

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
3								
4	U.S. Adults 18+	Unwgted	48881	2179	25154	1162	23727	1017
5		Weighted (000)	235421	15698	113640	8062	121781	7636
6		Horz %	100.00	6.67	48.27	3.42	51.73	3.24
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10	Male	Unwgted	25154	1162	25154	1162	0	0
11		Weighted (000)	113640	8062	113640	8062	0	0
12		Horz %	100.00	7.09	100.00	7.09	0.00	0.00
13		Vert %	48.27	51.36	100.00	100.00	0.00	0.00
14		Index	100	106	207	207	0	0
15					*	*		
16	Female	Unwgted	23727	1017	0	0	23727	1017
17		Weighted (000)	121781	7636	0	0	121781	7636
18		Horz %	100.00	6.27	0.00	0.00	100.00	6.27
19		Vert %	51.73	48.64	0.00	0.00	100.00	100.00
20		Index	100	94	0	0	193	193
21								
22	Age 18-24	Unwgted	3911	198	2245	101	1666	97
23		Weighted (000)	30106	2110	15172	984	14934	1126
24		Horz %	100.00	7.01	50.40	3.27	49.60	3.74
25		Vert %	12.79	13.44	13.35	12.20	12.26	14.75
26		Index	100	105	104	95	96	115
27								
28	Age 25-34	Unwgted	7783	527	4072	267	3711	260
29		Weighted (000)	41635	3798	20739	1901	20897	1897
30		Horz %	100.00	9.12	49.81	4.57	50.19	4.56
31		Vert %	17.69	24.19	18.25	23.58	17.16	24.84
32		Index	100	137	103	133	97	140
33								
34	Age 35-44	Unwgted	8714	521	4639	309	4075	212
35		Weighted (000)	40085	3458	19737	1945	20348	1513
36		Horz %	100.00	8.63	49.24	4.85	50.76	3.77
37		Vert %	17.03	22.03	17.37	24.12	16.71	19.81
38		Index	100	129	102	142	98	116
39								
40	Age 45-54	Unwgted	9463	437	4784	231	4679	206
41		Weighted (000)	44040	3026	21500	1588	22539	1438
42		Horz %	100.00	6.87	48.82	3.61	51.18	3.26
43		Vert %	18.71	19.27	18.92	19.70	18.51	18.83
44		Index	100	103	101	105	99	101
45								
46	Age 55-64	Unwgted	8299	259	4335	135	3964	124
47		Weighted (000)	37990	1776	18179	853	19810	924
48		Horz %	100.00	4.68	47.85	2.24	52.15	2.43
49		Vert %	16.14	11.32	16.00	10.58	16.27	12.10
50		Index	100	70	99	66	101	75
51								
52	Age 65+	Unwgted	10711	237	5079	119	5632	118
53		Weighted (000)	41565	1530	18313	792	23253	738
54		Horz %	100.00	3.68	44.06	1.91	55.94	1.78
55		Vert %	17.66	9.75	16.11	9.82	19.09	9.67
56		Index	100	55	91	56	108	55

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1								
2								
57								
58	Age 21+	Unwgted	47340	2104	24241	1123	23099	981
59		Weighted (000)	222366	14741	107160	7617	115206	7124
60		Horz %	100.00	6.63	48.19	3.43	51.81	3.20
61		Vert %	94.45	93.91	94.30	94.48	94.60	93.30
62		Index	100	99	100	100	100	99
63								
64	Age 18-34	Unwgted	11694	725	6317	368	5377	357
65		Weighted (000)	71742	5907	35911	2884	35831	3023
66		Horz %	100.00	8.23	50.06	4.02	49.94	4.21
67		Vert %	30.47	37.63	31.60	35.78	29.42	39.59
68		Index	100	123	104	117	97	130
69								
70	Age 18-49	Unwgted	25040	1491	13332	812	11708	679
71		Weighted (000)	133488	11108	66254	5819	67235	5289
72		Horz %	100.00	8.32	49.63	4.36	50.37	3.96
73		Vert %	56.70	70.76	58.30	72.18	55.21	69.26
74		Index	100	125	103	127	97	122
75								
76	Age 25-54	Unwgted	25960	1485	13495	807	12465	678
77		Weighted (000)	125760	10281	61976	5433	63784	4847
78		Horz %	100.00	8.18	49.28	4.32	50.72	3.85
79		Vert %	53.42	65.49	54.54	67.40	52.38	63.48
80		Index	100	123	102	126	98	119
81								
82	Age 35-64	Unwgted	26476	1217	13758	675	12718	542
83		Weighted (000)	122114	8260	59416	4385	62698	3874
84		Horz %	100.00	6.76	48.66	3.59	51.34	3.17
85		Vert %	51.87	52.62	52.28	54.40	51.48	50.74
86		Index	100	101	101	105	99	98
87								
88	Age 50+	Unwgted	23841	688	11822	350	12019	338
89		Weighted (000)	101933	4590	47387	2243	54546	2347
90		Horz %	100.00	4.50	46.49	2.20	53.51	2.30
91		Vert %	43.30	29.24	41.70	27.82	44.79	30.74
92		Index	100	68	96	64	103	71
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.40	40.70	45.60	40.70	47.10	40.70
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	36267	857	18785	441	17482	416
101		Weighted (000)	174938	6416	84177	3079	90761	3337
102		Horz %	100.00	3.67	48.12	1.76	51.88	1.91
103		Vert %	74.31	40.87	74.07	38.20	74.53	43.70
104		Index	100	55	100	51	100	59
105								*
106	Race: Black/African American Only	Unwgted	5688	97	2664	51	3024	46
107		Weighted (000)	27555	562	12523	316	15032	246
108		Horz %	100.00	2.04	45.45	1.15	54.55	0.89
109		Vert %	11.70	3.58	11.02	3.92	12.34	3.23
110		Index	100	31	94	33	105	28

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1								
2								
111	Race: Other Race/Multi-Racial							
112		Unwgted	6926	1225	3705	670	3221	555
113		Weighted (000)	32928	8719	16940	4667	15988	4052
114		Horz %	100.00	26.48	51.44	14.17	48.56	12.31
115		Vert %	13.99	55.54	14.91	57.88	13.13	53.07
116		Index	100	397	107	414	94	379
117								
118	Hispanic, Latino, Spanish Origin or Descent	Unwgted	5323	1607	2772	853	2551	754
119		Weighted (000)	34547	13317	17410	6843	17137	6475
120		Horz %	100.00	38.55	50.40	19.81	49.60	18.74
121		Vert %	14.67	84.84	15.32	84.88	14.07	84.79
122		Index	100	578	104	578	96	578
123						*		*
124	Hispanic, Personally Speak Only English at Home	Unwgted	1517	79	804	41	713	38
125		Weighted (000)	5205	213	2644	112	2561	101
126		Horz %	100.00	4.09	50.80	2.15	49.20	1.93
127		Vert %	2.21	1.36	2.33	1.39	2.10	1.32
128		Index	100	61	105	63	95	60
129								
130	Hispanic, Personally Speak Mostly English, but Some Spanish at Home	Unwgted	1599	383	811	185	788	198
131		Weighted (000)	8341	2230	4147	1052	4194	1178
132		Horz %	100.00	26.73	49.71	12.61	50.29	14.12
133		Vert %	3.54	14.20	3.65	13.05	3.44	15.42
134		Index	100	401	103	368	97	435
135								
136	Hispanic, Personally Speak Only Spanish at Home	Unwgted	808	458	410	250	398	208
137		Weighted (000)	10064	5685	4996	2995	5068	2689
138		Horz %	100.00	56.49	49.64	29.76	50.36	26.72
139		Vert %	4.27	36.21	4.40	37.15	4.16	35.22
140		Index	100	847	103	869	97	824
141								
142	Hispanic, Personally Speak Mostly Spanish, but Some English, at Home	Unwgted	1285	655	687	360	598	295
143		Weighted (000)	8912	4640	4610	2370	4302	2270
144		Horz %	100.00	52.07	51.73	26.60	48.27	25.47
145		Vert %	3.79	29.56	4.06	29.40	3.53	29.73
146		Index	100	781	107	777	93	785
147				*	*	*	*	*
148	Hispanic, Personally Speak Both English and Spanish Equally at Home	Unwgted	86	29	43	14	43	15
149		Weighted (000)	1499	478	765	241	734	237
150		Horz %	100.00	31.89	51.01	16.08	48.99	15.80
151		Vert %	0.64	3.05	0.67	2.99	0.60	3.10
152		Index	100	478	106	470	95	487
153								
154	Highest Level Education Completed/Highest Degree Received: Master's, Professional School, or Doctorate Degree	Unwgted	6810	133	3585	74	3225	59
155		Weighted (000)	23615	504	11495	247	12120	256
156		Horz %	100.00	2.13	48.68	1.05	51.32	1.08
157		Vert %	10.03	3.21	10.12	3.07	9.95	3.36
158		Index	100	32	101	31	99	33
159								
160	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10942	280	5703	129	5239	151
161		Weighted (000)	42958	1381	20647	606	22311	774
162		Horz %	100.00	3.21	48.06	1.41	51.94	1.80
163		Vert %	18.25	8.80	18.17	7.52	18.32	10.14
164		Index	100	48	100	41	100	56

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1								
2								
165								*
166	Highest Level Education	Unwgted	2482	100	1070	51	1412	49
167	Completed/Highest Degree	Weighted (000)	10405	494	4116	258	6290	236
168	Received: Associate Degree, Academic	Horz %	100.00	4.74	39.55	2.48	60.45	2.27
169		Vert %	4.42	3.14	3.62	3.20	5.16	3.09
170		Index	100	71	82	72	117	70
171								
172	Highest Level Education	Unwgted	3035	112	1485	55	1550	57
173	Completed/Highest Degree	Weighted (000)	12333	498	5597	232	6735	266
174	Received: Associate Degree, Occupational/Vocational	Horz %	100.00	4.04	45.39	1.88	54.61	2.16
175		Vert %	5.24	3.18	4.93	2.88	5.53	3.49
176		Index	100	61	94	55	106	67
177								
178	Highest Level Education	Unwgted	10415	383	5265	181	5150	202
179	Completed/Highest Degree	Weighted (000)	44736	2179	21268	888	23468	1292
180	Received: Some College, but No Degree	Horz %	100.00	4.87	47.54	1.98	52.46	2.89
181		Vert %	19.00	13.88	18.72	11.01	19.27	16.91
182		Index	100	73	98	58	101	89
183								
184	Highest Level Education	Unwgted	10913	464	5705	266	5208	198
185	Completed/Highest Degree	Weighted (000)	70568	3927	34909	2223	35659	1705
186	Received: High-School Graduate (High-School	Horz %	100.00	5.57	49.47	3.15	50.53	2.42
187	Diploma or Equivalent, such as GED)	Vert %	29.98	25.02	30.72	27.57	29.28	22.33
188		Index	100	83	102	92	98	74
189								
190	Respondent - Highest Level	Unwgted	4284	707	2341	406	1943	301
191	Completed/Highest Degree	Weighted (000)	30806	6715	15608	3608	15198	3106
192	Received: 11th Grade or Less	Horz %	100.00	21.80	50.67	11.71	49.33	10.08
193	or 12th Grade, No Diploma	Vert %	13.09	42.77	13.73	44.76	12.48	40.68
194		Index	100	327	105	342	95	311
195								
196		Unwgted	3635	156	1764	66	1871	90
197	Currently Attending College or University	Weighted (000)	19595	993	8780	358	10815	635
198		Horz %	100.00	5.07	44.81	1.83	55.19	3.24
199		Vert %	8.32	6.33	7.73	4.44	8.88	8.32
200		Index	100	76	93	53	107	100
201								
202		Unwgted	25016	1259	15205	824	9811	435
203	Employed Full Time	Weighted (000)	113432	8218	65020	5351	48411	2867
204		Horz %	100.00	7.24	57.32	4.72	42.68	2.53
205		Vert %	48.18	52.35	57.22	66.37	39.75	37.55
206		Index	100	109	119	138	83	78
207								
208		Unwgted	5676	277	2210	107	3466	170
209	Employed Part Time	Weighted (000)	27887	1824	10142	749	17745	1075
210		Horz %	100.00	6.54	36.37	2.68	63.63	3.86
211		Vert %	11.85	11.62	8.92	9.29	14.57	14.08
212		Index	100	98	75	78	123	119
213								
214		Unwgted	18189	643	7739	231	10450	412
215	Not Employed	Weighted (000)	94102	5656	38478	1962	55625	3693
216		Horz %	100.00	6.01	40.89	2.09	59.11	3.92
217		Vert %	39.97	36.03	33.86	24.34	45.68	48.37
218		Index	100	90	85	61	114	121

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1								
2								
219	Temporarily Unemployed							
220		Unwgted	2343	139	1178	63	1165	76
221		Weighted (000)	15519	1410	8079	686	7440	724
222		Horz %	100.00	9.09	52.06	4.42	47.94	4.67
223		Vert %	6.59	8.98	7.11	8.51	6.11	9.48
224		Index	100	136	108	129	93	144
225	Retired from Employment							
226		Unwgted	10451	211	5010	114	5441	97
227		Weighted (000)	43540	1404	20142	790	23398	613
228		Horz %	100.00	3.22	46.26	1.81	53.74	1.41
229		Vert %	18.49	8.94	17.72	9.80	19.21	8.03
230		Index	100	48	96	53	104	43
231	Not Employed, Principal Shopper for Household					*		
232		Unwgted	2414	177	54	3	2360	174
233		Weighted (000)	15698	1755	357	33	15342	1722
234		Horz %	100.00	11.18	2.27	0.21	97.73	10.97
235		Vert %	6.67	11.18	0.31	0.41	12.60	22.55
236		Index	100	168	5	6	189	338
237	Occupation: Professional and Related Occupations							
238		Unwgted	7486	188	3527	82	3959	106
239		Weighted (000)	31662	1003	13587	323	18076	680
240		Horz %	100.00	3.17	42.91	1.02	57.09	2.15
241		Vert %	13.45	6.39	11.96	4.00	14.84	8.91
242		Index	100	48	89	30	110	66
243	Occupation: Management, Business and Financial Operations							
244		Unwgted	6300	188	3995	114	2305	74
245		Weighted (000)	22676	826	12809	451	9866	376
246		Horz %	100.00	3.64	56.49	1.99	43.51	1.66
247		Vert %	9.63	5.26	11.27	5.59	8.10	4.92
248		Index	100	55	117	58	84	51
249	Occupation: Sales and Office Occupations							
250		Unwgted	6129	243	2391	90	3738	153
251		Weighted (000)	32347	1620	12382	624	19966	997
252		Horz %	100.00	5.01	38.28	1.93	61.72	3.08
253		Vert %	13.74	10.32	10.90	7.73	16.39	13.05
254		Index	100	75	79	56	119	95
255	Occupation: Natural Resources, Construction and Maintenance Occupations							*
256		Unwgted	2646	282	2561	271	85	11
257		Weighted (000)	12893	2135	12315	2031	578	103
258		Horz %	100.00	16.56	95.52	15.76	4.48	0.80
259		Vert %	5.48	13.60	10.84	25.20	0.47	1.35
260		Index	100	248	198	460	9	25
261	Occupation: Other Employed							
262		Unwgted	8131	635	4941	374	3190	261
263		Weighted (000)	41741	4458	24070	2671	17671	1787
264		Horz %	100.00	10.68	57.66	6.40	42.34	4.28
265		Vert %	17.73	28.40	21.18	33.13	14.51	23.40
266		Index	100	160	119	187	82	132
267	Household Income: \$250,000+					*		*
268		Unwgted	1639	26	986	16	653	10
269		Weighted (000)	5879	118	2984	64	2895	54
270		Horz %	100.00	2.01	50.75	1.09	49.25	0.91
271		Vert %	2.50	0.75	2.63	0.80	2.38	0.70
272		Index	100	30	105	32	95	28

