

RAB / GfK MRI FORMAT PROFILE: OLDIES

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	1888	24457	952	23711	936
5		Weighted (000)	238155	9927	114766	4669	123389	5258
6		Horz %	100.00	4.17	48.19	1.96	51.81	2.21
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	952	24457	952	0	0
11		Weighted (000)	114766	4669	114766	4669	0	0
12		Horz %	100.00	4.07	100.00	4.07	0.00	0.00
13		Vert %	48.19	47.04	100.00	100.00	0.00	0.00
14	Index	100	98	208	208	0	0	
15	Female				*	*		
16		Unwgted	23711	936	0	0	23711	936
17		Weighted (000)	123389	5258	0	0	123389	5258
18		Horz %	100.00	4.26	0.00	0.00	100.00	4.26
19		Vert %	51.81	52.96	0.00	0.00	100.00	100.00
20	Index	100	102	0	0	193	193	
21	Age 18-24							*
22		Unwgted	3835	105	2176	63	1659	42
23		Weighted (000)	30197	954	15211	497	14986	457
24		Horz %	100.00	3.16	50.37	1.64	49.63	1.51
25		Vert %	12.68	9.61	13.25	10.64	12.15	8.69
26	Index	100	76	105	84	96	69	
27	Age 25-34							
28		Unwgted	7986	205	4052	101	3934	104
29		Weighted (000)	42012	1149	20869	505	21143	644
30		Horz %	100.00	2.73	49.67	1.20	50.33	1.53
31		Vert %	17.64	11.57	18.18	10.82	17.14	12.24
32	Index	100	66	103	61	97	69	
33	Age 35-44							
34		Unwgted	8452	206	4443	111	4009	95
35		Weighted (000)	40087	1054	19682	572	20405	482
36		Horz %	100.00	2.63	49.10	1.43	50.90	1.20
37		Vert %	16.83	10.61	17.15	12.24	16.54	9.17
38	Index	100	63	102	73	98	54	
39	Age 45-54							
40		Unwgted	9050	416	4578	196	4472	220
41		Weighted (000)	43666	2230	21286	964	22380	1267
42		Horz %	100.00	5.11	48.75	2.21	51.25	2.90
43		Vert %	18.33	22.47	18.55	20.64	18.14	24.09
44	Index	100	123	101	113	99	131	
45	Age 55-64							
46		Unwgted	8207	526	4240	259	3967	267
47		Weighted (000)	38818	2639	18503	1195	20315	1444
48		Horz %	100.00	6.80	47.67	3.08	52.33	3.72
49		Vert %	16.30	26.58	16.12	25.59	16.46	27.47
50	Index	100	163	99	157	101	169	
51	Age 65+							
52		Unwgted	10638	430	4968	222	5670	208
53		Weighted (000)	43374	1902	19215	937	24160	965
54		Horz %	100.00	4.39	44.30	2.16	55.70	2.22
55		Vert %	18.21	19.16	16.74	20.08	19.58	18.35
56	Index	100	105	92	110	108	101	

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1								
2								
57								
58		Unwgted	46644	1849	23528	927	23116	922
59	Age 21+	Weighted (000)	225241	9483	107990	4401	117251	5082
60		Horz %	100.00	4.21	47.94	1.95	52.06	2.26
61		Vert %	94.58	95.52	94.10	94.25	95.03	96.65
62		Index	100	101	99	100	100	102
63								
64		Unwgted	11821	310	6228	164	5593	146
65	Age 18-34	Weighted (000)	72209	2102	36080	1002	36129	1100
66		Horz %	100.00	2.91	49.97	1.39	50.03	1.52
67		Vert %	30.32	21.18	31.44	21.45	29.28	20.93
68		Index	100	70	104	71	97	69
69								
70		Unwgted	24702	702	12939	358	11763	344
71	Age 18-49	Weighted (000)	133505	4128	66134	1974	67371	2153
72		Horz %	100.00	3.09	49.54	1.48	50.46	1.61
73		Vert %	56.06	41.58	57.63	42.28	54.60	40.95
74		Index	100	74	103	75	97	73
75								
76		Unwgted	25488	827	13073	408	12415	419
77	Age 25-54	Weighted (000)	125765	4433	61837	2041	63928	2392
78		Horz %	100.00	3.52	49.17	1.62	50.83	1.90
79		Vert %	52.81	44.65	53.88	43.70	51.81	45.50
80		Index	100	85	102	83	98	86
81								
82		Unwgted	25709	1148	13261	566	12448	582
83	Age 35-64	Weighted (000)	122571	5923	59471	2730	63100	3193
84		Horz %	100.00	4.83	48.52	2.23	51.48	2.60
85		Vert %	51.47	59.66	51.82	58.47	51.14	60.72
86		Index	100	116	101	114	99	118
87								
88		Unwgted	23466	1186	11518	594	11948	592
89	Age 50+	Weighted (000)	104649	5800	48631	2695	56018	3105
90		Horz %	100.00	5.54	46.47	2.58	53.53	2.97
91		Vert %	43.94	58.42	42.37	57.72	45.40	59.05
92		Index	100	133	96	131	103	134
93								
94		Unwgted						
95	Median Age	Weighted (000)	46.60	53.30	45.80	53.20	47.40	53.40
96		Horz %						
97		Vert %						
98		Index						
99								
100		Unwgted	35231	1452	17988	734	17243	718
101	Race: White Only	Weighted (000)	176436	7642	85107	3560	91329	4082
102		Horz %	100.00	4.33	48.24	2.02	51.76	2.31
103		Vert %	74.08	76.98	74.16	76.25	74.02	77.63
104		Index	100	104	100	103	100	105
105								
106		Unwgted	5807	226	2719	99	3088	127
107	Race: Black/African-American Only	Weighted (000)	28531	1201	13037	533	15494	668
108		Horz %	100.00	4.21	45.69	1.87	54.31	2.34
109		Vert %	11.98	12.10	11.36	11.42	12.56	12.71
110		Index	100	101	95	95	105	106

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2								
111				*		*		*
112		Unwgt	2180	42	1128	23	1052	19
113	Race: Asian	Weighted (000)	7671	185	3482	94	4189	91
114		Horz %	100.00	2.42	45.39	1.23	54.61	1.19
115		Vert %	3.22	1.87	3.03	2.02	3.39	1.73
116		Index	100	58	94	63	105	54
117								
118		Unwgt	7130	210	3750	119	3380	91
119	Race: Other Race/Multi-Racial	Weighted (000)	33187	1084	16622	576	16565	508
120		Horz %	100.00	3.27	50.09	1.74	49.91	1.53
121		Vert %	13.94	10.92	14.48	12.34	13.43	9.66
122		Index	100	78	104	89	96	69
123								
124		Unwgt	5677	207	2846	113	2831	94
125	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	35739	1299	17858	668	17882	631
126		Horz %	100.00	3.63	49.97	1.87	50.03	1.77
127		Vert %	15.01	13.08	15.56	14.30	14.49	12.00
128		Index	100	87	104	95	97	80
129						*		*
130		Unwgt	1612	75	851	36	761	39
131	Hispanic, Personally Speak Only English at Home	Weighted (000)	5378	269	2712	98	2667	171
132		Horz %	100.00	5.00	50.42	1.82	49.58	3.18
133		Vert %	2.26	2.71	2.36	2.10	2.16	3.25
134		Index	100	120	105	93	96	144
135						*		*
136		Unwgt	1702	71	820	42	882	29
137	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Weighted (000)	9096	431	4752	277	4344	154
138		Horz %	100.00	4.74	52.24	3.05	47.76	1.69
139		Vert %	3.82	4.34	4.14	5.94	3.52	2.93
140		Index	100	114	108	156	92	77
141				*		*		*
142		Unwgt	897	14	420	5	477	9
143	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10398	189	5173	49	5225	140
144		Horz %	100.00	1.82	49.75	0.47	50.25	1.35
145		Vert %	4.37	1.91	4.51	1.05	4.23	2.67
146		Index	100	44	103	24	97	61
147				*		*		*
148		Unwgt	1355	46	702	30	653	16
149	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Weighted (000)	8786	368	4447	243	4340	125
150		Horz %	100.00	4.18	50.61	2.77	49.39	1.42
151		Vert %	3.69	3.70	3.87	5.20	3.52	2.37
152		Index	100	100	105	141	95	64
153				*	*	*	*	*
154		Unwgt	84	1	41	0	43	1
155	Hispanic, Personally Speak Spanish and English Equally at Home	Weighted (000)	1523	42	602	0	920	42
156		Horz %	100.00	2.73	39.56	0.00	60.44	2.73
157		Vert %	0.64	0.42	0.52	0.00	0.75	0.79
158		Index	100	65	82	0	117	123
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt	6749	210	3535	99	3214	111
161		Weighted (000)	24693	796	11947	354	12745	442
162		Horz %	100.00	3.22	48.38	1.43	51.62	1.79
163		Vert %	10.37	8.02	10.41	7.59	10.33	8.41
164		Index	100	77	100	73	100	81

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	348	5594	171	5303	177
167		Weighted (000)	43976	1566	21010	735	22966	831
168		Horz %	100.00	3.56	47.78	1.67	52.22	1.89
169		Vert %	18.47	15.77	18.31	15.74	18.61	15.80
170		Index	100	85	99	85	101	86
171						*		
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	101	1055	46	1437	55
173		Weighted (000)	10385	493	4055	186	6330	306
174		Horz %	100.00	4.74	39.05	1.79	60.95	2.95
175		Vert %	4.36	4.96	3.53	3.99	5.13	5.82
176	Index	100	114	81	91	118	134	
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	132	1466	69	1642	63
179		Weighted (000)	12939	617	5528	262	7411	355
180		Horz %	100.00	4.76	42.72	2.02	57.28	2.74
181		Vert %	5.43	6.21	4.82	5.61	6.01	6.74
182	Index	100	114	89	103	111	124	
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	429	5138	213	5029	216
185		Weighted (000)	45323	1976	21898	868	23425	1108
186		Horz %	100.00	4.36	48.32	1.92	51.68	2.44
187		Vert %	19.03	19.90	19.08	18.59	18.98	21.07
188	Index	100	105	100	98	100	111	
189								
190	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	510	5465	266	5162	244
191		Weighted (000)	70635	3397	34949	1676	35686	1721
192		Horz %	100.00	4.81	49.48	2.37	50.52	2.44
193		Vert %	29.66	34.22	30.45	35.90	28.92	32.73
194	Index	100	115	103	121	98	110	
195								
196	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	158	2204	88	1924	70
197		Weighted (000)	30203	1083	15378	587	14825	496
198		Horz %	100.00	3.59	50.91	1.94	49.09	1.64
199		Vert %	12.68	10.91	13.40	12.58	12.02	9.43
200	Index	100	86	106	99	95	74	
201						*		
202	Currently Attending College or University	Unwgted	3489	95	1681	45	1808	50
203		Weighted (000)	19251	597	8953	237	10297	360
204		Horz %	100.00	3.10	46.51	1.23	53.49	1.87
205		Vert %	8.08	6.01	7.80	5.07	8.35	6.86
206	Index	100	74	97	63	103	85	
207								
208	Employed Full Time	Unwgted	24693	932	14836	528	9857	404
209		Weighted (000)	114968	4562	66238	2445	48730	2117
210		Horz %	100.00	3.97	57.61	2.13	42.39	1.84
211		Vert %	48.27	45.96	57.72	52.37	39.49	40.26
212	Index	100	95	120	108	82	83	
213								
214	Employed Part Time	Unwgted	5566	226	2103	90	3463	136
215		Weighted (000)	28629	1264	10048	450	18582	814
216		Horz %	100.00	4.41	35.10	1.57	64.90	2.84
217		Vert %	12.02	12.73	8.75	9.64	15.06	15.47
218	Index	100	106	73	80	125	129	

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2								
219	Not Employed							
220		Unwgted	17909	730	7518	334	10391	396
221		Weighted (000)	94557	4101	38480	1774	56077	2327
222		Horz %	100.00	4.34	40.70	1.88	59.30	2.46
223		Vert %	39.70	41.31	33.53	37.99	45.45	44.26
224		Index	100	104	84	96	114	111
225	Temporarily Unemployed					*		*
226		Unwgted	2163	81	1076	40	1087	41
227		Weighted (000)	14225	549	7394	324	6830	226
228		Horz %	100.00	3.86	51.98	2.28	48.02	1.59
229		Vert %	5.97	5.53	6.44	6.93	5.54	4.29
230		Index	100	93	108	116	93	72
231	Retired from Employment							
232		Unwgted	10300	460	4886	243	5414	217
233		Weighted (000)	44807	2272	20795	1139	24012	1133
234		Horz %	100.00	5.07	46.41	2.54	53.59	2.53
235		Vert %	18.81	22.89	18.12	24.40	19.46	21.55
236		Index	100	122	96	130	103	115
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	71	63	1	2389	70
239		Weighted (000)	16222	521	415	4	15807	516
240		Horz %	100.00	3.21	2.56	0.03	97.44	3.18
241		Vert %	6.81	5.24	0.36	0.09	12.81	9.82
242		Index	100	77	5	1	188	144
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	228	3516	75	3948	153
245		Weighted (000)	32463	1079	13816	310	18647	770
246		Horz %	100.00	3.33	42.56	0.95	57.44	2.37
247		Vert %	13.63	10.87	12.04	6.63	15.11	14.64
248		Index	100	80	88	49	111	107
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	230	3914	137	2381	93
251		Weighted (000)	23158	909	13110	490	10048	420
252		Horz %	100.00	3.93	56.61	2.11	43.39	1.81
253		Vert %	9.72	9.16	11.42	10.49	8.14	7.98
254		Index	100	94	117	108	84	82
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	236	2267	75	3680	161
257		Weighted (000)	32581	1379	12510	421	20071	958
258		Horz %	100.00	4.23	38.40	1.29	61.60	2.94
259		Vert %	13.68	13.89	10.90	9.01	16.27	18.23
260		Index	100	102	80	66	119	133
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	119	2431	117	87	2
263		Weighted (000)	13283	602	12692	592	591	10
264		Horz %	100.00	4.53	95.55	4.45	4.45	0.08
265		Vert %	5.58	6.06	11.06	12.67	0.48	0.19
266		Index	100	109	198	227	9	3
267	Occupation: Other Employed							
268		Unwgted	8035	345	4811	214	3224	131
269		Weighted (000)	42112	1856	24157	1083	17955	773
270		Horz %	100.00	4.41	57.36	2.57	42.64	1.83
271		Vert %	17.68	18.70	21.05	23.20	14.55	14.70
272		Index	100	106	119	131	82	83

