

RAB / GfK MRI FORMAT PROFILE: ETHNIC

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Ethnic Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Ethnic Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Ethnic Formats (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgt	48168	285	24457	147	23711	138
5		Weighted (000)	238155	1065	114766	495	123389	570
6		Horz %	100.00	0.45	48.19	0.21	51.81	0.24
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10	Male	Unwgt	24457	147	24457	147	0	0
11		Weighted (000)	114766	495	114766	495	0	0
12		Horz %	100.00	0.43	100.00	0.43	0.00	0.00
13		Vert %	48.19	46.46	100.00	100.00	0.00	0.00
14		Index	100	96	208	208	0	0
15					*	*		
16	Female	Unwgt	23711	138	0	0	23711	138
17		Weighted (000)	123389	570	0	0	123389	570
18		Horz %	100.00	0.46	0.00	0.00	100.00	0.46
19		Vert %	51.81	53.54	0.00	0.00	100.00	100.00
20		Index	100	103	0	0	193	193
21				*	*	*	*	
22	Age 18-24	Unwgt	3835	14	2176	5	1659	9
23		Weighted (000)	30197	90	15211	28	14986	63
24		Horz %	100.00	0.30	50.37	0.09	49.63	0.21
25		Vert %	12.68	8.48	13.25	5.63	12.15	10.96
26		Index	100	67	105	44	96	86
27				*	*	*	*	
28	Age 25-34	Unwgt	7986	27	4052	11	3934	16
29		Weighted (000)	42012	87	20869	40	21143	47
30		Horz %	100.00	0.21	49.67	0.10	50.33	0.11
31		Vert %	17.64	8.20	18.18	8.08	17.14	8.31
32		Index	100	47	103	46	97	47
33					*	*	*	
34	Age 35-44	Unwgt	8452	74	4443	40	4009	34
35		Weighted (000)	40087	276	19682	115	20405	160
36		Horz %	100.00	0.69	49.10	0.29	50.90	0.40
37		Vert %	16.83	25.86	17.15	23.32	16.54	28.07
38		Index	100	154	102	139	98	167
39					*	*	*	
40	Age 45-54	Unwgt	9050	76	4578	38	4472	38
41		Weighted (000)	43666	317	21286	143	22380	173
42		Horz %	100.00	0.73	48.75	0.33	51.25	0.40
43		Vert %	18.33	29.73	18.55	28.98	18.14	30.38
44		Index	100	162	101	158	99	166
45				*	*	*	*	
46	Age 55-64	Unwgt	8207	48	4240	27	3967	21
47		Weighted (000)	38818	174	18503	97	20315	77
48		Horz %	100.00	0.45	47.67	0.25	52.33	0.20
49		Vert %	16.30	16.34	16.12	19.53	16.46	13.58
50		Index	100	100	99	120	101	83
51				*	*	*	*	
52	Age 65+	Unwgt	10638	46	4968	26	5670	20
53		Weighted (000)	43374	121	19215	72	24160	50
54		Horz %	100.00	0.28	44.30	0.16	55.70	0.11
55		Vert %	18.21	11.38	16.74	14.46	19.58	8.71
56		Index	100	62	92	79	108	48

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2								
57	Age 21+							
58		Unwgted	46644	280	23528	144	23116	136
59		Weighted (000)	225241	1031	107990	482	117251	549
60		Horz %	100.00	0.46	47.94	0.21	52.06	0.24
61		Vert %	94.58	96.77	94.10	97.47	95.03	96.17
62		Index	100	102	99	103	100	102
63	Age 18-34			*		*		*
64		Unwgted	11821	41	6228	16	5593	25
65		Weighted (000)	72209	178	36080	68	36129	110
66		Horz %	100.00	0.25	49.97	0.09	50.03	0.15
67		Vert %	30.32	16.69	31.44	13.70	29.28	19.27
68		Index	100	55	104	45	97	64
69	Age 18-49							
70		Unwgted	24702	158	12939	76	11763	82
71		Weighted (000)	133505	637	66134	255	67371	382
72		Horz %	100.00	0.48	49.54	0.19	50.46	0.29
73		Vert %	56.06	59.81	57.63	51.54	54.60	67.00
74	Index	100	107	103	92	97	120	
75	Age 25-54							
76		Unwgted	25488	177	13073	89	12415	88
77		Weighted (000)	125765	680	61837	299	63928	381
78		Horz %	100.00	0.54	49.17	0.24	50.83	0.30
79		Vert %	52.81	63.80	53.88	60.38	51.81	66.76
80	Index	100	121	102	114	98	126	
81	Age 35-64							
82		Unwgted	25709	198	13261	105	12448	93
83		Weighted (000)	122571	766	59471	356	63100	411
84		Horz %	100.00	0.63	48.52	0.29	51.48	0.34
85		Vert %	51.47	71.94	51.82	71.84	51.14	72.02
86	Index	100	140	101	140	99	140	
87	Age 50+							
88		Unwgted	23466	127	11518	71	11948	56
89		Weighted (000)	104649	428	48631	240	56018	188
90		Horz %	100.00	0.41	46.47	0.23	53.53	0.18
91		Vert %	43.94	40.19	42.37	48.46	45.40	33.00
92	Index	100	91	96	110	103	75	
93	Median Age							
94		Unwgted						
95		Weighted (000)	46.60	47.20	45.80	49.50	47.40	45.70
96		Horz %						
97		Vert %						
98	Index							
99	Race: White Only							*
100		Unwgted	35231	102	17988	60	17243	42
101		Weighted (000)	176436	350	85107	188	91329	162
102		Horz %	100.00	0.20	48.24	0.11	51.76	0.09
103		Vert %	74.08	32.83	74.16	38.03	74.02	28.32
104	Index	100	44	100	51	100	38	
105	Race: Black/African-American Only			*		*		*
106		Unwgted	5807	27	2719	16	3088	11
107		Weighted (000)	28531	146	13037	75	15494	70
108		Horz %	100.00	0.51	45.69	0.26	54.31	0.25
109		Vert %	11.98	13.69	11.36	15.25	12.56	12.33
110	Index	100	114	95	127	105	103	

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2								
111	Race: Asian							
112		Unwgted	2180	121	1128	51	1052	70
113		Weighted (000)	7671	408	3482	130	4189	279
114		Horz %	100.00	5.32	45.39	1.69	54.61	3.63
115		Vert %	3.22	38.33	3.03	26.22	3.39	48.83
116		Index	100	1190	94	814	105	1516
117	Race: Other Race/Multi-Racial							
118		Unwgted	7130	156	3750	71	3380	85
119		Weighted (000)	33187	570	16622	231	16565	338
120		Horz %	100.00	1.72	50.09	0.70	49.91	1.02
121		Vert %	13.94	53.48	14.48	46.72	13.43	59.35
122		Index	100	384	104	335	96	426
123	Hispanic, Latino, Spanish Origin or Descent			*		*		*
124		Unwgted	5677	30	2846	18	2831	12
125		Weighted (000)	35739	171	17858	118	17882	54
126		Horz %	100.00	0.48	49.97	0.33	50.03	0.15
127		Vert %	15.01	16.09	15.56	23.83	14.49	9.38
128		Index	100	107	104	159	97	63
129	Hispanic, Personally Speak Only English at Home			*		*		*
130		Unwgted	1612	3	851	3	761	0
131		Weighted (000)	5378	11	2712	11	2667	0
132		Horz %	100.00	0.20	50.42	0.20	49.58	0.00
133		Vert %	2.26	1.00	2.36	2.16	2.16	0.00
134		Index	100	44	105	95	96	0
135	Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*		*		*
136		Unwgted	1702	9	820	3	882	6
137		Weighted (000)	9096	33	4752	5	4344	28
138		Horz %	100.00	0.36	52.24	0.05	47.76	0.31
139		Vert %	3.82	3.05	4.14	0.93	3.52	4.89
140		Index	100	80	108	24	92	128
141	Hispanic, Personally Speak Only Spanish at Home			*		*		*
142		Unwgted	897	7	420	5	477	2
143		Weighted (000)	10398	60	5173	48	5225	12
144		Horz %	100.00	0.57	49.75	0.46	50.25	0.11
145		Vert %	4.37	5.60	4.51	9.69	4.23	2.04
146		Index	100	128	103	222	97	47
147	Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*		*		*
148		Unwgted	1355	9	702	5	653	4
149		Weighted (000)	8786	45	4447	31	4340	14
150		Horz %	100.00	0.51	50.61	0.35	49.39	0.16
151		Vert %	3.69	4.19	3.87	6.20	3.52	2.44
152		Index	100	114	105	168	95	66
153	Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*	*
154		Unwgted	84	0	41	0	43	0
155		Weighted (000)	1523	0	602	0	920	0
156		Horz %	100.00	0.00	39.56	0.00	60.44	0.00
157		Vert %	0.64	0.00	0.52	0.00	0.75	0.00
158		Index	100	0	82	0	117	0
159	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree					*		*
160		Unwgted	6749	71	3535	38	3214	33
161		Weighted (000)	24693	190	11947	81	12745	109
162		Horz %	100.00	0.77	48.38	0.33	51.62	0.44
163		Vert %	10.37	17.81	10.41	16.27	10.33	19.15
164		Index	100	172	100	157	100	185

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2								
165						*		*
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	63	5594	28	5303	35
167		Weighted (000)	43976	192	21010	75	22966	117
168		Horz %	100.00	0.44	47.78	0.17	52.22	0.27
169		Vert %	18.47	18.00	18.31	15.09	18.61	20.53
170		Index	100	97	99	82	101	111
171				*		*		*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	14	1055	4	1437	10
173		Weighted (000)	10385	53	4055	10	6330	43
174		Horz %	100.00	0.51	39.05	0.10	60.95	0.42
175		Vert %	4.36	4.99	3.53	2.00	5.13	7.59
176		Index	100	114	81	46	118	174
177				*		*		*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	17	1466	10	1642	7
179		Weighted (000)	12939	54	5528	25	7411	29
180		Horz %	100.00	0.42	42.72	0.19	57.28	0.23
181		Vert %	5.43	5.11	4.82	5.05	6.01	5.16
182		Index	100	94	89	93	111	95
183				*		*		*
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	43	5138	24	5029	19
185		Weighted (000)	45323	158	21898	64	23425	94
186		Horz %	100.00	0.35	48.32	0.14	51.68	0.21
187		Vert %	19.03	14.85	19.08	13.00	18.98	16.46
188		Index	100	78	100	68	100	86
189				*		*		*
190	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	49	5465	30	5162	19
191		Weighted (000)	70635	270	34949	162	35686	108
192		Horz %	100.00	0.38	49.48	0.23	50.52	0.15
193		Vert %	29.66	25.30	30.45	32.69	28.92	18.89
194		Index	100	85	103	110	98	64
195				*		*		*
196	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	28	2204	13	1924	15
197		Weighted (000)	30203	148	15378	79	14825	70
198		Horz %	100.00	0.49	50.91	0.26	49.09	0.23
199		Vert %	12.68	13.93	13.40	15.90	12.02	12.22
200		Index	100	110	106	125	95	96
201				*		*		*
202	Currently Attending College or University	Unwgted	3489	22	1681	10	1808	12
203		Weighted (000)	19251	96	8953	37	10297	59
204		Horz %	100.00	0.50	46.51	0.19	53.49	0.31
205		Vert %	8.08	9.03	7.80	7.55	8.35	10.33
206		Index	100	112	97	93	103	128
207				*		*		*
208	Employed Full Time	Unwgted	24693	172	14836	105	9857	67
209		Weighted (000)	114968	578	66238	335	48730	244
210		Horz %	100.00	0.50	57.61	0.29	42.39	0.21
211		Vert %	48.27	54.29	57.72	67.59	39.49	42.74
212		Index	100	112	120	140	82	89
213				*		*		*
214	Employed Part Time	Unwgted	5566	29	2103	12	3463	17
215		Weighted (000)	28629	103	10048	39	18582	64
216		Horz %	100.00	0.36	35.10	0.13	64.90	0.22
217		Vert %	12.02	9.62	8.75	7.78	15.06	11.22
218		Index	100	80	73	65	125	93

