.21	15.40
541		Vert %	17.12	20.93	14.49	16.40	19.57	24.78
542		Index	100	122	85	96	114	145

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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2								
543								
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	268	715	139	563	129
545		Weighted (000)	7030	1586	3657	735	3373	851
546		Horz %	100.00	22.56	52.02	10.45	47.98	12.11
547		Vert %	2.95	3.39	3.19	3.42	2.73	3.36
548		Index	100	115	108	116	93	114
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	46	186	28	203	18
551		Weighted (000)	2075	275	838	142	1237	133
552		Horz %	100.00	13.23	40.41	6.84	59.59	6.39
553		Vert %	0.87	0.59	0.73	0.66	1.00	0.52
554		Index	100	67	84	76	115	60
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	276	1797	159	1234	117
557		Weighted (000)	8416	861	4632	488	3784	374
558		Horz %	100.00	10.24	55.04	5.79	44.96	4.44
559		Vert %	3.53	1.84	4.04	2.27	3.07	1.48
560		Index	100	52	114	64	87	42
561								
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	570	2871	444	652	126
563		Weighted (000)	12663	2272	9964	1668	2698	604
564		Horz %	100.00	17.94	78.69	13.17	21.31	4.77
565		Vert %	5.32	4.85	8.68	7.76	2.19	2.38
566		Index	100	91	163	146	41	45
567								*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	135	663	88	325	47
569		Weighted (000)	4277	677	2782	444	1494	233
570		Horz %	100.00	15.84	65.06	10.38	34.94	5.46
571		Vert %	1.80	1.45	2.42	2.07	1.21	0.92
572		Index	100	81	135	115	67	51
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	615	1973	354	1475	261
575		Weighted (000)	16147	3200	8900	1783	7247	1417
576		Horz %	100.00	19.82	55.12	11.04	44.88	8.78
577		Vert %	6.78	6.83	7.76	8.30	5.87	5.59
578		Index	100	101	114	122	87	82
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	1956	3987	778	4877	1178
581		Weighted (000)	46661	11403	19823	4232	26837	7172
582		Horz %	100.00	24.44	42.48	9.07	57.52	15.37
583		Vert %	19.59	24.35	17.27	19.69	21.75	28.30
584		Index	100	124	88	101	111	144
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	603	1569	322	1287	281
587		Weighted (000)	13017	3142	7079	1647	5938	1496
588		Horz %	100.00	24.14	54.38	12.65	45.62	11.49
589		Vert %	5.47	6.71	6.17	7.66	4.81	5.90
590		Index	100	123	113	140	88	108
591								
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	857	2511	554	1270	303
593		Weighted (000)	18048	4525	11714	2959	6334	1566
594		Horz %	100.00	25.07	64.90	16.39	35.10	8.68
595		Vert %	7.58	9.66	10.21	13.77	5.13	6.18
596		Index	100	127	135	182	68	82

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2								
597								
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	140	755	69	687	71
599		Weighted (000)	5709	680	2958	323	2752	357
600		Horz %	100.00	11.92	51.81	5.66	48.19	6.25
601		Vert %	2.40	1.45	2.58	1.50	2.23	1.41
602		Index	100	61	108	63	93	59
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	8237	4003	4003	4234	4234
605		Weighted (000)	46833	46833	21488	21488	25345	25345
606		Horz %	100.00	100.00	45.88	45.88	54.12	54.12
607		Vert %	19.66	100.00	18.72	100.00	20.54	100.00
608		Index	100	509	95	509	104	509
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	12	147	6	138	6
611		Weighted (000)	1065	46	495	19	570	28
612		Horz %	100.00	4.35	46.46	1.74	53.54	2.61
613		Vert %	0.45	0.10	0.43	0.09	0.46	0.11
614		Index	100	22	96	19	103	24
615						*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	92	264	39	450	53
617		Weighted (000)	3659	529	1332	230	2327	299
618		Horz %	100.00	14.46	36.41	6.30	63.59	8.16
619		Vert %	1.54	1.13	1.16	1.07	1.89	1.18
620		Index	100	74	76	70	123	77
621								
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	189	1107	91	1116	98
623		Weighted (000)	15844	1090	7607	471	8236	620
624		Horz %	100.00	6.88	48.01	2.97	51.99	3.91
625		Vert %	6.65	2.33	6.63	2.19	6.68	2.45
626		Index	100	35	100	33	100	37
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	808	1436	291	2233	517
629		Weighted (000)	17141	4293	6212	1390	10929	2903
630		Horz %	100.00	25.05	36.24	8.11	63.76	16.94
631		Vert %	7.20	9.17	5.41	6.47	8.86	11.45
632		Index	100	127	75	90	123	159
633						*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	60	460	26	327	34
635		Weighted (000)	2899	236	1579	101	1320	135
636		Horz %	100.00	8.14	54.47	3.48	45.53	4.66
637		Vert %	1.22	0.50	1.38	0.47	1.07	0.53
638		Index	100	41	113	39	88	44
639								*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	95	515	52	400	43
641		Weighted (000)	7068	525	3599	235	3469	290
642		Horz %	100.00	7.43	50.92	3.33	49.08	4.10
643		Vert %	2.97	1.12	3.14	1.09	2.81	1.14
644		Index	100	38	106	37	95	39
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	762	3816	476	2399	286
647		Weighted (000)	23523	3397	14154	2082	9369	1315
648		Horz %	100.00	14.44	60.17	8.85	39.83	5.59
649		Vert %	9.88	7.25	12.33	9.69	7.59	5.19
650		Index	100	73	125	98	77	53

RAB / GfK MRI FORMAT PROFILE: COUNTRY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)
2								
651								
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	340	952	179	936	161
653		Weighted (000)	9927	1983	4669	1022	5258	961
654		Horz %	100.00	19.98	47.04	10.29	52.96	9.68
655		Vert %	4.17	4.23	4.07	4.75	4.26	3.79
656		Index	100	102	98	114	102	91
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	179	1372	88	1196	91
659		Weighted (000)	10435	808	5282	332	5153	476
660		Horz %	100.00	7.74	50.62	3.18	49.38	4.56
661		Vert %	4.38	1.72	4.60	1.54	4.18	1.88
662		Index	100	39	105	35	95	43
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	633	1596	237	2353	396
665		Weighted (000)	19990	3560	7792	1272	12198	2288
666		Horz %	100.00	17.81	38.98	6.36	61.02	11.44
667		Vert %	8.39	7.60	6.79	5.92	9.89	9.03
668		Index	100	91	81	71	118	108
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	426	1404	193	1472	233
671		Weighted (000)	15341	2558	7412	1090	7930	1468
672		Horz %	100.00	16.67	48.31	7.10	51.69	9.57
673		Vert %	6.44	5.46	6.46	5.07	6.43	5.79
674		Index	100	85	100	79	100	90
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	954	2680	600	1590	354
677		Weighted (000)	20195	5155	12063	3122	8132	2033
678		Horz %	100.00	25.53	59.73	15.46	40.27	10.07
679		Vert %	8.48	11.01	10.51	14.53	6.59	8.02
680		Index	100	130	124	171	78	95
681								
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	216	429	75	733	141
683		Weighted (000)	5686	1289	2013	425	3672	864
684		Horz %	100.00	22.67	35.41	7.47	64.59	15.20
685		Vert %	2.39	2.75	1.75	1.98	2.98	3.41
686		Index	100	115	73	83	125	143
687						*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	52	319	20	365	32
689		Weighted (000)	4664	265	2063	80	2601	184
690		Horz %	100.00	5.67	44.23	1.72	55.77	3.95
691		Vert %	1.96	0.56	1.80	0.37	2.11	0.73
692		Index	100	29	92	19	108	37
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	10	129	5	177	5
695		Weighted (000)	1821	64	910	31	911	32
696		Horz %	100.00	3.49	49.96	1.72	50.04	1.77
697		Vert %	0.76	0.14	0.79	0.15	0.74	0.13
698		Index	100	18	104	19	97	17
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	526	2494	248	2807	278
701		Weighted (000)	27306	3381	12722	1660	14585	1721
702		Horz %	100.00	12.38	46.59	6.08	53.41	6.30
703		Vert %	11.47	7.22	11.09	7.72	11.82	6.79
704		Index	100	63	97	67	103	59

RAB / GfK MRI FORMAT PROFILE: COUNTRY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Country Format (Monday-Sunday 24-Hour Cume)
2								
705								
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	164	1035	75	1379	89
707		Weighted (000)	10854	793	4643	412	6211	381
708		Horz %	100.00	7.31	42.78	3.80	57.22	3.51
709		Vert %	4.56	1.69	4.05	1.92	5.03	1.50
710		Index	100	37	89	42	110	33
711								
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	208	1018	101	1016	107
713		Weighted (000)	12023	1569	5724	747	6299	823
714		Horz %	100.00	13.05	47.61	6.21	52.39	6.84
715		Vert %	5.05	3.35	4.99	3.48	5.11	3.25
716		Index	100	66	99	69	101	64
717								
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	212	706	109	553	103
719		Weighted (000)	6468	1234	3593	649	2875	585
720		Horz %	100.00	19.08	55.55	10.04	44.45	9.04
721		Vert %	2.72	2.64	3.13	3.02	2.33	2.31
722		Index	100	97	115	111	86	85
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	7853	20746	3829	19359	4024
725		Weighted (000)	195910	44494	96272	20576	99638	23917
726		Horz %	100.00	22.71	49.14	10.50	50.86	12.21
727		Vert %	82.26	95.01	83.89	95.76	80.75	94.37
728		Index	100	115	102	116	98	115
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	5173	13440	2637	11566	2536
731		Weighted (000)	118698	28460	60364	13770	58335	14690
732		Horz %	100.00	23.98	50.85	11.60	49.15	12.38
733		Vert %	49.84	60.77	52.60	64.08	47.28	57.96
734		Index	100	122	106	129	95	116
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	3818	9422	1995	8461	1823
737		Weighted (000)	88241	21436	44427	10815	43814	10620
738		Horz %	100.00	24.29	50.35	12.26	49.65	12.04
739		Vert %	37.05	45.77	38.71	50.33	35.51	41.90
740		Index	100	124	104	136	96	113
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	4589	11583	2314	9900	2275
743		Weighted (000)	102780	25675	52607	12198	50173	13477
744		Horz %	100.00	24.98	51.18	11.87	48.82	13.11
745		Vert %	43.16	54.82	45.84	56.77	40.66	53.17
746		Index	100	127	106	132	94	123
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	1487	3947	743	3353	744
749		Weighted (000)	36869	8903	19177	4395	17692	4509
750		Horz %	100.00	24.15	52.01	11.92	47.99	12.23
751		Vert %	15.48	19.01	16.71	20.45	14.34	17.79
752		Index	100	123	108	132	93	115
753								
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	502	1456	294	907	208
755		Weighted (000)	12089	3143	7351	1943	4738	1200
756		Horz %	100.00	26.00	60.81	16.08	39.19	9.92
757		Vert %	5.08	6.71	6.41	9.04	3.84	4.73
758		Index	100	132	126	178	76	93

