

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	915	24457	515	23711	400
5		Weighted (000)	238155	7068	114766	3599	123389	3469
6		Horz %	100.00	2.97	48.19	1.51	51.81	1.46
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9	Male						*	*
10		Unwgted	24457	515	24457	515	0	0
11		Weighted (000)	114766	3599	114766	3599	0	0
12		Horz %	100.00	3.14	100.00	3.14	0.00	0.00
13		Vert %	48.19	50.92	100.00	100.00	0.00	0.00
14	Index	100	106	208	208	0	0	
15	Female					*	*	
16		Unwgted	23711	400	0	0	23711	400
17		Weighted (000)	123389	3469	0	0	123389	3469
18		Horz %	100.00	2.81	0.00	0.00	100.00	2.81
19		Vert %	51.81	49.08	0.00	0.00	100.00	100.00
20	Index	100	95	0	0	193	193	
21	Age 18-24							*
22		Unwgted	3835	99	2176	55	1659	44
23		Weighted (000)	30197	1069	15211	488	14986	581
24		Horz %	100.00	3.54	50.37	1.62	49.63	1.92
25		Vert %	12.68	15.13	13.25	13.56	12.15	16.75
26	Index	100	119	105	107	96	132	
27	Age 25-34							
28		Unwgted	7986	245	4052	144	3934	101
29		Weighted (000)	42012	1802	20869	955	21143	847
30		Horz %	100.00	4.29	49.67	2.27	50.33	2.02
31		Vert %	17.64	25.49	18.18	26.52	17.14	24.43
32	Index	100	145	103	150	97	138	
33	Age 35-44							
34		Unwgted	8452	224	4443	138	4009	86
35		Weighted (000)	40087	1509	19682	845	20405	664
36		Horz %	100.00	3.76	49.10	2.11	50.90	1.66
37		Vert %	16.83	21.35	17.15	23.48	16.54	19.15
38	Index	100	127	102	139	98	114	
39	Age 45-54							
40		Unwgted	9050	194	4578	98	4472	96
41		Weighted (000)	43666	1586	21286	708	22380	878
42		Horz %	100.00	3.63	48.75	1.62	51.25	2.01
43		Vert %	18.33	22.44	18.55	19.67	18.14	25.31
44	Index	100	122	101	107	99	138	
45	Age 55-64					*		*
46		Unwgted	8207	83	4240	43	3967	40
47		Weighted (000)	38818	635	18503	299	20315	336
48		Horz %	100.00	1.64	47.67	0.77	52.33	0.87
49		Vert %	16.30	8.99	16.12	8.32	16.46	9.69
50	Index	100	55	99	51	101	59	
51	Age 65+					*		*
52		Unwgted	10638	70	4968	37	5670	33
53		Weighted (000)	43374	466	19215	304	24160	162
54		Horz %	100.00	1.08	44.30	0.70	55.70	0.37
55		Vert %	18.21	6.60	16.74	8.45	19.58	4.67
56	Index	100	36	92	46	108	26	

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2								
57								
58	Age 21+	Unwgted	46644	881	23528	496	23116	385
59		Weighted (000)	225241	6673	107990	3434	117251	3239
60		Horz %	100.00	2.96	47.94	1.52	52.06	1.44
61		Vert %	94.58	94.41	94.10	95.42	95.03	93.36
62		Index	100	100	99	101	100	99
63								
64	Age 18-34	Unwgted	11821	344	6228	199	5593	145
65		Weighted (000)	72209	2871	36080	1443	36129	1428
66		Horz %	100.00	3.98	49.97	2.00	50.03	1.98
67		Vert %	30.32	40.62	31.44	40.08	29.28	41.18
68		Index	100	134	104	132	97	136
69								
70	Age 18-49	Unwgted	24702	680	12939	392	11763	288
71		Weighted (000)	133505	5292	66134	2739	67371	2553
72		Horz %	100.00	3.96	49.54	2.05	50.46	1.91
73		Vert %	56.06	74.88	57.63	76.10	54.60	73.61
74		Index	100	134	103	136	97	131
75								
76	Age 25-54	Unwgted	25488	663	13073	380	12415	283
77		Weighted (000)	125765	4897	61837	2507	63928	2389
78		Horz %	100.00	3.89	49.17	1.99	50.83	1.90
79		Vert %	52.81	69.28	53.88	69.67	51.81	68.88
80		Index	100	131	102	132	98	130
81								
82	Age 35-64	Unwgted	25709	501	13261	279	12448	222
83		Weighted (000)	122571	3730	59471	1852	63100	1878
84		Horz %	100.00	3.04	48.52	1.51	51.48	1.53
85		Vert %	51.47	52.78	51.82	51.46	51.14	54.15
86		Index	100	103	101	100	99	105
87								
88	Age 50+	Unwgted	23466	235	11518	123	11948	112
89		Weighted (000)	104649	1776	48631	860	56018	915
90		Horz %	100.00	1.70	46.47	0.82	53.53	0.87
91		Vert %	43.94	25.12	42.37	23.90	45.40	26.39
92		Index	100	57	96	54	103	60
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	39.10	45.80	38.50	47.40	40.00
96		Horz %						
97		Vert %						
98	Index							
99								
100	Race: White Only	Unwgted	35231	308	17988	166	17243	142
101		Weighted (000)	176436	2447	85107	1152	91329	1295
102		Horz %	100.00	1.39	48.24	0.65	51.76	0.73
103		Vert %	74.08	34.62	74.16	32.00	74.02	37.34
104		Index	100	47	100	43	100	50
105				*		*	*	
106	Race: Black/African-American Only	Unwgted	5807	34	2719	14	3088	20
107		Weighted (000)	28531	164	13037	63	15494	100
108		Horz %	100.00	0.57	45.69	0.22	54.31	0.35
109		Vert %	11.98	2.32	11.36	1.76	12.56	2.89
110		Index	100	19	95	15	105	24

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2								
111				*		*		*
112		Unwgted	2180	25	1128	14	1052	11
113	Race: Asian	Weighted (000)	7671	99	3482	45	4189	54
114		Horz %	100.00	1.29	45.39	0.58	54.61	0.71
115		Vert %	3.22	1.40	3.03	1.24	3.39	1.57
116		Index	100	43	94	39	105	49
117								
118		Unwgted	7130	573	3750	335	3380	238
119	Race: Other Race/Multi-Racial	Weighted (000)	33187	4457	16622	2384	16565	2073
120		Horz %	100.00	13.43	50.09	7.18	49.91	6.25
121		Vert %	13.94	63.06	14.48	66.23	13.43	59.77
122		Index	100	453	104	475	96	429
123								
124		Unwgted	5677	707	2846	405	2831	302
125	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	35739	6292	17858	3221	17882	3072
126		Horz %	100.00	17.61	49.97	9.01	50.03	8.59
127		Vert %	15.01	89.03	15.56	89.49	14.49	88.55
128		Index	100	593	104	596	97	590
129				*		*		*
130		Unwgted	1612	29	851	20	761	9
131	Hispanic, Personally Speak Only English at Home	Weighted (000)	5378	95	2712	77	2667	18
132		Horz %	100.00	1.76	50.42	1.42	49.58	0.34
133		Vert %	2.26	1.34	2.36	2.13	2.16	0.53
134		Index	100	59	105	94	96	23
135								
136		Unwgted	1702	153	820	77	882	76
137	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Weighted (000)	9096	1042	4752	490	4344	552
138		Horz %	100.00	11.46	52.24	5.39	47.76	6.07
139		Vert %	3.82	14.75	4.14	13.61	3.52	15.92
140		Index	100	386	108	356	92	417
141								
142		Unwgted	897	240	420	138	477	102
143	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10398	2908	5173	1564	5225	1344
144		Horz %	100.00	27.96	49.75	15.04	50.25	12.93
145		Vert %	4.37	41.14	4.51	43.44	4.23	38.75
146		Index	100	942	103	995	97	887
147								
148		Unwgted	1355	271	702	166	653	105
149	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Weighted (000)	8786	1904	4447	1033	4340	871
150		Horz %	100.00	21.67	50.61	11.76	49.39	9.92
151		Vert %	3.69	26.94	3.87	28.70	3.52	25.11
152		Index	100	730	105	778	95	681
153				*	*	*	*	*
154		Unwgted	84	14	41	4	43	10
155	Hispanic, Personally Speak Spanish and English Equally at Home	Weighted (000)	1523	344	602	58	920	286
156		Horz %	100.00	22.56	39.56	3.78	60.44	18.78
157		Vert %	0.64	4.86	0.52	1.60	0.75	8.24
158		Index	100	760	82	250	117	1289
159				*	*	*	*	*
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	43	3535	22	3214	21
161		Weighted (000)	24693	144	11947	53	12745	91
162		Horz %	100.00	0.58	48.38	0.22	51.62	0.37
163		Vert %	10.37	2.04	10.41	1.48	10.33	2.62
164		Index	100	20	100	14	100	25

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2								
165						*		*
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	90	5594	45	5303	45
167		Weighted (000)	43976	385	21010	177	22966	208
168		Horz %	100.00	0.87	47.78	0.40	52.22	0.47
169		Vert %	18.47	5.44	18.31	4.91	18.61	6.00
170		Index	100	29	99	27	101	32
171				*		*		*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	27	1055	12	1437	15
173		Weighted (000)	10385	112	4055	50	6330	62
174		Horz %	100.00	1.08	39.05	0.48	60.95	0.60
175		Vert %	4.36	1.59	3.53	1.38	5.13	1.80
176		Index	100	36	81	32	118	41
177				*		*		*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	38	1466	18	1642	20
179		Weighted (000)	12939	189	5528	96	7411	93
180		Horz %	100.00	1.46	42.72	0.74	57.28	0.72
181		Vert %	5.43	2.68	4.82	2.67	6.01	2.69
182		Index	100	49	89	49	111	50
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	141	5138	75	5029	66
185		Weighted (000)	45323	858	21898	371	23425	487
186		Horz %	100.00	1.89	48.32	0.82	51.68	1.07
187		Vert %	19.03	12.14	19.08	10.32	18.98	14.03
188		Index	100	64	100	54	100	74
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	211	5465	118	5162	93
190		Weighted (000)	70635	1899	34949	949	35686	950
191		Horz %	100.00	2.69	49.48	1.34	50.52	1.35
192		Vert %	29.66	26.87	30.45	26.37	28.92	27.40
193		Index	100	91	103	89	98	92
194								
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	365	2204	225	1924	140
196		Weighted (000)	30203	3480	15378	1903	14825	1577
197		Horz %	100.00	11.52	50.91	6.30	49.09	5.22
198		Vert %	12.68	49.23	13.40	52.87	12.02	45.46
199		Index	100	388	106	417	95	358
200						*		*
201	Currently Attending College or University	Unwgted	3489	54	1681	31	1808	23
202		Weighted (000)	19251	352	8953	183	10297	169
203		Horz %	100.00	1.83	46.51	0.95	53.49	0.88
204		Vert %	8.08	4.98	7.80	5.07	8.35	4.88
205		Index	100	62	97	63	103	60
206								
207	Employed Full Time	Unwgted	24693	572	14836	394	9857	178
208		Weighted (000)	114968	3948	66238	2588	48730	1360
209		Horz %	100.00	3.43	57.61	2.25	42.39	1.18
210		Vert %	48.27	55.86	57.72	71.91	39.49	39.22
211		Index	100	116	120	149	82	81
212						*		*
213	Employed Part Time	Unwgted	5566	101	2103	38	3463	63
214		Weighted (000)	28629	715	10048	239	18582	476
215		Horz %	100.00	2.50	35.10	0.83	64.90	1.66
216		Vert %	12.02	10.12	8.75	6.64	15.06	13.73
217		Index	100	84	73	55	125	114
218								

