

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
3								
4		Unwgt	48881	1435	25154	559	23727	876
5	U.S. Adults 18+	Weighted (000)	235421	6482	113640	2395	121781	4087
6		Horz %	100.00	2.75	48.27	1.02	51.73	1.74
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10		Unwgt	25154	559	25154	559	0	0
11	Male	Weighted (000)	113640	2395	113640	2395	0	0
12		Horz %	100.00	2.11	100.00	2.11	0.00	0.00
13		Vert %	48.27	36.95	100.00	100.00	0.00	0.00
14		Index	100	77	207	207	0	0
15					*	*		
16		Unwgt	23727	876	0	0	23727	876
17	Female	Weighted (000)	121781	4087	0	0	121781	4087
18		Horz %	100.00	3.36	0.00	0.00	100.00	3.36
19		Vert %	51.73	63.05	0.00	0.00	100.00	100.00
20		Index	100	122	0	0	193	193
21							*	*
22		Unwgt	3911	63	2245	34	1666	29
23	Age 18-24	Weighted (000)	30106	482	15172	246	14934	236
24		Horz %	100.00	1.60	50.40	0.82	49.60	0.78
25		Vert %	12.79	7.43	13.35	10.27	12.26	5.77
26		Index	100	58	104	80	96	45
27								
28		Unwgt	7783	178	4072	52	3711	126
29	Age 25-34	Weighted (000)	41635	975	20739	302	20897	673
30		Horz %	100.00	2.34	49.81	0.73	50.19	1.62
31		Vert %	17.69	15.05	18.25	12.62	17.16	16.47
32		Index	100	85	103	71	97	93
33								
34		Unwgt	8714	281	4639	98	4075	183
35	Age 35-44	Weighted (000)	40085	1273	19737	383	20348	890
36		Horz %	100.00	3.18	49.24	0.95	50.76	2.22
37		Vert %	17.03	19.64	17.37	15.98	16.71	21.79
38		Index	100	115	102	94	98	128
39								
40		Unwgt	9463	359	4784	143	4679	216
41	Age 45-54	Weighted (000)	44040	1582	21500	627	22539	955
42		Horz %	100.00	3.59	48.82	1.42	51.18	2.17
43		Vert %	18.71	24.41	18.92	26.17	18.51	23.38
44		Index	100	130	101	140	99	125
45								
46		Unwgt	8299	271	4335	115	3964	156
47	Age 55-64	Weighted (000)	37990	1217	18179	451	19810	766
48		Horz %	100.00	3.20	47.85	1.19	52.15	2.02
49		Vert %	16.14	18.78	16.00	18.85	16.27	18.74
50		Index	100	116	99	117	101	116
51								
52		Unwgt	10711	283	5079	117	5632	166
53	Age 65+	Weighted (000)	41565	952	18313	386	23253	566
54		Horz %	100.00	2.29	44.06	0.93	55.94	1.36
55		Vert %	17.66	14.69	16.11	16.11	19.09	13.85
56		Index	100	83	91	91	108	78

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1								
2								
57								
58		Unwgted	47340	1408	24241	540	23099	868
59	Age 21+	Weighted (000)	222366	6256	107160	2259	115206	3997
60		Horz %	100.00	2.81	48.19	1.02	51.81	1.80
61		Vert %	94.45	96.52	94.30	94.31	94.60	97.81
62		Index	100	102	100	100	100	104
63								
64		Unwgted	11694	241	6317	86	5377	155
65	Age 18-34	Weighted (000)	71742	1457	35911	548	35831	909
66		Horz %	100.00	2.03	50.06	0.76	49.94	1.27
67		Vert %	30.47	22.48	31.60	22.89	29.42	22.24
68		Index	100	74	104	75	97	73
69								
70		Unwgted	25040	698	13332	257	11708	441
71	Age 18-49	Weighted (000)	133488	3534	66254	1240	67235	2293
72		Horz %	100.00	2.65	49.63	0.93	50.37	1.72
73		Vert %	56.70	54.52	58.30	51.78	55.21	56.12
74		Index	100	96	103	91	97	99
75								
76		Unwgted	25960	818	13495	293	12465	525
77	Age 25-54	Weighted (000)	125760	3831	61976	1312	63784	2519
78		Horz %	100.00	3.05	49.28	1.04	50.72	2.00
79		Vert %	53.42	59.10	54.54	54.78	52.38	61.63
80		Index	100	111	102	103	98	115
81								
82		Unwgted	26476	911	13758	356	12718	555
83	Age 35-64	Weighted (000)	122114	4073	59416	1461	62698	2612
84		Horz %	100.00	3.34	48.66	1.20	51.34	2.14
85		Vert %	51.87	62.83	52.28	61.00	51.48	63.91
86		Index	100	121	101	118	99	123
87								
88		Unwgted	23841	737	11822	302	12019	435
89	Age 50+	Weighted (000)	101933	2948	47387	1155	54546	1793
90		Horz %	100.00	2.89	46.49	1.13	53.51	1.76
91		Vert %	43.30	45.48	41.70	48.22	44.79	43.88
92		Index	100	105	96	111	103	101
93								
94		Unwgted						