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2								
219	Not Employed					*		
220		Unwgt'd	17909	84	7518	30	10391	54
221		Weighted (000)	94557	384	38480	122	56077	263
222		Horz %	100.00	0.41	40.70	0.13	59.30	0.28
223		Vert %	39.70	36.09	33.53	24.62	45.45	46.03
224	Index	100	91	84	62	114	116	
225	Temporarily Unemployed			*		*		*
226		Unwgt'd	2163	15	1076	6	1087	9
227		Weighted (000)	14225	116	7394	48	6830	68
228		Horz %	100.00	0.82	51.98	0.34	48.02	0.48
229		Vert %	5.97	10.90	6.44	9.67	5.54	11.96
230	Index	100	182	108	162	93	200	
231	Retired from Employment			*		*		*
232		Unwgt'd	10300	41	4886	21	5414	20
233		Weighted (000)	44807	123	20795	65	24012	58
234		Horz %	100.00	0.28	46.41	0.14	53.59	0.13
235		Vert %	18.81	11.58	18.12	13.11	19.46	10.24
236	Index	100	62	96	70	103	54	
237	Not Employed, Principal Shopper for Household			*		*		*
238		Unwgt'd	2452	19	63	0	2389	19
239		Weighted (000)	16222	105	415	0	15807	105
240		Horz %	100.00	0.65	2.56	0.00	97.44	0.65
241		Vert %	6.81	9.87	0.36	0.00	12.81	18.44
242	Index	100	145	5	0	188	271	
243	Occupation: Professional and Related Occupations			*		*		*
244		Unwgt'd	7464	59	3516	36	3948	23
245		Weighted (000)	32463	175	13816	95	18647	80
246		Horz %	100.00	0.54	42.56	0.29	57.44	0.24
247		Vert %	13.63	16.42	12.04	19.27	15.11	13.94
248	Index	100	120	88	141	111	102	
249	Occupation: Management, Business and Financial Operations			*		*		*
250		Unwgt'd	6295	48	3914	27	2381	21
251		Weighted (000)	23158	142	13110	70	10048	72
252		Horz %	100.00	0.61	56.61	0.30	43.39	0.31
253		Vert %	9.72	13.32	11.42	14.09	8.14	12.66
254	Index	100	137	117	145	84	130	
255	Occupation: Sales and Office Occupations			*		*		*
256		Unwgt'd	5947	31	2267	10	3680	21
257		Weighted (000)	32581	128	12510	48	20071	80
258		Horz %	100.00	0.39	38.40	0.15	61.60	0.25
259		Vert %	13.68	12.03	10.90	9.71	16.27	14.05
260	Index	100	88	80	71	119	103	
261	Occupation: Natural Resources, Construction and Maintenance Occupations			*		*		*
262		Unwgt'd	2518	17	2431	17	87	0
263		Weighted (000)	13283	55	12692	55	591	0
264		Horz %	100.00	0.42	95.55	0.42	4.45	0.00
265		Vert %	5.58	5.18	11.06	11.14	0.48	0.00
266	Index	100	93	198	200	9	0	
267	Occupation: Other Employed			*		*		*
268		Unwgt'd	8035	46	4811	27	3224	19
269		Weighted (000)	42112	181	24157	105	17955	76
270		Horz %	100.00	0.43	57.36	0.25	42.64	0.18
271		Vert %	17.68	16.96	21.05	21.17	14.55	13.31
272	Index	100	96	119	120	82	75	

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1								
2								
273				*		*		*
274		Unwgt	1652	18	995	9	657	9
275	Household Income:	Weighted (000)	6409	58	3331	21	3078	37
276	\$250,000+	Horz %	100.00	0.91	51.98	0.33	48.02	0.58
277		Vert %	2.69	5.46	2.90	4.27	2.49	6.49
278		Index	100	203	108	159	93	241
279				*		*		*
280		Unwgt	1403	15	802	7	601	8
281	Household Income: \$200,000-	Weighted (000)	5818	56	2971	17	2847	39
282	\$249,999	Horz %	100.00	0.96	51.06	0.30	48.94	0.67
283		Vert %	2.44	5.26	2.59	3.49	2.31	6.80
284		Index	100	215	106	143	94	278
285				*		*		*
286		Unwgt	3416	22	2002	14	1414	8
287	Household Income: \$150,000-	Weighted (000)	15518	80	7893	41	7625	39
288	\$199,999	Horz %	100.00	0.51	50.87	0.26	49.13	0.25
289		Vert %	6.52	7.49	6.88	8.25	6.18	6.83
290		Index	100	115	106	127	95	105
291				*		*		*
292		Unwgt	7088	45	4096	25	2992	20
293	Household Income: \$100,000-	Weighted (000)	36360	163	18625	90	17735	73
294	\$149,999	Horz %	100.00	0.45	51.22	0.25	48.78	0.20
295		Vert %	15.27	15.33	16.23	18.20	14.37	12.85
296		Index	100	100	106	119	94	84
297				*		*		*
298		Unwgt	6291	41	3511	23	2780	18
299	Household Income: \$75,000-	Weighted (000)	31892	141	16159	72	15732	69
300	\$99,999	Horz %	100.00	0.44	50.67	0.23	49.33	0.22
301		Vert %	13.39	13.23	14.08	14.60	12.75	12.05
302		Index	100	99	105	109	95	90
303				*		*		*
304		Unwgt	5133	28	2676	15	2457	13
305	Household Income: \$60,000-	Weighted (000)	25163	92	12461	61	12702	31
306	\$74,999	Horz %	100.00	0.36	49.52	0.24	50.48	0.12
307		Vert %	10.57	8.61	10.86	12.37	10.29	5.35
308		Index	100	82	103	117	97	51
309				*		*		*
310		Unwgt	3809	19	1962	13	1847	6
311	Household Income: \$50,000-	Weighted (000)	18825	66	9277	37	9548	29
312	\$59,999	Horz %	100.00	0.35	49.28	0.20	50.72	0.16
313		Vert %	7.90	6.19	8.08	7.42	7.74	5.12
314		Index	100	78	102	94	98	65
315				*		*		*
316		Unwgt	4740	22	2353	8	2387	14
317	Household Income: \$40,000-	Weighted (000)	20651	101	10068	20	10584	81
318	\$49,999	Horz %	100.00	0.49	48.75	0.10	51.25	0.39
319		Vert %	8.67	9.46	8.77	4.09	8.58	14.12
320		Index	100	109	101	47	99	163
321				*		*		*
322		Unwgt	4631	29	2090	13	2541	16
323	Household Income: \$30,000-	Weighted (000)	22417	140	10701	61	11716	80
324	\$39,999	Horz %	100.00	0.63	47.74	0.27	52.26	0.36
325		Vert %	9.41	13.18	9.32	12.23	9.49	13.99
326		Index	100	140	99	130	101	149

RAB / GfK MRI FORMAT PROFILE: ETHNIC

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2								
327				*		*		*
328		Unwgted	4429	20	1882	10	2547	10
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	50	10224	16	12416	34
330		Horz %	100.00	0.22	45.16	0.07	54.84	0.15
331		Vert %	9.51	4.67	8.91	3.20	10.06	5.93
332		Index	100	49	94	34	106	62
333					*		*	
334		Unwgted	5576	26	2088	10	3488	16
335	Household Income: Under \$20,000	Weighted (000)	32463	119	13056	59	19407	60
336		Horz %	100.00	0.37	40.22	0.18	59.78	0.18
337		Vert %	13.63	11.13	11.38	11.88	15.73	10.47
338		Index	100	82	83	87	115	77
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	69.40	64.90	73.60	57.90	61.00
342		Horz %						
343		Vert %						
344		Index						
345				*		*		*
346		Unwgted	11693	41	6285	24	5408	17
347	Marital Status: Single, Never Married	Weighted (000)	65997	181	35246	88	30751	93
348		Horz %	100.00	0.27	53.41	0.13	46.59	0.14
349		Vert %	27.71	17.00	30.71	17.87	24.92	16.25
350		Index	100	61	111	64	90	59
351								
352		Unwgted	24820	189	14100	102	10720	87
353	Marital Status: Currently Married	Weighted (000)	126882	647	63254	305	63629	342
354		Horz %	100.00	0.51	49.85	0.24	50.15	0.27
355		Vert %	53.28	60.72	55.12	61.68	51.57	59.89
356		Index	100	114	103	116	97	112
357				*		*		*
358		Unwgted	7777	39	3127	18	4650	21
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	192	12849	95	17759	97
360		Horz %	100.00	0.63	41.98	0.31	58.02	0.32
361		Vert %	12.85	17.98	11.20	19.13	14.39	16.99
362		Index	100	140	87	149	112	132
363				*		*		*
364		Unwgted	3878	16	945	3	2933	13
365	Marital Status: Widowed	Weighted (000)	14666	46	3416	7	11250	39
366		Horz %	100.00	0.31	23.29	0.04	76.71	0.27
367		Vert %	6.16	4.29	2.98	1.32	9.12	6.87
368		Index	100	70	48	21	148	112
369				*		*		*
370		Unwgted	1983	6	1032	3	951	3
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	32	5384	24	5833	8
372		Horz %	100.00	0.28	48.00	0.21	52.00	0.07
373		Vert %	4.71	2.98	4.69	4.83	4.73	1.38
374		Index	100	63	100	103	100	29
375				*		*		*
376		Unwgted	3313	9	1820	7	1493	2
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	96	10281	66	10662	30
378		Horz %	100.00	0.46	49.09	0.32	50.91	0.14
379		Vert %	8.79	9.01	8.96	13.36	8.64	5.23
380		Index	100	102	102	152	98	59

RAB / GfK MRI FORMAT PROFILE: ETHNIC

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2								
381								
382		Unwgted	17843	135	8707	64	9136	71
383	Any Child(ren) Under Age 18	Weighted (000)	94619	528	42720	214	51899	315
384	Living at Home	Horz %	100.00	0.56	45.15	0.23	54.85	0.33
385		Vert %	39.73	49.60	37.22	43.16	42.06	55.19
386		Index	100	125	94	109	106	139
387						*		*
388		Unwgted	7219	65	3511	26	3708	39
389	1 Child Under Age 18	Weighted (000)	38752	261	17649	77	21103	183
390	Currently Living at Home	Horz %	100.00	0.67	45.54	0.20	54.46	0.47
391		Vert %	16.27	24.48	15.38	15.64	17.10	32.15
392		Index	100	150	95	96	105	198
393						*		*
394		Unwgted	6632	57	3312	30	3320	27
395	2 Children Under Age 18	Weighted (000)	33339	203	15370	101	17969	102
396	Currently Living at Home	Horz %	100.00	0.61	46.10	0.30	53.90	0.30
397		Vert %	14.00	19.05	13.39	20.48	14.56	17.80
398		Index	100	136	96	146	104	127
399						*		*
400		Unwgted	2738	10	1283	6	1455	4
401	3 Children Under Age 18	Weighted (000)	14851	55	6431	27	8420	28
402	Currently Living at Home	Horz %	100.00	0.37	43.31	0.18	56.69	0.19
403		Vert %	6.24	5.12	5.60	5.36	6.82	4.91
404		Index	100	82	90	86	109	79
405						*		*
406		Unwgted	882	2	427	1	455	1
407	4 Children Under Age 18	Weighted (000)	5223	9	2303	8	2920	2
408	Currently Living at Home	Horz %	100.00	0.18	44.10	0.14	55.90	0.04
409		Vert %	2.19	0.89	2.01	1.53	2.37	0.33
410		Index	100	40	92	70	108	15
411						*		*
412		Unwgted	372	1	174	1	198	0
413	5 or More Children Under Age 18	Weighted (000)	2454	1	967	1	1487	0
414	Currently Living at Home	Horz %	100.00	0.03	39.40	0.03	60.60	0.00
415		Vert %	1.03	0.07	0.84	0.15	1.21	0.00
416		Index	100	7	82	15	117	0
417								
418		Unwgted	33340	183	17386	99	15954	84
419	Own Home/Residence	Weighted (000)	157962	587	76483	285	81479	302
420		Horz %	100.00	0.37	48.42	0.18	51.58	0.19
421		Vert %	66.33	55.14	66.64	57.59	66.03	53.01
422		Index	100	83	100	87	100	80
423						*		*
424		Unwgted	14260	99	6787	46	7473	53
425	Rent Home/Residence	Weighted (000)	77153	463	36837	196	40316	267
426		Horz %	100.00	0.60	47.75	0.25	52.25	0.35
427		Vert %	32.40	43.46	32.10	39.58	32.67	46.82
428		Index	100	134	99	122	101	145
429						*		*
430		Unwgted	568	3	284	2	284	1
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	15	1445	14	1594	1
432		Horz %	100.00	0.49	47.54	0.46	52.46	0.03
433		Vert %	1.28	1.40	1.26	2.83	1.29	0.17
434		Index	100	110	99	221	101	13

RAB / GfK MRI FORMAT PROFILE: ETHNIC

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2								
435	Census Region: North East					*		*
436		Unwgted	11308	59	5685	30	5623	29
437		Weighted (000)	43253	281	20622	128	22631	153
438		Horz %	100.00	0.65	47.68	0.30	52.32	0.35
439		Vert %	18.16	26.37	17.97	25.92	18.34	26.76
440		Index	100	145	99	143	101	147
441	Census Region: South					*		*
442		Unwgted	16124	58	8035	29	8089	29
443		Weighted (000)	89346	207	42766	114	46580	93
444		Horz %	100.00	0.23	47.87	0.13	52.13	0.10
445		Vert %	37.52	19.45	37.26	23.06	37.75	16.32
446		Index	100	52	99	61	101	44
447	Census Region: Midwest			*		*		*
448		Unwgted	10891	34	5544	20	5347	14
449		Weighted (000)	51282	82	24805	32	26477	49
450		Horz %	100.00	0.16	48.37	0.06	51.63	0.10
451		Vert %	21.53	7.65	21.61	6.51	21.46	8.64
452		Index	100	36	100	30	100	40
453	Census Region: West			*		*		*
454		Unwgted	9845	134	5193	68	4652	66
455		Weighted (000)	54273	496	26572	220	27701	275
456		Horz %	100.00	0.91	48.96	0.41	51.04	0.51
457		Vert %	22.79	46.53	23.15	44.51	22.45	48.28
458		Index	100	204	102	195	99	212
459	Census Sub-Region: New England			*		*		*
460		Unwgted	2844	13	1449	7	1395	6
461		Weighted (000)	11320	94	5419	54	5901	41
462		Horz %	100.00	0.83	47.87	0.47	52.13	0.36
463		Vert %	4.75	8.86	4.72	10.86	4.78	7.13
464		Index	100	186	99	228	101	150
465	Census Sub-Region: Mid Atlantic			*		*		*
466		Unwgted	8464	46	4236	23	4228	23
467		Weighted (000)	31933	187	15203	75	16730	112
468		Horz %	100.00	0.58	47.61	0.23	52.39	0.35
469		Vert %	13.41	17.51	13.25	15.06	13.56	19.63
470		Index	100	131	99	112	101	146
471	Census Sub-Region: South Atlantic			*		*		*
472		Unwgted	9116	14	4475	8	4641	6
473		Weighted (000)	45960	68	21872	44	24087	23
474		Horz %	100.00	0.15	47.59	0.10	52.41	0.05
475		Vert %	19.30	6.34	19.06	8.90	19.52	4.11
476		Index	100	33	99	46	101	21
477	Census Sub-Region: East South Central			*		*		*
478		Unwgted	2066	2	1066	1	1000	1
479		Weighted (000)	14946	20	7248	5	7697	14
480		Horz %	100.00	0.13	48.50	0.04	51.50	0.10
481		Vert %	6.28	1.86	6.32	1.11	6.24	2.51
482		Index	100	30	101	18	99	40
483	Census Sub-Region: West South Central			*		*		*
484		Unwgted	4942	42	2494	20	2448	22
485		Weighted (000)	28441	120	13646	65	14795	55
486		Horz %	100.00	0.42	47.98	0.23	52.02	0.19
487		Vert %	11.94	11.25	11.89	13.05	11.99	9.70
488		Index	100	94	100	109	100	81

