

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	6215	24457	3816	23711	2399
5		Weighted (000)	238155	23523	114766	14154	123389	9369
6		Horz %	100.00	9.88	48.19	5.94	51.81	3.93
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	3816	24457	3816	0	0
11		Weighted (000)	114766	14154	114766	14154	0	0
12		Horz %	100.00	12.33	100.00	12.33	0.00	0.00
13		Vert %	48.19	60.17	100.00	100.00	0.00	0.00
14	Index	100	125	208	208	0	0	
15	Female				*	*		
16		Unwgted	23711	2399	0	0	23711	2399
17		Weighted (000)	123389	9369	0	0	123389	9369
18		Horz %	100.00	7.59	0.00	0.00	100.00	7.59
19		Vert %	51.81	39.83	0.00	0.00	100.00	100.00
20	Index	100	77	0	0	193	193	
21	Age 18-24							*
22		Unwgted	3835	122	2176	84	1659	38
23		Weighted (000)	30197	837	15211	490	14986	346
24		Horz %	100.00	2.77	50.37	1.62	49.63	1.15
25		Vert %	12.68	3.56	13.25	3.47	12.15	3.70
26	Index	100	28	105	27	96	29	
27	Age 25-34							
28		Unwgted	7986	547	4052	377	3934	170
29		Weighted (000)	42012	2502	20869	1683	21143	819
30		Horz %	100.00	5.96	49.67	4.01	50.33	1.95
31		Vert %	17.64	10.64	18.18	11.89	17.14	8.74
32	Index	100	60	103	67	97	50	
33	Age 35-44							
34		Unwgted	8452	907	4443	596	4009	311
35		Weighted (000)	40087	3545	19682	2262	20405	1283
36		Horz %	100.00	8.84	49.10	5.64	50.90	3.20
37		Vert %	16.83	15.07	17.15	15.98	16.54	13.69
38	Index	100	90	102	95	98	81	
39	Age 45-54							
40		Unwgted	9050	1253	4578	795	4472	458
41		Weighted (000)	43666	4855	21286	3030	22380	1825
42		Horz %	100.00	11.12	48.75	6.94	51.25	4.18
43		Vert %	18.33	20.64	18.55	21.41	18.14	19.48
44	Index	100	113	101	117	99	106	
45	Age 55-64							
46		Unwgted	8207	1390	4240	885	3967	505
47		Weighted (000)	38818	5474	18503	3382	20315	2092
48		Horz %	100.00	14.10	47.67	8.71	52.33	5.39
49		Vert %	16.30	23.27	16.12	23.89	16.46	22.33
50	Index	100	143	99	147	101	137	
51	Age 65+							
52		Unwgted	10638	1996	4968	1079	5670	917
53		Weighted (000)	43374	6311	19215	3307	24160	3004
54		Horz %	100.00	14.55	44.30	7.62	55.70	6.93
55		Vert %	18.21	26.83	16.74	23.36	19.58	32.06
56	Index	100	147	92	128	108	176	

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2								
57								
58		Unwgted	46644	6174	23528	3783	23116	2391
59	Age 21+	Weighted (000)	225241	23250	107990	13950	117251	9300
60		Horz %	100.00	10.32	47.94	6.19	52.06	4.13
61		Vert %	94.58	98.84	94.10	98.56	95.03	99.26
62		Index	100	105	99	104	100	105
63								
64	Age 18-34	Unwgted	11821	669	6228	461	5593	208
65		Weighted (000)	72209	3339	36080	2174	36129	1165
66		Horz %	100.00	4.62	49.97	3.01	50.03	1.61
67		Vert %	30.32	14.19	31.44	15.36	29.28	12.43
68		Index	100	47	104	51	97	41
69								
70	Age 18-49	Unwgted	24702	2146	12939	1431	11763	715
71		Weighted (000)	133505	8997	66134	5850	67371	3146
72		Horz %	100.00	6.74	49.54	4.38	50.46	2.36
73		Vert %	56.06	38.25	57.63	41.33	54.60	33.58
74		Index	100	68	103	74	97	60
75								
76	Age 25-54	Unwgted	25488	2707	13073	1768	12415	939
77		Weighted (000)	125765	10902	61837	6975	63928	3927
78		Horz %	100.00	8.67	49.17	5.55	50.83	3.12
79		Vert %	52.81	46.34	53.88	49.28	51.81	41.91
80		Index	100	88	102	93	98	79
81								
82	Age 35-64	Unwgted	25709	3550	13261	2276	12448	1274
83		Weighted (000)	122571	13874	59471	8674	63100	5200
84		Horz %	100.00	11.32	48.52	7.08	51.48	4.24
85		Vert %	51.47	58.98	51.82	61.28	51.14	55.50
86		Index	100	115	101	119	99	108
87								
88	Age 50+	Unwgted	23466	4069	11518	2385	11948	1684
89		Weighted (000)	104649	14526	48631	8304	56018	6223
90		Horz %	100.00	13.88	46.47	7.93	53.53	5.95
91		Vert %	43.94	61.75	42.37	58.67	45.40	66.42
92		Index	100	141	96	134	103	151
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	55.00	45.80	53.80	47.40	57.00
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	35231	5380	17988	3308	17243	2072
101		Weighted (000)	176436	20912	85107	12646	91329	8267
102		Horz %	100.00	11.85	48.24	7.17	51.76	4.69
103		Vert %	74.08	88.90	74.16	89.34	74.02	88.23
104		Index	100	120	100	121	100	119
105								
106	Race: Black/African-American Only	Unwgted	5807	297	2719	158	3088	139
107		Weighted (000)	28531	1013	13037	480	15494	533
108		Horz %	100.00	3.55	45.69	1.68	54.31	1.87
109		Vert %	11.98	4.31	11.36	3.39	12.56	5.68
110		Index	100	36	95	28	105	47

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2								
111								
112		Unwgt	2180	231	1128	135	1052	96
113	Race: Asian	Weighted (000)	7671	580	3482	300	4189	279
114		Horz %	100.00	7.56	45.39	3.92	54.61	3.64
115		Vert %	3.22	2.46	3.03	2.12	3.39	2.98
116		Index	100	77	94	66	105	93
117								
118		Unwgt	7130	538	3750	350	3380	188
119	Race: Other Race/Multi-Racial	Weighted (000)	33187	1598	16622	1028	16565	570
120		Horz %	100.00	4.82	50.09	3.10	49.91	1.72
121		Vert %	13.94	6.79	14.48	7.26	13.43	6.08
122		Index	100	49	104	52	96	44
123								
124		Unwgt	5677	327	2846	210	2831	117
125	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	35739	1394	17858	939	17882	455
126		Horz %	100.00	3.90	49.97	2.63	50.03	1.27
127		Vert %	15.01	5.93	15.56	6.64	14.49	4.85
128		Index	100	39	104	44	97	32
129								*
130		Unwgt	1612	143	851	94	761	49
131	Hispanic, Personally Speak Only English at Home	Weighted (000)	5378	334	2712	211	2667	124
132		Horz %	100.00	6.22	50.42	3.92	49.58	2.30
133		Vert %	2.26	1.42	2.36	1.49	2.16	1.32
134		Index	100	63	105	66	96	58
135								*
136		Unwgt	1702	114	820	75	882	39
137	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Weighted (000)	9096	502	4752	348	4344	154
138		Horz %	100.00	5.52	52.24	3.83	47.76	1.69
139		Vert %	3.82	2.13	4.14	2.46	3.52	1.64
140		Index	100	56	108	64	92	43
141				*		*		*
142		Unwgt	897	17	420	10	477	7
143	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10398	199	5173	147	5225	52
144		Horz %	100.00	1.91	49.75	1.41	50.25	0.50
145		Vert %	4.37	0.84	4.51	1.04	4.23	0.56
146		Index	100	19	103	24	97	13
147				*		*		*
148		Unwgt	1355	47	702	26	653	21
149	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Weighted (000)	8786	233	4447	133	4340	100
150		Horz %	100.00	2.65	50.61	1.51	49.39	1.14
151		Vert %	3.69	0.99	3.87	0.94	3.52	1.07
152		Index	100	27	105	25	95	29
153				*	*	*	*	*
154		Unwgt	84	5	41	4	43	1
155	Hispanic, Personally Speak Spanish and English Equally at Home	Weighted (000)	1523	89	602	64	920	25
156		Horz %	100.00	5.81	39.56	4.18	60.44	1.63
157		Vert %	0.64	0.38	0.52	0.45	0.75	0.27
158		Index	100	59	82	70	117	42
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt	6749	1369	3535	840	3214	529
161		Weighted (000)	24693	4584	11947	2786	12745	1798
162		Horz %	100.00	18.56	48.38	11.28	51.62	7.28
163		Vert %	10.37	19.49	10.41	19.68	10.33	19.19
164		Index	100	188	100	190	100	185

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	1928	5594	1202	5303	726
167		Weighted (000)	43976	6614	21010	3957	22966	2656
168		Horz %	100.00	15.04	47.78	9.00	52.22	6.04
169		Vert %	18.47	28.11	18.31	27.96	18.61	28.35
170		Index	100	152	99	151	101	154
171								
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	298	1055	167	1437	131
173		Weighted (000)	10385	1028	4055	614	6330	414
174		Horz %	100.00	9.90	39.05	5.91	60.95	3.99
175		Vert %	4.36	4.37	3.53	4.34	5.13	4.42
176		Index	100	100	81	99	118	101
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	365	1466	226	1642	139
179		Weighted (000)	12939	1228	5528	752	7411	476
180		Horz %	100.00	9.49	42.72	5.81	57.28	3.68
181		Vert %	5.43	5.22	4.82	5.31	6.01	5.08
182		Index	100	96	89	98	111	94
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	1109	5138	687	5029	422
185		Weighted (000)	45323	4030	21898	2506	23425	1524
186		Horz %	100.00	8.89	48.32	5.53	51.68	3.36
187		Vert %	19.03	17.13	19.08	17.71	18.98	16.27
188		Index	100	90	100	93	100	85
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	973	5465	587	5162	386
190		Weighted (000)	70635	5097	34949	2970	35686	2127
191		Horz %	100.00	7.22	49.48	4.21	50.52	3.01
192		Vert %	29.66	21.67	30.45	20.99	28.92	22.70
193		Index	100	73	103	71	98	77
194								
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	173	2204	107	1924	66
196		Weighted (000)	30203	942	15378	569	14825	374
197		Horz %	100.00	3.12	50.91	1.88	49.09	1.24
198		Vert %	12.68	4.01	13.40	4.02	12.02	3.99
199		Index	100	32	106	32	95	31
200								
201	Currently Attending College or University	Unwgted	3489	249	1681	156	1808	93
202		Weighted (000)	19251	1151	8953	752	10297	399
203		Horz %	100.00	5.98	46.51	3.91	53.49	2.07
204		Vert %	8.08	4.89	7.80	5.31	8.35	4.26
205		Index	100	61	97	66	103	53
206								
207	Employed Full Time	Unwgted	24693	3355	14836	2416	9857	939
208		Weighted (000)	114968	12862	66238	9066	48730	3796
209		Horz %	100.00	11.19	57.61	7.89	42.39	3.30
210		Vert %	48.27	54.68	57.72	64.05	39.49	40.51
211		Index	100	113	120	133	82	84
212								
213	Employed Part Time	Unwgted	5566	634	2103	288	3463	346
214		Weighted (000)	28629	2277	10048	924	18582	1353
215		Horz %	100.00	7.95	35.10	3.23	64.90	4.73
216		Vert %	12.02	9.68	8.75	6.53	15.06	14.44
217		Index	100	81	73	54	125	120
218								

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2								
219	Not Employed							
220		Unwgted	17909	2226	7518	1112	10391	1114
221		Weighted (000)	94557	8385	38480	4164	56077	4221
222		Horz %	100.00	8.87	40.70	4.40	59.30	4.46
223		Vert %	39.70	35.64	33.53	29.42	45.45	45.05
224	Index	100	90	84	74	114	113	
225	Temporarily Unemployed							
226		Unwgted	2163	132	1076	80	1087	52
227		Weighted (000)	14225	560	7394	362	6830	198
228		Horz %	100.00	3.94	51.98	2.54	48.02	1.39
229		Vert %	5.97	2.38	6.44	2.56	5.54	2.11
230	Index	100	40	108	43	93	35	
231	Retired from Employment							
232		Unwgted	10300	1754	4886	928	5414	826
233		Weighted (000)	44807	6104	20795	3271	24012	2833
234		Horz %	100.00	13.62	46.41	7.30	53.59	6.32
235		Vert %	18.81	25.95	18.12	23.11	19.46	30.24
236	Index	100	138	96	123	103	161	
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	175	63	6	2389	169
239		Weighted (000)	16222	883	415	31	15807	852
240		Horz %	100.00	5.44	2.56	0.19	97.44	5.25
241		Vert %	6.81	3.75	0.36	0.22	12.81	9.09
242	Index	100	55	5	3	188	134	
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	1202	3516	703	3948	499
245		Weighted (000)	32463	4599	13816	2538	18647	2061
246		Horz %	100.00	14.17	42.56	7.82	57.44	6.35
247		Vert %	13.63	19.55	12.04	17.93	15.11	22.00
248	Index	100	143	88	132	111	161	
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	1160	3914	858	2381	302
251		Weighted (000)	23158	3785	13110	2699	10048	1086
252		Horz %	100.00	16.34	56.61	11.66	43.39	4.69
253		Vert %	9.72	16.09	11.42	19.07	8.14	11.59
254	Index	100	165	117	196	84	119	
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	673	2267	351	3680	322
257		Weighted (000)	32581	2924	12510	1590	20071	1333
258		Horz %	100.00	8.97	38.40	4.88	61.60	4.09
259		Vert %	13.68	12.43	10.90	11.24	16.27	14.23
260	Index	100	91	80	82	119	104	
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	275	2431	270	87	5
263		Weighted (000)	13283	1048	12692	1035	591	13
264		Horz %	100.00	7.89	95.55	7.79	4.45	0.10
265		Vert %	5.58	4.45	11.06	7.31	0.48	0.14
266	Index	100	80	198	131	9	2	
267	Occupation: Other Employed							
268		Unwgted	8035	679	4811	522	3224	157
269		Weighted (000)	42112	2783	24157	2127	17955	656
270		Horz %	100.00	6.61	57.36	5.05	42.64	1.56
271		Vert %	17.68	11.83	21.05	15.03	14.55	7.00
272	Index	100	67	119	85	82	40	

