

RAB / GfK MRI FORMAT PROFILE: HURBAN

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Hurban Format (Total Week Cume)
1								
2								
3	U.S. Adults 18+							
4		Unwgt	50764	356	26280	182	24484	174
5		(000)	230375	2290	111471	1206	118904	1084
6		Horz %	100.00	0.99	48.39	0.52	51.61	0.47
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9	Male						*	*
10		Unwgt	26280	182	26280	182	0	0
11		(000)	111471	1206	111471	1206	0	0
12		Horz %	100.00	1.08	100.00	1.08	0.00	0.00
13		Vert %	48.39	52.67	100.00	100.00	0.00	0.00
14		Index	100	109	207	207	0	0
15	Female				*	*		
16		Unwgt	24484	174	0	0	24484	174
17		(000)	118904	1084	0	0	118904	1084
18		Horz %	100.00	0.91	0.00	0.00	100.00	0.91
19		Vert %	51.61	47.33	0.00	0.00	100.00	100.00
20		Index	100	92	0	0	194	194
21	Age 18-24							*
22		Unwgt	4063	101	2314	58	1749	43
23		(000)	29377	832	14849	446	14528	386
24		Horz %	100.00	2.83	50.55	1.52	49.45	1.31
25		Vert %	12.75	36.32	13.32	36.99	12.22	35.58
26		Index	100	285	104	290	96	279
27	Age 25-34							
28		Unwgt	8080	118	4218	60	3862	58
29		(000)	41280	696	20756	360	20524	336
30		Horz %	100.00	1.68	50.28	0.87	49.72	0.81
31		Vert %	17.92	30.37	18.62	29.83	17.26	30.97
32		Index	100	170	104	166	96	173
33	Age 35-44					*		*
34		Unwgt	9539	75	5074	33	4465	42
35		(000)	40737	428	20147	204	20590	224
36		Horz %	100.00	1.05	49.46	0.50	50.54	0.55
37		Vert %	17.68	18.68	18.07	16.93	17.32	20.63
38		Index	100	106	102	96	98	117
39	Age 45-54			*		*		*
40		Unwgt	10179	43	5388	22	4791	21
41		(000)	44531	241	21782	139	22749	102
42		Horz %	100.00	0.54	48.91	0.31	51.09	0.23
43		Vert %	19.33	10.52	19.54	11.55	19.13	9.37
44		Index	100	54	101	60	99	48
45	Age 55-64			*		*		*
46		Unwgt	8584	12	4412	6	4172	6
47		(000)	35695	43	17145	20	18550	23
48		Horz %	100.00	0.12	48.03	0.06	51.97	0.07
49		Vert %	15.49	1.88	15.38	1.64	15.60	2.15
50		Index	100	12	99	11	101	14
51	Age 65+			*		*		*
52		Unwgt	10319	7	4874	3	5445	4
53		(000)	38754	51	16791	37	21963	14
54		Horz %	100.00	0.13	43.33	0.10	56.67	0.04
55		Vert %	16.82	2.23	15.06	3.07	18.47	1.29
56		Index	100	13	90	18	110	8

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1								
2								
57	Age 21+							
58		Unwgt	49151	315	25297	158	23854	157
59		(000)	217192	1918	104396	1007	112796	911
60		Horz %	100.00	0.88	48.07	0.46	51.93	0.42
61		Vert %	94.28	83.77	93.65	83.49	94.86	84.09
62		Index	100	89	99	89	101	89
63	Age 21-34							
64		Unwgt	10530	178	5549	94	4981	84
65		(000)	57475	1156	28531	607	28944	549
66		Horz %	100.00	2.01	49.64	1.06	50.36	0.96
67		Vert %	24.95	50.47	25.59	50.31	24.34	50.64
68		Index	100	202	103	202	98	203
69	Age 18-34							
70		Unwgt	12143	219	6532	118	5611	101
71		(000)	70657	1527	35605	806	35053	721
72		Horz %	100.00	2.16	50.39	1.14	49.61	1.02
73		Vert %	30.67	66.69	31.94	66.82	29.48	66.56
74		Index	100	217	104	218	96	217
75	Age 18-49							
76		Unwgt	26777	317	14373	163	12404	154
77		(000)	133969	2106	66829	1099	67140	1008
78		Horz %	100.00	1.57	49.88	0.82	50.12	0.75
79		Vert %	58.15	91.98	59.95	91.10	56.47	92.97
80		Index	100	158	103	157	97	160
81	Age 25-54							
82		Unwgt	27798	236	14680	115	13118	121
83		(000)	126548	1364	62685	703	63863	661
84		Horz %	100.00	1.08	49.53	0.56	50.47	0.52
85		Vert %	54.93	59.57	56.23	58.31	53.71	60.97
86		Index	100	108	102	106	98	111
87	Age 35-64							
88		Unwgt	28302	130	14874	61	13428	69
89		(000)	120963	712	59074	363	61889	348
90		Horz %	100.00	0.59	48.84	0.30	51.16	0.29
91		Vert %	52.51	31.08	53.00	30.11	52.05	32.15
92		Index	100	59	101	57	99	61
93	Age 50+			*		*		*
94		Unwgt	23987	39	11907	19	12080	20
95		(000)	96406	184	44642	107	51764	76
96		Horz %	100.00	0.19	46.31	0.11	53.69	0.08
97		Vert %	41.85	8.02	40.05	8.90	43.53	7.03
98		Index	100	19	96	21	104	17
99	Median Age							
100		Unwgt						
101		(000)	45.80	29.00	45.00	28.90	46.70	29.10
102		Horz %						
103		Vert %						
104		Index						
105	Race: White Only					*		*
106		Unwgt	38545	89	20124	43	18421	46
107		(000)	172664	672	83100	341	89564	331
108		Horz %	100.00	0.39	48.13	0.20	51.87	0.19
109		Vert %	74.95	29.36	74.55	28.27	75.32	30.57
110		Index	100	39	99	38	101	41

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1								
2								
111	Race: Black/African-American Only						*	*
112		Unwgted	5358	57	2489	25	2869	32
113		(000)	26062	278	11837	107	14225	172
114		Horz %	100.00	1.07	45.42	0.41	54.58	0.66
115		Vert %	11.31	12.15	10.62	8.85	11.96	15.83
116		Index	100	107	94	78	106	140
117	Race: Other Race/Multiple Classifications							
118		Unwgted	6861	210	3667	114	3194	96
119		(000)	31649	1339	16534	758	15115	581
120		Horz %	100.00	4.23	52.24	2.40	47.76	1.84
121		Vert %	13.74	58.49	14.83	62.88	12.71	53.60
122		Index	100	426	108	458	93	390
123	Spanish, Hispanic, Latino Origin or Descent							
124		Unwgted	5242	262	2726	143	2516	119
125		(000)	32152	1863	16538	1077	15614	786
126		Horz %	100.00	5.80	51.44	3.35	48.56	2.45
127		Vert %	13.96	81.37	14.84	89.30	13.13	72.54
128		Index	100	583	106	640	94	520
129	Personally Speak Only Spanish at Home			*		*		*
130		Unwgted	806	25	406	14	400	11
131		(000)	8547	274	4453	193	4094	81
132		Horz %	100.00	3.21	52.10	2.26	47.90	0.95
133		Vert %	3.71	11.98	3.99	16.00	3.44	7.49
134		Index	100	323	108	431	93	202
135	Personally Speak Mostly Spanish, but Some English, at Home							*
136		Unwgted	1218	89	661	55	557	34
137		(000)	8824	742	4659	470	4165	272
138		Horz %	100.00	8.41	52.80	5.32	47.20	3.09
139		Vert %	3.83	32.40	4.18	38.94	3.50	25.12
140		Index	100	846	109	1017	91	656
141	Personally Speak Spanish and English Equally at Home			*		*		*
142		Unwgted	125	11	71	6	54	5
143		(000)	1077	94	574	42	503	52
144		Horz %	100.00	8.75	53.33	3.93	46.67	4.82
145		Vert %	0.47	4.11	0.52	3.51	0.42	4.79
146		Index	100	880	110	750	90	1024
147	Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree			*		*		*
148		Unwgted	6776	14	3694	7	3082	7
149		(000)	22020	56	10873	33	11147	22
150		Horz %	100.00	0.25	49.38	0.15	50.62	0.10
151		Vert %	9.56	2.43	9.75	2.75	9.37	2.07
152		Index	100	25	102	29	98	22
153	Highest Level Education Completed/Highest Degree: Bachelor's Degree			*		*		*
154		Unwgted	11531	40	6015	19	5516	21
155		(000)	40983	141	19645	54	21338	87
156		Horz %	100.00	0.34	47.93	0.13	52.07	0.21
157		Vert %	17.79	6.14	17.62	4.44	17.95	8.03
158		Index	100	35	99	25	101	45
159	Highest Level Education Completed/Highest Degree: Associate Degree, Academic			*		*		*
160		Unwgted	2455	21	1069	12	1386	9
161		(000)	8920	113	3595	76	5326	37
162		Horz %	100.00	1.27	40.30	0.86	59.70	0.41
163		Vert %	3.87	4.94	3.22	6.34	4.48	3.38
164		Index	100	128	83	164	116	87

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1								
2								
165	Highest Level Education Completed/Highest Degree:				*		*	*
166	Associate Degree, Occupational/Vocational	Unwgt	3022	19	1491	6	1531	13
167		(000)	11493	59	5089	20	6404	39
168		Horz %	100.00	0.51	44.28	0.18	55.72	0.34
169		Vert %	4.99	2.57	4.57	1.67	5.39	3.57
170		Index	100	51	92	33	108	72
171	Highest Level Education Completed/Highest Degree:						*	*
172	Some College, But No Degree	Unwgt	10967	94	5521	47	5446	47
173		(000)	44277	489	20849	228	23427	261
174		Horz %	100.00	1.10	47.09	0.52	52.91	0.59
175		Vert %	19.22	21.35	18.70	18.93	19.70	24.04
176		Index	100	111	97	98	103	125
177	Highest Level Education Completed/Highest Degree:						*	*
178	High School Graduate - High School Diploma or Equivalent, such as GED	Unwgt	11623	88	6110	48	5513	40
179		(000)	71029	662	35255	381	35775	281
180		Horz %	100.00	0.93	49.63	0.54	50.37	0.40
181		Vert %	30.83	28.90	31.63	31.56	30.09	25.94
182		Index	100	94	103	102	98	84
183	Highest Level Education Completed/Highest Degree:						*	*
184	Did Not Graduate High School	Unwgt	4390	80	2380	43	2010	37
185		(000)	31652	771	16165	414	15487	357
186		Horz %	100.00	2.44	51.07	1.31	48.93	1.13
187		Vert %	13.74	33.67	14.50	34.31	13.02	32.97
188		Index	100	245	106	250	95	240
189	Currently Attending College or University						*	*
190		Unwgt	3923	51	1833	28	2090	23
191		(000)	19381	378	8675	195	10706	182
192		Horz %	100.00	1.95	44.76	1.01	55.24	0.94
193		Vert %	8.41	16.49	7.78	16.19	9.00	16.83
194		Index	100	196	93	192	107	200
195	Employed Full-Time							
196		Unwgt	26249	211	16019	123	10230	88
197		(000)	110329	1259	63217	774	47112	485
198		Horz %	100.00	1.14	57.30	0.70	42.70	0.44
199		Vert %	47.89	54.98	56.71	64.14	39.62	44.78
200		Index	100	115	118	134	83	94
201	Employed Part-Time						*	*
202		Unwgt	5913	51	2328	27	3585	24
203		(000)	27672	281	10154	167	17518	114
204		Horz %	100.00	1.02	36.69	0.61	63.31	0.41
205		Vert %	12.01	12.28	9.11	13.88	14.73	10.49
206		Index	100	102	76	116	123	87
207	Not Employed						*	*
208		Unwgt	18602	94	7933	32	10669	62
209		(000)	92373	750	38100	265	54274	485
210		Horz %	100.00	0.81	41.25	0.29	58.75	0.52
211		Vert %	40.10	32.74	34.18	21.97	45.64	44.73
212		Index	100	82	85	55	114	112
213	Temporarily Employed						*	*
214		Unwgt	2975	40	1574	17	1401	23
215		(000)	18093	310	10077	132	8016	178
216		Horz %	100.00	1.71	55.70	0.73	44.30	0.98
217		Vert %	7.85	13.54	9.04	10.98	6.74	16.40
218		Index	100	172	115	140	86	209