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1								
2								
273						*		*
274		Unwgted	1652	53	995	29	657	24
275	Household Income:	Weighted (000)	6409	224	3331	81	3078	142
276	\$250,000+	Horz %	100.00	3.49	51.98	1.27	48.02	2.22
277		Vert %	2.69	2.26	2.90	1.74	2.49	2.71
278		Index	100	84	108	65	93	101
279						*		*
280		Unwgted	1403	50	802	24	601	26
281	Household Income: \$200,000-	Weighted (000)	5818	196	2971	98	2847	98
282	\$249,999	Horz %	100.00	3.36	51.06	1.68	48.94	1.68
283		Vert %	2.44	1.97	2.59	2.09	2.31	1.86
284		Index	100	81	106	86	94	76
285								*
286		Unwgted	3416	109	2002	61	1414	48
287	Household Income: \$150,000-	Weighted (000)	15518	525	7893	240	7625	285
288	\$199,999	Horz %	100.00	3.38	50.87	1.55	49.13	1.83
289		Vert %	6.52	5.29	6.88	5.15	6.18	5.41
290		Index	100	81	106	79	95	83
291								
292		Unwgted	7088	246	4096	147	2992	99
293	Household Income: \$100,000-	Weighted (000)	36360	1548	18625	730	17735	818
294	\$149,999	Horz %	100.00	4.26	51.22	2.01	48.78	2.25
295		Vert %	15.27	15.59	16.23	15.64	14.37	15.56
296		Index	100	102	106	102	94	102
297								
298		Unwgted	6291	277	3511	151	2780	126
299	Household Income: \$75,000-	Weighted (000)	31892	1503	16159	725	15732	777
300	\$99,999	Horz %	100.00	4.71	50.67	2.27	49.33	2.44
301		Vert %	13.39	15.14	14.08	15.54	12.75	14.78
302		Index	100	113	105	116	95	110
303								
304		Unwgted	5133	217	2676	113	2457	104
305	Household Income: \$60,000-	Weighted (000)	25163	1115	12461	546	12702	569
306	\$74,999	Horz %	100.00	4.43	49.52	2.17	50.48	2.26
307		Vert %	10.57	11.23	10.86	11.70	10.29	10.82
308		Index	100	106	103	111	97	102
309								
310		Unwgted	3809	171	1962	82	1847	89
311	Household Income: \$50,000-	Weighted (000)	18825	907	9277	428	9548	479
312	\$59,999	Horz %	100.00	4.82	49.28	2.27	50.72	2.55
313		Vert %	7.90	9.14	8.08	9.17	7.74	9.11
314		Index	100	116	102	116	98	115
315								
316		Unwgted	4740	188	2353	96	2387	92
317	Household Income: \$40,000-	Weighted (000)	20651	894	10068	432	10584	462
318	\$49,999	Horz %	100.00	4.33	48.75	2.09	51.25	2.24
319		Vert %	8.67	9.00	8.77	9.25	8.58	8.78
320		Index	100	104	101	107	99	101
321								
322		Unwgted	4631	204	2090	97	2541	107
323	Household Income: \$30,000-	Weighted (000)	22417	941	10701	517	11716	424
324	\$39,999	Horz %	100.00	4.20	47.74	2.31	52.26	1.89
325		Vert %	9.41	9.48	9.32	11.08	9.49	8.06
326		Index	100	101	99	118	101	86

RAB / GfK MRI FORMAT PROFILE: OLDIES

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)
1								
2								
327								
328		Unwgted	4429	145	1882	64	2547	81
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	771	10224	352	12416	419
330		Horz %	100.00	3.40	45.16	1.55	54.84	1.85
331		Vert %	9.51	7.76	8.91	7.53	10.06	7.96
332		Index	100	82	94	79	106	84
333								
334		Unwgted	5576	228	2088	88	3488	140
335	Household Income: Under \$20,000	Weighted (000)	32463	1305	13056	519	19407	786
336		Horz %	100.00	4.02	40.22	1.60	59.78	2.42
337		Vert %	13.63	13.15	11.38	11.12	15.73	14.95
338		Index	100	96	83	82	115	110
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	62.00	64.90	62.40	57.90	61.60
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	399	6285	194	5408	205
347	Marital Status: Single, Never Married	Weighted (000)	65997	2265	35246	1076	30751	1188
348		Horz %	100.00	3.43	53.41	1.63	46.59	1.80
349		Vert %	27.71	22.81	30.71	23.05	24.92	22.60
350		Index	100	82	111	83	90	82
351								
352		Unwgted	24820	1020	14100	582	10720	438
353	Marital Status: Currently Married	Weighted (000)	126882	5731	63254	2801	63629	2930
354		Horz %	100.00	4.52	49.85	2.21	50.15	2.31
355		Vert %	53.28	57.73	55.12	59.99	51.57	55.72
356		Index	100	108	103	113	97	105
357								
358		Unwgted	7777	328	3127	134	4650	194
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	1347	12849	639	17759	708
360		Horz %	100.00	4.40	41.98	2.09	58.02	2.31
361		Vert %	12.85	13.57	11.20	13.68	14.39	13.47
362		Index	100	106	87	106	112	105
363							*	
364		Unwgted	3878	141	945	42	2933	99
365	Marital Status: Widowed	Weighted (000)	14666	585	3416	153	11250	431
366		Horz %	100.00	3.99	23.29	1.05	76.71	2.94
367		Vert %	6.16	5.89	2.98	3.28	9.12	8.20
368		Index	100	96	48	53	148	133
369							*	
370		Unwgted	1983	66	1032	33	951	33
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	402	5384	172	5833	230
372		Horz %	100.00	3.58	48.00	1.53	52.00	2.05
373		Vert %	4.71	4.05	4.69	3.68	4.73	4.38
374		Index	100	86	100	78	100	93
375								
376	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3313	117	1820	58	1493	59
377		Weighted (000)	20943	752	10281	313	10662	440
378		Horz %	100.00	3.59	49.09	1.49	50.91	2.10
379		Vert %	8.79	7.58	8.96	6.69	8.64	8.36
380		Index	100	86	102	76	98	95

RAB / GfK MRI FORMAT PROFILE: OLDIES

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)
2								
381								
382		Unwgted	17843	562	8707	273	9136	289
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	3291	42720	1487	51899	1803
384		Horz %	100.00	3.48	45.15	1.57	54.85	1.91
385		Vert %	39.73	33.15	37.22	31.85	42.06	34.30
386		Index	100	83	94	80	106	86
387								
388		Unwgted	7219	246	3511	124	3708	122
389	1 Child Under Age 18 Currently Living at Home	Weighted (000)	38752	1385	17649	655	21103	730
390		Horz %	100.00	3.57	45.54	1.69	54.46	1.88
391		Vert %	16.27	13.95	15.38	14.03	17.10	13.88
392		Index	100	86	95	86	105	85
393								
394		Unwgted	6632	187	3312	91	3320	96
395	2 Children Under Age 18 Currently Living at Home	Weighted (000)	33339	1158	15370	547	17969	611
396		Horz %	100.00	3.47	46.10	1.64	53.90	1.83
397		Vert %	14.00	11.67	13.39	11.72	14.56	11.62
398		Index	100	83	96	84	104	83
399							*	
400		Unwgted	2738	91	1283	41	1455	50
401	3 Children Under Age 18 Currently Living at Home	Weighted (000)	14851	497	6431	200	8420	297
402		Horz %	100.00	3.35	43.31	1.35	56.69	2.00
403		Vert %	6.24	5.00	5.60	4.28	6.82	5.65
404		Index	100	80	90	69	109	91
405					*		*	
406		Unwgted	882	26	427	15	455	11
407	4 Children Under Age 18 Currently Living at Home	Weighted (000)	5223	173	2303	63	2920	109
408		Horz %	100.00	3.31	44.10	1.21	55.90	2.09
409		Vert %	2.19	1.74	2.01	1.36	2.37	2.08
410		Index	100	79	92	62	108	95
411					*		*	
412		Unwgted	372	12	174	2	198	10
413	5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	2454	78	967	22	1487	57
414		Horz %	100.00	3.19	39.40	0.89	60.60	2.30
415		Vert %	1.03	0.79	0.84	0.47	1.21	1.08
416		Index	100	77	82	45	117	104
417								
418		Unwgted	33340	1378	17386	724	15954	654
419	Own Home/Residence	Weighted (000)	157962	7233	76483	3433	81479	3800
420		Horz %	100.00	4.58	48.42	2.17	51.58	2.41
421		Vert %	66.33	72.86	66.64	73.52	66.03	72.28
422		Index	100	110	100	111	100	109
423								
424		Unwgted	14260	490	6787	215	7473	275
425	Rent Home/Residence	Weighted (000)	77153	2609	36837	1181	40316	1428
426		Horz %	100.00	3.38	47.75	1.53	52.25	1.85
427		Vert %	32.40	26.28	32.10	25.29	32.67	27.16
428		Index	100	81	99	78	101	84
429					*		*	
430		Unwgted	568	20	284	13	284	7
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	85	1445	56	1594	30
432		Horz %	100.00	2.80	47.54	1.83	52.46	0.97
433		Vert %	1.28	0.86	1.26	1.19	1.29	0.56
434		Index	100	67	99	93	101	44



RAB / GfK MRI FORMAT PROFILE: OLDIES

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2								
435	Census Region: North East							
436		Unwgted	11308	640	5685	313	5623	327
437		Weighted (000)	43253	2123	20622	992	22631	1131
438		Horz %	100.00	4.91	47.68	2.29	52.32	2.61
439		Vert %	18.16	21.39	17.97	21.25	18.34	21.50
440		Index	100	118	99	117	101	118
441	Census Region: South							
442		Unwgted	16124	432	8035	214	8089	218
443		Weighted (000)	89346	2985	42766	1424	46580	1561
444		Horz %	100.00	3.34	47.87	1.59	52.13	1.75
445		Vert %	37.52	30.07	37.26	30.50	37.75	29.69
446		Index	100	80	99	81	101	79
447	Census Region: Midwest							
448		Unwgted	10891	424	5544	220	5347	204
449		Weighted (000)	51282	2429	24805	1157	26477	1272
450		Horz %	100.00	4.74	48.37	2.26	51.63	2.48
451		Vert %	21.53	24.47	21.61	24.77	21.46	24.19
452		Index	100	114	100	115	100	112
453	Census Region: West							
454		Unwgted	9845	392	5193	205	4652	187
455		Weighted (000)	54273	2390	26572	1096	27701	1294
456		Horz %	100.00	4.40	48.96	2.02	51.04	2.38
457		Vert %	22.79	24.08	23.15	23.48	22.45	24.61
458		Index	100	106	102	103	99	108
459	Census Sub-Region: New England			*	*			*
460		Unwgted	2844	48	1449	20	1395	28
461		Weighted (000)	11320	156	5419	60	5901	97
462		Horz %	100.00	1.38	47.87	0.53	52.13	0.85
463		Vert %	4.75	1.58	4.72	1.28	4.78	1.84
464		Index	100	33	99	27	101	39
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	592	4236	293	4228	299
467		Weighted (000)	31933	1967	15203	933	16730	1034
468		Horz %	100.00	6.16	47.61	2.92	52.39	3.24
469		Vert %	13.41	19.81	13.25	19.98	13.56	19.66
470		Index	100	148	99	149	101	147
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	214	4475	104	4641	110
473		Weighted (000)	45960	1444	21872	677	24087	767
474		Horz %	100.00	3.14	47.59	1.47	52.41	1.67
475		Vert %	19.30	14.54	19.06	14.50	19.52	14.58
476		Index	100	75	99	75	101	76
477	Census Sub-Region: East South Central					*		*
478		Unwgted	2066	82	1066	46	1000	36
479		Weighted (000)	14946	609	7248	315	7697	294
480		Horz %	100.00	4.07	48.50	2.11	51.50	1.96
481		Vert %	6.28	6.13	6.32	6.75	6.24	5.58
482		Index	100	98	101	108	99	89
483	Census Sub-Region: West South Central							
484		Unwgted	4942	136	2494	64	2448	72
485		Weighted (000)	28441	933	13646	432	14795	501
486		Horz %	100.00	3.28	47.98	1.52	52.02	1.76
487		Vert %	11.94	9.40	11.89	9.25	11.99	9.53
488		Index	100	79	100	77	100	80