95	Median Age	Weighted (000)	46.40	48.20	45.60	49.30	47.10	47.50
96		Horz %						
97		Vert %						
98		Index						
99								
100		Unwgted	36267	1137	18785	438	17482	699
101	Race: White Only	Weighted (000)	174938	5230	84177	1879	90761	3351
102		Horz %	100.00	2.99	48.12	1.07	51.88	1.92
103		Vert %	74.31	80.69	74.07	78.45	74.53	82.00
104		Index	100	109	100	106	100	110
105						*		
106		Unwgted	5688	107	2664	38	3024	69
107	Race: Black/African American Only	Weighted (000)	27555	490	12523	199	15032	291
108		Horz %	100.00	1.78	45.45	0.72	54.55	1.05
109		Vert %	11.70	7.55	11.02	8.31	12.34	7.11
110		Index	100	65	94	71	105	61

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1								
2								
111	Race: Other Race/Multi-Racial							
112		Unwgted	6926	191	3705	83	3221	108
113		Weighted (000)	32928	762	16940	317	15988	445
114		Horz %	100.00	2.31	51.44	0.96	48.56	1.35
115		Vert %	13.99	11.76	14.91	13.24	13.13	10.89
116		Index	100	84	107	95	94	78
117						*		
118	Hispanic, Latino, Spanish Origin or Descent	Unwgted	5323	134	2772	48	2551	86
119		Weighted (000)	34547	708	17410	298	17137	410
120		Horz %	100.00	2.05	50.40	0.86	49.60	1.19
121		Vert %	14.67	10.92	15.32	12.44	14.07	10.03
122		Index	100	74	104	85	96	68
123				*		*		*
124	Hispanic, Personally Speak Only English at Home	Unwgted	1517	43	804	17	713	26
125		Weighted (000)	5205	149	2644	59	2561	90
126		Horz %	100.00	2.87	50.80	1.13	49.20	1.74
127		Vert %	2.21	2.30	2.33	2.46	2.10	2.21
128		Index	100	104	105	111	95	100
129						*		*
130	Hispanic, Personally Speak Mostly English, but Some Spanish at Home	Unwgted	1599	51	811	16	788	35
131		Weighted (000)	8341	240	4147	93	4194	147
132		Horz %	100.00	2.88	49.71	1.12	50.29	1.77
133		Vert %	3.54	3.71	3.65	3.89	3.44	3.61
134		Index	100	105	103	110	97	102
135				*		*		*
136	Hispanic, Personally Speak Only Spanish at Home	Unwgted	808	10	410	4	398	6
137		Weighted (000)	10064	115	4996	65	5068	50
138		Horz %	100.00	1.14	49.64	0.64	50.36	0.50
139		Vert %	4.27	1.77	4.40	2.70	4.16	1.22
140		Index	100	41	103	63	97	29
141				*		*		*
142	Hispanic, Personally Speak Mostly Spanish, but Some English, at Home	Unwgted	1285	28	687	10	598	18
143		Weighted (000)	8912	192	4610	77	4302	115
144		Horz %	100.00	2.16	51.73	0.86	48.27	1.29
145		Vert %	3.79	2.96	4.06	3.20	3.53	2.82
146		Index	100	78	107	85	93	75
147				*	*	*		*
148	Hispanic, Personally Speak Both English and Spanish Equally at Home	Unwgted	86	1	43	0	43	1
149		Weighted (000)	1499	7	765	0	734	7
150		Horz %	100.00	0.46	51.01	0.00	48.99	0.46
151		Vert %	0.64	0.11	0.67	0.00	0.60	0.17
152		Index	100	17	106	0	95	26
153	Highest Level Education Completed/Highest Degree Received: Master's, Professional School, or Doctorate Degree	Unwgted	6810	211	3585	72	3225	139
154		Weighted (000)	23615	793	11495	265	12120	528
155		Horz %	100.00	3.36	48.68	1.12	51.32	2.23
156		Vert %	10.03	12.23	10.12	11.05	9.95	12.91
157		Index	100	122	101	110	99	129
158								
159	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10942	354	5703	129	5239	225
160		Weighted (000)	42958	1464	20647	455	22311	1009
161		Horz %	100.00	3.41	48.06	1.06	51.94	2.35
162		Vert %	18.25	22.59	18.17	19.01	18.32	24.69
163		Index	100	124	100	104	100	135
164								

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1								
2								
165						*		
166	Highest Level Education	Unwgted	2482	92	1070	35	1412	57
167	Completed/Highest Degree	Weighted (000)	10405	406	4116	148	6290	257
168	Received: Associate Degree, Academic	Horz %	100.00	3.90	39.55	1.43	60.45	2.47
169		Vert %	4.42	6.26	3.62	6.19	5.16	6.30
170		Index	100	142	82	140	117	142
171						*		