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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2								
759								
760		Unwgted	15477	3194	8106	1652	7371	1542
761	Radio Daypart Cumes:	Weighted (000)	74270	17706	37528	8747	36742	8959
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	23.84	50.53	11.78	49.47	12.06
763		Vert %	31.19	37.81	32.70	40.71	29.78	35.35
764		Index	100	121	105	131	95	113
765								
766		Unwgted	21457	4519	10719	2167	10738	2352
767	Radio Daypart Cumes:	Weighted (000)	102778	25346	48768	11564	54011	13781
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	24.66	47.45	11.25	52.55	13.41
769		Vert %	43.16	54.12	42.49	53.82	43.77	54.38
770		Index	100	125	98	125	101	126
771								
772		Unwgted	16141	3498	8215	1674	7926	1824
773	Radio Daypart Cumes:	Weighted (000)	79854	20006	38468	9063	41386	10944
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	25.05	48.17	11.35	51.83	13.70
775		Vert %	33.53	42.72	33.52	42.18	33.54	43.18
776		Index	100	127	100	126	100	129
777								
778		Unwgted	7721	1646	4043	799	3678	847
779	Radio Daypart Cumes:	Weighted (000)	38919	9878	19420	4610	19499	5268
780	Weekend 7:00 pm - Midnight	Horz %	100.00	25.38	49.90	11.84	50.10	13.54
781		Vert %	16.34	21.09	16.92	21.45	15.80	20.78
782		Index	100	129	104	131	97	127
783								
784		Unwgted	1911	425	1118	245	793	180
785	Radio Daypart Cumes:	Weighted (000)	9972	2697	5625	1608	4346	1089
786	Weekend Midnight - 6:00 am	Horz %	100.00	27.05	56.41	16.13	43.59	10.92
787		Vert %	4.19	5.76	4.90	7.49	3.52	4.30
788		Index	100	138	117	179	84	103
789								
790		Unwgted	12646	2210	5791	978	6855	1232
791	Where Listen to Radio on	Weighted (000)	61519	12218	27333	5451	34186	6768
792	Typical Weekday: Home	Horz %	100.00	19.86	44.43	8.86	55.57	11.00
793		Vert %	25.83	26.09	23.82	25.37	27.71	26.70
794		Index	100	101	92	98	107	103
795								
796		Unwgted	36747	7145	18963	3419	17784	3726
797	Where Listen to Radio on	Weighted (000)	177653	40126	86450	18078	91203	22048
798	Typical Weekday: Car	Horz %	100.00	22.59	48.66	10.18	51.34	12.41
799		Vert %	74.60	85.68	75.33	84.13	73.92	86.99
800		Index	100	115	101	113	99	117
801								
802		Unwgted	5605	1436	3421	865	2184	571
803	Where Listen to Radio on	Weighted (000)	29068	7815	16938	4431	12131	3384
804	Typical Weekday: Work	Horz %	100.00	26.88	58.27	15.24	41.73	11.64
805		Vert %	12.21	16.69	14.76	20.62	9.83	13.35
806		Index	100	137	121	169	81	109
807								
808		Unwgted	985	189	550	99	435	90
809	Where Listen to Radio on	Weighted (000)	5269	1103	2888	595	2380	508
810	Typical Weekday: Place	Horz %	100.00	20.94	54.82	11.29	45.18	9.65
811	Other Than Home, Car, Work	Vert %	2.21	2.36	2.52	2.77	1.93	2.01
812		Index	100	106	114	125	87	91

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2								
813								
814		Unwgted	14284	2622	6807	1249	7477	1373
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	14413	31782	6758	37401	7655
816		Horz %	100.00	20.83	45.94	9.77	54.06	11.06
817		Vert %	29.05	30.77	27.69	31.45	30.31	30.20
818		Index	100	106	95	108	104	104
819								
820		Unwgted	33644	6670	17193	3208	16451	3462
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	37466	78252	16896	84188	20571
822		Horz %	100.00	23.06	48.17	10.40	51.83	12.66
823		Vert %	68.21	80.00	68.18	78.63	68.23	81.16
824		Index	100	117	100	115	100	119
825								
826		Unwgted	1927	493	1266	304	661	189
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	2752	6599	1623	3821	1128
828		Horz %	100.00	26.41	63.33	15.58	36.67	10.83
829		Vert %	4.38	5.88	5.75	7.55	3.10	4.45
830		Index	100	134	131	173	71	102
831								
832		Unwgted	957	224	546	124	411	100
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	1488	3017	807	2397	681
834		Horz %	100.00	27.49	55.73	14.91	44.27	12.58
835		Vert %	2.27	3.18	2.63	3.76	1.94	2.69
836		Index	100	140	116	165	85	118
837								
838		Unwgted	9766	1318	5971	823	3795	495
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	6202	23093	3728	16294	2475
840		Horz %	100.00	15.75	58.63	9.46	41.37	6.28
841		Vert %	16.54	13.24	20.12	17.35	13.21	9.76
842		Index	100	80	122	105	80	59
843								
844		Unwgted	36381	8145	18453	3956	17928	4189
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	46301	87796	21216	94145	25085
846		Horz %	100.00	25.45	48.26	11.66	51.74	13.79
847		Vert %	76.40	98.86	76.50	98.73	76.30	98.98
848		Index	100	129	100	129	100	130
849								
850		Unwgted	39530	8237	20284	4003	19246	4234
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	46833	94677	21488	99607	25345
852		Horz %	100.00	24.11	48.73	11.06	51.27	13.05
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	747	3528	391	2810	356
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	3972	14032	1860	13682	2112
858		Horz %	100.00	14.33	50.63	6.71	49.37	7.62
859		Vert %	11.64	8.48	12.23	8.66	11.09	8.33
860		Index	100	73	105	74	95	72
861								
862		Unwgted	8685	1232	4748	611	3937	621
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	6929	19203	3003	20006	3926
864		Horz %	100.00	17.67	48.98	7.66	51.02	10.01
865		Vert %	16.46	14.79	16.73	13.97	16.21	15.49
866		Index	100	90	102	85	98	94

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2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	2250	6842	1088	5833	1162
869		Weighted (000)	60478	12635	29974	5608	30504	7027
870		Horz %	100.00	20.89	49.56	9.27	50.44	11.62
871		Vert %	25.39	26.98	26.12	26.10	24.72	27.73
872		Index	100	106	103	103	97	109
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	2075	6301	1065	4930	1010
875		Weighted (000)	56535	12202	28911	5794	27624	6408
876		Horz %	100.00	21.58	51.14	10.25	48.86	11.33
877		Vert %	23.74	26.05	25.19	26.97	22.39	25.28
878		Index	100	110	106	114	94	107
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	1231	4209	645	2985	586
881		Weighted (000)	34638	7076	19095	3465	15543	3611
882		Horz %	100.00	20.43	55.13	10.00	44.87	10.43
883		Vert %	14.54	15.11	16.64	16.12	12.60	14.25
884		Index	100	104	114	111	87	98
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	1874	6076	926	5127	948
887		Weighted (000)	54650	10658	28025	4955	26625	5704
888		Horz %	100.00	19.50	51.28	9.07	48.72	10.44
889		Vert %	22.95	22.76	24.42	23.06	21.58	22.51
890		Index	100	99	106	100	94	98
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	2371	7625	1173	6345	1198
893		Weighted (000)	68093	13614	34986	6243	33107	7371
894		Horz %	100.00	19.99	51.38	9.17	48.62	10.83
895		Vert %	28.59	29.07	30.48	29.05	26.83	29.08
896		Index	100	102	107	102	94	102
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	590	2072	304	1493	286
899		Weighted (000)	16453	3241	9050	1647	7404	1594
900		Horz %	100.00	19.70	55.00	10.01	45.00	9.69
901		Vert %	6.91	6.92	7.89	7.66	6.00	6.29
902		Index	100	100	114	111	87	91
903								
904	Downloaded Music - Past Month	Unwgted	10771	1786	5842	849	4929	937
905		Weighted (000)	55635	10895	28526	4801	27109	6095
906		Horz %	100.00	19.58	51.27	8.63	48.73	10.95
907		Vert %	23.36	23.26	24.86	22.34	21.97	24.05
908		Index	100	100	106	96	94	103
909								
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	234	1374	131	741	103
911		Weighted (000)	9292	1259	5804	687	3488	572
912		Horz %	100.00	13.55	62.46	7.39	37.54	6.16
913		Vert %	3.90	2.69	5.06	3.19	2.83	2.26
914		Index	100	69	130	82	72	58
915								
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	551	1255	247	1221	304
917		Weighted (000)	12781	3415	6091	1409	6690	2006
918		Horz %	100.00	26.72	47.66	11.03	52.34	15.69
919		Vert %	5.37	7.29	5.31	6.56	5.42	7.91
920		Index	100	136	99	122	101	147