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2								
489				*		*		*
490		Unwgt	8456	30	4267	18	4189	12
491	Census Sub-Region: East North Central	Weighted (000)	35650	46	16892	23	18758	23
492		Horz %	100.00	0.13	47.38	0.07	52.62	0.06
493		Vert %	14.97	4.35	14.72	4.75	15.20	4.00
494		Index	100	29	98	32	102	27
495				*		*		*
496		Unwgt	2435	4	1277	2	1158	2
497	Census Sub-Region: West North Central	Weighted (000)	15632	35	7913	9	7719	26
498		Horz %	100.00	0.23	50.62	0.06	49.38	0.17
499		Vert %	6.56	3.30	6.90	1.76	6.26	4.64
500		Index	100	50	105	27	95	71
501				*		*		*
502		Unwgt	2321	6	1229	3	1092	3
503	Census Sub-Region: Mountain	Weighted (000)	16500	45	8176	32	8324	14
504		Horz %	100.00	0.27	49.55	0.19	50.45	0.08
505		Vert %	6.93	4.24	7.12	6.38	6.75	2.39
506		Index	100	61	103	92	97	34
507								
508		Unwgt	7524	128	3964	65	3560	63
509	Census Sub-Region: Pacific	Weighted (000)	37774	450	18396	189	19378	262
510		Horz %	100.00	1.19	48.70	0.50	51.30	0.69
511		Vert %	15.86	42.28	16.03	38.13	15.70	45.89
512		Index	100	267	101	240	99	289
513								
514		Unwgt	26679	226	13529	116	13150	110
515	County Size: A	Weighted (000)	99155	719	47699	331	51456	387
516		Horz %	100.00	0.72	48.11	0.33	51.89	0.39
517		Vert %	41.63	67.47	41.56	66.95	41.70	67.92
518		Index	100	162	100	161	100	163
519				*		*		*
520		Unwgt	12036	45	6063	24	5973	21
521	County Size: B	Weighted (000)	70767	239	34009	113	36758	126
522		Horz %	100.00	0.34	48.06	0.16	51.94	0.18
523		Vert %	29.71	22.43	29.63	22.79	29.79	22.11
524		Index	100	75	100	77	100	74
525				*		*		*
526		Unwgt	9453	14	4865	7	4588	7
527	County Size: C/D	Weighted (000)	68232	108	33058	51	35175	57
528		Horz %	100.00	0.16	48.45	0.07	51.55	0.08
529		Vert %	28.65	10.11	28.80	10.27	28.51	9.97
530		Index	100	35	101	36	99	35
531				*		*		*
532		Unwgt	1292	10	710	7	582	3
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	50	2746	25	2374	25
534		Horz %	100.00	0.97	53.63	0.48	46.37	0.48
535		Vert %	2.15	4.66	2.39	5.01	1.92	4.35
536		Index	100	217	111	233	90	202
537						*		*
538		Unwgt	8429	63	3621	28	4808	35
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	242	16635	97	24144	146
540		Horz %	100.00	0.59	40.79	0.24	59.21	0.36
541		Vert %	17.12	22.73	14.49	19.52	19.57	25.52
542		Index	100	133	85	114	114	149

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2								
543				*		*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	6	715	2	563	4
545		Weighted (000)	7030	29	3657	5	3373	24
546		Horz %	100.00	0.42	52.02	0.07	47.98	0.35
547		Vert %	2.95	2.74	3.19	0.97	2.73	4.28
548		Index	100	93	108	33	93	145
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	3	186	1	203	2
551		Weighted (000)	2075	23	838	2	1237	21
552		Horz %	100.00	1.12	40.41	0.10	59.59	1.01
553		Vert %	0.87	2.17	0.73	0.42	1.00	3.69
554		Index	100	249	84	48	115	424
555				*		*		*
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	38	1797	22	1234	16
557		Weighted (000)	8416	91	4632	42	3784	48
558		Horz %	100.00	1.08	55.04	0.50	44.96	0.57
559		Vert %	3.53	8.50	4.04	8.52	3.07	8.48
560		Index	100	241	114	241	87	240
561				*		*		*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	25	2871	15	652	10
563		Weighted (000)	12663	72	9964	37	2698	35
564		Horz %	100.00	0.57	78.69	0.29	21.31	0.28
565		Vert %	5.32	6.73	8.68	7.40	2.19	6.16
566		Index	100	127	163	139	41	116
567				*		*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	11	663	7	325	4
569		Weighted (000)	4277	39	2782	20	1494	19
570		Horz %	100.00	0.91	65.06	0.46	34.94	0.45
571		Vert %	1.80	3.66	2.42	3.96	1.21	3.40
572		Index	100	204	135	221	67	190
573				*		*		*
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	17	1973	11	1475	6
575		Weighted (000)	16147	62	8900	32	7247	30
576		Horz %	100.00	0.39	55.12	0.20	44.88	0.19
577		Vert %	6.78	5.85	7.76	6.48	5.87	5.31
578		Index	100	86	114	96	87	78
579				*		*		*
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	42	3987	25	4877	17
581		Weighted (000)	46661	153	19823	101	26837	52
582		Horz %	100.00	0.33	42.48	0.22	57.52	0.11
583		Vert %	19.59	14.41	17.27	20.46	21.75	9.15
584		Index	100	74	88	104	111	47
585				*		*		*
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	11	1569	7	1287	4
587		Weighted (000)	13017	59	7079	40	5938	19
588		Horz %	100.00	0.45	54.38	0.30	45.62	0.15
589		Vert %	5.47	5.53	6.17	8.02	4.81	3.37
590		Index	100	101	113	147	88	62
591				*		*		*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	9	2511	7	1270	2
593		Weighted (000)	18048	47	11714	19	6334	28
594		Horz %	100.00	0.26	64.90	0.11	35.10	0.16
595		Vert %	7.58	4.42	10.21	3.84	5.13	4.93
596		Index	100	58	135	51	68	65

RAB / GfK MRI FORMAT PROFILE: ETHNIC

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Ethnic Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Ethnic Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Ethnic Formats (Monday-Sunday 24-Hour Cume)
2								
597				*		*		*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt	1442	13	755	8	687	5
599		Weighted (000)	5709	43	2958	11	2752	32
600		Horz %	100.00	0.75	51.81	0.20	48.19	0.55
601		Vert %	2.40	4.02	2.58	2.27	2.23	5.53
602		Index	100	168	108	95	93	231
603				*		*		*
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	8237	12	4003	6	4234	6
605		Weighted (000)	46833	46	21488	19	25345	28
606		Horz %	100.00	0.10	45.88	0.04	54.12	0.06
607		Vert %	19.66	4.35	18.72	3.74	20.54	4.87
608		Index	100	22	95	19	104	25
609								
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt	285	285	147	147	138	138
611		Weighted (000)	1065	1065	495	495	570	570
612		Horz %	100.00	100.00	46.46	46.46	53.54	53.54
613		Vert %	0.45	100.00	0.43	100.00	0.46	100.00
614		Index	100	22355	96	22355	103	22355
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt	714	3	264	2	450	1
617		Weighted (000)	3659	25	1332	7	2327	19
618		Horz %	100.00	0.70	36.41	0.18	63.59	0.52
619		Vert %	1.54	2.39	1.16	1.32	1.89	3.32
620		Index	100	156	76	86	123	216
621				*		*		*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	2223	37	1107	19	1116	18
623		Weighted (000)	15844	162	7607	98	8236	64
624		Horz %	100.00	1.02	48.01	0.62	51.99	0.40
625		Vert %	6.65	15.18	6.63	19.82	6.68	11.15
626		Index	100	228	100	298	100	168
627				*		*		*
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt	3669	29	1436	13	2233	16
629		Weighted (000)	17141	100	6212	54	10929	47
630		Horz %	100.00	0.59	36.24	0.31	63.76	0.27
631		Vert %	7.20	9.43	5.41	10.82	8.86	8.23
632		Index	100	131	75	150	123	114
633				*		*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt	787	8	460	5	327	3
635		Weighted (000)	2899	18	1579	10	1320	8
636		Horz %	100.00	0.62	54.47	0.35	45.53	0.27
637		Vert %	1.22	1.70	1.38	2.04	1.07	1.39
638		Index	100	139	113	168	88	114
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt	915	13	515	8	400	5
641		Weighted (000)	7068	48	3599	35	3469	13
642		Horz %	100.00	0.69	50.92	0.50	49.08	0.19
643		Vert %	2.97	4.55	3.14	7.08	2.81	2.35
644		Index	100	153	106	239	95	79
645						*		*
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt	6215	50	3816	30	2399	20
647		Weighted (000)	23523	130	14154	66	9369	64
648		Horz %	100.00	0.55	60.17	0.28	39.83	0.27
649		Vert %	9.88	12.18	12.33	13.34	7.59	11.18
650		Index	100	123	125	135	77	113

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1			U.S. Adults 18+	Adults 18+ - Listen to Ethnic Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Ethnic Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Ethnic Formats (Monday-Sunday 24-Hour Cume)
2								
651				*		*		*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	9	952	5	936	4
653		Weighted (000)	9927	46	4669	31	5258	15
654		Horz %	100.00	0.46	47.04	0.31	52.96	0.15
655		Vert %	4.17	4.32	4.07	6.30	4.26	2.61
656		Index	100	104	98	151	102	63
657				*		*		*
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	20	1372	8	1196	12
659		Weighted (000)	10435	107	5282	38	5153	69
660		Horz %	100.00	1.02	50.62	0.36	49.38	0.66
661		Vert %	4.38	10.01	4.60	7.66	4.18	12.05
662		Index	100	228	105	175	95	275
663				*		*		*
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	22	1596	8	2353	14
665		Weighted (000)	19990	104	7792	36	12198	67
666		Horz %	100.00	0.52	38.98	0.18	61.02	0.34
667		Vert %	8.39	9.75	6.79	7.36	9.89	11.82
668		Index	100	116	81	88	118	141
669				*		*		*
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	16	1404	13	1472	3
671		Weighted (000)	15341	63	7412	53	7930	11
672		Horz %	100.00	0.41	48.31	0.34	51.69	0.07
673		Vert %	6.44	5.94	6.46	10.63	6.43	1.87
674		Index	100	92	100	165	100	29
675				*		*		*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	10	2680	5	1590	5
677		Weighted (000)	20195	48	12063	25	8132	23
678		Horz %	100.00	0.24	59.73	0.12	40.27	0.11
679		Vert %	8.48	4.46	10.51	4.97	6.59	4.02
680		Index	100	53	124	59	78	47
681				*		*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	8	429	5	733	3
683		Weighted (000)	5686	58	2013	41	3672	17
684		Horz %	100.00	1.02	35.41	0.72	64.59	0.30
685		Vert %	2.39	5.46	1.75	8.29	2.98	3.01
686		Index	100	229	73	347	125	126
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	8	319	5	365	3
689		Weighted (000)	4664	36	2063	14	2601	22
690		Horz %	100.00	0.78	44.23	0.30	55.77	0.48
691		Vert %	1.96	3.40	1.80	2.83	2.11	3.90
692		Index	100	174	92	145	108	199
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	5	129	4	177	1
695		Weighted (000)	1821	31	910	27	911	4
696		Horz %	100.00	1.73	49.96	1.48	50.04	0.25
697		Vert %	0.76	2.96	0.79	5.46	0.74	0.79
698		Index	100	387	104	714	97	103
699				*		*		*
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	20	2494	11	2807	9
701		Weighted (000)	27306	113	12722	51	14585	63
702		Horz %	100.00	0.41	46.59	0.19	53.41	0.23
703		Vert %	11.47	10.63	11.09	10.24	11.82	10.97
704		Index	100	93	97	89	103	96