172	Highest Level Education	Unwgted	3035	105	1485	47	1550	58
173	Completed/Highest Degree	Weighted (000)	12333	447	5597	186	6735	261
174	Received: Associate Degree, Occupational/Vocational	Horz %	100.00	3.62	45.39	1.51	54.61	2.11
175		Vert %	5.24	6.89	4.93	7.76	5.53	6.38
176		Index	100	132	94	148	106	122
177								
178	Highest Level Education	Unwgted	10415	304	5265	117	5150	187
179	Completed/Highest Degree	Weighted (000)	44736	1321	21268	485	23468	836
180	Received: Some College, but No Degree	Horz %	100.00	2.95	47.54	1.08	52.46	1.87
181		Vert %	19.00	20.39	18.72	20.26	19.27	20.46
182		Index	100	107	98	107	101	108
183	Highest Level Education							
184	Completed/Highest Degree	Unwgted	10913	289	5705	119	5208	170
185	Received: High-School Graduate (High-School Diploma or Equivalent, such as GED)	Weighted (000)	70568	1564	34909	635	35659	929
186		Horz %	100.00	2.22	49.47	0.90	50.53	1.32
187		Vert %	29.98	24.13	30.72	26.52	29.28	22.73
188		Index	100	81	102	88	98	76
189						*		*
190	Respondent - Highest Level	Unwgted	4284	80	2341	40	1943	40
191	Completed/Highest Degree	Weighted (000)	30806	487	15608	221	15198	267
192	Received: 11th Grade or Less or 12th Grade, No Diploma	Horz %	100.00	1.58	50.67	0.72	49.33	0.87
193		Vert %	13.09	7.52	13.73	9.21	12.48	6.53
194		Index	100	57	105	70	95	50
195						*		
196		Unwgted	3635	86	1764	26	1871	60
197	Currently Attending College or University	Weighted (000)	19595	476	8780	145	10815	331
198		Horz %	100.00	2.43	44.81	0.74	55.19	1.69
199		Vert %	8.32	7.34	7.73	6.07	8.88	8.09
200		Index	100	88	93	73	107	97
201								
202	Employed Full Time	Unwgted	25016	779	15205	347	9811	432
203		Weighted (000)	113432	3644	65020	1497	48411	2147
204		Horz %	100.00	3.21	57.32	1.32	42.68	1.89
205		Vert %	48.18	56.21	57.22	62.48	39.75	52.54
206		Index	100	117	119	130	83	109
207						*		
208	Employed Part Time	Unwgted	5676	181	2210	46	3466	135
209		Weighted (000)	27887	724	10142	150	17745	573
210		Horz %	100.00	2.60	36.37	0.54	63.63	2.06
211		Vert %	11.85	11.16	8.92	6.28	14.57	14.03
212		Index	100	94	75	53	123	118
213								
214	Not Employed	Unwgted	18189	475	7739	166	10450	309
215		Weighted (000)	94102	2115	38478	748	55625	1366
216		Horz %	100.00	2.25	40.89	0.80	59.11	1.45
217		Vert %	39.97	32.62	33.86	31.24	45.68	33.43
218		Index	100	82	85	78	114	84

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1								
2								
219						*		*
220	Temporarily Unemployed	Unwgted	2343	58	1178	18	1165	40
221		Weighted (000)	15519	294	8079	108	7440	185
222		Horz %	100.00	1.89	52.06	0.70	47.94	1.19
223		Vert %	6.59	4.53	7.11	4.53	6.11	4.54
224		Index	100	69	108	69	93	69
225								
226	Retired from Employment	Unwgted	10451	265	5010	114	5441	151
227		Weighted (000)	43540	995	20142	442	23398	552
228		Horz %	100.00	2.28	46.26	1.02	53.74	1.27
229		Vert %	18.49	15.35	17.72	18.46	19.21	13.52
230		Index	100	83	96	100	104	73
231						*		
232	Not Employed, Principal Shopper for Household	Unwgted	2414	73	54	0	2360	73
233		Weighted (000)	15698	401	357	0	15342	401
234		Horz %	100.00	2.55	2.27	0.00	97.73	2.55
235		Vert %	6.67	6.18	0.31	0.00	12.60	9.80
236		Index	100	93	5	0	189	147
237								
238	Occupation: Professional and Related Occupations	Unwgted	7486	242	3527	84	3959	158
239		Weighted (000)	31662	1013	13587	313	18076	700
240		Horz %	100.00	3.20	42.91	0.99	57.09	2.21
241		Vert %	13.45	15.63	11.96	13.07	14.84	17.12
242		Index	100	116	89	97	110	127
243								
244	Occupation: Management, Business and Financial Operations	Unwgted	6300	200	3995	88	2305	112
245		Weighted (000)	22676	806	12809	285	9866	521
246		Horz %	100.00	3.56	56.49	1.26	43.51	2.30