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1								
2								
273								
274		Unwgt	1652	320	995	215	657	105
275	Household Income:	Weighted (000)	6409	1055	3331	587	3078	468
276	\$250,000+	Horz %	100.00	16.45	51.98	9.15	48.02	7.30
277		Vert %	2.69	4.48	2.90	4.14	2.49	5.00
278		Index	100	167	108	154	93	186
279								
280		Unwgt	1403	259	802	163	601	96
281	Household Income: \$200,000-	Weighted (000)	5818	932	2971	550	2847	381
282	\$249,999	Horz %	100.00	16.02	51.06	9.46	48.94	6.56
283		Vert %	2.44	3.96	2.59	3.89	2.31	4.07
284		Index	100	162	106	159	94	167
285								
286	Household Income: \$150,000-	Unwgt	3416	662	2002	454	1414	208
287	\$199,999	Weighted (000)	15518	2559	7893	1613	7625	946
288		Horz %	100.00	16.49	50.87	10.39	49.13	6.10
289		Vert %	6.52	10.88	6.88	11.40	6.18	10.10
290		Index	100	167	106	175	95	155
291								
292		Unwgt	7088	1188	4096	796	2992	392
293	Household Income: \$100,000-	Weighted (000)	36360	4982	18625	3076	17735	1906
294	\$149,999	Horz %	100.00	13.70	51.22	8.46	48.78	5.24
295		Vert %	15.27	21.18	16.23	21.73	14.37	20.34
296		Index	100	139	106	142	94	133
297								
298		Unwgt	6291	941	3511	630	2780	311
299	Household Income: \$75,000-	Weighted (000)	31892	3852	16159	2399	15732	1452
300	\$99,999	Horz %	100.00	12.08	50.67	7.52	49.33	4.55
301		Vert %	13.39	16.37	14.08	16.95	12.75	15.50
302		Index	100	122	105	127	95	116
303								
304		Unwgt	5133	695	2676	427	2457	268
305	Household Income: \$60,000-	Weighted (000)	25163	2688	12461	1735	12702	953
306	\$74,999	Horz %	100.00	10.68	49.52	6.90	50.48	3.79
307		Vert %	10.57	11.43	10.86	12.26	10.29	10.17
308		Index	100	108	103	116	97	96
309								
310		Unwgt	3809	466	1962	281	1847	185
311	Household Income: \$50,000-	Weighted (000)	18825	1589	9277	977	9548	612
312	\$59,999	Horz %	100.00	8.44	49.28	5.19	50.72	3.25
313		Vert %	7.90	6.76	8.08	6.90	7.74	6.53
314		Index	100	85	102	87	98	83
315								
316		Unwgt	4740	563	2353	318	2387	245
317	Household Income: \$40,000-	Weighted (000)	20651	1785	10068	1071	10584	714
318	\$49,999	Horz %	100.00	8.64	48.75	5.19	51.25	3.46
319		Vert %	8.67	7.59	8.77	7.57	8.58	7.62
320		Index	100	88	101	87	99	88
321								
322		Unwgt	4631	432	2090	212	2541	220
323	Household Income: \$30,000-	Weighted (000)	22417	1400	10701	792	11716	608
324	\$39,999	Horz %	100.00	6.25	47.74	3.53	52.26	2.71
325		Vert %	9.41	5.95	9.32	5.60	9.49	6.49
326		Index	100	63	99	59	101	69

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)
1								
2								
327								
328		Unwgted	4429	385	1882	187	2547	198
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	1355	10224	735	12416	620
330		Horz %	100.00	5.99	45.16	3.25	54.84	2.74
331		Vert %	9.51	5.76	8.91	5.20	10.06	6.61
332		Index	100	61	94	55	106	70
333								
334		Unwgted	5576	304	2088	133	3488	171
335	Household Income: Under \$20,000	Weighted (000)	32463	1326	13056	618	19407	708
336		Horz %	100.00	4.09	40.22	1.90	59.78	2.18
337		Vert %	13.63	5.64	11.38	4.37	15.73	7.56
338		Index	100	41	83	32	115	55
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	85.50	64.90	87.00	57.90	83.10
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	865	6285	541	5408	324
347	Marital Status: Single, Never Married	Weighted (000)	65997	3399	35246	2180	30751	1219
348		Horz %	100.00	5.15	53.41	3.30	46.59	1.85
349		Vert %	27.71	14.45	30.71	15.40	24.92	13.01
350		Index	100	52	111	56	90	47
351								
352		Unwgted	24820	3949	14100	2692	10720	1257
353	Marital Status: Currently Married	Weighted (000)	126882	16122	63254	10216	63629	5905
354		Horz %	100.00	12.71	49.85	8.05	50.15	4.65
355		Vert %	53.28	68.53	55.12	72.18	51.57	63.03
356		Index	100	129	103	135	97	118
357								
358		Unwgted	7777	855	3127	423	4650	432
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	2403	12849	1269	17759	1134
360		Horz %	100.00	7.85	41.98	4.15	58.02	3.70
361		Vert %	12.85	10.21	11.20	8.97	14.39	12.10
362		Index	100	79	87	70	112	94
363								
364		Unwgted	3878	546	945	160	2933	386
365	Marital Status: Widowed	Weighted (000)	14666	1600	3416	488	11250	1111
366		Horz %	100.00	10.91	23.29	3.33	76.71	7.58
367		Vert %	6.16	6.80	2.98	3.45	9.12	11.86
368		Index	100	110	48	56	148	193
369								
370		Unwgted	1983	126	1032	84	951	42
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	497	5384	322	5833	175
372		Horz %	100.00	4.44	48.00	2.87	52.00	1.56
373		Vert %	4.71	2.11	4.69	2.28	4.73	1.87
374		Index	100	45	100	48	100	40
375								
376		Unwgted	3313	242	1820	156	1493	86
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	1137	10281	689	10662	448
378		Horz %	100.00	5.43	49.09	3.29	50.91	2.14
379		Vert %	8.79	4.83	8.96	4.86	8.64	4.79
380		Index	100	55	102	55	98	54

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)
2								
381								
382		Unwgted	17843	1878	8707	1234	9136	644
383	Any Child(ren) Under Age 18	Weighted (000)	94619	7593	42720	4773	51899	2820
384	Living at Home	Horz %	100.00	8.02	45.15	5.04	54.85	2.98
385		Vert %	39.73	32.28	37.22	33.72	42.06	30.10
386		Index	100	81	94	85	106	76
387								
388		Unwgted	7219	751	3511	493	3708	258
389	1 Child Under Age 18	Weighted (000)	38752	3011	17649	1894	21103	1117
390	Currently Living at Home	Horz %	100.00	7.77	45.54	4.89	54.46	2.88
391		Vert %	16.27	12.80	15.38	13.38	17.10	11.92
392		Index	100	79	95	82	105	73
393								
394		Unwgted	6632	763	3312	501	3320	262
395	2 Children Under Age 18	Weighted (000)	33339	2925	15370	1875	17969	1051
396	Currently Living at Home	Horz %	100.00	8.77	46.10	5.62	53.90	3.15
397		Vert %	14.00	12.44	13.39	13.24	14.56	11.21
398		Index	100	89	96	95	104	80
399								
400		Unwgted	2738	240	1283	154	1455	86
401	3 Children Under Age 18	Weighted (000)	14851	1069	6431	666	8420	403
402	Currently Living at Home	Horz %	100.00	7.20	43.31	4.48	56.69	2.71
403		Vert %	6.24	4.54	5.60	4.70	6.82	4.30
404		Index	100	73	90	75	109	69
405								*
406		Unwgted	882	85	427	58	455	27
407	4 Children Under Age 18	Weighted (000)	5223	364	2303	208	2920	155
408	Currently Living at Home	Horz %	100.00	6.97	44.10	3.99	55.90	2.97
409		Vert %	2.19	1.55	2.01	1.47	2.37	1.66
410		Index	100	71	92	67	108	76
411				*		*		*
412		Unwgted	372	39	174	28	198	11
413	5 or More Children Under Age 18	Weighted (000)	2454	224	967	131	1487	94
414	Currently Living at Home	Horz %	100.00	9.15	39.40	5.32	60.60	3.82
415		Vert %	1.03	0.95	0.84	0.92	1.21	1.00
416		Index	100	93	82	90	117	97
417								
418		Unwgted	33340	5148	17386	3158	15954	1990
419	Own Home/Residence	Weighted (000)	157962	19293	76483	11519	81479	7774
420		Horz %	100.00	12.21	48.42	7.29	51.58	4.92
421		Vert %	66.33	82.02	66.64	81.38	66.03	82.97
422		Index	100	124	100	123	100	125
423								
424		Unwgted	14260	1031	6787	634	7473	397
425	Rent Home/Residence	Weighted (000)	77153	4045	36837	2550	40316	1496
426		Horz %	100.00	5.24	47.75	3.30	52.25	1.94
427		Vert %	32.40	17.20	32.10	18.01	32.67	15.96
428		Index	100	53	99	56	101	49
429				*		*		*
430		Unwgted	568	36	284	24	284	12
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	185	1445	86	1594	100
432		Horz %	100.00	6.10	47.54	2.82	52.46	3.28
433		Vert %	1.28	0.79	1.26	0.61	1.29	1.06
434		Index	100	62	99	47	101	83

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)
2								
435	Census Region: North East							
436		Unwgted	11308	1581	5685	941	5623	640
437		Weighted (000)	43253	4531	20622	2640	22631	1891
438		Horz %	100.00	10.47	47.68	6.10	52.32	4.37
439		Vert %	18.16	19.26	17.97	18.65	18.34	20.18
440	Index	100	106	99	103	101	111	
441	Census Region: South							
442		Unwgted	16124	1590	8035	995	8089	595
443		Weighted (000)	89346	6600	42766	4017	46580	2583
444		Horz %	100.00	7.39	47.87	4.50	52.13	2.89
445		Vert %	37.52	28.06	37.26	28.38	37.75	27.57
446	Index	100	75	99	76	101	73	
447	Census Region: Midwest							
448		Unwgted	10891	1748	5544	1077	5347	671
449		Weighted (000)	51282	6597	24805	3989	26477	2608
450		Horz %	100.00	12.86	48.37	7.78	51.63	5.09
451		Vert %	21.53	28.04	21.61	28.18	21.46	27.84
452	Index	100	130	100	131	100	129	
453	Census Region: West							
454		Unwgted	9845	1296	5193	803	4652	493
455		Weighted (000)	54273	5795	26572	3508	27701	2288
456		Horz %	100.00	10.68	48.96	6.46	51.04	4.21
457		Vert %	22.79	24.64	23.15	24.78	22.45	24.42
458	Index	100	108	102	109	99	107	
459	Census Sub-Region: New England							
460		Unwgted	2844	446	1449	278	1395	168
461		Weighted (000)	11320	1409	5419	874	5901	535
462		Horz %	100.00	12.45	47.87	7.72	52.13	4.73
463		Vert %	4.75	5.99	4.72	6.18	4.78	5.71
464	Index	100	126	99	130	101	120	
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	1135	4236	663	4228	472
467		Weighted (000)	31933	3121	15203	1766	16730	1356
468		Horz %	100.00	9.77	47.61	5.53	52.39	4.24
469		Vert %	13.41	13.27	13.25	12.48	13.56	14.47
470	Index	100	99	99	93	101	108	
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	953	4475	568	4641	385
473		Weighted (000)	45960	3487	21872	2046	24087	1441
474		Horz %	100.00	7.59	47.59	4.45	52.41	3.13
475		Vert %	19.30	14.82	19.06	14.46	19.52	15.38
476	Index	100	77	99	75	101	80	
477	Census Sub-Region: East South Central							*
478		Unwgted	2066	111	1066	71	1000	40
479		Weighted (000)	14946	701	7248	420	7697	280
480		Horz %	100.00	4.69	48.50	2.81	51.50	1.88
481		Vert %	6.28	2.98	6.32	2.97	6.24	2.99
482	Index	100	47	101	47	99	48	
483	Census Sub-Region: West South Central							
484		Unwgted	4942	526	2494	356	2448	170
485		Weighted (000)	28441	2413	13646	1551	14795	862
486		Horz %	100.00	8.48	47.98	5.45	52.02	3.03
487		Vert %	11.94	10.26	11.89	10.96	11.99	9.20
488	Index	100	86	100	92	100	77	