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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2								
921	Visited iTunes.com Site - Past Month							
922		Unwgted	6881	1164	3642	521	3239	643
923		Weighted (000)	32471	6725	16078	2828	16393	3897
924		Horz %	100.00	20.71	49.51	8.71	50.49	12.00
925		Vert %	13.63	14.36	14.01	13.16	13.29	15.38
926	Index	100	105	103	97	97	113	
927	Visited Pandora.com Site - Past Month							
928		Unwgted	9499	1795	4700	815	4799	980
929		Weighted (000)	48303	10533	22377	4523	25926	6010
930		Horz %	100.00	21.81	46.33	9.36	53.67	12.44
931		Vert %	20.28	22.49	19.50	21.05	21.01	23.71
932	Index	100	111	96	104	104	117	
933	Visited Spotify.com - Past Month							
934		Unwgted	2160	353	1248	169	912	184
935		Weighted (000)	10770	2096	5929	915	4841	1181
936		Horz %	100.00	19.46	55.05	8.49	44.95	10.97
937		Vert %	4.52	4.48	5.17	4.26	3.92	4.66
938	Index	100	99	114	94	87	103	
939	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat							
940		Unwgted	16738	3033	8481	1477	8257	1556
941		Weighted (000)	83979	17487	40117	8024	43862	9464
942		Horz %	100.00	20.82	47.77	9.55	52.23	11.27
943		Vert %	35.26	37.34	34.96	37.34	35.55	37.34
944	Index	100	106	99	106	101	106	
945	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat							
946		Unwgted	13592	2381	7079	1189	6513	1192
947		Weighted (000)	67996	13851	33168	6374	34828	7477
948		Horz %	100.00	20.37	48.78	9.37	51.22	11.00
949		Vert %	28.55	29.58	28.90	29.66	28.23	29.50
950	Index	100	104	101	104	99	103	
951	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat							
952		Unwgted	16982	2974	8682	1434	8300	1540
953		Weighted (000)	84461	16890	40721	7578	43740	9312
954		Horz %	100.00	20.00	48.21	8.97	51.79	11.02
955		Vert %	35.46	36.06	35.48	35.27	35.45	36.74
956	Index	100	102	100	99	100	104	
957	For me, advertising on radio is amusing. Agree strongly or Agree somewhat							
958		Unwgted	13310	2384	7052	1215	6258	1169
959		Weighted (000)	67825	13803	33599	6401	34226	7402
960		Horz %	100.00	20.35	49.54	9.44	50.46	10.91
961		Vert %	28.48	29.47	29.28	29.79	27.74	29.20
962	Index	100	103	103	105	97	103	
963	TV Dayparts: Total Week Prime Time Cume Audience							
964		Unwgted	39310	6887	19854	3355	19456	3532
965		Weighted (000)	191753	38856	91658	17816	100095	21040
966		Horz %	100.00	20.26	47.80	9.29	52.20	10.97
967		Vert %	80.52	82.97	79.87	82.91	81.12	83.01
968	Index	100	103	99	103	101	103	
969	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)							
970		Unwgted	31363	5489	15784	2685	15579	2804
971		Weighted (000)	151527	30395	72027	13857	79500	16538
972		Horz %	100.00	20.06	47.53	9.14	52.47	10.91
973		Vert %	63.63	64.90	62.76	64.49	64.43	65.25
974	Index	100	102	99	101	101	103	

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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1								
2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	4704	13766	2336	13303	2368
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	25994	63885	12335	67474	13659
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	19.79	48.63	9.39	51.37	10.40
979	(Central/Mountain)	Vert %	55.16	55.50	55.67	57.41	54.68	53.89
980		Index	100	101	101	104	99	98
981								
982	TV Dayparts: Prime Time	Unwgted	31508	5499	15957	2681	15551	2818
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	30729	73082	14190	79393	16540
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	20.15	47.93	9.31	52.07	10.85
985	(Central/Mountain)	Vert %	64.02	65.61	63.68	66.04	64.34	65.26
986		Index	100	102	99	103	101	102
987								
988	TV Dayparts: Weekdays	Unwgted	13670	2277	6126	999	7544	1278
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	14021	30958	5843	41669	8177
990	(Eastern/Pacific) 9:00 am - 3:00 pm	Horz %	100.00	19.30	42.63	8.05	57.37	11.26
991	(Central/Mountain)	Vert %	30.50	29.94	26.98	27.19	33.77	32.26
992		Index	100	98	88	89	111	106
993								
994	TV Dayparts: Weekdays	Unwgted	24527	4084	12354	2060	12173	2024
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	23055	57750	10994	64492	12061
996	(Eastern/Pacific) 3:00 pm - 6:30 pm	Horz %	100.00	18.86	47.24	8.99	52.76	9.87
997	(Central/Mountain)	Vert %	51.33	49.23	50.32	51.16	52.27	47.59
998		Index	100	96	98	100	102	93
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	1316	4197	637	3834	679
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	7814	20501	3672	20063	4142
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	19.26	50.54	9.05	49.46	10.21
1003	(Central/Mountain)	Vert %	17.03	16.68	17.86	17.09	16.26	16.34
1004		Index	100	98	105	100	95	96
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	3485	10227	1748	9674	1737
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	19597	48277	9412	50179	10185
1008		Horz %	100.00	19.90	49.03	9.56	50.97	10.34
1009		Vert %	41.34	41.84	42.07	43.80	40.67	40.19
1010		Index	100	101	102	106	98	97
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	4265	13227	2215	11139	2050
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	24270	61780	12091	58912	12178
1014		Horz %	100.00	20.11	51.19	10.02	48.81	10.09
1015		Vert %	50.68	51.82	53.83	56.27	47.74	48.05
1016		Index	100	102	106	111	94	95
1017								
1018		Unwgted	2498	357	1497	184	1001	173
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	1821	7184	954	5158	867
1020		Horz %	100.00	14.75	58.21	7.73	41.79	7.03
1021		Vert %	5.18	3.89	6.26	4.44	4.18	3.42
1022		Index	100	75	121	86	81	66
1023								
1024		Unwgted	8118	1226	4404	576	3714	650
1025	Watched a TV Program Online - Past Month	Weighted (000)	39203	7336	19922	3238	19281	4098
1026		Horz %	100.00	18.71	50.82	8.26	49.18	10.45
1027		Vert %	16.46	15.66	17.36	15.07	15.63	16.17
1028		Index	100	95	105	92	95	98

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1								
2								
1029								
1030		Unwgted	10544	1709	5205	725	5339	984
1031	Visited a TV Network or TV	Weighted (000)	50236	9567	23290	3774	26946	5793
1032	Show's Web Site - Past Month	Horz %	100.00	19.04	46.36	7.51	53.64	11.53
1033		Vert %	21.09	20.43	20.29	17.56	21.84	22.86
1034		Index	100	97	96	83	104	108
1035								
1036		Unwgted	5568	882	3052	433	2516	449
1037	Looked at TV Listings Online -	Weighted (000)	25497	4724	13083	2219	12414	2505
1038	Past Month	Horz %	100.00	18.53	51.31	8.70	48.69	9.82
1039		Vert %	10.71	10.09	11.40	10.33	10.06	9.88
1040		Index	100	94	106	96	94	92
1041								
1042		Unwgted	23815	3682	11641	1742	12174	1940
1043	Household Subscribes to	Weighted (000)	113098	20530	52487	9426	60611	11104
1044	Cable TV	Horz %	100.00	18.15	46.41	8.33	53.59	9.82
1045		Vert %	47.49	43.84	45.73	43.87	49.12	43.81
1046		Index	100	92	96	92	103	92
1047								
1048		Unwgted	40083	7003	20313	3379	19770	3624
1049	Household Subscribes to	Weighted (000)	195193	39677	93321	17985	101872	21692
1050	Cable, Satellite or Fiber Optic	Horz %	100.00	20.33	47.81	9.21	52.19	11.11
1051	TV	Vert %	81.96	84.72	81.31	83.70	82.56	85.59
1052		Index	100	103	99	102	101	104
1053								
1054		Unwgted	38774	6854	19682	3310	19092	3544
1055	Viewed Any Cable TV	Weighted (000)	188764	38934	90255	17637	98509	21297
1056	(Including Pay) - Past Week	Horz %	100.00	20.63	47.81	9.34	52.19	11.28
1057		Vert %	79.26	83.13	78.64	82.08	79.84	84.03
1058		Index	100	105	99	104	101	106
1059								
1060		Unwgted	29145	5263	15363	2669	13782	2594
1061	Heavy Cable TV Viewer	Weighted (000)	143332	29906	71157	14138	72174	15768
1062	(Including Pay) - Past Week	Horz %	100.00	20.86	49.65	9.86	50.35	11.00
1063		Vert %	60.18	63.86	62.00	65.79	58.49	62.21
1064		Index	100	106	103	109	97	103
1065								
1066		Unwgted	16614	2690	9062	1411	7552	1279
1067	Viewed Any Premium Cable	Weighted (000)	78557	15019	40068	7515	38489	7505
1068	Channels - Past Month	Horz %	100.00	19.12	51.00	9.57	49.00	9.55
1069		Vert %	32.99	32.07	34.91	34.97	31.19	29.61
1070		Index	100	97	106	106	95	90
1071								
1072		Unwgted	6367	1219	3495	610	2872	609
1073	Viewed Any Pay-Per-View	Weighted (000)	30162	6910	15494	3105	14668	3805
1074	Programs or Events - Past	Horz %	100.00	22.91	51.37	10.29	48.63	12.61
1075	Year	Vert %	12.66	14.75	13.50	14.45	11.89	15.01
1076		Index	100	116	107	114	94	119
1077								
1078		Unwgted	13594	2319	6858	1087	6736	1232
1079	Viewed Any Video-On-	Weighted (000)	58844	11752	27260	5097	31584	6654
1080	Demand Programs or Events -	Horz %	100.00	19.97	46.33	8.66	53.67	11.31
1081	Past Year	Vert %	24.71	25.09	23.75	23.72	25.60	26.25
1082		Index	100	102	96	96	104	106