247		Vert %	9.63	12.44	11.27	11.91	8.10	12.75
248		Index	100	129	117	124	84	132
249								
250	Occupation: Sales and Office Occupations	Unwgted	6129	230	2391	57	3738	173
251		Weighted (000)	32347	1154	12382	262	19966	892
252		Horz %	100.00	3.57	38.28	0.81	61.72	2.76
253		Vert %	13.74	17.80	10.90	10.92	16.39	21.83
254		Index	100	130	79	79	119	159
255								*
256	Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2646	66	2561	63	85	3
257		Weighted (000)	12893	302	12315	282	578	20
258		Horz %	100.00	2.34	95.52	2.18	4.48	0.16
259		Vert %	5.48	4.65	10.84	11.75	0.47	0.49
260		Index	100	85	198	215	9	9
261								
262	Occupation: Other Employed	Unwgted	8131	222	4941	101	3190	121
263		Weighted (000)	41741	1093	24070	505	17671	587
264		Horz %	100.00	2.62	57.66	1.21	42.34	1.41
265		Vert %	17.73	16.86	21.18	21.10	14.51	14.37
266		Index	100	95	119	119	82	81
267						*		*
268	Household Income: \$250,000+	Unwgted	1639	50	986	22	653	28
269		Weighted (000)	5879	175	2984	60	2895	115
270		Horz %	100.00	2.98	50.75	1.02	49.25	1.96
271		Vert %	2.50	2.70	2.63	2.50	2.38	2.83
272		Index	100	108	105	100	95	113

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1								
2								
273					*		*	*
274		Unwgt	1437	44	855	20	582	24
275	Household Income: \$200,000-	Weighted (000)	5532	153	2903	36	2629	118
276	\$249,999	Horz %	100.00	2.77	52.48	0.64	47.52	2.13
277		Vert %	2.35	2.37	2.55	1.49	2.16	2.88
278		Index	100	101	109	63	92	123
279							*	
280		Unwgt	3355	108	2009	42	1346	66
281	Household Income: \$150,000-	Weighted (000)	14405	539	7606	202	6799	337
282	\$199,999	Horz %	100.00	3.74	52.80	1.40	47.20	2.34
283		Vert %	6.12	8.31	6.69	8.42	5.58	8.25
284		Index	100	136	109	138	91	135
285								
286		Unwgt	7148	245	4152	108	2996	137
287	Household Income: \$100,000-	Weighted (000)	35516	1263	18025	446	17491	817
288	\$149,999	Horz %	100.00	3.56	50.75	1.26	49.25	2.30
289		Vert %	15.09	19.48	15.86	18.61	14.36	19.99
290		Index	100	129	105	123	95	132
291								
292		Unwgt	6479	203	3644	91	2835	112
293	Household Income: \$75,000-	Weighted (000)	31267	894	15852	381	15416	512
294	\$99,999	Horz %	100.00	2.86	50.70	1.22	49.30	1.64
295		Vert %	13.28	13.79	13.95	15.92	12.66	12.54
296		Index	100	104	105	120	95	94
297								
298		Unwgt	5165	155	2764	52	2401	103
299	Household Income: \$60,000-	Weighted (000)	25071	740	12582	207	12490	534
300	\$74,999	Horz %	100.00	2.95	50.18	0.83	49.82	2.13
301		Vert %	10.65	11.42	11.07	8.64	10.26	13.06
302		Index	100	107	104	81	96	123
303								
304		Unwgt	3890	129	2054	51	1836	78
305	Household Income: \$50,000-	Weighted (000)	18862	623	9327	307	9536	316
306	\$59,999	Horz %	100.00	3.30	49.45	1.63	50.55	1.67
307		Vert %	8.01	9.61	8.21	12.81	7.83	7.72
308		Index	100	120	102	160	98	96
309							*	
310		Unwgt	4765	128	2398	46	2367	82
311	Household Income: \$40,000-	Weighted (000)	20555	509	10014	146	10542	363
312	\$49,999	Horz %	100.00	2.48	48.72	0.71	51.28	1.76
313		Vert %	8.73	7.85	8.81	6.11	8.66	8.88
314		Index	100	90	101	70	99	102
315							*	
316		Unwgt	4647	131	2128	47	2519	84
317	Household Income: \$30,000-	Weighted (000)	22585	528	10759	209	11827	320
318	\$39,999	Horz %	100.00	2.34	47.64	0.92	52.36	1.42
319		Vert %	9.59	8.15	9.47	8.72	9.71	7.82
320		Index	100	85	99	91	101	82
321							*	
322		Unwgt	4535	121	1973	49	2562	72
323	Household Income: \$20,000-	Weighted (000)	23030	525	10488	278	12542	247
324	\$29,999	Horz %	100.00	2.28	45.54	1.21	54.46	1.07
325		Vert %	9.78	8.11	9.23	11.61	10.30	6.05
326		Index	100	83	94	119	105	62

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
327						*		
328		Unwgt	5821	121	2191	31	3630	90