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2								
219	Not Employed							
220		Unwgted	17909	242	7518	83	10391	159
221		Weighted (000)	94557	2404	38480	772	56077	1632
222		Horz %	100.00	2.54	40.70	0.82	59.30	1.73
223		Vert %	39.70	34.01	33.53	21.45	45.45	47.05
224		Index	100	86	84	54	114	119
225	Temporarily Unemployed					*		*
226		Unwgted	2163	56	1076	32	1087	24
227		Weighted (000)	14225	629	7394	370	6830	258
228		Horz %	100.00	4.42	51.98	2.60	48.02	1.81
229		Vert %	5.97	8.89	6.44	10.29	5.54	7.44
230		Index	100	149	108	172	93	125
231	Retired from Employment					*		*
232		Unwgted	10300	57	4886	30	5414	27
233		Weighted (000)	44807	414	20795	239	24012	174
234		Horz %	100.00	0.92	46.41	0.53	53.59	0.39
235		Vert %	18.81	5.85	18.12	6.64	19.46	5.03
236		Index	100	31	96	35	103	27
237	Not Employed, Principal Shopper for Household					*		*
238		Unwgted	2452	83	63	0	2389	83
239		Weighted (000)	16222	953	415	0	15807	953
240		Horz %	100.00	5.87	2.56	0.00	97.44	5.87
241		Vert %	6.81	13.48	0.36	0.00	12.81	27.46
242		Index	100	198	5	0	188	403
243	Occupation: Professional and Related Occupations					*		*
244		Unwgted	7464	52	3516	34	3948	18
245		Weighted (000)	32463	209	13816	131	18647	78
246		Horz %	100.00	0.64	42.56	0.40	57.44	0.24
247		Vert %	13.63	2.95	12.04	3.63	15.11	2.25
248		Index	100	22	88	27	111	17
249	Occupation: Management, Business and Financial Operations					*		*
250		Unwgted	6295	65	3914	39	2381	26
251		Weighted (000)	23158	223	13110	132	10048	91
252		Horz %	100.00	0.96	56.61	0.57	43.39	0.39
253		Vert %	9.72	3.15	11.42	3.67	8.14	2.61
254		Index	100	32	117	38	84	27
255	Occupation: Sales and Office Occupations					*		*
256		Unwgted	5947	95	2267	28	3680	67
257		Weighted (000)	32581	658	12510	172	20071	486
258		Horz %	100.00	2.02	38.40	0.53	61.60	1.49
259		Vert %	13.68	9.30	10.90	4.77	16.27	14.01
260		Index	100	68	80	35	119	102
261	Occupation: Natural Resources, Construction and Maintenance Occupations					*		*
262		Unwgted	2518	151	2431	144	87	7
263		Weighted (000)	13283	1296	12692	1192	591	104
264		Horz %	100.00	9.76	95.55	8.97	4.45	0.78
265		Vert %	5.58	18.34	11.06	33.12	0.48	3.00
266		Index	100	329	198	594	9	54
267	Occupation: Other Employed					*		*
268		Unwgted	8035	310	4811	187	3224	123
269		Weighted (000)	42112	2279	24157	1201	17955	1078
270		Horz %	100.00	5.41	57.36	2.85	42.64	2.56
271		Vert %	17.68	32.24	21.05	33.36	14.55	31.08
272		Index	100	182	119	189	82	176

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2								
273					*	*		*
274		Unwgted	1652	6	995	3	657	3
275	Household Income:	Weighted (000)	6409	13	3331	4	3078	10
276	\$250,000+	Horz %	100.00	0.21	51.98	0.06	48.02	0.15
277		Vert %	2.69	0.19	2.90	0.10	2.49	0.28
278		Index	100	7	108	4	93	10
279					*	*		*
280		Unwgted	1403	15	802	6	601	9
281	Household Income: \$200,000-	Weighted (000)	5818	54	2971	21	2847	33
282	\$249,999	Horz %	100.00	0.93	51.06	0.37	48.94	0.56
283		Vert %	2.44	0.77	2.59	0.60	2.31	0.94
284		Index	100	31	106	24	94	39
285					*	*		*
286		Unwgted	3416	30	2002	21	1414	9
287	Household Income: \$150,000-	Weighted (000)	15518	183	7893	130	7625	53
288	\$199,999	Horz %	100.00	1.18	50.87	0.84	49.13	0.34
289		Vert %	6.52	2.58	6.88	3.61	6.18	1.51
290		Index	100	40	106	55	95	23
291					*	*		*
292		Unwgted	7088	57	4096	37	2992	20
293	Household Income: \$100,000-	Weighted (000)	36360	376	18625	216	17735	161
294	\$149,999	Horz %	100.00	1.04	51.22	0.59	48.78	0.44
295		Vert %	15.27	5.33	16.23	5.99	14.37	4.63
296		Index	100	35	106	39	94	30
297					*	*		*
298		Unwgted	6291	99	3511	59	2780	40
299	Household Income: \$75,000-	Weighted (000)	31892	811	16159	388	15732	424
300	\$99,999	Horz %	100.00	2.54	50.67	1.22	49.33	1.33
301		Vert %	13.39	11.48	14.08	10.77	12.75	12.21
302		Index	100	86	105	80	95	91
303					*	*		*
304		Unwgted	5133	81	2676	46	2457	35
305	Household Income: \$60,000-	Weighted (000)	25163	506	12461	243	12702	263
306	\$74,999	Horz %	100.00	2.01	49.52	0.96	50.48	1.04
307		Vert %	10.57	7.15	10.86	6.75	10.29	7.58
308		Index	100	68	103	64	97	72
309					*	*		*
310		Unwgted	3809	93	1962	56	1847	37
311	Household Income: \$50,000-	Weighted (000)	18825	659	9277	348	9548	311
312	\$59,999	Horz %	100.00	3.50	49.28	1.85	50.72	1.65
313		Vert %	7.90	9.33	8.08	9.67	7.74	8.97
314		Index	100	118	102	122	98	113
315					*	*		*
316		Unwgted	4740	117	2353	81	2387	36
317	Household Income: \$40,000-	Weighted (000)	20651	850	10068	568	10584	282
318	\$49,999	Horz %	100.00	4.12	48.75	2.75	51.25	1.37
319		Vert %	8.67	12.03	8.77	15.79	8.58	8.13
320		Index	100	139	101	182	99	94
321					*	*		*
322		Unwgted	4631	128	2090	71	2541	57
323	Household Income: \$30,000-	Weighted (000)	22417	1092	10701	590	11716	502
324	\$39,999	Horz %	100.00	4.87	47.74	2.63	52.26	2.24
325		Vert %	9.41	15.45	9.32	16.40	9.49	14.46
326		Index	100	164	99	174	101	154

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
327								
328		Unwgted	4429	128	1882	68	2547	60
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	1140	10224	565	12416	574
330		Horz %	100.00	5.03	45.16	2.50	54.84	2.54
331		Vert %	9.51	16.13	8.91	15.71	10.06	16.56
332		Index	100	170	94	165	106	174
333								
334		Unwgted	5576	161	2088	67	3488	94
335	Household Income: Under \$20,000	Weighted (000)	32463	1383	13056	526	19407	857
336		Horz %	100.00	4.26	40.22	1.62	59.78	2.64
337		Vert %	13.63	19.57	11.38	14.60	15.73	24.72
338		Index	100	144	83	107	115	181
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	39.30	64.90	41.70	57.90	36.30
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	269	6285	156	5408	113
347	Marital Status: Single, Never Married	Weighted (000)	65997	2228	35246	1161	30751	1067
348		Horz %	100.00	3.38	53.41	1.76	46.59	1.62
349		Vert %	27.71	31.53	30.71	32.27	24.92	30.75
350		Index	100	114	111	116	90	111
351								
352		Unwgted	24820	511	14100	301	10720	210
353	Marital Status: Currently Married	Weighted (000)	126882	4064	63254	2119	63629	1945
354		Horz %	100.00	3.20	49.85	1.67	50.15	1.53
355		Vert %	53.28	57.50	55.12	58.89	51.57	56.06
356		Index	100	108	103	111	97	105
357								
358		Unwgted	7777	112	3127	52	4650	60
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	612	12849	262	17759	350
360		Horz %	100.00	2.00	41.98	0.86	58.02	1.14
361		Vert %	12.85	8.66	11.20	7.29	14.39	10.09
362		Index	100	67	87	57	112	78
363					*		*	
364		Unwgted	3878	23	945	6	2933	17
365	Marital Status: Widowed	Weighted (000)	14666	164	3416	56	11250	107
366		Horz %	100.00	1.12	23.29	0.38	76.71	0.73
367		Vert %	6.16	2.31	2.98	1.56	9.12	3.10
368		Index	100	38	48	25	148	50
369							*	
370		Unwgted	1983	61	1032	40	951	21
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	458	5384	253	5833	206
372		Horz %	100.00	4.08	48.00	2.25	52.00	1.83
373		Vert %	4.71	6.48	4.69	7.02	4.73	5.93
374		Index	100	138	100	149	100	126
375								
376	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3313	121	1820	78	1493	43
377		Weighted (000)	20943	976	10281	520	10662	457
378		Horz %	100.00	4.66	49.09	2.48	50.91	2.18
379		Vert %	8.79	13.82	8.96	14.44	8.64	13.17
380		Index	100	157	102	164	98	150

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
381								
382		Unwgted	17843	575	8707	315	9136	260
383	Any Child(ren) Under Age 18	Weighted (000)	94619	4756	42720	2272	51899	2484
384	Living at Home	Horz %	100.00	5.03	45.15	2.40	54.85	2.62
385		Vert %	39.73	67.29	37.22	63.13	42.06	71.60
386		Index	100	169	94	159	106	180
387								
388		Unwgted	7219	177	3511	91	3708	86
389	1 Child Under Age 18	Weighted (000)	38752	1402	17649	705	21103	697
390	Currently Living at Home	Horz %	100.00	3.62	45.54	1.82	54.46	1.80
391		Vert %	16.27	19.83	15.38	19.58	17.10	20.09
392		Index	100	122	95	120	105	123
393								
394		Unwgted	6632	203	3312	117	3320	86
395	2 Children Under Age 18	Weighted (000)	33339	1541	15370	717	17969	823
396	Currently Living at Home	Horz %	100.00	4.62	46.10	2.15	53.90	2.47
397		Vert %	14.00	21.80	13.39	19.93	14.56	23.73
398		Index	100	156	96	142	104	170
399								
400		Unwgted	2738	121	1283	71	1455	50
401	3 Children Under Age 18	Weighted (000)	14851	1050	6431	527	8420	523
402	Currently Living at Home	Horz %	100.00	7.07	43.31	3.55	56.69	3.52
403		Vert %	6.24	14.86	5.60	14.65	6.82	15.08
404		Index	100	238	90	235	109	242
405						*		*
406		Unwgted	882	56	427	28	455	28
407	4 Children Under Age 18	Weighted (000)	5223	530	2303	229	2920	302
408	Currently Living at Home	Horz %	100.00	10.15	44.10	4.38	55.90	5.77
409		Vert %	2.19	7.50	2.01	6.35	2.37	8.69
410		Index	100	342	92	290	108	396
411				*		*		*
412		Unwgted	372	18	174	8	198	10
413	5 or More Children Under Age 18	Weighted (000)	2454	233	967	94	1487	139
414	Currently Living at Home	Horz %	100.00	9.51	39.40	3.85	60.60	5.66
415		Vert %	1.03	3.30	0.84	2.62	1.21	4.00
416		Index	100	320	82	255	117	388
417								
418		Unwgted	33340	475	17386	279	15954	196
419	Own Home/Residence	Weighted (000)	157962	3630	76483	1917	81479	1713
420		Horz %	100.00	2.30	48.42	1.21	51.58	1.08
421		Vert %	66.33	51.36	66.64	53.26	66.03	49.37
422		Index	100	77	100	80	100	74
423								
424		Unwgted	14260	431	6787	231	7473	200
425	Rent Home/Residence	Weighted (000)	77153	3374	36837	1634	40316	1741
426		Horz %	100.00	4.37	47.75	2.12	52.25	2.26
427		Vert %	32.40	47.74	32.10	45.40	32.67	50.18
428		Index	100	147	99	140	101	155
429				*		*		*
430		Unwgted	568	9	284	5	284	4
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	64	1445	48	1594	15
432		Horz %	100.00	2.09	47.54	1.58	52.46	0.51
433		Vert %	1.28	0.90	1.26	1.34	1.29	0.45
434		Index	100	71	99	105	101	35

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
1								
2								
435				*		*		*
436	Census Region: North East	Unwgted	11308	2	5685	1	5623	1
437		Weighted (000)	43253	9	20622	1	22631	8
438		Horz %	100.00	0.02	47.68	0.00	52.32	0.02
439		Vert %	18.16	0.13	17.97	0.04	18.34	0.22
440		Index	100	1	99	0	101	1
441	Census Region: South	Unwgted	16124	354	8035	197	8089	157
442		Weighted (000)	89346	2657	42766	1381	46580	1276
443		Horz %	100.00	2.97	47.87	1.55	52.13	1.43
444		Vert %	37.52	37.60	37.26	38.37	37.75	36.79
445		Index	100	100	99	102	101	98
446	Census Region: Midwest	Unwgted	10891	159	5544	94	5347	65
447		Weighted (000)	51282	805	24805	467	26477	338
448		Horz %	100.00	1.57	48.37	0.91	51.63	0.66
449		Vert %	21.53	11.39	21.61	12.97	21.46	9.75
450		Index	100	53	100	60	100	45
451	Census Region: West	Unwgted	9845	400	5193	223	4652	177
452		Weighted (000)	54273	3597	26572	1750	27701	1847
453		Horz %	100.00	6.63	48.96	3.22	51.04	3.40
454		Vert %	22.79	50.89	23.15	48.62	22.45	53.24
455		Index	100	223	102	213	99	234
456	Census Sub-Region: New England	Unwgted	2844	0	1449	0	1395	0
457		Weighted (000)	11320	0	5419	0	5901	0
458		Horz %	100.00	0.00	47.87	0.00	52.13	0.00
459		Vert %	4.75	0.00	4.72	0.00	4.78	0.00
460		Index	100	0	99	0	101	0
461	Census Sub-Region: Mid Atlantic	Unwgted	8464	2	4236	1	4228	1
462		Weighted (000)	31933	9	15203	1	16730	8
463		Horz %	100.00	0.03	47.61	0.00	52.39	0.02
464		Vert %	13.41	0.13	13.25	0.04	13.56	0.22
465		Index	100	1	99	0	101	2
466	Census Sub-Region: South Atlantic	Unwgted	9116	52	4475	27	4641	25
467		Weighted (000)	45960	313	21872	135	24087	178
468		Horz %	100.00	0.68	47.59	0.29	52.41	0.39
469		Vert %	19.30	4.43	19.06	3.76	19.52	5.12
470		Index	100	23	99	20	101	27
471	Census Sub-Region: East South Central	Unwgted	2066	2	1066	2	1000	0
472		Weighted (000)	14946	18	7248	18	7697	0
473		Horz %	100.00	0.12	48.50	0.12	51.50	0.00
474		Vert %	6.28	0.26	6.32	0.51	6.24	0.00
475		Index	100	4	101	8	99	0
476	Census Sub-Region: West South Central	Unwgted	4942	300	2494	168	2448	132
477		Weighted (000)	28441	2326	13646	1227	14795	1099
478		Horz %	100.00	8.18	47.98	4.31	52.02	3.86
479		Vert %	11.94	32.91	11.89	34.10	11.99	31.67
480		Index	100	276	100	286	100	265

