

RAB / GfK MRI FORMAT PROFILE: JAZZ

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	787	24457	460	23711	327
5		Weighted (000)	238155	2899	114766	1579	123389	1320
6		Horz %	100.00	1.22	48.19	0.66	51.81	0.55
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10	Male	Unwgted	24457	460	24457	460	0	0
11		Weighted (000)	114766	1579	114766	1579	0	0
12		Horz %	100.00	1.38	100.00	1.38	0.00	0.00
13		Vert %	48.19	54.47	100.00	100.00	0.00	0.00
14		Index	100	113	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	327	0	0	23711	327
17		Weighted (000)	123389	1320	0	0	123389	1320
18		Horz %	100.00	1.07	0.00	0.00	100.00	1.07
19		Vert %	51.81	45.53	0.00	0.00	100.00	100.00
20		Index	100	88	0	0	193	193
21				*	*		*	*
22	Age 18-24	Unwgted	3835	20	2176	14	1659	6
23		Weighted (000)	30197	116	15211	84	14986	31
24		Horz %	100.00	0.38	50.37	0.28	49.63	0.10
25		Vert %	12.68	3.99	13.25	5.34	12.15	2.37
26		Index	100	31	105	42	96	19
27						*	*	*
28	Age 25-34	Unwgted	7986	57	4052	34	3934	23
29		Weighted (000)	42012	294	20869	147	21143	147
30		Horz %	100.00	0.70	49.67	0.35	50.33	0.35
31		Vert %	17.64	10.15	18.18	9.33	17.14	11.14
32		Index	100	58	103	53	97	63
33						*	*	*
34	Age 35-44	Unwgted	8452	98	4443	47	4009	51
35		Weighted (000)	40087	400	19682	173	20405	227
36		Horz %	100.00	1.00	49.10	0.43	50.90	0.57
37		Vert %	16.83	13.79	17.15	10.96	16.54	17.17
38		Index	100	82	102	65	98	102
39								
40	Age 45-54	Unwgted	9050	152	4578	87	4472	65
41		Weighted (000)	43666	622	21286	325	22380	297
42		Horz %	100.00	1.42	48.75	0.74	51.25	0.68
43		Vert %	18.33	21.45	18.55	20.57	18.14	22.49
44		Index	100	117	101	112	99	123
45								
46	Age 55-64	Unwgted	8207	202	4240	124	3967	78
47		Weighted (000)	38818	719	18503	412	20315	307
48		Horz %	100.00	1.85	47.67	1.06	52.33	0.79
49		Vert %	16.30	24.79	16.12	26.08	16.46	23.25
50		Index	100	152	99	160	101	143
51								
52	Age 65+	Unwgted	10638	258	4968	154	5670	104
53		Weighted (000)	43374	749	19215	438	24160	311
54		Horz %	100.00	1.73	44.30	1.01	55.70	0.72
55		Vert %	18.21	25.83	16.74	27.72	19.58	23.58
56		Index	100	142	92	152	108	129

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2								
57	Age 21+							
58		Unwgted	46644	777	23528	451	23116	326
59		Weighted (000)	225241	2829	107990	1523	117251	1306
60		Horz %	100.00	1.26	47.94	0.68	52.06	0.58
61		Vert %	94.58	97.60	94.10	96.45	95.03	98.97
62	Index	100	103	99	102	100	105	
63	Age 18-34					*		*
64		Unwgted	11821	77	6228	48	5593	29
65		Weighted (000)	72209	410	36080	232	36129	178
66		Horz %	100.00	0.57	49.97	0.32	50.03	0.25
67		Vert %	30.32	14.14	31.44	14.67	29.28	13.51
68	Index	100	47	104	48	97	45	
69	Age 18-49							
70		Unwgted	24702	248	12939	140	11763	108
71		Weighted (000)	133505	1112	66134	584	67371	528
72		Horz %	100.00	0.83	49.54	0.44	50.46	0.40
73		Vert %	56.06	38.38	57.63	37.02	54.60	40.01
74	Index	100	68	103	66	97	71	
75	Age 25-54							
76		Unwgted	25488	307	13073	168	12415	139
77		Weighted (000)	125765	1316	61837	645	63928	670
78		Horz %	100.00	1.05	49.17	0.51	50.83	0.53
79		Vert %	52.81	45.39	53.88	40.86	51.81	50.80
80	Index	100	86	102	77	98	96	
81	Age 35-64							
82		Unwgted	25709	452	13261	258	12448	194
83		Weighted (000)	122571	1740	59471	910	63100	830
84		Horz %	100.00	1.42	48.52	0.74	51.48	0.68
85		Vert %	51.47	60.03	51.82	57.62	51.14	62.91
86	Index	100	117	101	112	99	122	
87	Age 50+							
88		Unwgted	23466	539	11518	320	11948	219
89		Weighted (000)	104649	1786	48631	994	56018	792
90		Horz %	100.00	1.71	46.47	0.95	53.53	0.76
91		Vert %	43.94	61.62	42.37	62.98	45.40	59.99
92	Index	100	140	96	143	103	137	
93	Median Age							
94		Unwgted						
95		Weighted (000)	46.60	55.30	45.80	56.70	47.40	53.80
96		Horz %						
97		Vert %						
98	Index							
99	Race: White Only							
100		Unwgted	35231	531	17988	315	17243	216
101		Weighted (000)	176436	1780	85107	993	91329	787
102		Horz %	100.00	1.01	48.24	0.56	51.76	0.45
103		Vert %	74.08	61.40	74.16	62.89	74.02	59.62
104	Index	100	83	100	85	100	80	
105	Race: Black/African-American Only							
106		Unwgted	5807	168	2719	91	3088	77
107		Weighted (000)	28531	789	13037	392	15494	397
108		Horz %	100.00	2.77	45.69	1.37	54.31	1.39
109		Vert %	11.98	27.23	11.36	24.84	12.56	30.09
110	Index	100	227	95	207	105	251	

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1								
2								
111				*		*		*
112	Race: Asian	Unwgted	2180	31	1128	18	1052	13
113		Weighted (000)	7671	95	3482	57	4189	37
114		Horz %	100.00	1.23	45.39	0.75	54.61	0.49
115		Vert %	3.22	3.26	3.03	3.62	3.39	2.84
116		Index	100	101	94	112	105	88
117								*
118	Race: Other Race/Multi-Racial	Unwgted	7130	88	3750	54	3380	34
119		Weighted (000)	33187	330	16622	194	16565	136
120		Horz %	100.00	0.99	50.09	0.58	49.91	0.41
121		Vert %	13.94	11.37	14.48	12.27	13.43	10.29
122		Index	100	82	104	88	96	74
123						*		*
124	Hispanic, Latino, Spanish Origin or Descent	Unwgted	5677	66	2846	39	2831	27
125		Weighted (000)	35739	286	17858	176	17882	109
126		Horz %	100.00	0.80	49.97	0.49	50.03	0.31
127		Vert %	15.01	9.85	15.56	11.17	14.49	8.28
128		Index	100	66	104	74	97	55
129				*		*		*
130	Hispanic, Personally Speak Only English at Home	Unwgted	1612	26	851	13	761	13
131		Weighted (000)	5378	79	2712	33	2667	46
132		Horz %	100.00	1.46	50.42	0.60	49.58	0.86
133		Vert %	2.26	2.71	2.36	2.06	2.16	3.49
134		Index	100	120	105	91	96	155
135				*		*		*
136	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1702	26	820	16	882	10
137		Weighted (000)	9096	93	4752	68	4344	25
138		Horz %	100.00	1.02	52.24	0.75	47.76	0.28
139		Vert %	3.82	3.21	4.14	4.30	3.52	1.90
140		Index	100	84	108	113	92	50
141				*		*		*
142	Hispanic, Personally Speak Only Spanish at Home	Unwgted	897	3	420	2	477	1
143		Weighted (000)	10398	39	5173	23	5225	15
144		Horz %	100.00	0.37	49.75	0.23	50.25	0.14
145		Vert %	4.37	1.33	4.51	1.49	4.23	1.14
146		Index	100	30	103	34	97	26
147				*		*		*
148	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1355	11	702	8	653	3
149		Weighted (000)	8786	76	4447	52	4340	23
150		Horz %	100.00	0.86	50.61	0.60	49.39	0.26
151		Vert %	3.69	2.60	3.87	3.32	3.52	1.75
152		Index	100	71	105	90	95	47
153				*	*	*	*	*
154	Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	84	0	41	0	43	0
155		Weighted (000)	1523	0	602	0	920	0
156		Horz %	100.00	0.00	39.56	0.00	60.44	0.00
157		Vert %	0.64	0.00	0.52	0.00	0.75	0.00
158		Index	100	0	82	0	117	0
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	222	3535	117	3214	105
161		Weighted (000)	24693	767	11947	370	12745	396
162		Horz %	100.00	3.10	48.38	1.50	51.62	1.61
163		Vert %	10.37	26.45	10.41	23.45	10.33	30.03
164		Index	100	255	100	226	100	290

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1								
2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	228	5594	145	5303	83
167		Weighted (000)	43976	774	21010	476	22966	298
168		Horz %	100.00	1.76	47.78	1.08	52.22	0.68
169		Vert %	18.47	26.71	18.31	30.13	18.61	22.61
170		Index	100	145	99	163	101	122
171				*		*		*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	49	1055	20	1437	29
173		Weighted (000)	10385	164	4055	44	6330	120
174		Horz %	100.00	1.58	39.05	0.42	60.95	1.16
175		Vert %	4.36	5.67	3.53	2.78	5.13	9.13
176		Index	100	130	81	64	118	209
177				*		*		*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	38	1466	24	1642	14
179		Weighted (000)	12939	126	5528	83	7411	44
180		Horz %	100.00	0.98	42.72	0.64	57.28	0.34
181		Vert %	5.43	4.36	4.82	5.23	6.01	3.31
182		Index	100	80	89	96	111	61
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	148	5138	89	5029	59
185		Weighted (000)	45323	534	21898	296	23425	239
186		Horz %	100.00	1.18	48.32	0.65	51.68	0.53
187		Vert %	19.03	18.43	19.08	18.73	18.98	18.07
188		Index	100	97	100	98	100	95
189								*
190	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	75	5465	50	5162	25
191		Weighted (000)	70635	379	34949	249	35686	130
192		Horz %	100.00	0.54	49.48	0.35	50.52	0.18
193		Vert %	29.66	13.07	30.45	15.75	28.92	9.85
194		Index	100	44	103	53	98	33
195				*		*		*
196	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	27	2204	15	1924	12
197		Weighted (000)	30203	154	15378	62	14825	92
198		Horz %	100.00	0.51	50.91	0.21	49.09	0.31
199		Vert %	12.68	5.32	13.40	3.92	12.02	7.00
200		Index	100	42	106	31	95	55
201				*		*		*
202	Currently Attending College or University	Unwgted	3489	37	1681	23	1808	14
203		Weighted (000)	19251	139	8953	90	10297	49
204		Horz %	100.00	0.72	46.51	0.47	53.49	0.26
205		Vert %	8.08	4.79	7.80	5.67	8.35	3.73
206		Index	100	59	97	70	103	46
207								
208	Employed Full Time	Unwgted	24693	374	14836	236	9857	138
209		Weighted (000)	114968	1346	66238	793	48730	553
210		Horz %	100.00	1.17	57.61	0.69	42.39	0.48
211		Vert %	48.27	46.42	57.72	50.22	39.49	41.88
212		Index	100	96	120	104	82	87
213						*		*
214	Employed Part Time	Unwgted	5566	95	2103	46	3463	49
215		Weighted (000)	28629	378	10048	155	18582	223
216		Horz %	100.00	1.32	35.10	0.54	64.90	0.78
217		Vert %	12.02	13.05	8.75	9.82	15.06	16.92
218		Index	100	109	73	82	125	141