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1								
2								
219	Retired (Not Employed)			*		*		*
220		Unwgted	10044	7	4852	2	5192	5
221		(000)	39775	67	18414	36	21362	31
222		Horz %	100.00	0.17	46.29	0.09	53.71	0.08
223		Vert %	17.27	2.94	16.52	3.01	17.97	2.87
224		Index	100	17	96	17	104	17
225	Not Employed; Principal Shopper for HH			*	*	*		*
226		Unwgted	2555	19	42	0	2513	19
227		(000)	15405	165	227	0	15178	165
228		Horz %	100.00	1.07	1.47	0.00	98.53	1.07
229		Vert %	6.69	7.19	0.20	0.00	12.76	15.20
230		Index	100	108	3	0	191	227
231	Occupation: Professional and Related Occupations			*		*		*
232		Unwgted	7709	31	3696	13	4013	18
233		(000)	30625	138	13145	57	17479	81
234		Horz %	100.00	0.45	42.92	0.19	57.08	0.26
235		Vert %	13.29	6.02	11.79	4.74	14.70	7.45
236		Index	100	45	89	36	111	56
237	Occupation: Management, Business and Financial Operations			*		*		*
238		Unwgted	6629	28	4171	15	2458	13
239		(000)	21389	85	12127	48	9262	37
240		Horz %	100.00	0.40	56.70	0.22	43.30	0.17
241		Vert %	9.28	3.71	10.88	3.96	7.79	3.43
242		Index	100	40	117	43	84	37
243	Occupation: Sales and Office Occupations					*		*
244		Unwgted	6696	58	2631	19	4065	39
245		(000)	32500	377	12294	137	20206	240
246		Horz %	100.00	1.16	37.83	0.42	62.17	0.74
247		Vert %	14.11	16.45	11.03	11.35	16.99	22.12
248		Index	100	117	78	80	120	157
249	Occupation: Natural Resources, Construction and Maintenance Occupations			*		*		*
250		Unwgted	2865	37	2788	36	77	1
251		(000)	12920	244	12352	221	568	23
252		Horz %	100.00	1.89	95.60	1.71	4.40	0.18
253		Vert %	5.61	10.64	11.08	18.30	0.48	2.11
254		Index	100	190	198	326	9	38
255	Occupation: Other Employed							*
256		Unwgted	8263	108	5061	67	3202	41
257		(000)	40568	697	23453	479	17115	219
258		Horz %	100.00	1.72	57.81	1.18	42.19	0.54
259		Vert %	17.61	30.44	21.04	39.68	14.39	20.16
260		Index	100	173	119	225	82	114
261	Household Income: \$250,000+			*		*		*
262		Unwgted	1541	1	933	0	608	1
263		(000)	5192	4	2778	0	2413	4
264		Horz %	100.00	0.09	53.51	0.00	46.49	0.09
265		Vert %	2.25	0.19	2.49	0.00	2.03	0.41
266		Index	100	9	111	0	90	18
267	Household Income: \$200,000-\$249,999			*		*		*
268		Unwgted	1413	3	855	2	558	1
269		(000)	5128	12	2673	9	2455	3
270		Horz %	100.00	0.23	52.12	0.17	47.88	0.06
271		Vert %	2.23	0.51	2.40	0.73	2.06	0.26
272		Index	100	23	108	33	93	12

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1								
2								
273	Household Income: \$150,000-\$199,999				*		*	*
274		Unwgted	3390	8	2024	6	1366	2
275		(000)	13415	61	6952	50	6462	11
276		Horz %	100.00	0.46	51.83	0.37	48.17	0.08
277		Vert %	5.82	2.67	6.24	4.13	5.43	1.05
278		Index	100	46	107	71	93	18
279	Household Income: \$100,000-\$149,999				*		*	*
280		Unwgted	7381	25	4323	15	3058	10
281		(000)	34172	121	17408	69	16763	52
282		Horz %	100.00	0.35	50.94	0.20	49.06	0.15
283		Vert %	14.83	5.29	15.62	5.74	14.10	4.79
284		Index	100	36	105	39	95	32
285	Household Income: \$75,000-\$99,999				*		*	*
286		Unwgted	6745	38	3819	21	2926	17
287		(000)	31027	250	15877	152	15150	98
288		Horz %	100.00	0.81	51.17	0.49	48.83	0.32
289		Vert %	13.47	10.92	14.24	12.57	12.74	9.08
290		Index	100	81	106	93	95	67
291	Household Income: \$60,000-\$74,999				*		*	*
292		Unwgted	5572	36	3008	19	2564	17
293		(000)	25077	172	12701	88	12375	84
294		Horz %	100.00	0.69	50.65	0.35	49.35	0.34
295		Vert %	10.89	7.51	11.39	7.28	10.41	7.77
296		Index	100	69	105	67	96	71
297	Household Income: \$50,000-\$59,999				*		*	*
298		Unwgted	4048	34	2139	19	1909	15
299		(000)	18911	274	9469	158	9442	116
300		Horz %	100.00	1.45	50.07	0.84	49.93	0.61
301		Vert %	8.21	11.97	8.49	13.11	7.94	10.70
302		Index	100	146	103	160	97	130
303	Household Income: \$40,000-\$49,999				*		*	*
304		Unwgted	5142	44	2602	30	2540	14
305		(000)	20203	243	9915	175	10287	67
306		Horz %	100.00	1.20	49.08	0.87	50.92	0.33
307		Vert %	8.77	10.60	8.89	14.52	8.65	6.22
308		Index	100	121	101	166	99	71
309	Household Income: \$30,000-\$39,999				*		*	*
310		Unwgted	4923	39	2319	24	2604	15
311		(000)	22348	275	10626	177	11722	99
312		Horz %	100.00	1.23	47.55	0.79	52.45	0.44
313		Vert %	9.70	12.03	9.53	14.67	9.86	9.09
314		Index	100	124	98	151	102	94
315	Household Income: Under \$20,000				*		*	*
316		Unwgted	4715	57	2053	22	2662	35
317		(000)	22989	464	10476	195	12513	269
318		Horz %	100.00	2.02	45.57	0.85	54.43	1.17
319		Vert %	9.98	20.24	9.40	16.15	10.52	24.80
320		Index	100	203	94	162	105	249
321	Median Household Income (\$00)							
322		Unwgted						
323		(000)	59.40	39.70	63.10	45.90	55.90	29.70
324		Horz %						
325		Vert %						
326		Index						

RAB / GfK MRI FORMAT PROFILE: HURBAN

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Hurban Format (Total Week Cume)
1								
2								
327	Marital Status: Single, Never Married							
328		Unwgt	11552	173	6291	100	5261	73
329		(000)	61704	1170	33680	717	28024	453
330		Horz %	100.00	1.90	54.58	1.16	45.42	0.73
331		Vert %	26.78	51.08	30.21	59.45	23.57	41.77
332		Index	100	191	113	222	88	156
333	Marital Status: Currently Married							
334		Unwgt	26908	127	15690	65	11218	62
335		(000)	124920	852	62393	397	62527	455
336		Horz %	100.00	0.68	49.95	0.32	50.05	0.36
337		Vert %	54.22	37.21	55.97	32.90	52.59	42.00
338		Index	100	69	103	61	97	77
339	Marital Status: Legally Separated, Divorced, or Widowed					*		*
340		Unwgt	12304	56	4299	17	8005	39
341		(000)	43750	268	15398	92	28353	176
342		Horz %	100.00	0.61	35.19	0.21	64.81	0.40
343		Vert %	18.99	11.71	13.81	7.65	23.85	16.23
344		Index	100	62	73	40	126	85
345	Marital Status: Engaged to be Married			*		*		*
346		Unwgt	2017	29	1127	22	890	7
347		(000)	10916	222	5674	189	5242	33
348		Horz %	100.00	2.03	51.98	1.73	48.02	0.31
349		Vert %	4.74	9.70	5.09	15.65	4.41	3.08
350		Index	100	205	107	330	93	65
351	Marital Status: Sole Parent (Single Parent)					*		*
352		Unwgt	3472	58	647	8	2825	50
353		(000)	12162	242	2146	39	10017	203
354		Horz %	100.00	1.99	17.64	0.32	82.36	1.67
355		Vert %	5.28	10.55	1.92	3.22	8.42	18.70
356		Index	100	200	36	61	160	354
357	Any Child(ren) Under Age 18 Livig in Household							
358		Unwgt	18919	226	9643	107	9276	119
359		(000)	92793	1568	42721	767	50072	801
360		Horz %	100.00	1.69	46.04	0.83	53.96	0.86
361		Vert %	40.28	68.47	38.33	63.60	42.11	73.90
362		Index	100	170	95	158	105	183
363	1 Child Under Age 18 Living in Household					*		*
364		Unwgt	7680	87	3824	38	3856	49
365		(000)	38924	520	17940	259	20984	262
366		Horz %	100.00	1.34	46.09	0.66	53.91	0.67
367		Vert %	16.90	22.72	16.09	21.44	17.65	24.15
368		Index	100	134	95	127	104	143
369	2 Children Under Age 18 Living in Household					*		*
370		Unwgt	7061	82	3684	43	3377	39
371		(000)	32339	575	15096	300	17243	275
372		Horz %	100.00	1.78	46.68	0.93	53.32	0.85
373		Vert %	14.04	25.11	13.54	24.84	14.50	25.40
374		Index	100	179	96	177	103	181
375	3 Children Under Age 18 Living in Household			*		*		*
376		Unwgt	2928	37	1493	18	1435	19
377		(000)	14381	298	6411	161	7970	137
378		Horz %	100.00	2.07	44.58	1.12	55.42	0.95
379		Vert %	6.24	12.99	5.75	13.32	6.70	12.62
380		Index	100	208	92	213	107	202

RAB / GfK MRI FORMAT PROFILE: HURBAN

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Hurban Format (Total Week Cume)
1								
2								
381	4 or More Children Under Age 18 Living in Household			*		*		*
382		Unwgt	1250	20	642	8	608	12
383		(000)	7150	175	3275	48	3875	127
384		Horz %	100.00	2.45	45.81	0.67	54.19	1.78
385		Vert %	3.10	7.65	2.94	4.00	3.26	11.72
386		Index	100	247	95	129	105	378
387	No Children Under Age 18 Living in Household							
388		Unwgt	31845	130	16637	75	15208	55
389		(000)	137581	722	68749	439	68832	283
390		Horz %	100.00	0.52	49.97	0.32	50.03	0.21
391		Vert %	59.72	31.53	61.67	36.40	57.89	26.10
392		Index	100	53	103	61	97	44
393	Own Residence							
394		Unwgt	36594	144	19385	75	17209	69
395		(000)	158745	895	77287	459	81458	436
396		Horz %	100.00	0.56	48.69	0.29	51.31	0.27
397		Vert %	68.91	39.08	69.33	38.09	68.51	40.19
398		Index	100	57	101	55	99	58
399	Rent Residence							
400		Unwgt	13685	210	6657	107	7028	103
401		(000)	69564	1392	33253	747	36311	645
402		Horz %	100.00	2.00	47.80	1.07	52.20	0.93
403		Vert %	30.20	60.78	29.83	61.91	30.54	59.53
404		Index	100	201	99	205	101	197
405	Live Rent-Free in Residence			*		*		*
406		Unwgt	485	2	238	0	247	2
407		(000)	2066	3	931	0	1135	3
408		Horz %	100.00	0.15	45.07	0.00	54.93	0.15
409		Vert %	0.90	0.13	0.84	0.00	0.95	0.28
410		Index	100	15	93	0	106	31
411	Census Region: North East					*		*
412		Unwgt	11668	86	5967	46	5701	40
413		(000)	42098	435	20126	265	21972	170
414		Horz %	100.00	1.03	47.81	0.63	52.19	0.40
415		Vert %	18.27	18.97	18.06	21.93	18.48	15.69
416		Index	100	104	99	120	101	86
417	Census Region: South							
418		Unwgt	16233	107	8242	53	7991	54
419		(000)	85385	792	41027	378	44358	414
420		Horz %	100.00	0.93	48.05	0.44	51.95	0.49
421		Vert %	37.06	34.60	36.81	31.35	37.31	38.21
422		Index	100	93	99	85	101	103
423	Census Region: Midwest			*		*		*
424		Unwgt	11708	39	6108	20	5600	19
425		(000)	50288	148	24410	80	25878	67
426		Horz %	100.00	0.29	48.54	0.16	51.46	0.13
427		Vert %	21.83	6.45	21.90	6.67	21.76	6.20
428		Index	100	30	100	31	100	28
429	Census Region: West							
430		Unwgt	11155	124	5963	63	5192	61
431		(000)	52603	915	25907	483	26696	432
432		Horz %	100.00	1.74	49.25	0.92	50.75	0.82
433		Vert %	22.83	39.98	23.24	40.05	22.45	39.90
434		Index	100	175	102	175	98	175

RAB / GfK MRI FORMAT PROFILE: HURBAN

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Hurban Format (Total Week Cume)
1								
2								
435	Census Sub-Region: New England			*		*		*
436		Unwgted	2968	12	1509	8	1459	4
437		(000)	11005	86	5282	68	5723	18
438		Horz %	100.00	0.78	47.99	0.62	52.01	0.16
439		Vert %	4.78	3.73	4.74	5.62	4.81	1.63
440		Index	100	78	99	118	101	34
441	Census Sub-Region: Mid Atlantic					*		*
442		Unwgted	8700	74	4458	38	4242	36
443		(000)	31094	349	14845	197	16249	152
444		Horz %	100.00	1.12	47.74	0.63	52.26	0.49
445		Vert %	13.50	15.24	13.32	16.31	13.67	14.05
446		Index	100	113	99	121	101	104
447	Census Sub-Region: South Atlantic					*		*
448		Unwgted	9447	55	4714	29	4733	26
449		(000)	43998	353	20966	203	23032	151
450		Horz %	100.00	0.80	47.65	0.46	52.35	0.34
451		Vert %	19.10	15.43	18.81	16.80	19.37	13.90
452		Index	100	81	98	88	101	73
453	Census Sub-Region: East South Central			*		*		*
454		Unwgted	2111	0	1067	0	1044	0
455		(000)	15182	0	7348	0	7833	0
456		Horz %	100.00	0.00	48.40	0.00	51.60	0.00
457		Vert %	6.59	0.00	6.59	0.00	6.59	0.00
458		Index	100	0	100	0	100	0
459	Census Sub-Region: West South Central					*		*
460		Unwgted	4675	52	2461	24	2214	28
461		(000)	26206	439	12713	175	13493	264
462		Horz %	100.00	1.68	48.51	0.67	51.49	1.01
463		Vert %	11.38	19.17	11.40	14.55	11.35	24.32
464		Index	100	169	100	128	100	214
465	Census Sub-Region: East North Central			*		*		*
466		Unwgted	9127	36	4715	19	4412	17
467		(000)	35069	123	17002	69	18067	54
468		Horz %	100.00	0.35	48.48	0.20	51.52	0.15
469		Vert %	15.22	5.36	15.25	5.72	15.19	4.97
470		Index	100	35	100	38	100	33
471	Census Sub-Region: West North Central			*		*		*
472		Unwgted	2581	3	1393	1	1188	2
473		(000)	15219	25	7407	11	7812	13
474		Horz %	100.00	0.16	48.67	0.08	51.33	0.09
475		Vert %	6.61	1.09	6.65	0.95	6.57	1.24
476		Index	100	16	101	14	99	19
477	Census Sub-Region: Mountain			*		*		*
478		Unwgted	2724	13	1482	7	1242	6
479		(000)	15864	84	7997	45	7867	38
480		Horz %	100.00	0.53	50.41	0.29	49.59	0.24
481		Vert %	6.89	3.66	7.17	3.76	6.62	3.55
482		Index	100	53	104	55	96	52
483	Census Sub-Region: Pacific							
484		Unwgted	8431	111	4481	56	3950	55
485		(000)	36739	832	17910	438	18829	394
486		Horz %	100.00	2.26	48.75	1.19	51.25	1.07
487		Vert %	15.95	36.31	16.07	36.28	15.84	36.35
488		Index	100	228	101	228	99	228