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

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2								
489								
490		Unwgted	8456	147	4267	85	4189	62
491	Census Sub-Region: East North Central	Weighted (000)	35650	688	16892	373	18758	316
492		Horz %	100.00	1.93	47.38	1.05	52.62	0.89
493		Vert %	14.97	9.74	14.72	10.35	15.20	9.10
494		Index	100	65	98	69	102	61
495					*		*	
496		Unwgted	2435	12	1277	9	1158	3
497	Census Sub-Region: West North Central	Weighted (000)	15632	117	7913	94	7719	22
498		Horz %	100.00	0.75	50.62	0.60	49.38	0.14
499		Vert %	6.56	1.65	6.90	2.62	6.26	0.64
500		Index	100	25	105	40	95	10
501							*	
502		Unwgted	2321	53	1229	28	1092	25
503	Census Sub-Region: Mountain	Weighted (000)	16500	665	8176	329	8324	336
504		Horz %	100.00	4.03	49.55	1.99	50.45	2.04
505		Vert %	6.93	9.41	7.12	9.13	6.75	9.70
506		Index	100	136	103	132	97	140
507								
508		Unwgted	7524	347	3964	195	3560	152
509	Census Sub-Region: Pacific	Weighted (000)	37774	2932	18396	1421	19378	1510
510		Horz %	100.00	7.76	48.70	3.76	51.30	4.00
511		Vert %	15.86	41.48	16.03	39.49	15.70	43.54
512		Index	100	262	101	249	99	275
513								
514		Unwgted	26679	591	13529	338	13150	253
515	County Size: A	Weighted (000)	99155	4173	47699	2112	51456	2061
516		Horz %	100.00	4.21	48.11	2.13	51.89	2.08
517		Vert %	41.63	59.04	41.56	58.68	41.70	59.41
518		Index	100	142	100	141	100	143
519								
520		Unwgted	12036	168	6063	96	5973	72
521	County Size: B	Weighted (000)	70767	1325	34009	736	36758	589
522		Horz %	100.00	1.87	48.06	1.04	51.94	0.83
523		Vert %	29.71	18.75	29.63	20.44	29.79	16.99
524		Index	100	63	100	69	100	57
525								
526		Unwgted	9453	156	4865	81	4588	75
527	County Size: C/D	Weighted (000)	68232	1570	33058	751	35175	819
528		Horz %	100.00	2.30	48.45	1.10	51.55	1.20
529		Vert %	28.65	22.21	28.80	20.88	28.51	23.60
530		Index	100	78	101	73	99	82
531					*		*	
532		Unwgted	1292	12	710	3	582	9
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	33	2746	4	2374	29
534		Horz %	100.00	0.65	53.63	0.08	46.37	0.57
535		Vert %	2.15	0.47	2.39	0.12	1.92	0.84
536		Index	100	22	111	5	90	39
537								
538		Unwgted	8429	183	3621	96	4808	87
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	1328	16635	547	24144	781
540		Horz %	100.00	3.26	40.79	1.34	59.21	1.92
541		Vert %	17.12	18.79	14.49	15.19	19.57	22.53
542		Index	100	110	85	89	114	132

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2								
543						*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	77	715	48	563	29
545		Weighted (000)	7030	606	3657	297	3373	309
546		Horz %	100.00	8.62	52.02	4.23	47.98	4.39
547		Vert %	2.95	8.58	3.19	8.26	2.73	8.91
548		Index	100	291	108	280	93	302
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	1	186	1	203	0
551		Weighted (000)	2075	3	838	3	1237	0
552		Horz %	100.00	0.16	40.41	0.16	59.59	0.00
553		Vert %	0.87	0.05	0.73	0.09	1.00	0.00
554		Index	100	5	84	10	115	0
555				*		*		*
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	32	1797	22	1234	10
557		Weighted (000)	8416	99	4632	67	3784	32
558		Horz %	100.00	1.18	55.04	0.80	44.96	0.37
559		Vert %	3.53	1.40	4.04	1.88	3.07	0.91
560		Index	100	40	114	53	87	26
561				*		*		*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	39	2871	34	652	5
563		Weighted (000)	12663	199	9964	175	2698	24
564		Horz %	100.00	1.57	78.69	1.38	21.31	0.19
565		Vert %	5.32	2.82	8.68	4.87	2.19	0.69
566		Index	100	53	163	92	41	13
567				*		*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	8	663	7	325	1
569		Weighted (000)	4277	32	2782	25	1494	7
570		Horz %	100.00	0.75	65.06	0.59	34.94	0.16
571		Vert %	1.80	0.45	2.42	0.71	1.21	0.19
572		Index	100	25	135	39	67	11
573				*		*		*
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	75	1973	51	1475	24
575		Weighted (000)	16147	394	8900	242	7247	152
576		Horz %	100.00	2.44	55.12	1.50	44.88	0.94
577		Vert %	6.78	5.58	7.76	6.73	5.87	4.38
578		Index	100	82	114	99	87	65
579				*		*		*
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	253	3987	133	4877	120
581		Weighted (000)	46661	2004	19823	953	26837	1051
582		Horz %	100.00	4.30	42.48	2.04	57.52	2.25
583		Vert %	19.59	28.36	17.27	26.48	21.75	30.31
584		Index	100	145	88	135	111	155
585				*		*		*
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	48	1569	28	1287	20
587		Weighted (000)	13017	248	7079	155	5938	93
588		Horz %	100.00	1.90	54.38	1.19	45.62	0.71
589		Vert %	5.47	3.51	6.17	4.31	4.81	2.67
590		Index	100	64	113	79	88	49
591				*		*		*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	54	2511	42	1270	12
593		Weighted (000)	18048	229	11714	125	6334	104
594		Horz %	100.00	1.27	64.90	0.69	35.10	0.58
595		Vert %	7.58	3.25	10.21	3.48	5.13	3.00
596		Index	100	43	135	46	68	40

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
597				*		*		*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	10	755	4	687	6
599		Weighted (000)	5709	59	2958	11	2752	49
600		Horz %	100.00	1.04	51.81	0.19	48.19	0.85
601		Vert %	2.40	0.84	2.58	0.30	2.23	1.40
602		Index	100	35	108	13	93	58
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	95	4003	52	4234	43
605		Weighted (000)	46833	525	21488	235	25345	290
606		Horz %	100.00	1.12	45.88	0.50	54.12	0.62
607		Vert %	19.66	7.43	18.72	6.54	20.54	8.35
608		Index	100	38	95	33	104	42
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	13	147	8	138	5
611		Weighted (000)	1065	48	495	35	570	13
612		Horz %	100.00	4.55	46.46	3.29	53.54	1.26
613		Vert %	0.45	0.69	0.43	0.97	0.46	0.39
614		Index	100	153	96	218	103	86
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	3	264	1	450	2
617		Weighted (000)	3659	5	1332	1	2327	4
618		Horz %	100.00	0.12	36.41	0.02	63.59	0.11
619		Vert %	1.54	0.06	1.16	0.02	1.89	0.11
620		Index	100	4	76	1	123	7
621								
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	915	1107	515	1116	400
623		Weighted (000)	15844	7068	7607	3599	8236	3469
624		Horz %	100.00	44.61	48.01	22.72	51.99	21.89
625		Vert %	6.65	100.00	6.63	100.00	6.68	100.00
626		Index	100	1503	100	1503	100	1503
627				*		*		*
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	49	1436	23	2233	26
629		Weighted (000)	17141	329	6212	100	10929	229
630		Horz %	100.00	1.92	36.24	0.58	63.76	1.34
631		Vert %	7.20	4.66	5.41	2.78	8.86	6.60
632		Index	100	65	75	39	123	92
633				*		*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	9	460	3	327	6
635		Weighted (000)	2899	45	1579	19	1320	27
636		Horz %	100.00	1.57	54.47	0.65	45.53	0.92
637		Vert %	1.22	0.64	1.38	0.52	1.07	0.77
638		Index	100	53	113	43	88	63
639								
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	915	515	515	400	400
641		Weighted (000)	7068	7068	3599	3599	3469	3469
642		Horz %	100.00	100.00	50.92	50.92	49.08	49.08
643		Vert %	2.97	100.00	3.14	100.00	2.81	100.00
644		Index	100	3370	106	3370	95	3370
645				*		*		*
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	32	3816	23	2399	9
647		Weighted (000)	23523	144	14154	96	9369	47
648		Horz %	100.00	0.61	60.17	0.41	39.83	0.20
649		Vert %	9.88	2.03	12.33	2.68	7.59	1.36
650		Index	100	21	125	27	77	14

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
651				*		*		*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	39	952	25	936	14
653		Weighted (000)	9927	370	4669	219	5258	151
654		Horz %	100.00	3.73	47.04	2.20	52.96	1.52
655		Vert %	4.17	5.24	4.07	6.08	4.26	4.36
656		Index	100	126	98	146	102	105
657				*		*		*
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	12	1372	5	1196	7
659		Weighted (000)	10435	44	5282	13	5153	30
660		Horz %	100.00	0.42	50.62	0.13	49.38	0.29
661		Vert %	4.38	0.62	4.60	0.37	4.18	0.88
662	Index	100	14	105	8	95	20	
663						*		*
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	65	1596	37	2353	28
665		Weighted (000)	19990	397	7792	213	12198	184
666		Horz %	100.00	1.99	38.98	1.07	61.02	0.92
667		Vert %	8.39	5.62	6.79	5.93	9.89	5.30
668	Index	100	67	81	71	118	63	
669								*
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	110	1404	65	1472	45
671		Weighted (000)	15341	951	7412	521	7930	430
672		Horz %	100.00	6.20	48.31	3.39	51.69	2.81
673		Vert %	6.44	13.45	6.46	14.46	6.43	12.41
674	Index	100	209	100	225	100	193	
675						*		*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	61	2680	43	1590	18
677		Weighted (000)	20195	315	12063	186	8132	129
678		Horz %	100.00	1.56	59.73	0.92	40.27	0.64
679		Vert %	8.48	4.46	10.51	5.17	6.59	3.72
680	Index	100	53	124	61	78	44	
681				*		*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	9	429	4	733	5
683		Weighted (000)	5686	71	2013	49	3672	23
684		Horz %	100.00	1.26	35.41	0.85	64.59	0.40
685		Vert %	2.39	1.01	1.75	1.35	2.98	0.66
686	Index	100	42	73	57	125	28	
687								*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	120	319	73	365	47
689		Weighted (000)	4664	999	2063	520	2601	479
690		Horz %	100.00	21.42	44.23	11.14	55.77	10.27
691		Vert %	1.96	14.13	1.80	14.44	2.11	13.81
692	Index	100	722	92	737	108	705	
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	1	129	1	177	0
695		Weighted (000)	1821	4	910	4	911	0
696		Horz %	100.00	0.21	49.96	0.21	50.04	0.00
697		Vert %	0.76	0.05	0.79	0.11	0.74	0.00
698	Index	100	7	104	14	97	0	
699								*
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	100	2494	56	2807	44
701		Weighted (000)	27306	814	12722	424	14585	390
702		Horz %	100.00	2.98	46.59	1.55	53.41	1.43
703		Vert %	11.47	11.52	11.09	11.78	11.82	11.25
704	Index	100	100	97	103	103	98	