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1								
2								
219	Not Employed							
220		Unwgted	17909	318	7518	178	10391	140
221		Weighted (000)	94557	1175	38480	631	56077	544
222		Horz %	100.00	1.24	40.70	0.67	59.30	0.58
223		Vert %	39.70	40.53	33.53	39.96	45.45	41.20
224	Index	100	102	84	101	114	104	
225	Temporarily Unemployed			*		*		*
226		Unwgted	2163	26	1076	16	1087	10
227		Weighted (000)	14225	110	7394	73	6830	38
228		Horz %	100.00	0.77	51.98	0.51	48.02	0.26
229		Vert %	5.97	3.80	6.44	4.60	5.54	2.84
230	Index	100	64	108	77	93	48	
231	Retired from Employment							
232		Unwgted	10300	226	4886	137	5414	89
233		Weighted (000)	44807	712	20795	443	24012	269
234		Horz %	100.00	1.59	46.41	0.99	53.59	0.60
235		Vert %	18.81	24.57	18.12	28.05	19.46	20.40
236	Index	100	131	96	149	103	108	
237	Not Employed, Principal Shopper for Household			*		*		*
238		Unwgted	2452	31	63	1	2389	30
239		Weighted (000)	16222	174	415	2	15807	172
240		Horz %	100.00	1.07	2.56	0.01	97.44	1.06
241		Vert %	6.81	5.99	0.36	0.10	12.81	13.04
242	Index	100	88	5	1	188	192	
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	172	3516	95	3948	77
245		Weighted (000)	32463	628	13816	305	18647	324
246		Horz %	100.00	1.94	42.56	0.94	57.44	1.00
247		Vert %	13.63	21.68	12.04	19.29	15.11	24.54
248	Index	100	159	88	142	111	180	
249	Occupation: Management, Business and Financial Operations							*
250		Unwgted	6295	134	3914	88	2381	46
251		Weighted (000)	23158	420	13110	253	10048	167
252		Horz %	100.00	1.81	56.61	1.09	43.39	0.72
253		Vert %	9.72	14.49	11.42	16.05	8.14	12.63
254	Index	100	149	117	165	84	130	
255	Occupation: Sales and Office Occupations					*		*
256		Unwgted	5947	69	2267	31	3680	38
257		Weighted (000)	32581	318	12510	137	20071	181
258		Horz %	100.00	0.98	38.40	0.42	61.60	0.56
259		Vert %	13.68	10.97	10.90	8.67	16.27	13.72
260	Index	100	80	80	63	119	100	
261	Occupation: Natural Resources, Construction and Maintenance Occupations			*		*		*
262		Unwgted	2518	27	2431	27	87	0
263		Weighted (000)	13283	83	12692	83	591	0
264		Horz %	100.00	0.63	95.55	0.63	4.45	0.00
265		Vert %	5.58	2.87	11.06	5.28	0.48	0.00
266	Index	100	52	198	95	9	0	
267	Occupation: Other Employed					*		*
268		Unwgted	8035	67	4811	41	3224	26
269		Weighted (000)	42112	274	24157	170	17955	104
270		Horz %	100.00	0.65	57.36	0.40	42.64	0.25
271		Vert %	17.68	9.46	21.05	10.75	14.55	7.91
272	Index	100	53	119	61	82	45	

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1								
2								
273				*		*		*
274		Unwgted	1652	31	995	17	657	14
275	Household Income: \$250,000+	Weighted (000)	6409	87	3331	50	3078	36
276		Horz %	100.00	1.35	51.98	0.79	48.02	0.56
277		Vert %	2.69	2.99	2.90	3.19	2.49	2.74
278		Index	100	111	108	119	93	102
279					*		*	
280		Unwgted	1403	33	802	21	601	12
281	Household Income: \$200,000-\$249,999	Weighted (000)	5818	138	2971	80	2847	58
282		Horz %	100.00	2.37	51.06	1.38	48.94	0.99
283		Vert %	2.44	4.75	2.59	5.08	2.31	4.36
284		Index	100	195	106	208	94	179
285							*	
286	Household Income: \$150,000-\$199,999	Unwgted	3416	61	2002	37	1414	24
287		Weighted (000)	15518	204	7893	119	7625	85
288		Horz %	100.00	1.31	50.87	0.76	49.13	0.55
289		Vert %	6.52	7.03	6.88	7.51	6.18	6.45
290		Index	100	108	106	115	95	99
291								
292	Household Income: \$100,000-\$149,999	Unwgted	7088	136	4096	78	2992	58
293		Weighted (000)	36360	584	18625	240	17735	343
294		Horz %	100.00	1.60	51.22	0.66	48.78	0.94
295		Vert %	15.27	20.13	16.23	15.21	14.37	26.02
296		Index	100	132	106	100	94	170
297								*
298	Household Income: \$75,000-\$99,999	Unwgted	6291	114	3511	74	2780	40
299		Weighted (000)	31892	420	16159	266	15732	154
300		Horz %	100.00	1.32	50.67	0.83	49.33	0.48
301		Vert %	13.39	14.48	14.08	16.85	12.75	11.64
302		Index	100	108	105	126	95	87
303								*
304	Household Income: \$60,000-\$74,999	Unwgted	5133	89	2676	57	2457	32
305		Weighted (000)	25163	315	12461	187	12702	127
306		Horz %	100.00	1.25	49.52	0.74	50.48	0.51
307		Vert %	10.57	10.85	10.86	11.86	10.29	9.65
308		Index	100	103	103	112	97	91
309						*		*
310	Household Income: \$50,000-\$59,999	Unwgted	3809	67	1962	33	1847	34
311		Weighted (000)	18825	275	9277	141	9548	135
312		Horz %	100.00	1.46	49.28	0.75	50.72	0.72
313		Vert %	7.90	9.49	8.08	8.90	7.74	10.20
314		Index	100	120	102	113	98	129
315								*
316	Household Income: \$40,000-\$49,999	Unwgted	4740	81	2353	54	2387	27
317		Weighted (000)	20651	275	10068	186	10584	88
318		Horz %	100.00	1.33	48.75	0.90	51.25	0.43
319		Vert %	8.67	9.47	8.77	11.79	8.58	6.69
320		Index	100	109	101	136	99	77
321						*		*
322	Household Income: \$30,000-\$39,999	Unwgted	4631	70	2090	34	2541	36
323		Weighted (000)	22417	206	10701	103	11716	103
324		Horz %	100.00	0.92	47.74	0.46	52.26	0.46
325		Vert %	9.41	7.11	9.32	6.51	9.49	7.83
326		Index	100	76	99	69	101	83

RAB / GfK MRI FORMAT PROFILE: JAZZ

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)
1								
2								
327				*		*		*
328		Unwgted	4429	47	1882	25	2547	22
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	164	10224	90	12416	74
330		Horz %	100.00	0.72	45.16	0.40	54.84	0.33
331		Vert %	9.51	5.65	8.91	5.70	10.06	5.59
332		Index	100	59	94	60	106	59
333						*		*
334		Unwgted	5576	58	2088	30	3488	28
335	Household Income: Under \$20,000	Weighted (000)	32463	233	13056	117	19407	116
336		Horz %	100.00	0.72	40.22	0.36	59.78	0.36
337		Vert %	13.63	8.05	11.38	7.41	15.73	8.81
338		Index	100	59	83	54	115	65
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	74.10	64.90	72.30	57.90	77.60
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	144	6285	85	5408	59
347	Marital Status: Single, Never Married	Weighted (000)	65997	651	35246	373	30751	278
348		Horz %	100.00	0.99	53.41	0.57	46.59	0.42
349		Vert %	27.71	22.47	30.71	23.64	24.92	21.07
350		Index	100	81	111	85	90	76
351								
352		Unwgted	24820	430	14100	282	10720	148
353	Marital Status: Currently Married	Weighted (000)	126882	1669	63254	959	63629	709
354		Horz %	100.00	1.32	49.85	0.76	50.15	0.56
355		Vert %	53.28	57.56	55.12	60.77	51.57	53.72
356		Index	100	108	103	114	97	101
357								
358		Unwgted	7777	152	3127	68	4650	84
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	419	12849	197	17759	222
360		Horz %	100.00	1.37	41.98	0.64	58.02	0.73
361		Vert %	12.85	14.47	11.20	12.47	14.39	16.86
362		Index	100	113	87	97	112	131
363						*		*
364		Unwgted	3878	61	945	25	2933	36
365	Marital Status: Widowed	Weighted (000)	14666	160	3416	49	11250	110
366		Horz %	100.00	1.09	23.29	0.34	76.71	0.75
367		Vert %	6.16	5.50	2.98	3.12	9.12	8.35
368		Index	100	89	48	51	148	136
369				*		*		*
370		Unwgted	1983	18	1032	14	951	4
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	96	5384	86	5833	10
372		Horz %	100.00	0.85	48.00	0.76	52.00	0.09
373		Vert %	4.71	3.30	4.69	5.43	4.73	0.75
374		Index	100	70	100	115	100	16
375				*		*		*
376		Unwgted	3313	27	1820	17	1493	10
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	152	10281	82	10662	70
378		Horz %	100.00	0.72	49.09	0.39	50.91	0.33
379		Vert %	8.79	5.23	8.96	5.19	8.64	5.28
380		Index	100	59	102	59	98	60

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
381	Any Child(ren) Under Age 18 Living at Home							
382		Unwgted	17843	215	8707	120	9136	95
383		Weighted (000)	94619	906	42720	438	51899	468
384		Horz %	100.00	0.96	45.15	0.46	54.85	0.49
385		Vert %	39.73	31.26	37.22	27.73	42.06	35.48
386		Index	100	79	94	70	106	89
387								*
388	1 Child Under Age 18 Currently Living at Home	Unwgted	7219	93	3511	52	3708	41
389		Weighted (000)	38752	386	17649	194	21103	192
390		Horz %	100.00	1.00	45.54	0.50	54.46	0.50
391		Vert %	16.27	13.31	15.38	12.29	17.10	14.54
392		Index	100	82	95	76	105	89
393								*
394	2 Children Under Age 18 Currently Living at Home	Unwgted	6632	81	3312	50	3320	31
395		Weighted (000)	33339	346	15370	174	17969	172
396		Horz %	100.00	1.04	46.10	0.52	53.90	0.51
397		Vert %	14.00	11.93	13.39	11.04	14.56	13.00
398		Index	100	85	96	79	104	93
399				*		*		*
400	3 Children Under Age 18 Currently Living at Home	Unwgted	2738	30	1283	13	1455	17
401		Weighted (000)	14851	118	6431	56	8420	62
402		Horz %	100.00	0.79	43.31	0.37	56.69	0.42
403		Vert %	6.24	4.07	5.60	3.53	6.82	4.72
404		Index	100	65	90	57	109	76
405				*		*		*
406	4 Children Under Age 18 Currently Living at Home	Unwgted	882	6	427	3	455	3
407		Weighted (000)	5223	37	2303	9	2920	28
408		Horz %	100.00	0.71	44.10	0.17	55.90	0.54
409		Vert %	2.19	1.28	2.01	0.57	2.37	2.14
410		Index	100	59	92	26	108	98
411				*		*		*
412	5 or More Children Under Age 18 Currently Living at Home	Unwgted	372	5	174	2	198	3
413		Weighted (000)	2454	19	967	5	1487	14
414		Horz %	100.00	0.78	39.40	0.20	60.60	0.58
415		Vert %	1.03	0.66	0.84	0.31	1.21	1.08
416		Index	100	64	82	30	117	104
417								
418	Own Home/Residence	Unwgted	33340	586	17386	343	15954	243
419		Weighted (000)	157962	2193	76483	1170	81479	1022
420		Horz %	100.00	1.39	48.42	0.74	51.58	0.65
421		Vert %	66.33	75.64	66.64	74.12	66.03	77.47
422		Index	100	114	100	112	100	117
423								
424	Rent Home/Residence	Unwgted	14260	196	6787	115	7473	81
425		Weighted (000)	77153	695	36837	401	40316	293
426		Horz %	100.00	0.90	47.75	0.52	52.25	0.38
427		Vert %	32.40	23.97	32.10	25.42	32.67	22.23
428		Index	100	74	99	78	101	69
429				*		*		*
430	Live Rent-Free in Home/Residence	Unwgted	568	5	284	2	284	3
431		Weighted (000)	3039	11	1445	7	1594	4
432		Horz %	100.00	0.37	47.54	0.24	52.46	0.13
433		Vert %	1.28	0.39	1.26	0.46	1.29	0.30
434		Index	100	30	99	36	101	24

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
435	Census Region: North East							
436		Unwgted	11308	180	5685	106	5623	74
437		Weighted (000)	43253	500	20622	279	22631	221
438		Horz %	100.00	1.16	47.68	0.64	52.32	0.51
439		Vert %	18.16	17.24	17.97	17.67	18.34	16.73
440	Index	100	95	99	97	101	92	
441	Census Region: South							
442		Unwgted	16124	180	8035	100	8089	80
443		Weighted (000)	89346	842	42766	424	46580	418
444		Horz %	100.00	0.94	47.87	0.47	52.13	0.47
445		Vert %	37.52	29.06	37.26	26.85	37.75	31.69
446	Index	100	77	99	72	101	84	
447	Census Region: Midwest							
448		Unwgted	10891	153	5544	97	5347	56
449		Weighted (000)	51282	501	24805	290	26477	211
450		Horz %	100.00	0.98	48.37	0.57	51.63	0.41
451		Vert %	21.53	17.29	21.61	18.38	21.46	16.00
452	Index	100	80	100	85	100	74	
453	Census Region: West							
454		Unwgted	9845	274	5193	157	4652	117
455		Weighted (000)	54273	1055	26572	586	27701	469
456		Horz %	100.00	1.94	48.96	1.08	51.04	0.87
457		Vert %	22.79	36.41	23.15	37.10	22.45	35.57
458	Index	100	160	102	163	99	156	
459	Census Sub-Region: New England			*		*		*
460		Unwgted	2844	23	1449	11	1395	12
461		Weighted (000)	11320	115	5419	36	5901	78
462		Horz %	100.00	1.01	47.87	0.32	52.13	0.69
463		Vert %	4.75	3.95	4.72	2.28	4.78	5.94
464	Index	100	83	99	48	101	125	
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	157	4236	95	4228	62
467		Weighted (000)	31933	385	15203	243	16730	142
468		Horz %	100.00	1.21	47.61	0.76	52.39	0.45
469		Vert %	13.41	13.29	13.25	15.38	13.56	10.79
470	Index	100	99	99	115	101	80	
471	Census Sub-Region: South Atlantic							*
472		Unwgted	9116	121	4475	74	4641	47
473		Weighted (000)	45960	519	21872	305	24087	214
474		Horz %	100.00	1.13	47.59	0.66	52.41	0.47
475		Vert %	19.30	17.91	19.06	19.31	19.52	16.24
476	Index	100	93	99	100	101	84	
477	Census Sub-Region: East South Central			*		*		*
478		Unwgted	2066	12	1066	8	1000	4
479		Weighted (000)	14946	62	7248	45	7697	17
480		Horz %	100.00	0.41	48.50	0.30	51.50	0.12
481		Vert %	6.28	2.14	6.32	2.82	6.24	1.32
482	Index	100	34	101	45	99	21	
483	Census Sub-Region: West South Central			*		*		*
484		Unwgted	4942	47	2494	18	2448	29
485		Weighted (000)	28441	261	13646	75	14795	187
486		Horz %	100.00	0.92	47.98	0.26	52.02	0.66
487		Vert %	11.94	9.01	11.89	4.72	11.99	14.13
488	Index	100	75	100	40	100	118	