RAB / GfK MRI FORMAT PROFILE: HURBAN

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			U.S. Adults 18+	Adults 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Hurban Format (Total Week Cume)
1								
2								
489	County Size: A							
490		Unwgt	29018	288	14991	152	14027	136
491		(000)	94997	1661	46021	920	48976	740
492		Horz %	100.00	1.75	48.45	0.97	51.55	0.78
493		Vert %	41.24	72.51	41.29	76.29	41.19	68.31
494		Index	100	176	100	185	100	166
495	County Size: B					*		*
496		Unwgt	12013	56	6243	25	5770	31
497		(000)	70160	498	33876	248	36284	250
498		Horz %	100.00	0.71	48.28	0.35	51.72	0.36
499		Vert %	30.45	21.74	30.39	20.56	30.52	23.06
500		Index	100	71	100	67	100	76
501	County Size: C			*		*		*
502		Unwgt	5679	8	2963	3	2716	5
503		(000)	33516	79	16165	18	17351	61
504		Horz %	100.00	0.24	48.23	0.05	51.77	0.18
505		Vert %	14.55	3.45	14.50	1.51	14.59	5.61
506		Index	100	24	100	10	100	39
507	County Size: D			*		*		*
508		Unwgt	4054	4	2083	2	1971	2
509		(000)	31701	53	15408	20	16293	33
510		Horz %	100.00	0.17	48.60	0.06	51.40	0.10
511		Vert %	13.76	2.30	13.82	1.65	13.70	3.02
512		Index	100	17	100	12	100	22
513	Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume)			*		*		*
514		Unwgt	8525	81	3708	35	4817	46
515		(000)	38188	499	15124	207	23064	292
516		Horz %	100.00	1.31	39.60	0.54	60.40	0.76
517		Vert %	16.58	21.80	13.57	17.18	19.40	26.94
518		Index	100	132	82	104	117	163
519	Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume)			*		*		*
520		Unwgt	737	8	434	4	303	4
521		(000)	3058	61	1631	36	1427	26
522		Horz %	100.00	2.01	53.33	1.17	46.67	0.84
523		Vert %	1.33	2.68	1.46	2.98	1.20	2.36
524		Index	100	202	110	224	90	178
525	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume)			*		*		*
526		Unwgt	539	2	270	0	269	2
527		(000)	2702	6	1185	0	1518	6
528		Horz %	100.00	0.23	43.84	0.00	56.16	0.23
529		Vert %	1.17	0.28	1.06	0.00	1.28	0.58
530		Index	100	24	91	0	109	50
531	Radio Formats: All News (Mon-Sun 24-Hr Cume)			*		*		*
532		Unwgt	3825	19	2307	12	1518	7
533		(000)	9833	84	5539	65	4295	19
534		Horz %	100.00	0.85	56.33	0.66	43.67	0.19
535		Vert %	4.27	3.65	4.97	5.38	3.61	1.73
536		Index	100	85	116	126	85	40
537	Radio Formats: All Sports (Mon-Sun 24-Hr Cume)			*		*		*
538		Unwgt	3855	19	3222	15	633	4
539		(000)	12824	83	10318	55	2507	28
540		Horz %	100.00	0.65	80.45	0.43	19.55	0.22
541		Vert %	5.57	3.64	9.26	4.57	2.11	2.60
542		Index	100	65	166	82	38	47

RAB / GfK MRI FORMAT PROFILE: HURBAN

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1								
2								
543	Radio Formats: All Talk (Mon-Sun 24-Hr Cume)			*		*		*
544		Unwgted	1386	2	922	2	464	0
545		(000)	5131	11	3233	11	1897	0
546		Horz %	100.00	0.22	63.02	0.22	36.98	0.00
547		Vert %	2.23	0.49	2.90	0.92	1.60	0.00
548		Index	100	22	130	42	72	0
549	Radio Formats: Alternative (Mon-Sun 24-Hr Cume)			*		*		*
550		Unwgted	3593	26	2194	13	1399	13
551		(000)	15471	153	8671	67	6800	86
552		Horz %	100.00	0.99	56.05	0.43	43.95	0.56
553		Vert %	6.72	6.67	7.78	5.52	5.72	7.95
554		Index	100	99	116	82	85	118
555	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume)							
556		Unwgted	8799	184	3958	89	4841	95
557		(000)	44088	1180	18463	630	25625	550
558		Horz %	100.00	2.68	41.88	1.43	58.12	1.25
559		Vert %	19.14	51.53	16.56	52.27	21.55	50.70
560		Index	100	269	87	273	113	265
561	Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume)			*		*		*
562		Unwgted	3032	20	1723	16	1309	4
563		(000)	13875	164	7377	127	6498	38
564		Horz %	100.00	1.18	53.17	0.91	46.83	0.27
565		Vert %	6.02	7.17	6.62	10.49	5.46	3.48
566		Index	100	119	110	174	91	58
567	Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume)			*		*		*
568		Unwgted	4432	27	3001	17	1431	10
569		(000)	20642	142	13324	101	7318	41
570		Horz %	100.00	0.69	64.55	0.49	35.45	0.20
571		Vert %	8.96	6.19	11.95	8.36	6.15	3.78
572		Index	100	69	133	93	69	42
573	Radio Formats: Classical (Mon-Sun 24-Hr Cume)			*		*		*
574		Unwgted	1771	5	934	3	837	2
575		(000)	6064	25	3018	15	3046	11
576		Horz %	100.00	0.42	49.76	0.24	50.24	0.18
577		Vert %	2.63	1.11	2.71	1.22	2.56	0.98
578		Index	100	42	103	46	97	37
579	Radio Formats: Country (Mon-Sun 24-Hr Cume)			*		*		*
580		Unwgted	8534	30	4291	12	4243	18
581		(000)	46390	181	21500	70	24890	110
582		Horz %	100.00	0.39	46.35	0.15	53.65	0.24
583		Vert %	20.14	7.88	19.29	5.81	20.93	10.19
584		Index	100	39	96	29	104	51
585	Radio Formats: Ethnic (Mon-Sun 24-Hr Cume)			*		*		*
586		Unwgted	273	3	147	3	126	0
587		(000)	1081	25	544	25	537	0
588		Horz %	100.00	2.27	50.31	2.27	49.69	0.00
589		Vert %	0.47	1.07	0.49	2.04	0.45	0.00
590		Index	100	229	104	434	96	0
591	Radio Formats: Gospel (Mon-Sun 24-Hr Cume)			*		*		*
592		Unwgted	819	3	311	1	508	2
593		(000)	4222	21	1601	8	2621	13
594		Horz %	100.00	0.49	37.93	0.19	62.07	0.30
595		Vert %	1.83	0.91	1.44	0.68	2.20	1.16
596		Index	100	49	78	37	120	63

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1								
2								
597	Radio Formats: Hispanic - All							
598	Genres (Mon-Sun 24-Hr Cume)	Unwgt	2249	356	1178	182	1071	174
599		(000)	15622	2290	8027	1206	7594	1084
600		Horz %	100.00	14.66	51.39	7.72	48.61	6.94
601		Vert %	6.78	100.00	7.20	100.00	6.39	100.00
602		Index	100	1475	106	1475	94	1475
603	Radio Formats: Hot AC (Mon-Sun 24-Hr Cume)			*		*		*
604		Unwgt	2567	47	978	20	1589	27
605		(000)	12122	279	4191	117	7931	162
606		Horz %	100.00	2.30	34.57	0.97	65.43	1.34
607		Vert %	5.26	12.20	3.76	9.72	6.67	14.96
608		Index	100	232	71	185	127	284
609	Radio Formats: Hot Country (Mon-Sun 24-Hr Cume)			*		*		*
610		Unwgt	1753	14	668	4	1085	10
611		(000)	10170	85	3398	22	6772	64
612		Horz %	100.00	0.84	33.41	0.21	66.59	0.63
613		Vert %	4.41	3.73	3.05	1.81	5.70	5.87
614		Index	100	85	69	41	129	133
615	Radio Formats: Hurban (Mon-Sun 24-Hr Cume)							
616		Unwgt	356	356	182	182	174	174
617		(000)	2290	2290	1206	1206	1084	1084
618		Horz %	100.00	100.00	52.67	52.67	47.33	47.33
619		Vert %	0.99	100.00	1.08	100.00	0.91	100.00
620		Index	100	10060	109	10060	92	10060
621	Radio Formats: Jazz (Mon-Sun 24-Hr Cume)			*		*		*
622		Unwgt	1138	8	637	3	501	5
623		(000)	3902	34	2114	16	1788	18
624		Horz %	100.00	0.87	54.17	0.42	45.83	0.45
625		Vert %	1.69	1.48	1.90	1.35	1.50	1.63
626		Index	100	87	112	80	89	96
627	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume)							
628		Unwgt	890	116	511	61	379	55
629		(000)	6766	841	3651	417	3115	424
630		Horz %	100.00	12.43	53.96	6.17	46.04	6.26
631		Vert %	2.94	36.72	3.28	34.60	2.62	39.08
632		Index	100	1250	112	1178	89	1331
633	Radio Formats: News/Talk (Mon-Sun 24-Hr Cume)			*		*		*
634		Unwgt	7780	16	4790	10	2990	6
635		(000)	26067	41	15441	26	10626	15
636		Horz %	100.00	0.16	59.23	0.10	40.77	0.06
637		Vert %	11.32	1.80	13.85	2.19	8.94	1.36
638		Index	100	16	122	19	79	12
639	Radio Formats: Oldies (Mon-Sun 24-Hr Cume)			*		*		*
640		Unwgt	2627	25	1408	12	1219	13
641		(000)	12292	218	6168	103	6124	115
642		Horz %	100.00	1.77	50.18	0.83	49.82	0.94
643		Vert %	5.34	9.51	5.53	8.51	5.15	10.62
644		Index	100	178	104	159	97	199
645	Radio Formats: Public (Mon-Sun 24-Hr Cume)			*		*		*
646		Unwgt	2643	6	1367	6	1276	0
647		(000)	9819	21	4722	21	5097	0
648		Horz %	100.00	0.21	48.09	0.21	51.91	0.00
649		Vert %	4.26	0.91	4.24	1.72	4.29	0.00
650		Index	100	21	99	40	101	0

RAB / GfK MRI FORMAT PROFILE: HURBAN

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Hurban Format (Total Week Cume)
1								
2								
651	Radio Formats: Religious (Mon-Sun 24-Hr Cume)			*		*		*
652		Unwgt	3833	29	1618	15	2215	14
653		(000)	17826	159	6593	85	11233	74
654		Horz %	100.00	0.89	36.98	0.48	63.02	0.41
655		Vert %	7.74	6.95	5.91	7.08	9.45	6.81
656		Index	100	90	76	92	122	88
657	Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume)							
658		Unwgt	2879	116	1419	66	1460	50
659		(000)	14270	746	6744	487	7526	259
660		Horz %	100.00	5.23	47.26	3.41	52.74	1.82
661		Vert %	6.19	32.57	6.05	40.34	6.33	23.94
662		Index	100	526	98	651	102	386
663	Radio Formats: Rock (Mon-Sun 24-Hr Cume)			*		*		*
664		Unwgt	5056	24	3241	11	1815	13
665		(000)	22282	145	13599	79	8683	65
666		Horz %	100.00	0.65	61.03	0.36	38.97	0.29
667		Vert %	9.67	6.32	12.20	6.58	7.30	6.04
668		Index	100	65	126	68	76	62
669	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume)			*		*		*
670		Unwgt	1928	13	760	4	1168	9
671		(000)	8571	90	3028	40	5543	50
672		Horz %	100.00	1.05	35.33	0.47	64.67	0.58
673		Vert %	3.72	3.92	2.72	3.33	4.66	4.58
674		Index	100	105	73	90	125	123
675	Radio Formats: Spanish AC (subset of "Hispanic") (Mon-Sun 24-Hr Cume)							
676		Unwgt	725	130	347	65	378	65
677		(000)	4946	793	2297	399	2649	394
678		Horz %	100.00	16.04	46.44	8.07	53.56	7.96
679		Vert %	2.15	34.64	2.06	33.11	2.23	36.34
680		Index	100	1613	96	1542	104	1693
681	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume)					*		*
682		Unwgt	311	80	161	46	150	34
683		(000)	1886	459	1056	292	830	167
684		Horz %	100.00	24.34	56.00	15.49	44.00	8.85
685		Vert %	0.82	20.04	0.95	24.22	0.70	15.40
686		Index	100	2449	116	2959	85	1881
687	Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume)							
688		Unwgt	5552	356	2624	182	2928	174
689		(000)	27519	2290	12691	1206	14829	1084
690		Horz %	100.00	8.32	46.12	4.38	53.88	3.94
691		Vert %	11.95	100.00	11.38	100.00	12.47	100.00
692		Index	100	837	95	837	104	837
693	Radio Formats: Urban AC (Mon-Sun 24-Hr Cume)					*		*
694		Unwgt	863	81	373	35	490	46
695		(000)	4247	499	1745	207	2503	292
696		Horz %	100.00	11.75	41.07	4.88	58.93	6.87
697		Vert %	1.84	21.80	1.57	17.18	2.10	26.94
698		Index	100	1182	85	932	114	1461
699	Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume)			*		*		*
700		Unwgt	232	25	117	12	115	13
701		(000)	1517	218	738	103	779	115
702		Horz %	100.00	14.35	48.66	6.76	51.34	7.59
703		Vert %	0.66	9.51	0.66	8.51	0.66	10.62
704		Index	100	1444	101	1292	99	1613