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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2								
489								
490		Unwgt	8456	1389	4267	844	4189	545
491	Census Sub-Region: East North Central	Weighted (000)	35650	4630	16892	2793	18758	1837
492		Horz %	100.00	12.99	47.38	7.83	52.62	5.15
493		Vert %	14.97	19.68	14.72	19.73	15.20	19.61
494		Index	100	131	98	132	102	131
495								
496		Unwgt	2435	359	1277	233	1158	126
497	Census Sub-Region: West North Central	Weighted (000)	15632	1967	7913	1196	7719	771
498		Horz %	100.00	12.58	50.62	7.65	49.38	4.93
499		Vert %	6.56	8.36	6.90	8.45	6.26	8.22
500		Index	100	127	105	129	95	125
501								
502		Unwgt	2321	305	1229	202	1092	103
503	Census Sub-Region: Mountain	Weighted (000)	16500	1821	8176	1183	8324	638
504		Horz %	100.00	11.04	49.55	7.17	50.45	3.87
505		Vert %	6.93	7.74	7.12	8.36	6.75	6.81
506		Index	100	112	103	121	97	98
507								
508		Unwgt	7524	991	3964	601	3560	390
509	Census Sub-Region: Pacific	Weighted (000)	37774	3974	18396	2325	19378	1650
510		Horz %	100.00	10.52	48.70	6.15	51.30	4.37
511		Vert %	15.86	16.90	16.03	16.42	15.70	17.61
512		Index	100	107	101	104	99	111
513								
514		Unwgt	26679	3951	13529	2370	13150	1581
515	County Size: A	Weighted (000)	99155	11059	47699	6508	51456	4551
516		Horz %	100.00	11.15	48.11	6.56	51.89	4.59
517		Vert %	41.63	47.01	41.56	45.98	41.70	48.57
518		Index	100	113	100	110	100	117
519								
520		Unwgt	12036	1435	6063	902	5973	533
521	County Size: B	Weighted (000)	70767	7476	34009	4534	36758	2942
522		Horz %	100.00	10.56	48.06	6.41	51.94	4.16
523		Vert %	29.71	31.78	29.63	32.03	29.79	31.40
524		Index	100	107	100	108	100	106
525								
526		Unwgt	9453	829	4865	544	4588	285
527	County Size: C/D	Weighted (000)	68232	4989	33058	3112	35175	1877
528		Horz %	100.00	7.31	48.45	4.56	51.55	2.75
529		Vert %	28.65	21.21	28.80	21.99	28.51	20.03
530		Index	100	74	101	77	99	70
531								
532		Unwgt	1292	279	710	172	582	107
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	967	2746	595	2374	372
534		Horz %	100.00	18.88	53.63	11.61	46.37	7.27
535		Vert %	2.15	4.11	2.39	4.20	1.92	3.97
536		Index	100	191	111	195	90	185
537								
538		Unwgt	8429	987	3621	550	4808	437
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	3796	16635	2065	24144	1731
540		Horz %	100.00	9.31	40.79	5.06	59.21	4.24
541		Vert %	17.12	16.14	14.49	14.59	19.57	18.48
542		Index	100	94	85	85	114	108

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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2								
543								
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt	1278	166	715	114	563	52
545		Weighted (000)	7030	725	3657	487	3373	238
546		Horz %	100.00	10.31	52.02	6.93	47.98	3.38
547		Vert %	2.95	3.08	3.19	3.44	2.73	2.54
548		Index	100	104	108	117	93	86
549						*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt	389	55	186	33	203	22
551		Weighted (000)	2075	226	838	116	1237	109
552		Horz %	100.00	10.87	40.41	5.60	59.59	5.28
553		Vert %	0.87	0.96	0.73	0.82	1.00	1.17
554		Index	100	110	84	94	115	134
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt	3031	719	1797	467	1234	252
557		Weighted (000)	8416	1801	4632	1131	3784	670
558		Horz %	100.00	21.40	55.04	13.44	44.96	7.96
559		Vert %	3.53	7.66	4.04	7.99	3.07	7.15
560		Index	100	217	114	226	87	202
561								
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt	3523	850	2871	735	652	115
563		Weighted (000)	12663	2893	9964	2489	2698	403
564		Horz %	100.00	22.84	78.69	19.66	21.31	3.19
565		Vert %	5.32	12.30	8.68	17.59	2.19	4.31
566		Index	100	231	163	331	41	81
567								
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt	988	316	663	227	325	89
569		Weighted (000)	4277	1202	2782	872	1494	329
570		Horz %	100.00	28.10	65.06	20.40	34.94	7.70
571		Vert %	1.80	5.11	2.42	6.16	1.21	3.52
572		Index	100	284	135	343	67	196
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt	3448	542	1973	366	1475	176
575		Weighted (000)	16147	2115	8900	1392	7247	723
576		Horz %	100.00	13.10	55.12	8.62	44.88	4.48
577		Vert %	6.78	8.99	7.76	9.84	5.87	7.72
578		Index	100	133	114	145	87	114
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt	8864	706	3987	417	4877	289
581		Weighted (000)	46661	2839	19823	1684	26837	1156
582		Horz %	100.00	6.09	42.48	3.61	57.52	2.48
583		Vert %	19.59	12.07	17.27	11.89	21.75	12.34
584		Index	100	62	88	61	111	63
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt	2856	423	1569	296	1287	127
587		Weighted (000)	13017	1720	7079	1244	5938	476
588		Horz %	100.00	13.22	54.38	9.56	45.62	3.66
589		Vert %	5.47	7.31	6.17	8.79	4.81	5.08
590		Index	100	134	113	161	88	93
591								
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3781	545	2511	423	1270	122
593		Weighted (000)	18048	2242	11714	1758	6334	484
594		Horz %	100.00	12.42	64.90	9.74	35.10	2.68
595		Vert %	7.58	9.53	10.21	12.42	5.13	5.16
596		Index	100	126	135	164	68	68

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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2								
597								
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	373	755	218	687	155
599		Weighted (000)	5709	1183	2958	669	2752	514
600		Horz %	100.00	20.72	51.81	11.72	48.19	9.00
601		Vert %	2.40	5.03	2.58	4.73	2.23	5.48
602		Index	100	210	108	197	93	229
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	762	4003	476	4234	286
605		Weighted (000)	46833	3397	21488	2082	25345	1315
606		Horz %	100.00	7.25	45.88	4.45	54.12	2.81
607		Vert %	19.66	14.44	18.72	14.71	20.54	14.03
608		Index	100	73	95	75	104	71
609						*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	50	147	30	138	20
611		Weighted (000)	1065	130	495	66	570	64
612		Horz %	100.00	12.18	46.46	6.20	53.54	5.99
613		Vert %	0.45	0.55	0.43	0.47	0.46	0.68
614		Index	100	123	96	104	103	152
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	40	264	23	450	17
617		Weighted (000)	3659	153	1332	73	2327	79
618		Horz %	100.00	4.17	36.41	2.01	63.59	2.17
619		Vert %	1.54	0.65	1.16	0.52	1.89	0.85
620		Index	100	42	76	34	123	55
621								*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	131	1107	84	1116	47
623		Weighted (000)	15844	535	7607	353	8236	182
624		Horz %	100.00	3.38	48.01	2.23	51.99	1.15
625		Vert %	6.65	2.27	6.63	2.49	6.68	1.94
626		Index	100	34	100	37	100	29
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	418	1436	213	2233	205
629		Weighted (000)	17141	1585	6212	779	10929	806
630		Horz %	100.00	9.25	36.24	4.55	63.76	4.70
631		Vert %	7.20	6.74	5.41	5.51	8.86	8.60
632		Index	100	94	75	76	123	120
633								
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	194	460	128	327	66
635		Weighted (000)	2899	612	1579	401	1320	211
636		Horz %	100.00	21.10	54.47	13.83	45.53	7.27
637		Vert %	1.22	2.60	1.38	2.83	1.07	2.25
638		Index	100	214	113	233	88	185
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	32	515	23	400	9
641		Weighted (000)	7068	144	3599	96	3469	47
642		Horz %	100.00	2.03	50.92	1.36	49.08	0.67
643		Vert %	2.97	0.61	3.14	0.68	2.81	0.50
644		Index	100	21	106	23	95	17
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	6215	3816	3816	2399	2399
647		Weighted (000)	23523	23523	14154	14154	9369	9369
648		Horz %	100.00	100.00	60.17	60.17	39.83	39.83
649		Vert %	9.88	100.00	12.33	100.00	7.59	100.00
650		Index	100	1012	125	1012	77	1012

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)
2								
651								
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	261	952	150	936	111
653		Weighted (000)	9927	1040	4669	562	5258	479
654		Horz %	100.00	10.48	47.04	5.66	52.96	4.82
655		Vert %	4.17	4.42	4.07	3.97	4.26	5.11
656		Index	100	106	98	95	102	123
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	438	1372	270	1196	168
659		Weighted (000)	10435	1639	5282	978	5153	661
660		Horz %	100.00	15.71	50.62	9.38	49.38	6.33
661		Vert %	4.38	6.97	4.60	6.91	4.18	7.06
662		Index	100	159	105	158	95	161
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	496	1596	275	2353	221
665		Weighted (000)	19990	2022	7792	1120	12198	902
666		Horz %	100.00	10.11	38.98	5.60	61.02	4.51
667		Vert %	8.39	8.59	6.79	7.91	9.89	9.62
668		Index	100	102	81	94	118	115
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	173	1404	104	1472	69
671		Weighted (000)	15341	678	7412	430	7930	248
672		Horz %	100.00	4.42	48.31	2.80	51.69	1.62
673		Vert %	6.44	2.88	6.46	3.04	6.43	2.65
674		Index	100	45	100	47	100	41
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	460	2680	341	1590	119
677		Weighted (000)	20195	1757	12063	1322	8132	436
678		Horz %	100.00	8.70	59.73	6.55	40.27	2.16
679		Vert %	8.48	7.47	10.51	9.34	6.59	4.65
680		Index	100	88	124	110	78	55
681								
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	175	429	83	733	92
683		Weighted (000)	5686	727	2013	294	3672	433
684		Horz %	100.00	12.79	35.41	5.16	64.59	7.62
685		Vert %	2.39	3.09	1.75	2.07	2.98	4.63
686		Index	100	129	73	87	125	194
687						*	*	
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	51	319	32	365	19
689		Weighted (000)	4664	207	2063	139	2601	67
690		Horz %	100.00	4.43	44.23	2.99	55.77	1.44
691		Vert %	1.96	0.88	1.80	0.98	2.11	0.72
692		Index	100	45	92	50	108	37
693				*		*	*	
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	10	129	5	177	5
695		Weighted (000)	1821	63	910	52	911	10
696		Horz %	100.00	3.44	49.96	2.86	50.04	0.57
697		Vert %	0.76	0.27	0.79	0.37	0.74	0.11
698		Index	100	35	104	48	97	15
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	299	2494	172	2807	127
701		Weighted (000)	27306	1157	12722	659	14585	498
702		Horz %	100.00	4.24	46.59	2.41	53.41	1.82
703		Vert %	11.47	4.92	11.09	4.66	11.82	5.31
704		Index	100	43	97	41	103	46

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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1			U.S. Adults 18+	Adults 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to News/Talk Format (Monday-Sunday 24-Hour Cume)
2								
705								
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	132	1035	68	1379	64
707		Weighted (000)	10854	463	4643	225	6211	238
708		Horz %	100.00	4.27	42.78	2.07	57.22	2.20
709		Vert %	4.56	1.97	4.05	1.59	5.03	2.54
710		Index	100	43	89	35	110	56
711								*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	96	1018	60	1016	36
713		Weighted (000)	12023	385	5724	246	6299	138
714		Horz %	100.00	3.20	47.61	2.05	52.39	1.15
715		Vert %	5.05	1.64	4.99	1.74	5.11	1.48
716		Index	100	32	99	34	101	29
717								
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	239	706	174	553	65
719		Weighted (000)	6468	906	3593	660	2875	246
720		Horz %	100.00	14.00	55.55	10.20	44.45	3.81
721		Vert %	2.72	3.85	3.13	4.66	2.33	2.63
722		Index	100	142	115	172	86	97
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	5952	20746	3672	19359	2280
725		Weighted (000)	195910	22501	96272	13581	99638	8920
726		Horz %	100.00	11.49	49.14	6.93	50.86	4.55
727		Vert %	82.26	95.66	83.89	95.95	80.75	95.21
728		Index	100	116	102	117	98	116
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	4151	13440	2651	11566	1500
731		Weighted (000)	118698	15697	60364	9813	58335	5883
732		Horz %	100.00	13.22	50.85	8.27	49.15	4.96
733		Vert %	49.84	66.73	52.60	69.33	47.28	62.80
734		Index	100	134	106	139	95	126
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	2912	9422	1808	8461	1104
737		Weighted (000)	88241	11110	44427	6857	43814	4253
738		Horz %	100.00	12.59	50.35	7.77	49.65	4.82
739		Vert %	37.05	47.23	38.71	48.45	35.51	45.39
740		Index	100	127	104	131	96	123
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	3358	11583	2194	9900	1164
743		Weighted (000)	102780	12622	52607	8138	50173	4484
744		Horz %	100.00	12.28	51.18	7.92	48.82	4.36
745		Vert %	43.16	53.66	45.84	57.49	40.66	47.86
746		Index	100	124	106	133	94	111
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	1105	3947	691	3353	414
749		Weighted (000)	36869	4238	19177	2504	17692	1733
750		Horz %	100.00	11.49	52.01	6.79	47.99	4.70
751		Vert %	15.48	18.01	16.71	17.69	14.34	18.50
752		Index	100	116	108	114	93	120
753								
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	453	1456	297	907	156
755		Weighted (000)	12089	1714	7351	1156	4738	558
756		Horz %	100.00	14.18	60.81	9.56	39.19	4.62
757		Vert %	5.08	7.29	6.41	8.17	3.84	5.96
758		Index	100	144	126	161	76	117