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
489								*
490		Unwgted	8456	120	4267	81	4189	39
491	Census Sub-Region: East North Central	Weighted (000)	35650	311	16892	207	18758	104
492		Horz %	100.00	0.87	47.38	0.58	52.62	0.29
493		Vert %	14.97	10.73	14.72	13.09	15.20	7.91
494		Index	100	72	98	87	102	53
495					*		*	*
496		Unwgted	2435	33	1277	16	1158	17
497	Census Sub-Region: West North Central	Weighted (000)	15632	190	7913	83	7719	107
498		Horz %	100.00	1.22	50.62	0.53	49.38	0.68
499		Vert %	6.56	6.56	6.90	5.28	6.26	8.09
500		Index	100	100	105	81	95	123
501					*		*	*
502		Unwgted	2321	33	1229	21	1092	12
503	Census Sub-Region: Mountain	Weighted (000)	16500	153	8176	95	8324	58
504		Horz %	100.00	0.93	49.55	0.57	50.45	0.35
505		Vert %	6.93	5.27	7.12	5.99	6.75	4.40
506		Index	100	76	103	86	97	64
507								
508		Unwgted	7524	241	3964	136	3560	105
509	Census Sub-Region: Pacific	Weighted (000)	37774	903	18396	491	19378	411
510		Horz %	100.00	2.39	48.70	1.30	51.30	1.09
511		Vert %	15.86	31.14	16.03	31.11	15.70	31.17
512		Index	100	196	101	196	99	197
513								
514		Unwgted	26679	589	13529	342	13150	247
515	County Size: A	Weighted (000)	99155	1976	47699	1096	51456	880
516		Horz %	100.00	1.99	48.11	1.11	51.89	0.89
517		Vert %	41.63	68.17	41.56	69.44	41.70	66.64
518		Index	100	164	100	167	100	160
519								
520		Unwgted	12036	148	6063	87	5973	61
521	County Size: B	Weighted (000)	70767	660	34009	353	36758	307
522		Horz %	100.00	0.93	48.06	0.50	51.94	0.43
523		Vert %	29.71	22.77	29.63	22.38	29.79	23.25
524		Index	100	77	100	75	100	78
525							*	*
526		Unwgted	9453	50	4865	31	4588	19
527	County Size: C/D	Weighted (000)	68232	263	33058	129	35175	133
528		Horz %	100.00	0.38	48.45	0.19	51.55	0.20
529		Vert %	28.65	9.06	28.80	8.18	28.51	10.11
530		Index	100	32	101	29	99	35
531					*		*	*
532		Unwgted	1292	47	710	30	582	17
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	145	2746	78	2374	66
534		Horz %	100.00	2.83	53.63	1.53	46.37	1.30
535		Vert %	2.15	4.99	2.39	4.96	1.92	5.03
536		Index	100	232	111	231	90	234
537								
538		Unwgted	8429	136	3621	73	4808	63
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	530	16635	295	24144	235
540		Horz %	100.00	1.30	40.79	0.72	59.21	0.58
541		Vert %	17.12	18.28	14.49	18.68	19.57	17.80
542		Index	100	107	85	109	114	104

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
543				*		*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	23	715	15	563	8
545		Weighted (000)	7030	136	3657	93	3373	42
546		Horz %	100.00	1.93	52.02	1.33	47.98	0.60
547		Vert %	2.95	4.67	3.19	5.92	2.73	3.18
548		Index	100	158	108	201	93	108
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	6	186	2	203	4
551		Weighted (000)	2075	20	838	6	1237	14
552		Horz %	100.00	0.94	40.41	0.28	59.59	0.67
553		Vert %	0.87	0.68	0.73	0.37	1.00	1.05
554		Index	100	78	84	42	115	120
555								*
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	116	1797	84	1234	32
557		Weighted (000)	8416	332	4632	239	3784	93
558		Horz %	100.00	3.94	55.04	2.84	44.96	1.11
559		Vert %	3.53	11.45	4.04	15.13	3.07	7.06
560		Index	100	324	114	428	87	200
561						*		*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	54	2871	47	652	7
563		Weighted (000)	12663	160	9964	131	2698	29
564		Horz %	100.00	1.27	78.69	1.04	21.31	0.23
565		Vert %	5.32	5.53	8.68	8.31	2.19	2.20
566		Index	100	104	163	156	41	41
567				*		*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	34	663	32	325	2
569		Weighted (000)	4277	109	2782	102	1494	8
570		Horz %	100.00	2.56	65.06	2.38	34.94	0.18
571		Vert %	1.80	3.78	2.42	6.46	1.21	0.57
572		Index	100	210	135	359	67	32
573								*
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	91	1973	56	1475	35
575		Weighted (000)	16147	303	8900	177	7247	126
576		Horz %	100.00	1.88	55.12	1.10	44.88	0.78
577		Vert %	6.78	10.46	7.76	11.23	5.87	9.53
578		Index	100	154	114	166	87	141
579						*		*
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	93	3987	46	4877	47
581		Weighted (000)	46661	446	19823	200	26837	245
582		Horz %	100.00	0.95	42.48	0.43	57.52	0.53
583		Vert %	19.59	15.37	17.27	12.67	21.75	18.59
584		Index	100	78	88	65	111	95
585						*		*
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	69	1569	43	1287	26
587		Weighted (000)	13017	256	7079	167	5938	89
588		Horz %	100.00	1.97	54.38	1.28	45.62	0.69
589		Vert %	5.47	8.84	6.17	10.56	4.81	6.77
590		Index	100	162	113	193	88	124
591						*		*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	58	2511	44	1270	14
593		Weighted (000)	18048	186	11714	151	6334	35
594		Horz %	100.00	1.03	64.90	0.84	35.10	0.20
595		Vert %	7.58	6.42	10.21	9.55	5.13	2.67
596		Index	100	85	135	126	68	35

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
597								
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	206	755	124	687	82
599		Weighted (000)	5709	598	2958	348	2752	249
600		Horz %	100.00	10.47	51.81	6.10	48.19	4.37
601		Vert %	2.40	20.62	2.58	22.05	2.23	18.90
602		Index	100	860	108	920	93	788
603						*		*
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	60	4003	26	4234	34
605		Weighted (000)	46833	236	21488	101	25345	135
606		Horz %	100.00	0.50	45.88	0.22	54.12	0.29
607		Vert %	19.66	8.14	18.72	6.39	20.54	10.24
608		Index	100	41	95	32	104	52
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	8	147	5	138	3
611		Weighted (000)	1065	18	495	10	570	8
612		Horz %	100.00	1.70	46.46	0.95	53.54	0.75
613		Vert %	0.45	0.62	0.43	0.64	0.46	0.60
614		Index	100	139	96	143	103	134
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	20	264	10	450	10
617		Weighted (000)	3659	83	1332	28	2327	55
618		Horz %	100.00	2.28	36.41	0.78	63.59	1.50
619		Vert %	1.54	2.88	1.16	1.80	1.89	4.17
620		Index	100	187	76	117	123	272
621				*		*		*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	21	1107	13	1116	8
623		Weighted (000)	15844	127	7607	85	8236	42
624		Horz %	100.00	0.80	48.01	0.54	51.99	0.27
625		Vert %	6.65	4.38	6.63	5.38	6.68	3.18
626		Index	100	66	100	81	100	48
627				*		*		*
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	45	1436	20	2233	25
629		Weighted (000)	17141	166	6212	72	10929	94
630		Horz %	100.00	0.97	36.24	0.42	63.76	0.55
631		Vert %	7.20	5.74	5.41	4.58	8.86	7.12
632		Index	100	80	75	64	123	99
633								
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	787	460	460	327	327
635		Weighted (000)	2899	2899	1579	1579	1320	1320
636		Horz %	100.00	100.00	54.47	54.47	45.53	45.53
637		Vert %	1.22	100.00	1.38	100.00	1.07	100.00
638		Index	100	8216	113	8216	88	8216
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	9	515	3	400	6
641		Weighted (000)	7068	45	3599	19	3469	27
642		Horz %	100.00	0.64	50.92	0.27	49.08	0.38
643		Vert %	2.97	1.57	3.14	1.19	2.81	2.02
644		Index	100	53	106	40	95	68
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	194	3816	128	2399	66
647		Weighted (000)	23523	612	14154	401	9369	211
648		Horz %	100.00	2.60	60.17	1.70	39.83	0.90
649		Vert %	9.88	21.10	12.33	25.38	7.59	15.97
650		Index	100	214	125	257	77	162

RAB / GfK MRI FORMAT PROFILE: JAZZ

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)
1								
2								
651						*		*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	52	952	21	936	31
653		Weighted (000)	9927	255	4669	82	5258	173
654		Horz %	100.00	2.57	47.04	0.82	52.96	1.74
655		Vert %	4.17	8.79	4.07	5.17	4.26	13.11
656		Index	100	211	98	124	102	315
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	169	1372	97	1196	72
659		Weighted (000)	10435	622	5282	353	5153	270
660		Horz %	100.00	5.96	50.62	3.38	49.38	2.58
661		Vert %	4.38	21.46	4.60	22.33	4.18	20.42
662		Index	100	490	105	510	95	466
663						*		*
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	72	1596	33	2353	39
665		Weighted (000)	19990	283	7792	123	12198	160
666		Horz %	100.00	1.42	38.98	0.62	61.02	0.80
667		Vert %	8.39	9.77	6.79	7.80	9.89	12.13
668		Index	100	116	81	93	118	144
669						*		*
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	54	1404	24	1472	30
671		Weighted (000)	15341	292	7412	123	7930	169
672		Horz %	100.00	1.91	48.31	0.80	51.69	1.10
673		Vert %	6.44	10.09	6.46	7.81	6.43	12.81
674		Index	100	157	100	121	100	199
675				*		*		*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	49	2680	35	1590	14
677		Weighted (000)	20195	187	12063	153	8132	34
678		Horz %	100.00	0.93	59.73	0.76	40.27	0.17
679		Vert %	8.48	6.46	10.51	9.70	6.59	2.59
680		Index	100	76	124	114	78	31
681				*		*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	8	429	6	733	2
683		Weighted (000)	5686	36	2013	29	3672	7
684		Horz %	100.00	0.63	35.41	0.51	64.59	0.12
685		Vert %	2.39	1.23	1.75	1.83	2.98	0.52
686		Index	100	52	73	77	125	22
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	6	319	5	365	1
689		Weighted (000)	4664	30	2063	29	2601	1
690		Horz %	100.00	0.64	44.23	0.62	55.77	0.02
691		Vert %	1.96	1.02	1.80	1.83	2.11	0.06
692		Index	100	52	92	93	108	3
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	1	129	1	177	0
695		Weighted (000)	1821	6	910	6	911	0
696		Horz %	100.00	0.34	49.96	0.34	50.04	0.00
697		Vert %	0.76	0.22	0.79	0.40	0.74	0.00
698		Index	100	28	104	52	97	0
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	151	2494	80	2807	71
701		Weighted (000)	27306	706	12722	325	14585	381
702		Horz %	100.00	2.58	46.59	1.19	53.41	1.39
703		Vert %	11.47	24.35	11.09	20.60	11.82	28.84
704		Index	100	212	97	180	103	251