329	Household Income: Under \$20,000	Weighted (000)	32717	532	13102	124	19616	408
330		Horz %	100.00	1.63	40.04	0.38	59.96	1.25
331		Vert %	13.90	8.21	11.53	5.18	16.11	9.99
332		Index	100	59	83	37	116	72
333								
334	Median Household Income	Unwgt						
335		Weighted (000)	60.00	70.60	63.70	69.70	56.70	71.00
336		Horz %						
337		Vert %						
338		Index						
339								
340	Marital Status: Single, Never Married	Unwgt	11498	270	6232	92	5266	178
341		Weighted (000)	64784	1325	34702	523	30081	802
342		Horz %	100.00	2.04	53.57	0.81	46.43	1.24
343		Vert %	27.52	20.43	30.54	21.83	24.70	19.62
344		Index	100	74	111	79	90	71
345								
346	Marital Status: Currently Married	Unwgt	25353	811	14698	379	10655	432
347		Weighted (000)	125805	3934	62799	1574	63006	2360
348		Horz %	100.00	3.13	49.92	1.25	50.08	1.88
349		Vert %	53.44	60.69	55.26	65.71	51.74	57.75
350		Index	100	114	103	123	97	108
351								
352	Marital Status: Divorced or Legally Separated	Unwgt	7973	243	3273	67	4700	176
353		Weighted (000)	30380	865	12926	233	17454	632
354		Horz %	100.00	2.85	42.55	0.77	57.45	2.08
355		Vert %	12.90	13.34	11.37	9.74	14.33	15.45
356		Index	100	103	88	75	111	120
357						*		
358	Marital Status: Widow/Widower	Unwgt	4057	111	951	21	3106	90
359		Weighted (000)	14453	359	3213	65	11240	293
360		Horz %	100.00	2.48	22.23	0.45	77.77	2.03
361		Vert %	6.14	5.53	2.83	2.72	9.23	7.18
362		Index	100	90	46	44	150	117
363						*		*
364	Marital Status: Engaged to Be Married	Unwgt	2107	70	1129	28	978	42
365		Weighted (000)	12010	403	6079	183	5932	220
366		Horz %	100.00	3.35	50.61	1.52	49.39	1.83
367		Vert %	5.10	6.21	5.35	7.64	4.87	5.38
368		Index	100	122	105	150	95	105
369						*		
370	Marital Status: Single Parent (Sole Parent)	Unwgt	3423	117	701	22	2722	95
371		Weighted (000)	12378	307	2423	52	9954	255
372		Horz %	100.00	2.48	19.58	0.42	80.42	2.06
373		Vert %	5.26	4.73	2.13	2.15	8.17	6.24
374		Index	100	90	41	41	155	119
375								
376	Any Child(ren) Under Age 18 Living at Home	Unwgt	17888	569	8920	217	8968	352
377		Weighted (000)	93858	2727	42279	989	51580	1737
378		Horz %	100.00	2.91	45.04	1.05	54.96	1.85
379		Vert %	39.87	42.07	37.20	41.31	42.35	42.52
380		Index	100	106	93	104	106	107

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
381								
382		Unwgt	7217	235	3575	107	3642	128
383	1 Child Under Age 18	Weighted (000)	38493	1096	17639	494	20854	602
384	Currently Living at Home	Horz %	100.00	2.85	45.82	1.28	54.18	1.56
385		Vert %	16.35	16.91	15.52	20.64	17.12	14.72
386		Index	100	103	95	126	105	90
387								
388		Unwgt	6678	216	3399	71	3279	145
389	2 Children Under Age 18	Weighted (000)	33014	1011	14891	306	18124	706
390	Currently Living at Home	Horz %	100.00	3.06	45.10	0.93	54.90	2.14
391		Vert %	14.02	15.60	13.10	12.77	14.88	17.27
392		Index	100	111	93	91	106	123
393						*		
394		Unwgt	2767	84	1352	27	1415	57
395	3 Children Under Age 18	Weighted (000)	14933	433	6571	141	8362	292
396	Currently Living at Home	Horz %	100.00	2.90	44.00	0.94	56.00	1.95
397		Vert %	6.34	6.68	5.78	5.89	6.87	7.14
398		Index	100	105	91	93	108	113
399				*		*		*
400		Unwgt	864	22	424	9	440	13
401	4 Children Under Age 18	Weighted (000)	5122	121	2168	35	2954	86
402	Currently Living at Home	Horz %	100.00	2.36	42.33	0.69	57.67	1.67
403		Vert %	2.18	1.87	1.91	1.48	2.43	2.10
404		Index	100	86	88	68	111	96
405				*		*		*
406		Unwgt	362	12	170	3	192	9
407	5 or More Children Under Age 18	Weighted (000)	2296	66	1011	13	1285	53
408	Currently Living at Home	Horz %	100.00	2.85	44.01	0.56	55.99	2.30
409		Vert %	0.98	1.01	0.89	0.53	1.06	1.29
410		Index	100	104	91	55	108	132
411								
