

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	714	24457	264	23711	450
5		Weighted (000)	238155	3659	114766	1332	123389	2327
6		Horz %	100.00	1.54	48.19	0.56	51.81	0.98
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10	Male	Unwgted	24457	264	24457	264	0	0
11		Weighted (000)	114766	1332	114766	1332	0	0
12		Horz %	100.00	1.16	100.00	1.16	0.00	0.00
13		Vert %	48.19	36.41	100.00	100.00	0.00	0.00
14		Index	100	76	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	450	0	0	23711	450
17		Weighted (000)	123389	2327	0	0	123389	2327
18		Horz %	100.00	1.89	0.00	0.00	100.00	1.89
19		Vert %	51.81	63.59	0.00	0.00	100.00	100.00
20		Index	100	123	0	0	193	193
21				*	*	*	*	
22	Age 18-24	Unwgted	3835	30	2176	10	1659	20
23		Weighted (000)	30197	231	15211	61	14986	170
24		Horz %	100.00	0.76	50.37	0.20	49.63	0.56
25		Vert %	12.68	6.31	13.25	4.56	12.15	7.30
26		Index	100	50	105	36	96	58
27						*		
28	Age 25-34	Unwgted	7986	86	4052	27	3934	59
29		Weighted (000)	42012	423	20869	152	21143	271
30		Horz %	100.00	1.01	49.67	0.36	50.33	0.65
31		Vert %	17.64	11.57	18.18	11.40	17.14	11.67
32		Index	100	66	103	65	97	66
33						*		
34	Age 35-44	Unwgted	8452	113	4443	36	4009	77
35		Weighted (000)	40087	607	19682	180	20405	427
36		Horz %	100.00	1.51	49.10	0.45	50.90	1.06
37		Vert %	16.83	16.58	17.15	13.49	16.54	18.35
38		Index	100	98	102	80	98	109
39								
40	Age 45-54	Unwgted	9050	162	4578	63	4472	99
41		Weighted (000)	43666	768	21286	312	22380	456
42		Horz %	100.00	1.76	48.75	0.72	51.25	1.04
43		Vert %	18.33	21.00	18.55	23.46	18.14	19.60
44		Index	100	115	101	128	99	107
45								
46	Age 55-64	Unwgted	8207	160	4240	62	3967	98
47		Weighted (000)	38818	849	18503	321	20315	528
48		Horz %	100.00	2.19	47.67	0.83	52.33	1.36
49		Vert %	16.30	23.21	16.12	24.12	16.46	22.69
50		Index	100	142	99	148	101	139
51								
52	Age 65+	Unwgted	10638	163	4968	66	5670	97
53		Weighted (000)	43374	780	19215	306	24160	474
54		Horz %	100.00	1.80	44.30	0.71	55.70	1.09
55		Vert %	18.21	21.33	16.74	22.97	19.58	20.39
56		Index	100	117	92	126	108	112

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2								
57								
58	Age 21+	Unwgted	46644	707	23528	260	23116	447
59		Weighted (000)	225241	3602	107990	1307	117251	2295
60		Horz %	100.00	1.60	47.94	0.58	52.06	1.02
61		Vert %	94.58	98.46	94.10	98.16	95.03	98.63
62		Index	100	104	99	104	100	104
63						*		
64	Age 18-34	Unwgted	11821	116	6228	37	5593	79
65		Weighted (000)	72209	654	36080	213	36129	441
66		Horz %	100.00	0.91	49.97	0.29	50.03	0.61
67		Vert %	30.32	17.88	31.44	15.96	29.28	18.97
68		Index	100	59	104	53	97	63
69								
70	Age 18-49	Unwgted	24702	308	12939	103	11763	205
71		Weighted (000)	133505	1666	66134	545	67371	1121
72		Horz %	100.00	1.25	49.54	0.41	50.46	0.84
73		Vert %	56.06	45.54	57.63	40.93	54.60	48.17
74		Index	100	81	103	73	97	86
75								
76	Age 25-54	Unwgted	25488	361	13073	126	12415	235
77		Weighted (000)	125765	1798	61837	644	63928	1154
78		Horz %	100.00	1.43	49.17	0.51	50.83	0.92
79		Vert %	52.81	49.15	53.88	48.35	51.81	49.62
80		Index	100	93	102	92	98	94
81								
82	Age 35-64	Unwgted	25709	435	13261	161	12448	274
83		Weighted (000)	122571	2224	59471	813	63100	1411
84		Horz %	100.00	1.81	48.52	0.66	51.48	1.15
85		Vert %	51.47	60.80	51.82	61.06	51.14	60.64
86		Index	100	118	101	119	99	118
87								
88	Age 50+	Unwgted	23466	406	11518	161	11948	245
89		Weighted (000)	104649	1993	48631	787	56018	1206
90		Horz %	100.00	1.90	46.47	0.75	53.53	1.15
91		Vert %	43.94	54.46	42.37	59.07	45.40	51.83
92		Index	100	124	96	134	103	118
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	52.20	45.80	53.80	47.40	51.00
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	35231	188	17988	82	17243	106
101		Weighted (000)	176436	1237	85107	524	91329	713
102		Horz %	100.00	0.70	48.24	0.30	51.76	0.40
103		Vert %	74.08	33.82	74.16	39.33	74.02	30.67
104		Index	100	46	100	53	100	41
105								
106	Race: Black/African-American Only	Unwgted	5807	493	2719	166	3088	327
107		Weighted (000)	28531	2329	13037	763	15494	1566
108		Horz %	100.00	8.16	45.69	2.67	54.31	5.49
109		Vert %	11.98	63.65	11.36	57.26	12.56	67.31
110		Index	100	531	95	478	105	562

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2								
111				*		*		*
112	Race: Asian	Unwgted	2180	4	1128	1	1052	3
113		Weighted (000)	7671	9	3482	2	4189	7
114		Horz %	100.00	0.12	45.39	0.02	54.61	0.09
115		Vert %	3.22	0.25	3.03	0.14	3.39	0.31
116		Index	100	8	94	4	105	10
117				*		*		*
118	Race: Other Race/Multi-Racial	Unwgted	7130	33	3750	16	3380	17
119		Weighted (000)	33187	93	16622	45	16565	47
120		Horz %	100.00	0.28	50.09	0.14	49.91	0.14
121		Vert %	13.94	2.53	14.48	3.41	13.43	2.03
122		Index	100	18	104	24	96	15
123				*		*		*
124	Hispanic, Latino, Spanish Origin or Descent	Unwgted	5677	11	2846	5	2831	6
125		Weighted (000)	35739	35	17858	21	17882	14
126		Horz %	100.00	0.10	49.97	0.06	50.03	0.04
127		Vert %	15.01	0.94	15.56	1.55	14.49	0.59
128		Index	100	6	104	10	97	4
129				*		*		*
130	Hispanic, Personally Speak Only English at Home	Unwgted	1612	8	851	5	761	3
131		Weighted (000)	5378	26	2712	21	2667	5
132		Horz %	100.00	0.48	50.42	0.39	49.58	0.10
133		Vert %	2.26	0.71	2.36	1.55	2.16	0.23
134		Index	100	31	105	69	96	10
135				*		*		*
136	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1702	2	820	0	882	2
137		Weighted (000)	9096	4	4752	0	4344	4
138		Horz %	100.00	0.05	52.24	0.00	47.76	0.05
139		Vert %	3.82	0.12	4.14	0.00	3.52	0.19
140		Index	100	3	108	0	92	5
141				*		*		*
142	Hispanic, Personally Speak Only Spanish at Home	Unwgted	897	1	420	0	477	1
143		Weighted (000)	10398	4	5173	0	5225	4
144		Horz %	100.00	0.04	49.75	0.00	50.25	0.04
145		Vert %	4.37	0.11	4.51	0.00	4.23	0.17
146		Index	100	3	103	0	97	4
147				*		*		*
148	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1355	0	702	0	653	0
149		Weighted (000)	8786	0	4447	0	4340	0
150		Horz %	100.00	0.00	50.61	0.00	49.39	0.00
151		Vert %	3.69	0.00	3.87	0.00	3.52	0.00
152		Index	100	0	105	0	95	0
153				*	*	*	*	*
154	Hispanic, Personally Speak Spanish and English Equally at Home	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						*		*
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	57	3535	24	3214	33
161		Weighted (000)	24693	229	11947	97	12745	132
162		Horz %	100.00	0.93	48.38	0.39	51.62	0.53
163		Vert %	10.37	6.25	10.41	7.27	10.33	5.67
164		Index	100	60	100	70	100	55

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1								
2								
165						*		
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	99	5594	26	5303	73
167		Weighted (000)	43976	369	21010	86	22966	283
168		Horz %	100.00	0.84	47.78	0.19	52.22	0.64
169		Vert %	18.47	10.08	18.31	6.43	18.61	12.17
170		Index	100	55	99	35	101	66
171				*		*		*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	39	1055	12	1437	27
173		Weighted (000)	10385	170	4055	44	6330	126
174		Horz %	100.00	1.64	39.05	0.42	60.95	1.21
175		Vert %	4.36	4.65	3.53	3.30	5.13	5.42
176		Index	100	107	81	76	118	124
177				*		*		*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	48	1466	15	1642	33
179		Weighted (000)	12939	181	5528	43	7411	138
180		Horz %	100.00	1.40	42.72	0.33	57.28	1.07
181		Vert %	5.43	4.95	4.82	3.24	6.01	5.93
182		Index	100	91	89	60	111	109
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	151	5138	57	5029	94
185		Weighted (000)	45323	604	21898	238	23425	365
186		Horz %	100.00	1.33	48.32	0.53	51.68	0.81
187		Vert %	19.03	16.50	19.08	17.90	18.98	15.70
188		Index	100	87	100	94	100	83
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	210	5465	83	5162	127
190		Weighted (000)	70635	1414	34949	530	35686	883
191		Horz %	100.00	2.00	49.48	0.75	50.52	1.25
192		Vert %	29.66	38.64	30.45	39.83	28.92	37.97
193		Index	100	130	103	134	98	128
194						*		*
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	110	2204	47	1924	63
196		Weighted (000)	30203	692	15378	293	14825	399
197		Horz %	100.00	2.29	50.91	0.97	49.09	1.32
198		Vert %	12.68	18.92	13.40	22.03	12.02	17.13
199		Index	100	149	106	174	95	135
200						*		*
201	Currently Attending College or University	Unwgted	3489	58	1681	15	1808	43
202		Weighted (000)	19251	236	8953	73	10297	163
203		Horz %	100.00	1.22	46.51	0.38	53.49	0.85
204		Vert %	8.08	6.44	7.80	5.45	8.35	7.01
205		Index	100	80	97	67	103	87
206								
207	Employed Full Time	Unwgted	24693	300	14836	131	9857	169
208		Weighted (000)	114968	1366	66238	566	48730	800
209		Horz %	100.00	1.19	57.61	0.49	42.39	0.70
210		Vert %	48.27	37.33	57.72	42.49	39.49	34.38
211		Index	100	77	120	88	82	71
212						*		*
213	Employed Part Time	Unwgted	5566	68	2103	20	3463	48
214		Weighted (000)	28629	325	10048	75	18582	250
215		Horz %	100.00	1.14	35.10	0.26	64.90	0.87
216		Vert %	12.02	8.89	8.75	5.65	15.06	10.75
217		Index	100	74	73	47	125	89
218								

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1								
2								
219								
220	Not Employed	Unwgted	17909	346	7518	113	10391	233
221		Weighted (000)	94557	1968	38480	691	56077	1277
222		Horz %	100.00	2.08	40.70	0.73	59.30	1.35
223		Vert %	39.70	53.78	33.53	51.86	45.45	54.87
224		Index	100	135	84	131	114	138
225						*		*
226	Temporarily Unemployed	Unwgted	2163	50	1076	13	1087	37
227		Weighted (000)	14225	301	7394	80	6830	221
228		Horz %	100.00	2.12	51.98	0.56	48.02	1.56
229		Vert %	5.97	8.23	6.44	5.98	5.54	9.52
230		Index	100	138	108	100	93	159
231								
232	Retired from Employment	Unwgted	10300	174	4886	69	5414	105
233		Weighted (000)	44807	853	20795	358	24012	494
234		Horz %	100.00	1.90	46.41	0.80	53.59	1.10
235		Vert %	18.81	23.31	18.12	26.91	19.46	21.25
236		Index	100	124	96	143	103	113
237				*		*		*
238	Not Employed, Principal Shopper for Household	Unwgted	2452	31	63	1	2389	30
239		Weighted (000)	16222	191	415	2	15807	190
240		Horz %	100.00	1.18	2.56	0.01	97.44	1.17
241		Vert %	6.81	5.23	0.36	0.13	12.81	8.15
242		Index	100	77	5	2	188	120
243						*		*
244	Occupation: Professional and Related Occupations	Unwgted	7464	73	3516	32	3948	41
245		Weighted (000)	32463	334	13816	118	18647	216
246		Horz %	100.00	1.03	42.56	0.36	57.44	0.67
247		Vert %	13.63	9.14	12.04	8.88	15.11	9.29
248		Index	100	67	88	65	111	68
249				*		*		*
250	Occupation: Management, Business and Financial Operations	Unwgted	6295	42	3914	15	2381	27
251		Weighted (000)	23158	155	13110	53	10048	102
252		Horz %	100.00	0.67	56.61	0.23	43.39	0.44
253		Vert %	9.72	4.23	11.42	4.00	8.14	4.36
254		Index	100	44	117	41	84	45
255						*		*
256	Occupation: Sales and Office Occupations	Unwgted	5947	76	2267	18	3680	58
257		Weighted (000)	32581	442	12510	99	20071	343
258		Horz %	100.00	1.36	38.40	0.30	61.60	1.05
259		Vert %	13.68	12.07	10.90	7.44	16.27	14.73
260		Index	100	88	80	54	119	108
261				*		*		*
262	Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2518	17	2431	17	87	0
263		Weighted (000)	13283	89	12692	89	591	0
264		Horz %	100.00	0.67	95.55	0.67	4.45	0.00
265		Vert %	5.58	2.42	11.06	6.66	0.48	0.00
266		Index	100	43	198	119	9	0
267								
268	Occupation: Other Employed	Unwgted	8035	160	4811	69	3224	91
269		Weighted (000)	42112	672	24157	282	17955	390
270		Horz %	100.00	1.59	57.36	0.67	42.64	0.93
271		Vert %	17.68	18.35	21.05	21.16	14.55	16.75
272		Index	100	104	119	120	82	95