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2								
489	Census Sub-Region: East North Central							
490		Unwgted	8456	304	4267	153	4189	151
491		Weighted (000)	35650	1745	16892	832	18758	912
492		Horz %	100.00	4.89	47.38	2.33	52.62	2.56
493		Vert %	14.97	17.58	14.72	17.83	15.20	17.35
494	Index	100	117	98	119	102	116	
495	Census Sub-Region: West North Central							
496		Unwgted	2435	120	1277	67	1158	53
497		Weighted (000)	15632	684	7913	324	7719	360
498		Horz %	100.00	4.38	50.62	2.07	49.38	2.30
499		Vert %	6.56	6.89	6.90	6.95	6.26	6.84
500	Index	100	105	105	106	95	104	
501	Census Sub-Region: Mountain					*		*
502		Unwgted	2321	89	1229	44	1092	45
503		Weighted (000)	16500	608	8176	256	8324	352
504		Horz %	100.00	3.69	49.55	1.55	50.45	2.13
505		Vert %	6.93	6.13	7.12	5.49	6.75	6.70
506	Index	100	88	103	79	97	97	
507	Census Sub-Region: Pacific							
508		Unwgted	7524	303	3964	161	3560	142
509		Weighted (000)	37774	1782	18396	840	19378	942
510		Horz %	100.00	4.72	48.70	2.22	51.30	2.49
511		Vert %	15.86	17.95	16.03	17.99	15.70	17.91
512	Index	100	113	101	113	99	113	
513	County Size: A							
514		Unwgted	26679	955	13529	450	13150	505
515		Weighted (000)	99155	3850	47699	1606	51456	2244
516		Horz %	100.00	3.88	48.11	1.62	51.89	2.26
517		Vert %	41.63	38.78	41.56	34.40	41.70	42.68
518	Index	100	93	100	83	100	103	
519	County Size: B							
520		Unwgted	12036	513	6063	263	5973	250
521		Weighted (000)	70767	2986	34009	1459	36758	1526
522		Horz %	100.00	4.22	48.06	2.06	51.94	2.16
523		Vert %	29.71	30.08	29.63	31.26	29.79	29.03
524	Index	100	101	100	105	100	98	
525	County Size: C/D							
526		Unwgted	9453	420	4865	239	4588	181
527		Weighted (000)	68232	3092	33058	1604	35175	1488
528		Horz %	100.00	4.53	48.45	2.35	51.55	2.18
529		Vert %	28.65	31.14	28.80	34.35	28.51	28.29
530	Index	100	109	101	120	99	99	
531	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)					*		*
532		Unwgted	1292	50	710	26	582	24
533		Weighted (000)	5120	191	2746	86	2374	105
534		Horz %	100.00	3.74	53.63	1.69	46.37	2.05
535		Vert %	2.15	1.93	2.39	1.85	1.92	2.00
536	Index	100	90	111	86	90	93	
537	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)							
538		Unwgted	8429	411	3621	179	4808	232
539		Weighted (000)	40779	2010	16635	781	24144	1229
540		Horz %	100.00	4.93	40.79	1.91	59.21	3.01
541		Vert %	17.12	20.25	14.49	16.72	19.57	23.38
542	Index	100	118	85	98	114	137	

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2								
543						*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	54	715	31	563	23
545		Weighted (000)	7030	233	3657	125	3373	108
546		Horz %	100.00	3.32	52.02	1.78	47.98	1.53
547		Vert %	2.95	2.35	3.19	2.68	2.73	2.05
548		Index	100	80	108	91	93	69
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	49	186	29	203	20
551		Weighted (000)	2075	177	838	77	1237	100
552		Horz %	100.00	8.51	40.41	3.71	59.59	4.80
553		Vert %	0.87	1.78	0.73	1.65	1.00	1.89
554		Index	100	204	84	189	115	217
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	138	1797	78	1234	60
557		Weighted (000)	8416	391	4632	227	3784	164
558		Horz %	100.00	4.65	55.04	2.69	44.96	1.95
559		Vert %	3.53	3.94	4.04	4.85	3.07	3.13
560		Index	100	111	114	137	87	89
561								*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	147	2871	114	652	33
563		Weighted (000)	12663	572	9964	426	2698	146
564		Horz %	100.00	4.52	78.69	3.36	21.31	1.15
565		Vert %	5.32	5.76	8.68	9.12	2.19	2.78
566		Index	100	108	163	172	41	52
567				*		*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	45	663	34	325	11
569		Weighted (000)	4277	202	2782	163	1494	39
570		Horz %	100.00	4.72	65.06	3.81	34.94	0.91
571		Vert %	1.80	2.03	2.42	3.49	1.21	0.74
572		Index	100	113	135	194	67	41
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	114	1973	64	1475	50
575		Weighted (000)	16147	548	8900	272	7247	276
576		Horz %	100.00	3.39	55.12	1.69	44.88	1.71
577		Vert %	6.78	5.52	7.76	5.83	5.87	5.25
578		Index	100	81	114	86	87	77
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	357	3987	164	4877	193
581		Weighted (000)	46661	1963	19823	819	26837	1144
582		Horz %	100.00	4.21	42.48	1.75	57.52	2.45
583		Vert %	19.59	19.77	17.27	17.54	21.75	21.76
584		Index	100	101	88	90	111	111
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	157	1569	107	1287	50
587		Weighted (000)	13017	822	7079	558	5938	264
588		Horz %	100.00	6.32	54.38	4.29	45.62	2.03
589		Vert %	5.47	8.28	6.17	11.95	4.81	5.02
590		Index	100	152	113	219	88	92
591								
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	299	2511	178	1270	121
593		Weighted (000)	18048	1341	11714	764	6334	577
594		Horz %	100.00	7.43	64.90	4.23	35.10	3.20
595		Vert %	7.58	13.51	10.21	16.36	5.13	10.97
596		Index	100	178	135	216	68	145

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1								
2								
597						*		*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	53	755	27	687	26
599		Weighted (000)	5709	203	2958	94	2752	109
600		Horz %	100.00	3.55	51.81	1.64	48.19	1.91
601		Vert %	2.40	2.04	2.58	2.01	2.23	2.07
602		Index	100	85	108	84	93	86
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	340	4003	179	4234	161
605		Weighted (000)	46833	1983	21488	1022	25345	961
606		Horz %	100.00	4.23	45.88	2.18	54.12	2.05
607		Vert %	19.66	19.98	18.72	21.88	20.54	18.28
608		Index	100	102	95	111	104	93
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	9	147	5	138	4
611		Weighted (000)	1065	46	495	31	570	15
612		Horz %	100.00	4.32	46.46	2.93	53.54	1.39
613		Vert %	0.45	0.46	0.43	0.67	0.46	0.28
614		Index	100	104	96	149	103	63
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	47	264	9	450	38
617		Weighted (000)	3659	224	1332	40	2327	184
618		Horz %	100.00	6.12	36.41	1.10	63.59	5.02
619		Vert %	1.54	2.26	1.16	0.86	1.89	3.49
620		Index	100	147	76	56	123	227
621								*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	97	1107	58	1116	39
623		Weighted (000)	15844	733	7607	388	8236	345
624		Horz %	100.00	4.63	48.01	2.45	51.99	2.18
625		Vert %	6.65	7.38	6.63	8.30	6.68	6.57
626		Index	100	111	100	125	100	99
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	196	1436	78	2233	118
629		Weighted (000)	17141	980	6212	358	10929	622
630		Horz %	100.00	5.72	36.24	2.09	63.76	3.63
631		Vert %	7.20	9.87	5.41	7.67	8.86	11.82
632		Index	100	137	75	107	123	164
633						*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	52	460	21	327	31
635		Weighted (000)	2899	255	1579	82	1320	173
636		Horz %	100.00	8.79	54.47	2.82	45.53	5.97
637		Vert %	1.22	2.57	1.38	1.75	1.07	3.29
638		Index	100	211	113	144	88	270
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	39	515	25	400	14
641		Weighted (000)	7068	370	3599	219	3469	151
642		Horz %	100.00	5.24	50.92	3.09	49.08	2.14
643		Vert %	2.97	3.73	3.14	4.68	2.81	2.88
644		Index	100	126	106	158	95	97
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	261	3816	150	2399	111
647		Weighted (000)	23523	1040	14154	562	9369	479
648		Horz %	100.00	4.42	60.17	2.39	39.83	2.04
649		Vert %	9.88	10.48	12.33	12.03	7.59	9.11
650		Index	100	106	125	122	77	92

RAB / GfK MRI FORMAT PROFILE: OLDIES

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)
2								
651								
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	1888	952	952	936	936
653		Weighted (000)	9927	9927	4669	4669	5258	5258
654		Horz %	100.00	100.00	47.04	47.04	52.96	52.96
655		Vert %	4.17	100.00	4.07	100.00	4.26	100.00
656		Index	100	2399	98	2399	102	2399
657						*		*
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	69	1372	47	1196	22
659		Weighted (000)	10435	330	5282	201	5153	129
660		Horz %	100.00	3.17	50.62	1.93	49.38	1.24
661		Vert %	4.38	3.33	4.60	4.31	4.18	2.45
662		Index	100	76	105	98	95	56
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	155	1596	60	2353	95
665		Weighted (000)	19990	832	7792	264	12198	569
666		Horz %	100.00	4.16	38.98	1.32	61.02	2.85
667		Vert %	8.39	8.39	6.79	5.65	9.89	10.82
668		Index	100	100	81	67	118	129
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	223	1404	108	1472	115
671		Weighted (000)	15341	1197	7412	577	7930	621
672		Horz %	100.00	7.80	48.31	3.76	51.69	4.05
673		Vert %	6.44	12.06	6.46	12.35	6.43	11.80
674		Index	100	187	100	192	100	183
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	194	2680	122	1590	72
677		Weighted (000)	20195	1028	12063	616	8132	413
678		Horz %	100.00	5.09	59.73	3.05	40.27	2.04
679		Vert %	8.48	10.36	10.51	13.19	6.59	7.85
680		Index	100	122	124	155	78	93
681						*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	106	429	44	733	62
683		Weighted (000)	5686	466	2013	179	3672	288
684		Horz %	100.00	8.20	35.41	3.14	64.59	5.06
685		Vert %	2.39	4.70	1.75	3.82	2.98	5.47
686		Index	100	197	73	160	125	229
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	19	319	10	365	9
689		Weighted (000)	4664	139	2063	68	2601	70
690		Horz %	100.00	2.97	44.23	1.46	55.77	1.51
691		Vert %	1.96	1.40	1.80	1.46	2.11	1.34
692		Index	100	71	92	75	108	68
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	6	129	4	177	2
695		Weighted (000)	1821	31	910	24	911	7
696		Horz %	100.00	1.72	49.96	1.34	50.04	0.38
697		Vert %	0.76	0.31	0.79	0.52	0.74	0.13
698		Index	100	41	104	68	97	17
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	318	2494	152	2807	166
701		Weighted (000)	27306	1582	12722	770	14585	812
702		Horz %	100.00	5.79	46.59	2.82	53.41	2.97
703		Vert %	11.47	15.93	11.09	16.49	11.82	15.44
704		Index	100	139	97	144	103	135

RAB / GfK MRI FORMAT PROFILE: OLDIES

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1			U.S. Adults 18+	Adults 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)
2								
705						*		
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	125	1035	49	1379	76
707		Weighted (000)	10854	643	4643	250	6211	394
708		Horz %	100.00	5.93	42.78	2.30	57.22	3.63
709		Vert %	4.56	6.48	4.05	5.35	5.03	7.49
710		Index	100	142	89	117	110	164
711								*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	83	1018	50	1016	33
713		Weighted (000)	12023	474	5724	276	6299	198
714		Horz %	100.00	3.94	47.61	2.29	52.39	1.65
715		Vert %	5.05	4.77	4.99	5.90	5.11	3.77
716		Index	100	95	99	117	101	75
717						*		*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	80	706	46	553	34
719		Weighted (000)	6468	406	3593	206	2875	200
720		Horz %	100.00	6.27	55.55	3.18	44.45	3.09
721		Vert %	2.72	4.09	3.13	4.41	2.33	3.81
722		Index	100	151	115	162	86	140
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	1809	20746	915	19359	894
725		Weighted (000)	195910	9492	96272	4481	99638	5010
726		Horz %	100.00	4.84	49.14	2.29	50.86	2.56
727		Vert %	82.26	95.61	83.89	95.97	80.75	95.30
728		Index	100	116	102	117	98	116
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	1153	13440	619	11566	534
731		Weighted (000)	118698	5962	60364	2958	58335	3004
732		Horz %	100.00	5.02	50.85	2.49	49.15	2.53
733		Vert %	49.84	60.06	52.60	63.35	47.28	57.14
734		Index	100	121	106	127	95	115
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	931	9422	506	8461	425
737		Weighted (000)	88241	4638	44427	2410	43814	2227
738		Horz %	100.00	5.26	50.35	2.73	49.65	2.52
739		Vert %	37.05	46.72	38.71	51.62	35.51	42.36
740		Index	100	126	104	139	96	114
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	974	11583	528	9900	446
743		Weighted (000)	102780	5021	52607	2562	50173	2459
744		Horz %	100.00	4.89	51.18	2.49	48.82	2.39
745		Vert %	43.16	50.58	45.84	54.87	40.66	46.77
746		Index	100	117	106	127	94	108
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	304	3947	161	3353	143
749		Weighted (000)	36869	1525	19177	763	17692	763
750		Horz %	100.00	4.14	52.01	2.07	47.99	2.07
751		Vert %	15.48	15.37	16.71	16.33	14.34	14.51
752		Index	100	99	108	105	93	94
753								*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	114	1456	77	907	37
755		Weighted (000)	12089	566	7351	375	4738	191
756		Horz %	100.00	4.68	60.81	3.10	39.19	1.58
757		Vert %	5.08	5.70	6.41	8.02	3.84	3.64
758		Index	100	112	126	158	76	72