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2								
705				*		*		*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	7	1035	4	1379	3
707		Weighted (000)	10854	37	4643	23	6211	14
708		Horz %	100.00	0.34	42.78	0.21	57.22	0.13
709		Vert %	4.56	3.48	4.05	4.62	5.03	2.48
710		Index	100	76	89	101	110	54
711				*		*		*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	7	1018	2	1016	5
713		Weighted (000)	12023	57	5724	9	6299	48
714		Horz %	100.00	0.47	47.61	0.07	52.39	0.40
715		Vert %	5.05	5.31	4.99	1.79	5.11	8.37
716	Index	100	105	99	35	101	166	
717				*		*		*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	17	706	9	553	8
719		Weighted (000)	6468	83	3593	40	2875	44
720		Horz %	100.00	1.29	55.55	0.61	44.45	0.67
721		Vert %	2.72	7.82	3.13	8.03	2.33	7.64
722	Index	100	288	115	296	86	281	
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	271	20746	138	19359	133
725		Weighted (000)	195910	1033	96272	471	99638	562
726		Horz %	100.00	0.53	49.14	0.24	50.86	0.29
727		Vert %	82.26	96.96	83.89	95.21	80.75	98.48
728	Index	100	118	102	116	98	120	
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	183	13440	92	11566	91
731		Weighted (000)	118698	640	60364	290	58335	349
732		Horz %	100.00	0.54	50.85	0.24	49.15	0.29
733		Vert %	49.84	60.05	52.60	58.68	47.28	61.24
734	Index	100	120	106	118	95	123	
735								*
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	94	9422	52	8461	42
737		Weighted (000)	88241	420	44427	225	43814	195
738		Horz %	100.00	0.48	50.35	0.26	49.65	0.22
739		Vert %	37.05	39.44	38.71	45.51	35.51	34.17
740	Index	100	106	104	123	96	92	
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	151	11583	81	9900	70
743		Weighted (000)	102780	584	52607	287	50173	297
744		Horz %	100.00	0.57	51.18	0.28	48.82	0.29
745		Vert %	43.16	54.79	45.84	58.00	40.66	52.01
746	Index	100	127	106	134	94	121	
747						*		*
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	55	3947	30	3353	25
749		Weighted (000)	36869	177	19177	67	17692	110
750		Horz %	100.00	0.48	52.01	0.18	47.99	0.30
751		Vert %	15.48	16.64	16.71	13.61	14.34	19.27
752	Index	100	107	108	88	93	124	
753				*		*		*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	16	1456	13	907	3
755		Weighted (000)	12089	43	7351	27	4738	16
756		Horz %	100.00	0.35	60.81	0.22	39.19	0.13
757		Vert %	5.08	4.01	6.41	5.36	3.84	2.85
758	Index	100	79	126	106	76	56	

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2								
759								
760		Unwgted	15477	112	8106	60	7371	52
761	Radio Daypart Cumes:	Weighted (000)	74270	435	37528	202	36742	233
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	0.59	50.53	0.27	49.47	0.31
763		Vert %	31.19	40.85	32.70	40.83	29.78	40.87
764		Index	100	131	105	131	95	131
765								
766		Unwgted	21457	139	10719	68	10738	71
767	Radio Daypart Cumes:	Weighted (000)	102778	550	48768	239	54011	311
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	0.54	47.45	0.23	52.55	0.30
769		Vert %	43.16	51.66	42.49	48.28	43.77	54.60
770		Index	100	120	98	112	101	127
771						*		
772		Unwgted	16141	94	8215	44	7926	50
773	Radio Daypart Cumes:	Weighted (000)	79854	432	38468	166	41386	267
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	0.54	48.17	0.21	51.83	0.33
775		Vert %	33.53	40.59	33.52	33.45	33.54	46.79
776		Index	100	121	100	100	100	140
777						*		*
778		Unwgted	7721	58	4043	28	3678	30
779	Radio Daypart Cumes:	Weighted (000)	38919	195	19420	73	19499	122
780	Weekend 7:00 pm - Midnight	Horz %	100.00	0.50	49.90	0.19	50.10	0.31
781		Vert %	16.34	18.35	16.92	14.81	15.80	21.42
782		Index	100	112	104	91	97	131
783						*		*
784		Unwgted	1911	15	1118	13	793	2
785	Radio Daypart Cumes:	Weighted (000)	9972	38	5625	27	4346	11
786	Weekend Midnight - 6:00 am	Horz %	100.00	0.38	56.41	0.27	43.59	0.11
787		Vert %	4.19	3.56	4.90	5.36	3.52	2.00
788		Index	100	85	117	128	84	48
789						*		*
790		Unwgted	12646	94	5791	49	6855	45
791	Where Listen to Radio on	Weighted (000)	61519	417	27333	175	34186	243
792	Typical Weekday: Home	Horz %	100.00	0.68	44.43	0.28	55.57	0.39
793		Vert %	25.83	39.19	23.82	35.31	27.71	42.55
794		Index	100	152	92	137	107	165
795								
796		Unwgted	36747	232	18963	121	17784	111
797	Where Listen to Radio on	Weighted (000)	177653	861	86450	419	91203	442
798	Typical Weekday: Car	Horz %	100.00	0.48	48.66	0.24	51.34	0.25
799		Vert %	74.60	80.86	75.33	84.73	73.92	77.50
800		Index	100	108	101	114	99	104
801						*		*
802		Unwgted	5605	24	3421	14	2184	10
803	Where Listen to Radio on	Weighted (000)	29068	110	16938	61	12131	49
804	Typical Weekday: Work	Horz %	100.00	0.38	58.27	0.21	41.73	0.17
805		Vert %	12.21	10.30	14.76	12.34	9.83	8.52
806		Index	100	84	121	101	81	70
807						*		*
808		Unwgted	985	4	550	3	435	1
809	Where Listen to Radio on	Weighted (000)	5269	11	2888	8	2380	3
810	Typical Weekday: Place Other Than Home, Car, Work	Horz %	100.00	0.21	54.82	0.15	45.18	0.06
811		Vert %	2.21	1.06	2.52	1.59	1.93	0.60
812		Index	100	48	114	72	87	27

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2								
813								
814		Unwgtd	14284	106	6807	56	7477	50
815	Where Listen to Radio on	Weighted (000)	69183	425	31782	172	37401	253
816	Typical Weekend: Home	Horz %	100.00	0.61	45.94	0.25	54.06	0.37
817		Vert %	29.05	39.90	27.69	34.79	30.31	44.34
818		Index	100	137	95	120	104	153
819								
820		Unwgtd	33644	213	17193	113	16451	100
821	Where Listen to Radio on	Weighted (000)	162441	781	78252	377	84188	404
822	Typical Weekend: Car	Horz %	100.00	0.48	48.17	0.23	51.83	0.25
823		Vert %	68.21	73.28	68.18	76.14	68.23	70.80
824		Index	100	107	100	112	100	104
825				*		*		*
826		Unwgtd	1927	10	1266	7	661	3
827	Where Listen to Radio on	Weighted (000)	10420	44	6599	22	3821	21
828	Typical Weekend: Work	Horz %	100.00	0.42	63.33	0.21	36.67	0.21
829		Vert %	4.38	4.09	5.75	4.46	3.10	3.77
830		Index	100	93	131	102	71	86
831				*		*		*
832		Unwgtd	957	3	546	2	411	1
833	Where Listen to Radio on	Weighted (000)	5414	7	3017	2	2397	5
834	Typical Weekend: Place Other Than Home, Car, Work	Horz %	100.00	0.14	55.73	0.04	44.27	0.10
835		Vert %	2.27	0.69	2.63	0.42	1.94	0.93
836		Index	100	31	116	19	85	41
837								
838		Unwgtd	9766	211	5971	114	3795	97
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	773	23093	359	16294	414
840		Horz %	100.00	1.96	58.63	0.91	41.37	1.05
841		Vert %	16.54	72.56	20.12	72.44	13.21	72.67
842		Index	100	439	122	438	80	439
843								
844		Unwgtd	36381	208	18453	110	17928	98
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	820	87796	383	94145	437
846		Horz %	100.00	0.45	48.26	0.21	51.74	0.24
847		Vert %	76.40	76.97	76.50	77.46	76.30	76.54
848		Index	100	101	100	101	100	100
849								
850		Unwgtd	39530	285	20284	147	19246	138
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	1065	94677	495	99607	570
852		Horz %	100.00	0.55	48.73	0.25	51.27	0.29
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855				*		*		*
856		Unwgtd	6338	10	3528	6	2810	4
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	28	14032	16	13682	12
858		Horz %	100.00	0.10	50.63	0.06	49.37	0.04
859		Vert %	11.64	2.61	12.23	3.21	11.09	2.09
860		Index	100	22	105	28	95	18
861				*		*		*
862		Unwgtd	8685	24	4748	14	3937	10
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	80	19203	35	20006	45
864		Horz %	100.00	0.20	48.98	0.09	51.02	0.12
865		Vert %	16.46	7.53	16.73	7.07	16.21	7.92
866		Index	100	46	102	43	98	48

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2								
867						*		*
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	64	6842	31	5833	33
869		Weighted (000)	60478	215	29974	95	30504	120
870		Horz %	100.00	0.36	49.56	0.16	50.44	0.20
871		Vert %	25.39	20.23	26.12	19.21	24.72	21.11
872		Index	100	80	103	76	97	83
873						*		*
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	53	6301	29	4930	24
875		Weighted (000)	56535	157	28911	82	27624	75
876		Horz %	100.00	0.28	51.14	0.15	48.86	0.13
877		Vert %	23.74	14.74	25.19	16.57	22.39	13.15
878		Index	100	62	106	70	94	55
879				*		*		*
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	39	4209	24	2985	15
881		Weighted (000)	34638	151	19095	93	15543	58
882		Horz %	100.00	0.44	55.13	0.27	44.87	0.17
883		Vert %	14.54	14.17	16.64	18.70	12.60	10.23
884		Index	100	97	114	129	87	70
885						*		*
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	55	6076	31	5127	24
887		Weighted (000)	54650	251	28025	110	26625	141
888		Horz %	100.00	0.46	51.28	0.20	48.72	0.26
889		Vert %	22.95	23.57	24.42	22.22	21.58	24.74
890		Index	100	103	106	97	94	108
891						*		*
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	72	7625	40	6345	32
893		Weighted (000)	68093	317	34986	148	33107	169
894		Horz %	100.00	0.47	51.38	0.22	48.62	0.25
895		Vert %	28.59	29.73	30.48	29.94	26.83	29.54
896		Index	100	104	107	105	94	103
897				*		*		*
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	23	2072	16	1493	7
899		Weighted (000)	16453	105	9050	68	7404	37
900		Horz %	100.00	0.64	55.00	0.41	45.00	0.23
901		Vert %	6.91	9.84	7.89	13.66	6.00	6.53
902		Index	100	142	114	198	87	95
903						*		*
904	Downloaded Music - Past Month	Unwgted	10771	51	5842	24	4929	27
905		Weighted (000)	55635	283	28526	106	27109	178
906		Horz %	100.00	0.51	51.27	0.19	48.73	0.32
907		Vert %	23.36	26.61	24.86	21.35	21.97	31.17
908		Index	100	114	106	91	94	133
909				*		*		*
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	12	1374	7	741	5
911		Weighted (000)	9292	64	5804	21	3488	44
912		Horz %	100.00	0.69	62.46	0.22	37.54	0.47
913		Vert %	3.90	6.04	5.06	4.21	2.83	7.63
914		Index	100	155	130	108	72	196
915				*		*		*
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	11	1255	6	1221	5
917		Weighted (000)	12781	75	6091	30	6690	45
918		Horz %	100.00	0.58	47.66	0.23	52.34	0.35
919		Vert %	5.37	7.01	5.31	5.97	5.42	7.91
920		Index	100	131	99	111	101	147

RAB / GfK MRI FORMAT PROFILE: ETHNIC

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2								
921				*		*		*
922		Unwgted	6881	31	3642	18	3239	13
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	105	16078	49	16393	56
924		Horz %	100.00	0.32	49.51	0.15	50.49	0.17
925		Vert %	13.63	9.87	14.01	9.86	13.29	9.88
926		Index	100	72	103	72	97	72
927				*		*		*
928		Unwgted	9499	39	4700	19	4799	20
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	140	22377	55	25926	85
930		Horz %	100.00	0.29	46.33	0.11	53.67	0.18
931		Vert %	20.28	13.16	19.50	11.05	21.01	14.98
932		Index	100	65	96	54	104	74
933				*		*		*
934		Unwgted	2160	4	1248	2	912	2
935	Visited Spotify.com - Past Month	Weighted (000)	10770	11	5929	5	4841	6
936		Horz %	100.00	0.11	55.05	0.05	44.95	0.06
937		Vert %	4.52	1.08	5.17	1.01	3.92	1.13
938		Index	100	24	114	22	87	25
939								*
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	102	8481	55	8257	47
941		Weighted (000)	83979	377	40117	209	43862	167
942		Horz %	100.00	0.45	47.77	0.25	52.23	0.20
943		Vert %	35.26	35.36	34.96	42.30	35.55	29.33
944		Index	100	100	99	120	101	83
945								*
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	95	7079	50	6513	45
947		Weighted (000)	67996	350	33168	175	34828	175
948		Horz %	100.00	0.52	48.78	0.26	51.22	0.26
949		Vert %	28.55	32.88	28.90	35.43	28.23	30.67
950		Index	100	115	101	124	99	107
951								*
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	107	8682	57	8300	50
953		Weighted (000)	84461	391	40721	199	43740	192
954		Horz %	100.00	0.46	48.21	0.24	51.79	0.23
955		Vert %	35.46	36.68	35.48	40.23	35.45	33.60
956		Index	100	103	100	113	100	95
957						*		*
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	84	7052	49	6258	35
959		Weighted (000)	67825	364	33599	177	34226	186
960		Horz %	100.00	0.54	49.54	0.26	50.46	0.27
961		Vert %	28.48	34.15	29.28	35.84	27.74	32.69
962		Index	100	120	103	126	97	115
963								
964	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	220	19854	114	19456	106
965		Weighted (000)	191753	818	91658	389	100095	430
966		Horz %	100.00	0.43	47.80	0.20	52.20	0.22
967		Vert %	80.52	76.83	79.87	78.54	81.12	75.34
968		Index	100	95	99	98	101	94
969								
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	179	15784	91	15579	88
971		Weighted (000)	151527	707	72027	326	79500	380
972		Horz %	100.00	0.47	47.53	0.22	52.47	0.25
973		Vert %	63.63	66.34	62.76	65.93	64.43	66.69
974		Index	100	104	99	104	101	105