RAB / GfK MRI FORMAT PROFILE: HURBAN

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			U.S. Adults 18+	Adults 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Hurban Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Hurban Format (Total Week Cume)
1								
2								
705	Radio Formats: Variety (Mon-Sun 24-Hr Cume)			*		*		*
706		Unwgt	1406	12	796	7	610	5
707		(000)	6356	65	3473	50	2883	15
708		Horz %	100.00	1.02	54.64	0.78	45.36	0.23
709		Vert %	2.76	2.82	3.12	4.14	2.42	1.35
710		Index	100	102	113	150	88	49
711	Listen to Traffic Reports							
712		Unwgt	28850	174	15670	93	13180	81
713		(000)	120723	1160	60610	627	60113	532
714		Horz %	100.00	0.96	50.21	0.52	49.79	0.44
715		Vert %	52.40	50.63	54.37	52.01	50.56	49.09
716		Index	100	97	104	99	96	94
717	Listen to Any Sports Play-by-Play on Radio					*		*
718		Unwgt	9164	56	6438	37	2726	19
719		(000)	38468	314	25046	194	13423	120
720		Horz %	100.00	0.82	65.11	0.51	34.89	0.31
721		Vert %	16.70	13.73	22.47	16.12	11.29	11.07
722		Index	100	82	135	97	68	66
723	Radio Daypart Cumes: Monday-Sunday 24-Hours							
724		Unwgt	42006	349	22222	180	19784	169
725		(000)	188851	2260	92691	1200	96159	1060
726		Horz %	100.00	1.20	49.08	0.64	50.92	0.56
727		Vert %	81.98	98.69	83.15	99.51	80.87	97.79
728		Index	100	120	101	121	99	119
729	Radio Daypart Cumes: Weekday 6-10AM							
730		Unwgt	26258	193	14399	104	11859	89
731		(000)	112676	1256	56948	716	55728	540
732		Horz %	100.00	1.11	50.54	0.64	49.46	0.48
733		Vert %	48.91	54.85	51.09	59.34	46.87	49.84
734		Index	100	112	104	121	96	102
735	Radio Daypart Cumes: Weekday 10AM-3PM							
736		Unwgt	18640	174	10125	85	8515	89
737		(000)	84177	1056	42668	507	41510	549
738		Horz %	100.00	1.25	50.69	0.60	49.31	0.65
739		Vert %	36.54	46.10	38.28	42.01	34.91	50.65
740		Index	100	126	105	115	96	139
741	Radio Daypart Cumes: Weekday 3-7PM							
742		Unwgt	22605	205	12448	109	10157	96
743		(000)	98984	1364	50585	778	48399	586
744		Horz %	100.00	1.38	51.10	0.79	48.90	0.59
745		Vert %	42.97	59.55	45.38	64.49	40.70	54.05
746		Index	100	139	106	150	95	126
747	Radio Daypart Cumes: Weekday 7PM-Midnight							*
748		Unwgt	7585	108	4181	63	3404	45
749		(000)	35636	590	18732	321	16904	270
750		Horz %	100.00	1.66	52.56	0.90	47.44	0.76
751		Vert %	15.47	25.77	16.80	26.58	14.22	24.87
752		Index	100	167	109	172	92	161
753	Radio Daypart Cumes: Weekday Midnight-6AM			*		*		*
754		Unwgt	2339	25	1429	12	910	13
755		(000)	11108	174	6434	99	4674	75
756		Horz %	100.00	1.57	57.92	0.89	42.08	0.68
757		Vert %	4.82	7.60	5.77	8.17	3.93	6.96
758		Index	100	158	120	169	82	144

RAB / GfK MRI FORMAT PROFILE: HURBAN

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1								
2								
759	Radio Daypart Cumes:							
760	Weekend 6-10AM	Unwgt	15693	124	8454	58	7239	66
761		(000)	68813	836	34737	405	34076	431
762		Horz %	100.00	1.22	50.48	0.59	49.52	0.63
763		Vert %	29.87	36.52	31.16	33.60	28.66	39.77
764		Index	100	122	104	112	96	133
765	Radio Daypart Cumes:							
766	Weekend 10AM-3PM	Unwgt	21506	210	11022	101	10484	109
767		(000)	96212	1339	45558	657	50654	682
768		Horz %	100.00	1.39	47.35	0.68	52.65	0.71
769		Vert %	41.76	58.48	40.87	54.50	42.60	62.91
770		Index	100	140	98	131	102	151
771	Radio Daypart Cumes:							
772	Weekend 3-7PM	Unwgt	15724	188	8255	94	7469	94
773		(000)	72203	1198	35440	617	36763	581
774		Horz %	100.00	1.66	49.08	0.85	50.92	0.80
775		Vert %	31.34	52.32	31.79	51.17	30.92	53.60
776		Index	100	167	101	163	99	171
777	Radio Daypart Cumes:							
778	Weekend 7PM-Midnight	Unwgt	7637	118	4095	59	3542	59
779		(000)	36563	741	18499	370	18064	371
780		Horz %	100.00	2.03	50.59	1.01	49.41	1.02
781		Vert %	15.87	32.38	16.60	30.69	15.19	34.25
782		Index	100	204	105	193	96	216
783	Radio Daypart Cumes:			*		*		*
784	Weekend Midnight-6AM	Unwgt	1857	30	1070	13	787	17
785		(000)	9163	165	5059	91	4104	74
786		Horz %	100.00	1.80	55.22	0.99	44.78	0.81
787		Vert %	3.98	7.21	4.54	7.54	3.45	6.84
788		Index	100	181	114	190	87	172
789	Most Often Listen to Radio at					*		*
790	Home - Typical Weekday	Unwgt	8565	69	3856	30	4709	39
791		(000)	39763	472	16939	180	22824	293
792		Horz %	100.00	1.19	42.60	0.45	57.40	0.74
793		Vert %	17.26	20.63	15.20	14.90	19.20	27.00
794		Index	100	120	88	86	111	156
795	Most Often Listen to Radio in							
796	Vehicle - Typical Weekday	Unwgt	31284	230	16603	118	14681	112
797		(000)	139172	1498	68349	813	70822	685
798		Horz %	100.00	1.08	49.11	0.58	50.89	0.49
799		Vert %	60.41	65.42	61.32	67.40	59.56	63.21
800		Index	100	108	101	112	99	105
801	Most Often Listen to Radio at			*		*		*
802	Work - Typical Weekday	Unwgt	4631	47	2865	29	1766	18
803		(000)	22312	282	12773	198	9539	84
804		Horz %	100.00	1.26	57.25	0.89	42.75	0.37
805		Vert %	9.69	12.30	11.46	16.43	8.02	7.71
806		Index	100	127	118	170	83	80
807	Most Often Listen to Radio			*		*		*
808	Other Place (Not Home,	Unwgt	303	4	176	2	127	2
809	Vehicle, Work) - Typical	(000)	1618	14	908	6	710	8
810	Weekday	Horz %	100.00	0.89	56.12	0.38	43.88	0.51
811		Vert %	0.70	0.63	0.81	0.51	0.60	0.76
812		Index	100	89	116	72	85	108

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1								
2								
813	Most Often Listen to Radio at Home - Typical Weekend						*	
814		Unwgt	10970	101	5294	43	5676	58
815		(000)	50422	685	22990	304	27432	381
816		Horz %	100.00	1.36	45.60	0.60	54.40	0.76
817		Vert %	21.89	29.92	20.62	25.19	23.07	35.18
818		Index	100	137	94	115	105	161
819	Most Often Listen to Radio in Vehicle - Typical Weekend							
820		Unwgt	29384	224	15499	119	13885	105
821		(000)	131660	1433	63968	793	67692	640
822		Horz %	100.00	1.09	48.59	0.60	51.41	0.49
823		Vert %	57.15	62.58	57.39	65.76	56.93	59.04
824		Index	100	109	100	115	100	103
825	Most often Listen to Radio at Work - Typical Weekend			*		*		*
826		Unwgt	1271	14	839	11	432	3
827		(000)	6636	87	4104	77	2531	10
828		Horz %	100.00	1.31	61.85	1.16	38.15	0.15
829		Vert %	2.88	3.80	3.68	6.38	2.13	0.92
830		Index	100	132	128	222	74	32
831	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend			*		*		*
832		Unwgt	411	7	262	3	149	4
833		(000)	2111	45	1290	18	821	27
834		Horz %	100.00	2.11	61.10	0.85	38.90	1.26
835		Vert %	0.92	1.94	1.16	1.49	0.69	2.46
836		Index	100	212	126	162	75	268
837	Ever Listen to AM Radio					*		*
838		Unwgt	12619	81	7801	46	4818	35
839		(000)	45368	421	26616	245	18752	175
840		Horz %	100.00	0.93	58.67	0.54	41.33	0.39
841		Vert %	19.69	18.37	23.88	20.34	15.77	16.17
842		Index	100	93	121	103	80	82
843	Ever Listen to FM Radio							
844		Unwgt	38802	356	20017	182	18785	174
845		(000)	180242	2290	86936	1206	93306	1084
846		Horz %	100.00	1.27	48.23	0.67	51.77	0.60
847		Vert %	78.24	100.00	77.99	100.00	78.47	100.00
848		Index	100	128	100	128	100	128
849	Ever Listen to Internet Radio			*		*		*
850		Unwgt	2190	21	1197	12	993	9
851		(000)	9911	138	5066	91	4844	46
852		Horz %	100.00	1.39	51.12	0.92	48.88	0.47
853		Vert %	4.30	6.01	4.55	7.57	4.07	4.28
854		Index	100	140	106	176	95	99
855	Ever Listen to Satellite Radio			*		*		*
856		Unwgt	5397	12	3156	5	2241	7
857		(000)	21379	46	11090	29	10289	17
858		Horz %	100.00	0.21	51.87	0.14	48.13	0.08
859		Vert %	9.28	2.00	9.95	2.40	8.65	1.55
860		Index	100	22	107	26	93	17
861	Listened to Radio Online - Last 30 Days							*
862		Unwgt	8938	99	5242	63	3696	36
863		(000)	38579	595	20709	381	17871	214
864		Horz %	100.00	1.54	53.68	0.99	46.32	0.55
865		Vert %	16.75	25.98	18.58	31.59	15.03	19.75
866		Index	100	155	111	189	90	118

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1								
2								
867	Visited a Radio Station, Radio Program or Radio Personality's Web Site - Last 30 Days			*		*		*
868		Unwgted	3566	29	2145	21	1421	8
869		(000)	14994	162	8461	112	6533	50
870		Horz %	100.00	1.08	56.43	0.75	43.57	0.34
871		Vert %	6.51	7.09	7.59	9.29	5.49	4.65
872		Index	100	109	117	143	84	71
873	Household Subscribes to Satellite Radio			*		*		*
874		Unwgted	7418	18	4285	7	3133	11
875		(000)	30456	105	15624	33	14832	72
876		Horz %	100.00	0.34	51.30	0.11	48.70	0.23
877		Vert %	13.22	4.58	14.02	2.76	12.47	6.60
878		Index	100	35	106	21	94	50
879	Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement							
880		Unwgted	17929	136	9279	61	8650	75
881		(000)	84302	934	40831	468	43471	466
882		Horz %	100.00	1.11	48.43	0.56	51.57	0.55
883		Vert %	36.59	40.81	36.63	38.84	36.56	42.99
884		Index	100	112	100	106	100	117
885	Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement				*	*		
886		Unwgted	24484	174	0	0	24484	174
887		(000)	118904	1084	0	0	118904	1084
888		Horz %	100.00	0.91	0.00	0.00	100.00	0.91
889		Vert %	51.61	47.33	0.00	0.00	100.00	100.00
890		Index	100	92	0	0	194	194
891	Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement							
892		Unwgted	18648	126	9553	60	9095	66
893		(000)	85647	881	41290	466	44357	415
894		Horz %	100.00	1.03	48.21	0.54	51.79	0.48
895		Vert %	37.18	38.48	37.04	38.63	37.30	38.32
896		Index	100	104	100	104	100	103
897	For Me, Advertising on Radio Is Amusing - Agree with Statement							
898		Unwgted	14915	109	8026	55	6889	54
899		(000)	70126	737	35673	381	34453	356
900		Horz %	100.00	1.05	50.87	0.54	49.13	0.51
901		Vert %	30.44	32.19	32.00	31.59	28.98	32.86
902		Index	100	106	105	104	95	108
903	Vehicle Currently Owned/Leased Has AM/FM Radio							
904		Unwgted	39027	225	20390	114	18637	111
905		(000)	173829	1364	84354	710	89474	653
906		Horz %	100.00	0.78	48.53	0.41	51.47	0.38
907		Vert %	75.45	59.55	75.67	58.90	75.25	60.27
908		Index	100	79	100	78	100	80
909	Vehicle Currently Owned/Leased Has Satellite Radio			*		*		*
910		Unwgted	8883	26	4997	12	3886	14
911		(000)	37327	131	18765	78	18562	53
912		Horz %	100.00	0.35	50.27	0.21	49.73	0.14
913		Vert %	16.20	5.72	16.83	6.44	15.61	4.92
914		Index	100	35	104	40	96	30
915	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)							
916		Unwgted	38086	228	20250	113	17836	115
917		(000)	168267	1371	82475	701	85793	671
918		Horz %	100.00	0.81	49.01	0.42	50.99	0.40
919		Vert %	73.04	59.88	73.99	58.09	72.15	61.87
920		Index	100	82	101	80	99	85