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1								
2								
273				*		*		*
274		Unwgted	1652	5	995	3	657	2
275	Household Income:	Weighted (000)	6409	9	3331	4	3078	6
276	\$250,000+	Horz %	100.00	0.14	51.98	0.06	48.02	0.09
277		Vert %	2.69	0.25	2.90	0.28	2.49	0.24
278		Index	100	9	108	10	93	9
279				*		*		*
280		Unwgted	1403	7	802	4	601	3
281	Household Income: \$200,000-	Weighted (000)	5818	12	2971	5	2847	7
282	\$249,999	Horz %	100.00	0.20	51.06	0.09	48.94	0.12
283		Vert %	2.44	0.33	2.59	0.38	2.31	0.30
284		Index	100	13	106	15	94	12
285				*		*		*
286		Unwgted	3416	26	2002	14	1414	12
287	Household Income: \$150,000-	Weighted (000)	15518	78	7893	42	7625	36
288	\$199,999	Horz %	100.00	0.50	50.87	0.27	49.13	0.23
289		Vert %	6.52	2.14	6.88	3.18	6.18	1.54
290		Index	100	33	106	49	95	24
291				*		*		*
292		Unwgted	7088	48	4096	25	2992	23
293	Household Income: \$100,000-	Weighted (000)	36360	233	18625	127	17735	106
294	\$149,999	Horz %	100.00	0.64	51.22	0.35	48.78	0.29
295		Vert %	15.27	6.38	16.23	9.56	14.37	4.56
296		Index	100	42	106	63	94	30
297				*		*		*
298		Unwgted	6291	72	3511	31	2780	41
299	Household Income: \$75,000-	Weighted (000)	31892	370	16159	136	15732	234
300	\$99,999	Horz %	100.00	1.16	50.67	0.43	49.33	0.73
301		Vert %	13.39	10.11	14.08	10.21	12.75	10.05
302		Index	100	75	105	76	95	75
303				*		*		*
304		Unwgted	5133	66	2676	32	2457	34
305	Household Income: \$60,000-	Weighted (000)	25163	300	12461	111	12702	189
306	\$74,999	Horz %	100.00	1.19	49.52	0.44	50.48	0.75
307		Vert %	10.57	8.19	10.86	8.32	10.29	8.12
308		Index	100	78	103	79	97	77
309				*		*		*
310		Unwgted	3809	43	1962	13	1847	30
311	Household Income: \$50,000-	Weighted (000)	18825	240	9277	69	9548	172
312	\$59,999	Horz %	100.00	1.28	49.28	0.37	50.72	0.91
313		Vert %	7.90	6.57	8.08	5.18	7.74	7.37
314		Index	100	83	102	65	98	93
315				*		*		*
316		Unwgted	4740	70	2353	31	2387	39
317	Household Income: \$40,000-	Weighted (000)	20651	353	10068	159	10584	194
318	\$49,999	Horz %	100.00	1.71	48.75	0.77	51.25	0.94
319		Vert %	8.67	9.65	8.77	11.92	8.58	8.35
320		Index	100	111	101	137	99	96
321				*		*		*
322		Unwgted	4631	66	2090	28	2541	38
323	Household Income: \$30,000-	Weighted (000)	22417	313	10701	140	11716	173
324	\$39,999	Horz %	100.00	1.40	47.74	0.62	52.26	0.77
325		Vert %	9.41	8.55	9.32	10.48	9.49	7.45
326		Index	100	91	99	111	101	79

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)
2								
327						*		
328		Unwgted	4429	111	1882	31	2547	80
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	613	10224	186	12416	427
330		Horz %	100.00	2.71	45.16	0.82	54.84	1.89
331		Vert %	9.51	16.76	8.91	13.95	10.06	18.36
332		Index	100	176	94	147	106	193
333								
334		Unwgted	5576	200	2088	52	3488	148
335	Household Income: Under \$20,000	Weighted (000)	32463	1137	13056	354	19407	783
336		Horz %	100.00	3.50	40.22	1.09	59.78	2.41
337		Vert %	13.63	31.08	11.38	26.55	15.73	33.67
338		Index	100	228	83	195	115	247
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	32.10	64.90	39.00	57.90	29.00
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	186	6285	54	5408	132
347	Marital Status: Single, Never Married	Weighted (000)	65997	1017	35246	320	30751	697
348		Horz %	100.00	1.54	53.41	0.49	46.59	1.06
349		Vert %	27.71	27.81	30.71	24.04	24.92	29.96
350		Index	100	100	111	87	90	108
351								
352		Unwgted	24820	292	14100	160	10720	132
353	Marital Status: Currently Married	Weighted (000)	126882	1648	63254	792	63629	856
354		Horz %	100.00	1.30	49.85	0.62	50.15	0.67
355		Vert %	53.28	45.04	55.12	59.44	51.57	36.79
356		Index	100	85	103	112	97	69
357						*		
358		Unwgted	7777	149	3127	39	4650	110
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	615	12849	160	17759	455
360		Horz %	100.00	2.01	41.98	0.52	58.02	1.49
361		Vert %	12.85	16.81	11.20	11.99	14.39	19.57
362		Index	100	131	87	93	112	152
363						*		
364		Unwgted	3878	87	945	11	2933	76
365	Marital Status: Widowed	Weighted (000)	14666	379	3416	60	11250	318
366		Horz %	100.00	2.58	23.29	0.41	76.71	2.17
367		Vert %	6.16	10.35	2.98	4.53	9.12	13.68
368		Index	100	168	48	74	148	222
369				*		*		*
370		Unwgted	1983	45	1032	18	951	27
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	227	5384	81	5833	146
372		Horz %	100.00	2.02	48.00	0.72	52.00	1.30
373		Vert %	4.71	6.19	4.69	6.08	4.73	6.26
374		Index	100	132	100	129	100	133
375				*		*		*
376	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3313	28	1820	12	1493	16
377		Weighted (000)	20943	189	10281	72	10662	117
378		Horz %	100.00	0.90	49.09	0.34	50.91	0.56
379		Vert %	8.79	5.16	8.96	5.38	8.64	5.03
380	Index	100	59	102	61	98	57	

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)
1								
2								
381								
382		Unwgted	17843	272	8707	89	9136	183
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	1428	42720	451	51899	978
384		Horz %	100.00	1.51	45.15	0.48	54.85	1.03
385		Vert %	39.73	39.04	37.22	33.82	42.06	42.02
386		Index	100	98	94	85	106	106
387							*	
388		Unwgted	7219	116	3511	33	3708	83
389	1 Child Under Age 18 Currently Living at Home	Weighted (000)	38752	616	17649	161	21103	456
390		Horz %	100.00	1.59	45.54	0.41	54.46	1.18
391		Vert %	16.27	16.85	15.38	12.05	17.10	19.59
392		Index	100	104	95	74	105	120
393							*	*
394		Unwgted	6632	81	3312	33	3320	48
395	2 Children Under Age 18 Currently Living at Home	Weighted (000)	33339	406	15370	195	17969	211
396		Horz %	100.00	1.22	46.10	0.58	53.90	0.63
397		Vert %	14.00	11.10	13.39	14.62	14.56	9.08
398		Index	100	79	96	104	104	65
399					*		*	*
400		Unwgted	2738	45	1283	16	1455	29
401	3 Children Under Age 18 Currently Living at Home	Weighted (000)	14851	246	6431	72	8420	174
402		Horz %	100.00	1.66	43.31	0.49	56.69	1.17
403		Vert %	6.24	6.72	5.60	5.42	6.82	7.46
404		Index	100	108	90	87	109	120
405					*		*	*
406		Unwgted	882	23	427	6	455	17
407	4 Children Under Age 18 Currently Living at Home	Weighted (000)	5223	121	2303	21	2920	100
408		Horz %	100.00	2.32	44.10	0.40	55.90	1.92
409		Vert %	2.19	3.31	2.01	1.55	2.37	4.31
410		Index	100	151	92	71	108	197
411					*		*	*
412		Unwgted	372	7	174	1	198	6
413	5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	2454	39	967	2	1487	37
414		Horz %	100.00	1.59	39.40	0.10	60.60	1.49
415		Vert %	1.03	1.07	0.84	0.19	1.21	1.57
416		Index	100	104	82	18	117	153
417								
418		Unwgted	33340	450	17386	189	15954	261
419	Own Home/Residence	Weighted (000)	157962	2294	76483	931	81479	1363
420		Horz %	100.00	1.45	48.42	0.59	51.58	0.86
421		Vert %	66.33	62.71	66.64	69.93	66.03	58.58
422		Index	100	95	100	105	100	88
423								
424		Unwgted	14260	255	6787	71	7473	184
425	Rent Home/Residence	Weighted (000)	77153	1310	36837	381	40316	929
426		Horz %	100.00	1.70	47.75	0.49	52.25	1.20
427		Vert %	32.40	35.79	32.10	28.57	32.67	39.93
428		Index	100	110	99	88	101	123
429					*		*	*
430		Unwgted	568	9	284	4	284	5
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	55	1445	20	1594	35
432		Horz %	100.00	1.80	47.54	0.66	52.46	1.14
433		Vert %	1.28	1.49	1.26	1.49	1.29	1.49
434		Index	100	117	99	117	101	117

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

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2								
435						*		
436	Census Region: North East	Unwgted	11308	98	5685	31	5623	67
437		Weighted (000)	43253	327	20622	90	22631	237
438		Horz %	100.00	0.76	47.68	0.21	52.32	0.55
439		Vert %	18.16	8.94	17.97	6.79	18.34	10.17
440		Index	100	49	99	37	101	56
441								
442	Census Region: South	Unwgted	16124	533	8035	205	8089	328
443		Weighted (000)	89346	2812	42766	1074	46580	1738
444		Horz %	100.00	3.15	47.87	1.20	52.13	1.95
445		Vert %	37.52	76.86	37.26	80.64	37.75	74.69
446		Index	100	205	99	215	101	199
447						*		*
448	Census Region: Midwest	Unwgted	10891	65	5544	21	5347	44
449		Weighted (000)	51282	445	24805	137	26477	308
450		Horz %	100.00	0.87	48.37	0.27	51.63	0.60
451		Vert %	21.53	12.17	21.61	10.32	21.46	13.24
452		Index	100	57	100	48	100	61
453				*		*		*
454	Census Region: West	Unwgted	9845	18	5193	7	4652	11
455		Weighted (000)	54273	74	26572	30	27701	44
456		Horz %	100.00	0.14	48.96	0.06	51.04	0.08
457		Vert %	22.79	2.02	23.15	2.25	22.45	1.89
458		Index	100	9	102	10	99	8
459				*		*		*
460	Census Sub-Region: New England	Unwgted	2844	6	1449	1	1395	5
461		Weighted (000)	11320	33	5419	5	5901	28
462		Horz %	100.00	0.29	47.87	0.04	52.13	0.25
463		Vert %	4.75	0.89	4.72	0.35	4.78	1.20
464		Index	100	19	99	7	101	25
465						*		*
466	Census Sub-Region: Mid Atlantic	Unwgted	8464	92	4236	30	4228	62
467		Weighted (000)	31933	295	15203	86	16730	209
468		Horz %	100.00	0.92	47.61	0.27	52.39	0.65
469		Vert %	13.41	8.05	13.25	6.44	13.56	8.98
470		Index	100	60	99	48	101	67
471								
472	Census Sub-Region: South Atlantic	Unwgted	9116	334	4475	121	4641	213
473		Weighted (000)	45960	1532	21872	543	24087	989
474		Horz %	100.00	3.33	47.59	1.18	52.41	2.15
475		Vert %	19.30	41.88	19.06	40.78	19.52	42.50
476		Index	100	217	99	211	101	220
477								
478	Census Sub-Region: East South Central	Unwgted	2066	130	1066	53	1000	77
479		Weighted (000)	14946	939	7248	396	7697	542
480		Horz %	100.00	6.28	48.50	2.65	51.50	3.63
481		Vert %	6.28	25.66	6.32	29.77	6.24	23.32
482		Index	100	409	101	474	99	372
483						*		*
484	Census Sub-Region: West South Central	Unwgted	4942	69	2494	31	2448	38
485		Weighted (000)	28441	341	13646	134	14795	206
486		Horz %	100.00	1.20	47.98	0.47	52.02	0.73
487		Vert %	11.94	9.32	11.89	10.09	11.99	8.88
488		Index	100	78	100	84	100	74