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2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	157	13766	79	13303	78
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	563	63885	231	67474	333
978	(Eastern/Pacific), 7:00-10:00	Horz %	100.00	0.43	48.63	0.18	51.37	0.25
979	pm (Central/Mountain)	Vert %	55.16	52.88	55.67	46.58	54.68	58.35
980		Index	100	96	101	84	99	106
981								
982	TV Dayparts: Prime Time	Unwgted	31508	168	15957	89	15551	79
983	Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific),	Weighted (000)	152474	630	73082	285	79393	345
984	6:00-10:00 pm	Horz %	100.00	0.41	47.93	0.19	52.07	0.23
985	(Central/Mountain)	Vert %	64.02	59.15	63.68	57.66	64.34	60.44
986		Index	100	92	99	90	101	94
987						*		*
988	TV Dayparts: Weekdays	Unwgted	13670	66	6126	27	7544	39
989	Cume Audience: 9:00 am-4:00	Weighted (000)	72627	281	30958	123	41669	159
990	pm (Eastern/Pacific) 9:00 am -	Horz %	100.00	0.39	42.63	0.17	57.37	0.22
991	3:00 pm (Central/Mountain)	Vert %	30.50	26.41	26.98	24.76	33.77	27.83
992		Index	100	87	88	81	111	91
993								
994	TV Dayparts: Weekdays	Unwgted	24527	129	12354	66	12173	63
995	Cume Audience: 4:00 pm-7:30	Weighted (000)	122242	530	57750	233	64492	296
996	pm (Eastern/Pacific) 3:00 pm-	Horz %	100.00	0.43	47.24	0.19	52.76	0.24
997	6:30 pm (Central/Mountain)	Vert %	51.33	49.71	50.32	47.14	52.27	51.94
998		Index	100	97	98	92	102	101
999						*		*
1000	TV Dayparts: Weekdays	Unwgted	8031	44	4197	25	3834	19
1001	Cume Audience: 11:30 pm-	Weighted (000)	40564	160	20501	81	20063	79
1002	1:00 am (Eastern/Pacific)	Horz %	100.00	0.39	50.54	0.20	49.46	0.19
1003	10:30 pm-Midnight	Vert %	17.03	15.00	17.86	16.36	16.26	13.82
1004	(Central/Mountain)	Index	100	88	105	96	95	81
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	116	10227	65	9674	51
1007	Children's Shows Cume	Weighted (000)	98456	477	48277	231	50179	245
1008	Audience: Saturday-Sunday	Horz %	100.00	0.48	49.03	0.24	50.97	0.25
1009	Morning	Vert %	41.34	44.76	42.07	46.77	40.67	43.02
1010		Index	100	108	102	113	98	104
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	139	13227	74	11139	65
1013	Cume Audience: Saturday-	Weighted (000)	120692	564	61780	264	58912	300
1014	Sunday Afternoon	Horz %	100.00	0.47	51.19	0.22	48.81	0.25
1015		Vert %	50.68	52.99	53.83	53.42	47.74	52.61
1016		Index	100	105	106	105	94	104
1017				*		*		*
1018		Unwgted	2498	15	1497	8	1001	7
1019	Downloaded a TV Program -	Weighted (000)	12342	57	7184	24	5158	34
1020	Past Month	Horz %	100.00	0.46	58.21	0.19	41.79	0.27
1021		Vert %	5.18	5.38	6.26	4.81	4.18	5.87
1022		Index	100	104	121	93	81	113
1023						*		*
1024		Unwgted	8118	73	4404	29	3714	44
1025	Watched a TV Program Online	Weighted (000)	39203	305	19922	126	19281	180
1026	- Past Month	Horz %	100.00	0.78	50.82	0.32	49.18	0.46
1027		Vert %	16.46	28.67	17.36	25.37	15.63	31.54
1028		Index	100	174	105	154	95	192

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2								
1029						*		*
1030		Unwgt	10544	73	5205	38	5339	35
1031	Visited a TV Network or TV Show's Web Site - Past Month	Weighted (000)	50236	298	23290	142	26946	156
1032		Horz %	100.00	0.59	46.36	0.28	53.64	0.31
1033		Vert %	21.09	27.99	20.29	28.65	21.84	27.41
1034		Index	100	133	96	136	104	130
1035				*		*		*
1036		Unwgt	5568	22	3052	15	2516	7
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	129	13083	60	12414	69
1038		Horz %	100.00	0.50	51.31	0.23	48.69	0.27
1039		Vert %	10.71	12.07	11.40	12.06	10.06	12.08
1040		Index	100	113	106	113	94	113
1041								
1042		Unwgt	23815	127	11641	60	12174	67
1043	Household Subscribes to Cable TV	Weighted (000)	113098	441	52487	208	60611	233
1044		Horz %	100.00	0.39	46.41	0.18	53.59	0.21
1045		Vert %	47.49	41.43	45.73	42.01	49.12	40.92
1046		Index	100	87	96	88	103	86
1047								
1048		Unwgt	40083	224	20313	111	19770	113
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	824	93321	362	101872	462
1050		Horz %	100.00	0.42	47.81	0.19	52.19	0.24
1051		Vert %	81.96	77.32	81.31	73.14	82.56	80.95
1052		Index	100	94	99	89	101	99
1053								
1054		Unwgt	38774	212	19682	105	19092	107
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	785	90255	340	98509	445
1056		Horz %	100.00	0.42	47.81	0.18	52.19	0.24
1057		Vert %	79.26	73.67	78.64	68.60	79.84	78.07
1058		Index	100	93	99	87	101	98
1059								
1060		Unwgt	29145	139	15363	75	13782	64
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	525	71157	258	72174	267
1062		Horz %	100.00	0.37	49.65	0.18	50.35	0.19
1063		Vert %	60.18	49.28	62.00	52.15	58.49	46.78
1064		Index	100	82	103	87	97	78
1065						*		*
1066		Unwgt	16614	77	9062	43	7552	34
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	328	40068	150	38489	178
1068		Horz %	100.00	0.42	51.00	0.19	49.00	0.23
1069		Vert %	32.99	30.79	34.91	30.35	31.19	31.17
1070		Index	100	93	106	92	95	95
1071				*		*		*
1072		Unwgt	6367	29	3495	16	2872	13
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	134	15494	57	14668	77
1074		Horz %	100.00	0.45	51.37	0.19	48.63	0.26
1075		Vert %	12.66	12.62	13.50	11.52	11.89	13.57
1076		Index	100	100	107	91	94	107
1077						*		*
1078		Unwgt	13594	54	6858	30	6736	24
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	201	27260	76	31584	125
1080		Horz %	100.00	0.34	46.33	0.13	53.67	0.21
1081		Vert %	24.71	18.87	23.75	15.35	25.60	21.93
1082		Index	100	76	96	62	104	89

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2								
1083						*		*
1084		Unwgted	10960	60	5902	29	5058	31
1085	Household Has a Satellite Dish	Weighted (000)	63040	257	31481	88	31559	169
1086		Horz %	100.00	0.41	49.94	0.14	50.06	0.27
1087		Vert %	26.47	24.12	27.43	17.69	25.58	29.70
1088		Index	100	91	104	67	97	112
1089								
1090		Unwgted	24143	123	12572	59	11571	64
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	488	55528	191	59595	297
1092		Horz %	100.00	0.42	48.23	0.17	51.77	0.26
1093		Vert %	48.34	45.84	48.38	38.67	48.30	52.05
1094		Index	100	95	100	80	100	108
1095								
1096		Unwgted	41061	242	20873	127	20188	115
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	908	94592	432	103386	476
1098		Horz %	100.00	0.46	47.78	0.22	52.22	0.24
1099		Vert %	83.13	85.24	82.42	87.22	83.79	83.51
1100		Index	100	103	99	105	101	100
1101						*		*
1102		Unwgted	13895	60	6586	30	7309	30
1103	Played Games Online - Past Month	Weighted (000)	73492	243	34103	125	39389	118
1104		Horz %	100.00	0.33	46.40	0.17	53.60	0.16
1105		Vert %	30.86	22.78	29.72	25.17	31.92	20.70
1106		Index	100	74	96	82	103	67
1107				*		*		*
1108		Unwgted	5057	24	3031	16	2026	8
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	127	16227	72	11709	55
1110		Horz %	100.00	0.46	58.09	0.26	41.91	0.20
1111		Vert %	11.73	11.93	14.14	14.51	9.49	9.70
1112		Index	100	102	121	124	81	83
1113				*		*		*
1114		Unwgted	3934	34	2481	22	1453	12
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	181	11541	91	7765	90
1116		Horz %	100.00	0.94	59.78	0.47	40.22	0.46
1117		Vert %	8.11	16.96	10.06	18.39	6.29	15.71
1118		Index	100	209	124	227	78	194
1119						*		*
1120		Unwgted	8746	81	5192	41	3554	40
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	318	24810	150	19120	168
1122		Horz %	100.00	0.72	56.48	0.34	43.52	0.38
1123		Vert %	18.45	29.81	21.62	30.23	15.50	29.44
1124		Index	100	162	117	164	84	160
1125						*		*
1126		Unwgted	8001	55	4894	33	3107	22
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	221	23059	138	15840	83
1128		Horz %	100.00	0.57	59.28	0.35	40.72	0.21
1129		Vert %	16.33	20.74	20.09	27.85	12.84	14.56
1130		Index	100	127	123	171	79	89
1131				*		*		*
1132		Unwgted	2267	19	1300	11	967	8
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	70	6393	38	5078	32
1134		Horz %	100.00	0.61	55.73	0.33	44.27	0.28
1135		Vert %	4.82	6.57	5.57	7.59	4.12	5.69
1136		Index	100	136	116	158	85	118

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2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	211	18316	109	18317	102
1139		Weighted (000)	171151	721	79258	345	91893	376
1140		Horz %	100.00	0.42	46.31	0.20	53.69	0.22
1141		Vert %	71.87	67.66	69.06	69.65	74.47	65.93
1142		Index	100	94	96	97	104	92
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	162	11627	81	12713	81
1145		Weighted (000)	124814	599	55745	250	69070	349
1146		Horz %	100.00	0.48	44.66	0.20	55.34	0.28
1147		Vert %	52.41	56.21	48.57	50.48	55.98	61.18
1148		Index	100	107	93	96	107	117
1149	Visited Online Blogs - Past Month			*		*		*
1150		Unwgted	6346	41	3275	19	3071	22
1151		Weighted (000)	30027	121	14151	37	15876	84
1152		Horz %	100.00	0.40	47.13	0.12	52.87	0.28
1153		Vert %	12.61	11.39	12.33	7.52	12.87	14.76
1154		Index	100	90	98	60	102	117
1155	Wrote an Online Blog - Past Month			*		*		*
1156		Unwgted	1391	10	728	4	663	6
1157		Weighted (000)	6899	52	3295	18	3604	33
1158		Horz %	100.00	0.75	47.76	0.26	52.24	0.48
1159		Vert %	2.90	4.83	2.87	3.68	2.92	5.83
1160		Index	100	167	99	127	101	201
1161	Uploaded or Added Video to a Web Site - Past Month			*		*		*
1162		Unwgted	3450	15	1785	5	1665	10
1163		Weighted (000)	17397	59	8470	14	8927	45
1164		Horz %	100.00	0.34	48.69	0.08	51.31	0.26
1165		Vert %	7.30	5.56	7.38	2.88	7.23	7.88
1166		Index	100	76	101	39	99	108
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	199	16879	106	17268	93
1169		Weighted (000)	168726	704	78135	315	90591	389
1170		Horz %	100.00	0.42	46.31	0.19	53.69	0.23
1171		Vert %	70.85	66.09	68.08	63.57	73.42	68.28
1172		Index	100	93	96	90	104	96
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	150	12472	70	14791	80
1175		Weighted (000)	138263	576	59501	245	78762	330
1176		Horz %	100.00	0.42	43.03	0.18	56.97	0.24
1177		Vert %	58.06	54.02	51.85	49.54	63.83	57.91
1178		Index	100	93	89	85	110	100
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	1	193	0	184	1
1181		Weighted (000)	1812	3	903	0	909	3
1182		Horz %	100.00	0.17	49.84	0.00	50.16	0.17
1183		Vert %	0.76	0.29	0.79	0.00	0.74	0.53
1184		Index	100	38	103	0	97	70
1185	Accessed Google+ (Google Plus) - Past Month					*		*
1186		Unwgted	7850	60	3867	34	3983	26
1187		Weighted (000)	38984	195	18160	88	20824	107
1188		Horz %	100.00	0.50	46.58	0.23	53.42	0.27
1189		Vert %	16.37	18.32	15.82	17.83	16.88	18.74
1190		Index	100	112	97	109	103	115