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1								
2								
273						*		*
274		Unwgted	1437	51	855	34	582	17
275	Household Income: \$200,000-\$249,999	Weighted (000)	5532	256	2903	168	2629	89
276		Horz %	100.00	4.63	52.48	3.03	47.52	1.60
277		Vert %	2.35	1.63	2.55	2.08	2.16	1.16
278		Index	100	69	109	88	92	49
279							*	
280		Unwgted	3355	76	2009	42	1346	34
281	Household Income: \$150,000-\$199,999	Weighted (000)	14405	432	7606	203	6799	229
282		Horz %	100.00	3.00	52.80	1.41	47.20	1.59
283		Vert %	6.12	2.75	6.69	2.51	5.58	3.00
284		Index	100	45	109	41	91	49
285								
286		Unwgted	7148	181	4152	112	2996	69
287	Household Income: \$100,000-\$149,999	Weighted (000)	35516	1120	18025	628	17491	492
288		Horz %	100.00	3.15	50.75	1.77	49.25	1.39
289		Vert %	15.09	7.14	15.86	7.79	14.36	6.45
290		Index	100	47	105	52	95	43
291								
292		Unwgted	6479	225	3644	124	2835	101
293	Household Income: \$75,000-\$99,999	Weighted (000)	31267	1474	15852	742	15416	732
294		Horz %	100.00	4.71	50.70	2.37	49.30	2.34
295		Vert %	13.28	9.39	13.95	9.20	12.66	9.59
296		Index	100	71	105	69	95	72
297								
298		Unwgted	5165	193	2764	110	2401	83
299	Household Income: \$60,000-\$74,999	Weighted (000)	25071	1221	12582	591	12490	630
300		Horz %	100.00	4.87	50.18	2.36	49.82	2.51
301		Vert %	10.65	7.78	11.07	7.33	10.26	8.25
302		Index	100	73	104	69	96	77
303								
304		Unwgted	3890	203	2054	110	1836	93
305	Household Income: \$50,000-\$59,999	Weighted (000)	18862	1478	9327	732	9536	745
306		Horz %	100.00	7.83	49.45	3.88	50.55	3.95
307		Vert %	8.01	9.41	8.21	9.09	7.83	9.76
308		Index	100	117	102	113	98	122
309								
310		Unwgted	4765	264	2398	163	2367	101
311	Household Income: \$40,000-\$49,999	Weighted (000)	20555	1719	10014	1091	10542	628
312		Horz %	100.00	8.36	48.72	5.31	51.28	3.05
313		Vert %	8.73	10.95	8.81	13.54	8.66	8.22
314		Index	100	125	101	155	99	94
315								
316		Unwgted	4647	259	2128	141	2519	118
317	Household Income: \$30,000-\$39,999	Weighted (000)	22585	2031	10759	1170	11827	861
318		Horz %	100.00	8.99	47.64	5.18	52.36	3.81
319		Vert %	9.59	12.94	9.47	14.51	9.71	11.28
320		Index	100	135	99	151	101	118
321								
322		Unwgted	4535	302	1973	151	2562	151
323	Household Income: \$20,000-\$29,999	Weighted (000)	23030	2462	10488	1170	12542	1291
324		Horz %	100.00	10.69	45.54	5.08	54.46	5.61
325		Vert %	9.78	15.68	9.23	14.52	10.30	16.91
326		Index	100	160	94	148	105	173

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
327	Household Income: Under \$20,000	Unwgted	5821	399	2191	159	3630	240
328		Weighted (000)	32717	3387	13102	1503	19616	1884
329		Horz %	100.00	10.35	40.04	4.59	59.96	5.76
330		Vert %	13.90	21.58	11.53	18.64	16.11	24.68
331		Index	100	155	83	134	116	178
332								
333	Median Household Income	Unwgted						
334		Weighted (000)	60.00	39.80	63.70	41.80	56.70	36.90
335		Horz %						
336		Vert %						
337		Index						
338								
339	Marital Status: Single, Never Married	Unwgted	11498	574	6232	288	5266	286
340		Weighted (000)	64784	4949	34702	2535	30081	2414
341		Horz %	100.00	7.64	53.57	3.91	46.43	3.73
342		Vert %	27.52	31.53	30.54	31.45	24.70	31.61
343		Index	100	115	111	114	90	115
344								
345	Marital Status: Currently Married	Unwgted	25353	1201	14698	718	10655	483
346		Weighted (000)	125805	8417	62799	4651	63006	3766
347		Horz %	100.00	6.69	49.92	3.70	50.08	2.99
348		Vert %	53.44	53.62	55.26	57.69	51.74	49.32
349		Index	100	100	103	108	97	92
350								
351	Marital Status: Divorced or Legally Separated	Unwgted	7973	317	3273	134	4700	183
352		Weighted (000)	30380	1878	12926	770	17454	1108
353		Horz %	100.00	6.18	42.55	2.53	57.45	3.65
354		Vert %	12.90	11.96	11.37	9.55	14.33	14.51
355		Index	100	93	88	74	111	112
356						*		
357	Marital Status: Widow/Widower	Unwgted	4057	87	951	22	3106	65
358		Weighted (000)	14453	454	3213	106	11240	348
359		Horz %	100.00	3.14	22.23	0.73	77.77	2.41
360		Vert %	6.14	2.89	2.83	1.31	9.23	4.56
361		Index	100	47	46	21	150	74
362								
363	Marital Status: Engaged to Be Married	Unwgted	2107	132	1129	81	978	51
364		Weighted (000)	12010	1086	6079	664	5932	422
365		Horz %	100.00	9.04	50.61	5.53	49.39	3.51
366		Vert %	5.10	6.92	5.35	8.24	4.87	5.53
367		Index	100	136	105	161	95	108
368						*		
369	Marital Status: Single Parent (Sole Parent)	Unwgted	3423	205	701	44	2722	161
370		Weighted (000)	12378	971	2423	190	9954	782
371		Horz %	100.00	7.85	19.58	1.53	80.42	6.32
372		Vert %	5.26	6.19	2.13	2.35	8.17	10.24
373		Index	100	118	41	45	155	195
374								
375	Any Child(ren) Under Age 18 Living at Home	Unwgted	17888	1262	8920	667	8968	595
376		Weighted (000)	93858	9644	42279	4681	51580	4964
377		Horz %	100.00	10.28	45.04	4.99	54.96	5.29
378		Vert %	39.87	61.44	37.20	58.06	42.35	65.01
379		Index	100	154	93	146	106	163
380								

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
381	1 Child Under Age 18 Currently Living at Home							
382		Unwgted	7217	434	3575	226	3642	208
383		Weighted (000)	38493	3495	17639	1755	20854	1740
384		Horz %	100.00	9.08	45.82	4.56	54.18	4.52
385		Vert %	16.35	22.27	15.52	21.77	17.12	22.79
386		Index	100	136	95	133	105	139
387								
388	2 Children Under Age 18 Currently Living at Home	Unwgted	6678	440	3399	230	3279	210
389		Weighted (000)	33014	3224	14891	1440	18124	1784
390		Horz %	100.00	9.77	45.10	4.36	54.90	5.40
391		Vert %	14.02	20.54	13.10	17.87	14.88	23.36
392		Index	100	146	93	127	106	167
393								
394	3 Children Under Age 18 Currently Living at Home	Unwgted	2767	249	1352	139	1415	110
395		Weighted (000)	14933	1803	6571	983	8362	820
396		Horz %	100.00	12.07	44.00	6.58	56.00	5.49
397		Vert %	6.34	11.49	5.78	12.19	6.87	10.74
398		Index	100	181	91	192	108	169
399								*
400	4 Children Under Age 18 Currently Living at Home	Unwgted	864	93	424	54	440	39
401		Weighted (000)	5122	761	2168	367	2954	394
402		Horz %	100.00	14.85	42.33	7.16	57.67	7.68
403		Vert %	2.18	4.85	1.91	4.55	2.43	5.16
404		Index	100	223	88	209	111	237
405				*		*		*
406	5 or More Children Under Age 18 Currently Living at Home	Unwgted	362	46	170	18	192	28
407		Weighted (000)	2296	361	1011	135	1285	226
408		Horz %	100.00	15.74	44.01	5.90	55.99	9.85
409		Vert %	0.98	2.30	0.89	1.68	1.06	2.96
410		Index	100	236	91	172	108	304
411								
412	No Children Under Age 18 Currently Living at Home	Unwgted	30993	917	16234	495	14759	422
413		Weighted (000)	141563	6053	71362	3381	70201	2672
414		Horz %	100.00	4.28	50.41	2.39	49.59	1.89
415		Vert %	60.13	38.56	62.80	41.94	57.65	34.99
416		Index	100	64	104	70	96	58
417								
418	Own Home/Residence	Unwgted	34330	1110	18078	613	16252	497
419		Weighted (000)	157588	7101	75884	3508	81704	3592
420		Horz %	100.00	4.51	48.15	2.23	51.85	2.28
421		Vert %	66.94	45.23	66.78	43.52	67.09	47.05
422		Index	100	68	100	65	100	70
423								
424	Rent Residence	Unwgted	14018	1052	6809	541	7209	511
425		Weighted (000)	75090	8489	36379	4485	38710	4003
426		Horz %	100.00	11.30	48.45	5.97	51.55	5.33
427		Vert %	31.90	54.08	32.01	55.64	31.79	52.43
428		Index	100	170	100	174	100	164
429				*		*		*
430	Live Rent-Free in Residence	Unwgted	533	17	267	8	266	9
431		Weighted (000)	2743	108	1376	68	1367	40
432		Horz %	100.00	3.94	50.17	2.48	49.83	1.46
433		Vert %	1.17	0.69	1.21	0.85	1.12	0.52
434		Index	100	59	104	73	96	45

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
435	Census Region: North East	Unwgted	11225	325	5629	159	5596	166
436		Weighted (000)	42903	1743	20488	920	22415	824
437		Horz %	100.00	4.06	47.75	2.14	52.25	1.92
438		Vert %	18.22	11.11	18.03	11.41	18.41	10.79
439		Index	100	61	99	63	101	59
440								
441	Census Region: South	Unwgted	16223	740	8352	411	7871	329
442		Weighted (000)	88018	6031	42188	3204	45830	2827
443		Horz %	100.00	6.85	47.93	3.64	52.07	3.21
444		Vert %	37.39	38.42	37.12	39.74	37.63	37.03
445		Index	100	103	99	106	101	99
446								
447	Census Region: Midwest	Unwgted	11211	234	5778	133	5433	101
448		Weighted (000)	51029	1062	24706	598	26323	464
449		Horz %	100.00	2.08	48.42	1.17	51.58	0.91
450		Vert %	21.68	6.77	21.74	7.42	21.61	6.07
451		Index	100	31	100	34	100	28
452								
453	Census Region: West	Unwgted	10222	880	5395	459	4827	421
454		Weighted (000)	53471	6861	26257	3340	27213	3521
455		Horz %	100.00	12.83	49.11	6.25	50.89	6.58
456		Vert %	22.71	43.71	23.11	41.43	22.35	46.11
457		Index	100	192	102	182	98	203
458								
459	Census Sub-Region: New England			*		*		*
460		Unwgted	2802	34	1431	16	1371	18
461		Weighted (000)	11230	166	5386	83	5844	84
462		Horz %	100.00	1.48	47.96	0.74	52.04	0.75
463		Vert %	4.77	1.06	4.74	1.02	4.80	1.10
464		Index	100	22	99	21	101	23
465	Census Sub-Region: Mid Atlantic	Unwgted	8423	291	4198	143	4225	148
466		Weighted (000)	31673	1577	15102	837	16571	740
467		Horz %	100.00	4.98	47.68	2.64	52.32	2.34
468		Vert %	13.45	10.05	13.29	10.38	13.61	9.69
469		Index	100	75	99	77	101	72
470								
471	Census Sub-Region: South Atlantic	Unwgted	9164	337	4642	194	4522	143
472		Weighted (000)	45173	3172	21695	1799	23478	1374
473		Horz %	100.00	7.02	48.03	3.98	51.97	3.04
474		Vert %	19.19	20.21	19.09	22.31	19.28	17.99
475		Index	100	105	99	116	100	94
476								
477	Census Sub-Region: East South Central			*		*		*
478		Unwgted	2247	4	1150	2	1097	2
479		Weighted (000)	15097	56	7029	33	8068	23
480		Horz %	100.00	0.37	46.56	0.22	53.44	0.15
481		Vert %	6.41	0.36	6.19	0.41	6.63	0.30
482		Index	100	6	96	6	103	5
483	Census Sub-Region: West South Central	Unwgted	4812	399	2560	215	2252	184
484		Weighted (000)	27748	2802	13465	1372	14283	1431
485		Horz %	100.00	10.10	48.52	4.94	51.48	5.16
486		Vert %	11.79	17.85	11.85	17.02	11.73	18.73
487		Index	100	151	101	144	100	159
488								