RAB / GfK MRI FORMAT PROFILE: JAZZ

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)
1								
2								
705						*		
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	99	1035	49	1379	50
707		Weighted (000)	10854	444	4643	170	6211	273
708		Horz %	100.00	4.09	42.78	1.57	57.22	2.52
709		Vert %	4.56	15.31	4.05	10.78	5.03	20.72
710		Index	100	336	89	237	110	455
711				*		*		*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	31	1018	20	1016	11
713		Weighted (000)	12023	134	5724	77	6299	57
714		Horz %	100.00	1.11	47.61	0.64	52.39	0.47
715		Vert %	5.05	4.62	4.99	4.90	5.11	4.29
716		Index	100	92	99	97	101	85
717								*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	76	706	55	553	21
719		Weighted (000)	6468	257	3593	194	2875	63
720		Horz %	100.00	3.98	55.55	3.00	44.45	0.97
721		Vert %	2.72	8.87	3.13	12.31	2.33	4.76
722		Index	100	327	115	453	86	175
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	760	20746	444	19359	316
725		Weighted (000)	195910	2788	96272	1524	99638	1264
726		Horz %	100.00	1.42	49.14	0.78	50.86	0.65
727		Vert %	82.26	96.17	83.89	96.52	80.75	95.75
728		Index	100	117	102	117	98	116
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	525	13440	318	11566	207
731		Weighted (000)	118698	1917	60364	1106	58335	811
732		Horz %	100.00	1.61	50.85	0.93	49.15	0.68
733		Vert %	49.84	66.13	52.60	70.04	47.28	61.45
734		Index	100	133	106	141	95	123
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	368	9422	216	8461	152
737		Weighted (000)	88241	1354	44427	778	43814	576
738		Horz %	100.00	1.53	50.35	0.88	49.65	0.65
739		Vert %	37.05	46.71	38.71	49.27	35.51	43.65
740		Index	100	126	104	133	96	118
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	440	11583	269	9900	171
743		Weighted (000)	102780	1634	52607	941	50173	694
744		Horz %	100.00	1.59	51.18	0.92	48.82	0.67
745		Vert %	43.16	56.38	45.84	59.58	40.66	52.56
746		Index	100	131	106	138	94	122
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	166	3947	97	3353	69
749		Weighted (000)	36869	627	19177	365	17692	263
750		Horz %	100.00	1.70	52.01	0.99	47.99	0.71
751		Vert %	15.48	21.64	16.71	23.11	14.34	19.89
752		Index	100	140	108	149	93	128
753						*		*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	55	1456	36	907	19
755		Weighted (000)	12089	237	7351	171	4738	66
756		Horz %	100.00	1.96	60.81	1.41	39.19	0.55
757		Vert %	5.08	8.16	6.41	10.81	3.84	5.00
758		Index	100	161	126	213	76	98

RAB / GfK MRI FORMAT PROFILE: JAZZ

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)
1								
2								
759								
760		Unwgted	15477	355	8106	208	7371	147
761	Radio Daypart Cumes:	Weighted (000)	74270	1287	37528	716	36742	571
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	1.73	50.53	0.96	49.47	0.77
763		Vert %	31.19	44.39	32.70	45.36	29.78	43.23
764		Index	100	142	105	145	95	139
765								
766		Unwgted	21457	476	10719	263	10738	213
767	Radio Daypart Cumes:	Weighted (000)	102778	1696	48768	890	54011	806
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	1.65	47.45	0.87	52.55	0.78
769		Vert %	43.16	58.53	42.49	56.39	43.77	61.09
770		Index	100	136	98	131	101	142
771								
772		Unwgted	16141	341	8215	202	7926	139
773	Radio Daypart Cumes:	Weighted (000)	79854	1301	38468	729	41386	572
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	1.63	48.17	0.91	51.83	0.72
775		Vert %	33.53	44.87	33.52	46.14	33.54	43.35
776		Index	100	134	100	138	100	129
777								
778		Unwgted	7721	169	4043	105	3678	64
779	Radio Daypart Cumes:	Weighted (000)	38919	608	19420	365	19499	243
780	Weekend 7:00 pm - Midnight	Horz %	100.00	1.56	49.90	0.94	50.10	0.62
781		Vert %	16.34	20.98	16.92	23.12	15.80	18.42
782		Index	100	128	104	141	97	113
783				*		*		*
784		Unwgted	1911	41	1118	24	793	17
785	Radio Daypart Cumes:	Weighted (000)	9972	152	5625	93	4346	58
786	Weekend Midnight - 6:00 am	Horz %	100.00	1.52	56.41	0.94	43.59	0.59
787		Vert %	4.19	5.24	4.90	5.92	3.52	4.42
788		Index	100	125	117	141	84	106
789								
790		Unwgted	12646	345	5791	182	6855	163
791	Where Listen to Radio on	Weighted (000)	61519	1250	27333	652	34186	598
792	Typical Weekday: Home	Horz %	100.00	2.03	44.43	1.06	55.57	0.97
793		Vert %	25.83	43.12	23.82	41.31	27.71	45.29
794		Index	100	167	92	160	107	175
795								
796		Unwgted	36747	673	18963	395	17784	278
797	Where Listen to Radio on	Weighted (000)	177653	2454	86450	1302	91203	1152
798	Typical Weekday: Car	Horz %	100.00	1.38	48.66	0.73	51.34	0.65
799		Vert %	74.60	84.64	75.33	82.47	73.92	87.25
800		Index	100	113	101	111	99	117
801						*		*
802		Unwgted	5605	77	3421	45	2184	32
803	Where Listen to Radio on	Weighted (000)	29068	360	16938	206	12131	154
804	Typical Weekday: Work	Horz %	100.00	1.24	58.27	0.71	41.73	0.53
805		Vert %	12.21	12.40	14.76	13.04	9.83	11.64
806		Index	100	102	121	107	81	95
807				*		*		*
808		Unwgted	985	14	550	8	435	6
809	Where Listen to Radio on	Weighted (000)	5269	68	2888	55	2380	13
810	Typical Weekday: Place	Horz %	100.00	1.29	54.82	1.05	45.18	0.24
811	Other Than Home, Car, Work	Vert %	2.21	2.34	2.52	3.50	1.93	0.95
812		Index	100	106	114	158	87	43

RAB / GfK MRI FORMAT PROFILE: JAZZ

	A	B	C	D	E	F	G	H
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1								
2								
813								
814		Unwgted	14284	389	6807	218	7477	171
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	1457	31782	795	37401	663
816		Horz %	100.00	2.11	45.94	1.15	54.06	0.96
817		Vert %	29.05	50.28	27.69	50.33	30.31	50.22
818		Index	100	173	95	173	104	173
819								
820		Unwgted	33644	601	17193	345	16451	256
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	2113	78252	1111	84188	1002
822		Horz %	100.00	1.30	48.17	0.68	51.83	0.62
823		Vert %	68.21	72.90	68.18	70.36	68.23	75.95
824		Index	100	107	100	103	100	111
825					*		*	
826		Unwgted	1927	25	1266	16	661	9
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	123	6599	84	3821	39
828		Horz %	100.00	1.18	63.33	0.81	36.67	0.38
829		Vert %	4.38	4.25	5.75	5.34	3.10	2.96
830		Index	100	97	131	122	71	68
831					*		*	
832		Unwgted	957	12	546	8	411	4
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	65	3017	43	2397	22
834		Horz %	100.00	1.21	55.73	0.80	44.27	0.41
835		Vert %	2.27	2.26	2.63	2.73	1.94	1.69
836		Index	100	99	116	120	85	74
837								
838		Unwgted	9766	230	5971	158	3795	72
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	790	23093	526	16294	265
840		Horz %	100.00	2.01	58.63	1.33	41.37	0.67
841		Vert %	16.54	27.27	20.12	33.29	13.21	20.07
842		Index	100	165	122	201	80	121
843								
844		Unwgted	36381	784	18453	458	17928	326
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	2892	87796	1573	94145	1319
846		Horz %	100.00	1.59	48.26	0.86	51.74	0.73
847		Vert %	76.40	99.76	76.50	99.61	76.30	99.95
848		Index	100	131	100	130	100	131
849								
850		Unwgted	39530	787	20284	460	19246	327
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	2899	94677	1579	99607	1320
852		Horz %	100.00	1.49	48.73	0.81	51.27	0.68
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855							*	
856		Unwgted	6338	78	3528	49	2810	29
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	317	14032	170	13682	147
858		Horz %	100.00	1.14	50.63	0.61	49.37	0.53
859		Vert %	11.64	10.94	12.23	10.74	11.09	11.17
860		Index	100	94	105	92	95	96
861								
862		Unwgted	8685	115	4748	67	3937	48
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	434	19203	200	20006	234
864		Horz %	100.00	1.11	48.98	0.51	51.02	0.60
865		Vert %	16.46	14.96	16.73	12.65	16.21	17.72
866		Index	100	91	102	77	98	108

RAB / GfK MRI FORMAT PROFILE: JAZZ

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)
1								
2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	207	6842	125	5833	82
869		Weighted (000)	60478	770	29974	420	30504	350
870		Horz %	100.00	1.27	49.56	0.70	50.44	0.58
871		Vert %	25.39	26.56	26.12	26.62	24.72	26.49
872		Index	100	105	103	105	97	104
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	177	6301	119	4930	58
875		Weighted (000)	56535	752	28911	452	27624	300
876		Horz %	100.00	1.33	51.14	0.80	48.86	0.53
877		Vert %	23.74	25.96	25.19	28.64	22.39	22.75
878		Index	100	109	106	121	94	96
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	180	4209	123	2985	57
881		Weighted (000)	34638	701	19095	458	15543	243
882		Horz %	100.00	2.02	55.13	1.32	44.87	0.70
883		Vert %	14.54	24.18	16.64	28.99	12.60	18.42
884		Index	100	166	114	199	87	127
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	222	6076	139	5127	83
887		Weighted (000)	54650	862	28025	473	26625	389
888		Horz %	100.00	1.58	51.28	0.86	48.72	0.71
889		Vert %	22.95	29.73	24.42	29.93	21.58	29.49
890		Index	100	130	106	130	94	129
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	300	7625	193	6345	107
893		Weighted (000)	68093	1188	34986	715	33107	473
894		Horz %	100.00	1.74	51.38	1.05	48.62	0.69
895		Vert %	28.59	40.97	30.48	45.26	26.83	35.85
896		Index	100	143	107	158	94	125
897								*
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	88	2072	59	1493	29
899		Weighted (000)	16453	307	9050	212	7404	94
900		Horz %	100.00	1.86	55.00	1.29	45.00	0.57
901		Vert %	6.91	10.57	7.89	13.44	6.00	7.15
902		Index	100	153	114	195	87	103
903								
904	Downloaded Music - Past Month	Unwgted	10771	150	5842	86	4929	64
905		Weighted (000)	55635	630	28526	321	27109	309
906		Horz %	100.00	1.13	51.27	0.58	48.73	0.56
907		Vert %	23.36	21.75	24.86	20.35	21.97	23.42
908		Index	100	93	106	87	94	100
909						*		*
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	57	1374	39	741	18
911		Weighted (000)	9292	229	5804	147	3488	83
912		Horz %	100.00	2.47	62.46	1.58	37.54	0.89
913		Vert %	3.90	7.91	5.06	9.29	2.83	6.25
914		Index	100	203	130	238	72	160
915				*		*		*
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	29	1255	15	1221	14
917		Weighted (000)	12781	130	6091	63	6690	67
918		Horz %	100.00	1.02	47.66	0.50	52.34	0.52
919		Vert %	5.37	4.48	5.31	4.01	5.42	5.04
920		Index	100	83	99	75	101	94

RAB / GfK MRI FORMAT PROFILE: JAZZ

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			U.S. Adults 18+	Adults 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)
1								
2								
921	Visited iTunes.com Site - Past Month							
922		Unwgted	6881	135	3642	78	3239	57
923		Weighted (000)	32471	522	16078	291	16393	231
924		Horz %	100.00	1.61	49.51	0.90	50.49	0.71
925		Vert %	13.63	18.00	14.01	18.42	13.29	17.50
926		Index	100	132	103	135	97	128
927	Visited Pandora.com Site - Past Month							
928		Unwgted	9499	173	4700	97	4799	76
929		Weighted (000)	48303	647	22377	325	25926	322
930		Horz %	100.00	1.34	46.33	0.67	53.67	0.67
931		Vert %	20.28	22.33	19.50	20.57	21.01	24.43
932		Index	100	110	96	101	104	120
933	Visited Spotify.com - Past Month					*		*
934		Unwgted	2160	53	1248	33	912	20
935		Weighted (000)	10770	218	5929	135	4841	83
936		Horz %	100.00	2.03	55.05	1.25	44.95	0.77
937		Vert %	4.52	7.53	5.17	8.56	3.92	6.30
938		Index	100	166	114	189	87	139
939	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat							
940		Unwgted	16738	256	8481	148	8257	108
941		Weighted (000)	83979	955	40117	500	43862	455
942		Horz %	100.00	1.14	47.77	0.60	52.23	0.54
943		Vert %	35.26	32.95	34.96	31.69	35.55	34.45
944		Index	100	93	99	90	101	98
945	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat							
946		Unwgted	13592	205	7079	124	6513	81
947		Weighted (000)	67996	739	33168	416	34828	323
948		Horz %	100.00	1.09	48.78	0.61	51.22	0.48
949		Vert %	28.55	25.50	28.90	26.34	28.23	24.49
950		Index	100	89	101	92	99	86
951	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat							
952		Unwgted	16982	271	8682	169	8300	102
953		Weighted (000)	84461	929	40721	548	43740	381
954		Horz %	100.00	1.10	48.21	0.65	51.79	0.45
955		Vert %	35.46	32.04	35.48	34.68	35.45	28.89
956		Index	100	90	100	98	100	81
957	For me, advertising on radio is amusing. Agree strongly or Agree somewhat							
958		Unwgted	13310	207	7052	126	6258	81
959		Weighted (000)	67825	714	33599	400	34226	313
960		Horz %	100.00	1.05	49.54	0.59	50.46	0.46
961		Vert %	28.48	24.62	29.28	25.35	27.74	23.75
962		Index	100	86	103	89	97	83
963	TV Dayparts: Total Week Prime Time Cume Audience							
964		Unwgted	39310	637	19854	370	19456	267
965		Weighted (000)	191753	2320	91658	1234	100095	1086
966		Horz %	100.00	1.21	47.80	0.64	52.20	0.57
967		Vert %	80.52	80.04	79.87	78.18	81.12	82.26
968		Index	100	99	99	97	101	102
969	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)							
970		Unwgted	31363	516	15784	302	15579	214
971		Weighted (000)	151527	1855	72027	1024	79500	831
972		Horz %	100.00	1.22	47.53	0.68	52.47	0.55
973		Vert %	63.63	63.99	62.76	64.85	64.43	62.96
974		Index	100	101	99	102	101	99