RAB / GfK MRI FORMAT PROFILE: ETHNIC

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2								
1191						*		*
1192		Unwgted	7474	64	4269	30	3205	34
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	191	15641	72	13163	119
1194		Horz %	100.00	0.66	54.30	0.25	45.70	0.41
1195		Vert %	12.09	17.89	13.63	14.55	10.67	20.78
1196		Index	100	148	113	120	88	172
1197					*		*	
1198		Unwgted	7044	26	1340	3	5704	23
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	113	6285	26	31253	87
1200		Horz %	100.00	0.30	16.74	0.07	83.26	0.23
1201		Vert %	15.76	10.63	5.48	5.27	25.33	15.28
1202		Index	100	67	35	33	161	97
1203					*		*	
1204		Unwgted	1723	8	1010	3	713	5
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	66	4736	7	4399	58
1206		Horz %	100.00	0.72	51.84	0.08	48.16	0.64
1207		Vert %	3.84	6.17	4.13	1.50	3.56	10.23
1208		Index	100	161	108	39	93	267
1209					*		*	
1210		Unwgted	5641	23	3159	13	2482	10
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	102	15361	34	13628	69
1212		Horz %	100.00	0.35	52.99	0.12	47.01	0.24
1213		Vert %	12.17	9.61	13.38	6.80	11.04	12.06
1214		Index	100	79	110	56	91	99
1215					*		*	
1216		Unwgted	3125	32	1605	15	1520	17
1217	Accessed Yelp - Past Month	Weighted (000)	12195	115	5827	37	6368	78
1218		Horz %	100.00	0.94	47.78	0.31	52.22	0.64
1219		Vert %	5.12	10.79	5.08	7.55	5.16	13.60
1220		Index	100	211	99	148	101	266
1221					*		*	
1222		Unwgted	23106	153	12543	87	10563	66
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	524	58760	239	56062	284
1224		Horz %	100.00	0.46	51.17	0.21	48.83	0.25
1225		Vert %	48.21	49.16	51.20	48.37	45.44	49.85
1226		Index	100	102	106	100	94	103
1227					*		*	
1228		Unwgted	16414	66	6547	24	9867	42
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	264	31182	73	53159	192
1230		Horz %	100.00	0.31	36.97	0.09	63.03	0.23
1231		Vert %	35.41	24.82	27.17	14.67	43.08	33.63
1232		Index	100	70	77	41	122	95
1233					*		*	
1234		Unwgted	7779	30	3383	14	4396	16
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	143	16898	43	24779	100
1236		Horz %	100.00	0.34	40.55	0.10	59.45	0.24
1237		Vert %	17.50	13.43	14.72	8.74	20.08	17.49
1238		Index	100	77	84	50	115	100
1239					*		*	
1240		Unwgted	4897	27	2376	11	2521	16
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	90	10534	23	13253	67
1242		Horz %	100.00	0.38	44.28	0.10	55.72	0.28
1243		Vert %	9.99	8.47	9.18	4.67	10.74	11.78
1244		Index	100	85	92	47	108	118

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2								
1245				*		*		*
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	24	2291	15	2433	9
1247		Weighted (000)	22158	75	9847	36	12311	39
1248		Horz %	100.00	0.34	44.44	0.16	55.56	0.18
1249		Vert %	9.30	7.04	8.58	7.17	9.98	6.92
1250		Index	100	76	92	77	107	74
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	113	10573	52	9187	61
1253		Weighted (000)	99513	421	50394	158	49119	263
1254		Horz %	100.00	0.42	50.64	0.16	49.36	0.26
1255		Vert %	41.78	39.55	43.91	31.92	39.81	46.17
1256		Index	100	95	105	76	95	110
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	210	18496	109	18163	101
1259		Weighted (000)	181288	770	85841	361	95447	409
1260		Horz %	100.00	0.42	47.35	0.20	52.65	0.23
1261		Vert %	76.12	72.30	74.80	73.00	77.35	71.69
1262		Index	100	95	98	96	102	94
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	113	7718	57	7620	56
1265		Weighted (000)	76191	466	35752	213	40439	253
1266		Horz %	100.00	0.61	46.92	0.28	53.08	0.33
1267		Vert %	31.99	43.78	31.15	43.12	32.77	44.36
1268		Index	100	137	97	135	102	139
1269						*		*
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	98	7469	48	7654	50
1271		Weighted (000)	76014	421	34445	197	41569	224
1272		Horz %	100.00	0.55	45.31	0.26	54.69	0.29
1273		Vert %	31.92	39.48	30.01	39.80	33.69	39.20
1274		Index	100	124	94	125	106	123
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	122	10415	65	9263	57
1277		Weighted (000)	100588	535	49831	265	50757	271
1278		Horz %	100.00	0.53	49.54	0.26	50.46	0.27
1279		Vert %	42.24	50.23	43.42	53.45	41.14	47.43
1280		Index	100	119	103	127	97	112
1281						*		*
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	80	7019	40	7350	40
1283		Weighted (000)	75338	383	34629	176	40709	207
1284		Horz %	100.00	0.51	45.96	0.23	54.04	0.27
1285		Vert %	31.63	35.91	30.17	35.48	32.99	36.28
1286		Index	100	114	95	112	104	115
1287						*		*
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	69	4888	41	3584	28
1289		Weighted (000)	43183	302	23745	173	19438	128
1290		Horz %	100.00	0.70	54.99	0.40	45.01	0.30
1291		Vert %	18.13	28.31	20.69	35.03	15.75	22.49
1292		Index	100	156	114	193	87	124
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	132	11334	67	10242	65
1295		Weighted (000)	104133	509	51075	229	53058	280
1296		Horz %	100.00	0.49	49.05	0.22	50.95	0.27
1297		Vert %	43.72	47.81	44.50	46.36	43.00	49.06
1298		Index	100	109	102	106	98	112

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2								
1299						*		*
1300		Unwgted	12940	71	6843	40	6097	31
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	278	28496	142	29500	136
1302		Horz %	100.00	0.48	49.13	0.24	50.87	0.23
1303		Vert %	24.35	26.08	24.83	28.69	23.91	23.81
1304		Index	100	107	102	118	98	98
1305							*	
1306		Unwgted	16613	78	8096	43	8517	35
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	288	34285	158	41722	131
1308		Horz %	100.00	0.38	45.11	0.21	54.89	0.17
1309		Vert %	31.91	27.06	29.87	31.85	33.81	22.90
1310		Index	100	85	94	100	106	72
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	124	9640	65	8065	59
1313		Weighted (000)	81230	463	40943	201	40287	262
1314		Horz %	100.00	0.57	50.40	0.25	49.60	0.32
1315		Vert %	34.11	43.45	35.68	40.59	32.65	45.93
1316		Index	100	127	105	119	96	135
1317				*		*		*
1318		Unwgted	4358	19	2029	9	2329	10
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	86	10416	31	13426	54
1320		Horz %	100.00	0.36	43.69	0.13	56.31	0.23
1321		Vert %	10.01	8.06	9.08	6.34	10.88	9.55
1322		Index	100	80	91	63	109	95
1323					*		*	
1324		Unwgted	4622	14	2188	7	2434	7
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	53	10413	20	14042	33
1326		Horz %	100.00	0.21	42.58	0.08	57.42	0.13
1327		Vert %	10.27	4.93	9.07	4.01	11.38	5.73
1328		Index	100	48	88	39	111	56
1329					*		*	
1330		Unwgted	4402	24	2006	10	2396	14
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	77	8818	20	12024	57
1332		Horz %	100.00	0.37	42.31	0.10	57.69	0.27
1333		Vert %	8.75	7.24	7.68	4.05	9.74	10.00
1334		Index	100	83	88	46	111	114
1335					*		*	
1336		Unwgted	5602	23	2434	10	3168	13
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	65	10486	19	15893	46
1338		Horz %	100.00	0.25	39.75	0.07	60.25	0.17
1339		Vert %	11.08	6.12	9.14	3.87	12.88	8.08
1340		Index	100	55	82	35	116	73
1341					*		*	
1342		Unwgted	5931	24	2398	13	3533	11
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	68	10182	30	17387	38
1344		Horz %	100.00	0.25	36.93	0.11	63.07	0.14
1345		Vert %	11.58	6.42	8.87	6.13	14.09	6.67
1346		Index	100	55	77	53	122	58
1347					*		*	
1348		Unwgted	8893	31	3392	12	5501	19
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	94	13703	29	26465	65
1350		Horz %	100.00	0.24	34.11	0.07	65.89	0.16
1351		Vert %	16.87	8.87	11.94	5.93	21.45	11.42
1352		Index	100	53	71	35	127	68

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2								
1353				*		*		*
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt	4998	21	2457	9	2541	12
1355		Weighted (000)	23988	112	11131	55	12857	57
1356		Horz %	100.00	0.47	46.40	0.23	53.60	0.24
1357		Vert %	10.07	10.47	9.70	11.04	10.42	9.98
1358		Index	100	104	96	110	103	99
1359				*		*		*
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper Past Year	Unwgt	12281	48	5749	20	6532	28
1361		Weighted (000)	58527	188	25759	58	32768	129
1362		Horz %	100.00	0.32	44.01	0.10	55.99	0.22
1363		Vert %	24.58	17.61	22.45	11.75	26.56	22.69
1364		Index	100	72	91	48	108	92
1365				*		*		*
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgt	3705	26	1705	16	2000	10
1367		Weighted (000)	18217	80	8219	28	9999	52
1368		Horz %	100.00	0.44	45.12	0.15	54.88	0.29
1369		Vert %	7.65	7.53	7.16	5.70	8.10	9.12
1370		Index	100	98	94	75	106	119
1371				*		*		*
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgt	2809	19	1208	11	1601	8
1373		Weighted (000)	13935	59	5376	30	8559	29
1374		Horz %	100.00	0.42	38.58	0.22	61.42	0.21
1375		Vert %	5.85	5.53	4.68	6.09	6.94	5.04
1376		Index	100	94	80	104	119	86
1377				*		*		*
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt	5968	39	2655	22	3313	17
1379		Weighted (000)	29277	125	12298	50	16979	74
1380		Horz %	100.00	0.43	42.00	0.17	58.00	0.25
1381		Vert %	12.29	11.69	10.72	10.20	13.76	12.99
1382		Index	100	95	87	83	112	106
1383				*		*		*
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgt	3048	9	1294	6	1754	3
1385		Weighted (000)	15175	32	5992	28	9183	4
1386		Horz %	100.00	0.21	39.49	0.19	60.51	0.02
1387		Vert %	6.37	3.00	5.22	5.73	7.44	0.64
1388		Index	100	47	82	90	117	10
1389				*		*		*
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgt	9101	47	4858	30	4243	17
1391		Weighted (000)	46255	191	23425	133	22830	57
1392		Horz %	100.00	0.41	50.64	0.29	49.36	0.12
1393		Vert %	19.42	17.91	20.41	26.97	18.50	10.04
1394		Index	100	92	105	139	95	52
1395				*		*		*
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgt	5921	32	3127	18	2794	14
1397		Weighted (000)	30253	127	14939	67	15314	60
1398		Horz %	100.00	0.42	49.38	0.22	50.62	0.20
1399		Vert %	12.70	11.94	13.02	13.61	12.41	10.49
1400		Index	100	94	102	107	98	83
1401				*		*		*
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgt	5828	31	3376	21	2452	10
1403		Weighted (000)	30660	138	16758	80	13902	58
1404		Horz %	100.00	0.45	54.66	0.26	45.34	0.19
1405		Vert %	12.87	12.96	14.60	16.21	11.27	10.13
1406		Index	100	101	113	126	88	79

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2								
1407				*		*		*
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	29	3507	18	2935	11
1409		Weighted (000)	33198	135	16830	65	16367	71
1410		Horz %	100.00	0.41	50.70	0.20	49.30	0.21
1411		Vert %	13.94	12.71	14.67	13.11	13.26	12.37
1412		Index	100	91	105	94	95	89
1413				*		*		*
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	29	2967	19	2260	10
1415		Weighted (000)	26198	125	13774	78	12423	48
1416		Horz %	100.00	0.48	52.58	0.30	47.42	0.18
1417		Vert %	11.00	11.77	12.00	15.67	10.07	8.38
1418		Index	100	107	109	142	92	76
1419				*		*		*
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	24	2856	17	2103	7
1421		Weighted (000)	25734	104	14007	61	11727	43
1422		Horz %	100.00	0.41	54.43	0.24	45.57	0.17
1423		Vert %	10.81	9.79	12.20	12.35	9.50	7.56
1424		Index	100	91	113	114	88	70
1425				*		*		*
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	44	3786	26	3315	18
1427		Weighted (000)	34578	198	17132	102	17446	95
1428		Horz %	100.00	0.57	49.55	0.30	50.45	0.28
1429		Vert %	14.52	18.54	14.93	20.67	14.14	16.69
1430		Index	100	128	103	142	97	115
1431				*		*		*
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	12	2639	4	1621	8
1433		Weighted (000)	20853	67	12281	26	8571	41
1434		Horz %	100.00	0.32	58.90	0.13	41.10	0.20
1435		Vert %	8.76	6.31	10.70	5.31	6.95	7.18
1436		Index	100	72	122	61	79	82
1437				*		*		*
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	22	3476	16	2679	6
1439		Weighted (000)	32878	103	17503	74	15375	29
1440		Horz %	100.00	0.31	53.24	0.22	46.76	0.09
1441		Vert %	13.81	9.62	15.25	14.88	12.46	5.06
1442		Index	100	70	110	108	90	37
1443				*		*		*
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	23	2544	15	2131	8
1445		Weighted (000)	23668	108	12129	71	11539	37
1446		Horz %	100.00	0.46	51.25	0.30	48.75	0.16
1447		Vert %	9.94	10.16	10.57	14.39	9.35	6.50
1448		Index	100	102	106	145	94	65
1449				*		*		*
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	17	2258	13	1648	4
1451		Weighted (000)	19046	77	10397	53	8648	24
1452		Horz %	100.00	0.40	54.59	0.28	45.41	0.12
1453		Vert %	8.00	7.21	9.06	10.74	7.01	4.14
1454		Index	100	90	113	134	88	52
1455				*		*		*
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	26	2839	16	2890	10
1457		Weighted (000)	28661	97	13411	59	15249	37
1458		Horz %	100.00	0.34	46.79	0.21	53.21	0.13
1459		Vert %	12.03	9.08	11.69	11.98	12.36	6.56
1460		Index	100	75	97	100	103	55