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
489	Census Sub-Region: East North Central							
490		Unwgted	8660	210	4445	116	4215	94
491		Weighted (000)	35766	850	17180	437	18586	414
492		Horz %	100.00	2.38	48.03	1.22	51.97	1.16
493		Vert %	15.19	5.42	15.12	5.42	15.26	5.42
494		Index	100	36	100	36	100	36
495	Census Sub-Region: West North Central			*		*		*
496		Unwgted	2551	24	1333	17	1218	7
497		Weighted (000)	15263	212	7527	162	7736	50
498		Horz %	100.00	1.39	49.31	1.06	50.69	0.33
499		Vert %	6.48	1.35	6.62	2.00	6.35	0.65
500		Index	100	21	102	31	98	10
501	Census Sub-Region: Mountain							
502		Unwgted	2493	153	1319	80	1174	73
503		Weighted (000)	17253	1605	8517	739	8736	866
504		Horz %	100.00	9.30	49.37	4.28	50.63	5.02
505		Vert %	7.33	10.22	7.50	9.16	7.17	11.34
506		Index	100	139	102	125	98	155
507	Census Sub-Region: Pacific							
508		Unwgted	7729	727	4076	379	3653	348
509		Weighted (000)	36217	5257	17740	2602	18477	2655
510		Horz %	100.00	14.51	48.98	7.18	51.02	7.33
511		Vert %	15.38	33.49	15.61	32.27	15.17	34.77
512		Index	100	218	101	210	99	226
513	County Size: A							
514		Unwgted	27295	1578	13982	827	13313	751
515		Weighted (000)	96944	10209	46801	5087	50142	5122
516		Horz %	100.00	10.53	48.28	5.25	51.72	5.28
517		Vert %	41.18	65.03	41.18	63.10	41.17	67.08
518		Index	100	158	100	153	100	163
519	County Size: B							
520		Unwgted	11946	422	6127	235	5819	187
521		Weighted (000)	71423	3868	34386	2105	37037	1763
522		Horz %	100.00	5.42	48.14	2.95	51.86	2.47
523		Vert %	30.34	24.64	30.26	26.11	30.41	23.09
524		Index	100	81	100	86	100	76
525	County Size: C							
526		Unwgted	5441	122	2884	70	2557	52
527		Weighted (000)	34500	1158	16617	662	17884	496
528		Horz %	100.00	3.36	48.16	1.92	51.84	1.44
529		Vert %	14.65	7.37	14.62	8.21	14.69	6.49
530		Index	100	50	100	56	100	44
531	County Size: D					*		*
532		Unwgted	4199	57	2161	30	2038	27
533		Weighted (000)	32554	463	15836	209	16718	255
534		Horz %	100.00	1.42	48.65	0.64	51.35	0.78
535		Vert %	13.83	2.95	13.94	2.59	13.73	3.34
536		Index	100	21	101	19	99	24
537	Radio Formats: AAA (Subset of Alternative) (Monday-Sunday 24-Hour Cume)			*		*		*
538		Unwgted	1313	34	720	17	593	17
539		Weighted (000)	4980	170	2533	71	2447	99
540		Horz %	100.00	3.42	50.86	1.43	49.14	2.00
541		Vert %	2.12	1.09	2.23	0.88	2.01	1.30
542		Index	100	51	105	42	95	62

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

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			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
543								
544	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	8562	504	3786	248	4776	256
545		Weighted (000)	40008	3256	16339	1477	23669	1779
546		Horz %	100.00	8.14	40.84	3.69	59.16	4.45
547		Vert %	16.99	20.74	14.38	18.32	19.44	23.29
548		Index	100	122	85	108	114	137
549								
550	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1438	174	833	98	605	76
551		Weighted (000)	7122	1313	3779	640	3343	672
552		Horz %	100.00	18.43	53.06	8.99	46.94	9.44
553		Vert %	3.03	8.36	3.33	7.94	2.75	8.81
554		Index	100	276	110	263	91	291
555				*		*		*
556	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	453	9	220	0	233	9
557		Weighted (000)	2152	36	921	0	1231	36
558		Horz %	100.00	1.70	42.80	0.00	57.20	1.70
559		Vert %	0.91	0.23	0.81	0.00	1.01	0.48
560		Index	100	25	89	0	111	52
561								*
562	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3356	122	1973	74	1383	48
563		Weighted (000)	9158	404	5158	224	4000	180
564		Horz %	100.00	4.41	56.33	2.44	43.67	1.97
565		Vert %	3.89	2.57	4.54	2.77	3.28	2.36
566		Index	100	66	117	71	84	61
567								*
568	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3638	138	3005	111	633	27
569		Weighted (000)	12962	659	10274	532	2688	128
570		Horz %	100.00	5.09	79.26	4.10	20.74	0.98
571		Vert %	5.51	4.20	9.04	6.60	2.21	1.67
572		Index	100	76	164	120	40	30
573				*		*		*
574	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	1155	40	753	31	402	9
575		Weighted (000)	4697	197	2967	170	1731	28
576		Horz %	100.00	4.20	63.16	3.61	36.84	0.59
577		Vert %	2.00	1.26	2.61	2.10	1.42	0.36
578		Index	100	63	131	105	71	18
579								
580	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3385	140	1956	85	1429	55
581		Weighted (000)	15183	670	8138	354	7045	316
582		Horz %	100.00	4.42	53.60	2.33	46.40	2.08
583		Vert %	6.45	4.27	7.16	4.39	5.78	4.14
584		Index	100	66	111	68	90	64
585								
586	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8943	656	3988	309	4955	347
587		Weighted (000)	46381	4848	18999	2243	27381	2605
588		Horz %	100.00	10.45	40.96	4.84	59.04	5.62
589		Vert %	19.70	30.89	16.72	27.83	22.48	34.11
590		Index	100	157	85	141	114	173
591								*
592	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2880	99	1622	59	1258	40
593		Weighted (000)	13260	610	7381	317	5879	293
594		Horz %	100.00	4.60	55.66	2.39	44.34	2.21
595		Vert %	5.63	3.89	6.49	3.93	4.83	3.84
596		Index	100	69	115	70	86	68

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
597								*
598	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3972	121	2678	81	1294	40
599		Weighted (000)	18598	620	12180	409	6418	211
600		Horz %	100.00	3.33	65.49	2.20	34.51	1.13
601		Vert %	7.90	3.95	10.72	5.07	5.27	2.76
602		Index	100	50	136	64	67	35
603				*		*		*
604	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1567	46	821	23	746	23
605		Weighted (000)	5769	235	2928	138	2841	97
606		Horz %	100.00	4.07	50.75	2.39	49.25	1.68
607		Vert %	2.45	1.49	2.58	1.71	2.33	1.27
608		Index	100	61	105	70	95	52
609								
610	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8428	178	4211	91	4217	87
611		Weighted (000)	46792	1207	21499	540	25292	666
612		Horz %	100.00	2.58	45.95	1.15	54.05	1.42
613		Vert %	19.88	7.69	18.92	6.70	20.77	8.73
614		Index	100	39	95	34	104	44
615				*		*		*
616	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	270	22	130	11	140	11
617		Weighted (000)	951	121	435	71	517	50
618		Horz %	100.00	12.74	45.68	7.49	54.32	5.24
619		Vert %	0.40	0.77	0.38	0.88	0.42	0.65
620		Index	100	191	95	219	105	162
621				*		*		*
622	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	796	7	303	5	493	2
623		Weighted (000)	3911	40	1352	28	2559	12
624		Horz %	100.00	1.02	34.58	0.71	65.42	0.31
625		Vert %	1.66	0.25	1.19	0.35	2.10	0.16
626		Index	100	15	72	21	126	9
627								
628	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2179	2179	1162	1162	1017	1017
629		Weighted (000)	15698	15698	8062	8062	7636	7636
630		Horz %	100.00	100.00	51.36	51.36	48.64	48.64
631		Vert %	6.67	100.00	7.09	100.00	6.27	100.00
632		Index	100	1500	106	1500	94	1500
633								
634	Radio Formats: Hot AC (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	Unwgted	3687	184	1494	86	2193	98
635		Weighted (000)	17144	1136	6292	470	10852	666
636		Horz %	100.00	6.63	36.70	2.74	63.30	3.89
637		Vert %	7.28	7.24	5.54	5.83	8.91	8.73
638		Index	100	99	76	80	122	120
639				*		*		*
640	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	871	29	499	17	372	12
641		Weighted (000)	3192	166	1694	91	1498	74
642		Horz %	100.00	5.19	53.08	2.86	46.92	2.33
643		Vert %	1.36	1.05	1.49	1.13	1.23	0.97
644		Index	100	78	110	83	91	72
645								
646	Radio Formats: Mexican/Tejano/Ranchera (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	945	945	551	551	394	394
647		Weighted (000)	7074	7074	3823	3823	3251	3251
648		Horz %	100.00	100.00	54.05	54.05	45.95	45.95
649		Vert %	3.00	45.06	3.36	47.43	2.67	42.57
650		Index	100	1500	112	1578	89	1417

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
651	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)							*
652		Unwgted	6704	154	4219	105	2485	49
653		Weighted (000)	24570	663	15101	462	9469	201
654		Horz %	100.00	2.70	61.46	1.88	38.54	0.82
655		Vert %	10.44	4.22	13.29	5.73	7.78	2.63
656		Index	100	40	127	55	75	25
657	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)							*
658		Unwgted	2083	116	1052	71	1031	45
659		Weighted (000)	10333	780	4796	412	5536	368
660		Horz %	100.00	7.55	46.42	3.99	53.58	3.56
661		Vert %	4.39	4.97	4.22	5.11	4.55	4.82
662		Index	100	113	96	116	104	110
663	Radio Formats: Public Radio (Monday-Sunday 24-Hour Cume)							*
664		Unwgted	2541	54	1383	27	1158	27
665		Weighted (000)	9762	276	4864	124	4899	152
666		Horz %	100.00	2.83	49.82	1.27	50.18	1.56
667		Vert %	4.15	1.76	4.28	1.54	4.02	1.99
668		Index	100	42	103	37	97	48
669	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)							
670		Unwgted	4045	269	1722	139	2323	130
671		Weighted (000)	20124	1649	7965	851	12158	798
672		Horz %	100.00	8.19	39.58	4.23	60.42	3.97
673		Vert %	8.55	10.51	7.01	10.56	9.98	10.45
674		Index	100	123	82	123	117	122
675	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)							
676		Unwgted	2807	277	1328	129	1479	148
677		Weighted (000)	14721	1945	6813	985	7908	959
678		Horz %	100.00	13.21	46.28	6.69	53.72	6.52
679		Vert %	6.25	12.39	6.00	12.22	6.49	12.57
680		Index	100	198	96	195	104	201
681	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)							
682		Unwgted	4525	131	2892	78	1633	53
683		Weighted (000)	21094	591	12951	298	8143	293
684		Horz %	100.00	2.80	61.40	1.41	38.60	1.39
685		Vert %	8.96	3.76	11.40	3.70	6.69	3.83
686		Index	100	42	127	41	75	43
687	Radio Formats: Soft Adult Contemporary/Lite AC (Monday-Sunday 24-Hour Cume)							*
688		Unwgted	1435	62	559	22	876	40
689		Weighted (000)	6482	385	2395	186	4087	200
690		Horz %	100.00	5.94	36.95	2.86	63.05	3.08
691		Vert %	2.75	2.45	2.11	2.30	3.36	2.61
692		Index	100	89	77	84	122	95
693	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)							
694		Unwgted	647	647	307	307	340	340
695		Weighted (000)	4521	4521	2069	2069	2453	2453
696		Horz %	100.00	100.00	45.75	45.75	54.25	54.25
697		Vert %	1.92	28.80	1.82	25.66	2.01	32.12
698		Index	100	1500	95	1336	105	1673
699	Radio Formats: Tropical (subset of Hispanic) (Monday-Sunday 24-Hour Cume)							
700		Unwgted	256	256	119	119	137	137
701		Weighted (000)	1865	1865	999	999	866	866
702		Horz %	100.00	100.00	53.57	53.57	46.43	46.43
703		Vert %	0.79	11.88	0.88	12.39	0.71	11.34
704		Index	100	1500	111	1564	90	1431

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
705								
706	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5239	296	2504	146	2735	150
707		Weighted (000)	26969	2124	12465	1083	14504	1042
708		Horz %	100.00	7.88	46.22	4.01	53.78	3.86
709		Vert %	11.46	13.53	10.97	13.43	11.91	13.64
710		Index	100	118	96	117	104	119
711							*	*
712	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2138	57	907	29	1231	28
713		Weighted (000)	9416	294	3963	198	5453	96
714		Horz %	100.00	3.12	42.09	2.10	57.91	1.02
715		Vert %	4.00	1.87	3.49	2.46	4.48	1.25
716		Index	100	47	87	61	112	31
717								
718	Radio Formats: Urban Contemporary (subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2057	185	1061	91	996	94
719		Weighted (000)	12213	1439	6090	673	6123	766
720		Horz %	100.00	11.79	49.87	5.51	50.13	6.27
721		Vert %	5.19	9.17	5.36	8.35	5.03	10.04
722		Index	100	177	103	161	97	193
723								*
724	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1326	109	775	67	551	42
725		Weighted (000)	6333	734	3430	388	2904	346
726		Horz %	100.00	11.59	54.16	6.13	45.84	5.46
727		Vert %	2.69	4.68	3.02	4.82	2.38	4.53
728		Index	100	174	112	179	89	168
729								
730	Radio Daypart Cumes - Total Week Monday-Sunday 24-Hours	Unwgted	40670	2084	21393	1121	19277	963
731		Weighted (000)	193881	14896	95554	7780	98327	7116
732		Horz %	100.00	7.68	49.29	4.01	50.71	3.67
733		Vert %	82.36	94.90	84.09	96.51	80.74	93.19
734		Index	100	115	102	117	98	113
735								
736	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25324	1370	13740	791	11584	579
737		Weighted (000)	116206	9492	59288	5429	56918	4062
738		Horz %	100.00	8.17	51.02	4.67	48.98	3.50
739		Vert %	49.36	60.47	52.17	67.35	46.74	53.20
740		Index	100	122	106	136	95	108
741								
742	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18328	983	9844	529	8484	454
743		Weighted (000)	88155	7084	44718	3722	43437	3362
744		Horz %	100.00	8.04	50.73	4.22	49.27	3.81
745		Vert %	37.45	45.13	39.35	46.17	35.67	44.03
746		Index	100	121	105	123	95	118
747								
748	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21907	1162	11950	659	9957	503
749		Weighted (000)	102923	8011	52330	4454	50593	3557
750		Horz %	100.00	7.78	50.84	4.33	49.16	3.46
751		Vert %	43.72	51.04	46.05	55.25	41.54	46.59
752		Index	100	117	105	126	95	107
753								
754	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7577	378	4124	210	3453	168
755		Weighted (000)	37242	2468	19284	1339	17958	1129
756		Horz %	100.00	6.63	51.78	3.60	48.22	3.03
757		Vert %	15.82	15.72	16.97	16.61	14.75	14.78
758		Index	100	99	107	105	93	93