412		Unwgt	30993	866	16234	342	14759	524
413	No Children Under Age 18	Weighted (000)	141563	3755	71362	1406	70201	2349
414	Currently Living at Home	Horz %	100.00	2.65	50.41	0.99	49.59	1.66
415		Vert %	60.13	57.93	62.80	58.69	57.65	57.48
416		Index	100	96	104	98	96	96
417								
418		Unwgt	34330	1080	18078	445	16252	635
419	Own Home/Residence	Weighted (000)	157588	4691	75884	1765	81704	2926
420		Horz %	100.00	2.98	48.15	1.12	51.85	1.86
421		Vert %	66.94	72.36	66.78	73.66	67.09	71.60
422		Index	100	108	100	110	100	107
423								
424		Unwgt	14018	345	6809	112	7209	233
425	Rent Residence	Weighted (000)	75090	1762	36379	628	38710	1134
426		Horz %	100.00	2.35	48.45	0.84	51.55	1.51
427		Vert %	31.90	27.19	32.01	26.23	31.79	27.75
428		Index	100	85	100	82	100	87
429				*		*		*
430		Unwgt	533	10	267	2	266	8
431	Live Rent-Free in Residence	Weighted (000)	2743	29	1376	2	1367	26
432		Horz %	100.00	1.05	50.17	0.09	49.83	0.96
433		Vert %	1.17	0.45	1.21	0.10	1.12	0.65
434		Index	100	38	104	9	96	56

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
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1								
2								
435								
436	Census Region: North East	Unwgt	11225	707	5629	263	5596	444
437		Weighted (000)	42903	2592	20488	888	22415	1704
438		Horz %	100.00	6.04	47.75	2.07	52.25	3.97
439		Vert %	18.22	39.99	18.03	37.07	18.41	41.70
440		Index	100	219	99	203	101	229
441								
442	Census Region: South	Unwgt	16223	327	8352	148	7871	179
443		Weighted (000)	88018	1651	42188	716	45830	935
444		Horz %	100.00	1.88	47.93	0.81	52.07	1.06
445		Vert %	37.39	25.46	37.12	29.88	37.63	22.88
446		Index	100	68	99	80	101	61
447								
448	Census Region: Midwest	Unwgt	11211	173	5778	69	5433	104
449		Weighted (000)	51029	934	24706	374	26323	560
450		Horz %	100.00	1.83	48.42	0.73	51.58	1.10
451		Vert %	21.68	14.41	21.74	15.61	21.61	13.71
452		Index	100	66	100	72	100	63
453								
454	Census Region: West	Unwgt	10222	228	5395	79	4827	149
455		Weighted (000)	53471	1305	26257	418	27213	888
456		Horz %	100.00	2.44	49.11	0.78	50.89	1.66
457		Vert %	22.71	20.14	23.11	17.44	22.35	21.72
458		Index	100	89	102	77	98	96
459								
460	Census Sub-Region: New England	Unwgt	2802	210	1431	77	1371	133
461		Weighted (000)	11230	863	5386	287	5844	577
462		Horz %	100.00	7.69	47.96	2.55	52.04	5.13
463		Vert %	4.77	13.32	4.74	11.98	4.80	14.11
464		Index	100	279	99	251	101	296
465								
466	Census Sub-Region: Mid Atlantic	Unwgt	8423	497	4198	186	4225	311
467		Weighted (000)	31673	1729	15102	601	16571	1127
468		Horz %	100.00	5.46	47.68	1.90	52.32	3.56
469		Vert %	13.45	26.67	13.29	25.10	13.61	27.59
470		Index	100	198	99	187	101	205
471								
472	Census Sub-Region: South Atlantic	Unwgt	9164	225	4642	105	4522	120
473		Weighted (000)	45173	1002	21695	494	23478	508
474		Horz %	100.00	2.22	48.03	1.09	51.97	1.12
475		Vert %	19.19	15.46	19.09	20.64	19.28	12.43
476		Index	100	81	99	108	100	65
477				*		*		*
478	Census Sub-Region: East South Central	Unwgt	2247	37	1150	14	1097	23
479		Weighted (000)	15097	173	7029	60	8068	114
480		Horz %	100.00	1.15	46.56	0.40	53.44	0.75
481		Vert %	6.41	2.67	6.19	2.50	6.63	2.78
482		Index	100	42	96	39	103	43
483						*		*
484	Census Sub-Region: West South Central	Unwgt	4812	65	2560	29	2252	36
485		Weighted (000)	27748	475	13465	162	14283	313
486		Horz %	100.00	1.71	48.52	0.58	51.48	1.13
487		Vert %	11.79	7.32	11.85	6.74	11.73	7.66
488		Index	100	62	101	57	100	65

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

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1								
2								
489						*		
490		Unwgt	8660	124	4445	48	4215	76