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
705				*		*		*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	35	1035	19	1379	16
707		Weighted (000)	10854	241	4643	137	6211	103
708		Horz %	100.00	2.22	42.78	1.26	57.22	0.95
709		Vert %	4.56	3.40	4.05	3.81	5.03	2.98
710		Index	100	75	89	84	110	65
711				*		*		*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	41	1018	23	1016	18
713		Weighted (000)	12023	404	5724	173	6299	231
714		Horz %	100.00	3.36	47.61	1.44	52.39	1.92
715		Vert %	5.05	5.71	4.99	4.80	5.11	6.65
716		Index	100	113	99	95	101	132
717						*		*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	50	706	20	553	30
719		Weighted (000)	6468	400	3593	141	2875	259
720		Horz %	100.00	6.18	55.55	2.18	44.45	4.00
721		Vert %	2.72	5.66	3.13	3.92	2.33	7.46
722		Index	100	208	115	144	86	275
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	878	20746	496	19359	382
725		Weighted (000)	195910	6768	96272	3482	99638	3286
726		Horz %	100.00	3.45	49.14	1.78	50.86	1.68
727		Vert %	82.26	95.76	83.89	96.75	80.75	94.73
728		Index	100	116	102	118	98	115
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	616	13440	368	11566	248
731		Weighted (000)	118698	4613	60364	2619	58335	1993
732		Horz %	100.00	3.89	50.85	2.21	49.15	1.68
733		Vert %	49.84	65.26	52.60	72.78	47.28	57.47
734		Index	100	131	106	146	95	115
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	416	9422	231	8461	185
737		Weighted (000)	88241	3232	44427	1648	43814	1584
738		Horz %	100.00	3.66	50.35	1.87	49.65	1.80
739		Vert %	37.05	45.73	38.71	45.80	35.51	45.67
740		Index	100	123	104	124	96	123
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	527	11583	309	9900	218
743		Weighted (000)	102780	4032	52607	2166	50173	1866
744		Horz %	100.00	3.92	51.18	2.11	48.82	1.82
745		Vert %	43.16	57.05	45.84	60.19	40.66	53.79
746		Index	100	132	106	139	94	125
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	159	3947	97	3353	62
749		Weighted (000)	36869	987	19177	538	17692	449
750		Horz %	100.00	2.68	52.01	1.46	47.99	1.22
751		Vert %	15.48	13.96	16.71	14.94	14.34	12.94
752		Index	100	90	108	96	93	84
753						*		*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	66	1456	46	907	20
755		Weighted (000)	12089	474	7351	285	4738	190
756		Horz %	100.00	3.92	60.81	2.35	39.19	1.57
757		Vert %	5.08	6.71	6.41	7.91	3.84	5.47
758		Index	100	132	126	156	76	108

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
759								
760		Unwgted	15477	381	8106	231	7371	150
761	Radio Daypart Cumes:	Weighted (000)	74270	2959	37528	1740	36742	1219
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	3.98	50.53	2.34	49.47	1.64
763		Vert %	31.19	41.86	32.70	48.36	29.78	35.13
764		Index	100	134	105	155	95	113
765								
766		Unwgted	21457	480	10719	265	10738	215
767	Radio Daypart Cumes:	Weighted (000)	102778	3531	48768	1824	54011	1707
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	3.44	47.45	1.77	52.55	1.66
769		Vert %	43.16	49.96	42.49	50.68	43.77	49.22
770		Index	100	116	98	117	101	114
771								
772		Unwgted	16141	388	8215	215	7926	173
773	Radio Daypart Cumes:	Weighted (000)	79854	2896	38468	1442	41386	1454
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	3.63	48.17	1.81	51.83	1.82
775		Vert %	33.53	40.97	33.52	40.07	33.54	41.90
776		Index	100	122	100	120	100	125
777								
778		Unwgted	7721	153	4043	88	3678	65
779	Radio Daypart Cumes:	Weighted (000)	38919	946	19420	492	19499	454
780	Weekend 7:00 pm - Midnight	Horz %	100.00	2.43	49.90	1.26	50.10	1.17
781		Vert %	16.34	13.38	16.92	13.67	15.80	13.09
782		Index	100	82	104	84	97	80
783				*		*		*
784		Unwgted	1911	29	1118	19	793	10
785	Radio Daypart Cumes:	Weighted (000)	9972	153	5625	80	4346	73
786	Weekend Midnight - 6:00 am	Horz %	100.00	1.53	56.41	0.80	43.59	0.73
787		Vert %	4.19	2.16	4.90	2.21	3.52	2.11
788		Index	100	52	117	53	84	50
789								
790		Unwgted	12646	246	5791	110	6855	136
791	Where Listen to Radio on	Weighted (000)	61519	2002	27333	717	34186	1285
792	Typical Weekday: Home	Horz %	100.00	3.25	44.43	1.17	55.57	2.09
793		Vert %	25.83	28.32	23.82	19.92	27.71	37.04
794		Index	100	110	92	77	107	143
795								
796		Unwgted	36747	755	18963	436	17784	319
797	Where Listen to Radio on	Weighted (000)	177653	5456	86450	2934	91203	2522
798	Typical Weekday: Car	Horz %	100.00	3.07	48.66	1.65	51.34	1.42
799		Vert %	74.60	77.20	75.33	81.53	73.92	72.70
800		Index	100	103	101	109	99	97
801								
802		Unwgted	5605	180	3421	126	2184	54
803	Where Listen to Radio on	Weighted (000)	29068	1290	16938	830	12131	460
804	Typical Weekday: Work	Horz %	100.00	4.44	58.27	2.86	41.73	1.58
805		Vert %	12.21	18.26	14.76	23.07	9.83	13.27
806		Index	100	150	121	189	81	109
807				*		*		*
808		Unwgted	985	15	550	14	435	1
809	Where Listen to Radio on	Weighted (000)	5269	162	2888	155	2380	7
810	Typical Weekday: Place	Horz %	100.00	3.08	54.82	2.95	45.18	0.13
811	Other Than Home, Car, Work	Vert %	2.21	2.30	2.52	4.31	1.93	0.20
812		Index	100	104	114	195	87	9

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
813								
814		Unwgted	14284	275	6807	140	7477	135
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	2087	31782	921	37401	1166
816		Horz %	100.00	3.02	45.94	1.33	54.06	1.68
817		Vert %	29.05	29.52	27.69	25.59	30.31	33.60
818		Index	100	102	95	88	104	116
819								
820		Unwgted	33644	699	17193	403	16451	296
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	5045	78252	2693	84188	2352
822		Horz %	100.00	3.11	48.17	1.66	51.83	1.45
823		Vert %	68.21	71.38	68.18	74.82	68.23	67.81
824		Index	100	105	100	110	100	99
825								
826		Unwgted	1927	77	1266	57	661	20
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	576	6599	390	3821	186
828		Horz %	100.00	5.53	63.33	3.74	36.67	1.78
829		Vert %	4.38	8.15	5.75	10.84	3.10	5.35
830		Index	100	186	131	248	71	122
831					*		*	
832		Unwgted	957	15	546	10	411	5
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	166	3017	92	2397	74
834		Horz %	100.00	3.07	55.73	1.70	44.27	1.37
835		Vert %	2.27	2.35	2.63	2.56	1.94	2.13
836		Index	100	103	116	113	85	94
837								
838		Unwgted	9766	167	5971	111	3795	56
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	1311	23093	783	16294	528
840		Horz %	100.00	3.33	58.63	1.99	41.37	1.34
841		Vert %	16.54	18.55	20.12	21.76	13.21	15.21
842		Index	100	112	122	132	80	92
843								
844		Unwgted	36381	895	18453	503	17928	392
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	6881	87796	3478	94145	3404
846		Horz %	100.00	3.78	48.26	1.91	51.74	1.87
847		Vert %	76.40	97.36	76.50	96.63	76.30	98.12
848		Index	100	127	100	126	100	128
849								
850		Unwgted	39530	915	20284	515	19246	400
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	7068	94677	3599	99607	3469
852		Horz %	100.00	3.64	48.73	1.85	51.27	1.79
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	43	3528	25	2810	18
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	208	14032	118	13682	90
858		Horz %	100.00	0.75	50.63	0.43	49.37	0.33
859		Vert %	11.64	2.94	12.23	3.27	11.09	2.60
860		Index	100	25	105	28	95	22
861							*	
862		Unwgted	8685	65	4748	37	3937	28
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	308	19203	153	20006	154
864		Horz %	100.00	0.79	48.98	0.39	51.02	0.39
865		Vert %	16.46	4.36	16.73	4.26	16.21	4.45
866		Index	100	26	102	26	98	27

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	186	6842	115	5833	71
869		Weighted (000)	60478	1294	29974	721	30504	573
870		Horz %	100.00	2.14	49.56	1.19	50.44	0.95
871		Vert %	25.39	18.31	26.12	20.04	24.72	16.52
872		Index	100	72	103	79	97	65
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	191	6301	130	4930	61
875		Weighted (000)	56535	1550	28911	961	27624	589
876		Horz %	100.00	2.74	51.14	1.70	48.86	1.04
877		Vert %	23.74	21.93	25.19	26.70	22.39	16.98
878		Index	100	92	106	112	94	72
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	141	4209	85	2985	56
881		Weighted (000)	34638	879	19095	503	15543	376
882		Horz %	100.00	2.54	55.13	1.45	44.87	1.09
883		Vert %	14.54	12.44	16.64	13.98	12.60	10.84
884		Index	100	86	114	96	87	75
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	208	6076	128	5127	80
887		Weighted (000)	54650	1333	28025	764	26625	569
888		Horz %	100.00	2.44	51.28	1.40	48.72	1.04
889		Vert %	22.95	18.86	24.42	21.24	21.58	16.40
890		Index	100	82	106	93	94	71
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	266	7625	163	6345	103
893		Weighted (000)	68093	1735	34986	1010	33107	725
894		Horz %	100.00	2.55	51.38	1.48	48.62	1.06
895		Vert %	28.59	24.55	30.48	28.06	26.83	20.90
896		Index	100	86	107	98	94	73
897								*
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	78	2072	54	1493	24
899		Weighted (000)	16453	472	9050	318	7404	154
900		Horz %	100.00	2.87	55.00	1.93	45.00	0.94
901		Vert %	6.91	6.68	7.89	8.84	6.00	4.45
902		Index	100	97	114	128	87	64
903								
904	Downloaded Music - Past Month	Unwgted	10771	236	5842	134	4929	102
905		Weighted (000)	55635	1746	28526	930	27109	815
906		Horz %	100.00	3.14	51.27	1.67	48.73	1.47
907		Vert %	23.36	24.70	24.86	25.85	21.97	23.50
908		Index	100	106	106	111	94	101
909				*		*		*
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	17	1374	10	741	7
911		Weighted (000)	9292	83	5804	56	3488	27
912		Horz %	100.00	0.90	62.46	0.60	37.54	0.29
913		Vert %	3.90	1.18	5.06	1.56	2.83	0.79
914		Index	100	30	130	40	72	20
915						*		*
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	54	1255	30	1221	24
917		Weighted (000)	12781	374	6091	184	6690	189
918		Horz %	100.00	2.92	47.66	1.44	52.34	1.48
919		Vert %	5.37	5.28	5.31	5.11	5.42	5.46
920		Index	100	98	99	95	101	102

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
921								*
922		Unwgted	6881	120	3642	72	3239	48
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	751	16078	376	16393	375
924		Horz %	100.00	2.31	49.51	1.16	50.49	1.15
925		Vert %	13.63	10.62	14.01	10.45	13.29	10.80
926		Index	100	78	103	77	97	79
927								
928		Unwgted	9499	262	4700	144	4799	118
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	1839	22377	875	25926	964
930		Horz %	100.00	3.81	46.33	1.81	53.67	2.00
931		Vert %	20.28	26.02	19.50	24.31	21.01	27.79
932		Index	100	128	96	120	104	137
933				*		*		*
934		Unwgted	2160	31	1248	18	912	13
935	Visited Spotify.com - Past Month	Weighted (000)	10770	231	5929	149	4841	82
936		Horz %	100.00	2.14	55.05	1.38	44.95	0.76
937		Vert %	4.52	3.26	5.17	4.13	3.92	2.37
938		Index	100	72	114	91	87	52
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	371	8481	212	8257	159
941		Weighted (000)	83979	2705	40117	1453	43862	1252
942		Horz %	100.00	3.22	47.77	1.73	52.23	1.49
943		Vert %	35.26	38.27	34.96	40.37	35.55	36.10
944		Index	100	109	99	114	101	102
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	314	7079	181	6513	133
947		Weighted (000)	67996	2325	33168	1211	34828	1114
948		Horz %	100.00	3.42	48.78	1.78	51.22	1.64
949		Vert %	28.55	32.89	28.90	33.64	28.23	32.12
950		Index	100	115	101	118	99	113
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	371	8682	209	8300	162
953		Weighted (000)	84461	2749	40721	1413	43740	1336
954		Horz %	100.00	3.25	48.21	1.67	51.79	1.58
955		Vert %	35.46	38.90	35.48	39.27	35.45	38.51
956		Index	100	110	100	111	100	109
957								
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	303	7052	178	6258	125
959		Weighted (000)	67825	2265	33599	1186	34226	1079
960		Horz %	100.00	3.34	49.54	1.75	50.46	1.59
961		Vert %	28.48	32.04	29.28	32.95	27.74	31.10
962		Index	100	113	103	116	97	109
963								
964	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	768	19854	428	19456	340
965		Weighted (000)	191753	5904	91658	3019	100095	2885
966		Horz %	100.00	3.08	47.80	1.57	52.20	1.50
967		Vert %	80.52	83.53	79.87	83.89	81.12	83.16
968		Index	100	104	99	104	101	103
969								
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	606	15784	335	15579	271
971		Weighted (000)	151527	4713	72027	2377	79500	2336
972		Horz %	100.00	3.11	47.53	1.57	52.47	1.54
973		Vert %	63.63	66.68	62.76	66.05	64.43	67.34
974		Index	100	105	99	104	101	106