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	448	13766	265	13303	183
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	1652	63885	943	67474	709
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	1.26	48.63	0.72	51.37	0.54
979	(Central/Mountain)	Vert %	55.16	56.99	55.67	59.72	54.68	53.72
980		Index	100	103	101	108	99	97
981								
982	TV Dayparts: Prime Time	Unwgted	31508	523	15957	300	15551	223
983	Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific),	Weighted (000)	152474	1970	73082	1045	79393	924
984	6:00-10:00 pm	Horz %	100.00	1.29	47.93	0.69	52.07	0.61
985	(Central/Mountain)	Vert %	64.02	67.96	63.68	66.21	64.34	70.04
986		Index	100	106	99	103	101	109
987								
988	TV Dayparts: Weekdays	Unwgted	13670	176	6126	103	7544	73
989	Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am -	Weighted (000)	72627	726	30958	393	41669	333
990	3:00 pm (Central/Mountain)	Horz %	100.00	1.00	42.63	0.54	57.37	0.46
991		Vert %	30.50	25.05	26.98	24.90	33.77	25.24
992		Index	100	82	88	82	111	83
993								
994	TV Dayparts: Weekdays	Unwgted	24527	375	12354	224	12173	151
995	Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-	Weighted (000)	122242	1380	57750	794	64492	586
996	6:30 pm (Central/Mountain)	Horz %	100.00	1.13	47.24	0.65	52.76	0.48
997		Vert %	51.33	47.61	50.32	50.28	52.27	44.42
998		Index	100	93	98	98	102	87
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	143	4197	81	3834	62
1001	Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific)	Weighted (000)	40564	559	20501	320	20063	240
1002	10:30 pm-Midnight	Horz %	100.00	1.38	50.54	0.79	49.46	0.59
1003	(Central/Mountain)	Vert %	17.03	19.30	17.86	20.26	16.26	18.16
1004		Index	100	113	105	119	95	107
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	297	10227	182	9674	115
1007	Children's Shows Cume Audience: Saturday-Sunday	Weighted (000)	98456	1167	48277	657	50179	510
1008	Morning	Horz %	100.00	1.19	49.03	0.67	50.97	0.52
1009		Vert %	41.34	40.26	42.07	41.64	40.67	38.62
1010		Index	100	97	102	101	98	93
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	370	13227	236	11139	134
1013	Cume Audience: Saturday-Sunday	Weighted (000)	120692	1469	61780	883	58912	586
1014	Afternoon	Horz %	100.00	1.22	51.19	0.73	48.81	0.49
1015		Vert %	50.68	50.67	53.83	55.90	47.74	44.41
1016		Index	100	100	106	110	94	88
1017					*	*		*
1018		Unwgted	2498	42	1497	26	1001	16
1019	Downloaded a TV Program -	Weighted (000)	12342	170	7184	102	5158	68
1020	Past Month	Horz %	100.00	1.37	58.21	0.83	41.79	0.55
1021		Vert %	5.18	5.85	6.26	6.46	4.18	5.12
1022		Index	100	113	121	125	81	99
1023								
1024		Unwgted	8118	170	4404	99	3714	71
1025	Watched a TV Program Online	Weighted (000)	39203	680	19922	400	19281	281
1026	- Past Month	Horz %	100.00	1.74	50.82	1.02	49.18	0.72
1027		Vert %	16.46	23.47	17.36	25.31	15.63	21.28
1028		Index	100	143	105	154	95	129

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
1029								
1030		Unwgted	10544	215	5205	125	5339	90
1031	Visited a TV Network or TV Show's Web Site - Past Month	Weighted (000)	50236	794	23290	448	26946	346
1032		Horz %	100.00	1.58	46.36	0.89	53.64	0.69
1033		Vert %	21.09	27.38	20.29	28.37	21.84	26.20
1034		Index	100	130	96	135	104	124
1035								
1036		Unwgted	5568	128	3052	74	2516	54
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	410	13083	256	12414	154
1038		Horz %	100.00	1.61	51.31	1.00	48.69	0.61
1039		Vert %	10.71	14.14	11.40	16.19	10.06	11.70
1040		Index	100	132	106	151	94	109
1041								
1042		Unwgted	23815	397	11641	237	12174	160
1043	Household Subscribes to Cable TV	Weighted (000)	113098	1428	52487	800	60611	628
1044		Horz %	100.00	1.26	46.41	0.71	53.59	0.56
1045		Vert %	47.49	49.27	45.73	50.64	49.12	47.62
1046		Index	100	104	96	107	103	100
1047								
1048		Unwgted	40083	620	20313	361	19770	259
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	2236	93321	1240	101872	996
1050		Horz %	100.00	1.15	47.81	0.64	52.19	0.51
1051		Vert %	81.96	77.14	81.31	78.54	82.56	75.47
1052		Index	100	94	99	96	101	92
1053								
1054		Unwgted	38774	597	19682	351	19092	246
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	2148	90255	1201	98509	947
1056		Horz %	100.00	1.14	47.81	0.64	52.19	0.50
1057		Vert %	79.26	74.09	78.64	76.08	79.84	71.72
1058		Index	100	93	99	96	101	90
1059								
1060		Unwgted	29145	439	15363	270	13782	169
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	1632	71157	978	72174	653
1062		Horz %	100.00	1.14	49.65	0.68	50.35	0.46
1063		Vert %	60.18	56.30	62.00	61.97	58.49	49.51
1064		Index	100	94	103	103	97	82
1065								
1066		Unwgted	16614	266	9062	166	7552	100
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	1057	40068	603	38489	455
1068		Horz %	100.00	1.35	51.00	0.77	49.00	0.58
1069		Vert %	32.99	36.48	34.91	38.19	31.19	34.44
1070		Index	100	111	106	116	95	104
1071								
1072		Unwgted	6367	116	3495	64	2872	52
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	474	15494	256	14668	217
1074		Horz %	100.00	1.57	51.37	0.85	48.63	0.72
1075		Vert %	12.66	16.35	13.50	16.23	11.89	16.48
1076		Index	100	129	107	128	94	130
1077								
1078		Unwgted	13594	211	6858	113	6736	98
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	723	27260	355	31584	368
1080		Horz %	100.00	1.23	46.33	0.60	53.67	0.63
1081		Vert %	24.71	24.93	23.75	22.46	25.60	27.90
1082		Index	100	101	96	91	104	113

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1								
2								
1083								
1084		Unwgted	10960	125	5902	69	5058	56
1085	Household Has a Satellite Dish	Weighted (000)	63040	518	31481	263	31559	255
1086		Horz %	100.00	0.82	49.94	0.42	50.06	0.40
1087		Vert %	26.47	17.87	27.43	16.68	25.58	19.29
1088		Index	100	67	104	63	97	73
1089								
1090		Unwgted	24143	371	12572	224	11571	147
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	1374	55528	779	59595	594
1092		Horz %	100.00	1.19	48.23	0.68	51.77	0.52
1093		Vert %	48.34	47.40	48.38	49.36	48.30	45.04
1094		Index	100	98	100	102	100	93
1095								
1096		Unwgted	41061	709	20873	410	20188	299
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	2539	94592	1344	103386	1195
1098		Horz %	100.00	1.28	47.78	0.68	52.22	0.60
1099		Vert %	83.13	87.59	82.42	85.13	83.79	90.54
1100		Index	100	105	99	102	101	109
1101								
1102		Unwgted	13895	182	6586	91	7309	91
1103	Played Games Online - Past Month	Weighted (000)	73492	678	34103	297	39389	381
1104		Horz %	100.00	0.92	46.40	0.40	53.60	0.52
1105		Vert %	30.86	23.39	29.72	18.84	31.92	28.83
1106		Index	100	76	96	61	103	93
1107						*		*
1108		Unwgted	5057	51	3031	30	2026	21
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	260	16227	132	11709	127
1110		Horz %	100.00	0.93	58.09	0.47	41.91	0.46
1111		Vert %	11.73	8.97	14.14	8.39	9.49	9.66
1112		Index	100	76	121	72	81	82
1113						*		*
1114		Unwgted	3934	66	2481	41	1453	25
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	290	11541	167	7765	123
1116		Horz %	100.00	1.50	59.78	0.86	40.22	0.64
1117		Vert %	8.11	10.00	10.06	10.56	6.29	9.33
1118		Index	100	123	124	130	78	115
1119								
1120		Unwgted	8746	159	5192	109	3554	50
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	656	24810	424	19120	232
1122		Horz %	100.00	1.49	56.48	0.96	43.52	0.53
1123		Vert %	18.45	22.63	21.62	26.85	15.50	17.59
1124		Index	100	123	117	146	84	95
1125								
1126		Unwgted	8001	164	4894	111	3107	53
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	659	23059	435	15840	224
1128		Horz %	100.00	1.69	59.28	1.12	40.72	0.57
1129		Vert %	16.33	22.74	20.09	27.58	12.84	16.95
1130		Index	100	139	123	169	79	104
1131				*		*		*
1132		Unwgted	2267	41	1300	28	967	13
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	142	6393	100	5078	42
1134		Horz %	100.00	1.24	55.73	0.87	44.27	0.36
1135		Vert %	4.82	4.90	5.57	6.34	4.12	3.17
1136		Index	100	102	116	132	85	66

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1								
2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	658	18316	375	18317	283
1139		Weighted (000)	171151	2343	79258	1243	91893	1100
1140		Horz %	100.00	1.37	46.31	0.73	53.69	0.64
1141		Vert %	71.87	80.84	69.06	78.71	74.47	83.38
1142	Index	100	112	96	110	104	116	
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	351	11627	200	12713	151
1145		Weighted (000)	124814	1448	55745	744	69070	704
1146		Horz %	100.00	1.16	44.66	0.60	55.34	0.56
1147		Vert %	52.41	49.94	48.57	47.12	55.98	53.32
1148	Index	100	95	93	90	107	102	
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	158	3275	93	3071	65
1151		Weighted (000)	30027	675	14151	353	15876	322
1152		Horz %	100.00	2.25	47.13	1.17	52.87	1.07
1153		Vert %	12.61	23.27	12.33	22.33	12.87	24.41
1154	Index	100	185	98	177	102	194	
1155	Wrote an Online Blog - Past Month			*		*		*
1156		Unwgted	1391	25	728	16	663	9
1157		Weighted (000)	6899	135	3295	73	3604	62
1158		Horz %	100.00	1.96	47.76	1.05	52.24	0.90
1159		Vert %	2.90	4.65	2.87	4.60	2.92	4.72
1160	Index	100	161	99	159	101	163	
1161	Uploaded or Added Video to a Web Site - Past Month					*		*
1162		Unwgted	3450	52	1785	34	1665	18
1163		Weighted (000)	17397	272	8470	189	8927	83
1164		Horz %	100.00	1.56	48.69	1.08	51.31	0.48
1165		Vert %	7.30	9.39	7.38	11.95	7.23	6.32
1166	Index	100	129	101	164	99	86	
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	566	16879	325	17268	241
1169		Weighted (000)	168726	2097	78135	1092	90591	1005
1170		Horz %	100.00	1.24	46.31	0.65	53.69	0.60
1171		Vert %	70.85	72.36	68.08	69.19	73.42	76.16
1172	Index	100	102	96	98	104	107	
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	396	12472	222	14791	174
1175		Weighted (000)	138263	1557	59501	764	78762	792
1176		Horz %	100.00	1.13	43.03	0.55	56.97	0.57
1177		Vert %	58.06	53.70	51.85	48.42	63.83	60.02
1178	Index	100	92	89	83	110	103	
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	7	193	4	184	3
1181		Weighted (000)	1812	22	903	13	909	8
1182		Horz %	100.00	1.19	49.84	0.73	50.16	0.46
1183		Vert %	0.76	0.74	0.79	0.84	0.74	0.63
1184	Index	100	98	103	111	97	83	
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	147	3867	82	3983	65
1187		Weighted (000)	38984	563	18160	294	20824	269
1188		Horz %	100.00	1.44	46.58	0.76	53.42	0.69
1189		Vert %	16.37	19.43	15.82	18.65	16.88	20.37
1190	Index	100	119	97	114	103	124	