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
759								
760		Unwgted	2398	138	1495	87	903	51
761	Radio Daypart Cumes:	Weighted (000)	12027	1038	7390	644	4638	394
762	Weekday Midnight - 6:00 am	Horz %	100.00	8.63	61.44	5.36	38.56	3.27
763		Vert %	5.11	6.61	6.50	7.99	3.81	5.16
764		Index	100	129	127	156	75	101
765								
766		Unwgted	15677	915	8335	521	7342	394
767	Radio Daypart Cumes:	Weighted (000)	73417	6632	37011	3863	36406	2769
768	Weekend 6:00 am - 10:00 am	Horz %	100.00	9.03	50.41	5.26	49.59	3.77
769		Vert %	31.19	42.25	32.57	47.92	29.89	36.27
770		Index	100	135	104	154	96	116
771								
772		Unwgted	21347	1123	10793	583	10554	540
773	Radio Daypart Cumes:	Weighted (000)	101409	8087	47588	4032	53821	4055
774	Weekend 10:00 am - 3:00 pm	Horz %	100.00	7.97	46.93	3.98	53.07	4.00
775		Vert %	43.08	51.52	41.88	50.01	44.19	53.11
776		Index	100	120	97	116	103	123
777								
778		Unwgted	16023	879	8309	472	7714	407
779	Radio Daypart Cumes:	Weighted (000)	78299	6040	37813	3188	40485	2852
780	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	7.71	48.29	4.07	51.71	3.64
781		Vert %	33.26	38.47	33.27	39.54	33.24	37.35
782		Index	100	116	100	119	100	112
783								
784		Unwgted	7965	404	4193	201	3772	203
785	Radio Daypart Cumes:	Weighted (000)	40391	2787	20085	1422	20307	1365
786	Weekend 7:00 pm - Midnight	Horz %	100.00	6.90	49.73	3.52	50.27	3.38
787		Vert %	17.16	17.76	17.67	17.64	16.67	17.88
788		Index	100	103	103	103	97	104
789								*
790		Unwgted	1942	105	1122	60	820	45
791	Radio Daypart Cumes:	Weighted (000)	9729	728	5419	408	4310	320
792	Weekend Midnight - 6:00 am	Horz %	100.00	7.49	55.70	4.19	44.30	3.29
793		Vert %	4.13	4.64	4.77	5.06	3.54	4.20
794		Index	100	112	115	122	86	102
795								
796		Unwgted	8267	435	3701	153	4566	282
797	Most Often Listen to Radio at	Weighted (000)	40715	3585	17448	1241	23267	2344
798	Home - Typical Weekday	Horz %	100.00	8.80	42.85	3.05	57.15	5.76
799		Vert %	17.29	22.84	15.35	15.39	19.11	30.70
800		Index	100	132	89	89	110	177
801								
802		Unwgted	30190	1366	15843	769	14347	597
803	Most Often Listen to Radio in	Weighted (000)	141773	9321	68971	5093	72802	4228
804	Vehicle - Typical Weekday	Horz %	100.00	6.57	48.65	3.59	51.35	2.98
805		Vert %	60.22	59.38	60.69	63.18	59.78	55.37
806		Index	100	99	101	105	99	92
807								
808		Unwgted	4528	299	2848	201	1680	98
809	Most Often Listen to Radio at	Weighted (000)	23641	2196	14226	1425	9416	771
810	Work - Typical Weekday	Horz %	100.00	9.29	60.17	6.03	39.83	3.26
811		Vert %	10.04	13.99	12.52	17.68	7.73	10.10
812		Index	100	139	125	176	77	101

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1								
2								
813				*		*		*
814	Most Often Listen to Radio in Place Other Than Home, Vehicle, Workplace - Typical Weekday	Unwgted	359	13	206	7	153	6
815		Weighted (000)	1946	90	1026	54	920	36
816		Horz %	100.00	4.60	52.71	2.78	47.29	1.83
817		Vert %	0.83	0.57	0.90	0.67	0.76	0.47
818		Index	100	69	109	81	91	56
819								
820	Most Often Listen to Radio at Home - Typical Weekend	Unwgted	10899	590	5259	256	5640	334
821		Weighted (000)	52878	4614	24383	1964	28495	2650
822		Horz %	100.00	8.73	46.11	3.71	53.89	5.01
823		Vert %	22.46	29.39	21.46	24.36	23.40	34.71
824		Index	100	131	96	108	104	155
825								
826	Most Often Listen to Radio in Vehicle - Typical Weekend	Unwgted	28285	1312	14750	736	13535	576
827		Weighted (000)	134449	8983	65161	4875	69288	4108
828		Horz %	100.00	6.68	48.47	3.63	51.53	3.06
829		Vert %	57.11	57.23	57.34	60.47	56.90	53.80
830		Index	100	100	100	106	100	94
831								*
832	Most Often Listen to Radio at Work - Typical Weekend	Unwgted	1417	121	934	87	483	34
833		Weighted (000)	7763	923	4921	651	2842	273
834		Horz %	100.00	11.89	63.39	8.38	36.61	3.51
835		Vert %	3.30	5.88	4.33	8.07	2.33	3.57
836		Index	100	178	131	245	71	108
837				*		*		*
838	Most Often Listen to Radio in Place Other Than Home, Vehicle, Workplace - Typical Weekend	Unwgted	469	19	266	13	203	6
839		Weighted (000)	2582	126	1350	90	1232	36
840		Horz %	100.00	4.90	52.27	3.50	47.73	1.39
841		Vert %	1.10	0.81	1.19	1.12	1.01	0.47
842		Index	100	73	108	102	92	43
843								
844	Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	10598	571	6568	351	4030	220
845		Weighted (000)	41469	3583	24543	2243	16926	1341
846		Horz %	100.00	8.64	59.18	5.41	40.82	3.23
847		Vert %	17.61	22.83	21.60	27.82	13.90	17.56
848		Index	100	130	123	158	79	100
849								
850	Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	37197	2066	19149	1101	18048	965
851		Weighted (000)	181809	14849	88012	7605	93797	7244
852		Horz %	100.00	8.17	48.41	4.18	51.59	3.98
853		Vert %	77.23	94.60	77.45	94.34	77.02	94.87
854		Index	100	122	100	122	100	123
855								
856	Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	40531	2179	21108	1162	19423	1017
857		Weighted (000)	194478	15698	95031	8062	99447	7636
858		Horz %	100.00	8.07	48.86	4.15	51.14	3.93
859		Vert %	82.61	100.00	83.62	100.00	81.66	100.00
860		Index	100	121	101	121	99	121
861						*		*
862	Ever Listen to Any Satellite Radio (SiriusXM)	Unwgted	6099	79	3409	46	2690	33
863		Weighted (000)	26041	442	12726	195	13315	247
864		Horz %	100.00	1.70	48.87	0.75	51.13	0.95
865		Vert %	11.06	2.82	11.20	2.41	10.93	3.24
866		Index	100	25	101	22	99	29

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

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			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
867	Household Subscribes to Satellite Radio (SiriusXM)							
868		Unwgted	8456	147	4667	89	3789	58
869		Weighted (000)	37461	840	18153	456	19308	385
870		Horz %	100.00	2.24	48.46	1.22	51.54	1.03
871		Vert %	15.91	5.35	15.97	5.65	15.85	5.04
872	Index	100	34	100	36	100	32	
873	Vehicle Currently Owned/Leased Has Satellite Radio							
874		Unwgted	11088	348	6189	206	4899	142
875		Weighted (000)	51127	2274	25583	1206	25543	1068
876		Horz %	100.00	4.45	50.04	2.36	49.96	2.09
877		Vert %	21.72	14.49	22.51	14.95	20.97	13.99
878	Index	100	67	104	69	97	64	
879	Listened Online to Streamed AM/FM Broadcast Radio Stations - Past Month							
880		Unwgted	6995	337	4150	199	2845	138
881		Weighted (000)	32288	1979	18111	1172	14177	807
882		Horz %	100.00	6.13	56.09	3.63	43.91	2.50
883		Vert %	13.71	12.61	15.94	14.54	11.64	10.57
884	Index	100	92	116	106	85	77	
885	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month							
886		Unwgted	10005	441	5546	252	4459	189
887		Weighted (000)	48139	2763	24740	1559	23399	1204
888		Horz %	100.00	5.74	51.39	3.24	48.61	2.50
889		Vert %	20.45	17.60	21.77	19.33	19.21	15.77
890	Index	100	86	106	95	94	77	
891	Listened to Any Radio on the Internet - Past Month							
892		Unwgted	12923	583	7194	327	5729	256
893		Weighted (000)	61548	3692	31785	2014	29763	1678
894		Horz %	100.00	6.00	51.64	3.27	48.36	2.73
895		Vert %	26.14	23.52	27.97	24.98	24.44	21.98
896	Index	100	90	107	96	93	84	
897	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month							
898		Unwgted	3467	165	2036	107	1431	58
899		Weighted (000)	15748	984	8762	621	6986	363
900		Horz %	100.00	6.25	55.64	3.94	44.36	2.30
901		Vert %	6.69	6.27	7.71	7.70	5.74	4.75
902	Index	100	94	115	115	86	71	
903	Visited Pandora.com Web Site - Past Month							
904		Unwgted	8509	507	4316	255	4193	252
905		Weighted (000)	42896	3334	19842	1640	23054	1694
906		Horz %	100.00	7.77	46.26	3.82	53.74	3.95
907		Vert %	18.22	21.24	17.46	20.34	18.93	22.18
908	Index	100	117	96	112	104	122	
909	Downloaded Music from Internet - Past Month							
910		Unwgted	10523	481	5829	262	4694	219
911		Weighted (000)	53077	3365	27367	1799	25710	1566
912		Horz %	100.00	6.34	51.56	3.39	48.44	2.95
913		Vert %	22.55	21.44	24.08	22.31	21.11	20.51
914	Index	100	95	107	99	94	91	
915	Downloaded Podcasts/Podcasting - Past Month							
916		Unwgted	1920	47	1282	29	638	18
917		Weighted (000)	8375	248	5348	136	3027	113
918		Horz %	100.00	2.96	63.85	1.62	36.15	1.34
919		Vert %	3.56	1.58	4.71	1.68	2.49	1.47
920	Index	100	44	132	47	70	41	

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
921								
922	Advertising on radio provides me with useful information about bargains. Agree strongly/somewhat	Unwgted	17255	883	8891	487	8364	396
923		Weighted (000)	84975	6487	40780	3451	44195	3036
924		Horz %	100.00	7.63	47.99	4.06	52.01	3.57
925		Vert %	36.10	41.32	35.89	42.81	36.29	39.75
926		Index	100	114	99	119	101	110
927								
928	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly/somewhat	Unwgted	13925	726	7323	401	6602	325
929		Weighted (000)	68695	5383	33660	2866	35035	2517
930		Horz %	100.00	7.84	49.00	4.17	51.00	3.66
931		Vert %	29.18	34.29	29.62	35.56	28.77	32.96
932		Index	100	118	102	122	99	113
933								
934	Advertising on radio provides me with useful information about new products and services. Agree strongly/somewhat	Unwgted	17309	849	8985	467	8324	382
935		Weighted (000)	83954	6216	40763	3324	43191	2892
936		Horz %	100.00	7.40	48.55	3.96	51.45	3.45
937		Vert %	35.66	39.60	35.87	41.23	35.47	37.88
938		Index	100	111	101	116	99	106
939								
940	For me, advertising on radio is amusing. Agree strongly/somewhat	Unwgted	13773	729	7450	424	6323	305
941		Weighted (000)	67980	5559	34242	3033	33739	2526
942		Horz %	100.00	8.18	50.37	4.46	49.63	3.72
943		Vert %	28.88	35.41	30.13	37.62	27.70	33.08
944		Index	100	123	104	130	96	115
945						*		*
946		Unwgted	1503	66	770	36	732	30
947	TV Dayparts: Total Prime time Mon-Sun	Weighted (000)	105059	7081	50204	3710	54855	3371
948		Horz %	100.00	6.74	47.79	3.53	52.21	3.21
949		Vert %	44.63	45.11	44.18	46.02	45.04	44.15
950		Index	100	101	99	103	101	99
951								
952	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	5416	245	2768	131	2648	114
953		Weighted (000)	108333	7427	51393	3833	56940	3594
954		Horz %	100.00	6.86	47.44	3.54	52.56	3.32
955		Vert %	46.02	47.31	45.22	47.55	46.76	47.07
956		Index	100	103	98	103	102	102
957								
958	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	4621	204	2381	116	2239	87
959		Weighted (000)	94617	6251	46111	3488	48506	2763
960		Horz %	100.00	6.61	48.73	3.69	51.27	2.92
961		Vert %	40.19	39.82	40.58	43.27	39.83	36.19
962		Index	100	99	101	108	99	90
963								
964	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	4026	171	2063	93	1962	77
965		Weighted (000)	100612	6405	48815	3414	51797	2990
966		Horz %	100.00	6.37	48.52	3.39	51.48	2.97
967		Vert %	42.74	40.80	42.96	42.35	42.53	39.16
968		Index	100	95	101	99	100	92
969				*		*		*
970	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	1289	48	579	21	709	27
971		Weighted (000)	33814	1872	13984	693	19830	1179
972		Horz %	100.00	5.54	41.35	2.05	58.65	3.49
973		Vert %	14.36	11.92	12.31	8.59	16.28	15.44
974		Index	100	83	86	60	113	107