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

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2								
489						*		*
490		Unwgted	8456	56	4267	16	4189	40
491	Census Sub-Region: East North Central	Weighted (000)	35650	378	16892	108	18758	270
492		Horz %	100.00	1.06	47.38	0.30	52.62	0.76
493		Vert %	14.97	10.33	14.72	8.14	15.20	11.59
494		Index	100	69	98	54	102	77
495					*		*	
496		Unwgted	2435	9	1277	5	1158	4
497	Census Sub-Region: West North Central	Weighted (000)	15632	67	7913	29	7719	38
498		Horz %	100.00	0.43	50.62	0.19	49.38	0.24
499		Vert %	6.56	1.84	6.90	2.18	6.26	1.64
500		Index	100	28	105	33	95	25
501					*		*	
502		Unwgted	2321	5	1229	3	1092	2
503	Census Sub-Region: Mountain	Weighted (000)	16500	29	8176	18	8324	11
504		Horz %	100.00	0.18	49.55	0.11	50.45	0.07
505		Vert %	6.93	0.79	7.12	1.36	6.75	0.47
506		Index	100	11	103	20	97	7
507					*		*	
508		Unwgted	7524	13	3964	4	3560	9
509	Census Sub-Region: Pacific	Weighted (000)	37774	45	18396	12	19378	33
510		Horz %	100.00	0.12	48.70	0.03	51.30	0.09
511		Vert %	15.86	1.23	16.03	0.89	15.70	1.42
512		Index	100	8	101	6	99	9
513								
514		Unwgted	26679	303	13529	107	13150	196
515	County Size: A	Weighted (000)	99155	1017	47699	285	51456	733
516		Horz %	100.00	1.03	48.11	0.29	51.89	0.74
517		Vert %	41.63	27.81	41.56	21.37	41.70	31.50
518		Index	100	67	100	51	100	76
519								
520		Unwgted	12036	210	6063	70	5973	140
521	County Size: B	Weighted (000)	70767	1191	34009	398	36758	794
522		Horz %	100.00	1.68	48.06	0.56	51.94	1.12
523		Vert %	29.71	32.56	29.63	29.86	29.79	34.11
524		Index	100	110	100	101	100	115
525								
526		Unwgted	9453	201	4865	87	4588	114
527	County Size: C/D	Weighted (000)	68232	1450	33058	650	35175	800
528		Horz %	100.00	2.12	48.45	0.95	51.55	1.17
529		Vert %	28.65	39.63	28.80	48.76	28.51	34.40
530		Index	100	138	101	170	99	120
531					*		*	
532		Unwgted	1292	1	710	0	582	1
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	6	2746	0	2374	6
534		Horz %	100.00	0.11	53.63	0.00	46.37	0.11
535		Vert %	2.15	0.16	2.39	0.00	1.92	0.25
536		Index	100	7	111	0	90	12
537							*	
538		Unwgted	8429	62	3621	26	4808	36
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	319	16635	155	24144	164
540		Horz %	100.00	0.78	40.79	0.38	59.21	0.40
541		Vert %	17.12	8.72	14.49	11.66	19.57	7.04
542		Index	100	51	85	68	114	41

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

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1								
2								
543				*		*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	4	715	4	563	0
545		Weighted (000)	7030	23	3657	23	3373	0
546		Horz %	100.00	0.33	52.02	0.33	47.98	0.00
547		Vert %	2.95	0.63	3.19	1.73	2.73	0.00
548		Index	100	21	108	59	93	0
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	5	186	3	203	2
551		Weighted (000)	2075	20	838	13	1237	6
552		Horz %	100.00	0.95	40.41	0.64	59.59	0.30
553		Vert %	0.87	0.54	0.73	1.00	1.00	0.27
554		Index	100	62	84	115	115	31
555				*		*		*
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	38	1797	18	1234	20
557		Weighted (000)	8416	87	4632	41	3784	46
558		Horz %	100.00	1.04	55.04	0.48	44.96	0.55
559		Vert %	3.53	2.38	4.04	3.06	3.07	1.99
560		Index	100	67	114	87	87	56
561				*		*		*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	32	2871	21	652	11
563		Weighted (000)	12663	150	9964	94	2698	56
564		Horz %	100.00	1.18	78.69	0.74	21.31	0.44
565		Vert %	5.32	4.09	8.68	7.02	2.19	2.41
566		Index	100	77	163	132	41	45
567				*		*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	10	663	5	325	5
569		Weighted (000)	4277	58	2782	33	1494	25
570		Horz %	100.00	1.35	65.06	0.78	34.94	0.57
571		Vert %	1.80	1.58	2.42	2.50	1.21	1.05
572		Index	100	88	135	139	67	59
573				*		*		*
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	10	1973	5	1475	5
575		Weighted (000)	16147	54	8900	35	7247	18
576		Horz %	100.00	0.33	55.12	0.22	44.88	0.11
577		Vert %	6.78	1.47	7.76	2.66	5.87	0.79
578		Index	100	22	114	39	87	12
579				*		*		*
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	89	3987	34	4877	55
581		Weighted (000)	46661	386	19823	152	26837	235
582		Horz %	100.00	0.83	42.48	0.32	57.52	0.50
583		Vert %	19.59	10.56	17.27	11.38	21.75	10.08
584		Index	100	54	88	58	111	51
585				*		*		*
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	24	1569	14	1287	10
587		Weighted (000)	13017	115	7079	66	5938	50
588		Horz %	100.00	0.89	54.38	0.51	45.62	0.38
589		Vert %	5.47	3.15	6.17	4.94	4.81	2.13
590		Index	100	58	113	90	88	39
591				*		*		*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	22	2511	12	1270	10
593		Weighted (000)	18048	91	11714	46	6334	45
594		Horz %	100.00	0.50	64.90	0.26	35.10	0.25
595		Vert %	7.58	2.48	10.21	3.46	5.13	1.91
596		Index	100	33	135	46	68	25

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2								
597				*		*		*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	10	755	8	687	2
599		Weighted (000)	5709	35	2958	28	2752	6
600		Horz %	100.00	0.61	51.81	0.50	48.19	0.11
601		Vert %	2.40	0.95	2.58	2.13	2.23	0.28
602		Index	100	40	108	89	93	12
603							*	
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	92	4003	39	4234	53
605		Weighted (000)	46833	529	21488	230	25345	299
606		Horz %	100.00	1.13	45.88	0.49	54.12	0.64
607		Vert %	19.66	14.46	18.72	17.30	20.54	12.84
608		Index	100	74	95	88	104	65
609					*		*	
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	3	147	2	138	1
611		Weighted (000)	1065	25	495	7	570	19
612		Horz %	100.00	2.39	46.46	0.61	53.54	1.78
613		Vert %	0.45	0.70	0.43	0.49	0.46	0.81
614		Index	100	156	96	110	103	182
615								
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	714	264	264	450	450
617		Weighted (000)	3659	3659	1332	1332	2327	2327
618		Horz %	100.00	100.00	36.41	36.41	63.59	63.59
619		Vert %	1.54	100.00	1.16	100.00	1.89	100.00
620		Index	100	6509	76	6509	123	6509
621					*		*	
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	7	1107	2	1116	5
623		Weighted (000)	15844	19	7607	4	8236	16
624		Horz %	100.00	0.12	48.01	0.02	51.99	0.10
625		Vert %	6.65	0.53	6.63	0.29	6.68	0.67
626		Index	100	8	100	4	100	10
627					*		*	
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	18	1436	7	2233	11
629		Weighted (000)	17141	112	6212	54	10929	58
630		Horz %	100.00	0.66	36.24	0.32	63.76	0.34
631		Vert %	7.20	3.07	5.41	4.07	8.86	2.50
632		Index	100	43	75	57	123	35
633					*		*	
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	20	460	10	327	10
635		Weighted (000)	2899	83	1579	28	1320	55
636		Horz %	100.00	2.88	54.47	0.98	45.53	1.90
637		Vert %	1.22	2.28	1.38	2.13	1.07	2.37
638		Index	100	187	113	175	88	194
639					*		*	
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	3	515	1	400	2
641		Weighted (000)	7068	5	3599	1	3469	4
642		Horz %	100.00	0.06	50.92	0.01	49.08	0.05
643		Vert %	2.97	0.12	3.14	0.05	2.81	0.17
644		Index	100	4	106	2	95	6
645					*		*	
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	40	3816	23	2399	17
647		Weighted (000)	23523	153	14154	73	9369	79
648		Horz %	100.00	0.65	60.17	0.31	39.83	0.34
649		Vert %	9.88	4.17	12.33	5.51	7.59	3.41
650		Index	100	42	125	56	77	34

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)
2								
651				*		*		*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	47	952	9	936	38
653		Weighted (000)	9927	224	4669	40	5258	184
654		Horz %	100.00	2.26	47.04	0.41	52.96	1.85
655		Vert %	4.17	6.12	4.07	3.03	4.26	7.89
656		Index	100	147	98	73	102	189
657				*		*		*
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	10	1372	6	1196	4
659		Weighted (000)	10435	51	5282	17	5153	35
660		Horz %	100.00	0.49	50.62	0.16	49.38	0.33
661		Vert %	4.38	1.40	4.60	1.26	4.18	1.48
662		Index	100	32	105	29	95	34
663						*		*
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	140	1596	45	2353	95
665		Weighted (000)	19990	632	7792	179	12198	454
666		Horz %	100.00	3.16	38.98	0.89	61.02	2.27
667		Vert %	8.39	17.29	6.79	13.42	9.89	19.50
668		Index	100	206	81	160	118	232
669						*		*
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	57	1404	24	1472	33
671		Weighted (000)	15341	213	7412	97	7930	116
672		Horz %	100.00	1.39	48.31	0.63	51.69	0.76
673		Vert %	6.44	5.82	6.46	7.26	6.43	5.00
674		Index	100	90	100	113	100	78
675				*		*		*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	11	2680	6	1590	5
677		Weighted (000)	20195	67	12063	28	8132	39
678		Horz %	100.00	0.33	59.73	0.14	40.27	0.19
679		Vert %	8.48	1.84	10.51	2.14	6.59	1.66
680		Index	100	22	124	25	78	20
681				*		*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	10	429	4	733	6
683		Weighted (000)	5686	41	2013	17	3672	24
684		Horz %	100.00	0.71	35.41	0.30	64.59	0.42
685		Vert %	2.39	1.11	1.75	1.28	2.98	1.02
686		Index	100	47	73	53	125	43
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	2	319	0	365	2
689		Weighted (000)	4664	8	2063	0	2601	8
690		Horz %	100.00	0.17	44.23	0.00	55.77	0.17
691		Vert %	1.96	0.22	1.80	0.00	2.11	0.34
692		Index	100	11	92	0	108	18
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	0	129	0	177	0
695		Weighted (000)	1821	0	910	0	911	0
696		Horz %	100.00	0.00	49.96	0.00	50.04	0.00
697		Vert %	0.76	0.00	0.79	0.00	0.74	0.00
698		Index	100	0	104	0	97	0
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	309	2494	114	2807	195
701		Weighted (000)	27306	1608	12722	583	14585	1025
702		Horz %	100.00	5.89	46.59	2.13	53.41	3.75
703		Vert %	11.47	43.95	11.09	43.75	11.82	44.06
704		Index	100	383	97	382	103	384

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)
2								
705								
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	184	1035	64	1379	120
707		Weighted (000)	10854	838	4643	280	6211	559
708		Horz %	100.00	7.72	42.78	2.58	57.22	5.15
709		Vert %	4.56	22.91	4.05	20.99	5.03	24.01
710		Index	100	503	89	461	110	527
711						*		
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	84	1018	21	1016	63
713		Weighted (000)	12023	448	5724	98	6299	350
714		Horz %	100.00	3.73	47.61	0.82	52.39	2.91
715		Vert %	5.05	12.26	4.99	7.38	5.11	15.05
716		Index	100	243	99	146	101	298
717				*		*		*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	29	706	15	553	14
719		Weighted (000)	6468	158	3593	65	2875	93
720		Horz %	100.00	2.44	55.55	1.00	44.45	1.44
721		Vert %	2.72	4.31	3.13	4.88	2.33	3.99
722		Index	100	159	115	180	86	147
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	692	20746	256	19359	436
725		Weighted (000)	195910	3513	96272	1299	99638	2214
726		Horz %	100.00	1.79	49.14	0.66	50.86	1.13
727		Vert %	82.26	96.03	83.89	97.55	80.75	95.16
728		Index	100	117	102	119	98	116
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	442	13440	171	11566	271
731		Weighted (000)	118698	2263	60364	828	58335	1434
732		Horz %	100.00	1.91	50.85	0.70	49.15	1.21
733		Vert %	49.84	61.84	52.60	62.18	47.28	61.65
734		Index	100	124	106	125	95	124
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	335	9422	139	8461	196
737		Weighted (000)	88241	1706	44427	715	43814	991
738		Horz %	100.00	1.93	50.35	0.81	49.65	1.12
739		Vert %	37.05	46.62	38.71	53.65	35.51	42.60
740		Index	100	126	104	145	96	115
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	335	11583	142	9900	193
743		Weighted (000)	102780	1725	52607	724	50173	1001
744		Horz %	100.00	1.68	51.18	0.70	48.82	0.97
745		Vert %	43.16	47.15	45.84	54.37	40.66	43.02
746		Index	100	109	106	126	94	100
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	173	3947	66	3353	107
749		Weighted (000)	36869	930	19177	342	17692	589
750		Horz %	100.00	2.52	52.01	0.93	47.99	1.60
751		Vert %	15.48	25.42	16.71	25.64	14.34	25.29
752		Index	100	164	108	166	93	163
753						*		*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	56	1456	23	907	33
755		Weighted (000)	12089	275	7351	108	4738	167
756		Horz %	100.00	2.27	60.81	0.89	39.19	1.38
757		Vert %	5.08	7.51	6.41	8.09	3.84	7.18
758		Index	100	148	126	159	76	141