RAB / GfK MRI FORMAT PROFILE: HURBAN

	A	B	C	D	E	F	G	H
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1								
2								
921	Vehicle Currently Owned/Leased Has MP3 Player Connection						*	*
922		Unwgt	8443	63	4828	28	3615	35
923		(000)	37368	329	19346	139	18023	190
924		Horz %	100.00	0.88	51.77	0.37	48.23	0.51
925		Vert %	16.22	14.36	17.36	11.55	15.16	17.50
926		Index	100	89	107	71	93	108
927	Vehicle Currently Owned/Leased Has DVD Player			*			*	*
928		Unwgt	5562	32	3019	17	2543	15
929		(000)	23341	171	11296	87	12046	84
930		Horz %	100.00	0.73	48.39	0.37	51.61	0.36
931		Vert %	10.13	7.47	10.13	7.22	10.13	7.76
932		Index	100	74	100	71	100	77
933	TV Total (Monday-Sunday) Prime-Time Cume Audience							
934		Unwgt	42214	293	21780	148	20434	145
935		(000)	190067	1805	91273	938	98794	867
936		Horz %	100.00	0.95	48.02	0.49	51.98	0.46
937		Vert %	82.50	78.81	81.88	77.75	83.09	79.99
938		Index	100	96	99	94	101	97
939	TV Weekday Prime-Time Cume Audience (8-11PM Eastern/Pacific, 7-10PM Central/Mountain)							
940		Unwgt	34027	230	17446	112	16581	118
941		(000)	152513	1501	72873	751	79640	751
942		Horz %	100.00	0.98	47.78	0.49	52.22	0.49
943		Vert %	66.20	65.55	65.37	62.22	66.98	69.26
944		Index	100	99	99	94	101	105
945	TV Saturday Prime-Time Cume Audience (8-11PM Eastern/Pacific, 7-10PM Central/Mountain)							
946		Unwgt	28330	190	14733	100	13597	90
947		(000)	127565	1132	61984	653	65581	479
948		Horz %	100.00	0.89	48.59	0.51	51.41	0.38
949		Vert %	55.37	49.42	55.61	54.12	55.15	44.20
950		Index	100	89	100	98	100	80
951	TV Sunday Prime-Time Cume Audience (7-11PM Eastern/Pacific, 5-10PM Central/Mountain)							
952		Unwgt	33267	233	17135	115	16132	118
953		(000)	148294	1384	70989	721	77305	663
954		Horz %	100.00	0.93	47.87	0.49	52.13	0.45
955		Vert %	64.37	60.45	63.68	59.79	65.01	61.18
956		Index	100	94	99	93	101	95
957	TV Daytime Cume Audience (Weekdays 9AM-4PM Eastern/Pacific, 9AM-3PM Central/Mountain)						*	*
958		Unwgt	14527	92	6577	41	7950	51
959		(000)	71497	608	30527	271	40971	338
960		Horz %	100.00	0.85	42.70	0.38	57.30	0.47
961		Vert %	31.04	26.57	27.39	22.44	34.46	31.17
962		Index	100	86	88	72	111	100
963	TV Early Fringe Cume Audience (Weekdays 4-7:30PM Eastern/Pacific), 3-6:30PM Central/Mountain)							
964		Unwgt	26005	184	13346	93	12659	91
965		(000)	119308	1147	57118	599	62191	548
966		Horz %	100.00	0.96	47.87	0.50	52.13	0.46
967		Vert %	51.79	50.09	51.24	49.63	52.30	50.60
968		Index	100	97	99	96	101	98
969	TV Late Fringe Cume Audience (Weekdays 11:30PM-1AM Eastern/Pacific, 10:30PM-Midnight)						*	*
970		Unwgt	8799	78	4738	43	4061	35
971		(000)	41182	446	20991	237	20191	208
972		Horz %	100.00	1.08	50.97	0.58	49.03	0.51
973		Vert %	17.88	19.47	18.83	19.69	16.98	19.22
974		Index	100	109	105	110	95	108

RAB / GfK MRI FORMAT PROFILE: HURBAN

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1								
2								
975	TV Weekend Sports Cume Audience (Saturday-Sunday Afternoon)							
976		Unwgt	25992	219	14593	118	11399	101
977		(000)	119317	1425	62500	761	56817	664
978		Horz %	100.00	1.19	52.38	0.64	47.62	0.56
979		Vert %	51.79	62.23	56.07	63.10	47.78	61.26
980		Index	100	120	108	122	92	118
981	TV Weekend Children's Shows Cume Audience (Saturday-Sunday Morning)							
982		Unwgt	20769	168	10818	85	9951	83
983		(000)	95574	1004	46927	516	48647	488
984		Horz %	100.00	1.05	49.10	0.54	50.90	0.51
985		Vert %	41.49	43.82	42.10	42.78	40.91	44.98
986		Index	100	106	101	103	99	108
987	Downloaded a TV Program from Internet - Last 30 Days			*		*		*
988		Unwgt	1932	12	1236	8	696	4
989		(000)	8140	53	4957	27	3183	25
990		Horz %	100.00	0.65	60.90	0.34	39.10	0.31
991		Vert %	3.53	2.30	4.45	2.27	2.68	2.32
992		Index	100	65	126	64	76	66
993	Watched a TV Program Online - Last 30 Days			*		*		*
994		Unwgt	6218	43	3483	22	2735	21
995		(000)	27440	264	14096	141	13344	122
996		Horz %	100.00	0.96	51.37	0.52	48.63	0.45
997		Vert %	11.91	11.52	12.65	11.72	11.22	11.30
998		Index	100	97	106	98	94	95
999	Visited a TV Network or TV Show's Website - Last 30 Days					*		*
1000		Unwgt	10093	80	5060	44	5033	36
1001		(000)	43433	477	20075	273	23358	204
1002		Horz %	100.00	1.10	46.22	0.63	53.78	0.47
1003		Vert %	18.85	20.81	18.01	22.63	19.64	18.78
1004		Index	100	110	96	120	104	100
1005	Household Subscribes to Cable TV							
1006		Unwgt	29494	194	14792	97	14702	97
1007		(000)	127387	1199	59472	625	67915	574
1008		Horz %	100.00	0.94	46.69	0.49	53.31	0.45
1009		Vert %	55.30	52.35	53.35	51.84	57.12	52.92
1010		Index	100	95	96	94	103	96
1011	Household Subscribes to Digital Cable							
1012		Unwgt	23318	150	11977	71	11341	79
1013		(000)	97306	869	46197	398	51109	471
1014		Horz %	100.00	0.89	47.48	0.41	52.52	0.48
1015		Vert %	42.24	37.94	41.44	33.00	42.98	43.43
1016		Index	100	90	98	78	102	103
1017	Viewed Any Cable TV (Including Pay) - Past Week							
1018		Unwgt	42237	277	21981	145	20256	132
1019		(000)	188977	1715	91345	898	97632	817
1020		Horz %	100.00	0.91	48.34	0.48	51.66	0.43
1021		Vert %	82.03	74.89	81.95	74.49	82.11	75.35
1022		Index	100	91	100	91	100	92
1023	Heavy Cable TV Viewing (Including Pay) - Past Week							
1024		Unwgt	31569	240	17199	122	14370	118
1025		(000)	142875	1456	72282	728	70593	728
1026		Horz %	100.00	1.02	50.59	0.51	49.41	0.51
1027		Vert %	62.02	63.59	64.84	60.39	59.37	67.15
1028		Index	100	103	105	97	96	108

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1								
2								
1029	Viewed Any Premium Cable Channels - Last 30 Days							
1030		Unwgted	17138	152	9577	84	7561	68
1031		(000)	76613	938	39372	480	37241	458
1032		Horz %	100.00	1.22	51.39	0.63	48.61	0.60
1033		Vert %	33.26	40.96	35.32	39.78	31.32	42.27
1034	Index	100	123	106	120	94	127	
1035	Viewed Any Video-On-Demand TV Programs - Last 30 Days			*		*		*
1036		Unwgted	5984	39	2947	20	3037	19
1037		(000)	23452	221	10658	103	12795	118
1038		Horz %	100.00	0.94	45.44	0.44	54.56	0.50
1039		Vert %	10.18	9.64	9.56	8.50	10.76	10.90
1040	Index	100	95	94	84	106	107	
1041	Viewed Any Video-On-Demand Movies - Last 30 Days					*		*
1042		Unwgted	8751	70	4558	35	4193	35
1043		(000)	35683	383	16682	161	19001	222
1044		Horz %	100.00	1.07	46.75	0.45	53.25	0.62
1045		Vert %	15.49	16.75	14.97	13.38	15.98	20.49
1046	Index	100	108	97	86	103	132	
1047	Viewed Any Video-On-Demand Programming - Past 12 Months					*		*
1048		Unwgted	12191	95	6375	48	5816	47
1049		(000)	49219	512	23457	245	25762	268
1050		Horz %	100.00	1.04	47.66	0.50	52.34	0.54
1051		Vert %	21.36	22.37	21.04	20.28	21.67	24.70
1052	Index	100	105	98	95	101	116	
1053	Household Has a Satellite Dish					*		*
1054		Unwgted	12431	78	6868	45	5563	33
1055		(000)	63897	537	32491	304	31406	233
1056		Horz %	100.00	0.84	50.85	0.48	49.15	0.36
1057		Vert %	27.74	23.44	29.15	25.20	26.41	21.47
1058	Index	100	84	105	91	95	77	
1059	Household Has a Digital Video Recorder (DVR)							
1060		Unwgted	22029	124	11905	63	10124	61
1061		(000)	94062	702	46528	338	47534	364
1062		Horz %	100.00	0.75	49.46	0.36	50.54	0.39
1063		Vert %	40.83	30.63	41.74	28.02	39.98	33.54
1064	Index	100	75	102	69	98	82	
1065	Household Has TiVo-Brand DVR Video Recorder (Stand-Alone)			*		*		*
1066		Unwgted	572	1	316	1	256	0
1067		(000)	2095	9	1087	9	1008	0
1068		Horz %	100.00	0.42	51.89	0.42	48.11	0.00
1069		Vert %	0.91	0.38	0.98	0.72	0.85	0.00
1070	Index	100	42	107	79	93	0	
1071	Any Internet/Online Activity - Last 30 Days							
1072		Unwgted	41577	304	21755	154	19822	150
1073		(000)	181282	1891	87773	988	93509	903
1074		Horz %	100.00	1.04	48.42	0.54	51.58	0.50
1075		Vert %	78.69	82.56	78.74	81.88	78.64	83.32
1076	Index	100	105	100	104	100	106	
1077	Downloaded Music from Internet - Last 30 Days							
1078		Unwgted	10591	132	5998	80	4593	52
1079		(000)	49339	843	25962	481	23378	362
1080		Horz %	100.00	1.71	52.62	0.97	47.38	0.73
1081		Vert %	21.42	36.79	23.29	39.88	19.66	33.36
1082	Index	100	172	109	186	92	156	

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1								
2								
1083	Downloaded				*		*	*
1084	Podcasts/Podcasting from Internet - Last 30 Days	Unwgt	1957	11	1296	7	661	4
1085		(000)	7780	40	4918	31	2861	8
1086		Horz %	100.00	0.51	63.22	0.40	36.78	0.11
1087		Vert %	3.38	1.73	4.41	2.61	2.41	0.76
1088		Index	100	51	131	77	71	22
1089	Downloaded a Movie from Internet - Last 30 Days				*		*	*
1090		Unwgt	2848	32	1863	19	985	13
1091		(000)	12997	245	8163	111	4834	134
1092		Horz %	100.00	1.89	62.81	0.85	37.19	1.03
1093		Vert %	5.64	10.70	7.32	9.17	4.07	12.40
1094		Index	100	190	130	163	72	220
1095	Watched a Movie Online - Last 30 Days						*	*
1096		Unwgt	5288	62	3368	39	1920	23
1097		(000)	24686	443	14912	270	9774	173
1098		Horz %	100.00	1.79	60.41	1.10	39.59	0.70
1099		Vert %	10.72	19.35	13.38	22.42	8.22	15.92
1100		Index	100	181	125	209	77	149
1101	Visited Online Blogs, Wrote Online Blog, Posted Comment or Review on Blog, Online Forum, Message or Bulletin Board - Last 30 Days						*	*
1102		Unwgt	9205	74	4773	41	4432	33
1103		(000)	40926	471	19080	229	21846	242
1104		Horz %	100.00	1.15	46.62	0.56	53.38	0.59
1105		Vert %	17.77	20.55	17.12	18.99	18.37	22.30
1106		Index	100	116	96	107	103	126
1107	Uploaded or Added Video to Website - Last 30 Days				*		*	*
1108		Unwgt	2468	34	1387	21	1081	13
1109		(000)	11387	165	5781	86	5606	79
1110		Horz %	100.00	1.45	50.77	0.76	49.23	0.69
1111		Vert %	4.94	7.22	5.19	7.17	4.71	7.29
1112		Index	100	146	105	145	95	147
1113	Visited a Chat Room - Last 30 Days				*		*	*
1114		Unwgt	2480	28	1430	16	1050	12
1115		(000)	12455	188	6813	103	5642	85
1116		Horz %	100.00	1.51	54.70	0.83	45.30	0.68
1117		Vert %	5.41	8.22	6.11	8.57	4.75	7.83
1118		Index	100	152	113	159	88	145
1119	Used e-Mail - Last 30 Days							
1120		Unwgt	37612	255	19298	129	18314	126
1121		(000)	159278	1497	74855	771	84422	726
1122		Horz %	100.00	0.94	47.00	0.48	53.00	0.46
1123		Vert %	69.14	65.38	67.15	63.94	71.00	66.98
1124		Index	100	95	97	92	103	97
1125	Used Instant Messenger/IM Online - Last 30 Days							
1126		Unwgt	21202	193	10469	94	10733	99
1127		(000)	98919	1265	45133	644	53786	621
1128		Horz %	100.00	1.28	45.63	0.65	54.37	0.63
1129		Vert %	42.94	55.24	40.49	53.41	45.23	57.27
1130		Index	100	129	94	124	105	133
1131	Visited Facebook.com - Last 30 Days							
1132		Unwgt	22936	197	10711	97	12225	100
1133		(000)	105871	1240	45724	581	60147	659
1134		Horz %	100.00	1.17	43.19	0.55	56.81	0.62
1135		Vert %	45.96	54.14	41.02	48.20	50.58	60.76
1136		Index	100	118	89	105	110	132