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Hispanic Formats (All Genres) (Mon-Sun 24-Hr Cume)
1								
2								
975								
976	TV Dayparts: Weekdays: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	3629	167	1853	87	1775	80
977		Weighted (000)	64215	4215	30098	2025	34117	2190
978		Horz %	100.00	6.56	46.87	3.15	53.13	3.41
979		Vert %	27.28	26.85	26.49	25.12	28.02	28.68
980		Index	100	98	97	92	103	105
981								*
982	TV Dayparts: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	2869	121	1505	71	1364	49
983		Weighted (000)	29694	1747	14767	988	14927	759
984		Horz %	100.00	5.88	49.73	3.33	50.27	2.56
985		Vert %	12.61	11.13	12.99	12.26	12.26	9.94
986		Index	100	88	103	97	97	79
987				*		*		*
988	TV Dayparts: Weekend Children's Shows: Saturday-Sunday Mornings	Unwgted	1104	45	569	26	534	18
989		Weighted (000)	31479	1638	15246	894	16234	745
990		Horz %	100.00	5.20	48.43	2.84	51.57	2.37
991		Vert %	13.37	10.44	13.42	11.09	13.33	9.75
992		Index	100	78	100	83	100	73
993						*		*
994	TV Dayparts: Weekend Sports: Saturday-Sunday Afternoons	Unwgted	1497	62	835	37	662	25
995		Weighted (000)	54078	2910	28480	1704	25598	1206
996		Horz %	100.00	5.38	52.66	3.15	47.34	2.23
997		Vert %	22.97	18.54	25.06	21.13	21.02	15.80
998		Index	100	81	109	92	92	69
999								*
1000	Downloaded a TV Program from Internet - Past Month	Unwgted	2293	72	1390	50	903	22
1001		Weighted (000)	10878	410	6388	307	4489	103
1002		Horz %	100.00	3.77	58.73	2.82	41.27	0.95
1003		Vert %	4.62	2.61	5.62	3.81	3.69	1.35
1004		Index	100	57	122	82	80	29
1005								
1006	Watched a TV Program Online - Past Month	Unwgted	7206	269	3915	151	3291	118
1007		Weighted (000)	33935	1441	17402	842	16533	599
1008		Horz %	100.00	4.25	51.28	2.48	48.72	1.77
1009		Vert %	14.41	9.18	15.31	10.45	13.58	7.85
1010		Index	100	64	106	72	94	54
1011								
1012	Visited a TV Network or TV Show's Website - Past Month	Unwgted	10135	383	5041	208	5094	175
1013		Weighted (000)	47511	2398	22105	1257	25406	1141
1014		Horz %	100.00	5.05	46.53	2.65	53.47	2.40
1015		Vert %	20.18	15.28	19.45	15.60	20.86	14.94
1016		Index	100	76	96	77	103	74
1017								
1018	Looked at TV Listings On-Line - Past Month	Unwgted	5329	208	2994	129	2335	79
1019		Weighted (000)	23414	1254	12494	763	10920	492
1020		Horz %	100.00	5.36	53.36	3.26	46.64	2.10
1021		Vert %	9.95	7.99	10.99	9.46	8.97	6.44
1022		Index	100	80	111	95	90	65
1023								
1024	Household Subscribes to Cable TV	Unwgted	25127	993	12457	488	12670	505
1025		Weighted (000)	116148	7100	53997	3461	62151	3640
1026		Horz %	100.00	6.11	46.49	2.98	53.51	3.13
1027		Vert %	49.34	45.23	47.52	42.92	51.04	47.66
1028		Index	100	92	96	87	103	97

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

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1								
2								
1029	Household Subscribes to Digital Cable TV	Unwgted	20699	785	10505	396	10194	389
1030		Weighted (000)	94273	5495	44713	2800	49560	2695
1031		Horz %	100.00	5.83	47.43	2.97	52.57	2.86
1032		Vert %	40.04	35.01	39.35	34.73	40.70	35.30
1033		Index	100	87	98	87	102	88
1034								
1035	Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	40149	1655	20734	894	19415	761
1036		Weighted (000)	190461	11513	91427	5942	99033	5571
1037		Horz %	100.00	6.04	48.00	3.12	52.00	2.92
1038		Vert %	80.90	73.34	80.45	73.71	81.32	72.95
1039		Index	100	91	99	91	101	90
1040								
1041	Heavy Cable TV Viewing (Including Pay) - Past Week	Unwgted	30086	1215	16099	682	13987	533
1042		Weighted (000)	144866	8372	71918	4384	72948	3988
1043		Horz %	100.00	5.78	49.64	3.03	50.36	2.75
1044		Vert %	61.53	53.33	63.29	54.38	59.90	52.23
1045		Index	100	87	103	88	97	85
1046								
1047	Viewed Any Premium Cable Channels - Past Month	Unwgted	16770	781	9346	432	7424	349
1048		Weighted (000)	78968	5443	40538	2880	38429	2563
1049		Horz %	100.00	6.89	51.34	3.65	48.66	3.25
1050		Vert %	33.54	34.67	35.67	35.72	31.56	33.57
1051		Index	100	103	106	106	94	100
1052								
1053	Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	6528	349	3618	216	2910	133
1054		Weighted (000)	31490	2467	15966	1434	15524	1033
1055		Horz %	100.00	7.83	50.70	4.55	49.30	3.28
1056		Vert %	13.38	15.72	14.05	17.78	12.75	13.53
1057		Index	100	117	105	133	95	101
1058								
1059	Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13062	404	6720	219	6342	185
1060		Weighted (000)	55818	2176	25998	1059	29820	1117
1061		Horz %	100.00	3.90	46.58	1.90	53.42	2.00
1062		Vert %	23.71	13.86	22.88	13.13	24.49	14.63
1063		Index	100	58	96	55	103	62
1064								
1065	Household Has a Satellite Dish	Unwgted	11486	563	6307	333	5179	230
1066		Weighted (000)	63755	4065	31728	2250	32027	1815
1067		Horz %	100.00	6.38	49.77	3.53	50.23	2.85
1068		Vert %	27.08	25.90	27.92	27.91	26.30	23.77
1069		Index	100	96	103	103	97	88
1070								
1071	Household Has a Digital Video Recorder (DVR)	Unwgted	23684	922	12603	498	11081	424
1072		Weighted (000)	109473	5913	53380	2901	56093	3012
1073		Horz %	100.00	5.40	48.76	2.65	51.24	2.75
1074		Vert %	46.50	37.67	46.97	35.98	46.06	39.45
1075		Index	100	81	101	77	99	85
1076								
1077	Household Has a TiVo Brand DVR (Stand-Alone)	Unwgted	381	11	211	5	170	6
1078		Weighted (000)	1545	54	796	14	749	40
1079		Horz %	100.00	3.50	51.54	0.91	48.46	2.59
1080		Vert %	0.66	0.34	0.70	0.18	0.61	0.52
1081		Index	100	53	107	27	94	80
1082								

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1								
2								
1083	Any Internet/Online Activity - Past Month	Unwgted	40932	1629	21132	864	19800	765
1084		Weighted (000)	191318	10747	91930	5599	99388	5148
1085		Horz %	100.00	5.62	48.05	2.93	51.95	2.69
1086		Vert %	81.27	68.46	80.90	69.45	81.61	67.42
1087		Index	100	84	100	85	100	83
1088								
1089	Played Games Online - Past Month	Unwgted	13201	505	6337	247	6864	258
1090		Weighted (000)	68484	3086	31564	1494	36920	1592
1091		Horz %	100.00	4.51	46.09	2.18	53.91	2.32
1092		Vert %	29.09	19.66	27.78	18.53	30.32	20.85
1093		Index	100	68	95	64	104	72
1094								
1095	Downloaded a Video Game from Internet - Past Month	Unwgted	4423	247	2728	157	1695	90
1096		Weighted (000)	23898	1624	14187	1037	9711	587
1097		Horz %	100.00	6.80	59.37	4.34	40.63	2.46
1098		Vert %	10.15	10.35	12.48	12.87	7.97	7.69
1099		Index	100	102	123	127	79	76
1100								
1101	Downloaded Music from Internet - Past Month	Unwgted	10523	481	5829	262	4694	219
1102		Weighted (000)	53077	3365	27367	1799	25710	1566
1103		Horz %	100.00	6.34	51.56	3.39	48.44	2.95
1104		Vert %	22.55	21.44	24.08	22.31	21.11	20.51
1105		Index	100	95	107	99	94	91
1106				*	*		*	
1107	Downloaded Podcasts/Podcasting from Internet - Past Month	Unwgted	1920	47	1282	29	638	18
1108		Weighted (000)	8375	248	5348	136	3027	113
1109		Horz %	100.00	2.96	63.85	1.62	36.15	1.34
1110		Vert %	3.56	1.58	4.71	1.68	2.49	1.47
1111		Index	100	44	132	47	70	41
1112								
1113	Downloaded a Movie from Internet - Past Month	Unwgted	3467	145	2239	95	1228	50
1114		Weighted (000)	16425	922	10039	554	6386	369
1115		Horz %	100.00	5.62	61.12	3.37	38.88	2.24
1116		Vert %	6.98	5.88	8.83	6.87	5.24	4.83
1117		Index	100	84	127	98	75	69
1118								
1119	Watched a Movie Online - Past Month	Unwgted	7357	325	4525	200	2832	125
1120		Weighted (000)	36296	2135	21133	1278	15163	857
1121		Horz %	100.00	5.88	58.22	3.52	41.78	2.36
1122		Vert %	15.42	13.60	18.60	15.85	12.45	11.22
1123		Index	100	88	121	103	81	73
1124								
1125	Watched Other Online Video (Not TV or Movie) - Past Month	Unwgted	7088	336	4446	214	2642	122
1126		Weighted (000)	33965	2127	20412	1329	13553	798
1127		Horz %	100.00	6.26	60.10	3.91	39.90	2.35
1128		Vert %	14.43	13.55	17.96	16.48	11.13	10.45
1129		Index	100	94	124	114	77	72
1130								
1131	Visited a Chat Room Online - Past Month	Unwgted	2266	137	1320	70	946	67
1132		Weighted (000)	11508	1043	6463	501	5045	542
1133		Horz %	100.00	9.06	56.16	4.35	43.84	4.71
1134		Vert %	4.89	6.64	5.69	6.21	4.14	7.10
1135		Index	100	136	116	127	85	145
1136								

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1								
2								
1137	Used e-Mail - Past Month	Unwgted	36705	1319	18631	680	18074	639
1138		Weighted (000)	166851	8283	77848	4073	89003	4210
1139		Horz %	100.00	4.96	46.66	2.44	53.34	2.52
1140		Vert %	70.87	52.76	68.50	50.52	73.08	55.14
1141		Index	100	74	97	71	103	78
1142								
1143	Used Instant Messenger/IM - Past Month	Unwgted	22583	1030	10954	513	11629	517
1144		Weighted (000)	114111	7175	50860	3501	63251	3674
1145		Horz %	100.00	6.29	44.57	3.07	55.43	3.22
1146		Vert %	48.47	45.70	44.76	43.42	51.94	48.11
1147		Index	100	94	92	90	107	99
1148								
1149	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Unwgted	32789	1367	16501	714	16288	653
1150		Weighted (000)	158161	9147	73737	4632	84424	4515
1151		Horz %	100.00	5.78	46.62	2.93	53.38	2.85
1152		Vert %	67.18	58.27	64.89	57.46	69.32	59.13
1153		Index	100	87	97	86	103	88
1154								
1155	Visited Facebook.com - Past Month	Unwgted	26080	1105	12113	535	13967	570
1156		Weighted (000)	129650	7680	55887	3643	73763	4037
1157		Horz %	100.00	5.92	43.11	2.81	56.89	3.11
1158		Vert %	55.07	48.93	49.18	45.19	60.57	52.87
1159		Index	100	89	89	82	110	96
1160								
1161	Visited Flickr.com - Past Month	Unwgted	966	27	539	13	427	14
1162		Weighted (000)	4414	141	2263	80	2152	61
1163		Horz %	100.00	3.19	51.26	1.82	48.74	1.37
1164		Vert %	1.88	0.90	1.99	0.99	1.77	0.79
1165		Index	100	48	106	53	94	42
1166								
1167	Visited Foursquare Web Site - Past Month	Unwgted	422	6	223	3	199	3
1168		Weighted (000)	1951	26	916	18	1035	8
1169		Horz %	100.00	1.35	46.95	0.94	53.05	0.40
1170		Vert %	0.83	0.17	0.81	0.23	0.85	0.10
1171		Index	100	20	97	28	103	12
1172								
1173	Visited LinkedIn.com - Past Month	Unwgted	6471	154	3750	84	2721	70
1174		Weighted (000)	23533	639	12775	283	10758	356
1175		Horz %	100.00	2.72	54.29	1.20	45.71	1.51
1176		Vert %	10.00	4.07	11.24	3.51	8.83	4.67
1177		Index	100	41	112	35	88	47
1178								
1179	Visited MySpace.com - Past Month	Unwgted	487	30	291	18	196	12
1180		Weighted (000)	2817	262	1588	167	1229	95
1181		Horz %	100.00	9.30	56.38	5.93	43.62	3.37
1182		Vert %	1.20	1.67	1.40	2.07	1.01	1.24
1183		Index	100	139	117	173	84	104
1184								
1185	Visited Photobucket.com - Past Month	Unwgted	847	40	431	18	416	22
1186		Weighted (000)	4583	244	2285	123	2299	120
1187		Horz %	100.00	5.32	49.85	2.69	50.15	2.63
1188		Vert %	1.95	1.55	2.01	1.53	1.89	1.58
1189		Index	100	80	103	79	97	81
1190								

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

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1								
2								
1191	Visited Picasea Web Site - Past Month			*		*		*
1192		Unwgted	1346	39	643	17	703	22
1193		Weighted (000)	5555	220	2374	102	3181	118
1194		Horz %	100.00	3.96	42.74	1.83	57.26	2.13
1195		Vert %	2.36	1.40	2.09	1.26	2.61	1.55
1196		Index	100	59	89	53	111	66
1197	Visited Shutterfly.com - Past Month			*		*		*
1198		Unwgted	1804	30	493	9	1311	21
1199		Weighted (000)	7223	120	1697	26	5527	95
1200		Horz %	100.00	1.67	23.49	0.35	76.51	1.31
1201		Vert %	3.07	0.77	1.49	0.32	4.54	1.24
1202		Index	100	25	49	10	148	40
1203	Visited Tumblr Web Site - Past Month			*		*		*
1204		Unwgted	1456	33	825	18	631	15
1205		Weighted (000)	7650	199	3783	101	3868	99
1206		Horz %	100.00	2.61	49.44	1.31	50.56	1.29
1207		Vert %	3.25	1.27	3.33	1.25	3.18	1.29
1208		Index	100	39	102	38	98	40
1209	Visited Twitter.com - Past Month							
1210		Unwgted	4999	176	2782	100	2217	76
1211		Weighted (000)	25343	1342	12937	676	12406	666
1212		Horz %	100.00	5.30	51.05	2.67	48.95	2.63
1213		Vert %	10.76	8.55	11.38	8.39	10.19	8.73
1214		Index	100	79	106	78	95	81
1215	Visited Yelp Web Site - Past Month					*		*
1216		Unwgted	2312	86	1217	49	1095	37
1217		Weighted (000)	8833	412	4306	191	4528	221
1218		Horz %	100.00	4.66	48.74	2.16	51.26	2.50
1219		Vert %	3.75	2.62	3.79	2.37	3.72	2.89
1220		Index	100	70	101	63	99	77
1221	Visited YouTube.com - Past Month							
1222		Unwgted	21534	976	12005	558	9529	418
1223		Weighted (000)	104305	6509	54233	3595	50072	2913
1224		Horz %	100.00	6.24	51.99	3.45	48.01	2.79
1225		Vert %	44.31	41.46	47.72	44.59	41.12	38.15
1226		Index	100	94	108	101	93	86
1227	Rated or Reviewed a Product or Service on Any Social Network - Past Month					*		*
1228		Unwgted	2260	107	1116	49	1144	58
1229		Weighted (000)	10945	686	4940	281	6005	405
1230		Horz %	100.00	6.27	45.14	2.57	54.86	3.70
1231		Vert %	4.65	4.37	4.35	3.49	4.93	5.30
1232		Index	100	94	94	75	106	114
1233	Posted "Like" on Social Network - Past Month							
1234		Unwgted	14480	554	5792	228	8688	326
1235		Weighted (000)	73246	3655	26462	1330	46784	2325
1236		Horz %	100.00	4.99	36.13	1.82	63.87	3.17
1237		Vert %	31.11	23.28	23.29	16.50	38.42	30.45
1238		Index	100	75	75	53	123	98
1239	"Followed" or Became a "Fan of" Something or Someone on Social Network - Past Month							
1240		Unwgted	6109	208	2697	92	3412	116
1241		Weighted (000)	31885	1318	12877	556	19008	762
1242		Horz %	100.00	4.13	40.39	1.74	59.61	2.39
1243		Vert %	13.54	8.40	11.33	6.90	15.61	9.97
1244		Index	100	62	84	51	115	74