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

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2								
759								
760		Unwgted	15477	426	8106	160	7371	266
761	Radio Daypart Cumes:	Weighted (000)	74270	2140	37528	780	36742	1360
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	2.88	50.53	1.05	49.47	1.83
763		Vert %	31.19	58.48	32.70	58.56	29.78	58.44
764		Index	100	188	105	188	95	187
765								
766		Unwgted	21457	449	10719	163	10738	286
767	Radio Daypart Cumes:	Weighted (000)	102778	2262	48768	793	54011	1469
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	2.20	47.45	0.77	52.55	1.43
769		Vert %	43.16	61.83	42.49	59.51	43.77	63.16
770		Index	100	143	98	138	101	146
771								
772		Unwgted	16141	328	8215	125	7926	203
773	Radio Daypart Cumes:	Weighted (000)	79854	1603	38468	621	41386	982
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	2.01	48.17	0.78	51.83	1.23
775		Vert %	33.53	43.82	33.52	46.61	33.54	42.22
776		Index	100	131	100	139	100	126
777								
778		Unwgted	7721	205	4043	80	3678	125
779	Radio Daypart Cumes:	Weighted (000)	38919	1034	19420	408	19499	626
780	Weekend 7:00 pm - Midnight	Horz %	100.00	2.66	49.90	1.05	50.10	1.61
781		Vert %	16.34	28.27	16.92	30.65	15.80	26.91
782		Index	100	173	104	188	97	165
783						*		*
784		Unwgted	1911	52	1118	21	793	31
785	Radio Daypart Cumes:	Weighted (000)	9972	278	5625	92	4346	186
786	Weekend Midnight - 6:00 am	Horz %	100.00	2.79	56.41	0.92	43.59	1.87
787		Vert %	4.19	7.59	4.90	6.89	3.52	8.00
788		Index	100	181	117	165	84	191
789								
790		Unwgted	12646	283	5791	92	6855	191
791	Where Listen to Radio on	Weighted (000)	61519	1549	27333	496	34186	1053
792	Typical Weekday: Home	Horz %	100.00	2.52	44.43	0.81	55.57	1.71
793		Vert %	25.83	42.35	23.82	37.26	27.71	45.26
794		Index	100	164	92	144	107	175
795								
796		Unwgted	36747	558	18963	206	17784	352
797	Where Listen to Radio on	Weighted (000)	177653	2848	86450	1023	91203	1825
798	Typical Weekday: Car	Horz %	100.00	1.60	48.66	0.58	51.34	1.03
799		Vert %	74.60	77.85	75.33	76.83	73.92	78.43
800		Index	100	104	101	103	99	105
801						*		*
802		Unwgted	5605	89	3421	46	2184	43
803	Where Listen to Radio on	Weighted (000)	29068	445	16938	216	12131	229
804	Typical Weekday: Work	Horz %	100.00	1.53	58.27	0.74	41.73	0.79
805		Vert %	12.21	12.16	14.76	16.24	9.83	9.82
806		Index	100	100	121	133	81	80
807					*	*		*
808		Unwgted	985	16	550	5	435	11
809	Where Listen to Radio on	Weighted (000)	5269	94	2888	25	2380	69
810	Typical Weekday: Place	Horz %	100.00	1.79	54.82	0.48	45.18	1.31
811	Other Than Home, Car, Work	Vert %	2.21	2.57	2.52	1.89	1.93	2.96
812		Index	100	116	114	85	87	134

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2								
813								
814		Unwgted	14284	324	6807	113	7477	211
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	1646	31782	573	37401	1073
816		Horz %	100.00	2.38	45.94	0.83	54.06	1.55
817		Vert %	29.05	44.99	27.69	43.01	30.31	46.13
818		Index	100	155	95	148	104	159
819								
820		Unwgted	33644	536	17193	198	16451	338
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	2742	78252	975	84188	1767
822		Horz %	100.00	1.69	48.17	0.60	51.83	1.09
823		Vert %	68.21	74.95	68.18	73.17	68.23	75.97
824		Index	100	110	100	107	100	111
825					*		*	
826		Unwgted	1927	31	1266	13	661	18
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	160	6599	65	3821	95
828		Horz %	100.00	1.54	63.33	0.62	36.67	0.92
829		Vert %	4.38	4.37	5.75	4.85	3.10	4.10
830		Index	100	100	131	111	71	94
831					*		*	
832		Unwgted	957	12	546	2	411	10
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	73	3017	8	2397	65
834		Horz %	100.00	1.35	55.73	0.15	44.27	1.20
835		Vert %	2.27	1.99	2.63	0.60	1.94	2.79
836		Index	100	88	116	26	85	123
837								
838		Unwgted	9766	308	5971	130	3795	178
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	1666	23093	690	16294	976
840		Horz %	100.00	4.23	58.63	1.75	41.37	2.48
841		Vert %	16.54	45.55	20.12	51.81	13.21	41.96
842		Index	100	275	122	313	80	254
843								
844		Unwgted	36381	638	18453	238	17928	400
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	3250	87796	1183	94145	2067
846		Horz %	100.00	1.79	48.26	0.65	51.74	1.14
847		Vert %	76.40	88.84	76.50	88.83	76.30	88.84
848		Index	100	116	100	116	100	116
849								
850		Unwgted	39530	714	20284	264	19246	450
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	3659	94677	1332	99607	2327
852		Horz %	100.00	1.88	48.73	0.69	51.27	1.20
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855					*		*	
856		Unwgted	6338	47	3528	29	2810	18
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	249	14032	154	13682	95
858		Horz %	100.00	0.90	50.63	0.56	49.37	0.34
859		Vert %	11.64	6.82	12.23	11.56	11.09	4.10
860		Index	100	59	105	99	95	35
861								
862		Unwgted	8685	103	4748	51	3937	52
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	461	19203	218	20006	242
864		Horz %	100.00	1.17	48.98	0.56	51.02	0.62
865		Vert %	16.46	12.59	16.73	16.39	16.21	10.41
866		Index	100	76	102	100	98	63

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2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	137	6842	60	5833	77
869		Weighted (000)	60478	670	29974	289	30504	381
870		Horz %	100.00	1.11	49.56	0.48	50.44	0.63
871		Vert %	25.39	18.31	26.12	21.70	24.72	16.37
872		Index	100	72	103	85	97	64
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	101	6301	50	4930	51
875		Weighted (000)	56535	442	28911	212	27624	230
876		Horz %	100.00	0.78	51.14	0.37	48.86	0.41
877		Vert %	23.74	12.08	25.19	15.91	22.39	9.88
878		Index	100	51	106	67	94	42
879						*		
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	86	4209	34	2985	52
881		Weighted (000)	34638	375	19095	106	15543	269
882		Horz %	100.00	1.08	55.13	0.31	44.87	0.78
883		Vert %	14.54	10.26	16.64	7.99	12.60	11.55
884		Index	100	71	114	55	87	79
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	139	6076	51	5127	88
887		Weighted (000)	54650	645	28025	210	26625	435
888		Horz %	100.00	1.18	51.28	0.38	48.72	0.80
889		Vert %	22.95	17.64	24.42	15.78	21.58	18.70
890		Index	100	77	106	69	94	81
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	173	7625	63	6345	110
893		Weighted (000)	68093	799	34986	253	33107	546
894		Horz %	100.00	1.17	51.38	0.37	48.62	0.80
895		Vert %	28.59	21.84	30.48	18.96	26.83	23.49
896		Index	100	76	107	66	94	82
897						*		*
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	57	2072	25	1493	32
899		Weighted (000)	16453	296	9050	122	7404	174
900		Horz %	100.00	1.80	55.00	0.74	45.00	1.06
901		Vert %	6.91	8.10	7.89	9.16	6.00	7.49
902		Index	100	117	114	133	87	108
903								
904	Downloaded Music - Past Month	Unwgted	10771	145	5842	52	4929	93
905		Weighted (000)	55635	716	28526	218	27109	499
906		Horz %	100.00	1.29	51.27	0.39	48.73	0.90
907		Vert %	23.36	19.58	24.86	16.33	21.97	21.43
908		Index	100	84	106	70	94	92
909				*		*		*
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	20	1374	10	741	10
911		Weighted (000)	9292	102	5804	46	3488	56
912		Horz %	100.00	1.10	62.46	0.50	37.54	0.60
913		Vert %	3.90	2.78	5.06	3.48	2.83	2.39
914		Index	100	71	130	89	72	61
915				*		*		*
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	47	1255	14	1221	33
917		Weighted (000)	12781	249	6091	72	6690	177
918		Horz %	100.00	1.95	47.66	0.56	52.34	1.38
919		Vert %	5.37	6.80	5.31	5.40	5.42	7.60
920		Index	100	127	99	101	101	142

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2								
921						*		*
922		Unwgted	6881	60	3642	27	3239	33
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	302	16078	122	16393	180
924		Horz %	100.00	0.93	49.51	0.38	50.49	0.55
925		Vert %	13.63	8.25	14.01	9.15	13.29	7.73
926		Index	100	61	103	67	97	57
927							*	
928		Unwgted	9499	133	4700	39	4799	94
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	611	22377	138	25926	473
930		Horz %	100.00	1.26	46.33	0.28	53.67	0.98
931		Vert %	20.28	16.69	19.50	10.33	21.01	20.34
932		Index	100	82	96	51	104	100
933					*		*	
934		Unwgted	2160	13	1248	3	912	10
935	Visited Spotify.com - Past Month	Weighted (000)	10770	82	5929	18	4841	64
936		Horz %	100.00	0.76	55.05	0.17	44.95	0.59
937		Vert %	4.52	2.23	5.17	1.35	3.92	2.74
938		Index	100	49	114	30	87	61
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	320	8481	109	8257	211
941		Weighted (000)	83979	1620	40117	492	43862	1127
942		Horz %	100.00	1.93	47.77	0.59	52.23	1.34
943		Vert %	35.26	44.27	34.96	36.95	35.55	48.46
944		Index	100	126	99	105	101	137
945	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	275	7079	100	6513	175
946		Weighted (000)	67996	1368	33168	439	34828	930
947		Horz %	100.00	2.01	48.78	0.65	51.22	1.37
948		Vert %	28.55	37.40	28.90	32.93	28.23	39.96
949		Index	100	131	101	115	99	140
950								
951	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	282	8682	103	8300	179
952		Weighted (000)	84461	1442	40721	459	43740	983
953		Horz %	100.00	1.71	48.21	0.54	51.79	1.16
954		Vert %	35.46	39.42	35.48	34.48	35.45	42.24
955		Index	100	111	100	97	100	119
956								
957	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	224	7052	69	6258	155
958		Weighted (000)	67825	1197	33599	335	34226	862
959		Horz %	100.00	1.77	49.54	0.49	50.46	1.27
960		Vert %	28.48	32.72	29.28	25.18	27.74	37.04
961		Index	100	115	103	88	97	130
962								
963	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	620	19854	226	19456	394
964		Weighted (000)	191753	3176	91658	1123	100095	2053
965		Horz %	100.00	1.66	47.80	0.59	52.20	1.07
966		Vert %	80.52	86.80	79.87	84.30	81.12	88.23
967		Index	100	108	99	105	101	110
968								
969	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	493	15784	180	15579	313
970		Weighted (000)	151527	2595	72027	909	79500	1686
971		Horz %	100.00	1.71	47.53	0.60	52.47	1.11
972		Vert %	63.63	70.93	62.76	68.24	64.43	72.48
973		Index	100	111	99	107	101	114
974								