RAB / GfK MRI FORMAT PROFILE: JAZZ

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)
1								
2								
1191								
1192		Unwgted	7474	196	4269	122	3205	74
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	672	15641	405	13163	268
1194		Horz %	100.00	2.33	54.30	1.41	45.70	0.93
1195		Vert %	12.09	23.20	13.63	25.65	10.67	20.27
1196		Index	100	192	113	212	88	168
1197							*	
1198		Unwgted	7044	107	1340	34	5704	73
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	503	6285	125	31253	377
1200		Horz %	100.00	1.34	16.74	0.33	83.26	1.00
1201		Vert %	15.76	17.34	5.48	7.95	25.33	28.58
1202		Index	100	110	35	50	161	181
1203					*		*	*
1204		Unwgted	1723	42	1010	27	713	15
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	203	4736	119	4399	84
1206		Horz %	100.00	2.22	51.84	1.30	48.16	0.92
1207		Vert %	3.84	7.00	4.13	7.53	3.56	6.37
1208		Index	100	183	108	196	93	166
1209								*
1210		Unwgted	5641	84	3159	52	2482	32
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	353	15361	219	13628	134
1212		Horz %	100.00	1.22	52.99	0.75	47.01	0.46
1213		Vert %	12.17	12.17	13.38	13.85	11.04	10.16
1214		Index	100	100	110	114	91	84
1215							*	*
1216		Unwgted	3125	78	1605	43	1520	35
1217	Accessed Yelp - Past Month	Weighted (000)	12195	277	5827	155	6368	122
1218		Horz %	100.00	2.27	47.78	1.27	52.22	1.00
1219		Vert %	5.12	9.56	5.08	9.83	5.16	9.25
1220		Index	100	187	99	192	101	181
1221								
1222		Unwgted	23106	406	12543	247	10563	159
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	1530	58760	877	56062	652
1224		Horz %	100.00	1.33	51.17	0.76	48.83	0.57
1225		Vert %	48.21	52.77	51.20	55.57	45.44	49.42
1226		Index	100	109	106	115	94	102
1227								
1228		Unwgted	16414	230	6547	110	9867	120
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	955	31182	414	53159	541
1230		Horz %	100.00	1.13	36.97	0.49	63.03	0.64
1231		Vert %	35.41	32.94	27.17	26.21	43.08	40.98
1232		Index	100	93	77	74	122	116
1233								*
1234		Unwgted	7779	103	3383	57	4396	46
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	509	16898	267	24779	241
1236		Horz %	100.00	1.22	40.55	0.64	59.45	0.58
1237		Vert %	17.50	17.54	14.72	16.94	20.08	18.27
1238		Index	100	100	84	97	115	104
1239								*
1240		Unwgted	4897	95	2376	56	2521	39
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	356	10534	204	13253	151
1242		Horz %	100.00	1.50	44.28	0.86	55.72	0.64
1243		Vert %	9.99	12.28	9.18	12.95	10.74	11.48
1244		Index	100	123	92	130	108	115

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
1245						*		*
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	75	2291	47	2433	28
1247		Weighted (000)	22158	247	9847	130	12311	117
1248		Horz %	100.00	1.12	44.44	0.59	55.56	0.53
1249		Vert %	9.30	8.53	8.58	8.25	9.98	8.87
1250		Index	100	92	92	89	107	95
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	329	10573	199	9187	130
1253		Weighted (000)	99513	1269	50394	697	49119	572
1254		Horz %	100.00	1.27	50.64	0.70	49.36	0.57
1255		Vert %	41.78	43.77	43.91	44.15	39.81	43.32
1256		Index	100	105	105	106	95	104
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	601	18496	347	18163	254
1259		Weighted (000)	181288	2287	85841	1204	95447	1083
1260		Horz %	100.00	1.26	47.35	0.66	52.65	0.60
1261		Vert %	76.12	78.90	74.80	76.27	77.35	82.04
1262		Index	100	104	98	100	102	108
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	229	7718	138	7620	91
1265		Weighted (000)	76191	940	35752	550	40439	390
1266		Horz %	100.00	1.23	46.92	0.72	53.08	0.51
1267		Vert %	31.99	32.42	31.15	34.84	32.77	29.52
1268		Index	100	101	97	109	102	92
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	200	7469	110	7654	90
1271		Weighted (000)	76014	881	34445	420	41569	461
1272		Horz %	100.00	1.16	45.31	0.55	54.69	0.61
1273		Vert %	31.92	30.40	30.01	26.61	33.69	34.94
1274		Index	100	95	94	83	106	109
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	282	10415	179	9263	103
1277		Weighted (000)	100588	1149	49831	659	50757	490
1278		Horz %	100.00	1.14	49.54	0.66	50.46	0.49
1279		Vert %	42.24	39.64	43.42	41.75	41.14	37.11
1280		Index	100	94	103	99	97	88
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	170	7019	90	7350	80
1283		Weighted (000)	75338	739	34629	337	40709	402
1284		Horz %	100.00	0.98	45.96	0.45	54.04	0.53
1285		Vert %	31.63	25.51	30.17	21.34	32.99	30.50
1286		Index	100	81	95	67	104	96
1287								*
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	103	4888	73	3584	30
1289		Weighted (000)	43183	461	23745	317	19438	144
1290		Horz %	100.00	1.07	54.99	0.73	45.01	0.33
1291		Vert %	18.13	15.91	20.69	20.09	15.75	10.92
1292		Index	100	88	114	111	87	60
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	316	11334	188	10242	128
1295		Weighted (000)	104133	1193	51075	652	53058	541
1296		Horz %	100.00	1.15	49.05	0.63	50.95	0.52
1297		Vert %	43.72	41.15	44.50	41.30	43.00	40.98
1298		Index	100	94	102	94	98	94

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
1299								
1300		Unwgted	12940	276	6843	167	6097	109
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	914	28496	533	29500	380
1302		Horz %	100.00	1.58	49.13	0.92	50.87	0.66
1303		Vert %	24.35	31.52	24.83	33.76	23.91	28.83
1304		Index	100	129	102	139	98	118
1305								
1306		Unwgted	16613	324	8096	187	8517	137
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	1088	34285	615	41722	473
1308		Horz %	100.00	1.43	45.11	0.81	54.89	0.62
1309		Vert %	31.91	37.54	29.87	38.97	33.81	35.83
1310		Index	100	118	94	122	106	112
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	379	9640	225	8065	154
1313		Weighted (000)	81230	1431	40943	789	40287	642
1314		Horz %	100.00	1.76	50.40	0.97	49.60	0.79
1315		Vert %	34.11	49.35	35.68	49.94	32.65	48.64
1316		Index	100	145	105	146	96	143
1317						*		*
1318		Unwgted	4358	61	2029	37	2329	24
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	233	10416	140	13426	93
1320		Horz %	100.00	0.98	43.69	0.59	56.31	0.39
1321		Vert %	10.01	8.04	9.08	8.88	10.88	7.04
1322		Index	100	80	91	89	109	70
1323							*	
1324		Unwgted	4622	72	2188	35	2434	37
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	291	10413	124	14042	167
1326		Horz %	100.00	1.19	42.58	0.51	57.42	0.68
1327		Vert %	10.27	10.05	9.07	7.88	11.38	12.64
1328		Index	100	98	88	77	111	123
1329								
1330		Unwgted	4402	86	2006	50	2396	36
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	243	8818	124	12024	119
1332		Horz %	100.00	1.16	42.31	0.59	57.69	0.57
1333		Vert %	8.75	8.38	7.68	7.83	9.74	9.02
1334		Index	100	96	88	90	111	103
1335								
1336		Unwgted	5602	104	2434	53	3168	51
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	337	10486	146	15893	192
1338		Horz %	100.00	1.28	39.75	0.55	60.25	0.73
1339		Vert %	11.08	11.63	9.14	9.22	12.88	14.52
1340		Index	100	105	82	83	116	131
1341								
1342		Unwgted	5931	115	2398	59	3533	56
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	420	10182	207	17387	213
1344		Horz %	100.00	1.52	36.93	0.75	63.07	0.77
1345		Vert %	11.58	14.49	8.87	13.11	14.09	16.14
1346		Index	100	125	77	113	122	139
1347								
1348		Unwgted	8893	161	3392	72	5501	89
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	561	13703	214	26465	347
1350		Horz %	100.00	1.40	34.11	0.53	65.89	0.86
1351		Vert %	16.87	19.34	11.94	13.53	21.45	26.30
1352		Index	100	115	71	80	127	156

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
1353						*		*
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	75	2457	40	2541	35
1355		Weighted (000)	23988	266	11131	124	12857	141
1356		Horz %	100.00	1.11	46.40	0.52	53.60	0.59
1357		Vert %	10.07	9.16	9.70	7.87	10.42	10.71
1358		Index	100	91	96	78	103	106
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	203	5749	112	6532	91
1361		Weighted (000)	58527	728	25759	388	32768	340
1362		Horz %	100.00	1.24	44.01	0.66	55.99	0.58
1363		Vert %	24.58	25.13	22.45	24.60	26.56	25.75
1364		Index	100	102	91	100	108	105
1365						*		*
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	68	1705	32	2000	36
1367		Weighted (000)	18217	238	8219	122	9999	116
1368		Horz %	100.00	1.31	45.12	0.67	54.88	0.64
1369		Vert %	7.65	8.21	7.16	7.71	8.10	8.79
1370		Index	100	107	94	101	106	115
1371				*		*		*
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	47	1208	28	1601	19
1373		Weighted (000)	13935	162	5376	92	8559	70
1374		Horz %	100.00	1.16	38.58	0.66	61.42	0.51
1375		Vert %	5.85	5.59	4.68	5.80	6.94	5.34
1376		Index	100	96	80	99	119	91
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	108	2655	58	3313	50
1379		Weighted (000)	29277	372	12298	207	16979	165
1380		Horz %	100.00	1.27	42.00	0.71	58.00	0.56
1381		Vert %	12.29	12.82	10.72	13.10	13.76	12.48
1382		Index	100	104	87	107	112	102
1383						*		*
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	61	1294	28	1754	33
1385		Weighted (000)	15175	219	5992	106	9183	113
1386		Horz %	100.00	1.45	39.49	0.70	60.51	0.75
1387		Vert %	6.37	7.57	5.22	6.73	7.44	8.57
1388		Index	100	119	82	106	117	135
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	141	4858	83	4243	58
1391		Weighted (000)	46255	548	23425	310	22830	238
1392		Horz %	100.00	1.18	50.64	0.67	49.36	0.51
1393		Vert %	19.42	18.91	20.41	19.63	18.50	18.05
1394		Index	100	97	105	101	95	93
1395								*
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	94	3127	55	2794	39
1397		Weighted (000)	30253	373	14939	206	15314	168
1398		Horz %	100.00	1.23	49.38	0.68	50.62	0.55
1399		Vert %	12.70	12.88	13.02	13.02	12.41	12.70
1400		Index	100	101	102	103	98	100
1401								*
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	95	3376	59	2452	36
1403		Weighted (000)	30660	362	16758	212	13902	150
1404		Horz %	100.00	1.18	54.66	0.69	45.34	0.49
1405		Vert %	12.87	12.48	14.60	13.43	11.27	11.35
1406		Index	100	97	113	104	88	88

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
1407								*
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	93	3507	50	2935	43
1409		Weighted (000)	33198	350	16830	167	16367	183
1410		Horz %	100.00	1.05	50.70	0.50	49.30	0.55
1411		Vert %	13.94	12.06	14.67	10.59	13.26	13.83
1412		Index	100	87	105	76	95	99
1413								*
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	92	2967	58	2260	34
1415		Weighted (000)	26198	338	13774	202	12423	136
1416		Horz %	100.00	1.29	52.58	0.77	47.42	0.52
1417		Vert %	11.00	11.66	12.00	12.77	10.07	10.33
1418		Index	100	106	109	116	92	94
1419						*		*
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	65	2856	42	2103	23
1421		Weighted (000)	25734	275	14007	163	11727	112
1422		Horz %	100.00	1.07	54.43	0.63	45.57	0.44
1423		Vert %	10.81	9.49	12.20	10.31	9.50	8.51
1424		Index	100	88	113	95	88	79
1425								*
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	109	3786	69	3315	40
1427		Weighted (000)	34578	447	17132	269	17446	178
1428		Horz %	100.00	1.29	49.55	0.78	50.45	0.51
1429		Vert %	14.52	15.42	14.93	17.06	14.14	13.46
1430		Index	100	106	103	118	97	93
1431						*		*
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	61	2639	40	1621	21
1433		Weighted (000)	20853	214	12281	137	8571	77
1434		Horz %	100.00	1.03	58.90	0.66	41.10	0.37
1435		Vert %	8.76	7.40	10.70	8.68	6.95	5.86
1436		Index	100	84	122	99	79	67
1437								*
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	97	3476	60	2679	37
1439		Weighted (000)	32878	403	17503	268	15375	136
1440		Horz %	100.00	1.23	53.24	0.81	46.76	0.41
1441		Vert %	13.81	13.92	15.25	16.95	12.46	10.29
1442		Index	100	101	110	123	90	75
1443						*		*
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	77	2544	45	2131	32
1445		Weighted (000)	23668	272	12129	166	11539	107
1446		Horz %	100.00	1.15	51.25	0.70	48.75	0.45
1447		Vert %	9.94	9.40	10.57	10.49	9.35	8.09
1448		Index	100	95	106	106	94	81
1449						*		*
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	64	2258	41	1648	23
1451		Weighted (000)	19046	229	10397	141	8648	88
1452		Horz %	100.00	1.20	54.59	0.74	45.41	0.46
1453		Vert %	8.00	7.90	9.06	8.92	7.01	6.67
1454		Index	100	99	113	112	88	83
1455								*
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	100	2839	57	2890	43
1457		Weighted (000)	28661	352	13411	200	15249	152
1458		Horz %	100.00	1.23	46.79	0.70	53.21	0.53
1459		Vert %	12.03	12.13	11.69	12.64	12.36	11.52
1460		Index	100	101	97	105	103	96