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1								
2								
1137	Visited Flickr.com - Last 30 Days			*		*		*
1138		Unwgt	1128	3	671	3	457	0
1139		(000)	4799	29	2698	29	2101	0
1140		Horz %	100.00	0.61	56.22	0.61	43.78	0.00
1141		Vert %	2.08	1.27	2.42	2.42	1.77	0.00
1142		Index	100	61	116	116	85	0
1143	Visited LinkedIn.com - Last 30 Days			*		*		*
1144		Unwgt	4150	16	2487	10	1663	6
1145		(000)	13209	50	7432	27	5778	23
1146		Horz %	100.00	0.38	56.26	0.21	43.74	0.17
1147		Vert %	5.73	2.18	6.67	2.26	4.86	2.09
1148		Index	100	38	116	39	85	36
1149	Visited MySpace.com - Last 30 Days			*		*		*
1150		Unwgt	1938	47	1033	22	905	25
1151		(000)	11658	336	5548	162	6110	175
1152		Horz %	100.00	2.89	47.59	1.39	52.41	1.50
1153		Vert %	5.06	14.69	4.98	13.39	5.14	16.13
1154		Index	100	290	98	265	102	319
1155	Visited Photobucket.com - Last 30 Days			*		*		*
1156		Unwgt	1086	18	550	5	536	13
1157		(000)	5565	75	2495	30	3071	45
1158		Horz %	100.00	1.35	44.82	0.54	55.18	0.81
1159		Vert %	2.42	3.28	2.24	2.50	2.58	4.16
1160		Index	100	136	93	103	107	172
1161	Visited Shutterfly.com - Last 30 Days			*		*		*
1162		Unwgt	1519	8	402	2	1117	6
1163		(000)	6033	34	1285	9	4748	25
1164		Horz %	100.00	0.57	21.29	0.16	78.71	0.41
1165		Vert %	2.62	1.50	1.15	0.78	3.99	2.31
1166		Index	100	57	44	30	152	88
1167	Visited Twitter.com - Last 30 Days			*		*		*
1168		Unwgt	2984	27	1671	17	1313	10
1169		(000)	13447	124	6861	65	6585	59
1170		Horz %	100.00	0.92	51.03	0.48	48.97	0.44
1171		Vert %	5.84	5.41	6.16	5.40	5.54	5.42
1172		Index	100	93	105	93	95	93
1173	Visited YouTube.com - Last 30 Days							
1174		Unwgt	18165	195	10470	110	7695	85
1175		(000)	82265	1209	43969	698	38296	511
1176		Horz %	100.00	1.47	53.45	0.85	46.55	0.62
1177		Vert %	35.71	52.80	39.44	57.85	32.21	47.17
1178		Index	100	148	110	162	90	132
1179	Rated or Reviewed a Product or Service on Any Social Network - Last 30 Days			*		*		*
1180		Unwgt	3136	35	1508	17	1628	18
1181		(000)	14311	233	6530	100	7781	133
1182		Horz %	100.00	1.63	45.63	0.70	54.37	0.93
1183		Vert %	6.21	10.16	5.86	8.26	6.54	12.28
1184		Index	100	164	94	133	105	198
1185	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family							
1186		Unwgt	27940	256	14247	124	13693	132
1187		(000)	128335	1595	59812	783	68523	811
1188		Horz %	100.00	1.24	46.61	0.61	53.39	0.63
1189		Vert %	55.71	69.63	53.66	64.94	57.63	74.85
1190		Index	100	125	96	117	103	134

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1								
2								
1191	Ever Used Text Messaging on Cellular/Mobile					*		*
1192	Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion	Unwgt	3600	55	1896	32	1704	23
1193		(000)	17138	314	8427	210	8711	104
1194		Horz %	100.00	1.83	49.17	1.22	50.83	0.61
1195		Vert %	7.44	13.71	7.56	17.37	7.33	9.64
1196		Index	100	184	102	234	98	130
1197	Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile Phone/Smartphone					*		*
1198		Unwgt	3873	77	2055	41	1818	36
1199		(000)	18580	436	9291	243	9289	193
1200		Horz %	100.00	2.35	50.01	1.31	49.99	1.04
1201		Vert %	8.07	19.04	8.33	20.16	7.81	17.79
1202		Index	100	236	103	250	97	221
1203	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase					*		*
1204		Unwgt	1757	35	1003	20	754	15
1205		(000)	8486	184	4618	129	3869	55
1206		Horz %	100.00	2.17	54.41	1.52	45.59	0.65
1207		Vert %	3.68	8.05	4.14	10.71	3.25	5.09
1208		Index	100	219	112	291	88	138
1209	Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile Phone/Smartphone					*		*
1210		Unwgt	3905	50	2001	21	1904	29
1211		(000)	18488	331	8514	154	9974	178
1212		Horz %	100.00	1.79	46.05	0.83	53.95	0.96
1213		Vert %	8.03	14.47	7.64	12.73	8.39	16.41
1214		Index	100	180	95	159	105	204
1215	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone					*		*
1216		Unwgt	8656	97	4442	44	4214	53
1217		(000)	40217	610	18941	287	21276	323
1218		Horz %	100.00	1.52	47.10	0.71	52.90	0.80
1219		Vert %	17.46	26.64	16.99	23.81	17.89	29.78
1220		Index	100	153	97	136	102	171
1221	Ever Redeemed a Mobile Coupon from Cellular/Mobile Phone/Smartphone					*		*
1222		Unwgt	1965	17	921	10	1044	7
1223		(000)	9318	114	3968	63	5350	51
1224		Horz %	100.00	1.23	42.59	0.68	57.41	0.55
1225		Vert %	4.04	5.00	3.56	5.26	4.50	4.70
1226		Index	100	124	88	130	111	116
1227	Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile Phone/Smartphone					*		*
1228		Unwgt	2693	37	1736	22	957	15
1229		(000)	12631	231	7382	158	5249	73
1230		Horz %	100.00	1.83	58.44	1.25	41.56	0.58
1231		Vert %	5.48	10.07	6.62	13.08	4.41	6.71
1232		Index	100	184	121	239	81	122
1233	Ever Watched Live Television on Cellular/Mobile Phone/Smartphone					*		*
1234		Unwgt	1291	20	861	13	430	7
1235		(000)	6103	117	3691	89	2412	28
1236		Horz %	100.00	1.92	60.48	1.47	39.52	0.46
1237		Vert %	2.65	5.13	3.31	7.42	2.03	2.58
1238		Index	100	194	125	280	77	97
1239	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone					*		*
1240		Unwgt	1619	9	1047	4	572	5
1241		(000)	7444	32	4427	17	3017	16
1242		Horz %	100.00	0.43	59.48	0.22	40.52	0.21
1243		Vert %	3.23	1.41	3.97	1.37	2.54	1.45
1244		Index	100	44	123	42	79	45

RAB / GfK MRI FORMAT PROFILE: HURBAN

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1								
2								
1245	Ever Listened to Music on Cellular/Mobile Phone/Smartphone					*		
1246		Unwgt	8759	103	4947	46	3812	57
1247		(000)	41422	685	21366	293	20056	392
1248		Horz %	100.00	1.65	51.58	0.71	48.42	0.95
1249		Vert %	17.98	29.92	19.17	24.28	16.87	36.19
1250		Index	100	166	107	135	94	201
1251	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone							
1252		Unwgt	10793	124	6536	74	4257	50
1253		(000)	46232	743	25561	449	20671	294
1254		Horz %	100.00	1.61	55.29	0.97	44.71	0.64
1255		Vert %	20.07	32.46	22.93	37.23	17.38	27.15
1256		Index	100	162	114	186	87	135
1257	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone							*
1258		Unwgt	7537	81	5491	65	2046	16
1259		(000)	31880	514	21734	395	10146	119
1260		Horz %	100.00	1.61	68.17	1.24	31.83	0.37
1261		Vert %	13.84	22.45	19.50	32.78	8.53	10.96
1262		Index	100	162	141	237	62	79
1263	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone							
1264		Unwgt	11814	133	6755	76	5059	57
1265		(000)	51372	849	26734	471	24638	378
1266		Horz %	100.00	1.65	52.04	0.92	47.96	0.74
1267		Vert %	22.30	37.09	23.98	39.06	20.72	34.90
1268		Index	100	166	108	175	93	157
1269	Ever Visited a Search Engine on Cellular/Mobile Phone/Smartphone							
1270		Unwgt	13412	143	7541	79	5871	64
1271		(000)	58167	812	29836	423	28331	389
1272		Horz %	100.00	1.40	51.29	0.73	48.71	0.67
1273		Vert %	25.25	35.47	26.77	35.11	23.83	35.86
1274		Index	100	140	106	139	94	142
1275	Ever Visited or Used a Social Networking Site on Cellular/Mobile Phone/Smartphone							*
1276		Unwgt	8960	103	4585	55	4375	48
1277		(000)	41200	627	19350	307	21851	321
1278		Horz %	100.00	1.52	46.96	0.74	53.04	0.78
1279		Vert %	17.88	27.39	17.36	25.42	18.38	29.58
1280		Index	100	153	97	142	103	165
1281	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone					*		*
1282		Unwgt	6477	57	3756	34	2721	23
1283		(000)	28485	328	15075	213	13410	114
1284		Horz %	100.00	1.15	52.92	0.75	47.08	0.40
1285		Vert %	12.36	14.31	13.52	17.68	11.28	10.56
1286		Index	100	116	109	143	91	85
1287	Read Any Daily Newspaper					*		*
1288		Unwgt	18473	80	10078	48	8395	32
1289		(000)	75392	477	37876	317	37515	160
1290		Horz %	100.00	0.63	50.24	0.42	49.76	0.21
1291		Vert %	32.73	20.83	33.98	26.30	31.55	14.73
1292		Index	100	64	104	80	96	45
1293	Read Any Sunday Newspaper							*
1294		Unwgt	22699	99	11550	50	11149	49
1295		(000)	95498	583	44426	302	51072	281
1296		Horz %	100.00	0.61	46.52	0.32	53.48	0.29
1297		Vert %	41.45	25.45	39.85	25.03	42.95	25.92
1298		Index	100	61	96	60	104	63

RAB / GfK MRI FORMAT PROFILE: HURBAN

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1								
2								
1299	Read Advertisements in Weekday Newspaper			*		*		*
1300		Unwgt	6188	17	2816	11	3372	6
1301		(000)	28200	91	11426	62	16774	29
1302		Horz %	100.00	0.32	40.52	0.22	59.48	0.10
1303		Vert %	12.24	3.99	10.25	5.14	14.11	2.71
1304		Index	100	33	84	42	115	22
1305	Read Advertisements in Sunday/Weekend Newspaper			*		*		*
1306		Unwgt	8128	29	3490	8	4638	21
1307		(000)	36348	173	14049	38	22300	135
1308		Horz %	100.00	0.47	38.65	0.10	61.35	0.37
1309		Vert %	15.78	7.54	12.60	3.15	18.75	12.42
1310		Index	100	48	80	20	119	79
1311	Read Classified Advertising in Weekday Newspaper			*		*		*
1312		Unwgt	6167	39	3180	16	2987	23
1313		(000)	31328	229	14506	75	16821	154
1314		Horz %	100.00	0.73	46.31	0.24	53.69	0.49
1315		Vert %	13.60	10.00	13.01	6.18	14.15	14.24
1316		Index	100	74	96	45	104	105
1317	Read Classified Advertising in Sunday/Weekend Newspaper			*		*		*
1318		Unwgt	6978	36	3398	12	3580	24
1319		(000)	34108	192	15176	52	18932	140
1320		Horz %	100.00	0.56	44.49	0.15	55.51	0.41
1321		Vert %	14.81	8.38	13.61	4.31	15.92	12.90
1322		Index	100	57	92	29	108	87
1323	Read Circulars/Inserts/Fliers in Weekday Newspaper			*		*		*
1324		Unwgt	7940	24	3338	13	4602	11
1325		(000)	34515	146	12910	71	21606	75
1326		Horz %	100.00	0.42	37.40	0.21	62.60	0.22
1327		Vert %	14.98	6.35	11.58	5.89	18.17	6.87
1328		Index	100	42	77	39	121	46
1329	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*		*		*
1330		Unwgt	12103	35	4866	14	7237	21
1331		(000)	51749	203	18660	70	33089	133
1332		Horz %	100.00	0.39	36.06	0.14	63.94	0.26
1333		Vert %	22.46	8.89	16.74	5.84	27.83	12.27
1334		Index	100	40	75	26	124	55
1335	Read Newspaper on e-Reader/Tablet - Last 6 Months			*		*		*
1336		Unwgt	1512	7	952	5	560	2
1337		(000)	5352	48	3118	45	2234	3
1338		Horz %	100.00	0.89	58.26	0.84	41.74	0.05
1339		Vert %	2.32	2.08	2.80	3.72	1.88	0.26
1340		Index	100	90	120	160	81	11
1341	Personally Referred to Yellow Pages (Paper or Internet) - Past Week			*		*		*
1342		Unwgt	9256	41	4203	7	5053	34
1343		(000)	42473	254	17817	37	24656	217
1344		Horz %	100.00	0.60	41.95	0.09	58.05	0.51
1345		Vert %	18.44	11.11	15.98	3.08	20.74	20.05
1346		Index	100	60	87	17	112	109
1347	Personally Referred to Paper Yellow Pages - Past Week			*		*		*
1348		Unwgt	6328	26	2872	5	3456	21
1349		(000)	29769	171	12582	24	17187	147
1350		Horz %	100.00	0.57	42.27	0.08	57.73	0.49
1351		Vert %	12.92	7.47	11.29	1.99	14.45	13.57
1352		Index	100	58	87	15	112	105