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2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	455	13766	161	13303	294
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	2378	63885	801	67474	1577
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	1.81	48.63	0.61	51.37	1.20
979	(Central/Mountain)	Vert %	55.16	64.99	55.67	60.12	54.68	67.78
980		Index	100	118	101	109	99	123
981								
982	TV Dayparts: Prime Time	Unwgted	31508	505	15957	182	15551	323
983	Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific),	Weighted (000)	152474	2631	73082	917	79393	1713
984	6:00-10:00 pm	Horz %	100.00	1.73	47.93	0.60	52.07	1.12
985	(Central/Mountain)	Vert %	64.02	71.90	63.68	68.87	64.34	73.63
986		Index	100	112	99	108	101	115
987								
988	TV Dayparts: Weekdays	Unwgted	13670	306	6126	104	7544	202
989	Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am -	Weighted (000)	72627	1539	30958	505	41669	1033
990	3:00 pm (Central/Mountain)	Horz %	100.00	2.12	42.63	0.70	57.37	1.42
991		Vert %	30.50	42.06	26.98	37.94	33.77	44.42
992		Index	100	138	88	124	111	146
993								
994	TV Dayparts: Weekdays	Unwgted	24527	436	12354	162	12173	274
995	Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-	Weighted (000)	122242	2213	57750	791	64492	1422
996	6:30 pm (Central/Mountain)	Horz %	100.00	1.81	47.24	0.65	52.76	1.16
997		Vert %	51.33	60.50	50.32	59.39	52.27	61.13
998		Index	100	118	98	116	102	119
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	203	4197	65	3834	138
1001	Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific)	Weighted (000)	40564	1137	20501	360	20063	776
1002	10:30 pm-Midnight	Horz %	100.00	2.80	50.54	0.89	49.46	1.91
1003	(Central/Mountain)	Vert %	17.03	31.07	17.86	27.06	16.26	33.36
1004		Index	100	182	105	159	95	196
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	371	10227	130	9674	241
1007	Children's Shows Cume	Weighted (000)	98456	1831	48277	614	50179	1216
1008	Audience: Saturday-Sunday	Horz %	100.00	1.86	49.03	0.62	50.97	1.24
1009	Morning	Vert %	41.34	50.04	42.07	46.11	40.67	52.29
1010		Index	100	121	102	112	98	126
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	455	13227	169	11139	286
1013	Cume Audience: Saturday-	Weighted (000)	120692	2371	61780	866	58912	1504
1014	Sunday Afternoon	Horz %	100.00	1.96	51.19	0.72	48.81	1.25
1015		Vert %	50.68	64.80	53.83	65.04	47.74	64.66
1016		Index	100	128	106	128	94	128
1017				*		*		*
1018		Unwgted	2498	21	1497	7	1001	14
1019	Downloaded a TV Program -	Weighted (000)	12342	123	7184	52	5158	72
1020	Past Month	Horz %	100.00	1.00	58.21	0.42	41.79	0.58
1021		Vert %	5.18	3.36	6.26	3.87	4.18	3.07
1022		Index	100	65	121	75	81	59
1023						*		*
1024		Unwgted	8118	78	4404	32	3714	46
1025	Watched a TV Program Online	Weighted (000)	39203	355	19922	143	19281	211
1026	- Past Month	Horz %	100.00	0.90	50.82	0.37	49.18	0.54
1027		Vert %	16.46	9.69	17.36	10.76	15.63	9.08
1028		Index	100	59	105	65	95	55

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2								
1029						*		
1030		Unwgted	10544	115	5205	39	5339	76
1031	Visited a TV Network or TV	Weighted (000)	50236	464	23290	152	26946	312
1032	Show's Web Site - Past Month	Horz %	100.00	0.92	46.36	0.30	53.64	0.62
1033		Vert %	21.09	12.69	20.29	11.44	21.84	13.40
1034		Index	100	60	96	54	104	64
1035						*		*
1036		Unwgted	5568	63	3052	22	2516	41
1037	Looked at TV Listings Online -	Weighted (000)	25497	259	13083	67	12414	192
1038	Past Month	Horz %	100.00	1.02	51.31	0.26	48.69	0.75
1039		Vert %	10.71	7.08	11.40	5.06	10.06	8.24
1040		Index	100	66	106	47	94	77
1041								
1042		Unwgted	23815	333	11641	118	12174	215
1043	Household Subscribes to	Weighted (000)	113098	1658	52487	558	60611	1100
1044	Cable TV	Horz %	100.00	1.47	46.41	0.49	53.59	0.97
1045		Vert %	47.49	45.31	45.73	41.90	49.12	47.27
1046		Index	100	95	96	88	103	100
1047								
1048	Household Subscribes to	Unwgted	40083	593	20313	223	19770	370
1049	Cable, Satellite or Fiber Optic	Weighted (000)	195193	3003	93321	1090	101872	1913
1050	TV	Horz %	100.00	1.54	47.81	0.56	52.19	0.98
1051		Vert %	81.96	82.09	81.31	81.87	82.56	82.21
1052		Index	100	100	99	100	101	100
1053								
1054		Unwgted	38774	580	19682	218	19092	362
1055	Viewed Any Cable TV	Weighted (000)	188764	2951	90255	1067	98509	1884
1056	(Including Pay) - Past Week	Horz %	100.00	1.56	47.81	0.57	52.19	1.00
1057		Vert %	79.26	80.66	78.64	80.14	79.84	80.96
1058		Index	100	102	99	101	101	102
1059								
1060		Unwgted	29145	504	15363	185	13782	319
1061	Heavy Cable TV Viewer	Weighted (000)	143332	2552	71157	884	72174	1668
1062	(Including Pay) - Past Week	Horz %	100.00	1.78	49.65	0.62	50.35	1.16
1063		Vert %	60.18	69.75	62.00	66.38	58.49	71.67
1064		Index	100	116	103	110	97	119
1065								
1066		Unwgted	16614	282	9062	110	7552	172
1067	Viewed Any Premium Cable	Weighted (000)	78557	1384	40068	454	38489	931
1068	Channels - Past Month	Horz %	100.00	1.76	51.00	0.58	49.00	1.18
1069		Vert %	32.99	37.84	34.91	34.07	31.19	40.00
1070		Index	100	115	106	103	95	121
1071						*		*
1072		Unwgted	6367	83	3495	34	2872	49
1073	Viewed Any Pay-Per-View	Weighted (000)	30162	351	15494	164	14668	187
1074	Programs or Events - Past	Horz %	100.00	1.16	51.37	0.54	48.63	0.62
1075	Year	Vert %	12.66	9.59	13.50	12.33	11.89	8.02
1076		Index	100	76	107	97	94	63
1077								
1078		Unwgted	13594	165	6858	58	6736	107
1079	Viewed Any Video-On-	Weighted (000)	58844	722	27260	233	31584	489
1080	Demand Programs or Events -	Horz %	100.00	1.23	46.33	0.40	53.67	0.83
1081	Past Year	Vert %	24.71	19.73	23.75	17.47	25.60	21.02
1082		Index	100	80	96	71	104	85

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2								
1083								
1084		Unwgted	10960	188	5902	81	5058	107
1085	Household Has a Satellite	Weighted (000)	63040	1135	31481	472	31559	664
1086	Dish	Horz %	100.00	1.80	49.94	0.75	50.06	1.05
1087		Vert %	26.47	31.04	27.43	35.43	25.58	28.52
1088		Index	100	117	104	134	97	108
1089								
1090		Unwgted	24143	312	12572	124	11571	188
1091	Household Has a Digital Video	Weighted (000)	115123	1571	55528	605	59595	966
1092	Recorder (DVR)	Horz %	100.00	1.36	48.23	0.53	51.77	0.84
1093		Vert %	48.34	42.94	48.38	45.40	48.30	41.53
1094		Index	100	89	100	94	100	86
1095								
1096		Unwgted	41061	523	20873	188	20188	335
1097	Any Internet/Online Activity -	Weighted (000)	197978	2481	94592	837	103386	1644
1098	Past Month	Horz %	100.00	1.25	47.78	0.42	52.22	0.83
1099		Vert %	83.13	67.80	82.42	62.83	83.79	70.65
1100		Index	100	82	99	76	101	85
1101								
1102		Unwgted	13895	216	6586	64	7309	152
1103	Played Games Online - Past	Weighted (000)	73492	1152	34103	324	39389	828
1104	Month	Horz %	100.00	1.57	46.40	0.44	53.60	1.13
1105		Vert %	30.86	31.49	29.72	24.32	31.92	35.59
1106		Index	100	102	96	79	103	115
1107						*		
1108		Unwgted	5057	78	3031	25	2026	53
1109	Downloaded a Video Game -	Weighted (000)	27936	412	16227	110	11709	302
1110	Past Month	Horz %	100.00	1.48	58.09	0.40	41.91	1.08
1111		Vert %	11.73	11.27	14.14	8.29	9.49	12.98
1112		Index	100	96	121	71	81	111
1113				*		*		*
1114		Unwgted	3934	47	2481	24	1453	23
1115	Downloaded a Movie - Past	Weighted (000)	19306	213	11541	98	7765	115
1116	Month	Horz %	100.00	1.10	59.78	0.51	40.22	0.60
1117		Vert %	8.11	5.83	10.06	7.37	6.29	4.94
1118		Index	100	72	124	91	78	61
1119						*		
1120		Unwgted	8746	100	5192	38	3554	62
1121	Watched a Movie Online -	Weighted (000)	43930	492	24810	165	19120	327
1122	Past Month	Horz %	100.00	1.12	56.48	0.38	43.52	0.74
1123		Vert %	18.45	13.46	21.62	12.41	15.50	14.06
1124		Index	100	73	117	67	84	76
1125						*		*
1126		Unwgted	8001	78	4894	35	3107	43
1127	Watched Online Video (Not	Weighted (000)	38899	315	23059	132	15840	184
1128	Movie, TV) - Past Month	Horz %	100.00	0.81	59.28	0.34	40.72	0.47
1129		Vert %	16.33	8.62	20.09	9.87	12.84	7.90
1130		Index	100	53	123	60	79	48
1131				*		*		*
1132		Unwgted	2267	30	1300	11	967	19
1133	Visited a Chat Room - Past	Weighted (000)	11471	164	6393	49	5078	115
1134	Month	Horz %	100.00	1.43	55.73	0.43	44.27	1.00
1135		Vert %	4.82	4.49	5.57	3.70	4.12	4.94
1136		Index	100	93	116	77	85	103

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2								
1137								
1138	Used e-Mail - Past Month	Unwgted	36633	415	18316	142	18317	273
1139		Weighted (000)	171151	1873	79258	599	91893	1274
1140		Horz %	100.00	1.09	46.31	0.35	53.69	0.74
1141		Vert %	71.87	51.19	69.06	44.97	74.47	54.75
1142		Index	100	71	96	63	104	76
1143								
1144	Used Instant Messenger/IM Online - Past Month	Unwgted	24340	303	11627	100	12713	203
1145		Weighted (000)	124814	1422	55745	397	69070	1025
1146		Horz %	100.00	1.14	44.66	0.32	55.34	0.82
1147		Vert %	52.41	38.87	48.57	29.82	55.98	44.04
1148		Index	100	74	93	57	107	84
1149						*		*
1150	Visited Online Blogs - Past Month	Unwgted	6346	52	3275	20	3071	32
1151		Weighted (000)	30027	177	14151	70	15876	106
1152		Horz %	100.00	0.59	47.13	0.23	52.87	0.35
1153		Vert %	12.61	4.83	12.33	5.28	12.87	4.56
1154		Index	100	38	98	42	102	36
1155				*		*		*
1156	Wrote an Online Blog - Past Month	Unwgted	1391	24	728	9	663	15
1157		Weighted (000)	6899	114	3295	34	3604	81
1158		Horz %	100.00	1.66	47.76	0.49	52.24	1.17
1159		Vert %	2.90	3.13	2.87	2.52	2.92	3.47
1160		Index	100	108	99	87	101	120
1161				*		*		*
1162	Uploaded or Added Video to a Web Site - Past Month	Unwgted	3450	46	1785	16	1665	30
1163		Weighted (000)	17397	215	8470	81	8927	134
1164		Horz %	100.00	1.24	48.69	0.47	51.31	0.77
1165		Vert %	7.30	5.89	7.38	6.11	7.23	5.77
1166		Index	100	81	101	84	99	79
1167								
1168	Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgted	34147	411	16879	140	17268	271
1169		Weighted (000)	168726	1957	78135	621	90591	1335
1170		Horz %	100.00	1.16	46.31	0.37	53.69	0.79
1171		Vert %	70.85	53.48	68.08	46.66	73.42	57.39
1172		Index	100	75	96	66	104	81
1173								
1174	Accessed Facebook.com - Past Month	Unwgted	27263	312	12472	91	14791	221
1175		Weighted (000)	138263	1530	59501	420	78762	1110
1176		Horz %	100.00	1.11	43.03	0.30	56.97	0.80
1177		Vert %	58.06	41.82	51.85	31.57	63.83	47.69
1178		Index	100	72	89	54	110	82
1179				*		*		*
1180	Accessed Foursquare - Past Month	Unwgted	377	2	193	0	184	2
1181		Weighted (000)	1812	5	903	0	909	5
1182		Horz %	100.00	0.25	49.84	0.00	50.16	0.25
1183		Vert %	0.76	0.12	0.79	0.00	0.74	0.19
1184		Index	100	16	103	0	97	26
1185						*		
1186	Accessed Google+ (Google Plus) - Past Month	Unwgted	7850	114	3867	39	3983	75
1187		Weighted (000)	38984	480	18160	133	20824	348
1188		Horz %	100.00	1.23	46.58	0.34	53.42	0.89
1189		Vert %	16.37	13.12	15.82	9.96	16.88	14.94
1190		Index	100	80	97	61	103	91