GfK MRI Doublebase - 2015 - Weighted to Population (000);
 No audit was generated for this report; *Projections relatively unstable
 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI FORMAT PROFILE: JAZZ

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Jazz Format (Monday-Sunday 24-Hour Cume)
1								
2								
1461						*		*
1462		Unwgted	4266	75	2521	44	1745	31
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	292	10764	171	8558	121
1464		Horz %	100.00	1.51	55.71	0.89	44.29	0.62
1465		Vert %	8.11	10.07	9.38	10.84	6.94	9.14
1466		Index	100	124	116	134	85	113
1467								
1468		Unwgted	8265	145	4863	92	3402	53
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	518	21534	325	17665	194
1470		Horz %	100.00	1.32	54.94	0.83	45.06	0.49
1471		Vert %	16.46	17.89	18.76	20.56	14.32	14.69
1472		Index	100	109	114	125	87	89
1473							*	
1474		Unwgted	3648	56	2100	35	1548	21
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	196	9985	125	8395	71
1476		Horz %	100.00	1.06	54.33	0.68	45.67	0.38
1477		Vert %	7.72	6.75	8.70	7.92	6.80	5.35
1478		Index	100	87	113	103	88	69
1479							*	
1480		Unwgted	3526	55	2026	29	1500	26
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	187	9334	104	7744	84
1482		Horz %	100.00	1.10	54.65	0.61	45.35	0.49
1483		Vert %	7.17	6.46	8.13	6.56	6.28	6.34
1484		Index	100	90	113	92	88	88
1485							*	
1486		Unwgted	5288	81	2955	38	2333	43
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	289	13723	110	12200	179
1488		Horz %	100.00	1.11	52.94	0.42	47.06	0.69
1489		Vert %	10.88	9.97	11.96	6.94	9.89	13.59
1490		Index	100	92	110	64	91	125
1491								
1492		Unwgted	24633	455	12915	272	11718	183
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	1724	59062	973	61432	750
1494		Horz %	100.00	1.43	49.02	0.81	50.98	0.62
1495		Vert %	50.60	59.47	51.46	61.65	49.79	56.85
1496		Index	100	118	102	122	98	112
1497								
1498		Unwgted	11093	226	6087	128	5006	98
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	840	26650	469	24513	370
1500		Horz %	100.00	1.64	52.09	0.92	47.91	0.72
1501		Vert %	21.48	28.97	23.22	29.72	19.87	28.06
1502		Index	100	135	108	138	92	131
1503								
1504		Unwgted	7336	151	4126	89	3210	62
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	556	18104	307	15404	249
1506		Horz %	100.00	1.66	54.03	0.92	45.97	0.74
1507		Vert %	14.07	19.18	15.77	19.45	12.48	18.85
1508		Index	100	136	112	138	89	134
1509							*	
1510		Unwgted	3636	56	2145	37	1491	19
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	196	9619	117	7116	79
1512		Horz %	100.00	1.17	57.48	0.70	42.52	0.47
1513		Vert %	7.03	6.77	8.38	7.44	5.77	5.97
1514		Index	100	96	119	106	82	85

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1								
2								
1515								
1516		Unwgted	6365	141	3730	85	2635	56
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	546	16219	305	12758	241
1518		Horz %	100.00	1.88	55.97	1.05	44.03	0.83
1519		Vert %	12.17	18.84	14.13	19.30	10.34	18.28
1520		Index	100	155	116	159	85	150
1521				*		*		*
1522		Unwgted	2813	41	1717	28	1096	13
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	172	8317	108	5637	64
1524		Horz %	100.00	1.23	59.60	0.78	40.40	0.46
1525		Vert %	5.86	5.93	7.25	6.85	4.57	4.84
1526		Index	100	101	124	117	78	83
1527								
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	129	4854	79	3073	50
1529		Weighted (000)	38666	503	22445	275	16221	228
1530		Horz %	100.00	1.30	58.05	0.71	41.95	0.59
1531		Vert %	16.24	17.34	19.56	17.41	13.15	17.26
1532		Index	100	107	120	107	81	106
1533								
1534		Unwgted	6113	122	3025	71	3088	51
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	410	13367	223	15102	187
1536		Horz %	100.00	1.44	46.95	0.78	53.05	0.66
1537		Vert %	11.95	14.13	11.65	14.09	12.24	14.18
1538		Index	100	118	97	118	102	119
1539								
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	184	5826	104	5515	80
1541		Weighted (000)	56487	719	26815	358	29672	360
1542		Horz %	100.00	1.27	47.47	0.63	52.53	0.64
1543		Vert %	23.72	24.79	23.37	22.69	24.05	27.31
1544		Index	100	105	99	96	101	115
1545								
1546		Unwgted	8802	168	4616	87	4186	81
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	588	21271	292	21811	295
1548		Horz %	100.00	1.36	49.37	0.68	50.63	0.69
1549		Vert %	18.09	20.27	18.53	18.51	17.68	22.38
1550		Index	100	112	102	102	98	124
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	210	5813	107	5486	103
1553		Weighted (000)	55294	742	27155	348	28140	394
1554		Horz %	100.00	1.34	49.11	0.63	50.89	0.71
1555		Vert %	23.22	25.60	23.66	22.05	22.81	29.84
1556		Index	100	110	102	95	98	129
1557								
1558		Unwgted	16052	273	8280	163	7772	110
1559	Have Seen Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	78889	990	38008	567	40881	423
1560		Horz %	100.00	1.25	48.18	0.72	51.82	0.54
1561		Vert %	33.13	34.14	33.12	35.92	33.13	32.02
1562		Index	100	103	100	108	100	97
1563								
1564		Unwgted	12291	208	6207	114	6084	94
1565	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Weighted (000)	59195	715	27775	362	31420	353
1566		Horz %	100.00	1.21	46.92	0.61	53.08	0.60
1567		Vert %	24.86	24.68	24.20	22.96	25.46	26.74
1568		Index	100	99	97	92	102	108

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1								
2								
1569								
1570		Unwgted	10451	151	5402	80	5049	71
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	502	25079	229	26630	273
1572		Horz %	100.00	0.97	48.50	0.44	51.50	0.53
1573		Vert %	21.71	17.32	21.85	14.51	21.58	20.68
1574		Index	100	80	101	67	99	95
1575								
1576		Unwgted	20709	363	10271	206	10438	157
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	1300	46244	679	53220	621
1578		Horz %	100.00	1.31	46.49	0.68	53.51	0.62
1579		Vert %	41.76	44.84	40.29	43.01	43.13	47.03
1580		Index	100	107	96	103	103	113
1581							*	
1582		Unwgted	4281	56	2642	38	1639	18
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	202	13633	135	9293	68
1584		Horz %	100.00	0.88	59.46	0.59	40.54	0.30
1585		Vert %	9.63	6.99	11.88	8.54	7.53	5.13
1586		Index	100	73	123	89	78	53
1587								
1588		Unwgted	19255	309	10075	178	9180	131
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	1088	46093	586	47338	502
1590		Horz %	100.00	1.16	49.33	0.63	50.67	0.54
1591		Vert %	39.23	37.54	40.16	37.10	38.36	38.06
1592		Index	100	96	102	95	98	97
1593								
1594		Unwgted	11787	210	6470	115	5317	95
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	765	30181	358	28181	407
1596		Horz %	100.00	1.31	51.71	0.61	48.29	0.70
1597		Vert %	24.51	26.39	26.30	22.66	22.84	30.85
1598		Index	100	108	107	92	93	126
1599							*	
1600		Unwgted	4790	63	2489	39	2301	24
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	293	14310	164	14225	128
1602		Horz %	100.00	1.03	50.15	0.58	49.85	0.45
1603		Vert %	11.98	10.09	12.47	10.40	11.53	9.72
1604		Index	100	84	104	87	96	81
1605					*		*	
1606		Unwgted	2700	34	1472	22	1228	12
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	154	7182	89	6410	65
1608		Horz %	100.00	1.13	52.84	0.65	47.16	0.48
1609		Vert %	5.71	5.31	6.26	5.63	5.20	4.93
1610		Index	100	93	110	99	91	86
1611							*	
1612		Unwgted	3188	66	1717	42	1471	24
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	281	7122	138	7216	143
1614		Horz %	100.00	1.96	49.67	0.96	50.33	1.00
1615		Vert %	6.02	9.68	6.21	8.73	5.85	10.82
1616		Index	100	161	103	145	97	180
1617					*		*	
1618		Unwgted	1245	32	711	21	534	11
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	144	3118	81	2850	62
1620		Horz %	100.00	2.41	52.24	1.36	47.76	1.05
1621		Vert %	2.51	4.96	2.72	5.15	2.31	4.73
1622		Index	100	198	108	205	92	189

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1								
2								
1623	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months							*
1624		Unwgted	4925	105	2667	65	2258	40
1625		Weighted (000)	24042	381	11912	224	12131	157
1626		Horz %	100.00	1.59	49.55	0.93	50.45	0.65
1627		Vert %	10.10	13.16	10.38	14.19	9.83	11.92
1628	Index	100	130	103	141	97	118	
1629								*
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	117	3155	72	2794	45
1631		Weighted (000)	28812	472	14088	243	14724	229
1632		Horz %	100.00	1.64	48.89	0.84	51.11	0.79
1633		Vert %	12.10	16.27	12.28	15.37	11.93	17.35
1634		Index	100	135	101	127	99	143
1635				*		*		*
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	23	829	17	654	6
1637		Weighted (000)	7566	98	3978	47	3588	50
1638		Horz %	100.00	1.29	52.58	0.63	47.42	0.66
1639		Vert %	3.18	3.37	3.47	3.00	2.91	3.81
1640		Index	100	106	109	95	92	120
1641				*		*		*
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	26	803	16	607	10
1643		Weighted (000)	7520	108	4033	58	3487	50
1644		Horz %	100.00	1.43	53.63	0.77	46.37	0.67
1645		Vert %	3.16	3.72	3.51	3.65	2.83	3.79
1646		Index	100	118	111	116	89	120
1647						*		*
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	60	1547	41	1293	19
1649		Weighted (000)	13819	214	6939	149	6880	65
1650		Horz %	100.00	1.55	50.21	1.08	49.79	0.47
1651		Vert %	5.80	7.40	6.05	9.44	5.58	4.95
1652		Index	100	127	104	163	96	85
1653								*
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	174	5030	110	4381	64
1655		Weighted (000)	44715	641	22370	360	22345	281
1656		Horz %	100.00	1.43	50.03	0.81	49.97	0.63
1657		Vert %	18.78	22.13	19.49	22.80	18.11	21.33
1658		Index	100	118	104	121	96	114
1659								*
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	112	3771	74	3530	38
1661		Weighted (000)	37528	481	18464	289	19064	193
1662		Horz %	100.00	1.28	49.20	0.77	50.80	0.51
1663		Vert %	15.76	16.60	16.09	18.29	15.45	14.59
1664		Index	100	105	102	116	98	93
1665								*
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	201	6056	127	5248	74
1667		Weighted (000)	55116	666	27961	391	27155	276
1668		Horz %	100.00	1.21	50.73	0.71	49.27	0.50
1669		Vert %	23.14	22.98	24.36	24.74	22.01	20.88
1670		Index	100	99	105	107	95	90
1671								*
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	204	5563	118	4596	86
1673		Weighted (000)	45551	697	23419	362	22132	335
1674		Horz %	100.00	1.53	51.41	0.79	48.59	0.74
1675		Vert %	19.13	24.03	20.41	22.90	17.94	25.39
1676		Index	100	126	107	120	94	133