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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2								
759								
760		Unwgted	15477	2592	8106	1574	7371	1018
761	Radio Daypart Cumes:	Weighted (000)	74270	9592	37528	5758	36742	3834
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	12.91	50.53	7.75	49.47	5.16
763		Vert %	31.19	40.78	32.70	40.68	29.78	40.92
764		Index	100	131	105	130	95	131
765								
766		Unwgted	21457	3233	10719	1930	10738	1303
767	Radio Daypart Cumes:	Weighted (000)	102778	11907	48768	6912	54011	4996
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	11.59	47.45	6.72	52.55	4.86
769		Vert %	43.16	50.62	42.49	48.83	43.77	53.32
770		Index	100	117	98	113	101	124
771								
772		Unwgted	16141	2248	8215	1381	7926	867
773	Radio Daypart Cumes:	Weighted (000)	79854	8342	38468	5096	41386	3246
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	10.45	48.17	6.38	51.83	4.06
775		Vert %	33.53	35.46	33.52	36.01	33.54	34.64
776		Index	100	106	100	107	100	103
777								
778		Unwgted	7721	1103	4043	659	3678	444
779	Radio Daypart Cumes:	Weighted (000)	38919	4153	19420	2412	19499	1741
780	Weekend 7:00 pm - Midnight	Horz %	100.00	10.67	49.90	6.20	50.10	4.47
781		Vert %	16.34	17.66	16.92	17.04	15.80	18.58
782		Index	100	108	104	104	97	114
783								
784		Unwgted	1911	322	1118	184	793	138
785	Radio Daypart Cumes:	Weighted (000)	9972	1226	5625	731	4346	495
786	Weekend Midnight - 6:00 am	Horz %	100.00	12.29	56.41	7.33	43.59	4.96
787		Vert %	4.19	5.21	4.90	5.16	3.52	5.28
788		Index	100	124	117	123	84	126
789								
790		Unwgted	12646	2307	5791	1227	6855	1080
791	Where Listen to Radio on	Weighted (000)	61519	8410	27333	4431	34186	3979
792	Typical Weekday: Home	Horz %	100.00	13.67	44.43	7.20	55.57	6.47
793		Vert %	25.83	35.75	23.82	31.31	27.71	42.47
794		Index	100	138	92	121	107	164
795								
796		Unwgted	36747	5293	18963	3307	17784	1986
797	Where Listen to Radio on	Weighted (000)	177653	19883	86450	12228	91203	7655
798	Typical Weekday: Car	Horz %	100.00	11.19	48.66	6.88	51.34	4.31
799		Vert %	74.60	84.53	75.33	86.39	73.92	81.70
800		Index	100	113	101	116	99	110
801								
802		Unwgted	5605	687	3421	504	2184	183
803	Where Listen to Radio on	Weighted (000)	29068	2837	16938	2031	12131	806
804	Typical Weekday: Work	Horz %	100.00	9.76	58.27	6.99	41.73	2.77
805		Vert %	12.21	12.06	14.76	14.35	9.83	8.60
806		Index	100	99	121	118	81	70
807								*
808		Unwgted	985	111	550	73	435	38
809	Where Listen to Radio on	Weighted (000)	5269	447	2888	284	2380	164
810	Typical Weekday: Place	Horz %	100.00	8.49	54.82	5.38	45.18	3.11
811	Other Than Home, Car, Work	Vert %	2.21	1.90	2.52	2.00	1.93	1.75
812		Index	100	86	114	91	87	79

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2								
813								
814		Unwgted	14284	2511	6807	1396	7477	1115
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	9367	31782	5092	37401	4276
816		Horz %	100.00	13.54	45.94	7.36	54.06	6.18
817		Vert %	29.05	39.82	27.69	35.97	30.31	45.63
818		Index	100	137	95	124	104	157
819								
820		Unwgted	33644	4745	17193	2926	16451	1819
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	17479	78252	10614	84188	6865
822		Horz %	100.00	10.76	48.17	6.53	51.83	4.23
823		Vert %	68.21	74.30	68.18	74.99	68.23	73.27
824		Index	100	109	100	110	100	107
825								
826		Unwgted	1927	186	1266	149	661	37
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	752	6599	576	3821	176
828		Horz %	100.00	7.22	63.33	5.52	36.67	1.69
829		Vert %	4.38	3.20	5.75	4.07	3.10	1.88
830		Index	100	73	131	93	71	43
831								
832		Unwgted	957	95	546	69	411	26
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	391	3017	255	2397	136
834		Horz %	100.00	7.22	55.73	4.71	44.27	2.51
835		Vert %	2.27	1.66	2.63	1.80	1.94	1.45
836		Index	100	73	116	79	85	64
837								
838		Unwgted	9766	4139	5971	2636	3795	1503
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	15833	23093	9847	16294	5986
840		Horz %	100.00	40.20	58.63	25.00	41.37	15.20
841		Vert %	16.54	67.31	20.12	69.57	13.21	63.89
842		Index	100	407	122	421	80	386
843								
844		Unwgted	36381	4901	18453	3014	17928	1887
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	18700	87796	11344	94145	7357
846		Horz %	100.00	10.28	48.26	6.23	51.74	4.04
847		Vert %	76.40	79.50	76.50	80.14	76.30	78.52
848		Index	100	104	100	105	100	103
849								
850		Unwgted	39530	6215	20284	3816	19246	2399
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	23523	94677	14154	99607	9369
852		Horz %	100.00	12.11	48.73	7.29	51.27	4.82
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	759	3528	490	2810	269
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	2751	14032	1601	13682	1149
858		Horz %	100.00	9.93	50.63	5.78	49.37	4.15
859		Vert %	11.64	11.69	12.23	11.31	11.09	12.27
860		Index	100	100	105	97	95	105
861								
862		Unwgted	8685	1134	4748	735	3937	399
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	4217	19203	2435	20006	1781
864		Horz %	100.00	10.75	48.98	6.21	51.02	4.54
865		Vert %	16.46	17.92	16.73	17.21	16.21	19.01
866		Index	100	109	102	105	98	115

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2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	1786	6842	1164	5833	622
869		Weighted (000)	60478	7116	29974	4393	30504	2722
870		Horz %	100.00	11.77	49.56	7.26	50.44	4.50
871		Vert %	25.39	30.25	26.12	31.04	24.72	29.06
872		Index	100	119	103	122	97	114
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	1501	6301	1004	4930	497
875		Weighted (000)	56535	6152	28911	3837	27624	2315
876		Horz %	100.00	10.88	51.14	6.79	48.86	4.10
877		Vert %	23.74	26.15	25.19	27.11	22.39	24.71
878		Index	100	110	106	114	94	104
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	1289	4209	907	2985	382
881		Weighted (000)	34638	5040	19095	3384	15543	1656
882		Horz %	100.00	14.55	55.13	9.77	44.87	4.78
883		Vert %	14.54	21.42	16.64	23.91	12.60	17.67
884		Index	100	147	114	164	87	122
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	1438	6076	977	5127	461
887		Weighted (000)	54650	5513	28025	3669	26625	1844
888		Horz %	100.00	10.09	51.28	6.71	48.72	3.37
889		Vert %	22.95	23.44	24.42	25.92	21.58	19.68
890		Index	100	102	106	113	94	86
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	1988	7625	1350	6345	638
893		Weighted (000)	68093	7653	34986	5060	33107	2594
894		Horz %	100.00	11.24	51.38	7.43	48.62	3.81
895		Vert %	28.59	32.54	30.48	35.75	26.83	27.68
896		Index	100	114	107	125	94	97
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	730	2072	512	1493	218
899		Weighted (000)	16453	2724	9050	1840	7404	884
900		Horz %	100.00	16.56	55.00	11.19	45.00	5.37
901		Vert %	6.91	11.58	7.89	13.00	6.00	9.43
902		Index	100	168	114	188	87	137
903								
904	Downloaded Music - Past Month	Unwgted	10771	1146	5842	759	4929	387
905		Weighted (000)	55635	4458	28526	2804	27109	1654
906		Horz %	100.00	8.01	51.27	5.04	48.73	2.97
907		Vert %	23.36	18.95	24.86	19.81	21.97	17.65
908		Index	100	81	106	85	94	76
909								
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	454	1374	303	741	151
911		Weighted (000)	9292	1648	5804	1033	3488	615
912		Horz %	100.00	17.73	62.46	11.11	37.54	6.62
913		Vert %	3.90	7.00	5.06	7.30	2.83	6.56
914		Index	100	180	130	187	72	168
915								
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	365	1255	245	1221	120
917		Weighted (000)	12781	1433	6091	891	6690	542
918		Horz %	100.00	11.21	47.66	6.97	52.34	4.24
919		Vert %	5.37	6.09	5.31	6.29	5.42	5.78
920		Index	100	113	99	117	101	108

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

	A	B	C	D	E	F	G	H
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2								
921								
922		Unwgted	6881	943	3642	598	3239	345
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	3482	16078	2103	16393	1379
924		Horz %	100.00	10.72	49.51	6.48	50.49	4.25
925		Vert %	13.63	14.80	14.01	14.86	13.29	14.72
926		Index	100	109	103	109	97	108
927								
928		Unwgted	9499	1020	4700	651	4799	369
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	3854	22377	2369	25926	1485
930		Horz %	100.00	7.98	46.33	4.90	53.67	3.07
931		Vert %	20.28	16.38	19.50	16.74	21.01	15.85
932		Index	100	81	96	83	104	78
933								
934		Unwgted	2160	262	1248	172	912	90
935	Visited Spotify.com - Past Month	Weighted (000)	10770	945	5929	580	4841	365
936		Horz %	100.00	8.77	55.05	5.38	44.95	3.39
937		Vert %	4.52	4.02	5.17	4.10	3.92	3.90
938		Index	100	89	114	91	87	86
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	2175	8481	1357	8257	818
941		Weighted (000)	83979	8404	40117	5111	43862	3293
942		Horz %	100.00	10.01	47.77	6.09	52.23	3.92
943		Vert %	35.26	35.73	34.96	36.11	35.55	35.15
944		Index	100	101	99	102	101	100
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	1770	7079	1122	6513	648
947		Weighted (000)	67996	6759	33168	4241	34828	2518
948		Horz %	100.00	9.94	48.78	6.24	51.22	3.70
949		Vert %	28.55	28.73	28.90	29.96	28.23	26.88
950		Index	100	101	101	105	99	94
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	2278	8682	1416	8300	862
953		Weighted (000)	84461	8572	40721	5218	43740	3354
954		Horz %	100.00	10.15	48.21	6.18	51.79	3.97
955		Vert %	35.46	36.44	35.48	36.86	35.45	35.80
956		Index	100	103	100	104	100	101
957								
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	1653	7052	1090	6258	563
959		Weighted (000)	67825	6274	33599	3981	34226	2293
960		Horz %	100.00	9.25	49.54	5.87	50.46	3.38
961		Vert %	28.48	26.67	29.28	28.13	27.74	24.47
962		Index	100	94	103	99	97	86
963								
964		Unwgted	39310	5238	19854	3209	19456	2029
965	TV Dayparts: Total Week Prime Time Cume Audience	Weighted (000)	191753	19702	91658	11849	100095	7853
966		Horz %	100.00	10.27	47.80	6.18	52.20	4.10
967		Vert %	80.52	83.75	79.87	83.71	81.12	83.82
968		Index	100	104	99	104	101	104
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	4265	15784	2619	15579	1646
971		Weighted (000)	151527	15858	72027	9576	79500	6282
972		Horz %	100.00	10.47	47.53	6.32	52.47	4.15
973		Vert %	63.63	67.41	62.76	67.65	64.43	67.05
974		Index	100	106	99	106	101	105