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
975								
976	TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	27069	505	13766	296	13303	209
977		Weighted (000)	131359	3737	63885	2058	67474	1679
978		Horz %	100.00	2.84	48.63	1.57	51.37	1.28
979		Vert %	55.16	52.87	55.67	57.18	54.68	48.41
980		Index	100	96	101	104	99	88
981								
982	TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	31508	553	15957	312	15551	241
983		Weighted (000)	152474	4129	73082	2060	79393	2070
984		Horz %	100.00	2.71	47.93	1.35	52.07	1.36
985		Vert %	64.02	58.43	63.68	57.23	64.34	59.67
986		Index	100	91	99	89	101	93
987								
988	TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13670	206	6126	85	7544	121
989		Weighted (000)	72627	1799	30958	537	41669	1262
990		Horz %	100.00	2.48	42.63	0.74	57.37	1.74
991		Vert %	30.50	25.45	26.98	14.91	33.77	36.39
992		Index	100	83	88	49	111	119
993								
994	TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24527	452	12354	242	12173	210
995		Weighted (000)	122242	3500	57750	1687	64492	1813
996		Horz %	100.00	2.86	47.24	1.38	52.76	1.48
997		Vert %	51.33	49.52	50.32	46.87	52.27	52.27
998		Index	100	96	98	91	102	102
999								*
1000	TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8031	140	4197	92	3834	48
1001		Weighted (000)	40564	1035	20501	625	20063	410
1002		Horz %	100.00	2.55	50.54	1.54	49.46	1.01
1003		Vert %	17.03	14.64	17.86	17.35	16.26	11.82
1004		Index	100	86	105	102	95	69
1005								
1006	TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19901	378	10227	226	9674	152
1007		Weighted (000)	98456	2806	48277	1527	50179	1278
1008		Horz %	100.00	2.85	49.03	1.55	50.97	1.30
1009		Vert %	41.34	39.70	42.07	42.44	40.67	36.85
1010		Index	100	96	102	103	98	89
1011								
1012	TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	24366	467	13227	281	11139	186
1013		Weighted (000)	120692	3250	61780	1785	58912	1465
1014		Horz %	100.00	2.69	51.19	1.48	48.81	1.21
1015		Vert %	50.68	45.98	53.83	49.61	47.74	42.22
1016		Index	100	91	106	98	94	83
1017				*		*		*
1018		Unwgted	2498	37	1497	19	1001	18
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	215	7184	96	5158	119
1020		Horz %	100.00	1.74	58.21	0.78	41.79	0.97
1021		Vert %	5.18	3.05	6.26	2.67	4.18	3.44
1022		Index	100	59	121	52	81	66
1023								*
1024	Watched a TV Program Online - Past Month	Unwgted	8118	103	4404	62	3714	41
1025		Weighted (000)	39203	599	19922	313	19281	286
1026		Horz %	100.00	1.53	50.82	0.80	49.18	0.73
1027		Vert %	16.46	8.47	17.36	8.68	15.63	8.25
1028		Index	100	51	105	53	95	50

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2								
1029								
1030		Unwgted	10544	157	5205	92	5339	65
1031	Visited a TV Network or TV	Weighted (000)	50236	1053	23290	536	26946	517
1032	Show's Web Site - Past Month	Horz %	100.00	2.10	46.36	1.07	53.64	1.03
1033		Vert %	21.09	14.90	20.29	14.90	21.84	14.90
1034		Index	100	71	96	71	104	71
1035								*
1036		Unwgted	5568	97	3052	57	2516	40
1037	Looked at TV Listings Online -	Weighted (000)	25497	611	13083	320	12414	291
1038	Past Month	Horz %	100.00	2.39	51.31	1.25	48.69	1.14
1039		Vert %	10.71	8.64	11.40	8.88	10.06	8.38
1040		Index	100	81	106	83	94	78
1041								
1042		Unwgted	23815	329	11641	172	12174	157
1043	Household Subscribes to	Weighted (000)	113098	2340	52487	1124	60611	1216
1044	Cable TV	Horz %	100.00	2.07	46.41	0.99	53.59	1.08
1045		Vert %	47.49	33.11	45.73	31.23	49.12	35.06
1046		Index	100	70	96	66	103	74
1047								
1048		Unwgted	40083	658	20313	362	19770	296
1049	Household Subscribes to	Weighted (000)	195193	4961	93321	2473	101872	2488
1050	Cable, Satellite or Fiber Optic	Horz %	100.00	2.54	47.81	1.27	52.19	1.27
1051	TV	Vert %	81.96	70.19	81.31	68.71	82.56	71.73
1052		Index	100	86	99	84	101	88
1053								
1054		Unwgted	38774	637	19682	350	19092	287
1055	Viewed Any Cable TV	Weighted (000)	188764	4815	90255	2397	98509	2418
1056	(Including Pay) - Past Week	Horz %	100.00	2.55	47.81	1.27	52.19	1.28
1057		Vert %	79.26	68.12	78.64	66.59	79.84	69.71
1058		Index	100	86	99	84	101	88
1059								
1060		Unwgted	29145	469	15363	260	13782	209
1061	Heavy Cable TV Viewer	Weighted (000)	143332	3536	71157	1716	72174	1820
1062	(Including Pay) - Past Week	Horz %	100.00	2.47	49.65	1.20	50.35	1.27
1063		Vert %	60.18	50.03	62.00	47.69	58.49	52.46
1064		Index	100	83	103	79	97	87
1065								
1066		Unwgted	16614	306	9062	178	7552	128
1067	Viewed Any Premium Cable	Weighted (000)	78557	2198	40068	1163	38489	1036
1068	Channels - Past Month	Horz %	100.00	2.80	51.00	1.48	49.00	1.32
1069		Vert %	32.99	31.11	34.91	32.31	31.19	29.86
1070		Index	100	94	106	98	95	91
1071								
1072		Unwgted	6367	152	3495	98	2872	54
1073	Viewed Any Pay-Per-View	Weighted (000)	30162	1168	15494	715	14668	453
1074	Programs or Events - Past	Horz %	100.00	3.87	51.37	2.37	48.63	1.50
1075	Year	Vert %	12.66	16.52	13.50	19.87	11.89	13.05
1076		Index	100	130	107	157	94	103
1077								
1078		Unwgted	13594	137	6858	76	6736	61
1079	Viewed Any Video-On-	Weighted (000)	58844	710	27260	350	31584	360
1080	Demand Programs or Events -	Horz %	100.00	1.21	46.33	0.60	53.67	0.61
1081	Past Year	Vert %	24.71	10.05	23.75	9.73	25.60	10.38
1082		Index	100	41	96	39	104	42

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2								
1083								
1084		Unwgted	10960	274	5902	155	5058	119
1085	Household Has a Satellite Dish	Weighted (000)	63040	2310	31481	1207	31559	1104
1086		Horz %	100.00	3.67	49.94	1.91	50.06	1.75
1087		Vert %	26.47	32.69	27.43	33.52	25.58	31.83
1088		Index	100	123	104	127	97	120
1089								
1090		Unwgted	24143	351	12572	197	11571	154
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	2440	55528	1237	59595	1204
1092		Horz %	100.00	2.12	48.23	1.07	51.77	1.05
1093		Vert %	48.34	34.53	48.38	34.36	48.30	34.70
1094		Index	100	71	100	71	100	72
1095								
1096		Unwgted	41061	678	20873	380	20188	298
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	4712	94592	2443	103386	2269
1098		Horz %	100.00	2.38	47.78	1.23	52.22	1.15
1099		Vert %	83.13	66.67	82.42	67.89	83.79	65.40
1100		Index	100	80	99	82	101	79
1101								
1102		Unwgted	13895	232	6586	133	7309	99
1103	Played Games Online - Past Month	Weighted (000)	73492	1556	34103	816	39389	740
1104		Horz %	100.00	2.12	46.40	1.11	53.60	1.01
1105		Vert %	30.86	22.01	29.72	22.66	31.92	21.34
1106		Index	100	71	96	73	103	69
1107								*
1108		Unwgted	5057	127	3031	81	2026	46
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	862	16227	534	11709	329
1110		Horz %	100.00	3.09	58.09	1.91	41.91	1.18
1111		Vert %	11.73	12.20	14.14	14.83	9.49	9.47
1112		Index	100	104	121	126	81	81
1113								*
1114		Unwgted	3934	80	2481	51	1453	29
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	528	11541	289	7765	239
1116		Horz %	100.00	2.73	59.78	1.50	40.22	1.24
1117		Vert %	8.11	7.47	10.06	8.02	6.29	6.89
1118		Index	100	92	124	99	78	85
1119								
1120		Unwgted	8746	162	5192	106	3554	56
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	1150	24810	693	19120	457
1122		Horz %	100.00	2.62	56.48	1.58	43.52	1.04
1123		Vert %	18.45	16.27	21.62	19.25	15.50	13.17
1124		Index	100	88	117	104	84	71
1125								
1126		Unwgted	8001	202	4894	133	3107	69
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	1371	23059	918	15840	453
1128		Horz %	100.00	3.53	59.28	2.36	40.72	1.16
1129		Vert %	16.33	19.40	20.09	25.52	12.84	13.06
1130		Index	100	119	123	156	79	80
1131						*		*
1132		Unwgted	2267	53	1300	24	967	29
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	411	6393	189	5078	223
1134		Horz %	100.00	3.59	55.73	1.64	44.27	1.94
1135		Vert %	4.82	5.82	5.57	5.24	4.12	6.43
1136		Index	100	121	116	109	85	133

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Mexican/Tejano/Ranchera Formats (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	505	18316	276	18317	229
1139		Weighted (000)	171151	3207	79258	1535	91893	1672
1140		Horz %	100.00	1.87	46.31	0.90	53.69	0.98
1141		Vert %	71.87	45.37	69.06	42.64	74.47	48.21
1142	Index	100	63	96	59	104	67	
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	456	11627	240	12713	216
1145		Weighted (000)	124814	3114	55745	1438	69070	1676
1146		Horz %	100.00	2.50	44.66	1.15	55.34	1.34
1147		Vert %	52.41	44.06	48.57	39.97	55.98	48.31
1148	Index	100	84	93	76	107	92	
1149	Visited Online Blogs - Past Month					*		*
1150		Unwgted	6346	62	3275	32	3071	30
1151		Weighted (000)	30027	391	14151	205	15876	186
1152		Horz %	100.00	1.30	47.13	0.68	52.87	0.62
1153		Vert %	12.61	5.53	12.33	5.69	12.87	5.37
1154	Index	100	44	98	45	102	43	
1155	Wrote an Online Blog - Past Month			*		*		*
1156		Unwgted	1391	12	728	8	663	4
1157		Weighted (000)	6899	35	3295	30	3604	5
1158		Horz %	100.00	0.50	47.76	0.43	52.24	0.07
1159		Vert %	2.90	0.49	2.87	0.83	2.92	0.14
1160	Index	100	17	99	29	101	5	
1161	Uploaded or Added Video to a Web Site - Past Month					*		*
1162		Unwgted	3450	62	1785	34	1665	28
1163		Weighted (000)	17397	444	8470	219	8927	225
1164		Horz %	100.00	2.55	48.69	1.26	51.31	1.29
1165		Vert %	7.30	6.28	7.38	6.09	7.23	6.49
1166	Index	100	86	101	83	99	89	
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	604	16879	334	17268	270
1169		Weighted (000)	168726	4169	78135	2099	90591	2070
1170		Horz %	100.00	2.47	46.31	1.24	53.69	1.23
1171		Vert %	70.85	58.99	68.08	58.32	73.42	59.69
1172	Index	100	83	96	82	104	84	
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	479	12472	252	14791	227
1175		Weighted (000)	138263	3438	59501	1629	78762	1809
1176		Horz %	100.00	2.49	43.03	1.18	56.97	1.31
1177		Vert %	58.06	48.64	51.85	45.27	63.83	52.14
1178	Index	100	84	89	78	110	90	
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	4	193	1	184	3
1181		Weighted (000)	1812	28	903	2	909	26
1182		Horz %	100.00	1.55	49.84	0.11	50.16	1.44
1183		Vert %	0.76	0.40	0.79	0.06	0.74	0.75
1184	Index	100	52	103	7	97	99	
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	151	3867	84	3983	67
1187		Weighted (000)	38984	961	18160	462	20824	499
1188		Horz %	100.00	2.46	46.58	1.18	53.42	1.28
1189		Vert %	16.37	13.59	15.82	12.84	16.88	14.38
1190	Index	100	83	97	78	103	88	