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

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2								
1191						*		*
1192		Unwgted	7474	62	4269	26	3205	36
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	217	15641	83	13163	134
1194		Horz %	100.00	0.75	54.30	0.29	45.70	0.46
1195		Vert %	12.09	5.93	13.63	6.26	10.67	5.74
1196		Index	100	49	113	52	88	47
1197						*		*
1198		Unwgted	7044	56	1340	6	5704	50
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	288	6285	26	31253	262
1200		Horz %	100.00	0.77	16.74	0.07	83.26	0.70
1201		Vert %	15.76	7.87	5.48	1.98	25.33	11.24
1202		Index	100	50	35	13	161	71
1203				*		*		*
1204		Unwgted	1723	7	1010	1	713	6
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	29	4736	7	4399	22
1206		Horz %	100.00	0.32	51.84	0.07	48.16	0.24
1207		Vert %	3.84	0.79	4.13	0.51	3.56	0.96
1208		Index	100	21	108	13	93	25
1209						*		*
1210		Unwgted	5641	65	3159	22	2482	43
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	410	15361	130	13628	280
1212		Horz %	100.00	1.41	52.99	0.45	47.01	0.97
1213		Vert %	12.17	11.21	13.38	9.75	11.04	12.04
1214		Index	100	92	110	80	91	99
1215				*		*		*
1216		Unwgted	3125	16	1605	5	1520	11
1217	Accessed Yelp - Past Month	Weighted (000)	12195	47	5827	23	6368	24
1218		Horz %	100.00	0.39	47.78	0.19	52.22	0.20
1219		Vert %	5.12	1.29	5.08	1.74	5.16	1.03
1220		Index	100	25	99	34	101	20
1221								
1222		Unwgted	23106	297	12543	111	10563	186
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	1396	58760	495	56062	901
1224		Horz %	100.00	1.22	51.17	0.43	48.83	0.78
1225		Vert %	48.21	38.17	51.20	37.19	45.44	38.73
1226		Index	100	79	106	77	94	80
1227						*		*
1228		Unwgted	16414	181	6547	40	9867	141
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	934	31182	191	53159	743
1230		Horz %	100.00	1.11	36.97	0.23	63.03	0.88
1231		Vert %	35.41	25.54	27.17	14.36	43.08	31.94
1232		Index	100	72	77	41	122	90
1233						*		*
1234		Unwgted	7779	97	3383	28	4396	69
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	541	16898	146	24779	395
1236		Horz %	100.00	1.30	40.55	0.35	59.45	0.95
1237		Vert %	17.50	14.80	14.72	10.99	20.08	16.98
1238		Index	100	85	84	63	115	97
1239						*		*
1240		Unwgted	4897	63	2376	18	2521	45
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	251	10534	80	13253	171
1242		Horz %	100.00	1.05	44.28	0.33	55.72	0.72
1243		Vert %	9.99	6.86	9.18	5.98	10.74	7.36
1244		Index	100	69	92	60	108	74

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

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1								
2								
1245						*		*
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	61	2291	24	2433	37
1247		Weighted (000)	22158	304	9847	103	12311	201
1248		Horz %	100.00	1.37	44.44	0.47	55.56	0.90
1249		Vert %	9.30	8.30	8.58	7.74	9.98	8.62
1250		Index	100	89	92	83	107	93
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	229	10573	82	9187	147
1253		Weighted (000)	99513	1121	50394	377	49119	744
1254		Horz %	100.00	1.13	50.64	0.38	49.36	0.75
1255		Vert %	41.78	30.63	43.91	28.28	39.81	31.98
1256		Index	100	73	105	68	95	77
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	507	18496	178	18163	329
1259		Weighted (000)	181288	2510	85841	818	95447	1692
1260		Horz %	100.00	1.38	47.35	0.45	52.65	0.93
1261		Vert %	76.12	68.61	74.80	61.42	77.35	72.72
1262		Index	100	90	98	81	102	96
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	207	7718	69	7620	138
1265		Weighted (000)	76191	940	35752	290	40439	650
1266		Horz %	100.00	1.23	46.92	0.38	53.08	0.85
1267		Vert %	31.99	25.70	31.15	21.78	32.77	27.95
1268		Index	100	80	97	68	102	87
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	206	7469	72	7654	134
1271		Weighted (000)	76014	1082	34445	315	41569	767
1272		Horz %	100.00	1.42	45.31	0.41	54.69	1.01
1273		Vert %	31.92	29.58	30.01	23.68	33.69	32.96
1274		Index	100	93	94	74	106	103
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	300	10415	100	9263	200
1277		Weighted (000)	100588	1474	49831	440	50757	1034
1278		Horz %	100.00	1.47	49.54	0.44	50.46	1.03
1279		Vert %	42.24	40.28	43.42	33.01	41.14	44.45
1280		Index	100	95	103	78	97	105
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	228	7019	67	7350	161
1283		Weighted (000)	75338	1217	34629	326	40709	891
1284		Horz %	100.00	1.62	45.96	0.43	54.04	1.18
1285		Vert %	31.63	33.26	30.17	24.44	32.99	38.31
1286		Index	100	105	95	77	104	121
1287						*		
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	129	4888	44	3584	85
1289		Weighted (000)	43183	616	23745	179	19438	437
1290		Horz %	100.00	1.43	54.99	0.41	45.01	1.01
1291		Vert %	18.13	16.83	20.69	13.44	15.75	18.77
1292		Index	100	93	114	74	87	104
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	253	11334	90	10242	163
1295		Weighted (000)	104133	1175	51075	388	53058	787
1296		Horz %	100.00	1.13	49.05	0.37	50.95	0.76
1297		Vert %	43.72	32.12	44.50	29.11	43.00	33.84
1298		Index	100	73	102	67	98	77

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1								
2								
1299								
1300		Unwgted	12940	211	6843	85	6097	126
1301	Read Any Daily Newspaper	Weighted (000)	57996	1069	28496	379	29500	690
1302	(Print/Paper/Hard Copy)	Horz %	100.00	1.84	49.13	0.65	50.87	1.19
1303		Vert %	24.35	29.22	24.83	28.42	23.91	29.67
1304		Index	100	120	102	117	98	122
1305								
1306		Unwgted	16613	270	8096	103	8517	167
1307	Read Any Sunday Newspaper	Weighted (000)	76007	1370	34285	489	41722	881
1308	(Print/Paper/Hard Copy)	Horz %	100.00	1.80	45.11	0.64	54.89	1.16
1309		Vert %	31.91	37.45	29.87	36.69	33.81	37.89
1310		Index	100	117	94	115	106	119
1311								
1312	Read or Looked Into Any	Unwgted	17705	202	9640	64	8065	138
1313	Electronic Version of a	Weighted (000)	81230	914	40943	282	40287	631
1314	Newspaper, Including Web	Horz %	100.00	1.12	50.40	0.35	49.60	0.78
1315	Site - Past Month	Vert %	34.11	24.97	35.68	21.20	32.65	27.13
1316		Index	100	73	105	62	96	80
1317						*		
1318		Unwgted	4358	99	2029	38	2329	61
1319	Read Classified Advertising in	Weighted (000)	23842	513	10416	168	13426	346
1320	Weekday Newspaper	Horz %	100.00	2.15	43.69	0.70	56.31	1.45
1321		Vert %	10.01	14.03	9.08	12.61	10.88	14.85
1322		Index	100	140	91	126	109	148
1323						*		*
1324		Unwgted	4622	79	2188	30	2434	49
1325	Read Classified Advertising in	Weighted (000)	24456	364	10413	117	14042	246
1326	Sunda/Weekend Newspaper	Horz %	100.00	1.49	42.58	0.48	57.42	1.01
1327		Vert %	10.27	9.94	9.07	8.80	11.38	10.59
1328		Index	100	97	88	86	111	103
1329						*		
1330		Unwgted	4402	67	2006	16	2396	51
1331	Read Advertisements in	Weighted (000)	20842	378	8818	80	12024	298
1332	Weekday Newspaper	Horz %	100.00	1.81	42.31	0.38	57.69	1.43
1333		Vert %	8.75	10.33	7.68	6.00	9.74	12.81
1334		Index	100	118	88	69	111	146
1335						*		*
1336		Unwgted	5602	63	2434	18	3168	45
1337	Read Advertisements in	Weighted (000)	26380	351	10486	87	15893	264
1338	Sunday/Weekend Newspaper	Horz %	100.00	1.33	39.75	0.33	60.25	1.00
1339		Vert %	11.08	9.59	9.14	6.50	12.88	11.37
1340		Index	100	87	82	59	116	103
1341						*		
1342		Unwgted	5931	88	2398	24	3533	64
1343	Read Circulars/Inserts/Fliers in	Weighted (000)	27570	466	10182	127	17387	339
1344	Weekday Newspaper	Horz %	100.00	1.69	36.93	0.46	63.07	1.23
1345		Vert %	11.58	12.74	8.87	9.55	14.09	14.56
1346		Index	100	110	77	83	122	126
1347						*		
1348		Unwgted	8893	101	3392	31	5501	70
1349	Read Circulars/Inserts/Fliers in	Weighted (000)	40167	483	13703	156	26465	328
1350	Sunday/Weekend Newspaper	Horz %	100.00	1.20	34.11	0.39	65.89	0.82
1351		Vert %	16.87	13.21	11.94	11.68	21.45	14.09
1352		Index	100	78	71	69	127	84

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2								
1353						*		*
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	73	2457	24	2541	49
1355		Weighted (000)	23988	324	11131	67	12857	258
1356		Horz %	100.00	1.35	46.40	0.28	53.60	1.07
1357		Vert %	10.07	8.86	9.70	5.01	10.42	11.07
1358		Index	100	88	96	50	103	110
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	172	5749	53	6532	119
1361		Weighted (000)	58527	856	25759	231	32768	626
1362		Horz %	100.00	1.46	44.01	0.39	55.99	1.07
1363		Vert %	24.58	23.41	22.45	17.33	26.56	26.89
1364	Index	100	95	91	71	108	109	
1365						*		*
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	83	1705	36	2000	47
1367		Weighted (000)	18217	504	8219	192	9999	312
1368		Horz %	100.00	2.76	45.12	1.05	54.88	1.71
1369		Vert %	7.65	13.77	7.16	14.40	8.10	13.40
1370	Index	100	180	94	188	106	175	
1371				*		*		*
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	43	1208	13	1601	30
1373		Weighted (000)	13935	278	5376	64	8559	213
1374		Horz %	100.00	1.99	38.58	0.46	61.42	1.53
1375		Vert %	5.85	7.59	4.68	4.81	6.94	9.18
1376	Index	100	130	80	82	119	157	
1377						*		*
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	117	2655	45	3313	72
1379		Weighted (000)	29277	698	12298	233	16979	465
1380		Horz %	100.00	2.39	42.00	0.80	58.00	1.59
1381		Vert %	12.29	19.09	10.72	17.53	13.76	19.98
1382	Index	100	155	87	143	112	163	
1383						*		*
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	58	1294	16	1754	42
1385		Weighted (000)	15175	266	5992	68	9183	198
1386		Horz %	100.00	1.75	39.49	0.45	60.51	1.31
1387		Vert %	6.37	7.27	5.22	5.09	7.44	8.52
1388	Index	100	114	82	80	117	134	
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	161	4858	60	4243	101
1391		Weighted (000)	46255	793	23425	243	22830	550
1392		Horz %	100.00	1.71	50.64	0.53	49.36	1.19
1393		Vert %	19.42	21.68	20.41	18.25	18.50	23.65
1394		Index	100	112	105	94	95	122
1395						*		*
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	124	3127	40	2794	84
1397		Weighted (000)	30253	583	14939	151	15314	432
1398		Horz %	100.00	1.93	49.38	0.50	50.62	1.43
1399		Vert %	12.70	15.93	13.02	11.32	12.41	18.57
1400	Index	100	125	102	89	98	146	
1401						*		*
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	113	3376	42	2452	71
1403		Weighted (000)	30660	545	16758	150	13902	396
1404		Horz %	100.00	1.78	54.66	0.49	45.34	1.29
1405		Vert %	12.87	14.90	14.60	11.24	11.27	17.00
1406	Index	100	116	113	87	88	132	

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1								
2								
1407						*		
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	126	3507	45	2935	81
1409		Weighted (000)	33198	604	16830	164	16367	440
1410		Horz %	100.00	1.82	50.70	0.49	49.30	1.33
1411		Vert %	13.94	16.50	14.67	12.30	13.26	18.91
1412		Index	100	118	105	88	95	136
1413						*		
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	89	2967	34	2260	55
1415		Weighted (000)	26198	436	13774	139	12423	298
1416		Horz %	100.00	1.67	52.58	0.53	47.42	1.14
1417		Vert %	11.00	11.93	12.00	10.40	10.07	12.80
1418		Index	100	108	109	95	92	116
1419						*		
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	99	2856	36	2103	63
1421		Weighted (000)	25734	486	14007	113	11727	372
1422		Horz %	100.00	1.89	54.43	0.44	45.57	1.45
1423		Vert %	10.81	13.27	12.20	8.50	9.50	16.01
1424		Index	100	123	113	79	88	148
1425						*		
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	129	3786	44	3315	85
1427		Weighted (000)	34578	550	17132	167	17446	383
1428		Horz %	100.00	1.59	49.55	0.48	50.45	1.11
1429		Vert %	14.52	15.03	14.93	12.51	14.14	16.48
1430		Index	100	104	103	86	97	113
1431						*		*
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	65	2639	28	1621	37
1433		Weighted (000)	20853	284	12281	115	8571	169
1434		Horz %	100.00	1.36	58.90	0.55	41.10	0.81
1435		Vert %	8.76	7.77	10.70	8.66	6.95	7.26
1436		Index	100	89	122	99	79	83
1437						*		
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	120	3476	45	2679	75
1439		Weighted (000)	32878	639	17503	160	15375	479
1440		Horz %	100.00	1.94	53.24	0.49	46.76	1.46
1441		Vert %	13.81	17.47	15.25	12.03	12.46	20.58
1442		Index	100	127	110	87	90	149
1443						*		
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	87	2544	33	2131	54
1445		Weighted (000)	23668	405	12129	122	11539	283
1446		Horz %	100.00	1.71	51.25	0.52	48.75	1.20
1447		Vert %	9.94	11.08	10.57	9.18	9.35	12.17
1448		Index	100	111	106	92	94	122
1449						*		
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	81	2258	24	1648	57
1451		Weighted (000)	19046	400	10397	105	8648	296
1452		Horz %	100.00	2.10	54.59	0.55	45.41	1.55
1453		Vert %	8.00	10.94	9.06	7.87	7.01	12.70
1454		Index	100	137	113	98	88	159
1455						*		
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	122	2839	40	2890	82
1457		Weighted (000)	28661	612	13411	164	15249	448
1458		Horz %	100.00	2.14	46.79	0.57	53.21	1.56
1459		Vert %	12.03	16.73	11.69	12.34	12.36	19.24
1460		Index	100	139	97	103	103	160