RAB / GfK MRI FORMAT PROFILE: OLDIES

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2								
759								
760		Unwgted	15477	754	8106	397	7371	357
761	Radio Daypart Cumes:	Weighted (000)	74270	3855	37528	1929	36742	1925
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	5.19	50.53	2.60	49.47	2.59
763		Vert %	31.19	38.83	32.70	41.32	29.78	36.62
764		Index	100	125	105	132	95	117
765								
766		Unwgted	21457	1062	10719	498	10738	564
767	Radio Daypart Cumes:	Weighted (000)	102778	5453	48768	2346	54011	3106
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	5.31	47.45	2.28	52.55	3.02
769		Vert %	43.16	54.93	42.49	50.25	43.77	59.08
770		Index	100	127	98	116	101	137
771								
772		Unwgted	16141	782	8215	374	7926	408
773	Radio Daypart Cumes:	Weighted (000)	79854	4130	38468	1817	41386	2313
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	5.17	48.17	2.28	51.83	2.90
775		Vert %	33.53	41.60	33.52	38.91	33.54	44.00
776		Index	100	124	100	116	100	131
777								
778		Unwgted	7721	336	4043	172	3678	164
779	Radio Daypart Cumes:	Weighted (000)	38919	1674	19420	781	19499	894
780	Weekend 7:00 pm - Midnight	Horz %	100.00	4.30	49.90	2.01	50.10	2.30
781		Vert %	16.34	16.87	16.92	16.72	15.80	17.00
782		Index	100	103	104	102	97	104
783								*
784		Unwgted	1911	86	1118	55	793	31
785	Radio Daypart Cumes:	Weighted (000)	9972	423	5625	269	4346	154
786	Weekend Midnight - 6:00 am	Horz %	100.00	4.24	56.41	2.70	43.59	1.54
787		Vert %	4.19	4.26	4.90	5.76	3.52	2.93
788		Index	100	102	117	137	84	70
789								
790		Unwgted	12646	628	5791	302	6855	326
791	Where Listen to Radio on	Weighted (000)	61519	3275	27333	1491	34186	1783
792	Typical Weekday: Home	Horz %	100.00	5.32	44.43	2.42	55.57	2.90
793		Vert %	25.83	32.99	23.82	31.93	27.71	33.92
794		Index	100	128	92	124	107	131
795								
796		Unwgted	36747	1598	18963	790	17784	808
797	Where Listen to Radio on	Weighted (000)	177653	8350	86450	3807	91203	4543
798	Typical Weekday: Car	Horz %	100.00	4.70	48.66	2.14	51.34	2.56
799		Vert %	74.60	84.11	75.33	81.54	73.92	86.40
800		Index	100	113	101	109	99	116
801								
802		Unwgted	5605	319	3421	196	2184	123
803	Where Listen to Radio on	Weighted (000)	29068	1593	16938	892	12131	701
804	Typical Weekday: Work	Horz %	100.00	5.48	58.27	3.07	41.73	2.41
805		Vert %	12.21	16.05	14.76	19.09	9.83	13.34
806		Index	100	131	121	156	81	109
807				*		*		*
808		Unwgted	985	37	550	25	435	12
809	Where Listen to Radio on	Weighted (000)	5269	263	2888	150	2380	112
810	Typical Weekday: Place	Horz %	100.00	4.98	54.82	2.85	45.18	2.13
811	Other Than Home, Car, Work	Vert %	2.21	2.65	2.52	3.22	1.93	2.14
812		Index	100	120	114	145	87	97

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2								
813								
814		Unwgted	14284	727	6807	364	7477	363
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	3812	31782	1859	37401	1953
816		Horz %	100.00	5.51	45.94	2.69	54.06	2.82
817		Vert %	29.05	38.40	27.69	39.80	30.31	37.15
818		Index	100	132	95	137	104	128
819								
820		Unwgted	33644	1466	17193	712	16451	754
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	7590	78252	3356	84188	4234
822		Horz %	100.00	4.67	48.17	2.07	51.83	2.61
823		Vert %	68.21	76.46	68.18	71.88	68.23	80.53
824		Index	100	112	100	105	100	118
825								
826		Unwgted	1927	107	1266	76	661	31
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	544	6599	358	3821	186
828		Horz %	100.00	5.22	63.33	3.44	36.67	1.78
829		Vert %	4.38	5.48	5.75	7.67	3.10	3.54
830		Index	100	125	131	175	71	81
831					*		*	
832		Unwgted	957	41	546	23	411	18
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	260	3017	126	2397	134
834		Horz %	100.00	4.81	55.73	2.34	44.27	2.47
835		Vert %	2.27	2.62	2.63	2.71	1.94	2.54
836		Index	100	115	116	119	85	112
837								
838		Unwgted	9766	584	5971	340	3795	244
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	2481	23093	1351	16294	1130
840		Horz %	100.00	6.30	58.63	3.43	41.37	2.87
841		Vert %	16.54	24.99	20.12	28.93	13.21	21.49
842		Index	100	151	122	175	80	130
843								
844		Unwgted	36381	1823	18453	923	17928	900
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	9613	87796	4529	94145	5084
846		Horz %	100.00	5.28	48.26	2.49	51.74	2.79
847		Vert %	76.40	96.83	76.50	96.99	76.30	96.69
848		Index	100	127	100	127	100	127
849								
850		Unwgted	39530	1888	20284	952	19246	936
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	9927	94677	4669	99607	5258
852		Horz %	100.00	5.11	48.73	2.40	51.27	2.71
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	166	3528	85	2810	81
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	854	14032	369	13682	485
858		Horz %	100.00	3.08	50.63	1.33	49.37	1.75
859		Vert %	11.64	8.60	12.23	7.90	11.09	9.22
860		Index	100	74	105	68	95	79
861								
862		Unwgted	8685	254	4748	132	3937	122
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	1301	19203	548	20006	753
864		Horz %	100.00	3.32	48.98	1.40	51.02	1.92
865		Vert %	16.46	13.11	16.73	11.74	16.21	14.32
866		Index	100	80	102	71	98	87



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2								
867	Any Vehicle Currently Owned/Leased Has Satellite Radio							
868		Unwgt'd	12675	453	6842	236	5833	217
869		Weighted (000)	60478	2228	29974	1071	30504	1157
870		Horz %	100.00	3.68	49.56	1.77	50.44	1.91
871		Vert %	25.39	22.44	26.12	22.95	24.72	22.00
872	Index	100	88	103	90	97	87	
873	Any Vehicle Currently Owned/Leased Has MP3 Player Connection							
874		Unwgt'd	11231	397	6301	219	4930	178
875		Weighted (000)	56535	2155	28911	1037	27624	1118
876		Horz %	100.00	3.81	51.14	1.83	48.86	1.98
877		Vert %	23.74	21.71	25.19	22.21	22.39	21.27
878	Index	100	91	106	94	94	90	
879	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month							
880		Unwgt'd	7194	257	4209	149	2985	108
881		Weighted (000)	34638	1271	19095	704	15543	568
882		Horz %	100.00	3.67	55.13	2.03	44.87	1.64
883		Vert %	14.54	12.81	16.64	15.07	12.60	10.80
884	Index	100	88	114	104	87	74	
885	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month							
886		Unwgt'd	11203	387	6076	189	5127	198
887		Weighted (000)	54650	1938	28025	878	26625	1061
888		Horz %	100.00	3.55	51.28	1.61	48.72	1.94
889		Vert %	22.95	19.53	24.42	18.80	21.58	20.17
890	Index	100	85	106	82	94	88	
891	Listened to Any Radio on the Internet/Online - Past Month							
892		Unwgt'd	13970	490	7625	252	6345	238
893		Weighted (000)	68093	2467	34986	1197	33107	1270
894		Horz %	100.00	3.62	51.38	1.76	48.62	1.86
895		Vert %	28.59	24.85	30.48	25.63	26.83	24.15
896	Index	100	87	107	90	94	84	
897	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month							
898		Unwgt'd	3565	147	2072	79	1493	68
899		Weighted (000)	16453	778	9050	375	7404	404
900		Horz %	100.00	4.73	55.00	2.28	45.00	2.45
901		Vert %	6.91	7.84	7.89	8.02	6.00	7.67
902	Index	100	113	114	116	87	111	
903	Downloaded Music - Past Month							
904		Unwgt'd	10771	345	5842	180	4929	165
905		Weighted (000)	55635	1890	28526	897	27109	993
906		Horz %	100.00	3.40	51.27	1.61	48.73	1.78
907		Vert %	23.36	19.04	24.86	19.22	21.97	18.88
908	Index	100	81	106	82	94	81	
909	Downloaded Podcasts/Engaged in Podcasting - Past Month					*		*
910		Unwgt'd	2115	51	1374	27	741	24
911		Weighted (000)	9292	224	5804	110	3488	114
912		Horz %	100.00	2.41	62.46	1.18	37.54	1.23
913		Vert %	3.90	2.26	5.06	2.35	2.83	2.17
914	Index	100	58	130	60	72	56	
915	Visited iHeartRadio Site - Past Month+					*		
916		Unwgt'd	2476	98	1255	46	1221	52
917		Weighted (000)	12781	593	6091	265	6690	328
918		Horz %	100.00	4.64	47.66	2.07	52.34	2.57
919		Vert %	5.37	5.97	5.31	5.68	5.42	6.24
920	Index	100	111	99	106	101	116	

RAB / GfK MRI FORMAT PROFILE: OLDIES

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2								
921								
922		Unwgted	6881	230	3642	123	3239	107
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	1230	16078	623	16393	607
924		Horz %	100.00	3.79	49.51	1.92	50.49	1.87
925		Vert %	13.63	12.39	14.01	13.33	13.29	11.54
926		Index	100	91	103	98	97	85
927								
928		Unwgted	9499	351	4700	168	4799	183
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	1820	22377	770	25926	1050
930		Horz %	100.00	3.77	46.33	1.59	53.67	2.17
931		Vert %	20.28	18.34	19.50	16.49	21.01	19.98
932		Index	100	90	96	81	104	99
933						*		*
934		Unwgted	2160	66	1248	36	912	30
935	Visited Spotify.com - Past Month	Weighted (000)	10770	411	5929	197	4841	214
936		Horz %	100.00	3.81	55.05	1.83	44.95	1.99
937		Vert %	4.52	4.14	5.17	4.21	3.92	4.07
938		Index	100	91	114	93	87	90
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	694	8481	345	8257	349
941		Weighted (000)	83979	3868	40117	1808	43862	2060
942		Horz %	100.00	4.61	47.77	2.15	52.23	2.45
943		Vert %	35.26	38.96	34.96	38.72	35.55	39.18
944		Index	100	110	99	110	101	111
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	552	7079	284	6513	268
947		Weighted (000)	67996	2975	33168	1420	34828	1555
948		Horz %	100.00	4.38	48.78	2.09	51.22	2.29
949		Vert %	28.55	29.97	28.90	30.42	28.23	29.57
950		Index	100	105	101	107	99	104
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	697	8682	351	8300	346
953		Weighted (000)	84461	3693	40721	1763	43740	1929
954		Horz %	100.00	4.37	48.21	2.09	51.79	2.28
955		Vert %	35.46	37.20	35.48	37.77	35.45	36.70
956		Index	100	105	100	106	100	103
957								
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	511	7052	262	6258	249
959		Weighted (000)	67825	2917	33599	1374	34226	1543
960		Horz %	100.00	4.30	49.54	2.03	50.46	2.28
961		Vert %	28.48	29.38	29.28	29.42	27.74	29.35
962		Index	100	103	103	103	97	103
963								
964	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	1644	19854	834	19456	810
965		Weighted (000)	191753	8344	91658	3907	100095	4438
966		Horz %	100.00	4.35	47.80	2.04	52.20	2.31
967		Vert %	80.52	84.06	79.87	83.67	81.12	84.40
968		Index	100	104	99	104	101	105
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	1338	15784	688	15579	650
971		Weighted (000)	151527	6637	72027	3181	79500	3456
972		Horz %	100.00	4.38	47.53	2.10	52.47	2.28
973		Vert %	63.63	66.85	62.76	68.13	64.43	65.72
974		Index	100	105	99	107	101	103