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

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2								
1191						*		*
1192		Unwgted	7474	72	4269	39	3205	33
1193	Accessed LinkedIn.com - Past	Weighted (000)	28803	293	15641	171	13163	123
1194	Month	Horz %	100.00	1.02	54.30	0.59	45.70	0.43
1195		Vert %	12.09	4.15	13.63	4.74	10.67	3.54
1196		Index	100	34	113	39	88	29
1197						*		*
1198		Unwgted	7044	91	1340	23	5704	68
1199	Accessed Pinterest - Past	Weighted (000)	37538	630	6285	105	31253	524
1200	Month	Horz %	100.00	1.68	16.74	0.28	83.26	1.40
1201		Vert %	15.76	8.91	5.48	2.92	25.33	15.11
1202		Index	100	57	35	19	161	96
1203				*		*		*
1204		Unwgted	1723	26	1010	13	713	13
1205	Accessed Tumblr - Past	Weighted (000)	9134	180	4736	79	4399	101
1206	Month	Horz %	100.00	1.97	51.84	0.87	48.16	1.10
1207		Vert %	3.84	2.54	4.13	2.20	3.56	2.90
1208		Index	100	66	108	57	93	76
1209						*		*
1210		Unwgted	5641	85	3159	45	2482	40
1211	Accessed Twitter.com - Past	Weighted (000)	28989	604	15361	271	13628	334
1212	Month	Horz %	100.00	2.08	52.99	0.93	47.01	1.15
1213		Vert %	12.17	8.55	13.38	7.52	11.04	9.62
1214		Index	100	70	110	62	91	79
1215						*		*
1216		Unwgted	3125	51	1605	26	1520	25
1217	Accessed Yelp - Past	Weighted (000)	12195	253	5827	97	6368	157
1218	Month	Horz %	100.00	2.08	47.78	0.79	52.22	1.28
1219		Vert %	5.12	3.58	5.08	2.68	5.16	4.52
1220		Index	100	70	99	52	101	88
1221								
1222		Unwgted	23106	461	12543	277	10563	184
1223	Accessed YouTube.com -	Weighted (000)	114822	2991	58760	1666	56062	1325
1224	Past Month	Horz %	100.00	2.60	51.17	1.45	48.83	1.15
1225		Vert %	48.21	42.31	51.20	46.29	45.44	38.19
1226		Index	100	88	106	96	94	79
1227								
1228		Unwgted	16414	269	6547	133	9867	136
1229	Posted "Like" on Social	Weighted (000)	84341	1912	31182	816	53159	1096
1230	Network - Past	Horz %	100.00	2.27	36.97	0.97	63.03	1.30
1231	Month	Vert %	35.41	27.05	27.17	22.66	43.08	31.60
1232		Index	100	76	77	64	122	89
1233								
1234		Unwgted	7779	120	3383	65	4396	55
1235	"Followed" or Became a "Fan"	Weighted (000)	41677	725	16898	355	24779	370
1236	or Something or Someone on	Horz %	100.00	1.74	40.55	0.85	59.45	0.89
1237	Social Network - Past	Vert %	17.50	10.26	14.72	9.87	20.08	10.66
1238	Month	Index	100	59	84	56	115	61
1239						*		*
1240		Unwgted	4897	74	2376	32	2521	42
1241	Clicked on an Advertisement	Weighted (000)	23787	441	10534	180	13253	260
1242	on Social Network - Past	Horz %	100.00	1.85	44.28	0.76	55.72	1.09
1243	Month	Vert %	9.99	6.23	9.18	5.00	10.74	7.51
1244		Index	100	62	92	50	108	75

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2								
1245						*		*
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	62	2291	38	2433	24
1247		Weighted (000)	22158	401	9847	221	12311	180
1248		Horz %	100.00	1.81	44.44	1.00	55.56	0.81
1249		Vert %	9.30	5.67	8.58	6.15	9.98	5.18
1250		Index	100	61	92	66	107	56
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	398	10573	242	9187	156
1253		Weighted (000)	99513	2714	50394	1503	49119	1211
1254		Horz %	100.00	2.73	50.64	1.51	49.36	1.22
1255		Vert %	41.78	38.40	43.91	41.75	39.81	34.92
1256		Index	100	92	105	100	95	84
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	699	18496	383	18163	316
1259		Weighted (000)	181288	4979	85841	2463	95447	2516
1260		Horz %	100.00	2.75	47.35	1.36	52.65	1.39
1261		Vert %	76.12	70.45	74.80	68.44	77.35	72.55
1262		Index	100	93	98	90	102	95
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	321	7718	167	7620	154
1265		Weighted (000)	76191	2026	35752	887	40439	1140
1266		Horz %	100.00	2.66	46.92	1.16	53.08	1.50
1267		Vert %	31.99	28.67	31.15	24.64	32.77	32.85
1268		Index	100	90	97	77	102	103
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	343	7469	178	7654	165
1271		Weighted (000)	76014	2264	34445	1075	41569	1189
1272		Horz %	100.00	2.98	45.31	1.41	54.69	1.56
1273		Vert %	31.92	32.03	30.01	29.87	33.69	34.28
1274		Index	100	100	94	94	106	107
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	446	10415	250	9263	196
1277		Weighted (000)	100588	3134	49831	1569	50757	1565
1278		Horz %	100.00	3.12	49.54	1.56	50.46	1.56
1279		Vert %	42.24	44.34	43.42	43.59	41.14	45.12
1280		Index	100	105	103	103	97	107
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	286	7019	153	7350	133
1283		Weighted (000)	75338	2050	34629	998	40709	1051
1284		Horz %	100.00	2.72	45.96	1.33	54.04	1.40
1285		Vert %	31.63	29.00	30.17	27.74	32.99	30.31
1286		Index	100	92	95	88	104	96
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	208	4888	127	3584	81
1289		Weighted (000)	43183	1444	23745	861	19438	583
1290		Horz %	100.00	3.34	54.99	1.99	45.01	1.35
1291		Vert %	18.13	20.44	20.69	23.92	15.75	16.82
1292		Index	100	113	114	132	87	93
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	335	11334	184	10242	151
1295		Weighted (000)	104133	2117	51075	1081	53058	1036
1296		Horz %	100.00	2.03	49.05	1.04	50.95	1.00
1297		Vert %	43.72	29.96	44.50	30.04	43.00	29.87
1298		Index	100	69	102	69	98	68

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1								
2								
1299								
1300		Unwgted	12940	137	6843	73	6097	64
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	904	28496	396	29500	508
1302		Horz %	100.00	1.56	49.13	0.68	50.87	0.88
1303		Vert %	24.35	12.79	24.83	11.00	23.91	14.65
1304		Index	100	53	102	45	98	60
1305								
1306		Unwgted	16613	199	8096	105	8517	94
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	1402	34285	721	41722	681
1308		Horz %	100.00	1.84	45.11	0.95	54.89	0.90
1309		Vert %	31.91	19.84	29.87	20.04	33.81	19.62
1310		Index	100	62	94	63	106	61
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	232	9640	135	8065	97
1313		Weighted (000)	81230	1287	40943	656	40287	631
1314		Horz %	100.00	1.58	50.40	0.81	49.60	0.78
1315		Vert %	34.11	18.21	35.68	18.23	32.65	18.19
1316		Index	100	53	105	53	96	53
1317					*		*	
1318		Unwgted	4358	58	2029	25	2329	33
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	454	10416	170	13426	284
1320		Horz %	100.00	1.90	43.69	0.71	56.31	1.19
1321		Vert %	10.01	6.42	9.08	4.73	10.88	8.17
1322		Index	100	64	91	47	109	82
1323						*		*
1324		Unwgted	4622	59	2188	30	2434	29
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	510	10413	211	14042	300
1326		Horz %	100.00	2.09	42.58	0.86	57.42	1.23
1327		Vert %	10.27	7.22	9.07	5.85	11.38	8.64
1328		Index	100	70	88	57	111	84
1329						*		*
1330		Unwgted	4402	57	2006	31	2396	26
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	384	8818	258	12024	126
1332		Horz %	100.00	1.84	42.31	1.24	57.69	0.60
1333		Vert %	8.75	5.43	7.68	7.17	9.74	3.63
1334		Index	100	62	88	82	111	41
1335						*		*
1336		Unwgted	5602	63	2434	27	3168	36
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	435	10486	188	15893	246
1338		Horz %	100.00	1.65	39.75	0.71	60.25	0.93
1339		Vert %	11.08	6.15	9.14	5.24	12.88	7.10
1340		Index	100	56	82	47	116	64
1341						*		*
1342		Unwgted	5931	55	2398	23	3533	32
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	337	10182	185	17387	153
1344		Horz %	100.00	1.22	36.93	0.67	63.07	0.55
1345		Vert %	11.58	4.77	8.87	5.13	14.09	4.40
1346		Index	100	41	77	44	122	38
1347						*		*
1348		Unwgted	8893	79	3392	32	5501	47
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	553	13703	256	26465	297
1350		Horz %	100.00	1.38	34.11	0.64	65.89	0.74
1351		Vert %	16.87	7.82	11.94	7.12	21.45	8.55
1352		Index	100	46	71	42	127	51

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2								
1353						*		*
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	54	2457	26	2541	28
1355		Weighted (000)	23988	433	11131	211	12857	223
1356		Horz %	100.00	1.81	46.40	0.88	53.60	0.93
1357		Vert %	10.07	6.13	9.70	5.85	10.42	6.42
1358		Index	100	61	96	58	103	64
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	129	5749	57	6532	72
1361		Weighted (000)	58527	991	25759	352	32768	639
1362		Horz %	100.00	1.69	44.01	0.60	55.99	1.09
1363		Vert %	24.58	14.02	22.45	9.78	26.56	18.43
1364		Index	100	57	91	40	108	75
1365				*		*		*
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	47	1705	25	2000	22
1367		Weighted (000)	18217	380	8219	167	9999	214
1368		Horz %	100.00	2.09	45.12	0.92	54.88	1.17
1369		Vert %	7.65	5.38	7.16	4.64	8.10	6.16
1370		Index	100	70	94	61	106	80
1371				*		*		*
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	48	1208	21	1601	27
1373		Weighted (000)	13935	354	5376	132	8559	221
1374		Horz %	100.00	2.54	38.58	0.95	61.42	1.59
1375		Vert %	5.85	5.00	4.68	3.67	6.94	6.38
1376		Index	100	85	80	63	119	109
1377						*		*
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	87	2655	43	3313	44
1379		Weighted (000)	29277	649	12298	265	16979	384
1380		Horz %	100.00	2.22	42.00	0.90	58.00	1.31
1381		Vert %	12.29	9.18	10.72	7.35	13.76	11.07
1382		Index	100	75	87	60	112	90
1383						*		*
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	54	1294	24	1754	30
1385		Weighted (000)	15175	297	5992	84	9183	213
1386		Horz %	100.00	1.96	39.49	0.56	60.51	1.40
1387		Vert %	6.37	4.21	5.22	2.34	7.44	6.14
1388		Index	100	66	82	37	117	96
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	203	4858	119	4243	84
1391		Weighted (000)	46255	1575	23425	893	22830	682
1392		Horz %	100.00	3.41	50.64	1.93	49.36	1.48
1393		Vert %	19.42	22.29	20.41	24.81	18.50	19.67
1394		Index	100	115	105	128	95	101
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	142	3127	81	2794	61
1397		Weighted (000)	30253	1086	14939	586	15314	500
1398		Horz %	100.00	3.59	49.38	1.94	50.62	1.65
1399		Vert %	12.70	15.37	13.02	16.28	12.41	14.42
1400		Index	100	121	102	128	98	113
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	146	3376	82	2452	64
1403		Weighted (000)	30660	1112	16758	593	13902	519
1404		Horz %	100.00	3.63	54.66	1.93	45.34	1.69
1405		Vert %	12.87	15.73	14.60	16.48	11.27	14.96
1406		Index	100	122	113	128	88	116

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2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6442	142	3507	82	2935	60
1409		Weighted (000)	33198	1077	16830	596	16367	481
1410		Horz %	100.00	3.24	50.70	1.80	49.30	1.45
1411		Vert %	13.94	15.23	14.67	16.57	13.26	13.85
1412		Index	100	109	105	119	95	99
1413								*
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5227	117	2967	73	2260	44
1415		Weighted (000)	26198	860	13774	428	12423	432
1416		Horz %	100.00	3.28	52.58	1.63	47.42	1.65
1417		Vert %	11.00	12.16	12.00	11.89	10.07	12.45
1418		Index	100	111	109	108	92	113
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4959	122	2856	72	2103	50
1421		Weighted (000)	25734	973	14007	537	11727	435
1422		Horz %	100.00	3.78	54.43	2.09	45.57	1.69
1423		Vert %	10.81	13.76	12.20	14.93	9.50	12.55
1424		Index	100	127	113	138	88	116
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	7101	160	3786	91	3315	69
1427		Weighted (000)	34578	1072	17132	623	17446	448
1428		Horz %	100.00	3.10	49.55	1.80	50.45	1.30
1429		Vert %	14.52	15.16	14.93	17.32	14.14	12.92
1430		Index	100	104	103	119	97	89
1431								*
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4260	104	2639	61	1621	43
1433		Weighted (000)	20853	630	12281	354	8571	275
1434		Horz %	100.00	3.02	58.90	1.70	41.10	1.32
1435		Vert %	8.76	8.91	10.70	9.85	6.95	7.93
1436		Index	100	102	122	112	79	91
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6155	147	3476	85	2679	62
1439		Weighted (000)	32878	1035	17503	592	15375	443
1440		Horz %	100.00	3.15	53.24	1.80	46.76	1.35
1441		Vert %	13.81	14.64	15.25	16.44	12.46	12.77
1442		Index	100	106	110	119	90	93
1443								
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4675	110	2544	58	2131	52
1445		Weighted (000)	23668	817	12129	417	11539	400
1446		Horz %	100.00	3.45	51.25	1.76	48.75	1.69
1447		Vert %	9.94	11.56	10.57	11.58	9.35	11.53
1448		Index	100	116	106	117	94	116
1449								*
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3906	104	2258	60	1648	44
1451		Weighted (000)	19046	822	10397	483	8648	339
1452		Horz %	100.00	4.31	54.59	2.53	45.41	1.78
1453		Vert %	8.00	11.62	9.06	13.41	7.01	9.77
1454		Index	100	145	113	168	88	122
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5729	112	2839	55	2890	57
1457		Weighted (000)	28661	936	13411	446	15249	490
1458		Horz %	100.00	3.27	46.79	1.56	53.21	1.71
1459		Vert %	12.03	13.24	11.69	12.41	12.36	14.12
1460		Index	100	110	97	103	103	117