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1								
2								
1353	Personally Referred to Internet				*		*	*
1354	Yellow Pages - Past Week	Unwgt	3834	18	1696	4	2138	14
1355		(000)	16836	103	6687	24	10149	79
1356		Horz %	100.00	0.61	39.72	0.14	60.28	0.47
1357		Vert %	7.31	4.49	6.00	2.00	8.54	7.27
1358		Index	100	62	82	27	117	99
1359	Have Seen Digital/Video Ads							
1360	in Shopping Malls - Last 6	Unwgt	12375	134	6801	68	5574	66
1361	Months	(000)	58004	879	29376	435	28627	443
1362		Horz %	100.00	1.51	50.65	0.75	49.35	0.76
1363		Vert %	25.18	38.37	26.35	36.10	24.08	40.89
1364		Index	100	152	105	143	96	162
1365	Have Seen Digital/Video Ads							*
1366	in Bars/Pubs - Last 6 Months	Unwgt	7666	90	4747	50	2919	40
1367		(000)	36680	581	20852	294	15828	287
1368		Horz %	100.00	1.59	56.85	0.80	43.15	0.78
1369		Vert %	15.92	25.39	18.71	24.38	13.31	26.51
1370		Index	100	159	117	153	84	167
1371	Have Seen Digital/Video Ads						*	*
1372	in Gym/Health Clubs - Last 6	Unwgt	6795	76	3891	40	2904	36
1373	Months	(000)	32254	497	17166	243	15088	254
1374		Horz %	100.00	1.54	53.22	0.75	46.78	0.79
1375		Vert %	14.00	21.70	15.40	20.15	12.69	23.43
1376		Index	100	155	110	144	91	167
1377	Have Seen Digital/Video Ads							*
1378	in Medical Offices - Last 6	Unwgt	10232	102	5207	54	5025	48
1379	Months	(000)	49109	634	22892	331	26218	303
1380		Horz %	100.00	1.29	46.61	0.67	53.39	0.62
1381		Vert %	21.32	27.68	20.54	27.48	22.05	27.91
1382		Index	100	130	96	129	103	131
1383	Have Seen Digital/Video Ads							*
1384	in Airports - Last 6 Months	Unwgt	9360	85	5440	50	3920	35
1385		(000)	41630	565	22336	339	19295	226
1386		Horz %	100.00	1.36	53.65	0.81	46.35	0.54
1387		Vert %	18.07	24.69	20.04	28.11	16.23	20.88
1388		Index	100	137	111	156	90	116
1389	Have Seen Digital/Video Ads							*
1390	at Gas Stations - Last 6	Unwgt	12231	120	7301	66	4930	54
1391	Months	(000)	55564	828	30620	421	24943	407
1392		Horz %	100.00	1.49	55.11	0.76	44.89	0.73
1393		Vert %	24.12	36.16	27.47	34.90	20.98	37.57
1394		Index	100	150	114	145	87	156
1395	Have Seen Digital/Video Ads						*	*
1396	in Office Building Elevators -	Unwgt	8635	90	4859	46	3776	44
1397	Last 6 Months	(000)	39663	535	20404	249	19259	286
1398		Horz %	100.00	1.35	51.44	0.63	48.56	0.72
1399		Vert %	17.22	23.35	18.30	20.61	16.20	26.40
1400		Index	100	136	106	120	94	153
1401	Have Seen Digital/Video Ads							
1402	in Stores - Last 6 Months	Unwgt	14809	115	8131	59	6678	56
1403		(000)	69366	769	35299	387	34067	382
1404		Horz %	100.00	1.11	50.89	0.56	49.11	0.55
1405		Vert %	30.11	33.59	31.67	32.09	28.65	35.25
1406		Index	100	112	105	107	95	117

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1								
2								
1407	Have Seen Digital/Video Ads in Restaurants - Last 6 Months							*
1408		Unwgted	9731	107	5597	60	4134	47
1409		(000)	47270	731	25163	374	22107	357
1410		Horz %	100.00	1.55	53.23	0.79	46.77	0.75
1411		Vert %	20.52	31.93	22.57	31.04	18.59	32.92
1412		Index	100	156	110	151	91	160
1413	Have Seen Ads on Billboards - Last 6 Months							
1414		Unwgted	32686	195	17333	98	15353	97
1415		(000)	147223	1272	72239	640	74984	632
1416		Horz %	100.00	0.86	49.07	0.43	50.93	0.43
1417		Vert %	63.91	55.56	64.81	53.09	63.06	58.30
1418		Index	100	87	101	83	99	91
1419	Have Seen Ads on Buses/Trains - Last 6 Months							
1420		Unwgted	17373	142	9530	75	7843	67
1421		(000)	75212	905	38263	447	36949	459
1422		Horz %	100.00	1.20	50.87	0.59	49.13	0.61
1423		Vert %	32.65	39.53	34.33	37.04	31.07	42.30
1424		Index	100	121	105	113	95	130
1425	Have Seen Ads at Bus Stops or Train Stations - Last 6 Months							
1426		Unwgted	12527	123	7040	62	5487	61
1427		(000)	54426	788	28375	355	26051	433
1428		Horz %	100.00	1.45	52.13	0.65	47.87	0.80
1429		Vert %	23.62	34.41	25.46	29.40	21.91	39.98
1430		Index	100	146	108	124	93	169
1431	Have Seen Ads Inside Taxis - Last 6 Months					*		*
1432		Unwgted	7184	73	4105	38	3079	35
1433		(000)	32282	455	17376	208	14905	247
1434		Horz %	100.00	1.41	53.83	0.64	46.17	0.77
1435		Vert %	14.01	19.85	15.59	17.22	12.54	22.79
1436		Index	100	142	111	123	89	163
1437	Have Seen Ads on Top of Taxis - Last 6 Months							
1438		Unwgted	11263	107	6572	57	4691	50
1439		(000)	48910	683	26688	339	22222	344
1440		Horz %	100.00	1.40	54.57	0.69	45.43	0.70
1441		Vert %	21.23	29.82	23.94	28.10	18.69	31.74
1442		Index	100	140	113	132	88	150
1443	Have Seen Ads on Phone Booths - Last 6 Months					*		*
1444		Unwgted	6539	81	3842	44	2697	37
1445		(000)	31382	518	17185	259	14198	258
1446		Horz %	100.00	1.65	54.76	0.83	45.24	0.82
1447		Vert %	13.62	22.60	15.42	21.48	11.94	23.85
1448		Index	100	166	113	158	88	175
1449	Have Seen Ads at Sports or Entertainment Events - last 6 Months							*
1450		Unwgted	15270	110	9192	65	6078	45
1451		(000)	68549	640	38007	359	30542	281
1452		Horz %	100.00	0.93	55.44	0.52	44.56	0.41
1453		Vert %	29.76	27.95	34.10	29.79	25.69	25.90
1454		Index	100	94	115	100	86	87
1455	Have Seen Ads on Postcards - Last 6 Months					*		*
1456		Unwgted	10441	79	5341	41	5100	38
1457		(000)	46860	516	22200	270	24661	246
1458		Horz %	100.00	1.10	47.37	0.58	52.63	0.53
1459		Vert %	20.34	22.54	19.92	22.40	20.74	22.70
1460		Index	100	111	98	110	102	112

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1								
2								
1461	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months							
1462		Unwgt	11880	108	6458	52	5422	56
1463		(000)	55733	654	27932	303	27801	351
1464		Horz %	100.00	1.17	50.12	0.54	49.88	0.63
1465		Vert %	24.19	28.58	25.06	25.13	23.38	32.41
1466		Index	100	118	104	104	97	134
1467	Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months							
1468		Unwgt	24385	154	12974	75	11411	79
1469		(000)	111246	969	54793	460	56453	509
1470		Horz %	100.00	0.87	49.25	0.41	50.75	0.46
1471		Vert %	48.29	42.33	49.15	38.13	47.48	47.00
1472		Index	100	88	102	79	98	97
1473	Have Seen Infomercials - Last 6 Months							
1474		Unwgt	17354	126	9275	62	8079	64
1475		(000)	80809	837	39696	366	41113	470
1476		Horz %	100.00	1.04	49.12	0.45	50.88	0.58
1477		Vert %	35.08	36.53	35.61	30.38	34.58	43.37
1478		Index	100	104	102	87	99	124
1479	Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months							
1480		Unwgt	27289	162	13855	82	13434	80
1481		(000)	122415	1037	57167	487	65248	549
1482		Horz %	100.00	0.85	46.70	0.40	53.30	0.45
1483		Vert %	53.14	45.26	51.28	40.38	54.87	50.70
1484		Index	100	85	97	76	103	95
1485	Have Seen Product Placement in Video Games - Last 6 Months					*		*
1486		Unwgt	7712	91	4702	49	3010	42
1487		(000)	39249	595	22522	284	16726	311
1488		Horz %	100.00	1.52	57.38	0.72	42.62	0.79
1489		Vert %	17.04	25.99	20.20	23.56	14.07	28.69
1490		Index	100	153	119	138	83	168
1491	Have Seen Product Placement in TV Shows - Last 6 Months							
1492		Unwgt	26807	165	14328	89	12479	76
1493		(000)	121884	1048	60563	560	61321	488
1494		Horz %	100.00	0.86	49.69	0.46	50.31	0.40
1495		Vert %	52.91	45.76	54.33	46.39	51.57	45.05
1496		Index	100	86	103	88	97	85
1497	Have Seen Product Placement in Movies - Last 6 Months							
1498		Unwgt	19656	152	10767	77	8889	75
1499		(000)	90596	985	46182	470	44414	514
1500		Horz %	100.00	1.09	50.98	0.52	49.02	0.57
1501		Vert %	39.33	42.99	41.43	38.99	37.35	47.44
1502		Index	100	109	105	99	95	121
1503	Have Seen Ads at the Cinema - Last 6 Months							
1504		Unwgt	19424	135	10086	66	9338	69
1505		(000)	87394	844	42339	398	45055	446
1506		Horz %	100.00	0.97	48.45	0.46	51.55	0.51
1507		Vert %	37.94	36.87	37.98	33.00	37.89	41.17
1508		Index	100	97	100	87	100	109
1509	Your Intentions - Likely to Buy First House/Residence - Next 12 Months					*		*
1510		Unwgt	4144	56	2173	37	1971	19
1511		(000)	23864	413	12097	269	11767	144
1512		Horz %	100.00	1.73	50.69	1.13	49.31	0.60
1513		Vert %	10.36	18.03	10.85	22.32	9.90	13.26
1514		Index	100	174	105	215	96	128

RAB / GfK MRI FORMAT PROFILE: HURBAN

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1								
2								
1515	Your Intentions - Likely to Buy			*		*		*
1516	Second House/Vacation Home	Unwgted	2417	24	1343	17	1074	7
1517	- Next 12 Months	(000)	11124	166	5878	106	5247	60
1518		Horz %	100.00	1.49	52.84	0.95	47.16	0.54
1519		Vert %	4.83	7.23	5.27	8.77	4.41	5.52
1520		Index	100	150	109	182	91	114
1521	Your Intentions - Likely to Sell			*		*		*
1522	House/Residence - Next 12	Unwgted	3368	10	1803	6	1565	4
1523	Months	(000)	13882	57	7053	41	6830	15
1524		Horz %	100.00	0.41	50.80	0.30	49.20	0.11
1525		Vert %	6.03	2.47	6.33	3.42	5.74	1.42
1526		Index	100	41	105	57	95	24
1527	Your Intentions - Likely to			*		*		*
1528	Take Out 2nd Mortgage or	Unwgted	1218	3	727	2	491	1
1529	Equity Loan - Next 12 Months	(000)	5366	22	3009	16	2357	6
1530		Horz %	100.00	0.41	56.08	0.30	43.92	0.11
1531		Vert %	2.33	0.97	2.70	1.35	1.98	0.54
1532		Index	100	42	116	58	85	23
1533	Your Intentions - Likely to			*		*		*
1534	Remodel Kitchen - Next 12	Unwgted	5407	26	3019	16	2388	10
1535	Months	(000)	24807	169	12848	114	11959	54
1536		Horz %	100.00	0.68	51.79	0.46	48.21	0.22
1537		Vert %	10.77	7.36	11.53	9.47	10.06	5.00
1538		Index	100	68	107	88	93	46
1539	Your Intentions - Likely to			*		*		*
1540	Remodel Bathroom - Next 12	Unwgted	6440	24	3601	14	2839	10
1541	Months	(000)	29418	147	15187	95	14231	52
1542		Horz %	100.00	0.50	51.62	0.32	48.38	0.18
1543		Vert %	12.77	6.42	13.62	7.87	11.97	4.80
1544		Index	100	50	107	62	94	38
1545	Your Intentions - Likely to			*		*		*
1546	Convert Room to Home Office	Unwgted	1476	10	837	6	639	4
1547	- Next 12 Months	(000)	7006	64	3723	45	3283	19
1548		Horz %	100.00	0.91	53.14	0.64	46.86	0.27
1549		Vert %	3.04	2.78	3.34	3.72	2.76	1.72
1550		Index	100	91	110	122	91	57
1551	Your Intentions - Likely to Add			*		*		*
1552	Rooms/Exterior Additions to	Unwgted	1411	8	837	5	574	3
1553	Home - Next 12 Months	(000)	6731	55	3720	40	3010	15
1554		Horz %	100.00	0.82	55.27	0.59	44.73	0.22
1555		Vert %	2.92	2.40	3.34	3.30	2.53	1.39
1556		Index	100	82	114	113	87	48
1557	Your Intentions - Likely to Do			*		*		*
1558	Other Remodeling Projects to	Unwgted	3226	17	1803	10	1423	7
1559	Home - Next 12 Months	(000)	14406	116	7520	83	6886	33
1560		Horz %	100.00	0.80	52.20	0.57	47.80	0.23
1561		Vert %	6.25	5.06	6.75	6.84	5.79	3.08
1562		Index	100	81	108	109	93	49
1563	Your Intentions - Likely to			*		*		*
1564	Purchase Homeowner or	Unwgted	8339	44	4476	24	3863	20
1565	Personal Property Insurance -	(000)	36699	262	18414	136	18285	126
1566	Next 12 Months	Horz %	100.00	0.71	50.18	0.37	49.82	0.34
1567		Vert %	15.93	11.43	16.52	11.26	15.38	11.62
1568		Index	100	72	104	71	97	73