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1								
2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	1158	13766	601	13303	557
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	5858	63885	2801	67474	3056
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	4.46	48.63	2.13	51.37	2.33
979	(Central/Mountain)	Vert %	55.16	59.01	55.67	60.00	54.68	58.13
980		Index	100	107	101	109	99	105
981								
982	TV Dayparts: Prime Time	Unwgted	31508	1354	15957	693	15551	661
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	6812	73082	3165	79393	3647
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	4.47	47.93	2.08	52.07	2.39
985	(Central/Mountain)	Vert %	64.02	68.62	63.68	67.79	64.34	69.37
986		Index	100	107	99	106	101	108
987								
988	TV Dayparts: Weekdays	Unwgted	13670	611	6126	281	7544	330
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	3307	30958	1426	41669	1881
990	(Eastern/Pacific) 9:00 am - 3:00 pm	Horz %	100.00	4.55	42.63	1.96	57.37	2.59
991	(Central/Mountain)	Vert %	30.50	33.31	26.98	30.55	33.77	35.77
992		Index	100	109	88	100	111	117
993								
994	TV Dayparts: Weekdays	Unwgted	24527	1062	12354	556	12173	506
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	5625	57750	2631	64492	2994
996	(Eastern/Pacific) 3:00 pm-6:30 pm	Horz %	100.00	4.60	47.24	2.15	52.76	2.45
997	(Central/Mountain)	Vert %	51.33	56.67	50.32	56.35	52.27	56.95
998		Index	100	110	98	110	102	111
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	349	4197	183	3834	166
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	1827	20501	900	20063	927
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	4.50	50.54	2.22	49.46	2.29
1003	(Central/Mountain)	Vert %	17.03	18.41	17.86	19.27	16.26	17.64
1004		Index	100	108	105	113	95	104
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	865	10227	460	9674	405
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	4620	48277	2306	50179	2313
1008		Horz %	100.00	4.69	49.03	2.34	50.97	2.35
1009		Vert %	41.34	46.54	42.07	49.39	40.67	44.00
1010		Index	100	113	102	119	98	106
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	1031	13227	546	11139	485
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	5377	61780	2614	58912	2763
1014		Horz %	100.00	4.46	51.19	2.17	48.81	2.29
1015		Vert %	50.68	54.16	53.83	55.99	47.74	52.54
1016		Index	100	107	106	110	94	104
1017						*		*
1018		Unwgted	2498	69	1497	36	1001	33
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	405	7184	185	5158	220
1020		Horz %	100.00	3.28	58.21	1.50	41.79	1.78
1021		Vert %	5.18	4.08	6.26	3.97	4.18	4.18
1022		Index	100	79	121	77	81	81
1023								
1024		Unwgted	8118	236	4404	113	3714	123
1025	Watched a TV Program Online - Past Month	Weighted (000)	39203	1215	19922	540	19281	675
1026		Horz %	100.00	3.10	50.82	1.38	49.18	1.72
1027		Vert %	16.46	12.24	17.36	11.56	15.63	12.84
1028		Index	100	74	105	70	95	78

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2								
1029								
1030		Unwgted	10544	369	5205	165	5339	204
1031	Visited a TV Network or TV Show's Web Site - Past Month	Weighted (000)	50236	2029	23290	807	26946	1222
1032		Horz %	100.00	4.04	46.36	1.61	53.64	2.43
1033		Vert %	21.09	20.44	20.29	17.29	21.84	23.24
1034		Index	100	97	96	82	104	110
1035								
1036		Unwgted	5568	220	3052	102	2516	118
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	1190	13083	503	12414	688
1038		Horz %	100.00	4.67	51.31	1.97	48.69	2.70
1039		Vert %	10.71	11.99	11.40	10.76	10.06	13.08
1040		Index	100	112	106	101	94	122
1041								
1042		Unwgted	23815	1006	11641	490	12174	516
1043	Household Subscribes to Cable TV	Weighted (000)	113098	5087	52487	2292	60611	2795
1044		Horz %	100.00	4.50	46.41	2.03	53.59	2.47
1045		Vert %	47.49	51.25	45.73	49.09	49.12	53.16
1046		Index	100	108	96	103	103	112
1047								
1048		Unwgted	40083	1650	20313	829	19770	821
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	8591	93321	4007	101872	4584
1050		Horz %	100.00	4.40	47.81	2.05	52.19	2.35
1051		Vert %	81.96	86.54	81.31	85.81	82.56	87.18
1052		Index	100	106	99	105	101	106
1053								
1054		Unwgted	38774	1614	19682	818	19092	796
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	8298	90255	3931	98509	4367
1056		Horz %	100.00	4.40	47.81	2.08	52.19	2.31
1057		Vert %	79.26	83.59	78.64	84.18	79.84	83.07
1058		Index	100	105	99	106	101	105
1059								
1060		Unwgted	29145	1313	15363	693	13782	620
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	6808	71157	3396	72174	3412
1062		Horz %	100.00	4.75	49.65	2.37	50.35	2.38
1063		Vert %	60.18	68.58	62.00	72.73	58.49	64.89
1064		Index	100	114	103	121	97	108
1065								
1066		Unwgted	16614	716	9062	389	7552	327
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	3516	40068	1790	38489	1726
1068		Horz %	100.00	4.48	51.00	2.28	49.00	2.20
1069		Vert %	32.99	35.42	34.91	38.33	31.19	32.84
1070		Index	100	107	106	116	95	100
1071								
1072		Unwgted	6367	257	3495	140	2872	117
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	1346	15494	679	14668	667
1074		Horz %	100.00	4.46	51.37	2.25	48.63	2.21
1075		Vert %	12.66	13.56	13.50	14.54	11.89	12.69
1076		Index	100	107	107	115	94	100
1077								
1078		Unwgted	13594	545	6858	267	6736	278
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	2655	27260	1138	31584	1517
1080		Horz %	100.00	4.51	46.33	1.93	53.67	2.58
1081		Vert %	24.71	26.74	23.75	24.37	25.60	28.85
1082		Index	100	108	96	99	104	117

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1								
2								
1083								
1084		Unwgted	10960	412	5902	223	5058	189
1085	Household Has a Satellite Dish	Weighted (000)	63040	2600	31481	1284	31559	1316
1086		Horz %	100.00	4.12	49.94	2.04	50.06	2.09
1087		Vert %	26.47	26.19	27.43	27.49	25.58	25.04
1088		Index	100	99	104	104	97	95
1089								
1090		Unwgted	24143	990	12572	499	11571	491
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	5271	55528	2361	59595	2910
1092		Horz %	100.00	4.58	48.23	2.05	51.77	2.53
1093		Vert %	48.34	53.10	48.38	50.57	48.30	55.35
1094		Index	100	110	100	105	100	115
1095								
1096		Unwgted	41061	1594	20873	785	20188	809
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	8286	94592	3750	103386	4536
1098		Horz %	100.00	4.19	47.78	1.89	52.22	2.29
1099		Vert %	83.13	83.47	82.42	80.32	83.79	86.27
1100		Index	100	100	99	97	101	104
1101								
1102		Unwgted	13895	582	6586	239	7309	343
1103	Played Games Online - Past Month	Weighted (000)	73492	3229	34103	1175	39389	2054
1104		Horz %	100.00	4.39	46.40	1.60	53.60	2.79
1105		Vert %	30.86	32.53	29.72	25.17	31.92	39.07
1106		Index	100	105	96	82	103	127
1107								
1108		Unwgted	5057	172	3031	99	2026	73
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	1097	16227	559	11709	538
1110		Horz %	100.00	3.93	58.09	2.00	41.91	1.93
1111		Vert %	11.73	11.05	14.14	11.96	9.49	10.23
1112		Index	100	94	121	102	81	87
1113								*
1114		Unwgted	3934	118	2481	72	1453	46
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	614	11541	351	7765	264
1116		Horz %	100.00	3.18	59.78	1.82	40.22	1.36
1117		Vert %	8.11	6.19	10.06	7.51	6.29	5.01
1118		Index	100	76	124	93	78	62
1119								
1120		Unwgted	8746	253	5192	143	3554	110
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	1378	24810	672	19120	706
1122		Horz %	100.00	3.14	56.48	1.53	43.52	1.61
1123		Vert %	18.45	13.89	21.62	14.40	15.50	13.43
1124		Index	100	75	117	78	84	73
1125								
1126		Unwgted	8001	264	4894	157	3107	107
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	1353	23059	787	15840	566
1128		Horz %	100.00	3.48	59.28	2.02	40.72	1.46
1129		Vert %	16.33	13.63	20.09	16.85	12.84	10.77
1130		Index	100	83	123	103	79	66
1131								*
1132		Unwgted	2267	87	1300	54	967	33
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	464	6393	234	5078	230
1134		Horz %	100.00	4.05	55.73	2.04	44.27	2.01
1135		Vert %	4.82	4.68	5.57	5.02	4.12	4.38
1136		Index	100	97	116	104	85	91

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2								
1137	Used e-Mail - Past Month							
1138		Unwgt'd	36633	1416	18316	687	18317	729
1139		Weighted (000)	171151	7143	79258	3151	91893	3992
1140		Horz %	100.00	4.17	46.31	1.84	53.69	2.33
1141		Vert %	71.87	71.95	69.06	67.49	74.47	75.92
1142		Index	100	100	96	94	104	106
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgt'd	24340	850	11627	376	12713	474
1145		Weighted (000)	124814	4791	55745	1869	69070	2922
1146		Horz %	100.00	3.84	44.66	1.50	55.34	2.34
1147		Vert %	52.41	48.26	48.57	40.02	55.98	55.58
1148	Index	100	92	93	76	107	106	
1149	Visited Online Blogs - Past Month							
1150		Unwgt'd	6346	200	3275	96	3071	104
1151		Weighted (000)	30027	973	14151	412	15876	561
1152		Horz %	100.00	3.24	47.13	1.37	52.87	1.87
1153		Vert %	12.61	9.80	12.33	8.83	12.87	10.67
1154	Index	100	78	98	70	102	85	
1155	Wrote an Online Blog - Past Month					*		*
1156		Unwgt'd	1391	54	728	24	663	30
1157		Weighted (000)	6899	257	3295	101	3604	156
1158		Horz %	100.00	3.72	47.76	1.46	52.24	2.26
1159		Vert %	2.90	2.58	2.87	2.16	2.92	2.96
1160		Index	100	89	99	75	101	102
1161	Uploaded or Added Video to a Web Site - Past Month							
1162		Unwgt'd	3450	113	1785	55	1665	58
1163		Weighted (000)	17397	598	8470	269	8927	329
1164		Horz %	100.00	3.44	48.69	1.55	51.31	1.89
1165		Vert %	7.30	6.03	7.38	5.77	7.23	6.26
1166		Index	100	83	101	79	99	86
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgt'd	34147	1253	16879	586	17268	667
1169		Weighted (000)	168726	6665	78135	2829	90591	3836
1170		Horz %	100.00	3.95	46.31	1.68	53.69	2.27
1171		Vert %	70.85	67.14	68.08	60.58	73.42	72.96
1172	Index	100	95	96	86	104	103	
1173	Accessed Facebook.com - Past Month							
1174		Unwgt'd	27263	959	12472	408	14791	551
1175		Weighted (000)	138263	5286	59501	2066	78762	3220
1176		Horz %	100.00	3.82	43.03	1.49	56.97	2.33
1177		Vert %	58.06	53.25	51.85	44.26	63.83	61.24
1178		Index	100	92	89	76	110	105
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgt'd	377	15	193	5	184	10
1181		Weighted (000)	1812	85	903	14	909	72
1182		Horz %	100.00	4.72	49.84	0.75	50.16	3.97
1183		Vert %	0.76	0.86	0.79	0.29	0.74	1.37
1184		Index	100	113	103	38	97	180
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgt'd	7850	310	3867	150	3983	160
1187		Weighted (000)	38984	1851	18160	790	20824	1061
1188		Horz %	100.00	4.75	46.58	2.03	53.42	2.72
1189		Vert %	16.37	18.64	15.82	16.92	16.88	20.18
1190	Index	100	114	97	103	103	123	

RAB / GfK MRI FORMAT PROFILE: OLDIES

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2								
1191	Accessed LinkedIn.com - Past Month							
1192		Unwgt'd	7474	229	4269	109	3205	120
1193		Weighted (000)	28803	896	15641	393	13163	502
1194		Horz %	100.00	3.11	54.30	1.37	45.70	1.74
1195		Vert %	12.09	9.02	13.63	8.42	10.67	9.56
1196		Index	100	75	113	70	88	79
1197	Accessed Pinterest - Past Month					*		
1198		Unwgt'd	7044	247	1340	42	5704	205
1199		Weighted (000)	37538	1463	6285	227	31253	1236
1200		Horz %	100.00	3.90	16.74	0.60	83.26	3.29
1201		Vert %	15.76	14.73	5.48	4.86	25.33	23.50
1202		Index	100	93	35	31	161	149
1203	Accessed Tumblr - Past Month			*		*		*
1204		Unwgt'd	1723	46	1010	19	713	27
1205		Weighted (000)	9134	286	4736	104	4399	182
1206		Horz %	100.00	3.13	51.84	1.14	48.16	1.99
1207		Vert %	3.84	2.88	4.13	2.23	3.56	3.45
1208		Index	100	75	108	58	93	90
1209	Accessed Twitter.com - Past Month							
1210		Unwgt'd	5641	151	3159	71	2482	80
1211		Weighted (000)	28989	890	15361	360	13628	530
1212		Horz %	100.00	3.07	52.99	1.24	47.01	1.83
1213		Vert %	12.17	8.97	13.38	7.71	11.04	10.08
1214		Index	100	74	110	63	91	83
1215	Accessed Yelp - Past Month					*		
1216		Unwgt'd	3125	109	1605	42	1520	67
1217		Weighted (000)	12195	491	5827	185	6368	305
1218		Horz %	100.00	4.02	47.78	1.52	52.22	2.50
1219		Vert %	5.12	4.94	5.08	3.97	5.16	5.81
1220		Index	100	97	99	78	101	113
1221	Accessed YouTube.com - Past Month							
1222		Unwgt'd	23106	846	12543	429	10563	417
1223		Weighted (000)	114822	4537	58760	2150	56062	2387
1224		Horz %	100.00	3.95	51.17	1.87	48.83	2.08
1225		Vert %	48.21	45.70	51.20	46.04	45.44	45.40
1226		Index	100	95	106	95	94	94
1227	Posted "Like" on Social Network - Past Month							
1228		Unwgt'd	16414	592	6547	219	9867	373
1229		Weighted (000)	84341	3319	31182	1061	53159	2258
1230		Horz %	100.00	3.94	36.97	1.26	63.03	2.68
1231		Vert %	35.41	33.44	27.17	22.73	43.08	42.95
1232		Index	100	94	77	64	122	121
1233	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month							
1234		Unwgt'd	7779	255	3383	107	4396	148
1235		Weighted (000)	41677	1464	16898	564	24779	900
1236		Horz %	100.00	3.51	40.55	1.35	59.45	2.16
1237		Vert %	17.50	14.75	14.72	12.08	20.08	17.11
1238		Index	100	84	84	69	115	98
1239	Clicked on an Advertisement on Social Network - Past Month							
1240		Unwgt'd	4897	178	2376	78	2521	100
1241		Weighted (000)	23787	946	10534	366	13253	579
1242		Horz %	100.00	3.98	44.28	1.54	55.72	2.44
1243		Vert %	9.99	9.53	9.18	7.84	10.74	11.02
1244		Index	100	95	92	79	108	110