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

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1								
2								
1245	Clicked on an Advertisement on Social Network - Past Month	Unwgted	3637	120	1808	53	1829	67
1246		Weighted (000)	17179	842	7759	355	9421	487
1247		Horz %	100.00	4.90	45.16	2.07	54.84	2.83
1248		Vert %	7.30	5.37	6.83	4.41	7.74	6.38
1249		Index	100	74	94	60	106	87
1250								
1251	Ever Looked at an Advertisement Sent with Text Message to Cellular/Mobile/Smartphone	Unwgted	5585	324	2728	163	2857	161
1252		Weighted (000)	27885	2205	12391	1079	15494	1126
1253		Horz %	100.00	7.91	44.44	3.87	55.56	4.04
1254		Vert %	11.84	14.05	10.90	13.38	12.72	14.75
1255		Index	100	119	92	113	107	125
1256								
1257	Ever Redeemed a Mobile Coupon Using Cellular/Mobile/Smartphone	Unwgted	4573	201	1898	89	2675	112
1258		Weighted (000)	22668	1256	8530	528	14138	729
1259		Horz %	100.00	5.54	37.63	2.33	62.37	3.22
1260		Vert %	9.63	8.00	7.51	6.54	11.61	9.55
1261		Index	100	83	78	68	121	99
1262								
1263	Ever Scanned a QR Code or Other 'Tag' Using Cellular/Mobile/Smartphone	Unwgted	3343	135	1869	73	1474	62
1264		Weighted (000)	15919	820	8088	380	7831	440
1265		Horz %	100.00	5.15	50.81	2.39	49.19	2.76
1266		Vert %	6.76	5.23	7.12	4.72	6.43	5.76
1267		Index	100	77	105	70	95	85
1268								
1269	Ever Searched for Information About a Product Using Cellular/Mobile/Smartphone	Unwgted	11322	452	6177	238	5145	214
1270		Weighted (000)	53512	2987	26297	1513	27215	1473
1271		Horz %	100.00	5.58	49.14	2.83	50.86	2.75
1272		Vert %	22.73	19.03	23.14	18.77	22.35	19.29
1273		Index	100	84	102	83	98	85
1274								
1275	Ever Visited a Social Networking Site using Cellular/Mobile/Smartphone	Unwgted	14477	599	7120	303	7357	296
1276		Weighted (000)	71447	4024	31635	2006	39813	2018
1277		Horz %	100.00	5.63	44.28	2.81	55.72	2.82
1278		Vert %	30.35	25.63	27.84	24.88	32.69	26.43
1279		Index	100	84	92	82	108	87
1280								
1281	Ever Signed Up for a Text Message 'Alert' Service to Cellular/Mobile/Smartphone	Unwgted	6100	303	3073	157	3027	146
1282		Weighted (000)	30132	1886	14247	990	15885	895
1283		Horz %	100.00	6.26	47.28	3.29	52.72	2.97
1284		Vert %	12.80	12.01	12.54	12.28	13.04	11.73
1285		Index	100	94	98	96	102	92
1286								
1287	Ever Received a Text Message 'Alert' on Cellular/Mobile/Smartphone	Unwgted	12133	547	6067	283	6066	264
1288		Weighted (000)	58834	3248	27109	1693	31725	1555
1289		Horz %	100.00	5.52	46.08	2.88	53.92	2.64
1290		Vert %	24.99	20.69	23.85	20.99	26.05	20.37
1291		Index	100	83	95	84	104	82
1292								
1293	Ever Listened to Music on Cellular/Mobile/Smartphone	Unwgted	13348	703	7366	377	5982	326
1294		Weighted (000)	66976	5046	33926	2606	33050	2440
1295		Horz %	100.00	7.53	50.65	3.89	49.35	3.64
1296		Vert %	28.45	32.15	29.85	32.33	27.14	31.95
1297		Index	100	113	105	114	95	112
1298								

RAB / GfK MRI RADIO FORMAT PROFILE: HISPANIC (ALL GENRES)

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1								
2								
1299								
1300		Unwgted	6979	351	3783	187	3196	164
1301	Ever Downloaded a Song to Cellular/Mobile/Smartphone	Weighted (000)	35766	2649	17933	1380	17833	1270
1302		Horz %	100.00	7.41	50.14	3.86	49.86	3.55
1303		Vert %	15.19	16.88	15.78	17.11	14.64	16.63
1304		Index	100	111	104	113	96	109
1305								
1306		Unwgted	16530	687	9448	398	7082	289
1307	Ever Visited a Website for News Using Cellular/Mobile/Smartphone	Weighted (000)	76470	4378	39736	2401	36734	1976
1308		Horz %	100.00	5.72	51.96	3.14	48.04	2.58
1309		Vert %	32.48	27.89	34.97	29.79	30.16	25.88
1310		Index	100	86	108	92	93	80
1311								
1312		Unwgted	10808	466	7504	323	3304	143
1313	Ever Visited a Website for Sports Using Cellular/Mobile/Smartphone	Weighted (000)	49175	2907	31890	1994	17285	913
1314		Horz %	100.00	5.91	64.85	4.05	35.15	1.86
1315		Vert %	20.89	18.52	28.06	24.73	14.19	11.96
1316		Index	100	89	134	118	68	57
1317								
1318		Unwgted	18317	742	10016	404	8301	338
1319	Ever Visited a Website for Weather Using Cellular/Mobile/Smartphone	Weighted (000)	85811	4693	42933	2386	42878	2307
1320		Horz %	100.00	5.47	50.03	2.78	49.97	2.69
1321		Vert %	36.45	29.89	37.78	29.60	35.21	30.21
1322		Index	100	82	104	81	97	83
1323								
1324		Unwgted	6201	328	3744	190	2457	138
1325	Ever Watched a Video Clip on Cellular/Mobile/Smartphone	Weighted (000)	31168	2256	17459	1294	13708	962
1326		Horz %	100.00	7.24	56.02	4.15	43.98	3.09
1327		Vert %	13.24	14.37	15.36	16.05	11.26	12.60
1328		Index	100	109	116	121	85	95
1329								
1330		Unwgted	4634	198	2894	118	1740	80
1331	Ever Watched a Downloaded or Streamed TV Program on Cellular/Mobile/Smartphone	Weighted (000)	22622	1399	13299	799	9323	600
1332		Horz %	100.00	6.18	58.79	3.53	41.21	2.65
1333		Vert %	9.61	8.91	11.70	9.91	7.66	7.86
1334		Index	100	93	122	103	80	82
1335								
1336		Unwgted	2264	116	1498	75	766	41
1337	Ever Watched Live TV on Cellular/Mobile/Smartphone	Weighted (000)	10614	736	6580	425	4033	311
1338		Horz %	100.00	6.93	62.00	4.01	38.00	2.93
1339		Vert %	4.51	4.69	5.79	5.28	3.31	4.07
1340		Index	100	104	128	117	73	90
1341								
1342		Unwgted	1624	94	1071	61	553	33
1343	Ever Watched a Full-Length Movie on Cellular/Mobile/Smartphone	Weighted (000)	8402	685	5269	441	3133	244
1344		Horz %	100.00	8.16	62.72	5.25	37.28	2.91
1345		Vert %	3.57	4.37	4.64	5.47	2.57	3.20
1346		Index	100	122	130	153	72	90
1347								
1348		Unwgted	3724	210	2380	126	1344	84
1349	Ever Watched Other Video on Cellular/Mobile/Smartphone	Weighted (000)	19061	1540	11495	868	7565	671
1350		Horz %	100.00	8.08	60.31	4.56	39.69	3.52
1351		Vert %	8.10	9.81	10.12	10.77	6.21	8.79
1352		Index	100	121	125	133	77	109

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1								
2								
1353	Read Any Daily Newspaper (Print/Paper/Hard-Copy)	Unwgted	14329	372	7739	216	6590	156
1354		Weighted (000)	62479	2252	31177	1174	31302	1078
1355		Horz %	100.00	3.60	49.90	1.88	50.10	1.73
1356		Vert %	26.54	14.35	27.44	14.57	25.70	14.11
1357		Index	100	54	103	55	97	53
1358								
1359	Read Any Sunday Newspaper (Print/Paper/Hard-Copy)	Unwgted	18402	524	9147	274	9255	250
1360		Weighted (000)	82193	3414	37638	1654	44555	1760
1361		Horz %	100.00	4.15	45.79	2.01	54.21	2.14
1362		Vert %	34.91	21.75	33.12	20.52	36.59	23.05
1363		Index	100	62	95	59	105	66
1364								
1365	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17386	585	9653	334	7733	251
1366		Weighted (000)	78236	3632	39806	1941	38430	1691
1367		Horz %	100.00	4.64	50.88	2.48	49.12	2.16
1368		Vert %	33.23	23.14	35.03	24.08	31.56	22.14
1369		Index	100	70	105	72	95	67
1370								
1371	Read Classified Advertising in Weekday Newspaper	Unwgted	4856	167	2384	77	2472	90
1372		Weighted (000)	25833	1161	12003	561	13830	600
1373		Horz %	100.00	4.50	46.46	2.17	53.54	2.32
1374		Vert %	10.97	7.40	10.56	6.96	11.36	7.86
1375		Index	100	67	96	63	103	72
1376								
1377	Read Classified Advertising in Sunday/Weekend Newspaper	Unwgted	5174	177	2612	93	2562	84
1378		Weighted (000)	26886	1169	12409	563	14477	606
1379		Horz %	100.00	4.35	46.16	2.09	53.84	2.26
1380		Vert %	11.42	7.45	10.92	6.98	11.89	7.94
1381		Index	100	65	96	61	104	70
1382								
1383	Read Advertisements in Weekday Newspaper	Unwgted	4794	138	2218	69	2576	69
1384		Weighted (000)	22233	965	9570	481	12663	484
1385		Horz %	100.00	4.34	43.04	2.16	56.96	2.18
1386		Vert %	9.44	6.15	8.42	5.96	10.40	6.34
1387		Index	100	65	89	63	110	67
1388								
1389	Read Advertisements in Sunday Newspaper	Unwgted	6106	182	2769	90	3337	92
1390		Weighted (000)	28067	1098	11734	540	16333	558
1391		Horz %	100.00	3.91	41.81	1.93	58.19	1.99
1392		Vert %	11.92	7.00	10.33	6.70	13.41	7.31
1393		Index	100	59	87	56	112	61
1394								
1395	Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	6400	135	2583	58	3817	77
1396		Weighted (000)	29176	870	10827	422	18349	448
1397		Horz %	100.00	2.98	37.11	1.45	62.89	1.54
1398		Vert %	12.39	5.54	9.53	5.23	15.07	5.87
1399		Index	100	45	77	42	122	47
1400								
1401	Read Circulars/Inserts/Fliers in Sunday Newspaper	Unwgted	9655	251	3839	107	5816	144
1402		Weighted (000)	42896	1527	15379	674	27517	853
1403		Horz %	100.00	3.56	35.85	1.57	64.15	1.99
1404		Vert %	18.22	9.73	13.53	8.36	22.60	11.17
1405		Index	100	53	74	46	124	61
1406								

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1								
2								
1407	Receive and/or Clip Coupons from Weekday Newspaper Inserts	Unwgted	5582	169	2776	87	2806	82
1408		Weighted (000)	25470	1033	11581	469	13889	564
1409		Horz %	100.00	4.06	45.47	1.84	54.53	2.21
1410		Vert %	10.82	6.58	10.19	5.81	11.40	7.39
1411		Index	100	61	94	54	105	68
1412								
1413	Receive and/or Clip Coupons from Sunday Newspaper Inserts	Unwgted	13802	390	6655	195	7147	195
1414		Weighted (000)	63608	2708	28072	1208	35535	1500
1415		Horz %	100.00	4.26	44.13	1.90	55.87	2.36
1416		Vert %	27.02	17.25	24.70	14.98	29.18	19.65
1417		Index	100	64	91	55	108	73
1418								
1419	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	4330	129	1927	58	2403	71
1420		Weighted (000)	21166	933	8923	399	12243	534
1421		Horz %	100.00	4.41	42.16	1.88	57.84	2.52
1422		Vert %	8.99	5.94	7.85	4.95	10.05	7.00
1423		Index	100	66	87	55	112	78
1424								
1425	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2977	106	1331	50	1646	56
1426		Weighted (000)	14885	626	5870	240	9015	386
1427		Horz %	100.00	4.20	39.43	1.61	60.57	2.59
1428		Vert %	6.32	3.98	5.17	2.97	7.40	5.05
1429		Index	100	63	82	47	117	80
1430								
1431	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	6696	210	2984	100	3712	110
1432		Weighted (000)	32947	1404	13489	579	19458	824
1433		Horz %	100.00	4.26	40.94	1.76	59.06	2.50
1434		Vert %	13.99	8.94	11.87	7.19	15.98	10.80
1435		Index	100	64	85	51	114	77
1436								
1437	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9281	471	5008	257	4273	214
1438		Weighted (000)	45105	3228	22966	1824	22139	1404
1439		Horz %	100.00	7.16	50.92	4.04	49.08	3.11
1440		Vert %	19.16	20.57	20.21	22.62	18.18	18.39
1441		Index	100	107	105	118	95	96
1442								
1443	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5868	339	3191	174	2677	165
1444		Weighted (000)	29066	2489	14898	1292	14169	1197
1445		Horz %	100.00	8.56	51.25	4.44	48.75	4.12
1446		Vert %	12.35	15.86	13.11	16.02	11.63	15.68
1447		Index	100	128	106	130	94	127
1448								
1449	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5602	333	3316	181	2286	152
1450		Weighted (000)	28229	2499	15732	1335	12497	1163
1451		Horz %	100.00	8.85	55.73	4.73	44.27	4.12
1452		Vert %	11.99	15.92	13.84	16.56	10.26	15.24
1453		Index	100	133	115	138	86	127
1454								
1455	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6518	329	3678	176	2840	153
1456		Weighted (000)	32452	2332	16884	1269	15568	1062
1457		Horz %	100.00	7.18	52.03	3.91	47.97	3.27
1458		Vert %	13.78	14.85	14.86	15.75	12.78	13.91
1459		Index	100	108	108	114	93	101
1460								