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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2								
975								
976	TV Dayparts: Prime Time	Unwgt	27069	3670	13766	2251	13303	1419
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	13631	63885	8212	67474	5419
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	10.38	48.63	6.25	51.37	4.13
979	(Central/Mountain)	Vert %	55.16	57.95	55.67	58.02	54.68	57.84
980		Index	100	105	101	105	99	105
981								
982	TV Dayparts: Prime Time	Unwgt	31508	4284	15957	2594	15551	1690
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	15930	73082	9530	79393	6400
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	10.45	47.93	6.25	52.07	4.20
985	(Central/Mountain)	Vert %	64.02	67.72	63.68	67.33	64.34	68.31
986		Index	100	106	99	105	101	107
987								
988	TV Dayparts: Weekdays	Unwgt	13670	1472	6126	783	7544	689
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	5726	30958	3052	41669	2674
990	(Eastern/Pacific) 9:00 am-3:00 pm	Horz %	100.00	7.88	42.63	4.20	57.37	3.68
991	(Central/Mountain)	Vert %	30.50	24.34	26.98	21.56	33.77	28.54
992		Index	100	80	88	71	111	94
993								
994	TV Dayparts: Weekdays	Unwgt	24527	3245	12354	1987	12173	1258
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	12355	57750	7465	64492	4890
996	(Eastern/Pacific) 3:00 pm-6:30 pm	Horz %	100.00	10.11	47.24	6.11	52.76	4.00
997	(Central/Mountain)	Vert %	51.33	52.52	50.32	52.74	52.27	52.19
998		Index	100	102	98	103	102	102
999								
1000	TV Dayparts: Weekdays	Unwgt	8031	957	4197	604	3834	353
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	3583	20501	2279	20063	1304
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	8.83	50.54	5.62	49.46	3.21
1003	(Central/Mountain)	Vert %	17.03	15.23	17.86	16.10	16.26	13.92
1004		Index	100	89	105	95	95	82
1005								
1006	TV Dayparts: Weekend	Unwgt	19901	2532	10227	1573	9674	959
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	9709	48277	5875	50179	3833
1008		Horz %	100.00	9.86	49.03	5.97	50.97	3.89
1009		Vert %	41.34	41.27	42.07	41.51	40.67	40.91
1010		Index	100	100	102	100	98	99
1011								
1012	TV Dayparts: Weekend Sports	Unwgt	24366	3183	13227	2104	11139	1079
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	12069	61780	7775	58912	4294
1014		Horz %	100.00	10.00	51.19	6.44	48.81	3.56
1015		Vert %	50.68	51.31	53.83	54.93	47.74	45.83
1016		Index	100	101	106	108	94	90
1017								
1018		Unwgt	2498	335	1497	241	1001	94
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	1258	7184	844	5158	413
1020		Horz %	100.00	10.19	58.21	6.84	41.79	3.35
1021		Vert %	5.18	5.35	6.26	5.97	4.18	4.41
1022		Index	100	103	121	115	81	85
1023								
1024		Unwgt	8118	1145	4404	749	3714	396
1025	Watched a TV Program Online - Past Month	Weighted (000)	39203	4323	19922	2772	19281	1551
1026		Horz %	100.00	11.03	50.82	7.07	49.18	3.96
1027		Vert %	16.46	18.38	17.36	19.58	15.63	16.55
1028		Index	100	112	105	119	95	101

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1								
2								
1029								
1030		Unwgted	10544	1510	5205	892	5339	618
1031	Visited a TV Network or TV Shows Web Site - Past Month	Weighted (000)	50236	5750	23290	3358	26946	2392
1032		Horz %	100.00	11.45	46.36	6.68	53.64	4.76
1033		Vert %	21.09	24.45	20.29	23.73	21.84	25.53
1034		Index	100	116	96	112	104	121
1035								
1036		Unwgted	5568	864	3052	556	2516	308
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	3136	13083	1930	12414	1205
1038		Horz %	100.00	12.30	51.31	7.57	48.69	4.73
1039		Vert %	10.71	13.33	11.40	13.64	10.06	12.87
1040		Index	100	125	106	127	94	120
1041								
1042		Unwgted	23815	3107	11641	1817	12174	1290
1043	Household Subscribes to Cable TV	Weighted (000)	113098	11288	52487	6568	60611	4720
1044		Horz %	100.00	9.98	46.41	5.81	53.59	4.17
1045		Vert %	47.49	47.99	45.73	46.41	49.12	50.38
1046		Index	100	101	96	98	103	106
1047								
1048		Unwgted	40083	5228	20313	3200	19770	2028
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	19555	93321	11710	101872	7845
1050		Horz %	100.00	10.02	47.81	6.00	52.19	4.02
1051		Vert %	81.96	83.13	81.31	82.73	82.56	83.73
1052		Index	100	101	99	101	101	102
1053								
1054		Unwgted	38774	5067	19682	3106	19092	1961
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	18924	90255	11337	98509	7587
1056		Horz %	100.00	10.03	47.81	6.01	52.19	4.02
1057		Vert %	79.26	80.45	78.64	80.10	79.84	80.98
1058		Index	100	101	99	101	101	102
1059								
1060		Unwgted	29145	3829	15363	2456	13782	1373
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	14586	71157	9116	72174	5471
1062		Horz %	100.00	10.18	49.65	6.36	50.35	3.82
1063		Vert %	60.18	62.01	62.00	64.40	58.49	58.39
1064		Index	100	103	103	107	97	97
1065								
1066		Unwgted	16614	2053	9062	1360	7552	693
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	7306	40068	4692	38489	2614
1068		Horz %	100.00	9.30	51.00	5.97	49.00	3.33
1069		Vert %	32.99	31.06	34.91	33.15	31.19	27.90
1070		Index	100	94	106	100	95	85
1071								
1072		Unwgted	6367	774	3495	511	2872	263
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	2840	15494	1766	14668	1075
1074		Horz %	100.00	9.42	51.37	5.85	48.63	3.56
1075		Vert %	12.66	12.07	13.50	12.48	11.89	11.47
1076		Index	100	95	107	99	94	91
1077								
1078		Unwgted	13594	1899	6858	1196	6736	703
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	6733	27260	4054	31584	2680
1080		Horz %	100.00	11.44	46.33	6.89	53.67	4.55
1081		Vert %	24.71	28.62	23.75	28.64	25.60	28.60
1082		Index	100	116	96	116	104	116

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1								
2								
1083								
1084		Unwgted	10960	1254	5902	858	5058	396
1085	Household Has a Satellite Dish	Weighted (000)	63040	5673	31481	3657	31559	2017
1086		Horz %	100.00	9.00	49.94	5.80	50.06	3.20
1087		Vert %	26.47	24.12	27.43	25.84	25.58	21.52
1088		Index	100	91	104	98	97	81
1089								
1090		Unwgted	24143	3330	12572	2114	11571	1216
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	12475	55528	7702	59595	4772
1092		Horz %	100.00	10.84	48.23	6.69	51.77	4.15
1093		Vert %	48.34	53.03	48.38	54.42	48.30	50.94
1094		Index	100	110	100	113	100	105
1095								
1096		Unwgted	41061	5569	20873	3454	20188	2115
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	20804	94592	12580	103386	8224
1098		Horz %	100.00	10.51	47.78	6.35	52.22	4.15
1099		Vert %	83.13	88.44	82.42	88.88	83.79	87.78
1100		Index	100	106	99	107	101	106
1101								
1102		Unwgted	13895	1504	6586	810	7309	694
1103	Played Games Online - Past Month	Weighted (000)	73492	6095	34103	3296	39389	2798
1104		Horz %	100.00	8.29	46.40	4.49	53.60	3.81
1105		Vert %	30.86	25.91	29.72	23.29	31.92	29.87
1106		Index	100	84	96	75	103	97
1107								
1108		Unwgted	5057	442	3031	313	2026	129
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	1840	16227	1284	11709	555
1110		Horz %	100.00	6.59	58.09	4.60	41.91	1.99
1111		Vert %	11.73	7.82	14.14	9.07	9.49	5.93
1112		Index	100	67	121	77	81	51
1113								
1114		Unwgted	3934	478	2481	340	1453	138
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	1752	11541	1151	7765	601
1116		Horz %	100.00	9.08	59.78	5.96	40.22	3.11
1117		Vert %	8.11	7.45	10.06	8.13	6.29	6.42
1118		Index	100	92	124	100	78	79
1119								
1120		Unwgted	8746	1108	5192	776	3554	332
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	4213	24810	2940	19120	1273
1122		Horz %	100.00	9.59	56.48	6.69	43.52	2.90
1123		Vert %	18.45	17.91	21.62	20.77	15.50	13.58
1124		Index	100	97	117	113	84	74
1125								
1126		Unwgted	8001	1091	4894	755	3107	336
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	4096	23059	2802	15840	1293
1128		Horz %	100.00	10.53	59.28	7.20	40.72	3.32
1129		Vert %	16.33	17.41	20.09	19.80	12.84	13.80
1130		Index	100	107	123	121	79	85
1131								
1132		Unwgted	2267	263	1300	178	967	85
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	1005	6393	647	5078	358
1134		Horz %	100.00	8.76	55.73	5.64	44.27	3.12
1135		Vert %	4.82	4.27	5.57	4.57	4.12	3.83
1136		Index	100	89	116	95	85	79

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2								
1137								
1138		Unwgted	36633	5222	18316	3219	18317	2003
1139	Used e-Mail - Past Month	Weighted (000)	171151	19249	79258	11518	91893	7731
1140		Horz %	100.00	11.25	46.31	6.73	53.69	4.52
1141		Vert %	71.87	81.83	69.06	81.37	74.47	82.52
1142		Index	100	114	96	113	104	115
1143								
1144		Unwgted	24340	2845	11627	1696	12713	1149
1145	Used Instant Messenger/IM Online - Past Month	Weighted (000)	124814	11490	55745	6563	69070	4927
1146		Horz %	100.00	9.21	44.66	5.26	55.34	3.95
1147		Vert %	52.41	48.84	48.57	46.37	55.98	52.59
1148		Index	100	93	93	88	107	100
1149								
1150		Unwgted	6346	1025	3275	635	3071	390
1151	Visited Online Blogs - Past Month	Weighted (000)	30027	4032	14151	2321	15876	1711
1152		Horz %	100.00	13.43	47.13	7.73	52.87	5.70
1153		Vert %	12.61	17.14	12.33	16.40	12.87	18.26
1154		Index	100	136	98	130	102	145
1155								
1156		Unwgted	1391	189	728	118	663	71
1157	Wrote an Online Blog - Past Month	Weighted (000)	6899	772	3295	461	3604	311
1158		Horz %	100.00	11.19	47.76	6.68	52.24	4.51
1159		Vert %	2.90	3.28	2.87	3.26	2.92	3.32
1160		Index	100	113	99	112	101	115
1161								
1162		Unwgted	3450	370	1785	241	1665	129
1163	Uploaded or Added Video to a Web Site - Past Month	Weighted (000)	17397	1487	8470	886	8927	601
1164		Horz %	100.00	8.55	48.69	5.09	51.31	3.45
1165		Vert %	7.30	6.32	7.38	6.26	7.23	6.41
1166		Index	100	87	101	86	99	88
1167								
1168		Unwgted	34147	4382	16879	2676	17268	1706
1169	Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Weighted (000)	168726	16741	78135	9859	90591	6882
1170		Horz %	100.00	9.92	46.31	5.84	53.69	4.08
1171		Vert %	70.85	71.17	68.08	69.66	73.42	73.45
1172		Index	100	100	96	98	104	104
1173								
1174		Unwgted	27263	3203	12472	1835	14791	1368
1175	Accessed Facebook.com - Past Month	Weighted (000)	138263	12380	59501	6785	78762	5595
1176		Horz %	100.00	8.95	43.03	4.91	56.97	4.05
1177		Vert %	58.06	52.63	51.85	47.93	63.83	59.72
1178		Index	100	91	89	83	110	103
1179				*		*		*
1180		Unwgted	377	44	193	33	184	11
1181	Accessed Foursquare - Past Month	Weighted (000)	1812	218	903	150	909	68
1182		Horz %	100.00	12.02	49.84	8.26	50.16	3.76
1183		Vert %	0.76	0.93	0.79	1.06	0.74	0.73
1184		Index	100	122	103	139	97	96
1185								
1186		Unwgted	7850	1000	3867	617	3983	383
1187	Accessed Google+ (Google Plus) - Past Month	Weighted (000)	38984	4055	18160	2383	20824	1672
1188		Horz %	100.00	10.40	46.58	6.11	53.42	4.29
1189		Vert %	16.37	17.24	15.82	16.84	16.88	17.85
1190		Index	100	105	97	103	103	109