491	Census Sub-Region: East North Central	Weighted (000)	35766	646	17180	283	18586	364
492		Horz %	100.00	1.81	48.03	0.79	51.97	1.02
493		Vert %	15.19	9.97	15.12	11.81	15.26	8.90
494		Index	100	66	100	78	100	59
495					*		*	
496		Unwgt	2551	49	1333	21	1218	28
497	Census Sub-Region: West North Central	Weighted (000)	15263	288	7527	91	7736	197
498		Horz %	100.00	1.89	49.31	0.60	50.69	1.29
499		Vert %	6.48	4.44	6.62	3.80	6.35	4.81
500		Index	100	68	102	59	98	74
501							*	
502		Unwgt	2493	107	1319	32	1174	75
503	Census Sub-Region: Mountain	Weighted (000)	17253	660	8517	194	8736	465
504		Horz %	100.00	3.82	49.37	1.13	50.63	2.70
505		Vert %	7.33	10.18	7.50	8.11	7.17	11.39
506		Index	100	139	102	111	98	155
507							*	
508		Unwgt	7729	121	4076	47	3653	74
509	Census Sub-Region: Pacific	Weighted (000)	36217	646	17740	224	18477	422
510		Horz %	100.00	1.78	48.98	0.62	51.02	1.17
511		Vert %	15.38	9.96	15.61	9.33	15.17	10.33
512		Index	100	65	101	61	99	67
513								
514		Unwgt	27295	791	13982	307	13313	484
515	County Size: A	Weighted (000)	96944	2595	46801	965	50142	1630
516		Horz %	100.00	2.68	48.28	1.00	51.72	1.68
517		Vert %	41.18	40.03	41.18	40.28	41.17	39.88
518		Index	100	97	100	98	100	97
519								
520		Unwgt	11946	444	6127	169	5819	275
521	County Size: B	Weighted (000)	71423	2638	34386	957	37037	1681
522		Horz %	100.00	3.69	48.14	1.34	51.86	2.35
523		Vert %	30.34	40.69	30.26	39.94	30.41	41.14
524		Index	100	134	100	132	100	136
525							*	
526		Unwgt	5441	113	2884	44	2557	69
527	County Size: C	Weighted (000)	34500	639	16617	205	17884	434
528		Horz %	100.00	1.85	48.16	0.60	51.84	1.26
529		Vert %	14.65	9.86	14.62	8.58	14.69	10.61
530		Index	100	67	100	59	100	72
531							*	
532		Unwgt	4199	87	2161	39	2038	48
533	County Size: D	Weighted (000)	32554	611	15836	269	16718	342
534		Horz %	100.00	1.88	48.65	0.82	51.35	1.05
535		Vert %	13.83	9.42	13.94	11.21	13.73	8.37
536		Index	100	68	101	81	99	61
537					*		*	
538		Unwgt	1313	38	720	15	593	23
539	Radio Formats: AAA (Subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	4980	150	2533	47	2447	103
540		Horz %	100.00	3.01	50.86	0.95	49.14	2.06
541		Vert %	2.12	2.32	2.23	1.98	2.01	2.51
542		Index	100	109	105	94	95	119

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

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1								
2								
543								
544	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt	8562	384	3786	140	4776	244
545		Weighted (000)	40008	1786	16339	628	23669	1158
546		Horz %	100.00	4.46	40.84	1.57	59.16	2.89
547		Vert %	16.99	27.55	14.38	26.21	19.44	28.34
548		Index	100	162	85	154	114	167
549				*		*		*
550	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt	1438	36	833	20	605	16
551		Weighted (000)	7122	178	3779	93	3343	86
552		Horz %	100.00	2.50	53.06	1.30	46.94	1.20
553		Vert %	3.03	2.75	3.33	3.87	2.75	2.10
554		Index	100	91	110	128	91	69
555				*		*		*
556	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt	453	19	220	11	233	8
557		Weighted (000)	2152	81	921	35	1231	46
558		Horz %	100.00	3.75	42.80	1.61	57.20	2.14
559		Vert %	0.91	1.25	0.81	1.45	1.01	1.13
560		Index	100	136	89	158	111	123
561								
562	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt	3356	134	1973	67	1383	67
563		Weighted (000)	9158	401	5158	221	4000	180
564		Horz %	100.00	4.38	56.33	2.42	43.67	1.96
565		Vert %	3.89	6.19	4.54	9.24	3.28	4.39
566		Index	100	159	117	238	84	113
567								*
568	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt	3638	115	3005	84	633	31
569		Weighted (000)	12962	404	10274	273	2688	131
570		Horz %	100.00	3.12	79.26	2.11	20.74	1.01
571		Vert %	5.51	6.24	9.04	11.40	2.21	3.21