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1								
2								
1461	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5160	279	3017	150	2143	129
1462		Weighted (000)	25305	1985	13686	1016	11619	968
1463		Horz %	100.00	7.84	54.08	4.02	45.92	3.83
1464		Vert %	10.75	12.64	12.04	12.61	9.54	12.68
1465		Index	100	118	112	117	89	118
1466								
1467	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4866	296	2849	163	2017	133
1468		Weighted (000)	24903	2165	13725	1167	11178	998
1469		Horz %	100.00	8.70	55.11	4.69	44.89	4.01
1470		Vert %	10.58	13.79	12.08	14.48	9.18	13.07
1471		Index	100	130	114	137	87	124
1472								
1473	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6845	402	3815	219	3030	183
1474		Weighted (000)	32942	2717	17073	1458	15868	1259
1475		Horz %	100.00	8.25	51.83	4.43	48.17	3.82
1476		Vert %	13.99	17.31	15.02	18.09	13.03	16.49
1477		Index	100	124	107	129	93	118
1478								
1479	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	217	2665	120	1595	97
1480		Weighted (000)	20450	1395	11831	693	8620	702
1481		Horz %	100.00	6.82	57.85	3.39	42.15	3.43
1482		Vert %	8.69	8.89	10.41	8.60	7.08	9.20
1483		Index	100	102	120	99	81	106
1484								
1485	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6000	357	3509	210	2491	147
1486		Weighted (000)	31013	2561	16895	1458	14118	1103
1487		Horz %	100.00	8.26	54.48	4.70	45.52	3.56
1488		Vert %	13.17	16.32	14.87	18.09	11.59	14.44
1489		Index	100	124	113	137	88	110
1490								
1491	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4383	246	2500	136	1883	110
1492		Weighted (000)	21812	1678	11745	892	10067	786
1493		Horz %	100.00	7.69	53.85	4.09	46.15	3.60
1494		Vert %	9.27	10.69	10.34	11.06	8.27	10.29
1495		Index	100	115	112	119	89	111
1496								
1497	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3873	243	2312	127	1561	116
1498		Weighted (000)	18426	1684	10343	865	8083	819
1499		Horz %	100.00	9.14	56.13	4.69	43.87	4.44
1500		Vert %	7.83	10.73	9.10	10.73	6.64	10.72
1501		Index	100	137	116	137	85	137
1502								
1503	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5591	287	2815	142	2776	145
1504		Weighted (000)	27889	2217	13199	1144	14690	1073
1505		Horz %	100.00	7.95	47.33	4.10	52.67	3.85
1506		Vert %	11.85	14.12	11.61	14.19	12.06	14.05
1507		Index	100	119	98	120	102	119
1508								
1509	Have Seen Video Ads in Airports - Past Month	Unwgted	4296	213	2570	116	1726	97
1510		Weighted (000)	19033	1449	10774	800	8258	650
1511		Horz %	100.00	7.61	56.61	4.20	43.39	3.41
1512		Vert %	8.08	9.23	9.48	9.92	6.78	8.51
1513		Index	100	114	117	123	84	105
1514								

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1								
2								
1515	Have Seen Video Ads at Gas Stations - Past Month	Unwgted	7988	410	4792	239	3196	171
1516		Weighted (000)	36855	2708	20620	1537	16235	1171
1517		Horz %	100.00	7.35	55.95	4.17	44.05	3.18
1518		Vert %	15.65	17.25	18.15	19.07	13.33	15.33
1519		Index	100	110	116	122	85	98
1520								
1521	Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3586	199	2200	113	1386	86
1522		Weighted (000)	17684	1394	10136	829	7548	565
1523		Horz %	100.00	7.88	57.32	4.69	42.68	3.20
1524		Vert %	7.51	8.88	8.92	10.28	6.20	7.41
1525		Index	100	118	119	137	83	99
1526								
1527	Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3408	194	2003	102	1405	92
1528		Weighted (000)	16272	1174	8909	627	7363	547
1529		Horz %	100.00	7.21	54.75	3.86	45.25	3.36
1530		Vert %	6.91	7.48	7.84	7.78	6.05	7.16
1531		Index	100	108	113	113	87	104
1532								
1533	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5224	274	2996	158	2228	116
1534		Weighted (000)	25002	1963	13353	1051	11649	913
1535		Horz %	100.00	7.85	53.41	4.20	46.59	3.65
1536		Vert %	10.62	12.51	11.75	13.04	9.57	11.95
1537		Index	100	118	111	123	90	113
1538								
1539	Have Seen Any Billboards - Past Month	Unwgted	24971	933	13231	500	11740	433
1540		Weighted (000)	117686	6153	57464	3213	60223	2940
1541		Horz %	100.00	5.23	48.83	2.73	51.17	2.50
1542		Vert %	49.99	39.20	50.57	39.85	49.45	38.51
1543		Index	100	78	101	80	99	77
1544								
1545	Have Seen Any Ads on Buses/Trains - Past Month	Unwgted	11552	578	6437	332	5115	246
1546		Weighted (000)	52281	3970	27436	2212	24846	1758
1547		Horz %	100.00	7.59	52.48	4.23	47.52	3.36
1548		Vert %	22.21	25.29	24.14	27.44	20.40	23.02
1549		Index	100	114	109	124	92	104
1550								
1551	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Unwgted	7554	447	4287	248	3267	199
1552		Weighted (000)	34321	3196	18485	1815	15836	1381
1553		Horz %	100.00	9.31	53.86	5.29	46.14	4.02
1554		Vert %	14.58	20.36	16.27	22.51	13.00	18.09
1555		Index	100	140	112	154	89	124
1556								
1557	Have Seen Any Ads Inside Taxis - Past Month	Unwgted	3526	208	2060	118	1466	90
1558		Weighted (000)	16385	1552	9099	850	7286	702
1559		Horz %	100.00	9.47	55.53	5.19	44.47	4.29
1560		Vert %	6.96	9.89	8.01	10.54	5.98	9.20
1561		Index	100	142	115	151	86	132
1562								
1563	Have Seen Any Ads on Top of Taxis - Past Month	Unwgted	6443	359	3806	201	2637	158
1564		Weighted (000)	29023	2385	16227	1303	12796	1082
1565		Horz %	100.00	8.22	55.91	4.49	44.09	3.73
1566		Vert %	12.33	15.19	14.28	16.16	10.51	14.17
1567		Index	100	123	116	131	85	115
1568								

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1								
2								
1569	Have Seen Any Ads on Phone Booths - Past Month	Unwgted	2881	206	1735	120	1146	86
1570		Weighted (000)	14313	1637	8037	912	6275	725
1571		Horz %	100.00	11.44	56.15	6.37	43.85	5.07
1572		Vert %	6.08	10.43	7.07	11.31	5.15	9.50
1573		Index	100	172	116	186	85	156
1574								
1575	Have Seen Any Ads at Sports or Entertainment Events - Past Month	Unwgted	8112	367	5090	225	3022	142
1576		Weighted (000)	38648	2504	22576	1448	16072	1056
1577		Horz %	100.00	6.48	58.41	3.75	41.59	2.73
1578		Vert %	16.42	15.95	19.87	17.96	13.20	13.83
1579		Index	100	97	121	109	80	84
1580								
1581	Have Seen Any Ads on Postcards - Past Month	Unwgted	6261	256	3188	129	3073	127
1582		Weighted (000)	28399	1751	13440	893	14959	858
1583		Horz %	100.00	6.16	47.33	3.14	52.67	3.02
1584		Vert %	12.06	11.15	11.83	11.07	12.28	11.24
1585		Index	100	92	98	92	102	93
1586								
1587	Have Seen Any Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	10498	490	5622	270	4876	220
1588		Weighted (000)	50876	3197	25021	1797	25855	1400
1589		Horz %	100.00	6.28	49.18	3.53	50.82	2.75
1590		Vert %	21.61	20.37	22.02	22.28	21.23	18.34
1591		Index	100	94	102	103	98	85
1592								
1593	Have Seen Any Ads on Posters at Movie Theaters - Past Month	Unwgted	9087	423	4896	233	4191	190
1594		Weighted (000)	43184	3002	21589	1555	21595	1447
1595		Horz %	100.00	6.95	49.99	3.60	50.01	3.35
1596		Vert %	18.34	19.13	19.00	19.29	17.73	18.96
1597		Index	100	104	104	105	97	103
1598								
1599	Have Seen Any Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11604	475	6094	251	5510	224
1600		Weighted (000)	54758	3266	26708	1668	28050	1598
1601		Horz %	100.00	5.96	48.77	3.05	51.23	2.92
1602		Vert %	23.26	20.80	23.50	20.69	23.03	20.93
1603		Index	100	89	101	89	99	90
1604								
1605	Have Seen Any Ads In Stores (Not Video Ads) - Past Month	Unwgted	16410	623	8564	340	7846	283
1606		Weighted (000)	78477	4050	37817	2182	40660	1868
1607		Horz %	100.00	5.16	48.19	2.78	51.81	2.38
1608		Vert %	33.33	25.80	33.28	27.06	33.39	24.47
1609		Index	100	77	100	81	100	73
1610								
1611	Have Seen Any Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12407	574	6334	296	6073	278
1612		Weighted (000)	58238	3792	27423	2009	30815	1783
1613		Horz %	100.00	6.51	47.09	3.45	52.91	3.06
1614		Vert %	24.74	24.15	24.13	24.92	25.30	23.35
1615		Index	100	98	98	101	102	94
1616								
1617	Have Seen Any Infomercials - Past Month	Unwgted	10714	435	5647	238	5067	197
1618		Weighted (000)	51606	2901	25134	1569	26471	1332
1619		Horz %	100.00	5.62	48.70	3.04	51.30	2.58
1620		Vert %	21.92	18.48	22.12	19.46	21.74	17.44
1621		Index	100	84	101	89	99	80
1622								

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1								
2								
1623	Have Seen Any Offers or Ads Sent to Home by Mail (Direct Mail) - Past Month	Unwgted	20701	782	10436	407	10265	375
1624		Weighted (000)	96512	5310	45126	2796	51385	2514
1625		Horz %	100.00	5.50	46.76	2.90	53.24	2.60
1626		Vert %	41.00	33.83	39.71	34.68	42.19	32.93
1627		Index	100	83	97	85	103	80
1628								
1629	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	4117	244	2589	145	1528	99
1630		Weighted (000)	21513	1771	12978	1055	8534	716
1631		Horz %	100.00	8.23	60.33	4.91	39.67	3.33
1632		Vert %	9.14	11.28	11.42	13.09	7.01	9.37
1633		Index	100	123	125	143	77	103
1634								
1635	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	19182	794	10233	438	8949	356
1636		Weighted (000)	90290	5287	44821	2918	45469	2370
1637		Horz %	100.00	5.86	49.64	3.23	50.36	2.62
1638		Vert %	38.35	33.68	39.44	36.19	37.34	31.03
1639		Index	100	88	103	94	97	81
1640								
1641	Have Seen Any Product Placement in Movies - Past Month	Unwgted	11524	478	6393	261	5131	217
1642		Weighted (000)	55345	3129	28579	1732	26766	1397
1643		Horz %	100.00	5.65	51.64	3.13	48.36	2.52
1644		Vert %	23.51	19.94	25.15	21.48	21.98	18.30
1645		Index	100	85	107	91	93	78
1646								
1647	Likely to Buy First House/Residence - Coming Year	Unwgted	4517	348	2435	208	2082	140
1648		Weighted (000)	26866	2679	13625	1628	13241	1051
1649		Horz %	100.00	9.97	50.71	6.06	49.29	3.91
1650		Vert %	11.41	17.07	11.99	20.19	10.87	13.77
1651		Index	100	150	105	177	95	121
1652								
1653	Likely to Buy a Second House or Vacation Home - Coming Year	Unwgted	2558	127	1451	71	1107	56
1654		Weighted (000)	12580	834	6812	457	5768	377
1655		Horz %	100.00	6.63	54.15	3.63	45.85	3.00
1656		Vert %	5.34	5.31	5.99	5.67	4.74	4.94
1657		Index	100	99	112	106	89	92
1658								
1659	Likely to Sell House/Residence - Coming Year	Unwgted	3278	105	1772	57	1506	48
1660		Weighted (000)	14469	620	7124	282	7345	338
1661		Horz %	100.00	4.29	49.24	1.95	50.76	2.34
1662		Vert %	6.15	3.95	6.27	3.50	6.03	4.43
1663		Index	100	64	102	57	98	72
1664								
1665	Likely to Take Out a 2nd Mortgage or Equity Loan - Coming Year	Unwgted	1214	35	697	19	517	16
1666		Weighted (000)	5599	262	3007	152	2592	109
1667		Horz %	100.00	4.67	53.71	2.72	46.29	1.96
1668		Vert %	2.38	1.67	2.65	1.89	2.13	1.43
1669		Index	100	70	111	79	89	60
1670								
1671	Likely to Remodel Kitchen - Coming Year	Unwgted	5151	219	2880	129	2271	90
1672		Weighted (000)	24644	1356	12532	712	12112	645
1673		Horz %	100.00	5.50	50.85	2.89	49.15	2.62
1674		Vert %	10.47	8.64	11.03	8.83	9.95	8.44
1675		Index	100	83	105	84	95	81
1676								