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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2								
1191								
1192		Unwgted	7474	1380	4269	939	3205	441
1193	Accessed LinkedIn.com - Past	Weighted (000)	28803	4650	15641	3026	13163	1624
1194	Month	Horz %	100.00	16.14	54.30	10.51	45.70	5.64
1195		Vert %	12.09	19.77	13.63	21.38	10.67	17.33
1196		Index	100	163	113	177	88	143
1197								
1198		Unwgted	7044	773	1340	224	5704	549
1199	Accessed Pinterest - Past	Weighted (000)	37538	3363	6285	811	31253	2551
1200	Month	Horz %	100.00	8.96	16.74	2.16	83.26	6.80
1201		Vert %	15.76	14.30	5.48	5.73	25.33	27.23
1202		Index	100	91	35	36	161	173
1203								
1204		Unwgted	1723	218	1010	157	713	61
1205	Accessed Tumblr - Past	Weighted (000)	9134	845	4736	559	4399	286
1206	Month	Horz %	100.00	9.25	51.84	6.12	48.16	3.13
1207		Vert %	3.84	3.59	4.13	3.95	3.56	3.05
1208		Index	100	94	108	103	93	80
1209								
1210		Unwgted	5641	690	3159	452	2482	238
1211	Accessed Twitter.com - Past	Weighted (000)	28989	2663	15361	1648	13628	1014
1212	Month	Horz %	100.00	9.19	52.99	5.69	47.01	3.50
1213		Vert %	12.17	11.32	13.38	11.64	11.04	10.83
1214		Index	100	93	110	96	91	89
1215								
1216		Unwgted	3125	551	1605	323	1520	228
1217	Accessed Yelp - Past Month	Weighted (000)	12195	1848	5827	1073	6368	776
1218		Horz %	100.00	15.16	47.78	8.80	52.22	6.36
1219		Vert %	5.12	7.86	5.08	7.58	5.16	8.28
1220		Index	100	153	99	148	101	162
1221								
1222		Unwgted	23106	3029	12543	1971	10563	1058
1223	Accessed YouTube.com -	Weighted (000)	114822	11694	58760	7284	56062	4410
1224	Past Month	Horz %	100.00	10.18	51.17	6.34	48.83	3.84
1225		Vert %	48.21	49.71	51.20	51.46	45.44	47.06
1226		Index	100	103	106	107	94	98
1227								
1228		Unwgted	16414	1882	6547	954	9867	928
1229	Posted "Like" on Social	Weighted (000)	84341	7682	31182	3690	53159	3993
1230	Network - Past Month	Horz %	100.00	9.11	36.97	4.37	63.03	4.73
1231		Vert %	35.41	32.66	27.17	26.07	43.08	42.61
1232		Index	100	92	77	74	122	120
1233								
1234		Unwgted	7779	799	3383	446	4396	353
1235	"Followed" or Became a "Fan"	Weighted (000)	41677	3506	16898	1795	24779	1711
1236	or Something or Someone on	Horz %	100.00	8.41	40.55	4.31	59.45	4.10
1237	Social Network - Past Month	Vert %	17.50	14.90	14.72	12.68	20.08	18.26
1238		Index	100	85	84	72	115	104
1239								
1240		Unwgted	4897	665	2376	425	2521	240
1241	Clicked on an Advertisement	Weighted (000)	23787	2535	10534	1498	13253	1037
1242	on Social Network - Past	Horz %	100.00	10.66	44.28	6.30	55.72	4.36
1243	Month	Vert %	9.99	10.77	9.18	10.58	10.74	11.07
1244		Index	100	108	92	106	108	111

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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1								
2								
1245	Received and/or Clipped Coupons from Internet or e-Mail - Past Year							
1246		Unwgted	4724	709	2291	416	2433	293
1247		Weighted (000)	22158	2683	9847	1497	12311	1186
1248		Horz %	100.00	12.11	44.44	6.76	55.56	5.35
1249		Vert %	9.30	11.41	8.58	10.58	9.98	12.66
1250		Index	100	123	92	114	107	136
1251	Watched a Video on Social Network - Past Month							
1252		Unwgted	19760	2441	10573	1559	9187	882
1253		Weighted (000)	99513	9809	50394	5867	49119	3942
1254		Horz %	100.00	9.86	50.64	5.90	49.36	3.96
1255		Vert %	41.78	41.70	43.91	41.45	39.81	42.07
1256		Index	100	100	105	99	95	101
1257	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1258		Unwgted	36659	4625	18496	2901	18163	1724
1259		Weighted (000)	181288	17864	85841	10923	95447	6941
1260		Horz %	100.00	9.85	47.35	6.03	52.65	3.83
1261		Vert %	76.12	75.94	74.80	77.17	77.35	74.09
1262		Index	100	100	98	101	102	97
1263	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1264		Unwgted	15338	1730	7718	1117	7620	613
1265		Weighted (000)	76191	6605	35752	4101	40439	2504
1266		Horz %	100.00	8.67	46.92	5.38	53.08	3.29
1267		Vert %	31.99	28.08	31.15	28.98	32.77	26.73
1268		Index	100	88	97	91	102	84
1269	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month							
1270		Unwgted	15123	1682	7469	1059	7654	623
1271		Weighted (000)	76014	6610	34445	3946	41569	2663
1272		Horz %	100.00	8.70	45.31	5.19	54.69	3.50
1273		Vert %	31.92	28.10	30.01	27.88	33.69	28.42
1274		Index	100	88	94	87	106	89
1275	Played Music on Cellular Phone/Mobile/Smartphone - Past Month							
1276		Unwgted	19678	2071	10415	1388	9263	683
1277		Weighted (000)	100588	8211	49831	5240	50757	2970
1278		Horz %	100.00	8.16	49.54	5.21	50.46	2.95
1279		Vert %	42.24	34.90	43.42	37.02	41.14	31.70
1280		Index	100	83	103	88	97	75
1281	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month							
1282		Unwgted	14369	1454	7019	891	7350	563
1283		Weighted (000)	75338	5935	34629	3589	40709	2347
1284		Horz %	100.00	7.88	45.96	4.76	54.04	3.11
1285		Vert %	31.63	25.23	30.17	25.35	32.99	25.05
1286		Index	100	80	95	80	104	79
1287	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month							
1288		Unwgted	8472	887	4888	622	3584	265
1289		Weighted (000)	43183	3630	23745	2428	19438	1202
1290		Horz %	100.00	8.41	54.99	5.62	45.01	2.78
1291		Vert %	18.13	15.43	20.69	17.15	15.75	12.83
1292		Index	100	85	114	95	87	71
1293	Used a Mobile "App" - Past Month							
1294		Unwgted	21576	2701	11334	1760	10242	941
1295		Weighted (000)	104133	10402	51075	6552	53058	3850
1296		Horz %	100.00	9.99	49.05	6.29	50.95	3.70
1297		Vert %	43.72	44.22	44.50	46.29	43.00	41.09
1298		Index	100	101	102	106	98	94

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1								
2								
1299								
1300		Unwgt	12940	2324	6843	1439	6097	885
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	8389	28496	5057	29500	3332
1302		Horz %	100.00	14.46	49.13	8.72	50.87	5.75
1303		Vert %	24.35	35.66	24.83	35.73	23.91	35.57
1304		Index	100	146	102	147	98	146
1305								
1306		Unwgt	16613	2889	8096	1708	8517	1181
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	10504	34285	5969	41722	4535
1308		Horz %	100.00	13.82	45.11	7.85	54.89	5.97
1309		Vert %	31.91	44.65	29.87	42.17	33.81	48.40
1310		Index	100	140	94	132	106	152
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt	17705	2910	9640	1883	8065	1027
1313		Weighted (000)	81230	10930	40943	6970	40287	3961
1314		Horz %	100.00	13.46	50.40	8.58	49.60	4.88
1315		Vert %	34.11	46.47	35.68	49.24	32.65	42.28
1316		Index	100	136	105	144	96	124
1317								
1318		Unwgt	4358	543	2029	325	2329	218
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	2144	10416	1276	13426	868
1320		Horz %	100.00	8.99	43.69	5.35	56.31	3.64
1321		Vert %	10.01	9.11	9.08	9.02	10.88	9.27
1322		Index	100	91	91	90	109	93
1323								
1324		Unwgt	4622	610	2188	374	2434	236
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	2429	10413	1473	14042	957
1326		Horz %	100.00	9.93	42.58	6.02	57.42	3.91
1327		Vert %	10.27	10.33	9.07	10.41	11.38	10.21
1328		Index	100	101	88	101	111	99
1329								
1330		Unwgt	4402	685	2006	380	2396	305
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	2515	8818	1355	12024	1160
1332		Horz %	100.00	12.07	42.31	6.50	57.69	5.56
1333		Vert %	8.75	10.69	7.68	9.58	9.74	12.38
1334		Index	100	122	88	109	111	141
1335								
1336		Unwgt	5602	903	2434	494	3168	409
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	3353	10486	1746	15893	1607
1338		Horz %	100.00	12.71	39.75	6.62	60.25	6.09
1339		Vert %	11.08	14.25	9.14	12.34	12.88	17.15
1340		Index	100	129	82	111	116	155
1341								
1342		Unwgt	5931	1011	2398	520	3533	491
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	3663	10182	1882	17387	1780
1344		Horz %	100.00	13.29	36.93	6.83	63.07	6.46
1345		Vert %	11.58	15.57	8.87	13.30	14.09	19.00
1346		Index	100	135	77	115	122	164
1347								
1348		Unwgt	8893	1464	3392	719	5501	745
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	5323	13703	2484	26465	2839
1350		Horz %	100.00	13.25	34.11	6.18	65.89	7.07
1351		Vert %	16.87	22.63	11.94	17.55	21.45	30.30
1352		Index	100	134	71	104	127	180

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2								
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	780	2457	457	2541	323
1355		Weighted (000)	23988	3110	11131	1779	12857	1331
1356		Horz %	100.00	12.97	46.40	7.42	53.60	5.55
1357		Vert %	10.07	13.22	9.70	12.57	10.42	14.21
1358		Index	100	131	96	125	103	141
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	1961	5749	1082	6532	879
1361		Weighted (000)	58527	7454	25759	4067	32768	3387
1362		Horz %	100.00	12.74	44.01	6.95	55.99	5.79
1363		Vert %	24.58	31.69	22.45	28.74	26.56	36.15
1364		Index	100	129	91	117	108	147
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	570	1705	297	2000	273
1367		Weighted (000)	18217	2193	8219	1154	9999	1039
1368		Horz %	100.00	12.04	45.12	6.34	54.88	5.70
1369		Vert %	7.65	9.32	7.16	8.16	8.10	11.09
1370		Index	100	122	94	107	106	145
1371								
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	369	1208	220	1601	149
1373		Weighted (000)	13935	1441	5376	838	8559	603
1374		Horz %	100.00	10.34	38.58	6.02	61.42	4.33
1375		Vert %	5.85	6.13	4.68	5.92	6.94	6.44
1376		Index	100	105	80	101	119	110
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	853	2655	467	3313	386
1379		Weighted (000)	29277	3304	12298	1801	16979	1503
1380		Horz %	100.00	11.29	42.00	6.15	58.00	5.13
1381		Vert %	12.29	14.05	10.72	12.73	13.76	16.04
1382		Index	100	114	87	104	112	130
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	432	1294	243	1754	189
1385		Weighted (000)	15175	1628	5992	861	9183	767
1386		Horz %	100.00	10.73	39.49	5.67	60.51	5.06
1387		Vert %	6.37	6.92	5.22	6.08	7.44	8.19
1388		Index	100	109	82	95	117	128
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	1088	4858	710	4243	378
1391		Weighted (000)	46255	4244	23425	2709	22830	1535
1392		Horz %	100.00	9.18	50.64	5.86	49.36	3.32
1393		Vert %	19.42	18.04	20.41	19.14	18.50	16.38
1394		Index	100	93	105	99	95	84
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	656	3127	425	2794	231
1397		Weighted (000)	30253	2539	14939	1588	15314	951
1398		Horz %	100.00	8.39	49.38	5.25	50.62	3.14
1399		Vert %	12.70	10.79	13.02	11.22	12.41	10.15
1400		Index	100	85	102	88	98	80
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	619	3376	458	2452	161
1403		Weighted (000)	30660	2457	16758	1757	13902	700
1404		Horz %	100.00	8.01	54.66	5.73	45.34	2.28
1405		Vert %	12.87	10.44	14.60	12.41	11.27	7.47
1406		Index	100	81	113	96	88	58

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2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	745	3507	504	2935	241
1409		Weighted (000)	33198	2892	16830	1900	16367	992
1410		Horz %	100.00	8.71	50.70	5.72	49.30	2.99
1411		Vert %	13.94	12.29	14.67	13.42	13.26	10.59
1412		Index	100	88	105	96	95	76
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	647	2967	448	2260	199
1415		Weighted (000)	26198	2598	13774	1770	12423	828
1416		Horz %	100.00	9.92	52.58	6.76	47.42	3.16
1417		Vert %	11.00	11.05	12.00	12.51	10.07	8.84
1418		Index	100	100	109	114	92	80
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	528	2856	362	2103	166
1421		Weighted (000)	25734	2142	14007	1428	11727	715
1422		Horz %	100.00	8.32	54.43	5.55	45.57	2.78
1423		Vert %	10.81	9.11	12.20	10.09	9.50	7.63
1424		Index	100	84	113	93	88	71
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	829	3786	541	3315	288
1427		Weighted (000)	34578	3071	17132	1863	17446	1208
1428		Horz %	100.00	8.88	49.55	5.39	50.45	3.49
1429		Vert %	14.52	13.06	14.93	13.16	14.14	12.90
1430		Index	100	90	103	91	97	89
1431								
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	469	2639	350	1621	119
1433		Weighted (000)	20853	1862	12281	1320	8571	542
1434		Horz %	100.00	8.93	58.90	6.33	41.10	2.60
1435		Vert %	8.76	7.92	10.70	9.32	6.95	5.79
1436		Index	100	90	122	106	79	66
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	680	3476	484	2679	196
1439		Weighted (000)	32878	2938	17503	2013	15375	925
1440		Horz %	100.00	8.94	53.24	6.12	46.76	2.81
1441		Vert %	13.81	12.49	15.25	14.22	12.46	9.87
1442		Index	100	90	110	103	90	72
1443								
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	508	2544	349	2131	159
1445		Weighted (000)	23668	1863	12129	1243	11539	619
1446		Horz %	100.00	7.87	51.25	5.25	48.75	2.62
1447		Vert %	9.94	7.92	10.57	8.78	9.35	6.61
1448		Index	100	80	106	88	94	67
1449								
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	448	2258	311	1648	137
1451		Weighted (000)	19046	1624	10397	1071	8648	553
1452		Horz %	100.00	8.53	54.59	5.62	45.41	2.90
1453		Vert %	8.00	6.91	9.06	7.57	7.01	5.90
1454		Index	100	86	113	95	88	74
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	649	2839	403	2890	246
1457		Weighted (000)	28661	2400	13411	1421	15249	979
1458		Horz %	100.00	8.37	46.79	4.96	53.21	3.42
1459		Vert %	12.03	10.20	11.69	10.04	12.36	10.45
1460		Index	100	85	97	83	103	87