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2								
1083								
1084		Unwgted	10960	2522	5902	1250	5058	1272
1085	Household Has a Satellite Dish	Weighted (000)	63040	16040	31481	7131	31559	8909
1086		Horz %	100.00	25.44	49.94	11.31	50.06	14.13
1087		Vert %	26.47	34.25	27.43	33.19	25.58	35.15
1088		Index	100	129	104	125	97	133
1089								
1090		Unwgted	24143	4460	12572	2177	11571	2283
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	24611	55528	11150	59595	13461
1092		Horz %	100.00	21.38	48.23	9.69	51.77	11.69
1093		Vert %	48.34	52.55	48.38	51.89	48.30	53.11
1094		Index	100	109	100	107	100	110
1095								
1096		Unwgted	41061	7158	20873	3358	20188	3800
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	40386	94592	17655	103386	22731
1098		Horz %	100.00	20.40	47.78	8.92	52.22	11.48
1099		Vert %	83.13	86.23	82.42	82.16	83.79	89.69
1100		Index	100	104	99	99	101	108
1101								
1102		Unwgted	13895	2539	6586	1082	7309	1457
1103	Played Games Online - Past Month	Weighted (000)	73492	15765	34103	6581	39389	9185
1104		Horz %	100.00	21.45	46.40	8.95	53.60	12.50
1105		Vert %	30.86	33.66	29.72	30.62	31.92	36.24
1106		Index	100	109	96	99	103	117
1107								
1108		Unwgted	5057	815	3031	433	2026	382
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	5123	16227	2708	11709	2415
1110		Horz %	100.00	18.34	58.09	9.69	41.91	8.65
1111		Vert %	11.73	10.94	14.14	12.60	9.49	9.53
1112		Index	100	93	121	107	81	81
1113								
1114		Unwgted	3934	520	2481	292	1453	228
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	2810	11541	1555	7765	1255
1116		Horz %	100.00	14.55	59.78	8.05	40.22	6.50
1117		Vert %	8.11	6.00	10.06	7.24	6.29	4.95
1118		Index	100	74	124	89	78	61
1119								
1120		Unwgted	8746	1257	5192	674	3554	583
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	7475	24810	3793	19120	3682
1122		Horz %	100.00	17.02	56.48	8.63	43.52	8.38
1123		Vert %	18.45	15.96	21.62	17.65	15.50	14.53
1124		Index	100	87	117	96	84	79
1125								
1126		Unwgted	8001	1159	4894	675	3107	484
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	6421	23059	3565	15840	2856
1128		Horz %	100.00	16.51	59.28	9.17	40.72	7.34
1129		Vert %	16.33	13.71	20.09	16.59	12.84	11.27
1130		Index	100	84	123	102	79	69
1131								
1132		Unwgted	2267	306	1300	167	967	139
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	1748	6393	947	5078	801
1134		Horz %	100.00	15.24	55.73	8.25	44.27	6.98
1135		Vert %	4.82	3.73	5.57	4.41	4.12	3.16
1136		Index	100	77	116	91	85	66

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1								
2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	6328	18316	2856	18317	3472
1139		Weighted (000)	171151	34669	79258	14349	91893	20321
1140		Horz %	100.00	20.26	46.31	8.38	53.69	11.87
1141		Vert %	71.87	74.03	69.06	66.78	74.47	80.18
1142		Index	100	103	96	93	104	112
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	4536	11627	1922	12713	2614
1145		Weighted (000)	124814	26935	55745	10717	69070	16218
1146		Horz %	100.00	21.58	44.66	8.59	55.34	12.99
1147		Vert %	52.41	57.51	48.57	49.87	55.98	63.99
1148		Index	100	110	93	95	107	122
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	882	3275	372	3071	510
1151		Weighted (000)	30027	4980	14151	1888	15876	3091
1152		Horz %	100.00	16.58	47.13	6.29	52.87	10.29
1153		Vert %	12.61	10.63	12.33	8.79	12.87	12.20
1154		Index	100	84	98	70	102	97
1155	Wrote an Online Blog - Past Month							
1156		Unwgted	1391	176	728	71	663	105
1157		Weighted (000)	6899	1159	3295	407	3604	752
1158		Horz %	100.00	16.79	47.76	5.89	52.24	10.90
1159		Vert %	2.90	2.47	2.87	1.89	2.92	2.97
1160		Index	100	85	99	65	101	102
1161	Uploaded or Added Video to a Web Site - Past Month							
1162		Unwgted	3450	587	1785	245	1665	342
1163		Weighted (000)	17397	3476	8470	1299	8927	2177
1164		Horz %	100.00	19.98	48.69	7.47	51.31	12.51
1165		Vert %	7.30	7.42	7.38	6.05	7.23	8.59
1166		Index	100	102	101	83	99	118
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	6125	16879	2737	17268	3388
1169		Weighted (000)	168726	35216	78135	14682	90591	20534
1170		Horz %	100.00	20.87	46.31	8.70	53.69	12.17
1171		Vert %	70.85	75.20	68.08	68.33	73.42	81.02
1172		Index	100	106	96	96	104	114
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	5120	12472	2108	14791	3012
1175		Weighted (000)	138263	30013	59501	11628	78762	18384
1176		Horz %	100.00	21.71	43.03	8.41	56.97	13.30
1177		Vert %	58.06	64.08	51.85	54.11	63.83	72.54
1178		Index	100	110	89	93	110	125
1179	Accessed Foursquare - Past Month					*		*
1180		Unwgted	377	61	193	25	184	36
1181		Weighted (000)	1812	311	903	119	909	192
1182		Horz %	100.00	17.14	49.84	6.56	50.16	10.58
1183		Vert %	0.76	0.66	0.79	0.55	0.74	0.76
1184		Index	100	87	103	73	97	99
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	1349	3867	606	3983	743
1187		Weighted (000)	38984	7994	18160	3474	20824	4520
1188		Horz %	100.00	20.51	46.58	8.91	53.42	11.60
1189		Vert %	16.37	17.07	15.82	16.17	16.88	17.84
1190		Index	100	104	97	99	103	109

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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2								
1191								
1192		Unwgted	7474	1086	4269	550	3205	536
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	4956	15641	2298	13163	2658
1194		Horz %	100.00	17.21	54.30	7.98	45.70	9.23
1195		Vert %	12.09	10.58	13.63	10.69	10.67	10.49
1196		Index	100	87	113	88	88	87
1197								
1198		Unwgted	7044	1729	1340	255	5704	1474
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	10699	6285	1427	31253	9272
1200		Horz %	100.00	28.50	16.74	3.80	83.26	24.70
1201		Vert %	15.76	22.85	5.48	6.64	25.33	36.58
1202		Index	100	145	35	42	161	232
1203								
1204		Unwgted	1723	211	1010	89	713	122
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	1336	4736	500	4399	836
1206		Horz %	100.00	14.62	51.84	5.48	48.16	9.15
1207		Vert %	3.84	2.85	4.13	2.33	3.56	3.30
1208		Index	100	74	108	61	93	86
1209								
1210		Unwgted	5641	965	3159	484	2482	481
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	5761	15361	2660	13628	3100
1212		Horz %	100.00	19.87	52.99	9.18	47.01	10.69
1213		Vert %	12.17	12.30	13.38	12.38	11.04	12.23
1214		Index	100	101	110	102	91	100
1215								
1216		Unwgted	3125	376	1605	155	1520	221
1217	Accessed Yelp - Past Month	Weighted (000)	12195	1645	5827	605	6368	1040
1218		Horz %	100.00	13.49	47.78	4.96	52.22	8.52
1219		Vert %	5.12	3.51	5.08	2.82	5.16	4.10
1220		Index	100	69	99	55	101	80
1221								
1222		Unwgted	23106	4028	12543	1998	10563	2030
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	23606	58760	10955	56062	12650
1224		Horz %	100.00	20.56	51.17	9.54	48.83	11.02
1225		Vert %	48.21	50.40	51.20	50.98	45.44	49.91
1226		Index	100	105	106	106	94	104
1227								
1228		Unwgted	16414	3298	6547	1129	9867	2169
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	19669	31182	6302	53159	13367
1230		Horz %	100.00	23.32	36.97	7.47	63.03	15.85
1231		Vert %	35.41	42.00	27.17	29.33	43.08	52.74
1232		Index	100	119	77	83	122	149
1233								
1234		Unwgted	7779	1582	3383	576	4396	1006
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	9817	16898	3366	24779	6451
1236		Horz %	100.00	23.55	40.55	8.08	59.45	15.48
1237		Vert %	17.50	20.96	14.72	15.67	20.08	25.45
1238		Index	100	120	84	90	115	145
1239								
1240		Unwgted	4897	841	2376	354	2521	487
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	4782	10534	1735	13253	3047
1242		Horz %	100.00	20.10	44.28	7.29	55.72	12.81
1243		Vert %	9.99	10.21	9.18	8.07	10.74	12.02
1244		Index	100	102	92	81	108	120