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1								
2								
1677	Likely to Remodel Bathroom - Coming Year							
1678		Unwgted	6270	239	3462	144	2808	95
1679		Weighted (000)	29496	1431	14776	745	14720	686
1680		Horz %	100.00	4.85	50.09	2.53	49.91	2.33
1681		Vert %	12.53	9.12	13.00	9.24	12.09	8.98
1682		Index	100	73	104	74	96	72
1683	Likely to Convert Room to Home Office - Coming Year					*		*
1684		Unwgted	1493	70	842	32	651	38
1685		Weighted (000)	7187	530	3709	228	3478	302
1686		Horz %	100.00	7.37	51.60	3.18	48.40	4.20
1687		Vert %	3.05	3.38	3.26	2.83	2.86	3.95
1688		Index	100	111	107	93	94	129
1689	Likely to Add Rooms - Exterior Additions - Coming Year					*		*
1690		Unwgted	1458	71	847	35	611	36
1691		Weighted (000)	7687	484	4085	196	3602	289
1692		Horz %	100.00	6.30	53.14	2.55	46.86	3.75
1693		Vert %	3.27	3.09	3.59	2.43	2.96	3.78
1694		Index	100	95	110	74	91	116
1695	Likely to Do Other Home Remodeling - Coming Year							
1696		Unwgted	2935	102	1633	50	1302	52
1697		Weighted (000)	14102	694	7020	289	7082	406
1698		Horz %	100.00	4.92	49.78	2.05	50.22	2.88
1699		Vert %	5.99	4.42	6.18	3.58	5.82	5.31
1700		Index	100	74	103	60	97	89
1701	Likely to Purchase Homeowner or Personal Property Insurance - Coming Year							
1702		Unwgted	8927	344	4893	198	4034	146
1703		Weighted (000)	42148	2269	21289	1323	20859	946
1704		Horz %	100.00	5.38	50.51	3.14	49.49	2.24
1705		Vert %	17.90	14.45	18.73	16.41	17.13	12.39
1706		Index	100	81	105	92	96	69
1707	Likely to Purchase Life Insurance - Coming Year							
1708		Unwgted	6765	319	3574	172	3191	147
1709		Weighted (000)	34593	2231	17314	1223	17280	1007
1710		Horz %	100.00	6.45	50.05	3.54	49.95	2.91
1711		Vert %	14.69	14.21	15.24	15.17	14.19	13.19
1712		Index	100	97	104	103	97	90
1713	Likely to Invest in Stocks, Bonds, or Mutual Funds - Coming Year							
1714		Unwgted	10509	322	5916	178	4593	144
1715		Weighted (000)	45283	1952	23876	1120	21408	832
1716		Horz %	100.00	4.31	52.72	2.47	47.28	1.84
1717		Vert %	19.24	12.43	21.01	13.89	17.58	10.89
1718		Index	100	65	109	72	91	57
1719	Likely to Visit Theme Park - Coming Year							
1720		Unwgted	10281	534	5364	283	4917	251
1721		Weighted (000)	51477	3699	24524	1777	26953	1922
1722		Horz %	100.00	7.18	47.64	3.45	52.36	3.73
1723		Vert %	21.87	23.56	21.58	22.04	22.13	25.17
1724		Index	100	108	99	101	101	115
1725	Likely to Take Cruise (Longer Than 1 Day) - Coming Year							
1726		Unwgted	8488	348	4361	192	4127	156
1727		Weighted (000)	39308	2310	18897	1308	20411	1002
1728		Horz %	100.00	5.88	48.07	3.33	51.93	2.55
1729		Vert %	16.70	14.72	16.63	16.22	16.76	13.12
1730		Index	100	88	100	97	100	79

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1								
2								
1731	Likely to Take Domestic Vacation Trip - Coming Year	Unwgted	23791	905	12501	487	11290	418
1732		Weighted (000)	109081	5805	53409	3065	55672	2740
1733		Horz %	100.00	5.32	48.96	2.81	51.04	2.51
1734		Vert %	46.33	36.98	47.00	38.01	45.71	35.89
1735		Index	100	80	101	82	99	77
1736								
1737	Likely to Take Foreign Vacation Trip - Coming Year	Unwgted	13203	737	6889	391	6314	346
1738		Weighted (000)	58059	5079	28309	2529	29750	2550
1739		Horz %	100.00	8.75	48.76	4.36	51.24	4.39
1740		Vert %	24.66	32.35	24.91	31.37	24.43	33.40
1741		Index	100	131	101	127	99	135
1742								
1743	Likely to Buy a New Vehicle - Coming Year	Unwgted	7628	413	4146	234	3482	179
1744		Weighted (000)	37880	2747	19361	1567	18519	1180
1745		Horz %	100.00	7.25	51.11	4.14	48.89	3.12
1746		Vert %	16.09	17.50	17.04	19.44	15.21	15.46
1747		Index	100	109	106	121	95	96
1748								
1749	Likely to Buy a Used/Pre-Owned Vehicle - Coming Year	Unwgted	10093	499	5480	288	4613	211
1750		Weighted (000)	54530	3718	27176	2089	27353	1629
1751		Horz %	100.00	6.82	49.84	3.83	50.16	2.99
1752		Vert %	23.16	23.69	23.91	25.91	22.46	21.34
1753		Index	100	102	103	112	97	92
1754								
1755	Likely to Lease a Vehicle - Coming Year	Unwgted	2738	136	1439	71	1299	65
1756		Weighted (000)	13120	882	6299	465	6821	417
1757		Horz %	100.00	6.72	48.01	3.55	51.99	3.18
1758		Vert %	5.57	5.62	5.54	5.77	5.60	5.46
1759		Index	100	101	99	104	101	98
1760								
1761	Likely to Buy a Van/Mini-Van - Coming Year	Unwgted	2327	158	1168	81	1159	77
1762		Weighted (000)	12444	1122	5833	543	6611	580
1763		Horz %	100.00	9.02	46.87	4.36	53.13	4.66
1764		Vert %	5.29	7.15	5.13	6.73	5.43	7.59
1765		Index	100	135	97	127	103	144
1766								
1767	Likely to Buy a Motorcycle - Coming Year	Unwgted	1281	85	778	55	503	30
1768		Weighted (000)	7284	642	4143	418	3141	224
1769		Horz %	100.00	8.82	56.88	5.74	43.12	3.08
1770		Vert %	3.09	4.09	3.65	5.19	2.58	2.93
1771		Index	100	132	118	168	83	95
1772								
1773	Likely to Buy a Sport-Utility Vehicle (SUV) - Coming Year	Unwgted	4622	206	2523	116	2099	90
1774		Weighted (000)	23224	1426	11492	793	11732	633
1775		Horz %	100.00	6.14	49.48	3.41	50.52	2.73
1776		Vert %	9.86	9.09	10.11	9.84	9.63	8.29
1777		Index	100	92	103	100	98	84
1778								
1779	Likely to Buy a Truck - Coming Year	Unwgted	3522	168	2111	94	1411	74
1780		Weighted (000)	19681	1127	10757	608	8924	519
1781		Horz %	100.00	5.73	54.66	3.09	45.34	2.64
1782		Vert %	8.36	7.18	9.47	7.55	7.33	6.79
1783		Index	100	86	113	90	88	81
1784								

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1								
2								
1785								
1786	Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Coming Year	Unwgted	2459	121	1342	65	1117	56
1787		Weighted (000)	12266	677	6317	385	5949	292
1788		Horz %	100.00	5.52	51.50	3.14	48.50	2.38
1789		Vert %	5.21	4.32	5.56	4.78	4.88	3.83
1790		Index	100	83	107	92	94	73
1791								
1792	Likely to Buy an E-Reader (e.g., Amazon Kindle) - Coming Year	Unwgted	5048	230	2490	122	2558	108
1793		Weighted (000)	24651	1762	11365	938	13286	824
1794		Horz %	100.00	7.15	46.10	3.81	53.90	3.34
1795		Vert %	10.47	11.22	10.00	11.63	10.91	10.79
1796		Index	100	107	96	111	104	103
1797								
1798	Likely to Buy a Tablet (e.g., Apple iPad) - Coming Year	Unwgted	8706	462	4535	251	4171	211
1799		Weighted (000)	41385	3359	20076	1843	21309	1516
1800		Horz %	100.00	8.12	48.51	4.45	51.49	3.66
1801		Vert %	17.58	21.40	17.67	22.86	17.50	19.85
1802		Index	100	122	100	130	100	113
1803								
1804	Likely to Buy a Home Theater System - Coming Year	Unwgted	3515	235	2037	140	1478	95
1805		Weighted (000)	18689	1831	10026	1112	8663	719
1806		Horz %	100.00	9.80	53.65	5.95	46.35	3.85
1807		Vert %	7.94	11.66	8.82	13.79	7.11	9.41
1808		Index	100	147	111	174	90	119
1809								
1810	Likely to Buy a Large Flat Screen/HDTV (27"-42") - Coming Year	Unwgted	7287	383	3805	225	3482	158
1811		Weighted (000)	35646	2757	17609	1488	18037	1268
1812		Horz %	100.00	7.73	49.40	4.17	50.60	3.56
1813		Vert %	15.14	17.56	15.50	18.46	14.81	16.61
1814		Index	100	116	102	122	98	110
1815								
1816	Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Coming Year	Unwgted	5569	321	3205	192	2364	129
1817		Weighted (000)	28026	2359	14980	1401	13046	958
1818		Horz %	100.00	8.42	53.45	5.00	46.55	3.42
1819		Vert %	11.90	15.03	13.18	17.37	10.71	12.55
1820		Index	100	126	111	146	90	105
1821								
1822	Likely to Buy a Portable DVD Player - Coming Year	Unwgted	3473	227	1742	125	1731	102
1823		Weighted (000)	18410	1648	8819	895	9590	752
1824		Horz %	100.00	8.95	47.91	4.86	52.09	4.09
1825		Vert %	7.82	10.50	7.76	11.11	7.88	9.85
1826		Index	100	134	99	142	101	126
1827								
1828	Likely to Buy a Blu-Ray Player - Coming Year	Unwgted	4241	244	2317	141	1924	103
1829		Weighted (000)	21478	1718	10992	978	10486	740
1830		Horz %	100.00	8.00	51.18	4.55	48.82	3.45
1831		Vert %	9.12	10.94	9.67	12.13	8.61	9.69
1832		Index	100	120	106	133	94	106
1833								
1834	Likely to Buy a Digital Video Camera/Digital Camera - Coming Year	Unwgted	4129	252	2160	150	1969	102
1835		Weighted (000)	21318	1795	10433	1082	10885	713
1836		Horz %	100.00	8.42	48.94	5.08	51.06	3.35
1837		Vert %	9.06	11.44	9.18	13.42	8.94	9.34
1838		Index	100	126	101	148	99	103

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1								
2								
1839	Likely to Buy a Desktop Computer - Coming Year	Unwgted	5116	272	2834	156	2282	116
1840		Weighted (000)	25453	1933	13076	1148	12378	784
1841		Horz %	100.00	7.59	51.37	4.51	48.63	3.08
1842		Vert %	10.81	12.31	11.51	14.25	10.16	10.27
1843		Index	100	114	106	132	94	95
1844								
1845	Likely to Buy a Laptop Computer - Coming Year	Unwgted	8992	462	4712	266	4280	196
1846		Weighted (000)	44298	3329	21912	1849	22386	1479
1847		Horz %	100.00	7.51	49.47	4.18	50.53	3.34
1848		Vert %	18.82	21.21	19.28	22.94	18.38	19.37
1849		Index	100	113	102	122	98	103
1850								
1851	Likely to Subscribe to Satellite Radio - Coming Year	Unwgted	2554	157	1379	99	1175	58
1852		Weighted (000)	13455	1111	6801	697	6654	413
1853		Horz %	100.00	8.25	50.55	5.18	49.45	3.07
1854		Vert %	5.72	7.08	5.98	8.65	5.46	5.41
1855		Index	100	124	105	151	96	95
1856								
1857	Likely to Buy a Smartphone - Coming Year	Unwgted	11501	582	6080	315	5421	267
1858		Weighted (000)	55914	3946	27229	2061	28685	1886
1859		Horz %	100.00	7.06	48.70	3.69	51.30	3.37
1860		Vert %	23.75	25.14	23.96	25.56	23.55	24.70
1861		Index	100	106	101	108	99	104
1862								
1863	Likely to Get Engaged to be Married - Coming Year	Unwgted	4571	238	2299	130	2272	108
1864		Weighted (000)	25374	1929	12524	1041	12850	888
1865		Horz %	100.00	7.60	49.36	4.10	50.64	3.50
1866		Vert %	10.78	12.29	11.02	12.91	10.55	11.63
1867		Index	100	114	102	120	98	108
1868								
1869	Likely to Become a Parent - Coming Year	Unwgted	2984	213	1431	109	1553	104
1870		Weighted (000)	16843	1626	7710	786	9133	840
1871		Horz %	100.00	9.65	45.78	4.67	54.22	4.99
1872		Vert %	7.15	10.36	6.78	9.75	7.50	11.00
1873		Index	100	145	95	136	105	154
1874								
1875	Likely to Become a Grandparent - Coming Year	Unwgted	4324	196	2182	105	2142	91
1876		Weighted (000)	21526	1569	10213	825	11313	744
1877		Horz %	100.00	7.29	47.45	3.83	52.55	3.46
1878		Vert %	9.14	9.99	8.99	10.23	9.29	9.74
1879		Index	100	109	98	112	102	107
1880								
1881	Likely to Have a Child Go Away to College - Coming Year	Unwgted	3998	225	2016	118	1982	107
1882		Weighted (000)	20251	1816	9625	820	10626	995
1883		Horz %	100.00	8.97	47.53	4.05	52.47	4.92
1884		Vert %	8.60	11.57	8.47	10.17	8.73	13.04
1885		Index	100	134	98	118	101	152
1886								
1887	Likely to Have a Child Graduate from College - Coming Year	Unwgted	2990	199	1552	99	1438	100
1888		Weighted (000)	15205	1495	7336	663	7869	831
1889		Horz %	100.00	9.83	48.25	4.36	51.75	5.47
1890		Vert %	6.46	9.52	6.46	8.23	6.46	10.89
1891		Index	100	147	100	127	100	169
1892								

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1								
2								
1893	Likely to Have a Child Get Married - Coming Year							
1894		Unwgted	3354	181	1723	88	1631	93
1895		Weighted (000)	17330	1463	8358	631	8972	832
1896		Horz %	100.00	8.44	48.23	3.64	51.77	4.80
1897		Vert %	7.36	9.32	7.35	7.83	7.37	10.89
1898		Index	100	127	100	106	100	148
1899	Likely to Retire from Full-Time Work - Coming Year							
1900		Unwgted	3468	170	1970	107	1498	63
1901		Weighted (000)	16818	1321	9297	836	7521	485
1902		Horz %	100.00	7.86	55.28	4.97	44.72	2.88
1903		Vert %	7.14	8.42	8.18	10.37	6.18	6.35
1904		Index	100	118	115	145	86	89
1905	Likely to Collect Lump-Sum from Pension/IRA/401k - Coming Year					*		*
1906		Unwgted	1704	92	975	48	729	44
1907		Weighted (000)	8516	642	4866	321	3650	321
1908		Horz %	100.00	7.54	57.14	3.77	42.86	3.77
1909		Vert %	3.62	4.09	4.28	3.98	3.00	4.21
1910		Index	100	113	118	110	83	116
1911	Likely to Start or Buy a New Business - Coming Year							
1912		Unwgted	3411	227	2031	137	1380	90
1913		Weighted (000)	17209	1682	9842	962	7367	719
1914		Horz %	100.00	9.77	57.19	5.59	42.81	4.18
1915		Vert %	7.31	10.71	8.66	11.94	6.05	9.42
1916		Index	100	147	118	163	83	129
1917	Likely to Change Jobs - Coming Year							
1918		Unwgted	7126	388	3915	226	3211	162
1919		Weighted (000)	33956	2640	17825	1579	16131	1061
1920		Horz %	100.00	7.77	52.50	4.65	47.50	3.13
1921		Vert %	14.42	16.82	15.69	19.58	13.25	13.90
1922		Index	100	117	109	136	92	96
1923								
1924								