RAB / GfK MRI FORMAT PROFILE: OLDIES

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2								
1245	Received and/or Clipped Coupons from Internet or e-Mail - Past Year							
1246		Unwgt'd	4724	176	2291	82	2433	94
1247		Weighted (000)	22158	921	9847	374	12311	547
1248		Horz %	100.00	4.16	44.44	1.69	55.56	2.47
1249		Vert %	9.30	9.28	8.58	8.02	9.98	10.40
1250	Index	100	100	92	86	107	112	
1251	Watched a Video on Social Network - Past Month							
1252		Unwgt'd	19760	723	10573	366	9187	357
1253		Weighted (000)	99513	3863	50394	1779	49119	2084
1254		Horz %	100.00	3.88	50.64	1.79	49.36	2.09
1255		Vert %	41.78	38.92	43.91	38.10	39.81	39.64
1256	Index	100	93	105	91	95	95	
1257	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1258		Unwgt'd	36659	1379	18496	667	18163	712
1259		Weighted (000)	181288	7323	85841	3326	95447	3997
1260		Horz %	100.00	4.04	47.35	1.83	52.65	2.20
1261		Vert %	76.12	73.77	74.80	71.23	77.35	76.02
1262	Index	100	97	98	94	102	100	
1263	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1264		Unwgt'd	15338	490	7718	226	7620	264
1265		Weighted (000)	76191	2704	35752	1103	40439	1601
1266		Horz %	100.00	3.55	46.92	1.45	53.08	2.10
1267		Vert %	31.99	27.23	31.15	23.62	32.77	30.44
1268	Index	100	85	97	74	102	95	
1269	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month							
1270		Unwgt'd	15123	481	7469	236	7654	245
1271		Weighted (000)	76014	2459	34445	1115	41569	1344
1272		Horz %	100.00	3.24	45.31	1.47	54.69	1.77
1273		Vert %	31.92	24.77	30.01	23.89	33.69	25.56
1274	Index	100	78	94	75	106	80	
1275	Played Music on Cellular Phone/Mobile/Smartphone - Past Month							
1276		Unwgt'd	19678	636	10415	321	9263	315
1277		Weighted (000)	100588	3557	49831	1648	50757	1909
1278		Horz %	100.00	3.54	49.54	1.64	50.46	1.90
1279		Vert %	42.24	35.83	43.42	35.30	41.14	36.31
1280	Index	100	85	103	84	97	86	
1281	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month							
1282		Unwgt'd	14369	492	7019	225	7350	267
1283		Weighted (000)	75338	2717	34629	1136	40709	1581
1284		Horz %	100.00	3.61	45.96	1.51	54.04	2.10
1285		Vert %	31.63	27.37	30.17	24.34	32.99	30.07
1286	Index	100	87	95	77	104	95	
1287	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month							
1288		Unwgt'd	8472	256	4888	140	3584	116
1289		Weighted (000)	43183	1430	23745	728	19438	702
1290		Horz %	100.00	3.31	54.99	1.69	45.01	1.63
1291		Vert %	18.13	14.41	20.69	15.60	15.75	13.35
1292	Index	100	79	114	86	87	74	
1293	Used a Mobile "App" - Past Month							
1294		Unwgt'd	21576	663	11334	334	10242	329
1295		Weighted (000)	104133	3291	51075	1553	53058	1738
1296		Horz %	100.00	3.16	49.05	1.49	50.95	1.67
1297		Vert %	43.72	33.15	44.50	33.26	43.00	33.05
1298	Index	100	76	102	76	98	76	



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2								
1299								
1300		Unwgted	12940	664	6843	358	6097	306
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	3180	28496	1613	29500	1567
1302		Horz %	100.00	5.48	49.13	2.78	50.87	2.70
1303		Vert %	24.35	32.03	24.83	34.53	23.91	29.80
1304		Index	100	132	102	142	98	122
1305								
1306		Unwgted	16613	799	8096	399	8517	400
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	3893	34285	1845	41722	2049
1308		Horz %	100.00	5.12	45.11	2.43	54.89	2.70
1309		Vert %	31.91	39.22	29.87	39.50	33.81	38.97
1310		Index	100	123	94	124	106	122
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	662	9640	325	8065	337
1313		Weighted (000)	81230	3463	40943	1492	40287	1971
1314		Horz %	100.00	4.26	50.40	1.84	49.60	2.43
1315		Vert %	34.11	34.89	35.68	31.95	32.65	37.49
1316		Index	100	102	105	94	96	110
1317								
1318		Unwgted	4358	185	2029	94	2329	91
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	1034	10416	438	13426	597
1320		Horz %	100.00	4.34	43.69	1.83	56.31	2.50
1321		Vert %	10.01	10.42	9.08	9.37	10.88	11.35
1322		Index	100	104	91	94	109	113
1323								
1324		Unwgted	4622	226	2188	109	2434	117
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	1260	10413	484	14042	776
1326		Horz %	100.00	5.15	42.58	1.98	57.42	3.17
1327		Vert %	10.27	12.69	9.07	10.37	11.38	14.76
1328		Index	100	124	88	101	111	144
1329								
1330		Unwgted	4402	197	2006	98	2396	99
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	908	8818	403	12024	506
1332		Horz %	100.00	4.36	42.31	1.93	57.69	2.43
1333		Vert %	8.75	9.15	7.68	8.62	9.74	9.62
1334		Index	100	105	88	99	111	110
1335								
1336		Unwgted	5602	263	2434	123	3168	140
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	1332	10486	514	15893	818
1338		Horz %	100.00	5.05	39.75	1.95	60.25	3.10
1339		Vert %	11.08	13.42	9.14	11.01	12.88	15.56
1340		Index	100	121	82	99	116	140
1341								
1342		Unwgted	5931	294	2398	116	3533	178
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	1366	10182	482	17387	884
1344		Horz %	100.00	4.95	36.93	1.75	63.07	3.21
1345		Vert %	11.58	13.76	8.87	10.32	14.09	16.82
1346		Index	100	119	77	89	122	145
1347								
1348		Unwgted	8893	439	3392	175	5501	264
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	2139	13703	716	26465	1423
1350		Horz %	100.00	5.33	34.11	1.78	65.89	3.54
1351		Vert %	16.87	21.55	11.94	15.34	21.45	27.06
1352		Index	100	128	71	91	127	160

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1								
2								
1353	Received and/or Clipped Coupons from Weekday Newspaper - Past Year							
1354		Unwgt'd	4998	243	2457	122	2541	121
1355		Weighted (000)	23988	1255	11131	576	12857	679
1356		Horz %	100.00	5.23	46.40	2.40	53.60	2.83
1357		Vert %	10.07	12.64	9.70	12.34	10.42	12.91
1358	Index	100	126	96	123	103	128	
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	12281	573	5749	258	6532	315
1361		Weighted (000)	58527	2909	25759	1223	32768	1685
1362		Horz %	100.00	4.97	44.01	2.09	55.99	2.88
1363		Vert %	24.58	29.30	22.45	26.20	26.56	32.06
1364	Index	100	119	91	107	108	130	
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3705	174	1705	94	2000	80
1367		Weighted (000)	18217	965	8219	483	9999	482
1368		Horz %	100.00	5.30	45.12	2.65	54.88	2.65
1369		Vert %	7.65	9.72	7.16	10.35	8.10	9.17
1370	Index	100	127	94	135	106	120	
1371						*		
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2809	114	1208	45	1601	69
1373		Weighted (000)	13935	598	5376	207	8559	391
1374		Horz %	100.00	4.29	38.58	1.48	61.42	2.81
1375		Vert %	5.85	6.02	4.68	4.43	6.94	7.44
1376	Index	100	103	80	76	119	127	
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5968	268	2655	128	3313	140
1379		Weighted (000)	29277	1465	12298	623	16979	841
1380		Horz %	100.00	5.00	42.00	2.13	58.00	2.87
1381		Vert %	12.29	14.75	10.72	13.34	13.76	16.00
1382	Index	100	120	87	109	112	130	
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	3048	153	1294	72	1754	81
1385		Weighted (000)	15175	820	5992	396	9183	424
1386		Horz %	100.00	5.40	39.49	2.61	60.51	2.79
1387		Vert %	6.37	8.26	5.22	8.48	7.44	8.06
1388	Index	100	130	82	133	117	127	
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	9101	354	4858	191	4243	163
1391		Weighted (000)	46255	1944	23425	972	22830	971
1392		Horz %	100.00	4.20	50.64	2.10	49.36	2.10
1393		Vert %	19.42	19.58	20.41	20.82	18.50	18.48
1394	Index	100	101	105	107	95	95	
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5921	228	3127	125	2794	103
1397		Weighted (000)	30253	1324	14939	664	15314	660
1398		Horz %	100.00	4.38	49.38	2.19	50.62	2.18
1399		Vert %	12.70	13.33	13.02	14.21	12.41	12.55
1400	Index	100	105	102	112	98	99	
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5828	212	3376	121	2452	91
1403		Weighted (000)	30660	1224	16758	660	13902	564
1404		Horz %	100.00	3.99	54.66	2.15	45.34	1.84
1405		Vert %	12.87	12.33	14.60	14.13	11.27	10.74
1406	Index	100	96	113	110	88	83	

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2								
1407	Have Seen Video Ads in Large Discount/Department Stores - Past Month							
1408		Unwgted	6442	266	3507	153	2935	113
1409		Weighted (000)	33198	1500	16830	789	16367	711
1410		Horz %	100.00	4.52	50.70	2.38	49.30	2.14
1411		Vert %	13.94	15.11	14.67	16.90	13.26	13.52
1412	Index	100	108	105	121	95	97	
1413	Have Seen Video Ads in Warehouse/Club Stores - Past Month							
1414		Unwgted	5227	188	2967	111	2260	77
1415		Weighted (000)	26198	982	13774	568	12423	415
1416		Horz %	100.00	3.75	52.58	2.17	47.42	1.58
1417		Vert %	11.00	9.89	12.00	12.15	10.07	7.89
1418	Index	100	90	109	110	92	72	
1419	Have Seen Video Ads in Other Stores - Past Month							
1420		Unwgted	4959	193	2856	114	2103	79
1421		Weighted (000)	25734	1104	14007	629	11727	475
1422		Horz %	100.00	4.29	54.43	2.45	45.57	1.85
1423		Vert %	10.81	11.12	12.20	13.48	9.50	9.03
1424	Index	100	103	113	125	88	84	
1425	Have Seen Video Ads in Shopping Malls - Past Month							
1426		Unwgted	7101	259	3786	131	3315	128
1427		Weighted (000)	34578	1332	17132	667	17446	665
1428		Horz %	100.00	3.85	49.55	1.93	50.45	1.92
1429		Vert %	14.52	13.42	14.93	14.28	14.14	12.66
1430	Index	100	92	103	98	97	87	
1431	Have Seen Video Ads in Bars/Pubs - Past Month							
1432		Unwgted	4260	131	2639	74	1621	57
1433		Weighted (000)	20853	718	12281	431	8571	286
1434		Horz %	100.00	3.44	58.90	2.07	41.10	1.37
1435		Vert %	8.76	7.23	10.70	9.24	6.95	5.45
1436	Index	100	83	122	105	79	62	
1437	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month							
1438		Unwgted	6155	242	3476	134	2679	108
1439		Weighted (000)	32878	1329	17503	719	15375	611
1440		Horz %	100.00	4.04	53.24	2.19	46.76	1.86
1441		Vert %	13.81	13.39	15.25	15.39	12.46	11.61
1442	Index	100	97	110	111	90	84	
1443	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month							
1444		Unwgted	4675	169	2544	94	2131	75
1445		Weighted (000)	23668	899	12129	487	11539	412
1446		Horz %	100.00	3.80	51.25	2.06	48.75	1.74
1447		Vert %	9.94	9.06	10.57	10.43	9.35	7.84
1448	Index	100	91	106	105	94	79	
1449	Have Seen Video Ads in Gym/Health Clubs - Past Month							
1450		Unwgted	3906	135	2258	80	1648	55
1451		Weighted (000)	19046	690	10397	398	8648	292
1452		Horz %	100.00	3.62	54.59	2.09	45.41	1.53
1453		Vert %	8.00	6.95	9.06	8.52	7.01	5.55
1454	Index	100	87	113	107	88	69	
1455	Have Seen Video Ads in Medical Offices - Past Month							
1456		Unwgted	5729	227	2839	114	2890	113
1457		Weighted (000)	28661	1266	13411	593	15249	673
1458		Horz %	100.00	4.42	46.79	2.07	53.21	2.35
1459		Vert %	12.03	12.75	11.69	12.70	12.36	12.80
1460	Index	100	106	97	106	103	106	