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1								
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1569	Your Intentions - Likely to Purchase Life Insurance - Next 12 Months			*		*		*
1570		Unwgted	6492	47	3421	22	3071	25
1571		(000)	31124	326	15451	163	15672	163
1572		Horz %	100.00	1.05	49.64	0.52	50.36	0.53
1573		Vert %	13.51	14.25	13.86	13.50	13.18	15.08
1574		Index	100	105	103	100	98	112
1575	Your Intentions - Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months			*		*		*
1576		Unwgted	10728	43	6103	22	4625	21
1577		(000)	42348	209	22396	121	19952	88
1578		Horz %	100.00	0.49	52.89	0.29	47.11	0.21
1579		Vert %	18.38	9.12	20.09	10.02	16.78	8.11
1580		Index	100	50	109	54	91	44
1581	Your Intentions - Likely to Visit Theme Park - Next 12 Months					*		
1582		Unwgted	10852	97	5689	47	5163	50
1583		(000)	50528	581	24461	313	26067	268
1584		Horz %	100.00	1.15	48.41	0.62	51.59	0.53
1585		Vert %	21.93	25.35	21.94	25.95	21.92	24.68
1586		Index	100	116	100	118	100	113
1587	Your Intentions - Likely to Take Cruise (for More Than 1 Day) - Next 12 Months					*		*
1588		Unwgted	8749	51	4446	26	4303	25
1589		(000)	38375	312	18213	157	20162	155
1590		Horz %	100.00	0.81	47.46	0.41	52.54	0.40
1591		Vert %	16.66	13.63	16.34	13.01	16.96	14.32
1592		Index	100	82	98	78	102	86
1593	Your Intentions - Likely to Buy a New Vehicle - Next 12 Months					*		*
1594		Unwgted	7672	76	4174	45	3498	31
1595		(000)	36308	498	18030	311	18278	187
1596		Horz %	100.00	1.37	49.66	0.86	50.34	0.52
1597		Vert %	15.76	21.74	16.17	25.78	15.37	17.25
1598		Index	100	138	103	164	98	109
1599	Your Intentions - Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months					*		*
1600		Unwgted	10607	77	5862	40	4745	37
1601		(000)	53923	502	27638	267	26285	235
1602		Horz %	100.00	0.93	51.25	0.49	48.75	0.44
1603		Vert %	23.41	21.93	24.79	22.11	22.11	21.73
1604		Index	100	94	106	94	94	93
1605	Your Intentions - Likely to Lease a Vehicle - Next 12 Months			*		*		*
1606		Unwgted	2534	20	1291	11	1243	9
1607		(000)	12202	168	5869	104	6333	64
1608		Horz %	100.00	1.37	48.10	0.85	51.90	0.52
1609		Vert %	5.30	7.32	5.27	8.62	5.33	5.88
1610		Index	100	138	99	163	101	111
1611	Your Intentions - Likely to Buy a 2-Door Car - Next 12 Months			*		*		*
1612		Unwgted	3080	31	1781	18	1299	13
1613		(000)	15566	191	8671	114	6894	77
1614		Horz %	100.00	1.22	55.71	0.73	44.29	0.49
1615		Vert %	6.76	8.32	7.78	9.42	5.80	7.10
1616		Index	100	123	115	139	86	105
1617	Your Intentions - Likely to Buy a 4-Door Car - Next 12 Months			*		*		*
1618		Unwgted	8518	80	4500	42	4018	38
1619		(000)	41828	582	20328	317	21500	265
1620		Horz %	100.00	1.39	48.60	0.76	51.40	0.63
1621		Vert %	18.16	25.43	18.24	26.29	18.08	24.47
1622		Index	100	140	100	145	100	135

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1								
2								
1623	Your Intentions - Likely to Buy a Van/Mini-Van - Next 12 Months			*		*		*
1624		Unwgt	2447	34	1340	17	1107	17
1625		(000)	12807	194	6431	98	6375	96
1626		Horz %	100.00	1.51	50.22	0.77	49.78	0.75
1627		Vert %	5.56	8.47	5.77	8.14	5.36	8.83
1628		Index	100	152	104	146	96	159
1629	Your Intentions - Likely to Buy a Motorcycle - Next 12 Months			*		*		*
1630		Unwgt	1278	14	809	9	469	5
1631		(000)	6999	88	4242	61	2756	27
1632		Horz %	100.00	1.25	60.62	0.87	39.38	0.38
1633		Vert %	3.04	3.82	3.81	5.06	2.32	2.45
1634		Index	100	126	125	167	76	81
1635	Your Intentions - Likely to Buy a Sport-Utility Vehicle - Next 12 Months			*		*		*
1636		Unwgt	4517	35	2479	21	2038	14
1637		(000)	21316	231	10692	120	10624	111
1638		Horz %	100.00	1.09	50.16	0.56	49.84	0.52
1639		Vert %	9.25	10.10	9.59	9.96	8.93	10.26
1640		Index	100	109	104	108	97	111
1641	Your Intentions - Likely to Buy a Light Truck - Next 12 Months			*		*		*
1642		Unwgt	3310	25	2076	17	1234	8
1643		(000)	17770	191	10215	123	7555	68
1644		Horz %	100.00	1.08	57.48	0.69	42.52	0.38
1645		Vert %	7.71	8.35	9.16	10.23	6.35	6.26
1646		Index	100	108	119	133	82	81
1647	Your Intentions - Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Next 12 Months			*		*		*
1648		Unwgt	2416	20	1334	11	1082	9
1649		(000)	11083	91	5798	52	5285	39
1650		Horz %	100.00	0.82	52.32	0.47	47.68	0.35
1651		Vert %	4.81	3.98	5.20	4.31	4.44	3.61
1652		Index	100	83	108	89	92	75
1653	Your Intentions - Likely to Buy a Home Theater System - Next 12 Months			*		*		*
1654		Unwgt	3981	52	2307	28	1674	24
1655		(000)	19518	349	10873	188	8646	161
1656		Horz %	100.00	1.79	55.70	0.96	44.30	0.82
1657		Vert %	8.47	15.23	9.75	15.59	7.27	14.84
1658		Index	100	180	115	184	86	175
1659	Your Intentions - Likely to Buy a Large Flat-Screen/HDTV (27"-42") - Next 12 Months			*		*		*
1660		Unwgt	8726	73	4639	43	4087	30
1661		(000)	40740	412	20747	230	19994	182
1662		Horz %	100.00	1.01	50.92	0.56	49.08	0.45
1663		Vert %	17.68	17.99	18.61	19.05	16.81	16.81
1664		Index	100	102	105	108	95	95
1665	Your Intentions - Likely to Buy a Giant Flat-Screen/HDTV (43" or More) - Next 12 Months			*		*		*
1666		Unwgt	5403	52	3189	34	2214	18
1667		(000)	25635	330	14089	227	11546	103
1668		Horz %	100.00	1.29	54.96	0.89	45.04	0.40
1669		Vert %	11.13	14.39	12.64	18.81	9.71	9.47
1670		Index	100	129	114	169	87	85
1671	Your Intentions - Likely to Buy a Portable DVD Player - Next 12 Months			*		*		*
1672		Unwgt	4043	44	2108	24	1935	20
1673		(000)	20566	276	10147	123	10420	153
1674		Horz %	100.00	1.34	49.34	0.60	50.66	0.75
1675		Vert %	8.93	12.05	9.10	10.16	8.76	14.15
1676		Index	100	135	102	114	98	158

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1								
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1677	Your Intentions - Likely to Buy a Blu-Ray Player - Next 12 Months					*		*
1678		Unwgt	5089	56	2958	32	2131	24
1679		(000)	24204	376	12857	191	11347	186
1680		Horz %	100.00	1.55	53.12	0.79	46.88	0.77
1681		Vert %	10.51	16.44	11.53	15.81	9.54	17.14
1682		Index	100	156	110	150	91	163
1683	Your Intentions - Likely to Buy a Digital Video Camera or Digital Camera - Next 12 Months					*		*
1684		Unwgt	5251	63	2787	32	2464	31
1685		(000)	25350	401	12384	176	12966	225
1686		Horz %	100.00	1.58	48.85	0.69	51.15	0.89
1687		Vert %	11.00	17.52	11.11	14.59	10.90	20.79
1688		Index	100	159	101	133	99	189
1689	Your Intentions - Likely to Buy a Desktop Computer - Next 12 Months					*		*
1690		Unwgt	5874	55	3323	32	2551	23
1691		(000)	27475	333	14226	187	13249	146
1692		Horz %	100.00	1.21	51.78	0.68	48.22	0.53
1693		Vert %	11.93	14.52	12.76	15.47	11.14	13.47
1694		Index	100	122	107	130	93	113
1695	Your Intentions - Likely to Buy a Laptop Computer - Next 12 Months					*		*
1696		Unwgt	9834	88	5209	50	4625	38
1697		(000)	46220	582	22814	303	23406	280
1698		Horz %	100.00	1.26	49.36	0.65	50.64	0.60
1699		Vert %	20.06	25.42	20.47	25.09	19.68	25.79
1700		Index	100	127	102	125	98	129
1701	Your Intentions - Likely to Subscribe to Satellite Radio - Next 12 Months			*		*		*
1702		Unwgt	2646	25	1468	17	1178	8
1703		(000)	13158	124	6963	84	6194	40
1704		Horz %	100.00	0.94	52.92	0.64	47.08	0.31
1705		Vert %	5.71	5.42	6.25	6.95	5.21	3.73
1706		Index	100	95	109	122	91	65
1707	Your Intentions - Likely to Get Engaged - Next 12 Months					*		*
1708		Unwgt	4556	66	2304	41	2252	25
1709		(000)	24442	470	12208	286	12234	184
1710		Horz %	100.00	1.92	49.95	1.17	50.05	0.75
1711		Vert %	10.61	20.54	10.95	23.74	10.29	16.97
1712		Index	100	194	103	224	97	160
1713	Your Intentions - Likely to Become a Parent - Next 12 Months			*		*		*
1714		Unwgt	3008	37	1415	14	1593	23
1715		(000)	16551	261	7229	82	9321	180
1716		Horz %	100.00	1.58	43.68	0.49	56.32	1.09
1717		Vert %	7.18	11.41	6.49	6.77	7.84	16.58
1718		Index	100	159	90	94	109	231
1719	Your Intentions - Likely to Become a Grandparent - Next 12 Months			*		*		*
1720		Unwgt	4255	27	2155	12	2100	15
1721		(000)	20418	145	9609	78	10809	67
1722		Horz %	100.00	0.71	47.06	0.38	52.94	0.33
1723		Vert %	8.86	6.33	8.62	6.45	9.09	6.19
1724		Index	100	71	97	73	103	70
1725	Your Intentions - Likely to Have a Child Go Away to College - Next 12 Months			*		*		*
1726		Unwgt	4037	22	2135	10	1902	12
1727		(000)	19488	144	9510	70	9978	73
1728		Horz %	100.00	0.74	48.80	0.36	51.20	0.38
1729		Vert %	8.46	6.27	8.53	5.81	8.39	6.77
1730		Index	100	74	101	69	99	80

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1								
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1731	Your Intentions - Likely to			*		*		*
1732	Have a Child Graduate from	Unwgt	2757	15	1433	8	1324	7
1733	College - Next 12 Months	(000)	13242	113	6419	51	6823	63
1734		Horz %	100.00	0.86	48.47	0.38	51.53	0.47
1735		Vert %	5.75	4.95	5.76	4.20	5.74	5.79
1736		Index	100	86	100	73	100	101
1737	Your Intentions - Likely to			*		*		*
1738	Have a Child Get Married -	Unwgt	3100	13	1534	6	1566	7
1739	Next 12 Months	(000)	15422	75	7070	34	8352	41
1740		Horz %	100.00	0.49	45.84	0.22	54.16	0.27
1741		Vert %	6.69	3.28	6.34	2.82	7.02	3.80
1742		Index	100	49	95	42	105	57
1743	Your Intentions - Likely to			*		*		*
1744	Retire from Full-Time Work -	Unwgt	3412	19	1951	10	1461	9
1745	Next 12 Months	(000)	15336	119	8543	56	6793	63
1746		Horz %	100.00	0.77	55.71	0.36	44.29	0.41
1747		Vert %	6.66	5.18	7.66	4.60	5.71	5.82
1748		Index	100	78	115	69	86	87
1749	Your Intentions - Likely to			*		*		*
1750	Collect Lump-Sum from	Unwgt	1592	12	880	6	712	6
1751	Pension/IRA/401(k) - Next 12	(000)	7515	94	4031	63	3484	31
1752	Months	Horz %	100.00	1.25	53.65	0.84	46.35	0.41
1753		Vert %	3.26	4.11	3.62	5.23	2.93	2.86
1754		Index	100	126	111	160	90	88
1755	Your Intentions - Likely to			*		*		*
1756	Start or Buy a New Business -	Unwgt	3676	36	2187	23	1489	13
1757	Next 12 Months	(000)	17479	208	10201	136	7278	73
1758		Horz %	100.00	1.19	58.36	0.78	41.64	0.42
1759		Vert %	7.59	9.09	9.15	11.24	6.12	6.70
1760		Index	100	120	121	148	81	88
1761	Your Intentions - Likely to					*		*
1762	Change Jobs - Next 12	Unwgt	7643	70	4255	45	3388	25
1763	Months	(000)	33336	433	17707	313	15629	121
1764		Horz %	100.00	1.30	53.12	0.94	46.88	0.36
1765		Vert %	14.47	18.93	15.88	25.94	13.14	11.13
1766		Index	100	131	110	179	91	77