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

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2								
1461						*		*
1462		Unwgted	4266	63	2521	23	1745	40
1463	Have Seen Video Ads in	Weighted (000)	19322	298	10764	96	8558	202
1464	Airports - Past Month	Horz %	100.00	1.54	55.71	0.50	44.29	1.04
1465		Vert %	8.11	8.15	9.38	7.24	6.94	8.67
1466		Index	100	100	116	89	85	107
1467						*		
1468		Unwgted	8265	120	4863	45	3402	75
1469	Have Seen Video Ads at Gas	Weighted (000)	39199	610	21534	199	17665	411
1470	Stations - Past Month	Horz %	100.00	1.56	54.94	0.51	45.06	1.05
1471		Vert %	16.46	16.68	18.76	14.92	14.32	17.68
1472		Index	100	101	114	91	87	107
1473						*		
1474		Unwgted	3648	78	2100	21	1548	57
1475	Have Seen Video Ads in	Weighted (000)	18380	376	9985	77	8395	299
1476	Office Building Lobbies - Past	Horz %	100.00	2.04	54.33	0.42	45.67	1.63
1477	Month	Vert %	7.72	10.27	8.70	5.77	6.80	12.85
1478		Index	100	133	113	75	88	167
1479						*		
1480		Unwgted	3526	73	2026	19	1500	54
1481	Have Seen Video Ads in	Weighted (000)	17078	343	9334	72	7744	271
1482	Office Building Elevators -	Horz %	100.00	2.01	54.65	0.42	45.35	1.59
1483	Past Month	Vert %	7.17	9.37	8.13	5.37	6.28	11.66
1484		Index	100	131	113	75	88	163
1485						*		
1486		Unwgted	5288	88	2955	29	2333	59
1487	Have Seen Video Ads in	Weighted (000)	25922	409	13723	98	12200	310
1488	Movie Theater Lobbies - Past	Horz %	100.00	1.58	52.94	0.38	47.06	1.20
1489	Month	Vert %	10.88	11.17	11.96	7.38	9.89	13.34
1490		Index	100	103	110	68	91	123
1491						*		
1492		Unwgted	24633	308	12915	121	11718	187
1493	Have Seen Ads on Billboards -	Weighted (000)	120495	1498	59062	564	61432	934
1494	Past Month	Horz %	100.00	1.24	49.02	0.47	50.98	0.78
1495		Vert %	50.60	40.94	51.46	42.32	49.79	40.15
1496		Index	100	81	102	84	98	79
1497						*		
1498		Unwgted	11093	162	6087	59	5006	103
1499	Have Seen Ads on	Weighted (000)	51163	661	26650	190	24513	471
1500	Buses/Trains - Past Month	Horz %	100.00	1.29	52.09	0.37	47.91	0.92
1501		Vert %	21.48	18.08	23.22	14.26	19.87	20.26
1502		Index	100	84	108	66	92	94
1503						*		
1504		Unwgted	7336	124	4126	46	3210	78
1505	Have Seen Ads at Bus Stops	Weighted (000)	33508	517	18104	142	15404	375
1506	or Train Stations - Past Month	Horz %	100.00	1.54	54.03	0.42	45.97	1.12
1507		Vert %	14.07	14.12	15.77	10.63	12.48	16.11
1508		Index	100	100	112	76	89	115
1509						*		*
1510		Unwgted	3636	68	2145	28	1491	40
1511	Have Seen Ads Inside Taxis -	Weighted (000)	16735	290	9619	101	7116	189
1512	Past Month	Horz %	100.00	1.73	57.48	0.60	42.52	1.13
1513		Vert %	7.03	7.93	8.38	7.57	5.77	8.14
1514		Index	100	113	119	108	82	116

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2								
1515						*		
1516		Unwgted	6365	105	3730	39	2635	66
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	446	16219	143	12758	304
1518		Horz %	100.00	1.54	55.97	0.49	44.03	1.05
1519		Vert %	12.17	12.20	14.13	10.70	10.34	13.06
1520		Index	100	100	116	88	85	107
1521						*		*
1522		Unwgted	2813	63	1717	25	1096	38
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	299	8317	94	5637	206
1524		Horz %	100.00	2.15	59.60	0.67	40.40	1.47
1525		Vert %	5.86	8.18	7.25	7.05	4.57	8.83
1526		Index	100	140	124	120	78	151
1527						*		
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	111	4854	44	3073	67
1529		Weighted (000)	38666	556	22445	175	16221	381
1530		Horz %	100.00	1.44	58.05	0.45	41.95	0.99
1531		Vert %	16.24	15.20	19.56	13.15	13.15	16.37
1532		Index	100	94	120	81	81	101
1533						*		
1534		Unwgted	6113	85	3025	30	3088	55
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	367	13367	95	15102	272
1536		Horz %	100.00	1.29	46.95	0.33	53.05	0.96
1537		Vert %	11.95	10.04	11.65	7.11	12.24	11.71
1538		Index	100	84	97	59	102	98
1539						*		
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	189	5826	63	5515	126
1541		Weighted (000)	56487	949	26815	245	29672	704
1542		Horz %	100.00	1.68	47.47	0.43	52.53	1.25
1543		Vert %	23.72	25.93	23.37	18.38	24.05	30.25
1544		Index	100	109	99	78	101	128
1545						*		
1546		Unwgted	8802	113	4616	41	4186	72
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	495	21271	146	21811	349
1548		Horz %	100.00	1.15	49.37	0.34	50.63	0.81
1549		Vert %	18.09	13.53	18.53	10.96	17.68	15.00
1550		Index	100	75	102	61	98	83
1551						*		
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	146	5813	46	5486	100
1553		Weighted (000)	55294	654	27155	154	28140	500
1554		Horz %	100.00	1.18	49.11	0.28	50.89	0.90
1555		Vert %	23.22	17.88	23.66	11.57	22.81	21.49
1556		Index	100	77	102	50	98	93
1557						*		
1558		Unwgted	16052	209	8280	73	7772	136
1559	Have Seen Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	78889	984	38008	289	40881	694
1560		Horz %	100.00	1.25	48.18	0.37	51.82	0.88
1561		Vert %	33.13	26.88	33.12	21.71	33.13	29.84
1562		Index	100	81	100	66	100	90
1563						*		
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	180	6207	58	6084	122
1565		Weighted (000)	59195	844	27775	202	31420	642
1566		Horz %	100.00	1.43	46.92	0.34	53.08	1.08
1567		Vert %	24.86	23.08	24.20	15.20	25.46	27.59
1568		Index	100	93	97	61	102	111

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2								
1569								
1570		Unwgted	10451	156	5402	58	5049	98
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	798	25079	250	26630	548
1572		Horz %	100.00	1.54	48.50	0.48	51.50	1.06
1573		Vert %	21.71	21.81	21.85	18.74	21.58	23.56
1574		Index	100	100	101	86	99	109
1575								
1576		Unwgted	20709	253	10271	92	10438	161
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	1252	46244	437	53220	815
1578		Horz %	100.00	1.26	46.49	0.44	53.51	0.82
1579		Vert %	41.76	34.21	40.29	32.78	43.13	35.03
1580		Index	100	82	96	78	103	84
1581						*		
1582	Have Seen Product Placement in Video Games - Past Month	Unwgted	4281	73	2642	22	1639	51
1583		Weighted (000)	22926	339	13633	85	9293	254
1584		Horz %	100.00	1.48	59.46	0.37	40.54	1.11
1585		Vert %	9.63	9.27	11.88	6.40	7.53	10.92
1586		Index	100	96	123	66	78	113
1587								
1588	Have Seen Product Placement in TV Shows - Past Month	Unwgted	19255	239	10075	85	9180	154
1589		Weighted (000)	93431	1097	46093	359	47338	737
1590		Horz %	100.00	1.17	49.33	0.38	50.67	0.79
1591		Vert %	39.23	29.97	40.16	26.98	38.36	31.69
1592		Index	100	76	102	69	98	81
1593						*		
1594	Have Seen Product Placement in Movies - Past Month	Unwgted	11787	141	6470	47	5317	94
1595		Weighted (000)	58362	615	30181	143	28181	472
1596		Horz %	100.00	1.05	51.71	0.24	48.29	0.81
1597		Vert %	24.51	16.81	26.30	10.71	22.84	20.31
1598		Index	100	69	107	44	93	83
1599						*		
1600	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Unwgted	4790	120	2489	40	2301	80
1601		Weighted (000)	28535	716	14310	213	14225	502
1602		Horz %	100.00	2.51	50.15	0.75	49.85	1.76
1603		Vert %	11.98	19.56	12.47	16.01	11.53	21.60
1604		Index	100	163	104	134	96	180
1605						*		*
1606	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Unwgted	2700	69	1472	30	1228	39
1607		Weighted (000)	13592	384	7182	160	6410	224
1608		Horz %	100.00	2.82	52.84	1.18	47.16	1.65
1609		Vert %	5.71	10.48	6.26	12.01	5.20	9.61
1610		Index	100	184	110	210	91	168
1611						*		*
1612	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Unwgted	3188	50	1717	26	1471	24
1613		Weighted (000)	14337	225	7122	117	7216	108
1614		Horz %	100.00	1.57	49.67	0.81	50.33	0.75
1615		Vert %	6.02	6.14	6.21	8.75	5.85	4.64
1616		Index	100	102	103	145	97	77
1617				*		*		*
1618	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Unwgted	1245	35	711	20	534	15
1619		Weighted (000)	5968	203	3118	90	2850	112
1620		Horz %	100.00	3.40	52.24	1.52	47.76	1.88
1621		Vert %	2.51	5.54	2.72	6.79	2.31	4.83
1622		Index	100	221	108	271	92	193

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2								
1623						*		
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	107	2667	48	2258	59
1625		Weighted (000)	24042	622	11912	228	12131	394
1626		Horz %	100.00	2.59	49.55	0.95	50.45	1.64
1627		Vert %	10.10	17.01	10.38	17.13	9.83	16.94
1628		Index	100	168	103	170	97	168
1629								
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	117	3155	52	2794	65
1631		Weighted (000)	28812	680	14088	262	14724	417
1632		Horz %	100.00	2.36	48.89	0.91	51.11	1.45
1633		Vert %	12.10	18.57	12.28	19.70	11.93	17.93
1634		Index	100	154	101	163	99	148
1635						*		*
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	51	829	26	654	25
1637		Weighted (000)	7566	268	3978	117	3588	151
1638		Horz %	100.00	3.54	52.58	1.54	47.42	2.00
1639		Vert %	3.18	7.33	3.47	8.77	2.91	6.50
1640		Index	100	231	109	276	92	205
1641				*		*		*
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	41	803	20	607	21
1643		Weighted (000)	7520	227	4033	92	3487	136
1644		Horz %	100.00	3.02	53.63	1.22	46.37	1.80
1645		Vert %	3.16	6.22	3.51	6.89	2.83	5.83
1646		Index	100	197	111	218	89	185
1647				*		*		*
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	46	1547	22	1293	24
1649		Weighted (000)	13819	285	6939	126	6880	159
1650		Horz %	100.00	2.06	50.21	0.91	49.79	1.15
1651		Vert %	5.80	7.78	6.05	9.47	5.58	6.82
1652		Index	100	134	104	163	96	117
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	156	5030	68	4381	88
1655		Weighted (000)	44715	834	22370	332	22345	502
1656		Horz %	100.00	1.87	50.03	0.74	49.97	1.12
1657		Vert %	18.78	22.81	19.49	24.93	18.11	21.59
1658		Index	100	121	104	133	96	115
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	157	3771	56	3530	101
1661		Weighted (000)	37528	816	18464	274	19064	542
1662		Horz %	100.00	2.17	49.20	0.73	50.80	1.44
1663		Vert %	15.76	22.30	16.09	20.57	15.45	23.30
1664		Index	100	142	102	131	98	148
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	183	6056	81	5248	102
1667		Weighted (000)	55116	976	27961	396	27155	580
1668		Horz %	100.00	1.77	50.73	0.72	49.27	1.05
1669		Vert %	23.14	26.68	24.36	29.74	22.01	24.93
1670		Index	100	115	105	129	95	108
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	140	5563	70	4596	70
1673		Weighted (000)	45551	651	23419	343	22132	309
1674		Horz %	100.00	1.43	51.41	0.75	48.59	0.68
1675		Vert %	19.13	17.80	20.41	25.72	17.94	13.27
1676		Index	100	93	107	134	94	69