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2								
1461				*		*		*
1462		Unwgted	4266	30	2521	18	1745	12
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	101	10764	60	8558	41
1464		Horz %	100.00	0.53	55.71	0.31	44.29	0.21
1465		Vert %	8.11	9.53	9.38	12.22	6.94	7.19
1466		Index	100	117	116	151	85	89
1467					*		*	
1468		Unwgted	8265	41	4863	28	3402	13
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	186	21534	113	17665	73
1470		Horz %	100.00	0.47	54.94	0.29	45.06	0.19
1471		Vert %	16.46	17.45	18.76	22.88	14.32	12.74
1472		Index	100	106	114	139	87	77
1473					*		*	
1474		Unwgted	3648	20	2100	14	1548	6
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	107	9985	69	8395	38
1476		Horz %	100.00	0.58	54.33	0.38	45.67	0.21
1477		Vert %	7.72	10.08	8.70	14.04	6.80	6.64
1478		Index	100	131	113	182	88	86
1479					*		*	
1480		Unwgted	3526	16	2026	11	1500	5
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	104	9334	74	7744	30
1482		Horz %	100.00	0.61	54.65	0.43	45.35	0.18
1483		Vert %	7.17	9.76	8.13	14.96	6.28	5.24
1484		Index	100	136	113	209	88	73
1485					*		*	
1486		Unwgted	5288	28	2955	14	2333	14
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	148	13723	71	12200	77
1488		Horz %	100.00	0.57	52.94	0.27	47.06	0.30
1489		Vert %	10.88	13.86	11.96	14.28	9.89	13.51
1490		Index	100	127	110	131	91	124
1491					*		*	
1492		Unwgted	24633	109	12915	56	11718	53
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	428	59062	226	61432	201
1494		Horz %	100.00	0.35	49.02	0.19	50.98	0.17
1495		Vert %	50.60	40.13	51.46	45.67	49.79	35.33
1496		Index	100	79	102	90	98	70
1497					*		*	
1498		Unwgted	11093	64	6087	30	5006	34
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	226	26650	112	24513	114
1500		Horz %	100.00	0.44	52.09	0.22	47.91	0.22
1501		Vert %	21.48	21.24	23.22	22.63	19.87	20.03
1502		Index	100	99	108	105	92	93
1503					*		*	
1504		Unwgted	7336	53	4126	28	3210	25
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	218	18104	113	15404	106
1506		Horz %	100.00	0.65	54.03	0.34	45.97	0.32
1507		Vert %	14.07	20.51	15.77	22.80	12.48	18.52
1508		Index	100	146	112	162	89	132
1509					*		*	
1510		Unwgted	3636	17	2145	10	1491	7
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	84	9619	51	7116	33
1512		Horz %	100.00	0.50	57.48	0.30	42.52	0.20
1513		Vert %	7.03	7.87	8.38	10.24	5.77	5.81
1514		Index	100	112	119	146	82	83

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2								
1515				*		*		*
1516		Unwgted	6365	39	3730	22	2635	17
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	142	16219	86	12758	56
1518		Horz %	100.00	0.49	55.97	0.30	44.03	0.19
1519		Vert %	12.17	13.33	14.13	17.38	10.34	9.81
1520		Index	100	110	116	143	85	81
1521					*		*	
1522		Unwgted	2813	22	1717	15	1096	7
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	120	8317	73	5637	47
1524		Horz %	100.00	0.86	59.60	0.52	40.40	0.33
1525		Vert %	5.86	11.24	7.25	14.77	4.57	8.17
1526		Index	100	192	124	252	78	139
1527					*		*	
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	46	4854	29	3073	17
1529		Weighted (000)	38666	209	22445	123	16221	86
1530		Horz %	100.00	0.54	58.05	0.32	41.95	0.22
1531		Vert %	16.24	19.66	19.56	24.86	13.15	15.16
1532		Index	100	121	120	153	81	93
1533				*		*		*
1534	Have Seen Ads on Postcards - Past Month	Unwgted	6113	31	3025	21	3088	10
1535		Weighted (000)	28468	127	13367	91	15102	36
1536		Horz %	100.00	0.45	46.95	0.32	53.05	0.13
1537		Vert %	11.95	11.96	11.65	18.40	12.24	6.38
1538		Index	100	100	97	154	102	53
1539				*		*		*
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	50	5826	30	5515	20
1541		Weighted (000)	56487	229	26815	143	29672	85
1542		Horz %	100.00	0.40	47.47	0.25	52.53	0.15
1543		Vert %	23.72	21.46	23.37	28.94	24.05	14.96
1544		Index	100	90	99	122	101	63
1545				*		*		*
1546	Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8802	44	4616	23	4186	21
1547		Weighted (000)	43081	199	21271	104	21811	95
1548		Horz %	100.00	0.46	49.37	0.24	50.63	0.22
1549		Vert %	18.09	18.70	18.53	21.11	17.68	16.61
1550		Index	100	103	102	117	98	92
1551				*		*		*
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	42	5813	22	5486	20
1553		Weighted (000)	55294	216	27155	116	28140	100
1554		Horz %	100.00	0.39	49.11	0.21	50.89	0.18
1555		Vert %	23.22	20.30	23.66	23.45	22.81	17.57
1556		Index	100	87	102	101	98	76
1557				*		*		*
1558	Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	16052	71	8280	34	7772	37
1559		Weighted (000)	78889	279	38008	145	40881	134
1560		Horz %	100.00	0.35	48.18	0.18	51.82	0.17
1561		Vert %	33.13	26.19	33.12	29.35	33.13	23.44
1562		Index	100	79	100	89	100	71
1563				*		*		*
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	69	6207	38	6084	31
1565		Weighted (000)	59195	242	27775	126	31420	116
1566		Horz %	100.00	0.41	46.92	0.21	53.08	0.20
1567		Vert %	24.86	22.73	24.20	25.48	25.46	20.35
1568		Index	100	91	97	102	102	82

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2								
1569				*		*		*
1570		Unwgted	10451	49	5402	27	5049	22
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	224	25079	105	26630	119
1572		Horz %	100.00	0.43	48.50	0.20	51.50	0.23
1573		Vert %	21.71	21.07	21.85	21.27	21.58	20.89
1574		Index	100	97	101	98	99	96
1575							*	
1576		Unwgted	20709	94	10271	45	10438	49
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	347	46244	171	53220	176
1578		Horz %	100.00	0.35	46.49	0.17	53.51	0.18
1579		Vert %	41.76	32.56	40.29	34.61	43.13	30.78
1580		Index	100	78	96	83	103	74
1581					*		*	
1582		Unwgted	4281	17	2642	12	1639	5
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	81	13633	59	9293	22
1584		Horz %	100.00	0.36	59.46	0.26	40.54	0.10
1585		Vert %	9.63	7.64	11.88	11.94	7.53	3.90
1586		Index	100	79	123	124	78	41
1587					*		*	
1588		Unwgted	19255	97	10075	54	9180	43
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	394	46093	232	47338	161
1590		Horz %	100.00	0.42	49.33	0.25	50.67	0.17
1591		Vert %	39.23	36.94	40.16	46.93	38.36	28.27
1592		Index	100	94	102	120	98	72
1593					*		*	
1594		Unwgted	11787	51	6470	28	5317	23
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	248	30181	160	28181	88
1596		Horz %	100.00	0.43	51.71	0.27	48.29	0.15
1597		Vert %	24.51	23.31	26.30	32.38	22.84	15.44
1598		Index	100	95	107	132	93	63
1599					*		*	
1600		Unwgted	4790	42	2489	26	2301	16
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	186	14310	108	14225	77
1602		Horz %	100.00	0.65	50.15	0.38	49.85	0.27
1603		Vert %	11.98	17.42	12.47	21.91	11.53	13.51
1604		Index	100	145	104	183	96	113
1605					*		*	
1606		Unwgted	2700	25	1472	17	1228	8
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	70	7182	39	6410	30
1608		Horz %	100.00	0.51	52.84	0.29	47.16	0.22
1609		Vert %	5.71	6.53	6.26	7.91	5.20	5.33
1610		Index	100	114	110	139	91	93
1611					*		*	
1612		Unwgted	3188	20	1717	10	1471	10
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	58	7122	26	7216	32
1614		Horz %	100.00	0.40	49.67	0.18	50.33	0.22
1615		Vert %	6.02	5.44	6.21	5.31	5.85	5.55
1616		Index	100	90	103	88	97	92
1617					*		*	
1618		Unwgted	1245	14	711	7	534	7
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	27	3118	9	2850	18
1620		Horz %	100.00	0.46	52.24	0.16	47.76	0.30
1621		Vert %	2.51	2.56	2.72	1.92	2.31	3.13
1622		Index	100	102	108	77	92	125

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2								
1623				*		*		*
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	32	2667	22	2258	10
1625		Weighted (000)	24042	89	11912	56	12131	33
1626		Horz %	100.00	0.37	49.55	0.23	50.45	0.14
1627		Vert %	10.10	8.35	10.38	11.35	9.83	5.75
1628		Index	100	83	103	112	97	57
1629				*		*		*
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	34	3155	19	2794	15
1631		Weighted (000)	28812	88	14088	35	14724	53
1632		Horz %	100.00	0.30	48.89	0.12	51.11	0.18
1633		Vert %	12.10	8.24	12.28	7.08	11.93	9.25
1634		Index	100	68	101	59	99	76
1635				*		*		*
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	9	829	5	654	4
1637		Weighted (000)	7566	30	3978	13	3588	17
1638		Horz %	100.00	0.39	52.58	0.17	47.42	0.23
1639		Vert %	3.18	2.80	3.47	2.57	2.91	3.00
1640		Index	100	88	109	81	92	94
1641				*		*		*
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	9	803	6	607	3
1643		Weighted (000)	7520	29	4033	19	3487	10
1644		Horz %	100.00	0.39	53.63	0.26	46.37	0.13
1645		Vert %	3.16	2.74	3.51	3.90	2.83	1.72
1646		Index	100	87	111	124	89	55
1647				*		*		*
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	12	1547	9	1293	3
1649		Weighted (000)	13819	43	6939	34	6880	9
1650		Horz %	100.00	0.31	50.21	0.25	49.79	0.06
1651		Vert %	5.80	4.04	6.05	6.92	5.58	1.55
1652		Index	100	70	104	119	96	27
1653				*		*		*
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	57	5030	31	4381	26
1655		Weighted (000)	44715	158	22370	84	22345	74
1656		Horz %	100.00	0.35	50.03	0.19	49.97	0.16
1657		Vert %	18.78	14.81	19.49	17.00	18.11	12.91
1658		Index	100	79	104	91	96	69
1659				*		*		*
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	54	3771	27	3530	27
1661		Weighted (000)	37528	179	18464	96	19064	83
1662		Horz %	100.00	0.48	49.20	0.26	50.80	0.22
1663		Vert %	15.76	16.77	16.09	19.42	15.45	14.48
1664		Index	100	106	102	123	98	92
1665				*		*		*
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	84	6056	40	5248	44
1667		Weighted (000)	55116	282	27961	124	27155	158
1668		Horz %	100.00	0.51	50.73	0.22	49.27	0.29
1669		Vert %	23.14	26.46	24.36	24.98	22.01	27.75
1670		Index	100	114	105	108	95	120
1671				*		*		*
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	63	5563	31	4596	32
1673		Weighted (000)	45551	198	23419	91	22132	107
1674		Horz %	100.00	0.43	51.41	0.20	48.59	0.24
1675		Vert %	19.13	18.55	20.41	18.30	17.94	18.77
1676		Index	100	97	107	96	94	98