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2								
1461								*
1462		Unwgted	4266	84	2521	53	1745	31
1463	Have Seen Video Ads in	Weighted (000)	19322	530	10764	331	8558	199
1464	Airports - Past Month	Horz %	100.00	2.74	55.71	1.71	44.29	1.03
1465		Vert %	8.11	7.50	9.38	9.19	6.94	5.75
1466		Index	100	92	116	113	85	71
1467								
1468		Unwgted	8265	178	4863	107	3402	71
1469	Have Seen Video Ads at Gas	Weighted (000)	39199	1217	21534	729	17665	488
1470	Stations - Past Month	Horz %	100.00	3.10	54.94	1.86	45.06	1.24
1471		Vert %	16.46	17.22	18.76	20.26	14.32	14.06
1472		Index	100	105	114	123	87	85
1473								*
1474		Unwgted	3648	83	2100	51	1548	32
1475	Have Seen Video Ads in	Weighted (000)	18380	575	9985	372	8395	203
1476	Office Building Lobbies - Past	Horz %	100.00	3.13	54.33	2.03	45.67	1.10
1477	Month	Vert %	7.72	8.14	8.70	10.34	6.80	5.85
1478		Index	100	105	113	134	88	76
1479						*		*
1480		Unwgted	3526	82	2026	45	1500	37
1481	Have Seen Video Ads in	Weighted (000)	17078	540	9334	323	7744	217
1482	Office Building Elevators -	Horz %	100.00	3.16	54.65	1.89	45.35	1.27
1483	Past Month	Vert %	7.17	7.64	8.13	8.99	6.28	6.24
1484		Index	100	107	113	125	88	87
1485								*
1486		Unwgted	5288	111	2955	64	2333	47
1487	Have Seen Video Ads in	Weighted (000)	25922	850	13723	493	12200	357
1488	Movie Theater Lobbies - Past	Horz %	100.00	3.28	52.94	1.90	47.06	1.38
1489	Month	Vert %	10.88	12.03	11.96	13.70	9.89	10.30
1490		Index	100	111	110	126	91	95
1491								
1492		Unwgted	24633	382	12915	220	11718	162
1493	Have Seen Ads on Billboards -	Weighted (000)	120495	2840	59062	1456	61432	1384
1494	Past Month	Horz %	100.00	2.36	49.02	1.21	50.98	1.15
1495		Vert %	50.60	40.19	51.46	40.45	49.79	39.91
1496		Index	100	79	102	80	98	79
1497								
1498		Unwgted	11093	207	6087	124	5006	83
1499	Have Seen Ads on	Weighted (000)	51163	1530	26650	799	24513	731
1500	Buses/Trains - Past Month	Horz %	100.00	2.99	52.09	1.56	47.91	1.43
1501		Vert %	21.48	21.65	23.22	22.20	19.87	21.07
1502		Index	100	101	108	103	92	98
1503								
1504		Unwgted	7336	164	4126	92	3210	72
1505	Have Seen Ads at Bus Stops	Weighted (000)	33508	1218	18104	593	15404	625
1506	or Train Stations - Past Month	Horz %	100.00	3.63	54.03	1.77	45.97	1.86
1507		Vert %	14.07	17.23	15.77	16.49	12.48	18.01
1508		Index	100	122	112	117	89	128
1509						*		*
1510		Unwgted	3636	73	2145	47	1491	26
1511	Have Seen Ads Inside Taxis -	Weighted (000)	16735	608	9619	356	7116	252
1512	Past Month	Horz %	100.00	3.63	57.48	2.13	42.52	1.50
1513		Vert %	7.03	8.60	8.38	9.90	5.77	7.25
1514		Index	100	122	119	141	82	103

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2								
1515								
1516		Unwgted	6365	119	3730	66	2635	53
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	852	16219	412	12758	440
1518		Horz %	100.00	2.94	55.97	1.42	44.03	1.52
1519		Vert %	12.17	12.06	14.13	11.44	10.34	12.69
1520		Index	100	99	116	94	85	104
1521							*	
1522		Unwgted	2813	72	1717	44	1096	28
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	595	8317	362	5637	232
1524		Horz %	100.00	4.26	59.60	2.59	40.40	1.67
1525		Vert %	5.86	8.41	7.25	10.06	4.57	6.70
1526		Index	100	144	124	172	78	114
1527								
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	146	4854	94	3073	52
1529		Weighted (000)	38666	1046	22445	625	16221	422
1530		Horz %	100.00	2.71	58.05	1.62	41.95	1.09
1531		Vert %	16.24	14.81	19.56	17.36	13.15	12.15
1532		Index	100	91	120	107	81	75
1533						*		*
1534		Unwgted	6113	85	3025	47	3088	38
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	603	13367	338	15102	265
1536		Horz %	100.00	2.12	46.95	1.19	53.05	0.93
1537		Vert %	11.95	8.53	11.65	9.39	12.24	7.64
1538		Index	100	71	97	79	102	64
1539								
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	215	5826	113	5515	102
1541		Weighted (000)	56487	1560	26815	778	29672	783
1542		Horz %	100.00	2.76	47.47	1.38	52.53	1.39
1543		Vert %	23.72	22.08	23.37	21.61	24.05	22.56
1544		Index	100	93	99	91	101	95
1545								
1546		Unwgted	8802	182	4616	107	4186	75
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	1356	21271	701	21811	655
1548		Horz %	100.00	3.15	49.37	1.63	50.63	1.52
1549		Vert %	18.09	19.19	18.53	19.48	17.68	18.88
1550		Index	100	106	102	108	98	104
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	205	5813	108	5486	97
1553		Weighted (000)	55294	1412	27155	689	28140	723
1554		Horz %	100.00	2.55	49.11	1.25	50.89	1.31
1555		Vert %	23.22	19.97	23.66	19.14	22.81	20.84
1556		Index	100	86	102	82	98	90
1557								
1558		Unwgted	16052	236	8280	129	7772	107
1559	Have Seen Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	78889	1680	38008	897	40881	784
1560		Horz %	100.00	2.13	48.18	1.14	51.82	0.99
1561		Vert %	33.13	23.77	33.12	24.91	33.13	22.59
1562		Index	100	72	100	75	100	68
1563								
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	232	6207	128	6084	104
1565		Weighted (000)	59195	1619	27775	843	31420	776
1566		Horz %	100.00	2.74	46.92	1.42	53.08	1.31
1567		Vert %	24.86	22.91	24.20	23.43	25.46	22.37
1568		Index	100	92	97	94	102	90

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2								
1569								
1570		Unwgted	10451	176	5402	111	5049	65
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	1363	25079	803	26630	560
1572		Horz %	100.00	2.64	48.50	1.55	51.50	1.08
1573		Vert %	21.71	19.29	21.85	22.32	21.58	16.14
1574		Index	100	89	101	103	99	74
1575								
1576		Unwgted	20709	312	10271	166	10438	146
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	2337	46244	1273	53220	1065
1578		Horz %	100.00	2.35	46.49	1.28	53.51	1.07
1579		Vert %	41.76	33.07	40.29	35.36	43.13	30.70
1580		Index	100	79	96	85	103	73
1581								*
1582	Have Seen Product Placement in Video Games - Past Month	Unwgted	4281	102	2642	65	1639	37
1583		Weighted (000)	22926	797	13633	491	9293	306
1584		Horz %	100.00	3.48	59.46	2.14	40.54	1.34
1585		Vert %	9.63	11.27	11.88	13.63	7.53	8.83
1586	Index	100	117	123	142	78	92	
1587								
1588		Unwgted	19255	300	10075	159	9180	141
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	2163	46093	1136	47338	1027
1590		Horz %	100.00	2.31	49.33	1.22	50.67	1.10
1591		Vert %	39.23	30.60	40.16	31.57	38.36	29.59
1592		Index	100	78	102	80	98	75
1593								
1594	Have Seen Product Placement in Movies - Past Month	Unwgted	11787	201	6470	116	5317	85
1595		Weighted (000)	58362	1433	30181	808	28181	625
1596		Horz %	100.00	2.45	51.71	1.38	48.29	1.07
1597		Vert %	24.51	20.27	26.30	22.45	22.84	18.01
1598	Index	100	83	107	92	93	73	
1599								
1600	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Unwgted	4790	169	2489	101	2301	68
1601		Weighted (000)	28535	1463	14310	808	14225	655
1602		Horz %	100.00	5.13	50.15	2.83	49.85	2.30
1603		Vert %	11.98	20.70	12.47	22.45	11.53	18.89
1604	Index	100	173	104	187	96	158	
1605					*		*	
1606	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Unwgted	2700	60	1472	37	1228	23
1607		Weighted (000)	13592	386	7182	169	6410	218
1608		Horz %	100.00	2.84	52.84	1.24	47.16	1.60
1609		Vert %	5.71	5.47	6.26	4.69	5.20	6.27
1610	Index	100	96	110	82	91	110	
1611				*		*	*	
1612	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Unwgted	3188	41	1717	24	1471	17
1613		Weighted (000)	14337	247	7122	97	7216	149
1614		Horz %	100.00	1.72	49.67	0.68	50.33	1.04
1615		Vert %	6.02	3.49	6.21	2.71	5.85	4.30
1616	Index	100	58	103	45	97	71	
1617				*		*	*	
1618	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Unwgted	1245	18	711	10	534	8
1619		Weighted (000)	5968	161	3118	65	2850	96
1620		Horz %	100.00	2.70	52.24	1.09	47.76	1.61
1621		Vert %	2.51	2.28	2.72	1.81	2.31	2.76
1622	Index	100	91	108	72	92	110	

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2								
1623								*
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	90	2667	54	2258	36
1625		Weighted (000)	24042	627	11912	372	12131	255
1626		Horz %	100.00	2.61	49.55	1.55	50.45	1.06
1627		Vert %	10.10	8.87	10.38	10.33	9.83	7.34
1628		Index	100	88	103	102	97	73
1629								*
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	84	3155	52	2794	32
1631		Weighted (000)	28812	610	14088	396	14724	214
1632		Horz %	100.00	2.12	48.89	1.37	51.11	0.74
1633		Vert %	12.10	8.63	12.28	11.00	11.93	6.18
1634		Index	100	71	101	91	99	51
1635				*		*		*
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	37	829	19	654	18
1637		Weighted (000)	7566	272	3978	165	3588	107
1638		Horz %	100.00	3.59	52.58	2.18	47.42	1.41
1639		Vert %	3.18	3.85	3.47	4.58	2.91	3.08
1640		Index	100	121	109	144	92	97
1641				*		*		*
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	36	803	18	607	18
1643		Weighted (000)	7520	324	4033	144	3487	180
1644		Horz %	100.00	4.30	53.63	1.91	46.37	2.39
1645		Vert %	3.16	4.58	3.51	4.00	2.83	5.18
1646		Index	100	145	111	127	89	164
1647				*		*		*
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	40	1547	24	1293	16
1649		Weighted (000)	13819	329	6939	216	6880	113
1650		Horz %	100.00	2.38	50.21	1.56	49.79	0.81
1651		Vert %	5.80	4.65	6.05	6.01	5.58	3.24
1652		Index	100	80	104	104	96	56
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	172	5030	96	4381	76
1655		Weighted (000)	44715	1130	22370	587	22345	544
1656		Horz %	100.00	2.53	50.03	1.31	49.97	1.22
1657		Vert %	18.78	15.99	19.49	16.30	18.11	15.68
1658		Index	100	85	104	87	96	83
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	161	3771	94	3530	67
1661		Weighted (000)	37528	1119	18464	643	19064	476
1662		Horz %	100.00	2.98	49.20	1.71	50.80	1.27
1663		Vert %	15.76	15.84	16.09	17.87	15.45	13.73
1664		Index	100	101	102	113	98	87
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	226	6056	130	5248	96
1667		Weighted (000)	55116	1605	27961	938	27155	667
1668		Horz %	100.00	2.91	50.73	1.70	49.27	1.21
1669		Vert %	23.14	22.71	24.36	26.07	22.01	19.23
1670		Index	100	98	105	113	95	83
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	130	5563	75	4596	55
1673		Weighted (000)	45551	821	23419	461	22132	360
1674		Horz %	100.00	1.80	51.41	1.01	48.59	0.79
1675		Vert %	19.13	11.61	20.41	12.80	17.94	10.38
1676		Index	100	61	107	67	94	54