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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1								
2								
1245								
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	931	2291	426	2433	505
1247		Weighted (000)	22158	4967	9847	2071	12311	2896
1248		Horz %	100.00	22.42	44.44	9.35	55.56	13.07
1249		Vert %	9.30	10.61	8.58	9.64	9.98	11.43
1250		Index	100	114	92	104	107	123
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	3491	10573	1696	9187	1795
1253		Weighted (000)	99513	20491	50394	9321	49119	11170
1254		Horz %	100.00	20.59	50.64	9.37	49.36	11.22
1255		Vert %	41.78	43.75	43.91	43.38	39.81	44.07
1256		Index	100	105	105	104	95	105
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	6735	18496	3133	18163	3602
1259		Weighted (000)	181288	38243	85841	16492	95447	21751
1260		Horz %	100.00	21.10	47.35	9.10	52.65	12.00
1261		Vert %	76.12	81.66	74.80	76.75	77.35	85.82
1262		Index	100	107	98	101	102	113
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	2799	7718	1219	7620	1580
1265		Weighted (000)	76191	16034	35752	6412	40439	9623
1266		Horz %	100.00	21.04	46.92	8.42	53.08	12.63
1267		Vert %	31.99	34.24	31.15	29.84	32.77	37.97
1268		Index	100	107	97	93	102	119
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	2863	7469	1244	7654	1619
1271		Weighted (000)	76014	16561	34445	6541	41569	10020
1272		Horz %	100.00	21.79	45.31	8.60	54.69	13.18
1273		Vert %	31.92	35.36	30.01	30.44	33.69	39.54
1274		Index	100	111	94	95	106	124
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	3570	10415	1673	9263	1897
1277		Weighted (000)	100588	20840	49831	9064	50757	11776
1278		Horz %	100.00	20.72	49.54	9.01	50.46	11.71
1279		Vert %	42.24	44.50	43.42	42.18	41.14	46.46
1280		Index	100	105	103	100	97	110
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	2810	7019	1233	7350	1577
1283		Weighted (000)	75338	16754	34629	6803	40709	9951
1284		Horz %	100.00	22.24	45.96	9.03	54.04	13.21
1285		Vert %	31.63	35.77	30.17	31.66	32.99	39.26
1286		Index	100	113	95	100	104	124
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	1349	4888	701	3584	648
1289		Weighted (000)	43183	7831	23745	3806	19438	4024
1290		Horz %	100.00	18.13	54.99	8.81	45.01	9.32
1291		Vert %	18.13	16.72	20.69	17.71	15.75	15.88
1292		Index	100	92	114	98	87	88
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	3937	11334	1833	10242	2104
1295		Weighted (000)	104133	22284	51075	9556	53058	12728
1296		Horz %	100.00	21.40	49.05	9.18	50.95	12.22
1297		Vert %	43.72	47.58	44.50	44.47	43.00	50.22
1298		Index	100	109	102	102	98	115

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1								
2								
1299								
1300		Unwgted	12940	2005	6843	1025	6097	980
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	10980	28496	5215	29500	5765
1302		Horz %	100.00	18.93	49.13	8.99	50.87	9.94
1303		Vert %	24.35	23.45	24.83	24.27	23.91	22.75
1304		Index	100	96	102	100	98	93
1305								
1306		Unwgted	16613	2791	8096	1307	8517	1484
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	15311	34285	6679	41722	8631
1308		Horz %	100.00	20.14	45.11	8.79	54.89	11.36
1309		Vert %	31.91	32.69	29.87	31.08	33.81	34.05
1310		Index	100	102	94	97	106	107
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	2900	9640	1381	8065	1519
1313		Weighted (000)	81230	15959	40943	6836	40287	9123
1314		Horz %	100.00	19.65	50.40	8.42	49.60	11.23
1315		Vert %	34.11	34.08	35.68	31.82	32.65	35.99
1316		Index	100	100	105	93	96	106
1317								
1318	Read Classified Advertising in Weekday Newspaper	Unwgted	4358	916	2029	386	2329	530
1319		Weighted (000)	23842	5846	10416	2425	13426	3421
1320		Horz %	100.00	24.52	43.69	10.17	56.31	14.35
1321		Vert %	10.01	12.48	9.08	11.29	10.88	13.50
1322		Index	100	125	91	113	109	135
1323								
1324	Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	4622	971	2188	431	2434	540
1325		Weighted (000)	24456	5844	10413	2462	14042	3382
1326		Horz %	100.00	23.90	42.58	10.07	57.42	13.83
1327		Vert %	10.27	12.48	9.07	11.46	11.38	13.34
1328		Index	100	122	88	112	111	130
1329								
1330	Read Advertisements in Weekday Newspaper	Unwgted	4402	755	2006	319	2396	436
1331		Weighted (000)	20842	4163	8818	1704	12024	2460
1332		Horz %	100.00	19.98	42.31	8.17	57.69	11.80
1333		Vert %	8.75	8.89	7.68	7.93	9.74	9.71
1334		Index	100	102	88	91	111	111
1335								
1336	Read Advertisements in Sunday/Weekend Newspaper	Unwgted	5602	1020	2434	397	3168	623
1337		Weighted (000)	26380	5569	10486	1970	15893	3600
1338		Horz %	100.00	21.11	39.75	7.47	60.25	13.65
1339		Vert %	11.08	11.89	9.14	9.17	12.88	14.20
1340		Index	100	107	82	83	116	128
1341								
1342	Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5931	1085	2398	413	3533	672
1343		Weighted (000)	27570	5845	10182	2058	17387	3786
1344		Horz %	100.00	21.20	36.93	7.46	63.07	13.73
1345		Vert %	11.58	12.48	8.87	9.58	14.09	14.94
1346		Index	100	108	77	83	122	129
1347								
1348	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	8893	1642	3392	590	5501	1052
1349		Weighted (000)	40167	8654	13703	2774	26465	5880
1350		Horz %	100.00	21.55	34.11	6.91	65.89	14.64
1351		Vert %	16.87	18.48	11.94	12.91	21.45	23.20
1352		Index	100	110	71	77	127	138

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1								
2								
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	889	2457	419	2541	470
1355		Weighted (000)	23988	4978	11131	2221	12857	2757
1356		Horz %	100.00	20.75	46.40	9.26	53.60	11.49
1357		Vert %	10.07	10.63	9.70	10.33	10.42	10.88
1358		Index	100	106	96	103	103	108
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	2307	5749	1055	6532	1252
1361		Weighted (000)	58527	12763	25759	5597	32768	7165
1362		Horz %	100.00	21.81	44.01	9.56	55.99	12.24
1363		Vert %	24.58	27.25	22.45	26.05	26.56	28.27
1364		Index	100	111	91	106	108	115
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	645	1705	284	2000	361
1367		Weighted (000)	18217	3707	8219	1584	9999	2123
1368		Horz %	100.00	20.35	45.12	8.69	54.88	11.65
1369		Vert %	7.65	7.92	7.16	7.37	8.10	8.38
1370		Index	100	103	94	96	106	110
1371								
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	530	1208	227	1601	303
1373		Weighted (000)	13935	3084	5376	1172	8559	1912
1374		Horz %	100.00	22.13	38.58	8.41	61.42	13.72
1375		Vert %	5.85	6.59	4.68	5.46	6.94	7.54
1376		Index	100	113	80	93	119	129
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	1069	2655	453	3313	616
1379		Weighted (000)	29277	6111	12298	2416	16979	3695
1380		Horz %	100.00	20.87	42.00	8.25	58.00	12.62
1381		Vert %	12.29	13.05	10.72	11.24	13.76	14.58
1382		Index	100	106	87	91	112	119
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	650	1294	261	1754	389
1385		Weighted (000)	15175	3979	5992	1488	9183	2491
1386		Horz %	100.00	26.22	39.49	9.80	60.51	16.42
1387		Vert %	6.37	8.50	5.22	6.92	7.44	9.83
1388		Index	100	133	82	109	117	154
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	1594	4858	818	4243	776
1391		Weighted (000)	46255	9321	23425	4413	22830	4908
1392		Horz %	100.00	20.15	50.64	9.54	49.36	10.61
1393		Vert %	19.42	19.90	20.41	20.54	18.50	19.37
1394		Index	100	102	105	106	95	100
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	1010	3127	519	2794	491
1397		Weighted (000)	30253	6014	14939	2828	15314	3186
1398		Horz %	100.00	19.88	49.38	9.35	50.62	10.53
1399		Vert %	12.70	12.84	13.02	13.16	12.41	12.57
1400		Index	100	101	102	104	98	99
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	1031	3376	584	2452	447
1403		Weighted (000)	30660	6177	16758	3239	13902	2938
1404		Horz %	100.00	20.15	54.66	10.56	45.34	9.58
1405		Vert %	12.87	13.19	14.60	15.07	11.27	11.59
1406		Index	100	102	113	117	88	90