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

	A	B	C	D	E	F	G	H
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2								
1461								
1462		Unwgted	4266	561	2521	398	1745	163
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	1882	10764	1308	8558	574
1464		Horz %	100.00	9.74	55.71	6.77	44.29	2.97
1465		Vert %	8.11	8.00	9.38	9.24	6.94	6.13
1466		Index	100	99	116	114	85	75
1467								
1468		Unwgted	8265	1103	4863	781	3402	322
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	4149	21534	2857	17665	1292
1470		Horz %	100.00	10.58	54.94	7.29	45.06	3.30
1471		Vert %	16.46	17.64	18.76	20.18	14.32	13.79
1472		Index	100	107	114	123	87	84
1473								
1474		Unwgted	3648	423	2100	292	1548	131
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	1635	9985	1122	8395	512
1476		Horz %	100.00	8.89	54.33	6.11	45.67	2.79
1477		Vert %	7.72	6.95	8.70	7.93	6.80	5.47
1478		Index	100	90	113	103	88	71
1479								
1480		Unwgted	3526	405	2026	286	1500	119
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	1454	9334	1000	7744	454
1482		Horz %	100.00	8.51	54.65	5.86	45.35	2.66
1483		Vert %	7.17	6.18	8.13	7.06	6.28	4.85
1484		Index	100	86	113	99	88	68
1485								
1486		Unwgted	5288	606	2955	409	2333	197
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	2382	13723	1616	12200	766
1488		Horz %	100.00	9.19	52.94	6.23	47.06	2.96
1489		Vert %	10.88	10.13	11.96	11.42	9.89	8.18
1490		Index	100	93	110	105	91	75
1491								
1492		Unwgted	24633	3472	12915	2213	11718	1259
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	13480	59062	8344	61432	5136
1494		Horz %	100.00	11.19	49.02	6.92	50.98	4.26
1495		Vert %	50.60	57.31	51.46	58.95	49.79	54.82
1496		Index	100	113	102	117	98	108
1497								
1498		Unwgted	11093	1540	6087	993	5006	547
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	5815	26650	3623	24513	2192
1500		Horz %	100.00	11.37	52.09	7.08	47.91	4.28
1501		Vert %	21.48	24.72	23.22	25.60	19.87	23.40
1502		Index	100	115	108	119	92	109
1503								
1504		Unwgted	7336	971	4126	637	3210	334
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	3453	18104	2260	15404	1193
1506		Horz %	100.00	10.30	54.03	6.74	45.97	3.56
1507		Vert %	14.07	14.68	15.77	15.96	12.48	12.74
1508		Index	100	104	112	113	89	91
1509								
1510		Unwgted	3636	467	2145	322	1491	145
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	1585	9619	1083	7116	502
1512		Horz %	100.00	9.47	57.48	6.47	42.52	3.00
1513		Vert %	7.03	6.74	8.38	7.65	5.77	5.36
1514		Index	100	96	119	109	82	76

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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2								
1515								
1516		Unwgt	6365	874	3730	603	2635	271
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	3058	16219	2059	12758	999
1518		Horz %	100.00	10.55	55.97	7.11	44.03	3.45
1519		Vert %	12.17	13.00	14.13	14.55	10.34	10.66
1520		Index	100	107	116	120	85	88
1521								
1522		Unwgt	2813	312	1717	215	1096	97
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	1156	8317	775	5637	381
1524		Horz %	100.00	8.28	59.60	5.56	40.40	2.73
1525		Vert %	5.86	4.91	7.25	5.48	4.57	4.06
1526		Index	100	84	124	94	78	69
1527								
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt	7927	1132	4854	812	3073	320
1529		Weighted (000)	38666	4364	22445	3132	16221	1232
1530		Horz %	100.00	11.29	58.05	8.10	41.95	3.19
1531		Vert %	16.24	18.55	19.56	22.13	13.15	13.15
1532		Index	100	114	120	136	81	81
1533								
1534	Have Seen Ads on Postcards - Past Month	Unwgt	6113	922	3025	544	3088	378
1535		Weighted (000)	28468	3415	13367	1960	15102	1455
1536		Horz %	100.00	12.00	46.95	6.88	53.05	5.11
1537		Vert %	11.95	14.52	11.65	13.85	12.24	15.53
1538		Index	100	121	97	116	102	130
1539								
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt	11341	1421	5826	916	5515	505
1541		Weighted (000)	56487	5593	26815	3595	29672	1998
1542		Horz %	100.00	9.90	47.47	6.36	52.53	3.54
1543		Vert %	23.72	23.77	23.37	25.40	24.05	21.32
1544		Index	100	100	99	107	101	90
1545								
1546	Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt	8802	1183	4616	756	4186	427
1547		Weighted (000)	43081	4698	21271	3005	21811	1692
1548		Horz %	100.00	10.90	49.37	6.98	50.63	3.93
1549		Vert %	18.09	19.97	18.53	21.23	17.68	18.06
1550		Index	100	110	102	117	98	100
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt	11299	1556	5813	971	5486	585
1553		Weighted (000)	55294	6038	27155	3735	28140	2303
1554		Horz %	100.00	10.92	49.11	6.75	50.89	4.16
1555		Vert %	23.22	25.67	23.66	26.39	22.81	24.58
1556		Index	100	111	102	114	98	106
1557								
1558	Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt	16052	2211	8280	1400	7772	811
1559		Weighted (000)	78889	8690	38008	5373	40881	3317
1560		Horz %	100.00	11.02	48.18	6.81	51.82	4.20
1561		Vert %	33.13	36.94	33.12	37.96	33.13	35.40
1562		Index	100	112	100	115	100	107
1563								
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt	12291	1617	6207	983	6084	634
1565		Weighted (000)	59195	6162	27775	3672	31420	2491
1566		Horz %	100.00	10.41	46.92	6.20	53.08	4.21
1567		Vert %	24.86	26.20	24.20	25.94	25.46	26.58
1568		Index	100	105	97	104	102	107

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1								
2								
1569								
1570		Unwgted	10451	1291	5402	832	5049	459
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	5056	25079	3156	26630	1900
1572		Horz %	100.00	9.78	48.50	6.10	51.50	3.67
1573		Vert %	21.71	21.49	21.85	22.30	21.58	20.28
1574		Index	100	99	101	103	99	93
1575								
1576		Unwgted	20709	2951	10271	1773	10438	1178
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	11265	46244	6741	53220	4523
1578		Horz %	100.00	11.33	46.49	6.78	53.51	4.55
1579		Vert %	41.76	47.89	40.29	47.63	43.13	48.28
1580		Index	100	115	96	114	103	116
1581								
1582		Unwgted	4281	399	2642	295	1639	104
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	1543	13633	1158	9293	385
1584		Horz %	100.00	6.73	59.46	5.05	40.54	1.68
1585		Vert %	9.63	6.56	11.88	8.18	7.53	4.11
1586		Index	100	68	123	85	78	43
1587								
1588		Unwgted	19255	2712	10075	1722	9180	990
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	10375	46093	6435	47338	3941
1590		Horz %	100.00	11.10	49.33	6.89	50.67	4.22
1591		Vert %	39.23	44.11	40.16	45.46	38.36	42.06
1592		Index	100	112	102	116	98	107
1593								
1594		Unwgted	11787	1524	6470	1011	5317	513
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	5852	30181	3842	28181	2009
1596		Horz %	100.00	10.03	51.71	6.58	48.29	3.44
1597		Vert %	24.51	24.88	26.30	27.15	22.84	21.44
1598		Index	100	102	107	111	93	88
1599								
1600		Unwgted	4790	325	2489	212	2301	113
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	1601	14310	1049	14225	552
1602		Horz %	100.00	5.61	50.15	3.68	49.85	1.94
1603		Vert %	11.98	6.81	12.47	7.41	11.53	5.90
1604		Index	100	57	104	62	96	49
1605								
1606		Unwgted	2700	288	1472	188	1228	100
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	1040	7182	674	6410	366
1608		Horz %	100.00	7.65	52.84	4.96	47.16	2.69
1609		Vert %	5.71	4.42	6.26	4.76	5.20	3.91
1610		Index	100	77	110	83	91	68
1611								
1612		Unwgted	3188	508	1717	316	1471	192
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	1760	7122	1079	7216	681
1614		Horz %	100.00	12.28	49.67	7.53	50.33	4.75
1615		Vert %	6.02	7.48	6.21	7.62	5.85	7.27
1616		Index	100	124	103	127	97	121
1617								
1618		Unwgted	1245	170	711	110	534	60
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	646	3118	406	2850	240
1620		Horz %	100.00	10.82	52.24	6.80	47.76	4.02
1621		Vert %	2.51	2.75	2.72	2.87	2.31	2.56
1622		Index	100	110	108	114	92	102

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1								
2								
1623								
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	716	2667	477	2258	239
1625		Weighted (000)	24042	2786	11912	1808	12131	978
1626		Horz %	100.00	11.59	49.55	7.52	50.45	4.07
1627		Vert %	10.10	11.84	10.38	12.77	9.83	10.44
1628		Index	100	117	103	127	97	103
1629								
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	879	3155	558	2794	321
1631		Weighted (000)	28812	3368	14088	2139	14724	1229
1632		Horz %	100.00	11.69	48.89	7.42	51.11	4.27
1633		Vert %	12.10	14.32	12.28	15.11	11.93	13.12
1634		Index	100	118	101	125	99	108
1635								
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	175	829	105	654	70
1637		Weighted (000)	7566	609	3978	386	3588	223
1638		Horz %	100.00	8.04	52.58	5.10	47.42	2.94
1639		Vert %	3.18	2.59	3.47	2.73	2.91	2.38
1640		Index	100	81	109	86	92	75
1641								
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	190	803	122	607	68
1643		Weighted (000)	7520	731	4033	518	3487	213
1644		Horz %	100.00	9.73	53.63	6.89	46.37	2.84
1645		Vert %	3.16	3.11	3.51	3.66	2.83	2.28
1646		Index	100	98	111	116	89	72
1647								
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	427	1547	260	1293	167
1649		Weighted (000)	13819	1595	6939	978	6880	617
1650		Horz %	100.00	11.54	50.21	7.08	49.79	4.46
1651		Vert %	5.80	6.78	6.05	6.91	5.58	6.58
1652		Index	100	117	104	119	96	113
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	1394	5030	891	4381	503
1655		Weighted (000)	44715	5287	22370	3292	22345	1996
1656		Horz %	100.00	11.82	50.03	7.36	49.97	4.46
1657		Vert %	18.78	22.48	19.49	23.26	18.11	21.30
1658		Index	100	120	104	124	96	113
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	846	3771	539	3530	307
1661		Weighted (000)	37528	3486	18464	2248	19064	1238
1662		Horz %	100.00	9.29	49.20	5.99	50.80	3.30
1663		Vert %	15.76	14.82	16.09	15.88	15.45	13.22
1664		Index	100	94	102	101	98	84
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	1547	6056	982	5248	565
1667		Weighted (000)	55116	5675	27961	3530	27155	2144
1668		Horz %	100.00	10.30	50.73	6.41	49.27	3.89
1669		Vert %	23.14	24.12	24.36	24.94	22.01	22.89
1670		Index	100	104	105	108	95	99
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	1707	5563	1106	4596	601
1673		Weighted (000)	45551	6089	23419	3902	22132	2187
1674		Horz %	100.00	13.37	51.41	8.57	48.59	4.80
1675		Vert %	19.13	25.88	20.41	27.57	17.94	23.34
1676		Index	100	135	107	144	94	122