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2								
1677								*
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	115	2576	66	2394	49
1679		Weighted (000)	24002	643	11714	375	12288	269
1680		Horz %	100.00	2.68	48.81	1.56	51.19	1.12
1681		Vert %	10.08	9.10	10.21	10.41	9.96	7.74
1682		Index	100	90	101	103	99	77
1683								
1684	Very/Somewhat Likely to Take Vacation in Florida - Next 12 Months	Unwgted	11534	138	5911	83	5623	55
1685		Weighted (000)	53932	934	26278	556	27654	378
1686		Horz %	100.00	1.73	48.72	1.03	51.28	0.70
1687		Vert %	22.65	13.22	22.90	15.46	22.41	10.90
1688		Index	100	58	101	68	99	48
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	232	5104	137	4923	95
1691		Weighted (000)	51549	1678	24091	799	27458	879
1692		Horz %	100.00	3.26	46.73	1.55	53.27	1.71
1693		Vert %	21.65	23.74	20.99	22.20	22.25	25.34
1694		Index	100	110	97	103	103	117
1695								
1696	Very/Somewhat Likely to Take Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	250	8763	141	8314	109
1697		Weighted (000)	81581	1692	39666	915	41915	777
1698		Horz %	100.00	2.07	48.62	1.12	51.38	0.95
1699		Vert %	34.26	23.93	34.56	25.42	33.97	22.39
1700		Index	100	70	101	74	99	65
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	123	4059	73	4183	50
1703		Weighted (000)	39549	763	18605	457	20944	306
1704		Horz %	100.00	1.93	47.04	1.15	52.96	0.77
1705		Vert %	16.61	10.79	16.21	12.69	16.97	8.82
1706		Index	100	65	98	76	102	53
1707								*
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	81	3094	51	2975	30
1709		Weighted (000)	26240	495	12639	301	13601	193
1710		Horz %	100.00	1.88	48.17	1.15	51.83	0.74
1711		Vert %	11.02	7.00	11.01	8.37	11.02	5.57
1712		Index	100	64	100	76	100	51
1713								*
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	86	2996	53	2812	33
1715		Weighted (000)	26834	528	13114	303	13720	225
1716		Horz %	100.00	1.97	48.87	1.13	51.13	0.84
1717		Vert %	11.27	7.47	11.43	8.42	11.12	6.49
1718		Index	100	66	101	75	99	58
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	164	2407	94	2187	70
1721		Weighted (000)	22674	1200	11129	573	11545	627
1722		Horz %	100.00	5.29	49.08	2.53	50.92	2.76
1723		Vert %	9.52	16.97	9.70	15.91	9.36	18.07
1724		Index	100	178	102	167	98	190
1725								*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	63	1487	43	1260	20
1727		Weighted (000)	13145	373	6703	199	6441	173
1728		Horz %	100.00	2.84	51.00	1.52	49.00	1.32
1729		Vert %	5.52	5.27	5.84	5.54	5.22	5.00
1730		Index	100	96	106	100	95	91

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2								
1731								*
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	93	2639	58	2513	35
1733		Weighted (000)	23740	743	11440	432	12300	312
1734		Horz %	100.00	3.13	48.19	1.82	51.81	1.31
1735		Vert %	9.97	10.52	9.97	11.99	9.97	8.99
1736		Index	100	106	100	120	100	90
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	182	4014	104	3709	78
1739		Weighted (000)	39198	1395	19291	745	19907	650
1740		Horz %	100.00	3.56	49.21	1.90	50.79	1.66
1741		Vert %	16.46	19.74	16.81	20.70	16.13	18.75
1742		Index	100	120	102	126	98	114
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	258	5413	152	4687	106
1745		Weighted (000)	55260	2094	27484	1090	27776	1004
1746		Horz %	100.00	3.79	49.74	1.97	50.26	1.82
1747		Vert %	23.20	29.63	23.95	30.29	22.51	28.94
1748		Index	100	128	103	131	97	125
1749						*		*
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	55	1494	34	1463	21
1751		Weighted (000)	14457	395	6912	235	7544	160
1752		Horz %	100.00	2.73	47.81	1.62	52.19	1.11
1753		Vert %	6.07	5.59	6.02	6.53	6.11	4.62
1754		Index	100	92	99	108	101	76
1755						*		*
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	71	1704	40	1286	31
1757		Weighted (000)	16815	561	9242	279	7573	283
1758		Horz %	100.00	3.34	54.96	1.66	45.04	1.68
1759		Vert %	7.06	7.94	8.05	7.74	6.14	8.15
1760		Index	100	112	114	110	87	115
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	213	4472	120	4273	93
1763		Weighted (000)	46358	1780	22016	869	24343	911
1764		Horz %	100.00	3.84	47.49	1.87	52.51	1.96
1765		Vert %	19.47	25.18	19.18	24.15	19.73	26.25
1766		Index	100	129	99	124	101	135
1767								*
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	92	1254	54	1272	38
1769		Weighted (000)	13610	740	6443	371	7166	369
1770		Horz %	100.00	5.43	47.34	2.72	52.66	2.71
1771		Vert %	5.71	10.46	5.61	10.30	5.81	10.64
1772		Index	100	183	98	180	102	186
1773				*		*		*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	31	753	19	561	12
1775		Weighted (000)	7509	243	4067	100	3442	143
1776		Horz %	100.00	3.24	54.16	1.33	45.84	1.91
1777		Vert %	3.15	3.44	3.54	2.78	2.79	4.13
1778		Index	100	109	112	88	88	131
1779						*		*
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	79	2510	45	2135	34
1781		Weighted (000)	23280	688	11830	354	11450	334
1782		Horz %	100.00	2.96	50.82	1.52	49.18	1.44
1783		Vert %	9.78	9.74	10.31	9.83	9.28	9.64
1784		Index	100	100	105	101	95	99

RAB / GfK MRI FORMAT PROFILE: MEXICAN / TEJANO / RANCHERA (Subset of Hispanic)

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2								
1785						*		*
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	64	2021	38	1458	26
1787		Weighted (000)	19879	564	10490	301	9389	263
1788		Horz %	100.00	2.84	52.77	1.51	47.23	1.32
1789		Vert %	8.35	7.98	9.14	8.36	7.61	7.58
1790		Index	100	96	110	100	91	91
1791						*		*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	60	1315	35	1147	25
1793		Weighted (000)	12512	436	6369	201	6143	235
1794		Horz %	100.00	3.49	50.91	1.61	49.09	1.88
1795		Vert %	5.25	6.17	5.55	5.59	4.98	6.77
1796		Index	100	117	106	106	95	129
1797						*		*
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	77	2049	47	2141	30
1799		Weighted (000)	21080	601	9864	279	11216	323
1800		Horz %	100.00	2.85	46.79	1.32	53.21	1.53
1801		Vert %	8.85	8.51	8.60	7.75	9.09	9.30
1802		Index	100	96	97	88	103	105
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	185	4131	107	3990	78
1805		Weighted (000)	40517	1367	19489	684	21027	684
1806		Horz %	100.00	3.37	48.10	1.69	51.90	1.69
1807		Vert %	17.01	19.35	16.98	19.00	17.04	19.71
1808		Index	100	114	100	112	100	116
1809								*
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	105	1984	68	1558	37
1811		Weighted (000)	19708	828	10433	449	9275	379
1812		Horz %	100.00	4.20	52.94	2.28	47.06	1.92
1813		Vert %	8.28	11.71	9.09	12.46	7.52	10.93
1814		Index	100	141	110	151	91	132
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	163	3436	95	3261	68
1817		Weighted (000)	33664	1295	16421	661	17243	635
1818		Horz %	100.00	3.85	48.78	1.96	51.22	1.89
1819		Vert %	14.14	18.33	14.31	18.35	13.97	18.30
1820		Index	100	130	101	130	99	129
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	143	3200	93	2439	50
1823		Weighted (000)	29083	1129	15419	705	13664	424
1824		Horz %	100.00	3.88	53.02	2.42	46.98	1.46
1825		Vert %	12.21	15.97	13.44	19.58	11.07	12.23
1826		Index	100	131	110	160	91	100
1827								*
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	106	1694	64	1679	42
1829		Weighted (000)	18399	858	9036	469	9363	389
1830		Horz %	100.00	4.66	49.11	2.55	50.89	2.11
1831		Vert %	7.73	12.14	7.87	13.03	7.59	11.21
1832		Index	100	157	102	169	98	145
1833								*
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	91	2074	56	1766	35
1835		Weighted (000)	20586	748	10563	358	10023	391
1836		Horz %	100.00	3.63	51.31	1.74	48.69	1.90
1837		Vert %	8.64	10.59	9.20	9.94	8.12	11.26
1838		Index	100	122	106	115	94	130

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2								
1839								*
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	107	1940	58	1804	49
1841		Weighted (000)	19635	747	9629	355	10006	391
1842		Horz %	100.00	3.80	49.04	1.81	50.96	1.99
1843		Vert %	8.24	10.57	8.39	9.87	8.11	11.28
1844		Index	100	128	102	120	98	137
1845								*
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	132	2700	84	2261	48
1847		Weighted (000)	24816	949	12645	558	12171	391
1848		Horz %	100.00	3.83	50.95	2.25	49.05	1.58
1849		Vert %	10.42	13.43	11.02	15.50	9.86	11.29
1850		Index	100	129	106	149	95	108
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	196	4515	121	4165	75
1853		Weighted (000)	42931	1451	21281	812	21650	639
1854		Horz %	100.00	3.38	49.57	1.89	50.43	1.49
1855		Vert %	18.03	20.52	18.54	22.55	17.55	18.42
1856		Index	100	114	103	125	97	102
1857						*		*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	75	1389	47	1185	28
1859		Weighted (000)	13914	536	7217	293	6696	243
1860		Horz %	100.00	3.85	51.87	2.11	48.13	1.74
1861		Vert %	5.84	7.58	6.29	8.15	5.43	6.99
1862		Index	100	130	108	140	93	120
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	272	6300	153	5903	119
1865		Weighted (000)	60976	1990	29597	1044	31379	946
1866		Horz %	100.00	3.26	48.54	1.71	51.46	1.55
1867		Vert %	25.60	28.16	25.79	29.02	25.43	27.27
1868		Index	100	110	101	113	99	106
1869								*
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	108	2203	72	2385	36
1871		Weighted (000)	25555	768	12099	460	13455	308
1872		Horz %	100.00	3.00	47.35	1.80	52.65	1.20
1873		Vert %	10.73	10.86	10.54	12.78	10.90	8.87
1874		Index	100	101	98	119	102	83
1875								*
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	98	1344	52	1645	46
1877		Weighted (000)	17427	874	7495	372	9932	501
1878		Horz %	100.00	5.01	43.01	2.13	56.99	2.88
1879		Vert %	7.32	12.36	6.53	10.34	8.05	14.46
1880		Index	100	169	89	141	110	198
1881						*		*
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	81	2115	45	2083	36
1883		Weighted (000)	21562	799	10308	394	11254	405
1884		Horz %	100.00	3.70	47.80	1.83	52.20	1.88
1885		Vert %	9.05	11.30	8.98	10.94	9.12	11.67
1886		Index	100	125	99	121	101	129
1887						*		*
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	95	1919	48	1970	47
1889		Weighted (000)	20103	856	9461	340	10642	515
1890		Horz %	100.00	4.26	47.06	1.69	52.94	2.56
1891		Vert %	8.44	12.11	8.24	9.46	8.62	14.86
1892		Index	100	143	98	112	102	176

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1								
2								
1893	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months						*	*
1894		Unwgted	2980	93	1515	48	1465	45
1895		Weighted (000)	15777	760	7470	320	8307	441
1896		Horz %	100.00	4.82	47.35	2.03	52.65	2.79
1897		Vert %	6.62	10.76	6.51	8.88	6.73	12.70
1898		Index	100	162	98	134	102	192
1899							*	*
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	82	1596	40	1587	42
1901		Weighted (000)	17028	741	8386	308	8642	434
1902		Horz %	100.00	4.35	49.25	1.81	50.75	2.55
1903		Vert %	7.15	10.49	7.31	8.55	7.00	12.51
1904		Index	100	147	102	120	98	175
1905								*
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	86	1980	57	1641	29
1907		Weighted (000)	17939	643	9567	412	8373	230
1908		Horz %	100.00	3.58	53.33	2.30	46.67	1.28
1909		Vert %	7.53	9.09	8.34	11.46	6.79	6.64
1910		Index	100	121	111	152	90	88
1911				*		*		*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	48	964	29	702	19
1913		Weighted (000)	8568	418	4961	247	3607	171
1914		Horz %	100.00	4.88	57.90	2.88	42.10	1.99
1915		Vert %	3.60	5.91	4.32	6.86	2.92	4.92
1916		Index	100	164	120	191	81	137
1917								*
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	99	1939	68	1532	31
1919		Weighted (000)	18078	704	9637	450	8441	255
1920		Horz %	100.00	3.90	53.31	2.49	46.69	1.41
1921		Vert %	7.59	9.97	8.40	12.50	6.84	7.34
1922		Index	100	131	111	165	90	97
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	165	3800	115	3131	50
1925		Weighted (000)	34135	1095	17910	747	16225	347
1926		Horz %	100.00	3.21	52.47	2.19	47.53	1.02
1927		Vert %	14.33	15.49	15.61	20.77	13.15	10.01
1928		Index	100	108	109	145	92	70
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	151	3057	86	3258	65
1931		Weighted (000)	33305	1088	15146	582	18159	506
1932		Horz %	100.00	3.27	45.48	1.75	54.52	1.52
1933		Vert %	13.98	15.39	13.20	16.16	14.72	14.60
1934		Index	100	110	94	116	105	104
1935								
1936								