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1								
2								
1677						*		*
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	81	2576	46	2394	35
1679		Weighted (000)	24002	286	11714	157	12288	130
1680		Horz %	100.00	1.19	48.81	0.65	51.19	0.54
1681		Vert %	10.08	9.87	10.21	9.92	9.96	9.82
1682		Index	100	98	101	98	99	97
1683								
1684	Very/Somewhat Likely to Take Vacation in Florida - Next 12 Months	Unwgted	11534	162	5911	102	5623	60
1685		Weighted (000)	53932	575	26278	322	27654	253
1686		Horz %	100.00	1.07	48.72	0.60	51.28	0.47
1687		Vert %	22.65	19.83	22.90	20.37	22.41	19.18
1688		Index	100	88	101	90	99	85
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	132	5104	73	4923	59
1691		Weighted (000)	51549	556	24091	262	27458	294
1692		Horz %	100.00	1.08	46.73	0.51	53.27	0.57
1693		Vert %	21.65	19.19	20.99	16.59	22.25	22.31
1694		Index	100	89	97	77	103	103
1695								
1696	Very/Somewhat Likely to Take Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	319	8763	183	8314	136
1697		Weighted (000)	81581	1129	39666	562	41915	567
1698		Horz %	100.00	1.38	48.62	0.69	51.38	0.69
1699		Vert %	34.26	38.95	34.56	35.60	33.97	42.95
1700		Index	100	114	101	104	99	125
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	136	4059	85	4183	51
1703		Weighted (000)	39549	498	18605	276	20944	222
1704		Horz %	100.00	1.26	47.04	0.70	52.96	0.56
1705		Vert %	16.61	17.17	16.21	17.48	16.97	16.81
1706		Index	100	103	98	105	102	101
1707								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	147	3094	85	2975	62
1709		Weighted (000)	26240	490	12639	291	13601	199
1710		Horz %	100.00	1.87	48.17	1.11	51.83	0.76
1711		Vert %	11.02	16.90	11.01	18.43	11.02	15.08
1712		Index	100	153	100	167	100	137
1713								*
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	91	2996	63	2812	28
1715		Weighted (000)	26834	299	13114	213	13720	86
1716		Horz %	100.00	1.11	48.87	0.79	51.13	0.32
1717		Vert %	11.27	10.31	11.43	13.50	11.12	6.50
1718		Index	100	92	101	120	99	58
1719						*		*
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	79	2407	47	2187	32
1721		Weighted (000)	22674	289	11129	184	11545	106
1722		Horz %	100.00	1.28	49.08	0.81	50.92	0.47
1723		Vert %	9.52	9.98	9.70	11.63	9.36	8.01
1724		Index	100	105	102	122	98	84
1725						*		*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	56	1487	35	1260	21
1727		Weighted (000)	13145	219	6703	123	6441	96
1728		Horz %	100.00	1.66	51.00	0.93	49.00	0.73
1729		Vert %	5.52	7.55	5.84	7.77	5.22	7.28
1730		Index	100	137	106	141	95	132

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1								
2								
1731								*
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	110	2639	68	2513	42
1733		Weighted (000)	23740	416	11440	253	12300	163
1734		Horz %	100.00	1.75	48.19	1.07	51.81	0.69
1735		Vert %	9.97	14.36	9.97	16.03	9.97	12.35
1736		Index	100	144	100	161	100	124
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	133	4014	77	3709	56
1739		Weighted (000)	39198	527	19291	269	19907	259
1740		Horz %	100.00	1.35	49.21	0.69	50.79	0.66
1741		Vert %	16.46	18.20	16.81	17.01	16.13	19.62
1742		Index	100	111	102	103	98	119
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	160	5413	104	4687	56
1745		Weighted (000)	55260	591	27484	324	27776	267
1746		Horz %	100.00	1.07	49.74	0.59	50.26	0.48
1747		Vert %	23.20	20.39	23.95	20.54	22.51	20.20
1748		Index	100	88	103	89	97	87
1749								*
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	58	1494	36	1463	22
1751		Weighted (000)	14457	195	6912	112	7544	83
1752		Horz %	100.00	1.35	47.81	0.78	52.19	0.57
1753		Vert %	6.07	6.71	6.02	7.10	6.11	6.25
1754		Index	100	111	99	117	101	103
1755								*
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	53	1704	34	1286	19
1757		Weighted (000)	16815	221	9242	125	7573	96
1758		Horz %	100.00	1.32	54.96	0.74	45.04	0.57
1759		Vert %	7.06	7.63	8.05	7.92	6.14	7.29
1760		Index	100	108	114	112	87	103
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	145	4472	88	4273	57
1763		Weighted (000)	46358	570	22016	303	24343	267
1764		Horz %	100.00	1.23	47.49	0.65	52.51	0.58
1765		Vert %	19.47	19.65	19.18	19.16	19.73	20.23
1766		Index	100	101	99	98	101	104
1767				*		*		*
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	45	1254	22	1272	23
1769		Weighted (000)	13610	192	6443	77	7166	115
1770		Horz %	100.00	1.41	47.34	0.57	52.66	0.84
1771		Vert %	5.71	6.62	5.61	4.88	5.81	8.71
1772		Index	100	116	98	85	102	152
1773				*		*		*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	24	753	17	561	7
1775		Weighted (000)	7509	123	4067	72	3442	51
1776		Horz %	100.00	1.64	54.16	0.95	45.84	0.68
1777		Vert %	3.15	4.24	3.54	4.54	2.79	3.89
1778		Index	100	135	112	144	88	123
1779								*
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	74	2510	45	2135	29
1781		Weighted (000)	23280	311	11830	149	11450	162
1782		Horz %	100.00	1.34	50.82	0.64	49.18	0.70
1783		Vert %	9.78	10.74	10.31	9.46	9.28	12.27
1784		Index	100	110	105	97	95	126

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
1785						*		*
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	56	2021	41	1458	15
1787		Weighted (000)	19879	228	10490	140	9389	88
1788		Horz %	100.00	1.15	52.77	0.70	47.23	0.44
1789		Vert %	8.35	7.86	9.14	8.87	7.61	6.64
1790		Index	100	94	110	106	91	80
1791						*		*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	56	1315	36	1147	20
1793		Weighted (000)	12512	232	6369	142	6143	90
1794		Horz %	100.00	1.85	50.91	1.13	49.09	0.72
1795		Vert %	5.25	8.00	5.55	8.98	4.98	6.81
1796		Index	100	152	106	171	95	130
1797						*		*
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	73	2049	42	2141	31
1799		Weighted (000)	21080	332	9864	193	11216	139
1800		Horz %	100.00	1.58	46.79	0.92	53.21	0.66
1801		Vert %	8.85	11.46	8.60	12.24	9.09	10.53
1802		Index	100	129	97	138	103	119
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	141	4131	85	3990	56
1805		Weighted (000)	40517	592	19489	339	21027	253
1806		Horz %	100.00	1.46	48.10	0.84	51.90	0.63
1807		Vert %	17.01	20.44	16.98	21.48	17.04	19.19
1808		Index	100	120	100	126	100	113
1809						*		*
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	53	1984	37	1558	16
1811		Weighted (000)	19708	214	10433	132	9275	81
1812		Horz %	100.00	1.08	52.94	0.67	47.06	0.41
1813		Vert %	8.28	7.37	9.09	8.39	7.52	6.16
1814		Index	100	89	110	101	91	74
1815						*		*
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	123	3436	77	3261	46
1817		Weighted (000)	33664	510	16421	281	17243	229
1818		Horz %	100.00	1.52	48.78	0.84	51.22	0.68
1819		Vert %	14.14	17.61	14.31	17.82	13.97	17.35
1820		Index	100	125	101	126	99	123
1821								*
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	82	3200	54	2439	28
1823		Weighted (000)	29083	338	15419	213	13664	124
1824		Horz %	100.00	1.16	53.02	0.73	46.98	0.43
1825		Vert %	12.21	11.65	13.44	13.51	11.07	9.43
1826		Index	100	95	110	111	91	77
1827						*		*
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	52	1694	28	1679	24
1829		Weighted (000)	18399	231	9036	121	9363	111
1830		Horz %	100.00	1.26	49.11	0.66	50.89	0.60
1831		Vert %	7.73	7.98	7.87	7.64	7.59	8.39
1832		Index	100	103	102	99	98	109
1833						*		*
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	60	2074	38	1766	22
1835		Weighted (000)	20586	264	10563	149	10023	115
1836		Horz %	100.00	1.28	51.31	0.72	48.69	0.56
1837		Vert %	8.64	9.10	9.20	9.42	8.12	8.72
1838		Index	100	105	106	109	94	101

RAB / GfK MRI FORMAT PROFILE: JAZZ

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1								
2								
1839						*		*
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	65	1940	39	1804	26
1841		Weighted (000)	19635	267	9629	151	10006	116
1842		Horz %	100.00	1.36	49.04	0.77	50.96	0.59
1843		Vert %	8.24	9.22	8.39	9.59	8.11	8.76
1844		Index	100	112	102	116	98	106
1845								*
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	96	2700	59	2261	37
1847		Weighted (000)	24816	419	12645	228	12171	192
1848		Horz %	100.00	1.69	50.95	0.92	49.05	0.77
1849		Vert %	10.42	14.46	11.02	14.42	9.86	14.52
1850		Index	100	139	106	138	95	139
1851								*
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	164	4515	97	4165	67
1853		Weighted (000)	42931	652	21281	363	21650	289
1854		Horz %	100.00	1.52	49.57	0.84	50.43	0.67
1855		Vert %	18.03	22.49	18.54	22.97	17.55	21.92
1856		Index	100	125	103	127	97	122
1857						*		*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	50	1389	25	1185	25
1859		Weighted (000)	13914	226	7217	116	6696	111
1860		Horz %	100.00	1.63	51.87	0.83	48.13	0.80
1861		Vert %	5.84	7.81	6.29	7.32	5.43	8.39
1862		Index	100	134	108	125	93	144
1863								*
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	195	6300	109	5903	86
1865		Weighted (000)	60976	730	29597	417	31379	313
1866		Horz %	100.00	1.20	48.54	0.68	51.46	0.51
1867		Vert %	25.60	25.19	25.79	26.43	25.43	23.71
1868		Index	100	98	101	103	99	93
1869				*		*		*
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	44	2203	23	2385	21
1871		Weighted (000)	25555	192	12099	116	13455	76
1872		Horz %	100.00	0.75	47.35	0.46	52.65	0.30
1873		Vert %	10.73	6.64	10.54	7.37	10.90	5.76
1874		Index	100	62	98	69	102	54
1875				*		*		*
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	29	1344	16	1645	13
1877		Weighted (000)	17427	140	7495	81	9932	58
1878		Horz %	100.00	0.80	43.01	0.47	56.99	0.34
1879		Vert %	7.32	4.82	6.53	5.16	8.05	4.43
1880		Index	100	66	89	70	110	61
1881						*		*
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	79	2115	46	2083	33
1883		Weighted (000)	21562	306	10308	153	11254	153
1884		Horz %	100.00	1.42	47.80	0.71	52.20	0.71
1885		Vert %	9.05	10.55	8.98	9.68	9.12	11.59
1886		Index	100	117	99	107	101	128
1887						*		*
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	75	1919	46	1970	29
1889		Weighted (000)	20103	307	9461	158	10642	149
1890		Horz %	100.00	1.53	47.06	0.79	52.94	0.74
1891		Vert %	8.44	10.59	8.24	10.01	8.62	11.30
1892		Index	100	126	98	119	102	134

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1								
2								
1893						*		*
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	58	1515	35	1465	23
1895		Weighted (000)	15777	272	7470	126	8307	146
1896		Horz %	100.00	1.72	47.35	0.80	52.65	0.93
1897		Vert %	6.62	9.39	6.51	7.98	6.73	11.07
1898		Index	100	142	98	120	102	167
1899						*		*
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	58	1596	31	1587	27
1901		Weighted (000)	17028	217	8386	108	8642	109
1902		Horz %	100.00	1.27	49.25	0.64	50.75	0.64
1903		Vert %	7.15	7.48	7.31	6.86	7.00	8.22
1904		Index	100	105	102	96	98	115
1905						*		*
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	76	1980	48	1641	28
1907		Weighted (000)	17939	280	9567	157	8373	123
1908		Horz %	100.00	1.56	53.33	0.88	46.67	0.69
1909		Vert %	7.53	9.66	8.34	9.95	6.79	9.32
1910		Index	100	128	111	132	90	124
1911				*		*		*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	45	964	34	702	11
1913		Weighted (000)	8568	168	4961	99	3607	68
1914		Horz %	100.00	1.96	57.90	1.16	42.10	0.79
1915		Vert %	3.60	5.78	4.32	6.30	2.92	5.16
1916		Index	100	161	120	175	81	143
1917								*
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	76	1939	50	1532	26
1919		Weighted (000)	18078	293	9637	170	8441	123
1920		Horz %	100.00	1.62	53.31	0.94	46.69	0.68
1921		Vert %	7.59	10.11	8.40	10.78	6.84	9.32
1922		Index	100	133	111	142	90	123
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	128	3800	74	3131	54
1925		Weighted (000)	34135	527	17910	300	16225	228
1926		Horz %	100.00	1.55	52.47	0.88	47.53	0.67
1927		Vert %	14.33	18.20	15.61	18.98	13.15	17.26
1928		Index	100	127	109	132	92	120
1929								*
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	100	3057	54	3258	46
1931		Weighted (000)	33305	400	15146	205	18159	195
1932		Horz %	100.00	1.20	45.48	0.62	54.52	0.59
1933		Vert %	13.98	13.81	13.20	13.01	14.72	14.76
1934		Index	100	99	94	93	105	106
1935								
1936								