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2								
1677						*		
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	102	2576	46	2394	56
1679		Weighted (000)	24002	439	11714	180	12288	260
1680		Horz %	100.00	1.83	48.81	0.75	51.19	1.08
1681		Vert %	10.08	12.01	10.21	13.48	9.96	11.16
1682		Index	100	119	101	134	99	111
1683								
1684	Very/Somewhat Likely to Take Vacation in Florida - Next 12 Months	Unwgted	11534	179	5911	67	5623	112
1685		Weighted (000)	53932	872	26278	296	27654	576
1686		Horz %	100.00	1.62	48.72	0.55	51.28	1.07
1687		Vert %	22.65	23.82	22.90	22.19	22.41	24.76
1688		Index	100	105	101	98	99	109
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	175	5104	64	4923	111
1691		Weighted (000)	51549	835	24091	247	27458	588
1692		Horz %	100.00	1.62	46.73	0.48	53.27	1.14
1693		Vert %	21.65	22.82	20.99	18.53	22.25	25.27
1694		Index	100	105	97	86	103	117
1695								
1696	Very/Somewhat Likely to Take Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	209	8763	81	8314	128
1697		Weighted (000)	81581	1017	39666	367	41915	650
1698		Horz %	100.00	1.25	48.62	0.45	51.38	0.80
1699		Vert %	34.26	27.79	34.56	27.53	33.97	27.94
1700		Index	100	81	101	80	99	82
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	147	4059	57	4183	90
1703		Weighted (000)	39549	783	18605	249	20944	534
1704		Horz %	100.00	1.98	47.04	0.63	52.96	1.35
1705		Vert %	16.61	21.39	16.21	18.66	16.97	22.95
1706		Index	100	129	98	112	102	138
1707						*		*
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	67	3094	29	2975	38
1709		Weighted (000)	26240	354	12639	126	13601	228
1710		Horz %	100.00	1.35	48.17	0.48	51.83	0.87
1711		Vert %	11.02	9.66	11.01	9.45	11.02	9.79
1712		Index	100	88	100	86	100	89
1713						*		*
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	121	2996	47	2812	74
1715		Weighted (000)	26834	537	13114	155	13720	383
1716		Horz %	100.00	2.00	48.87	0.58	51.13	1.43
1717		Vert %	11.27	14.69	11.43	11.61	11.12	16.45
1718		Index	100	130	101	103	99	146
1719						*		*
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	75	2407	33	2187	42
1721		Weighted (000)	22674	356	11129	103	11545	253
1722		Horz %	100.00	1.57	49.08	0.45	50.92	1.12
1723		Vert %	9.52	9.73	9.70	7.75	9.36	10.87
1724		Index	100	102	102	81	98	114
1725						*		*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	57	1487	25	1260	32
1727		Weighted (000)	13145	292	6703	99	6441	194
1728		Horz %	100.00	2.23	51.00	0.75	49.00	1.47
1729		Vert %	5.52	7.99	5.84	7.41	5.22	8.33
1730		Index	100	145	106	134	95	151

RAB / GfK MRI FORMAT PROFILE: GOSPEL FORMATS

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			U.S. Adults 18+	Adults 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Gospel Formats (Monday-Sunday 24-Hour Cume)
1								
2								
1731							*	
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	83	2639	33	2513	50
1733		Weighted (000)	23740	428	11440	139	12300	290
1734		Horz %	100.00	1.80	48.19	0.58	51.81	1.22
1735		Vert %	9.97	11.71	9.97	10.40	9.97	12.46
1736		Index	100	117	100	104	100	125
1737							*	
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	148	4014	48	3709	100
1739		Weighted (000)	39198	683	19291	204	19907	480
1740		Horz %	100.00	1.74	49.21	0.52	50.79	1.22
1741		Vert %	16.46	18.68	16.81	15.28	16.13	20.63
1742		Index	100	114	102	93	98	125
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	181	5413	68	4687	113
1745		Weighted (000)	55260	951	27484	338	27776	613
1746		Horz %	100.00	1.72	49.74	0.61	50.26	1.11
1747		Vert %	23.20	25.99	23.95	25.40	22.51	26.33
1748		Index	100	112	103	109	97	113
1749							*	*
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	52	1494	22	1463	30
1751		Weighted (000)	14457	248	6912	99	7544	148
1752		Horz %	100.00	1.71	47.81	0.69	52.19	1.03
1753		Vert %	6.07	6.77	6.02	7.45	6.11	6.38
1754		Index	100	111	99	123	101	105
1755							*	*
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	65	1704	27	1286	38
1757		Weighted (000)	16815	291	9242	113	7573	177
1758		Horz %	100.00	1.73	54.96	0.67	45.04	1.05
1759		Vert %	7.06	7.95	8.05	8.51	6.14	7.62
1760		Index	100	113	114	121	87	108
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	176	4472	56	4273	120
1763		Weighted (000)	46358	910	22016	268	24343	642
1764		Horz %	100.00	1.96	47.49	0.58	52.51	1.38
1765		Vert %	19.47	24.87	19.18	20.13	19.73	27.58
1766		Index	100	128	99	103	101	142
1767							*	*
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	56	1254	19	1272	37
1769		Weighted (000)	13610	279	6443	76	7166	203
1770		Horz %	100.00	2.05	47.34	0.56	52.66	1.49
1771		Vert %	5.71	7.63	5.61	5.72	5.81	8.72
1772		Index	100	133	98	100	102	153
1773				*		*		*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	31	753	16	561	15
1775		Weighted (000)	7509	149	4067	80	3442	70
1776		Horz %	100.00	1.99	54.16	1.06	45.84	0.93
1777		Vert %	3.15	4.08	3.54	5.98	2.79	2.99
1778		Index	100	129	112	190	88	95
1779							*	*
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	72	2510	28	2135	44
1781		Weighted (000)	23280	314	11830	99	11450	215
1782		Horz %	100.00	1.35	50.82	0.43	49.18	0.92
1783		Vert %	9.78	8.59	10.31	7.46	9.28	9.24
1784		Index	100	88	105	76	95	94

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2								
1785						*		
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	73	2021	23	1458	50
1787		Weighted (000)	19879	363	10490	104	9389	259
1788		Horz %	100.00	1.83	52.77	0.52	47.23	1.30
1789		Vert %	8.35	9.92	9.14	7.78	7.61	11.15
1790		Index	100	119	110	93	91	134
1791						*		*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	55	1315	21	1147	34
1793		Weighted (000)	12512	277	6369	89	6143	188
1794		Horz %	100.00	2.22	50.91	0.71	49.09	1.50
1795		Vert %	5.25	7.58	5.55	6.72	4.98	8.07
1796		Index	100	144	106	128	95	154
1797						*		
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	93	2049	37	2141	56
1799		Weighted (000)	21080	517	9864	174	11216	343
1800		Horz %	100.00	2.45	46.79	0.83	53.21	1.63
1801		Vert %	8.85	14.14	8.60	13.08	9.09	14.74
1802		Index	100	160	97	148	103	167
1803						*		
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	157	4131	52	3990	105
1805		Weighted (000)	40517	810	19489	244	21027	566
1806		Horz %	100.00	2.00	48.10	0.60	51.90	1.40
1807		Vert %	17.01	22.15	16.98	18.31	17.04	24.34
1808		Index	100	130	100	108	100	143
1809						*		
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	88	1984	35	1558	53
1811		Weighted (000)	19708	492	10433	161	9275	331
1812		Horz %	100.00	2.50	52.94	0.82	47.06	1.68
1813		Vert %	8.28	13.45	9.09	12.12	7.52	14.21
1814		Index	100	163	110	146	91	172
1815						*		
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	143	3436	47	3261	96
1817		Weighted (000)	33664	726	16421	192	17243	533
1818		Horz %	100.00	2.16	48.78	0.57	51.22	1.58
1819		Vert %	14.14	19.83	14.31	14.43	13.97	22.93
1820		Index	100	140	101	102	99	162
1821						*		
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	137	3200	54	2439	83
1823		Weighted (000)	29083	738	15419	223	13664	515
1824		Horz %	100.00	2.54	53.02	0.77	46.98	1.77
1825		Vert %	12.21	20.17	13.44	16.76	11.07	22.13
1826		Index	100	165	110	137	91	181
1827						*		
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	91	1694	36	1679	55
1829		Weighted (000)	18399	507	9036	173	9363	334
1830		Horz %	100.00	2.76	49.11	0.94	50.89	1.81
1831		Vert %	7.73	13.86	7.87	13.02	7.59	14.34
1832		Index	100	179	102	169	98	186
1833						*		
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	95	2074	42	1766	53
1835		Weighted (000)	20586	498	10563	170	10023	329
1836		Horz %	100.00	2.42	51.31	0.82	48.69	1.60
1837		Vert %	8.64	13.61	9.20	12.73	8.12	14.12
1838		Index	100	157	106	147	94	163

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2								
1839						*		
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	92	1940	35	1804	57
1841		Weighted (000)	19635	528	9629	154	10006	374
1842		Horz %	100.00	2.69	49.04	0.78	50.96	1.91
1843		Vert %	8.24	14.43	8.39	11.53	8.11	16.09
1844		Index	100	175	102	140	98	195
1845						*		
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	116	2700	42	2261	74
1847		Weighted (000)	24816	634	12645	180	12171	454
1848		Horz %	100.00	2.55	50.95	0.72	49.05	1.83
1849		Vert %	10.42	17.33	11.02	13.49	9.86	19.52
1850		Index	100	166	106	129	95	187
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	170	4515	62	4165	108
1853		Weighted (000)	42931	928	21281	300	21650	628
1854		Horz %	100.00	2.16	49.57	0.70	50.43	1.46
1855		Vert %	18.03	25.35	18.54	22.50	17.55	26.99
1856		Index	100	141	103	125	97	150
1857						*		*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	62	1389	26	1185	36
1859		Weighted (000)	13914	387	7217	125	6696	262
1860		Horz %	100.00	2.78	51.87	0.90	48.13	1.88
1861		Vert %	5.84	10.59	6.29	9.40	5.43	11.27
1862		Index	100	181	108	161	93	193
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	194	6300	65	5903	129
1865		Weighted (000)	60976	1067	29597	314	31379	753
1866		Horz %	100.00	1.75	48.54	0.51	51.46	1.24
1867		Vert %	25.60	29.17	25.79	23.55	25.43	32.38
1868		Index	100	114	101	92	99	126
1869						*		*
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	105	2203	31	2385	74
1871		Weighted (000)	25555	546	12099	152	13455	394
1872		Horz %	100.00	2.14	47.35	0.59	52.65	1.54
1873		Vert %	10.73	14.93	10.54	11.41	10.90	16.95
1874		Index	100	139	98	106	102	158
1875						*		*
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	64	1344	11	1645	53
1877		Weighted (000)	17427	344	7495	48	9932	296
1878		Horz %	100.00	1.97	43.01	0.27	56.99	1.70
1879		Vert %	7.32	9.40	6.53	3.58	8.05	12.73
1880		Index	100	128	89	49	110	174
1881						*		*
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	117	2115	42	2083	75
1883		Weighted (000)	21562	625	10308	210	11254	414
1884		Horz %	100.00	2.90	47.80	0.98	52.20	1.92
1885		Vert %	9.05	17.07	8.98	15.79	9.12	17.80
1886		Index	100	189	99	174	101	197
1887						*		*
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	104	1919	33	1970	71
1889		Weighted (000)	20103	498	9461	150	10642	348
1890		Horz %	100.00	2.48	47.06	0.75	52.94	1.73
1891		Vert %	8.44	13.62	8.24	11.29	8.62	14.95
1892		Index	100	161	98	134	102	177

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1								
2								
1893							*	
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	83	1515	21	1465	62
1895		Weighted (000)	15777	477	7470	121	8307	356
1896		Horz %	100.00	3.03	47.35	0.77	52.65	2.26
1897		Vert %	6.62	13.05	6.51	9.12	6.73	15.30
1898		Index	100	197	98	138	102	231
1899							*	
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	78	1596	23	1587	55
1901		Weighted (000)	17028	429	8386	125	8642	304
1902		Horz %	100.00	2.52	49.25	0.73	50.75	1.78
1903		Vert %	7.15	11.72	7.31	9.39	7.00	13.06
1904		Index	100	164	102	131	98	183
1905							*	
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	102	1980	32	1641	70
1907		Weighted (000)	17939	507	9567	133	8373	374
1908		Horz %	100.00	2.82	53.33	0.74	46.67	2.09
1909		Vert %	7.53	13.85	8.34	9.95	6.79	16.08
1910		Index	100	184	111	132	90	213
1911							*	*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	58	964	21	702	37
1913		Weighted (000)	8568	284	4961	115	3607	170
1914		Horz %	100.00	3.32	57.90	1.34	42.10	1.98
1915		Vert %	3.60	7.78	4.32	8.63	2.92	7.29
1916		Index	100	216	120	240	81	203
1917							*	
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	80	1939	30	1532	50
1919		Weighted (000)	18078	430	9637	127	8441	303
1920		Horz %	100.00	2.38	53.31	0.70	46.69	1.68
1921		Vert %	7.59	11.76	8.40	9.52	6.84	13.04
1922		Index	100	155	111	125	90	172
1923							*	
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	83	3800	29	3131	54
1925		Weighted (000)	34135	363	17910	96	16225	267
1926		Horz %	100.00	1.06	52.47	0.28	47.53	0.78
1927		Vert %	14.33	9.91	15.61	7.21	13.15	11.46
1928		Index	100	69	109	50	92	80
1929							*	
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	86	3057	29	3258	57
1931		Weighted (000)	33305	502	15146	153	18159	349
1932		Horz %	100.00	1.51	45.48	0.46	54.52	1.05
1933		Vert %	13.98	13.72	13.20	11.48	14.72	15.01
1934		Index	100	98	94	82	105	107
1935								
1936								