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1								
2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	1144	3507	585	2935	559
1409		Weighted (000)	33198	6736	16830	3072	16367	3663
1410		Horz %	100.00	20.29	50.70	9.25	49.30	11.03
1411		Vert %	13.94	14.38	14.67	14.30	13.26	14.45
1412		Index	100	103	105	103	95	104
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	858	2967	457	2260	401
1415		Weighted (000)	26198	4921	13774	2391	12423	2530
1416		Horz %	100.00	18.78	52.58	9.13	47.42	9.66
1417		Vert %	11.00	10.51	12.00	11.13	10.07	9.98
1418		Index	100	96	109	101	92	91
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	843	2856	487	2103	356
1421		Weighted (000)	25734	5064	14007	2733	11727	2331
1422		Horz %	100.00	19.68	54.43	10.62	45.57	9.06
1423		Vert %	10.81	10.81	12.20	12.72	9.50	9.20
1424		Index	100	100	113	118	88	85
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	1134	3786	556	3315	578
1427		Weighted (000)	34578	6466	17132	2891	17446	3575
1428		Horz %	100.00	18.70	49.55	8.36	50.45	10.34
1429		Vert %	14.52	13.81	14.93	13.45	14.14	14.11
1430		Index	100	95	103	93	97	97
1431								
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	763	2639	454	1621	309
1433		Weighted (000)	20853	4502	12281	2602	8571	1900
1434		Horz %	100.00	21.59	58.90	12.48	41.10	9.11
1435		Vert %	8.76	9.61	10.70	12.11	6.95	7.50
1436		Index	100	110	122	138	79	86
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	1086	3476	585	2679	501
1439		Weighted (000)	32878	6601	17503	3270	15375	3331
1440		Horz %	100.00	20.08	53.24	9.94	46.76	10.13
1441		Vert %	13.81	14.09	15.25	15.22	12.46	13.14
1442		Index	100	102	110	110	90	95
1443								
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	754	2544	388	2131	366
1445		Weighted (000)	23668	4429	12129	2083	11539	2346
1446		Horz %	100.00	18.71	51.25	8.80	48.75	9.91
1447		Vert %	9.94	9.46	10.57	9.69	9.35	9.26
1448		Index	100	95	106	98	94	93
1449								
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	627	2258	344	1648	283
1451		Weighted (000)	19046	3480	10397	1778	8648	1702
1452		Horz %	100.00	18.27	54.59	9.33	45.41	8.94
1453		Vert %	8.00	7.43	9.06	8.27	7.01	6.72
1454		Index	100	93	113	103	88	84
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	982	2839	462	2890	520
1457		Weighted (000)	28661	5600	13411	2485	15249	3115
1458		Horz %	100.00	19.54	46.79	8.67	53.21	10.87
1459		Vert %	12.03	11.96	11.69	11.57	12.36	12.29
1460		Index	100	99	97	96	103	102

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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1								
2								
1461	Have Seen Video Ads in Airports - Past Month							
1462		Unwgted	4266	628	2521	336	1745	292
1463		Weighted (000)	19322	3389	10764	1706	8558	1683
1464		Horz %	100.00	17.54	55.71	8.83	44.29	8.71
1465		Vert %	8.11	7.24	9.38	7.94	6.94	6.64
1466		Index	100	89	116	98	85	82
1467	Have Seen Video Ads at Gas Stations - Past Month							
1468		Unwgted	8265	1482	4863	787	3402	695
1469		Weighted (000)	39199	8405	21534	4017	17665	4388
1470		Horz %	100.00	21.44	54.94	10.25	45.06	11.19
1471		Vert %	16.46	17.95	18.76	18.69	14.32	17.31
1472		Index	100	109	114	114	87	105
1473	Have Seen Video Ads in Office Building Lobbies - Past Month							
1474		Unwgted	3648	601	2100	322	1548	279
1475		Weighted (000)	18380	3690	9985	1801	8395	1889
1476		Horz %	100.00	20.07	54.33	9.80	45.67	10.28
1477		Vert %	7.72	7.88	8.70	8.38	6.80	7.45
1478		Index	100	102	113	109	88	97
1479	Have Seen Video Ads in Office Building Elevators - Past Month							
1480		Unwgted	3526	558	2026	304	1500	254
1481		Weighted (000)	17078	3310	9334	1654	7744	1656
1482		Horz %	100.00	19.38	54.65	9.68	45.35	9.70
1483		Vert %	7.17	7.07	8.13	7.70	6.28	6.53
1484		Index	100	99	113	107	88	91
1485	Have Seen Video Ads in Movie Theater Lobbies - Past Month							
1486		Unwgted	5288	874	2955	436	2333	438
1487		Weighted (000)	25922	4897	13723	2329	12200	2568
1488		Horz %	100.00	18.89	52.94	8.99	47.06	9.91
1489		Vert %	10.88	10.46	11.96	10.84	9.89	10.13
1490		Index	100	96	110	100	91	93
1491	Have Seen Ads on Billboards - Past Month							
1492		Unwgted	24633	4529	12915	2184	11718	2345
1493		Weighted (000)	120495	25552	59062	11372	61432	14180
1494		Horz %	100.00	21.21	49.02	9.44	50.98	11.77
1495		Vert %	50.60	54.56	51.46	52.92	49.79	55.95
1496		Index	100	108	102	105	98	111
1497	Have Seen Ads on Buses/Trains - Past Month							
1498		Unwgted	11093	1715	6087	894	5006	821
1499		Weighted (000)	51163	9106	26650	4465	24513	4641
1500		Horz %	100.00	17.80	52.09	8.73	47.91	9.07
1501		Vert %	21.48	19.44	23.22	20.78	19.87	18.31
1502		Index	100	91	108	97	92	85
1503	Have Seen Ads at Bus Stops or Train Stations - Past Month							
1504		Unwgted	7336	1016	4126	548	3210	468
1505		Weighted (000)	33508	5388	18104	2704	15404	2683
1506		Horz %	100.00	16.08	54.03	8.07	45.97	8.01
1507		Vert %	14.07	11.50	15.77	12.59	12.48	10.59
1508		Index	100	82	112	89	89	75
1509	Have Seen Ads Inside Taxis - Past Month							
1510		Unwgted	3636	472	2145	261	1491	211
1511		Weighted (000)	16735	2668	9619	1425	7116	1243
1512		Horz %	100.00	15.94	57.48	8.51	42.52	7.43
1513		Vert %	7.03	5.70	8.38	6.63	5.77	4.90
1514		Index	100	81	119	94	82	70

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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1								
2								
1515								
1516		Unwgted	6365	873	3730	484	2635	389
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	4805	16219	2509	12758	2296
1518		Horz %	100.00	16.58	55.97	8.66	44.03	7.92
1519		Vert %	12.17	10.26	14.13	11.68	10.34	9.06
1520		Index	100	84	116	96	85	74
1521								
1522		Unwgted	2813	369	1717	209	1096	160
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	2086	8317	1143	5637	943
1524		Horz %	100.00	14.95	59.60	8.19	40.40	6.76
1525		Vert %	5.86	4.45	7.25	5.32	4.57	3.72
1526		Index	100	76	124	91	78	64
1527								
1528		Unwgted	7927	1408	4854	809	3073	599
1529	Have Seen Ads at Sports or Entertainment Events - Past Month	Weighted (000)	38666	8038	22445	4265	16221	3773
1530		Horz %	100.00	20.79	58.05	11.03	41.95	9.76
1531		Vert %	16.24	17.16	19.56	19.85	13.15	14.89
1532		Index	100	106	120	122	81	92
1533								
1534		Unwgted	6113	1003	3025	444	3088	559
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	5517	13367	2400	15102	3117
1536		Horz %	100.00	19.38	46.95	8.43	53.05	10.95
1537		Vert %	11.95	11.78	11.65	11.17	12.24	12.30
1538		Index	100	99	97	93	102	103
1539								
1540		Unwgted	11341	2000	5826	926	5515	1074
1541	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Weighted (000)	56487	11702	26815	4942	29672	6760
1542		Horz %	100.00	20.72	47.47	8.75	52.53	11.97
1543		Vert %	23.72	24.99	23.37	23.00	24.05	26.67
1544		Index	100	105	99	97	101	112
1545								
1546		Unwgted	8802	1470	4616	714	4186	756
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	8334	21271	3841	21811	4492
1548		Horz %	100.00	19.34	49.37	8.92	50.63	10.43
1549		Vert %	18.09	17.79	18.53	17.88	17.68	17.72
1550		Index	100	98	102	99	98	98
1551								
1552		Unwgted	11299	1925	5813	923	5486	1002
1553	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Weighted (000)	55294	10995	27155	4959	28140	6037
1554		Horz %	100.00	19.89	49.11	8.97	50.89	10.92
1555		Vert %	23.22	23.48	23.66	23.08	22.81	23.82
1556		Index	100	101	102	99	98	103
1557								
1558		Unwgted	16052	3022	8280	1451	7772	1571
1559	Have Seen Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	78889	17236	38008	7749	40881	9487
1560		Horz %	100.00	21.85	48.18	9.82	51.82	12.03
1561		Vert %	33.13	36.80	33.12	36.06	33.13	37.43
1562		Index	100	111	100	109	100	113
1563								
1564		Unwgted	12291	2079	6207	947	6084	1132
1565	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Weighted (000)	59195	11914	27775	4921	31420	6993
1566		Horz %	100.00	20.13	46.92	8.31	53.08	11.81
1567		Vert %	24.86	25.44	24.20	22.90	25.46	27.59
1568		Index	100	102	97	92	102	111