RAB / GfK MRI FORMAT PROFILE: OLDIES

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Oldies Format (Monday-Sunday 24-Hour Cume)
1								
2								
1461								
1462		Unwgted	4266	139	2521	82	1745	57
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	594	10764	339	8558	255
1464		Horz %	100.00	3.07	55.71	1.76	44.29	1.32
1465		Vert %	8.11	5.98	9.38	7.27	6.94	4.85
1466		Index	100	74	116	90	85	60
1467								
1468		Unwgted	8265	298	4863	163	3402	135
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	1578	21534	818	17665	760
1470		Horz %	100.00	4.03	54.94	2.09	45.06	1.94
1471		Vert %	16.46	15.90	18.76	17.52	14.32	14.45
1472		Index	100	97	114	106	87	88
1473								
1474		Unwgted	3648	128	2100	68	1548	60
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	657	9985	351	8395	306
1476		Horz %	100.00	3.58	54.33	1.91	45.67	1.67
1477		Vert %	7.72	6.62	8.70	7.51	6.80	5.83
1478		Index	100	86	113	97	88	75
1479								
1480		Unwgted	3526	126	2026	67	1500	59
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	687	9334	369	7744	318
1482		Horz %	100.00	4.03	54.65	2.16	45.35	1.86
1483		Vert %	7.17	6.93	8.13	7.90	6.28	6.06
1484		Index	100	97	113	110	88	84
1485								
1486		Unwgted	5288	191	2955	99	2333	92
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	999	13723	516	12200	483
1488		Horz %	100.00	3.85	52.94	1.99	47.06	1.86
1489		Vert %	10.88	10.06	11.96	11.05	9.89	9.19
1490		Index	100	92	110	101	91	84
1491								
1492		Unwgted	24633	959	12915	514	11718	445
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	5130	59062	2544	61432	2587
1494		Horz %	100.00	4.26	49.02	2.11	50.98	2.15
1495		Vert %	50.60	51.68	51.46	54.47	49.79	49.20
1496		Index	100	102	102	108	98	97
1497								
1498		Unwgted	11093	423	6087	237	5006	186
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	2175	26650	1189	24513	987
1500		Horz %	100.00	4.25	52.09	2.32	47.91	1.93
1501		Vert %	21.48	21.91	23.22	25.46	19.87	18.77
1502		Index	100	102	108	119	92	87
1503								
1504		Unwgted	7336	277	4126	155	3210	122
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	1449	18104	791	15404	659
1506		Horz %	100.00	4.33	54.03	2.36	45.97	1.97
1507		Vert %	14.07	14.60	15.77	16.93	12.48	12.53
1508		Index	100	104	112	120	89	89
1509								
1510		Unwgted	3636	128	2145	77	1491	51
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	672	9619	395	7116	277
1512		Horz %	100.00	4.01	57.48	2.36	42.52	1.65
1513		Vert %	7.03	6.77	8.38	8.46	5.77	5.26
1514		Index	100	96	119	120	82	75

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2								
1515								
1516		Unwgted	6365	225	3730	131	2635	94
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	1096	16219	667	12758	429
1518		Horz %	100.00	3.78	55.97	2.30	44.03	1.48
1519		Vert %	12.17	11.04	14.13	14.29	10.34	8.16
1520		Index	100	91	116	117	85	67
1521								
1522		Unwgted	2813	98	1717	53	1096	45
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	554	8317	297	5637	257
1524		Horz %	100.00	3.97	59.60	2.13	40.40	1.84
1525		Vert %	5.86	5.58	7.25	6.36	4.57	4.89
1526		Index	100	95	124	108	78	83
1527								
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	302	4854	183	3073	119
1529		Weighted (000)	38666	1599	22445	919	16221	680
1530		Horz %	100.00	4.14	58.05	2.38	41.95	1.76
1531		Vert %	16.24	16.11	19.56	19.69	13.15	12.93
1532		Index	100	99	120	121	81	80
1533								
1534		Unwgted	6113	225	3025	120	3088	105
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	1109	13367	538	15102	571
1536		Horz %	100.00	3.90	46.95	1.89	53.05	2.01
1537		Vert %	11.95	11.18	11.65	11.52	12.24	10.87
1538		Index	100	93	97	96	102	91
1539								
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	432	5826	224	5515	208
1541		Weighted (000)	56487	2417	26815	1221	29672	1196
1542		Horz %	100.00	4.28	47.47	2.16	52.53	2.12
1543		Vert %	23.72	24.34	23.37	26.15	24.05	22.74
1544		Index	100	103	99	110	101	96
1545								
1546		Unwgted	8802	320	4616	172	4186	148
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	1712	21271	866	21811	847
1548		Horz %	100.00	3.97	49.37	2.01	50.63	1.97
1549		Vert %	18.09	17.25	18.53	18.54	17.68	16.10
1550		Index	100	95	102	102	98	89
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	396	5813	198	5486	198
1553		Weighted (000)	55294	2077	27155	971	28140	1106
1554		Horz %	100.00	3.76	49.11	1.76	50.89	2.00
1555		Vert %	23.22	20.93	23.66	20.80	22.81	21.04
1556		Index	100	90	102	90	98	91
1557								
1558		Unwgted	16052	645	8280	336	7772	309
1559	Have Seen Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	78889	3432	38008	1729	40881	1703
1560		Horz %	100.00	4.35	48.18	2.19	51.82	2.16
1561		Vert %	33.13	34.57	33.12	37.03	33.13	32.40
1562		Index	100	104	100	112	100	98
1563								
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	483	6207	253	6084	230
1565		Weighted (000)	59195	2507	27775	1298	31420	1209
1566		Horz %	100.00	4.24	46.92	2.19	53.08	2.04
1567		Vert %	24.86	25.25	24.20	27.81	25.46	22.98
1568		Index	100	102	97	112	102	92

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2								
1569								
1570		Unwgted	10451	441	5402	233	5049	208
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	2319	25079	1231	26630	1088
1572		Horz %	100.00	4.48	48.50	2.38	51.50	2.10
1573		Vert %	21.71	23.36	21.85	26.36	21.58	20.69
1574		Index	100	108	101	121	99	95
1575								
1576		Unwgted	20709	835	10271	417	10438	418
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	4381	46244	1990	53220	2390
1578		Horz %	100.00	4.40	46.49	2.00	53.51	2.40
1579		Vert %	41.76	44.13	40.29	42.62	43.13	45.47
1580		Index	100	106	96	102	103	109
1581								*
1582		Unwgted	4281	132	2642	84	1639	48
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	774	13633	498	9293	276
1584		Horz %	100.00	3.37	59.46	2.17	40.54	1.20
1585		Vert %	9.63	7.79	11.88	10.67	7.53	5.24
1586		Index	100	81	123	111	78	54
1587								
1588		Unwgted	19255	800	10075	427	9180	373
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	4077	46093	2053	47338	2023
1590		Horz %	100.00	4.36	49.33	2.20	50.67	2.17
1591		Vert %	39.23	41.07	40.16	43.98	38.36	38.48
1592		Index	100	105	102	112	98	98
1593								
1594		Unwgted	11787	461	6470	250	5317	211
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	2467	30181	1293	28181	1174
1596		Horz %	100.00	4.23	51.71	2.22	48.29	2.01
1597		Vert %	24.51	24.85	26.30	27.70	22.84	22.32
1598		Index	100	101	107	113	93	91
1599								
1600		Unwgted	4790	142	2489	75	2301	67
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	950	14310	454	14225	496
1602		Horz %	100.00	3.33	50.15	1.59	49.85	1.74
1603		Vert %	11.98	9.57	12.47	9.72	11.53	9.44
1604		Index	100	80	104	81	96	79
1605						*		
1606		Unwgted	2700	98	1472	46	1228	52
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	555	7182	233	6410	322
1608		Horz %	100.00	4.08	52.84	1.71	47.16	2.37
1609		Vert %	5.71	5.59	6.26	4.98	5.20	6.12
1610		Index	100	98	110	87	91	107
1611								
1612		Unwgted	3188	146	1717	72	1471	74
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	639	7122	295	7216	345
1614		Horz %	100.00	4.46	49.67	2.06	50.33	2.40
1615		Vert %	6.02	6.44	6.21	6.31	5.85	6.56
1616		Index	100	107	103	105	97	109
1617						*		*
1618		Unwgted	1245	60	711	32	534	28
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	332	3118	159	2850	173
1620		Horz %	100.00	5.56	52.24	2.66	47.76	2.90
1621		Vert %	2.51	3.34	2.72	3.40	2.31	3.29
1622		Index	100	133	108	136	92	131

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2								
1623	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months							
1624		Unwgted	4925	206	2667	112	2258	94
1625		Weighted (000)	24042	1113	11912	585	12131	528
1626		Horz %	100.00	4.63	49.55	2.43	50.45	2.20
1627		Vert %	10.10	11.21	10.38	12.52	9.83	10.04
1628	Index	100	111	103	124	97	99	
1629	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months							
1630		Unwgted	5949	227	3155	106	2794	121
1631		Weighted (000)	28812	1198	14088	542	14724	657
1632		Horz %	100.00	4.16	48.89	1.88	51.11	2.28
1633		Vert %	12.10	12.07	12.28	11.60	11.93	12.49
1634	Index	100	100	101	96	99	103	
1635	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months					*		*
1636		Unwgted	1483	54	829	36	654	18
1637		Weighted (000)	7566	292	3978	197	3588	96
1638		Horz %	100.00	3.87	52.58	2.60	47.42	1.26
1639		Vert %	3.18	2.95	3.47	4.22	2.91	1.82
1640	Index	100	93	109	133	92	57	
1641	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months					*		*
1642		Unwgted	1410	62	803	34	607	28
1643		Weighted (000)	7520	385	4033	183	3487	202
1644		Horz %	100.00	5.12	53.63	2.43	46.37	2.68
1645		Vert %	3.16	3.88	3.51	3.92	2.83	3.84
1646	Index	100	123	111	124	89	122	
1647	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months							
1648		Unwgted	2840	113	1547	53	1293	60
1649		Weighted (000)	13819	574	6939	268	6880	306
1650		Horz %	100.00	4.15	50.21	1.94	49.79	2.21
1651		Vert %	5.80	5.78	6.05	5.73	5.58	5.82
1652	Index	100	100	104	99	96	100	
1653	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months							
1654		Unwgted	9411	357	5030	185	4381	172
1655		Weighted (000)	44715	2042	22370	936	22345	1107
1656		Horz %	100.00	4.57	50.03	2.09	49.97	2.48
1657		Vert %	18.78	20.57	19.49	20.04	18.11	21.05
1658	Index	100	110	104	107	96	112	
1659	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months							
1660		Unwgted	7301	281	3771	142	3530	139
1661		Weighted (000)	37528	1678	18464	739	19064	939
1662		Horz %	100.00	4.47	49.20	1.97	50.80	2.50
1663		Vert %	15.76	16.90	16.09	15.82	15.45	17.87
1664	Index	100	107	102	100	98	113	
1665	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months							
1666		Unwgted	11304	416	6056	219	5248	197
1667		Weighted (000)	55116	2335	27961	1117	27155	1217
1668		Horz %	100.00	4.24	50.73	2.03	49.27	2.21
1669		Vert %	23.14	23.52	24.36	23.93	22.01	23.15
1670	Index	100	102	105	103	95	100	
1671	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1672		Unwgted	10159	383	5563	198	4596	185
1673		Weighted (000)	45551	1831	23419	843	22132	988
1674		Horz %	100.00	4.02	51.41	1.85	48.59	2.17
1675		Vert %	19.13	18.44	20.41	18.05	17.94	18.79
1676	Index	100	96	107	94	94	98	

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2								
1677	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months							
1678		Unwgted	4970	157	2576	82	2394	75
1679		Weighted (000)	24002	917	11714	434	12288	483
1680		Horz %	100.00	3.82	48.81	1.81	51.19	2.01
1681		Vert %	10.08	9.24	10.21	9.29	9.96	9.19
1682	Index	100	92	101	92	99	91	
1683	Very/Somewhat Likely to Take Vacation in Florida - Next 12 Months							
1684		Unwgted	11534	429	5911	218	5623	211
1685		Weighted (000)	53932	2167	26278	1094	27654	1074
1686		Horz %	100.00	4.02	48.72	2.03	51.28	1.99
1687		Vert %	22.65	21.83	22.90	23.42	22.41	20.42
1688	Index	100	96	101	103	99	90	
1689	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months							
1690		Unwgted	10027	365	5104	177	4923	188
1691		Weighted (000)	51549	2194	24091	953	27458	1241
1692		Horz %	100.00	4.26	46.73	1.85	53.27	2.41
1693		Vert %	21.65	22.10	20.99	20.40	22.25	23.60
1694	Index	100	102	97	94	103	109	
1695	Very/Somewhat Likely to Take Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months							
1696		Unwgted	17077	674	8763	342	8314	332
1697		Weighted (000)	81581	3623	39666	1640	41915	1983
1698		Horz %	100.00	4.44	48.62	2.01	51.38	2.43
1699		Vert %	34.26	36.50	34.56	35.13	33.97	37.71
1700	Index	100	107	101	103	99	110	
1701	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months							
1702		Unwgted	8242	299	4059	139	4183	160
1703		Weighted (000)	39549	1446	18605	692	20944	754
1704		Horz %	100.00	3.66	47.04	1.75	52.96	1.91
1705		Vert %	16.61	14.57	16.21	14.83	16.97	14.34
1706	Index	100	88	98	89	102	86	
1707	Very/Somewhat Likely to Take European Vacation - Next 12 Months							
1708		Unwgted	6069	196	3094	102	2975	94
1709		Weighted (000)	26240	882	12639	350	13601	532
1710		Horz %	100.00	3.36	48.17	1.33	51.83	2.03
1711		Vert %	11.02	8.89	11.01	7.50	11.02	10.12
1712	Index	100	81	100	68	100	92	
1713	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months							
1714		Unwgted	5808	203	2996	100	2812	103
1715		Weighted (000)	26834	880	13114	421	13720	459
1716		Horz %	100.00	3.28	48.87	1.57	51.13	1.71
1717		Vert %	11.27	8.87	11.43	9.02	11.12	8.73
1718	Index	100	79	101	80	99	77	
1719	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months							
1720		Unwgted	4594	136	2407	84	2187	52
1721		Weighted (000)	22674	699	11129	397	11545	302
1722		Horz %	100.00	3.08	49.08	1.75	50.92	1.33
1723		Vert %	9.52	7.04	9.70	8.49	9.36	5.75
1724	Index	100	74	102	89	98	60	
1725						*		*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months							
1726		Unwgted	2747	70	1487	36	1260	34
1727		Weighted (000)	13145	367	6703	158	6441	209
1728		Horz %	100.00	2.79	51.00	1.20	49.00	1.59
1729		Vert %	5.52	3.69	5.84	3.38	5.22	3.97
1730	Index	100	67	106	61	95	72	