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2								
1677						*		*
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	53	2576	24	2394	29
1679		Weighted (000)	24002	160	11714	66	12288	94
1680		Horz %	100.00	0.67	48.81	0.28	51.19	0.39
1681		Vert %	10.08	15.06	10.21	13.42	9.96	16.49
1682		Index	100	149	101	133	99	164
1683						*		*
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgted	11534	70	5911	29	5623	41
1685		Weighted (000)	53932	253	26278	93	27654	160
1686		Horz %	100.00	0.47	48.72	0.17	51.28	0.30
1687		Vert %	22.65	23.74	22.90	18.72	22.41	28.09
1688		Index	100	105	101	83	99	124
1689						*		*
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	65	5104	29	4923	36
1691		Weighted (000)	51549	209	24091	91	27458	118
1692		Horz %	100.00	0.40	46.73	0.18	53.27	0.23
1693		Vert %	21.65	19.59	20.99	18.37	22.25	20.65
1694		Index	100	90	97	85	103	95
1695						*		*
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	102	8763	56	8314	46
1697		Weighted (000)	81581	379	39666	188	41915	191
1698		Horz %	100.00	0.46	48.62	0.23	51.38	0.23
1699		Vert %	34.26	35.57	34.56	37.96	33.97	33.51
1700		Index	100	104	101	111	99	98
1701						*		*
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	58	4059	22	4183	36
1703		Weighted (000)	39549	216	18605	65	20944	151
1704		Horz %	100.00	0.55	47.04	0.16	52.96	0.38
1705		Vert %	16.61	20.30	16.21	13.10	16.97	26.54
1706		Index	100	122	98	79	102	160
1707						*		*
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	54	3094	30	2975	24
1709		Weighted (000)	26240	164	12639	84	13601	80
1710		Horz %	100.00	0.62	48.17	0.32	51.83	0.30
1711		Vert %	11.02	15.39	11.01	16.97	11.02	14.02
1712		Index	100	140	100	154	100	127
1713						*		*
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	42	2996	21	2812	21
1715		Weighted (000)	26834	166	13114	79	13720	87
1716		Horz %	100.00	0.62	48.87	0.29	51.13	0.33
1717		Vert %	11.27	15.58	11.43	15.88	11.12	15.32
1718		Index	100	138	101	141	99	136
1719						*		*
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	35	2407	19	2187	16
1721		Weighted (000)	22674	110	11129	53	11545	57
1722		Horz %	100.00	0.48	49.08	0.23	50.92	0.25
1723		Vert %	9.52	10.30	9.70	10.62	9.36	10.02
1724		Index	100	108	102	112	98	105
1725						*		*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	24	1487	15	1260	9
1727		Weighted (000)	13145	79	6703	49	6441	30
1728		Horz %	100.00	0.60	51.00	0.37	49.00	0.22
1729		Vert %	5.52	7.38	5.84	9.91	5.22	5.18
1730		Index	100	134	106	180	95	94

RAB / GfK MRI FORMAT PROFILE: ETHNIC

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2								
1731						*		*
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	59	2639	29	2513	30
1733		Weighted (000)	23740	187	11440	90	12300	97
1734		Horz %	100.00	0.79	48.19	0.38	51.81	0.41
1735		Vert %	9.97	17.57	9.97	18.24	9.97	16.99
1736		Index	100	176	100	183	100	170
1737						*		*
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	68	4014	36	3709	32
1739		Weighted (000)	39198	235	19291	106	19907	129
1740		Horz %	100.00	0.60	49.21	0.27	50.79	0.33
1741		Vert %	16.46	22.02	16.81	21.35	16.13	22.60
1742		Index	100	134	102	130	98	137
1743						*		*
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	70	5413	32	4687	38
1745		Weighted (000)	55260	257	27484	109	27776	149
1746		Horz %	100.00	0.47	49.74	0.20	50.26	0.27
1747		Vert %	23.20	24.16	23.95	21.96	22.51	26.07
1748		Index	100	104	103	95	97	112
1749				*		*		*
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	28	1494	10	1463	18
1751		Weighted (000)	14457	82	6912	29	7544	53
1752		Horz %	100.00	0.57	47.81	0.20	52.19	0.37
1753		Vert %	6.07	7.73	6.02	5.86	6.11	9.36
1754		Index	100	127	99	96	101	154
1755				*		*		*
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	19	1704	9	1286	10
1757		Weighted (000)	16815	82	9242	43	7573	38
1758		Horz %	100.00	0.48	54.96	0.26	45.04	0.23
1759		Vert %	7.06	7.65	8.05	8.72	6.14	6.72
1760		Index	100	108	114	124	87	95
1761				*		*		*
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	65	4472	33	4273	32
1763		Weighted (000)	46358	267	22016	114	24343	153
1764		Horz %	100.00	0.58	47.49	0.25	52.51	0.33
1765		Vert %	19.47	25.05	19.18	23.04	19.73	26.79
1766		Index	100	129	99	118	101	138
1767				*		*		*
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	25	1254	11	1272	14
1769		Weighted (000)	13610	96	6443	46	7166	51
1770		Horz %	100.00	0.71	47.34	0.33	52.66	0.37
1771		Vert %	5.71	9.02	5.61	9.19	5.81	8.86
1772		Index	100	158	98	161	102	155
1773				*		*		*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	7	753	1	561	6
1775		Weighted (000)	7509	27	4067	1	3442	27
1776		Horz %	100.00	0.36	54.16	0.01	45.84	0.36
1777		Vert %	3.15	2.57	3.54	0.14	2.79	4.68
1778		Index	100	82	112	4	88	148
1779				*		*		*
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	33	2510	12	2135	21
1781		Weighted (000)	23280	90	11830	36	11450	54
1782		Horz %	100.00	0.39	50.82	0.16	49.18	0.23
1783		Vert %	9.78	8.48	10.31	7.35	9.28	9.47
1784		Index	100	87	105	75	95	97

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2								
1785				*		*		*
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	24	2021	16	1458	8
1787		Weighted (000)	19879	68	10490	39	9389	28
1788		Horz %	100.00	0.34	52.77	0.20	47.23	0.14
1789		Vert %	8.35	6.35	9.14	7.92	7.61	4.99
1790		Index	100	76	110	95	91	60
1791				*		*		*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	23	1315	13	1147	10
1793		Weighted (000)	12512	85	6369	39	6143	46
1794		Horz %	100.00	0.68	50.91	0.31	49.09	0.36
1795		Vert %	5.25	7.98	5.55	7.95	4.98	8.00
1796		Index	100	152	106	151	95	152
1797				*		*		*
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	29	2049	15	2141	14
1799		Weighted (000)	21080	113	9864	49	11216	64
1800		Horz %	100.00	0.54	46.79	0.23	53.21	0.30
1801		Vert %	8.85	10.61	8.60	9.95	9.09	11.18
1802		Index	100	120	97	112	103	126
1803				*		*		*
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	69	4131	33	3990	36
1805		Weighted (000)	40517	269	19489	122	21027	147
1806		Horz %	100.00	0.66	48.10	0.30	51.90	0.36
1807		Vert %	17.01	25.23	16.98	24.66	17.04	25.73
1808		Index	100	148	100	145	100	151
1809				*		*		*
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	32	1984	20	1558	12
1811		Weighted (000)	19708	101	10433	57	9275	43
1812		Horz %	100.00	0.51	52.94	0.29	47.06	0.22
1813		Vert %	8.28	9.46	9.09	11.61	7.52	7.59
1814		Index	100	114	110	140	91	92
1815				*		*		*
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	53	3436	26	3261	27
1817		Weighted (000)	33664	168	16421	66	17243	102
1818		Horz %	100.00	0.50	48.78	0.20	51.22	0.30
1819		Vert %	14.14	15.73	14.31	13.30	13.97	17.84
1820		Index	100	111	101	94	99	126
1821				*		*		*
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	53	3200	33	2439	20
1823		Weighted (000)	29083	153	15419	84	13664	69
1824		Horz %	100.00	0.53	53.02	0.29	46.98	0.24
1825		Vert %	12.21	14.38	13.44	16.98	11.07	12.12
1826		Index	100	118	110	139	91	99
1827				*		*		*
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	26	1694	15	1679	11
1829		Weighted (000)	18399	84	9036	39	9363	44
1830		Horz %	100.00	0.45	49.11	0.21	50.89	0.24
1831		Vert %	7.73	7.84	7.87	7.94	7.59	7.75
1832		Index	100	101	102	103	98	100
1833				*		*		*
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	28	2074	17	1766	11
1835		Weighted (000)	20586	96	10563	53	10023	44
1836		Horz %	100.00	0.47	51.31	0.26	48.69	0.21
1837		Vert %	8.64	9.06	9.20	10.61	8.12	7.71
1838		Index	100	105	106	123	94	89

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2								
1839				*		*		*
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	40	1940	19	1804	21
1841		Weighted (000)	19635	124	9629	44	10006	81
1842		Horz %	100.00	0.63	49.04	0.22	50.96	0.41
1843		Vert %	8.24	11.68	8.39	8.84	8.11	14.15
1844		Index	100	142	102	107	98	172
1845				*		*		*
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	36	2700	13	2261	23
1847		Weighted (000)	24816	129	12645	39	12171	90
1848		Horz %	100.00	0.52	50.95	0.16	49.05	0.36
1849		Vert %	10.42	12.10	11.02	7.79	9.86	15.84
1850		Index	100	116	106	75	95	152
1851						*		*
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	83	4515	42	4165	41
1853		Weighted (000)	42931	315	21281	141	21650	174
1854		Horz %	100.00	0.73	49.57	0.33	50.43	0.41
1855		Vert %	18.03	29.60	18.54	28.51	17.55	30.55
1856		Index	100	164	103	158	97	169
1857				*		*		*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	24	1389	13	1185	11
1859		Weighted (000)	13914	59	7217	32	6696	26
1860		Horz %	100.00	0.42	51.87	0.23	48.13	0.19
1861		Vert %	5.84	5.52	6.29	6.56	5.43	4.62
1862		Index	100	95	108	112	93	79
1863						*		*
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	104	6300	48	5903	56
1865		Weighted (000)	60976	374	29597	171	31379	203
1866		Horz %	100.00	0.61	48.54	0.28	51.46	0.33
1867		Vert %	25.60	35.10	25.79	34.46	25.43	35.66
1868		Index	100	137	101	135	99	139
1869				*		*		*
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	20	2203	10	2385	10
1871		Weighted (000)	25555	100	12099	51	13455	49
1872		Horz %	100.00	0.39	47.35	0.20	52.65	0.19
1873		Vert %	10.73	9.39	10.54	10.31	10.90	8.60
1874		Index	100	88	98	96	102	80
1875				*		*		*
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	33	1344	17	1645	16
1877		Weighted (000)	17427	124	7495	47	9932	77
1878		Horz %	100.00	0.71	43.01	0.27	56.99	0.44
1879		Vert %	7.32	11.68	6.53	9.56	8.05	13.52
1880		Index	100	160	89	131	110	185
1881				*		*		*
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	29	2115	21	2083	8
1883		Weighted (000)	21562	87	10308	48	11254	39
1884		Horz %	100.00	0.40	47.80	0.22	52.20	0.18
1885		Vert %	9.05	8.18	8.98	9.69	9.12	6.86
1886		Index	100	90	99	107	101	76
1887				*		*		*
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	32	1919	17	1970	15
1889		Weighted (000)	20103	118	9461	43	10642	75
1890		Horz %	100.00	0.58	47.06	0.21	52.94	0.37
1891		Vert %	8.44	11.03	8.24	8.61	8.62	13.13
1892		Index	100	131	98	102	102	156

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1								
2								
1893				*		*		*
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	33	1515	18	1465	15
1895		Weighted (000)	15777	115	7470	44	8307	71
1896		Horz %	100.00	0.73	47.35	0.28	52.65	0.45
1897		Vert %	6.62	10.80	6.51	8.97	6.73	12.39
1898		Index	100	163	98	135	102	187
1899				*		*		*
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	25	1596	16	1587	9
1901		Weighted (000)	17028	83	8386	35	8642	47
1902		Horz %	100.00	0.49	49.25	0.21	50.75	0.28
1903		Vert %	7.15	7.77	7.31	7.17	7.00	8.29
1904		Index	100	109	102	100	98	116
1905				*		*		*
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	35	1980	21	1641	14
1907		Weighted (000)	17939	118	9567	62	8373	57
1908		Horz %	100.00	0.66	53.33	0.34	46.67	0.32
1909		Vert %	7.53	11.10	8.34	12.47	6.79	9.92
1910		Index	100	147	111	165	90	132
1911				*		*		*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	16	964	10	702	6
1913		Weighted (000)	8568	60	4961	44	3607	15
1914		Horz %	100.00	0.70	57.90	0.52	42.10	0.18
1915		Vert %	3.60	5.62	4.32	8.97	2.92	2.70
1916		Index	100	156	120	249	81	75
1917				*		*		*
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	40	1939	24	1532	16
1919		Weighted (000)	18078	138	9637	71	8441	67
1920		Horz %	100.00	0.76	53.31	0.39	46.69	0.37
1921		Vert %	7.59	12.96	8.40	14.39	6.84	11.72
1922		Index	100	171	111	190	90	154
1923				*		*		*
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	62	3800	38	3131	24
1925		Weighted (000)	34135	164	17910	117	16225	48
1926		Horz %	100.00	0.48	52.47	0.34	47.53	0.14
1927		Vert %	14.33	15.42	15.61	23.59	13.15	8.34
1928		Index	100	108	109	165	92	58
1929				*		*		*
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	37	3057	19	3258	18
1931		Weighted (000)	33305	137	15146	69	18159	68
1932		Horz %	100.00	0.41	45.48	0.21	54.52	0.20
1933		Vert %	13.98	12.91	13.20	14.03	14.72	11.93
1934		Index	100	92	94	100	105	85
1935								
1936								