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1								
2								
1569								
1570		Unwgted	10451	1974	5402	960	5049	1014
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	11301	25079	5067	26630	6234
1572		Horz %	100.00	21.85	48.50	9.80	51.50	12.06
1573		Vert %	21.71	24.13	21.85	23.58	21.58	24.60
1574		Index	100	111	101	109	99	113
1575								
1576		Unwgted	20709	3682	10271	1707	10438	1975
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	20648	46244	8810	53220	11838
1578		Horz %	100.00	20.76	46.49	8.86	53.51	11.90
1579		Vert %	41.76	44.09	40.29	41.00	43.13	46.71
1580		Index	100	106	96	98	103	112
1581								
1582		Unwgted	4281	726	2642	441	1639	285
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	4515	13633	2602	9293	1914
1584		Horz %	100.00	19.69	59.46	11.35	40.54	8.35
1585		Vert %	9.63	9.64	11.88	12.11	7.53	7.55
1586		Index	100	100	123	126	78	78
1587								
1588		Unwgted	19255	3479	10075	1721	9180	1758
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	19726	46093	9040	47338	10686
1590		Horz %	100.00	21.11	49.33	9.68	50.67	11.44
1591		Vert %	39.23	42.12	40.16	42.07	38.36	42.16
1592		Index	100	107	102	107	98	107
1593								
1594		Unwgted	11787	2077	6470	1035	5317	1042
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	12233	30181	5554	28181	6679
1596		Horz %	100.00	20.96	51.71	9.52	48.29	11.44
1597		Vert %	24.51	26.12	26.30	25.85	22.84	26.35
1598		Index	100	107	107	105	93	108
1599								
1600		Unwgted	4790	758	2489	373	2301	385
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	5098	14310	2425	14225	2673
1602		Horz %	100.00	17.86	50.15	8.50	49.85	9.37
1603		Vert %	11.98	10.88	12.47	11.29	11.53	10.54
1604		Index	100	91	104	94	96	88
1605								
1606		Unwgted	2700	391	1472	205	1228	186
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	2345	7182	1191	6410	1155
1608		Horz %	100.00	17.26	52.84	8.76	47.16	8.50
1609		Vert %	5.71	5.01	6.26	5.54	5.20	4.56
1610		Index	100	88	110	97	91	80
1611								
1612		Unwgted	3188	545	1717	279	1471	266
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	2664	7122	1265	7216	1399
1614		Horz %	100.00	18.58	49.67	8.82	50.33	9.76
1615		Vert %	6.02	5.69	6.21	5.89	5.85	5.52
1616		Index	100	95	103	98	97	92
1617								
1618		Unwgted	1245	191	711	108	534	83
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	1043	3118	559	2850	485
1620		Horz %	100.00	17.48	52.24	9.36	47.76	8.12
1621		Vert %	2.51	2.23	2.72	2.60	2.31	1.91
1622		Index	100	89	108	104	92	76

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1								
2								
1623	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months							
1624		Unwgted	4925	870	2667	452	2258	418
1625		Weighted (000)	24042	4954	11912	2308	12131	2646
1626		Horz %	100.00	20.61	49.55	9.60	50.45	11.01
1627		Vert %	10.10	10.58	10.38	10.74	9.83	10.44
1628	Index	100	105	103	106	97	103	
1629	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months							
1630		Unwgted	5949	1080	3155	546	2794	534
1631		Weighted (000)	28812	6059	14088	2810	14724	3249
1632		Horz %	100.00	21.03	48.89	9.75	51.11	11.28
1633		Vert %	12.10	12.94	12.28	13.08	11.93	12.82
1634	Index	100	107	101	108	99	106	
1635	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months							
1636		Unwgted	1483	241	829	137	654	104
1637		Weighted (000)	7566	1493	3978	811	3588	682
1638		Horz %	100.00	19.73	52.58	10.72	47.42	9.01
1639		Vert %	3.18	3.19	3.47	3.78	2.91	2.69
1640	Index	100	100	109	119	92	85	
1641	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months							
1642		Unwgted	1410	246	803	125	607	121
1643		Weighted (000)	7520	1572	4033	772	3487	800
1644		Horz %	100.00	20.90	53.63	10.26	46.37	10.63
1645		Vert %	3.16	3.36	3.51	3.59	2.83	3.16
1646	Index	100	106	111	114	89	100	
1647	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months							
1648		Unwgted	2840	512	1547	272	1293	240
1649		Weighted (000)	13819	2913	6939	1363	6880	1551
1650		Horz %	100.00	21.08	50.21	9.86	49.79	11.22
1651		Vert %	5.80	6.22	6.05	6.34	5.58	6.12
1652	Index	100	107	104	109	96	105	
1653	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months							
1654		Unwgted	9411	1478	5030	751	4381	727
1655		Weighted (000)	44715	8026	22370	3849	22345	4177
1656		Horz %	100.00	17.95	50.03	8.61	49.97	9.34
1657		Vert %	18.78	17.14	19.49	17.91	18.11	16.48
1658	Index	100	91	104	95	96	88	
1659	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months							
1660		Unwgted	7301	1154	3771	564	3530	590
1661		Weighted (000)	37528	6802	18464	3156	19064	3646
1662		Horz %	100.00	18.12	49.20	8.41	50.80	9.71
1663		Vert %	15.76	14.52	16.09	14.69	15.45	14.38
1664	Index	100	92	102	93	98	91	
1665	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months							
1666		Unwgted	11304	1811	6056	927	5248	884
1667		Weighted (000)	55116	10114	27961	4918	27155	5196
1668		Horz %	100.00	18.35	50.73	8.92	49.27	9.43
1669		Vert %	23.14	21.60	24.36	22.89	22.01	20.50
1670	Index	100	93	105	99	95	89	
1671	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1672		Unwgted	10159	1594	5563	851	4596	743
1673		Weighted (000)	45551	8339	23419	4239	22132	4101
1674		Horz %	100.00	18.31	51.41	9.31	48.59	9.00
1675		Vert %	19.13	17.81	20.41	19.73	17.94	16.18
1676	Index	100	93	107	103	94	85	

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1								
2								
1677	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months							
1678		Unwgted	4970	645	2576	314	2394	331
1679		Weighted (000)	24002	3755	11714	1711	12288	2045
1680		Horz %	100.00	15.65	48.81	7.13	51.19	8.52
1681		Vert %	10.08	8.02	10.21	7.96	9.96	8.07
1682	Index	100	80	101	79	99	80	
1683	Very/Somewhat Likely to Take Vacation in Florida - Next 12 Months							
1684		Unwgted	11534	1901	5911	901	5623	1000
1685		Weighted (000)	53932	10439	26278	4678	27654	5760
1686		Horz %	100.00	19.35	48.72	8.67	51.28	10.68
1687		Vert %	22.65	22.29	22.90	21.77	22.41	22.73
1688	Index	100	98	101	96	99	100	
1689	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months							
1690		Unwgted	10027	1753	5104	809	4923	944
1691		Weighted (000)	51549	10373	24091	4481	27458	5892
1692		Horz %	100.00	20.12	46.73	8.69	53.27	11.43
1693		Vert %	21.65	22.15	20.99	20.85	22.25	23.25
1694	Index	100	102	97	96	103	107	
1695	Very/Somewhat Likely to Take Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months							
1696		Unwgted	17077	2889	8763	1454	8314	1435
1697		Weighted (000)	81581	15760	39666	7736	41915	8024
1698		Horz %	100.00	19.32	48.62	9.48	51.38	9.84
1699		Vert %	34.26	33.65	34.56	36.00	33.97	31.66
1700	Index	100	98	101	105	99	92	
1701	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months							
1702		Unwgted	8242	1207	4059	546	4183	661
1703		Weighted (000)	39549	6894	18605	2999	20944	3895
1704		Horz %	100.00	17.43	47.04	7.58	52.96	9.85
1705		Vert %	16.61	14.72	16.21	13.96	16.97	15.37
1706	Index	100	89	98	84	102	93	
1707	Very/Somewhat Likely to Take European Vacation - Next 12 Months							
1708		Unwgted	6069	716	3094	351	2975	365
1709		Weighted (000)	26240	3842	12639	1774	13601	2068
1710		Horz %	100.00	14.64	48.17	6.76	51.83	7.88
1711		Vert %	11.02	8.20	11.01	8.26	11.02	8.16
1712	Index	100	74	100	75	100	74	
1713	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months							
1714		Unwgted	5808	808	2996	410	2812	398
1715		Weighted (000)	26834	4607	13114	2234	13720	2373
1716		Horz %	100.00	17.17	48.87	8.33	51.13	8.84
1717		Vert %	11.27	9.84	11.43	10.40	11.12	9.36
1718	Index	100	87	101	92	99	83	
1719	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months							
1720		Unwgted	4594	620	2407	324	2187	296
1721		Weighted (000)	22674	3560	11129	1744	11545	1816
1722		Horz %	100.00	15.70	49.08	7.69	50.92	8.01
1723		Vert %	9.52	7.60	9.70	8.12	9.36	7.17
1724	Index	100	80	102	85	98	75	
1725	Very/Somewhat Likely to Take South American Vacation - Next 12 Months							
1726		Unwgted	2747	312	1487	154	1260	158
1727		Weighted (000)	13145	1715	6703	809	6441	907
1728		Horz %	100.00	13.05	51.00	6.15	49.00	6.90
1729		Vert %	5.52	3.66	5.84	3.76	5.22	3.58
1730	Index	100	66	106	68	95	65	