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2								
1731	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months							
1732		Unwgt'd	5152	172	2639	89	2513	83
1733		Weighted (000)	23740	886	11440	412	12300	474
1734		Horz %	100.00	3.73	48.19	1.74	51.81	2.00
1735		Vert %	9.97	8.93	9.97	8.83	9.97	9.01
1736		Index	100	90	100	89	100	90
1737	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months							
1738		Unwgt'd	7723	300	4014	153	3709	147
1739		Weighted (000)	39198	1702	19291	852	19907	851
1740		Horz %	100.00	4.34	49.21	2.17	50.79	2.17
1741		Vert %	16.46	17.15	16.81	18.24	16.13	16.18
1742		Index	100	104	102	111	98	98
1743	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months							
1744		Unwgt'd	10100	414	5413	214	4687	200
1745		Weighted (000)	55260	2425	27484	1135	27776	1290
1746		Horz %	100.00	4.39	49.74	2.05	50.26	2.34
1747		Vert %	23.20	24.43	23.95	24.30	22.51	24.54
1748		Index	100	105	103	105	97	106
1749	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months					*		
1750		Unwgt'd	2957	107	1494	47	1463	60
1751		Weighted (000)	14457	651	6912	250	7544	402
1752		Horz %	100.00	4.51	47.81	1.73	52.19	2.78
1753		Vert %	6.07	6.56	6.02	5.35	6.11	7.64
1754		Index	100	108	99	88	101	126
1755	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months							*
1756		Unwgt'd	2990	111	1704	62	1286	49
1757		Weighted (000)	16815	735	9242	415	7573	320
1758		Horz %	100.00	4.37	54.96	2.47	45.04	1.91
1759		Vert %	7.06	7.41	8.05	8.89	6.14	6.09
1760		Index	100	105	114	126	87	86
1761	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months							*
1762		Unwgt'd	8745	334	4472	168	4273	166
1763		Weighted (000)	46358	1900	22016	850	24343	1050
1764		Horz %	100.00	4.10	47.49	1.83	52.51	2.27
1765		Vert %	19.47	19.14	19.18	18.21	19.73	19.98
1766		Index	100	98	99	94	101	103
1767	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months							*
1768		Unwgt'd	2526	100	1254	51	1272	49
1769		Weighted (000)	13610	662	6443	333	7166	329
1770		Horz %	100.00	4.87	47.34	2.45	52.66	2.42
1771		Vert %	5.71	6.67	5.61	7.14	5.81	6.25
1772		Index	100	117	98	125	102	109
1773	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months			*		*		*
1774		Unwgt'd	1314	49	753	29	561	20
1775		Weighted (000)	7509	334	4067	190	3442	145
1776		Horz %	100.00	4.45	54.16	2.53	45.84	1.93
1777		Vert %	3.15	3.37	3.54	4.06	2.79	2.75
1778		Index	100	107	112	129	88	87
1779	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months							
1780		Unwgt'd	4645	169	2510	95	2135	74
1781		Weighted (000)	23280	986	11830	502	11450	484
1782		Horz %	100.00	4.24	50.82	2.16	49.18	2.08
1783		Vert %	9.78	9.93	10.31	10.76	9.28	9.20
1784		Index	100	102	105	110	95	94

RAB / GfK MRI FORMAT PROFILE: OLDIES

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2								
1785	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months							
1786		Unwgt'd	3479	136	2021	79	1458	57
1787		Weighted (000)	19879	925	10490	468	9389	457
1788		Horz %	100.00	4.65	52.77	2.36	47.23	2.30
1789		Vert %	8.35	9.32	9.14	10.03	7.61	8.68
1790		Index	100	112	110	120	91	104
1791						*		*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgt'd	2462	76	1315	41	1147	35
1793		Weighted (000)	12512	468	6369	251	6143	217
1794		Horz %	100.00	3.74	50.91	2.01	49.09	1.73
1795		Vert %	5.25	4.71	5.55	5.38	4.98	4.13
1796		Index	100	90	106	102	95	79
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgt'd	4190	162	2049	91	2141	71
1799		Weighted (000)	21080	878	9864	459	11216	419
1800		Horz %	100.00	4.17	46.79	2.18	53.21	1.99
1801		Vert %	8.85	8.85	8.60	9.83	9.09	7.97
1802		Index	100	100	97	111	103	90
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgt'd	8121	282	4131	136	3990	146
1805		Weighted (000)	40517	1552	19489	657	21027	895
1806		Horz %	100.00	3.83	48.10	1.62	51.90	2.21
1807		Vert %	17.01	15.63	16.98	14.06	17.04	17.03
1808		Index	100	92	100	83	100	100
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgt'd	3542	138	1984	88	1558	50
1811		Weighted (000)	19708	800	10433	455	9275	345
1812		Horz %	100.00	4.06	52.94	2.31	47.06	1.75
1813		Vert %	8.28	8.06	9.09	9.74	7.52	6.57
1814		Index	100	97	110	118	91	79
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgt'd	6697	272	3436	165	3261	107
1817		Weighted (000)	33664	1563	16421	865	17243	698
1818		Horz %	100.00	4.64	48.78	2.57	51.22	2.07
1819		Vert %	14.14	15.74	14.31	18.52	13.97	13.28
1820		Index	100	111	101	131	99	94
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgt'd	5639	200	3200	121	2439	79
1823		Weighted (000)	29083	1112	15419	634	13664	478
1824		Horz %	100.00	3.82	53.02	2.18	46.98	1.64
1825		Vert %	12.21	11.20	13.44	13.58	11.07	9.10
1826		Index	100	92	110	111	91	75
1827								
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgt'd	3373	128	1694	64	1679	64
1829		Weighted (000)	18399	778	9036	375	9363	403
1830		Horz %	100.00	4.23	49.11	2.04	50.89	2.19
1831		Vert %	7.73	7.84	7.87	8.03	7.59	7.66
1832		Index	100	101	102	104	98	99
1833								
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgt'd	3840	147	2074	79	1766	68
1835		Weighted (000)	20586	864	10563	402	10023	462
1836		Horz %	100.00	4.20	51.31	1.95	48.69	2.24
1837		Vert %	8.64	8.70	9.20	8.60	8.12	8.79
1838		Index	100	101	106	100	94	102

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2								
1839	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months							
1840		Unwgt'd	3744	144	1940	75	1804	69
1841		Weighted (000)	19635	858	9629	414	10006	444
1842		Horz %	100.00	4.37	49.04	2.11	50.96	2.26
1843		Vert %	8.24	8.65	8.39	8.87	8.11	8.45
1844		Index	100	105	102	108	98	102
1845	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months							
1846		Unwgt'd	4961	195	2700	111	2261	84
1847		Weighted (000)	24816	1121	12645	570	12171	551
1848		Horz %	100.00	4.52	50.95	2.30	49.05	2.22
1849		Vert %	10.42	11.30	11.02	12.21	9.86	10.49
1850		Index	100	108	106	117	95	101
1851	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months							
1852		Unwgt'd	8680	300	4515	152	4165	148
1853		Weighted (000)	42931	1731	21281	807	21650	925
1854		Horz %	100.00	4.03	49.57	1.88	50.43	2.15
1855		Vert %	18.03	17.44	18.54	17.28	17.55	17.59
1856		Index	100	97	103	96	97	98
1857	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months							*
1858		Unwgt'd	2574	101	1389	55	1185	46
1859		Weighted (000)	13914	594	7217	296	6696	298
1860		Horz %	100.00	4.27	51.87	2.13	48.13	2.14
1861		Vert %	5.84	5.98	6.29	6.34	5.43	5.66
1862		Index	100	102	108	108	93	97
1863	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months							
1864		Unwgt'd	12203	434	6300	216	5903	218
1865		Weighted (000)	60976	2242	29597	1053	31379	1189
1866		Horz %	100.00	3.68	48.54	1.73	51.46	1.95
1867		Vert %	25.60	22.59	25.79	22.55	25.43	22.62
1868		Index	100	88	101	88	99	88
1869	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months							
1870		Unwgt'd	4588	149	2203	65	2385	84
1871		Weighted (000)	25555	850	12099	357	13455	493
1872		Horz %	100.00	3.33	47.35	1.40	52.65	1.93
1873		Vert %	10.73	8.57	10.54	7.65	10.90	9.38
1874		Index	100	80	98	71	102	87
1875	Very/Somewhat Likely to Become a Parent - Next 12 Months					*		
1876		Unwgt'd	2989	97	1344	34	1645	63
1877		Weighted (000)	17427	615	7495	177	9932	438
1878		Horz %	100.00	3.53	43.01	1.01	56.99	2.51
1879		Vert %	7.32	6.19	6.53	3.78	8.05	8.33
1880		Index	100	85	89	52	110	114
1881	Very/Somewhat Likely to Become a Grandparent - Next 12 Months							
1882		Unwgt'd	4198	216	2115	104	2083	112
1883		Weighted (000)	21562	1215	10308	545	11254	670
1884		Horz %	100.00	5.64	47.80	2.53	52.20	3.11
1885		Vert %	9.05	12.24	8.98	11.67	9.12	12.74
1886		Index	100	135	99	129	101	141
1887	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months							
1888		Unwgt'd	3889	167	1919	79	1970	88
1889		Weighted (000)	20103	965	9461	436	10642	529
1890		Horz %	100.00	4.80	47.06	2.17	52.94	2.63
1891		Vert %	8.44	9.72	8.24	9.34	8.62	10.06
1892		Index	100	115	98	111	102	119

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1								
2								
1893	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months							
1894		Unwgt'd	2980	106	1515	52	1465	54
1895		Weighted (000)	15777	713	7470	304	8307	409
1896		Horz %	100.00	4.52	47.35	1.93	52.65	2.59
1897		Vert %	6.62	7.18	6.51	6.52	6.73	7.77
1898		Index	100	108	98	98	102	117
1899	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months							
1900		Unwgt'd	3183	141	1596	69	1587	72
1901		Weighted (000)	17028	837	8386	396	8642	441
1902		Horz %	100.00	4.92	49.25	2.33	50.75	2.59
1903		Vert %	7.15	8.44	7.31	8.49	7.00	8.39
1904		Index	100	118	102	119	98	117
1905	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months							
1906		Unwgt'd	3621	149	1980	84	1641	65
1907		Weighted (000)	17939	850	9567	456	8373	394
1908		Horz %	100.00	4.74	53.33	2.54	46.67	2.20
1909		Vert %	7.53	8.57	8.34	9.77	6.79	7.50
1910		Index	100	114	111	130	90	100
1911	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months					*		*
1912		Unwgt'd	1666	72	964	39	702	33
1913		Weighted (000)	8568	372	4961	197	3607	174
1914		Horz %	100.00	4.34	57.90	2.30	42.10	2.04
1915		Vert %	3.60	3.74	4.32	4.22	2.92	3.32
1916		Index	100	104	120	117	81	92
1917	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months							
1918		Unwgt'd	3471	111	1939	51	1532	60
1919		Weighted (000)	18078	584	9637	264	8441	320
1920		Horz %	100.00	3.23	53.31	1.46	46.69	1.77
1921		Vert %	7.59	5.89	8.40	5.66	6.84	6.09
1922		Index	100	78	111	75	90	80
1923	Very/Somewhat Likely to Change Jobs - Next 12 Months							
1924		Unwgt'd	6931	241	3800	117	3131	124
1925		Weighted (000)	34135	1364	17910	614	16225	750
1926		Horz %	100.00	4.00	52.47	1.80	47.53	2.20
1927		Vert %	14.33	13.75	15.61	13.15	13.15	14.27
1928		Index	100	96	109	92	92	100
1929	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months							
1930		Unwgt'd	6315	233	3057	105	3258	128
1931		Weighted (000)	33305	1419	15146	567	18159	852
1932		Horz %	100.00	4.26	45.48	1.70	54.52	2.56
1933		Vert %	13.98	14.29	13.20	12.14	14.72	16.20
1934		Index	100	102	94	87	105	116
1935								
1936								