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2								
1677								
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	591	2576	370	2394	221
1679		Weighted (000)	24002	2236	11714	1331	12288	905
1680		Horz %	100.00	9.32	48.81	5.54	51.19	3.77
1681		Vert %	10.08	9.51	10.21	9.40	9.96	9.66
1682		Index	100	94	101	93	99	96
1683								
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgted	11534	1583	5911	969	5623	614
1685		Weighted (000)	53932	5826	26278	3420	27654	2406
1686		Horz %	100.00	10.80	48.72	6.34	51.28	4.46
1687		Vert %	22.65	24.77	22.90	24.16	22.41	25.68
1688		Index	100	109	101	107	99	113
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	1147	5104	743	4923	404
1691		Weighted (000)	51549	4592	24091	2740	27458	1852
1692		Horz %	100.00	8.91	46.73	5.32	53.27	3.59
1693		Vert %	21.65	19.52	20.99	19.36	22.25	19.76
1694		Index	100	90	97	89	103	91
1695								
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	2471	8763	1545	8314	926
1697		Weighted (000)	81581	9668	39666	5926	41915	3742
1698		Horz %	100.00	11.85	48.62	7.26	51.38	4.59
1699		Vert %	34.26	41.10	34.56	41.87	33.97	39.94
1700		Index	100	120	101	122	99	117
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	1090	4059	656	4183	434
1703		Weighted (000)	39549	3922	18605	2284	20944	1638
1704		Horz %	100.00	9.92	47.04	5.78	52.96	4.14
1705		Vert %	16.61	16.67	16.21	16.14	16.97	17.48
1706		Index	100	100	98	97	102	105
1707								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	962	3094	568	2975	394
1709		Weighted (000)	26240	3189	12639	1801	13601	1388
1710		Horz %	100.00	12.15	48.17	6.86	51.83	5.29
1711		Vert %	11.02	13.56	11.01	12.72	11.02	14.82
1712		Index	100	123	100	115	100	134
1713								
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	713	2996	447	2812	266
1715		Weighted (000)	26834	2587	13114	1528	13720	1059
1716		Horz %	100.00	9.64	48.87	5.69	51.13	3.95
1717		Vert %	11.27	11.00	11.43	10.79	11.12	11.31
1718		Index	100	98	101	96	99	100
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	540	2407	333	2187	207
1721		Weighted (000)	22674	2101	11129	1232	11545	869
1722		Horz %	100.00	9.27	49.08	5.43	50.92	3.83
1723		Vert %	9.52	8.93	9.70	8.71	9.36	9.27
1724		Index	100	94	102	91	98	97
1725								
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	309	1487	194	1260	115
1727		Weighted (000)	13145	1108	6703	659	6441	450
1728		Horz %	100.00	8.43	51.00	5.01	49.00	3.42
1729		Vert %	5.52	4.71	5.84	4.65	5.22	4.80
1730		Index	100	85	106	84	95	87

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2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	640	2639	401	2513	239
1733		Weighted (000)	23740	2273	11440	1386	12300	888
1734		Horz %	100.00	9.58	48.19	5.84	51.81	3.74
1735		Vert %	9.97	9.66	9.97	9.79	9.97	9.47
1736		Index	100	97	100	98	100	95
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	949	4014	599	3709	350
1739		Weighted (000)	39198	3484	19291	2136	19907	1348
1740		Horz %	100.00	8.89	49.21	5.45	50.79	3.44
1741		Vert %	16.46	14.81	16.81	15.09	16.13	14.39
1742		Index	100	90	102	92	98	87
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	1143	5413	778	4687	365
1745		Weighted (000)	55260	4682	27484	3059	27776	1622
1746		Horz %	100.00	8.47	49.74	5.54	50.26	2.94
1747		Vert %	23.20	19.90	23.95	21.61	22.51	17.31
1748		Index	100	86	103	93	97	75
1749								
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	328	1494	187	1463	141
1751		Weighted (000)	14457	1154	6912	603	7544	551
1752		Horz %	100.00	7.98	47.81	4.17	52.19	3.81
1753		Vert %	6.07	4.91	6.02	4.26	6.11	5.88
1754		Index	100	81	99	70	101	97
1755								
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	298	1704	202	1286	96
1757		Weighted (000)	16815	1175	9242	755	7573	420
1758		Horz %	100.00	6.99	54.96	4.49	45.04	2.50
1759		Vert %	7.06	5.00	8.05	5.33	6.14	4.48
1760		Index	100	71	114	76	87	63
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	1027	4472	658	4273	369
1763		Weighted (000)	46358	3848	22016	2389	24343	1459
1764		Horz %	100.00	8.30	47.49	5.15	52.51	3.15
1765		Vert %	19.47	16.36	19.18	16.88	19.73	15.57
1766		Index	100	84	99	87	101	80
1767								
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	238	1254	155	1272	83
1769		Weighted (000)	13610	869	6443	543	7166	326
1770		Horz %	100.00	6.39	47.34	3.99	52.66	2.40
1771		Vert %	5.71	3.70	5.61	3.84	5.81	3.48
1772		Index	100	65	98	67	102	61
1773								*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	99	753	65	561	34
1775		Weighted (000)	7509	339	4067	211	3442	128
1776		Horz %	100.00	4.52	54.16	2.81	45.84	1.71
1777		Vert %	3.15	1.44	3.54	1.49	2.79	1.37
1778		Index	100	46	112	47	88	43
1779								
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	588	2510	390	2135	198
1781		Weighted (000)	23280	2171	11830	1414	11450	757
1782		Horz %	100.00	9.33	50.82	6.07	49.18	3.25
1783		Vert %	9.78	9.23	10.31	9.99	9.28	8.08
1784		Index	100	94	105	102	95	83

RAB / GfK MRI FORMAT PROFILE: NEWS / TALK

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2								
1785								
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	358	2021	253	1458	105
1787		Weighted (000)	19879	1565	10490	975	9389	589
1788		Horz %	100.00	7.87	52.77	4.91	47.23	2.97
1789		Vert %	8.35	6.65	9.14	6.89	7.61	6.29
1790		Index	100	80	110	83	91	75
1791								
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	307	1315	192	1147	115
1793		Weighted (000)	12512	1141	6369	693	6143	448
1794		Horz %	100.00	9.12	50.91	5.54	49.09	3.58
1795		Vert %	5.25	4.85	5.55	4.89	4.98	4.78
1796		Index	100	92	106	93	95	91
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	487	2049	283	2141	204
1799		Weighted (000)	21080	1842	9864	1068	11216	774
1800		Horz %	100.00	8.74	46.79	5.07	53.21	3.67
1801		Vert %	8.85	7.83	8.60	7.55	9.09	8.26
1802		Index	100	88	97	85	103	93
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	979	4131	623	3990	356
1805		Weighted (000)	40517	3743	19489	2344	21027	1399
1806		Horz %	100.00	9.24	48.10	5.79	51.90	3.45
1807		Vert %	17.01	15.91	16.98	16.56	17.04	14.93
1808		Index	100	94	100	97	100	88
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	287	1984	201	1558	86
1811		Weighted (000)	19708	1149	10433	745	9275	404
1812		Horz %	100.00	5.83	52.94	3.78	47.06	2.05
1813		Vert %	8.28	4.89	9.09	5.27	7.52	4.31
1814		Index	100	59	110	64	91	52
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	747	3436	460	3261	287
1817		Weighted (000)	33664	2727	16421	1727	17243	1000
1818		Horz %	100.00	8.10	48.78	5.13	51.22	2.97
1819		Vert %	14.14	11.59	14.31	12.20	13.97	10.67
1820		Index	100	82	101	86	99	76
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	601	3200	417	2439	184
1823		Weighted (000)	29083	2439	15419	1553	13664	886
1824		Horz %	100.00	8.39	53.02	5.34	46.98	3.05
1825		Vert %	12.21	10.37	13.44	10.97	11.07	9.46
1826		Index	100	85	110	90	91	77
1827								
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	291	1694	182	1679	109
1829		Weighted (000)	18399	1234	9036	724	9363	510
1830		Horz %	100.00	6.71	49.11	3.94	50.89	2.77
1831		Vert %	7.73	5.24	7.87	5.12	7.59	5.44
1832		Index	100	68	102	66	98	70
1833								
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	376	2074	248	1766	128
1835		Weighted (000)	20586	1682	10563	1030	10023	652
1836		Horz %	100.00	8.17	51.31	5.00	48.69	3.17
1837		Vert %	8.64	7.15	9.20	7.28	8.12	6.96
1838		Index	100	83	106	84	94	80

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2								
1839								
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	367	1940	242	1804	125
1841		Weighted (000)	19635	1418	9629	928	10006	491
1842		Horz %	100.00	7.22	49.04	4.72	50.96	2.50
1843		Vert %	8.24	6.03	8.39	6.55	8.11	5.24
1844		Index	100	73	102	79	98	64
1845								
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	573	2700	379	2261	194
1847		Weighted (000)	24816	2267	12645	1402	12171	865
1848		Horz %	100.00	9.14	50.95	5.65	49.05	3.49
1849		Vert %	10.42	9.64	11.02	9.90	9.86	9.24
1850		Index	100	92	106	95	95	89
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	1075	4515	673	4165	402
1853		Weighted (000)	42931	4011	21281	2455	21650	1556
1854		Horz %	100.00	9.34	49.57	5.72	50.43	3.63
1855		Vert %	18.03	17.05	18.54	17.34	17.55	16.61
1856		Index	100	95	103	96	97	92
1857								
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	247	1389	167	1185	80
1859		Weighted (000)	13914	1031	7217	687	6696	343
1860		Horz %	100.00	7.41	51.87	4.94	48.13	2.47
1861		Vert %	5.84	4.38	6.29	4.85	5.43	3.67
1862		Index	100	75	108	83	93	63
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	1462	6300	942	5903	520
1865		Weighted (000)	60976	5597	29597	3533	31379	2065
1866		Horz %	100.00	9.18	48.54	5.79	51.46	3.39
1867		Vert %	25.60	23.79	25.79	24.96	25.43	22.04
1868		Index	100	93	101	97	99	86
1869								
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	264	2203	167	2385	97
1871		Weighted (000)	25555	1086	12099	695	13455	391
1872		Horz %	100.00	4.25	47.35	2.72	52.65	1.53
1873		Vert %	10.73	4.62	10.54	4.91	10.90	4.17
1874		Index	100	43	98	46	102	39
1875								
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	209	1344	135	1645	74
1877		Weighted (000)	17427	933	7495	574	9932	360
1878		Horz %	100.00	5.36	43.01	3.29	56.99	2.06
1879		Vert %	7.32	3.97	6.53	4.05	8.05	3.84
1880		Index	100	54	89	55	110	52
1881								
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	581	2115	349	2083	232
1883		Weighted (000)	21562	2184	10308	1330	11254	854
1884		Horz %	100.00	10.13	47.80	6.17	52.20	3.96
1885		Vert %	9.05	9.29	8.98	9.40	9.12	9.12
1886		Index	100	103	99	104	101	101
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	502	1919	308	1970	194
1889		Weighted (000)	20103	1892	9461	1150	10642	742
1890		Horz %	100.00	9.41	47.06	5.72	52.94	3.69
1891		Vert %	8.44	8.04	8.24	8.13	8.62	7.92
1892		Index	100	95	98	96	102	94

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1								
2								
1893								
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	383	1515	230	1465	153
1895		Weighted (000)	15777	1556	7470	903	8307	653
1896		Horz %	100.00	9.86	47.35	5.73	52.65	4.14
1897		Vert %	6.62	6.61	6.51	6.38	6.73	6.96
1898		Index	100	100	98	96	102	105
1899								
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	417	1596	246	1587	171
1901		Weighted (000)	17028	1660	8386	942	8642	718
1902		Horz %	100.00	9.75	49.25	5.53	50.75	4.22
1903		Vert %	7.15	7.06	7.31	6.65	7.00	7.67
1904		Index	100	99	102	93	98	107
1905								
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	494	1980	320	1641	174
1907		Weighted (000)	17939	1751	9567	1065	8373	686
1908		Horz %	100.00	9.76	53.33	5.94	46.67	3.82
1909		Vert %	7.53	7.44	8.34	7.53	6.79	7.32
1910		Index	100	99	111	100	90	97
1911								
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	190	964	123	702	67
1913		Weighted (000)	8568	718	4961	443	3607	275
1914		Horz %	100.00	8.38	57.90	5.18	42.10	3.21
1915		Vert %	3.60	3.05	4.32	3.13	2.92	2.93
1916		Index	100	85	120	87	81	81
1917								
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	354	1939	243	1532	111
1919		Weighted (000)	18078	1305	9637	809	8441	496
1920		Horz %	100.00	7.22	53.31	4.48	46.69	2.74
1921		Vert %	7.59	5.55	8.40	5.72	6.84	5.29
1922		Index	100	73	111	75	90	70
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	753	3800	528	3131	225
1925		Weighted (000)	34135	2807	17910	1992	16225	815
1926		Horz %	100.00	8.22	52.47	5.84	47.53	2.39
1927		Vert %	14.33	11.93	15.61	14.08	13.15	8.69
1928		Index	100	83	109	98	92	61
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	661	3057	390	3258	271
1931		Weighted (000)	33305	2656	15146	1523	18159	1133
1932		Horz %	100.00	7.97	45.48	4.57	54.52	3.40
1933		Vert %	13.98	11.29	13.20	10.76	14.72	12.10
1934		Index	100	81	94	77	105	87
1935								
1936								