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2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	585	2639	300	2513	285
1733		Weighted (000)	23740	3223	11440	1550	12300	1673
1734		Horz %	100.00	13.58	48.19	6.53	51.81	7.05
1735		Vert %	9.97	6.88	9.97	7.21	9.97	6.60
1736		Index	100	69	100	72	100	66
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	1142	4014	573	3709	569
1739		Weighted (000)	39198	6633	19291	3130	19907	3503
1740		Horz %	100.00	16.92	49.21	7.99	50.79	8.94
1741		Vert %	16.46	14.16	16.81	14.57	16.13	13.82
1742		Index	100	86	102	89	98	84
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	1799	5413	899	4687	900
1745		Weighted (000)	55260	10883	27484	5033	27776	5850
1746		Horz %	100.00	19.69	49.74	9.11	50.26	10.59
1747		Vert %	23.20	23.24	23.95	23.42	22.51	23.08
1748		Index	100	100	103	101	97	99
1749								
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	363	1494	169	1463	194
1751		Weighted (000)	14457	2112	6912	896	7544	1217
1752		Horz %	100.00	14.61	47.81	6.19	52.19	8.42
1753		Vert %	6.07	4.51	6.02	4.17	6.11	4.80
1754		Index	100	74	99	69	101	79
1755								
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	466	1704	256	1286	210
1757		Weighted (000)	16815	2942	9242	1551	7573	1391
1758		Horz %	100.00	17.50	54.96	9.23	45.04	8.27
1759		Vert %	7.06	6.28	8.05	7.22	6.14	5.49
1760		Index	100	89	114	102	87	78
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	1390	4472	688	4273	702
1763		Weighted (000)	46358	8402	22016	3915	24343	4487
1764		Horz %	100.00	18.12	47.49	8.44	52.51	9.68
1765		Vert %	19.47	17.94	19.18	18.22	19.73	17.71
1766		Index	100	92	99	94	101	91
1767								
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	356	1254	163	1272	193
1769		Weighted (000)	13610	2116	6443	936	7166	1180
1770		Horz %	100.00	15.55	47.34	6.88	52.66	8.67
1771		Vert %	5.71	4.52	5.61	4.36	5.81	4.66
1772		Index	100	79	98	76	102	81
1773								
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	208	753	118	561	90
1775		Weighted (000)	7509	1341	4067	746	3442	595
1776		Horz %	100.00	17.86	54.16	9.93	45.84	7.93
1777		Vert %	3.15	2.86	3.54	3.47	2.79	2.35
1778		Index	100	91	112	110	88	74
1779								
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	867	2510	440	2135	427
1781		Weighted (000)	23280	4860	11830	2306	11450	2553
1782		Horz %	100.00	20.87	50.82	9.91	49.18	10.97
1783		Vert %	9.78	10.38	10.31	10.73	9.28	10.07
1784		Index	100	106	105	110	95	103

RAB / GfK MRI FORMAT PROFILE: COUNTRY

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1								
2								
1785								
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	717	2021	384	1458	333
1787		Weighted (000)	19879	4528	10490	2218	9389	2310
1788		Horz %	100.00	22.78	52.77	11.16	47.23	11.62
1789		Vert %	8.35	9.67	9.14	10.32	7.61	9.11
1790		Index	100	116	110	124	91	109
1791								
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	337	1315	173	1147	164
1793		Weighted (000)	12512	1957	6369	975	6143	982
1794		Horz %	100.00	15.64	50.91	7.79	49.09	7.85
1795		Vert %	5.25	4.18	5.55	4.54	4.98	3.87
1796		Index	100	80	106	86	95	74
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	613	2049	277	2141	336
1799		Weighted (000)	21080	3461	9864	1545	11216	1916
1800		Horz %	100.00	16.42	46.79	7.33	53.21	9.09
1801		Vert %	8.85	7.39	8.60	7.19	9.09	7.56
1802		Index	100	83	97	81	103	85
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	1244	4131	615	3990	629
1805		Weighted (000)	40517	6983	19489	3379	21027	3603
1806		Horz %	100.00	17.23	48.10	8.34	51.90	8.89
1807		Vert %	17.01	14.91	16.98	15.73	17.04	14.22
1808		Index	100	88	100	92	100	84
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	500	1984	280	1558	220
1811		Weighted (000)	19708	3184	10433	1639	9275	1545
1812		Horz %	100.00	16.15	52.94	8.32	47.06	7.84
1813		Vert %	8.28	6.80	9.09	7.63	7.52	6.09
1814		Index	100	82	110	92	91	74
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	1016	3436	498	3261	518
1817		Weighted (000)	33664	5850	16421	2620	17243	3230
1818		Horz %	100.00	17.38	48.78	7.78	51.22	9.60
1819		Vert %	14.14	12.49	14.31	12.19	13.97	12.74
1820		Index	100	88	101	86	99	90
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	857	3200	475	2439	382
1823		Weighted (000)	29083	4982	15419	2628	13664	2354
1824		Horz %	100.00	17.13	53.02	9.04	46.98	8.09
1825		Vert %	12.21	10.64	13.44	12.23	11.07	9.29
1826		Index	100	87	110	100	91	76
1827								
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	475	1694	226	1679	249
1829		Weighted (000)	18399	2939	9036	1412	9363	1527
1830		Horz %	100.00	15.97	49.11	7.67	50.89	8.30
1831		Vert %	7.73	6.27	7.87	6.57	7.59	6.02
1832		Index	100	81	102	85	98	78
1833								
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	607	2074	324	1766	283
1835		Weighted (000)	20586	3714	10563	1928	10023	1786
1836		Horz %	100.00	18.04	51.31	9.36	48.69	8.67
1837		Vert %	8.64	7.93	9.20	8.97	8.12	7.05
1838		Index	100	92	106	104	94	82

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1								
2								
1839								
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	560	1940	288	1804	272
1841		Weighted (000)	19635	3180	9629	1553	10006	1627
1842		Horz %	100.00	16.19	49.04	7.91	50.96	8.29
1843		Vert %	8.24	6.79	8.39	7.23	8.11	6.42
1844		Index	100	82	102	88	98	78
1845								
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	729	2700	390	2261	339
1847		Weighted (000)	24816	4105	12645	2035	12171	2070
1848		Horz %	100.00	16.54	50.95	8.20	49.05	8.34
1849		Vert %	10.42	8.77	11.02	9.47	9.86	8.17
1850		Index	100	84	106	91	95	78
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	1404	4515	704	4165	700
1853		Weighted (000)	42931	8073	21281	3838	21650	4235
1854		Horz %	100.00	18.81	49.57	8.94	50.43	9.86
1855		Vert %	18.03	17.24	18.54	17.86	17.55	16.71
1856		Index	100	96	103	99	97	93
1857								
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	367	1389	199	1185	168
1859		Weighted (000)	13914	2203	7217	1206	6696	997
1860		Horz %	100.00	15.83	51.87	8.67	48.13	7.17
1861		Vert %	5.84	4.70	6.29	5.61	5.43	3.93
1862		Index	100	81	108	96	93	67
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	2150	6300	1066	5903	1084
1865		Weighted (000)	60976	12187	29597	5636	31379	6551
1866		Horz %	100.00	19.99	48.54	9.24	51.46	10.74
1867		Vert %	25.60	26.02	25.79	26.23	25.43	25.85
1868		Index	100	102	101	102	99	101
1869								
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	874	2203	409	2385	465
1871		Weighted (000)	25555	5719	12099	2534	13455	3185
1872		Horz %	100.00	22.38	47.35	9.92	52.65	12.46
1873		Vert %	10.73	12.21	10.54	11.79	10.90	12.57
1874		Index	100	114	98	110	102	117
1875								
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	542	1344	239	1645	303
1877		Weighted (000)	17427	3535	7495	1468	9932	2067
1878		Horz %	100.00	20.29	43.01	8.42	56.99	11.86
1879		Vert %	7.32	7.55	6.53	6.83	8.05	8.16
1880		Index	100	103	89	93	110	111
1881								
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	648	2115	341	2083	307
1883		Weighted (000)	21562	3903	10308	2017	11254	1886
1884		Horz %	100.00	18.10	47.80	9.36	52.20	8.75
1885		Vert %	9.05	8.33	8.98	9.39	9.12	7.44
1886		Index	100	92	99	104	101	82
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	632	1919	309	1970	323
1889		Weighted (000)	20103	3749	9461	1773	10642	1976
1890		Horz %	100.00	18.65	47.06	8.82	52.94	9.83
1891		Vert %	8.44	8.01	8.24	8.25	8.62	7.80
1892		Index	100	95	98	98	102	92

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1								
2								
1893								
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	438	1515	217	1465	221
1895		Weighted (000)	15777	2630	7470	1254	8307	1376
1896		Horz %	100.00	16.67	47.35	7.95	52.65	8.72
1897		Vert %	6.62	5.62	6.51	5.84	6.73	5.43
1898		Index	100	85	98	88	102	82
1899								
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	485	1596	246	1587	239
1901		Weighted (000)	17028	2988	8386	1443	8642	1546
1902		Horz %	100.00	17.55	49.25	8.47	50.75	9.08
1903		Vert %	7.15	6.38	7.31	6.71	7.00	6.10
1904		Index	100	89	102	94	98	85
1905								
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	507	1980	279	1641	228
1907		Weighted (000)	17939	2699	9567	1455	8373	1244
1908		Horz %	100.00	15.05	53.33	8.11	46.67	6.94
1909		Vert %	7.53	5.76	8.34	6.77	6.79	4.91
1910		Index	100	77	111	90	90	65
1911								
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	192	964	117	702	75
1913		Weighted (000)	8568	1113	4961	681	3607	432
1914		Horz %	100.00	12.99	57.90	7.95	42.10	5.04
1915		Vert %	3.60	2.38	4.32	3.17	2.92	1.71
1916		Index	100	66	120	88	81	47
1917								
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	466	1939	278	1532	188
1919		Weighted (000)	18078	2642	9637	1484	8441	1158
1920		Horz %	100.00	14.61	53.31	8.21	46.69	6.40
1921		Vert %	7.59	5.64	8.40	6.91	6.84	4.57
1922		Index	100	74	111	91	90	60
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	1228	3800	635	3131	593
1925		Weighted (000)	34135	6918	17910	3448	16225	3470
1926		Horz %	100.00	20.27	52.47	10.10	47.53	10.17
1927		Vert %	14.33	14.77	15.61	16.05	13.15	13.69
1928		Index	100	103	109	112	92	96
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	1093	3057	506	3258	587
1931		Weighted (000)	33305	6547	15146	2844	18159	3702
1932		Horz %	100.00	19.66	45.48	8.54	54.52	11.12
1933		Vert %	13.98	13.98	13.20	13.24	14.72	14.61
1934		Index	100	100	94	95	105	104
1935								
1936								