572		Index	100	113	164	207	40	58
573				*		*		*
574	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt	1155	15	753	10	402	5
575		Weighted (000)	4697	47	2967	34	1731	13
576		Horz %	100.00	1.01	63.16	0.72	36.84	0.29
577		Vert %	2.00	0.73	2.61	1.41	1.42	0.33
578		Index	100	37	131	71	71	17
579						*		*
580	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt	3385	91	1956	36	1429	55
581		Weighted (000)	15183	474	8138	173	7045	301
582		Horz %	100.00	3.12	53.60	1.14	46.40	1.98
583		Vert %	6.45	7.31	7.16	7.24	5.78	7.36
584		Index	100	113	111	112	90	114
585								
586	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt	8943	408	3988	135	4955	273
587		Weighted (000)	46381	1967	18999	629	27381	1338
588		Horz %	100.00	4.24	40.96	1.36	59.04	2.89
589		Vert %	19.70	30.35	16.72	26.26	22.48	32.74
590		Index	100	154	85	133	114	166
591								
592	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt	2880	135	1622	60	1258	75
593		Weighted (000)	13260	598	7381	255	5879	343
594		Horz %	100.00	4.51	55.66	1.92	44.34	2.59
595		Vert %	5.63	9.22	6.49	10.63	4.83	8.39
596		Index	100	164	115	189	86	149

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1								
2								
597								
598	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3972	163	2678	85	1294	78
599		Weighted (000)	18598	641	12180	324	6418	317
600		Horz %	100.00	3.44	65.49	1.74	34.51	1.70
601		Vert %	7.90	9.88	10.72	13.53	5.27	7.75
602		Index	100	125	136	171	67	98
603				*		*		*
604	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt	1567	34	821	16	746	18
605		Weighted (000)	5769	144	2928	65	2841	79
606		Horz %	100.00	2.50	50.75	1.13	49.25	1.36
607		Vert %	2.45	2.22	2.58	2.73	2.33	1.92
608		Index	100	91	105	112	95	78
609								
610	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	8428	241	4211	98	4217	143
611		Weighted (000)	46792	1277	21499	501	25292	776
612		Horz %	100.00	2.73	45.95	1.07	54.05	1.66
613		Vert %	19.88	19.71	18.92	20.93	20.77	18.99
614		Index	100	99	95	105	104	96
615				*		*		*
616	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt	270	7	130	4	140	3
617		Weighted (000)	951	22	435	15	517	7
618		Horz %	100.00	2.27	45.68	1.53	54.32	0.74
619		Vert %	0.40	0.33	0.38	0.61	0.42	0.17
620		Index	100	83	95	151	105	43
621				*		*		*
622	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt	796	8	303	4	493	4
623		Weighted (000)	3911	16	1352	10	2559	6
624		Horz %	100.00	0.40	34.58	0.25	65.42	0.16
625		Vert %	1.66	0.24	1.19	0.40	2.10	0.15
626		Index	100	15	72	24	126	9
627						*		*
628	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	2179	62	1162	22	1017	40
629		Weighted (000)	15698	385	8062	186	7636	200
630		Horz %	100.00	2.45	51.36	1.18	48.64	1.27
631		Vert %	6.67	5.94	7.09	7.75	6.27	4.88
632		Index	100	89	106	116	94	73
633								
634	Radio Formats: Hot AC (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	Unwgt	3687	224	1494	78	2193	146
635		Weighted (000)	17144	1087	6292	401	10852	685
636		Horz %	100.00	6.34	36.70	2.34	63.30	4.00
637		Vert %	7.28	16.77	5.54	16.75	8.91	16.77
638		Index	100	230	76	230	122	230
639				*		*		*
640	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt	871	14	499	8	372	6
641		Weighted (000)	3192	61	1694	28	1498	32
642		Horz %	100.00	1.90	53.08	0.89	46.92	1.02
643		Vert %	1.36	0.94	1.49	1.18	1.23	0.79
644		Index	100	69	110	87	91	59
645				*		*		*
646	Radio Formats: Mexican/Tejano/Ranchera (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt	945	11	551	5	394	6
647		Weighted (000)	7074	78	3823	49	3251	29
648		Horz %	100.00	1.10	54.05	0.70	45.95	0.40
649		Vert %	3.00	1.20	3.36	2.05	2.67	0.70
650		Index	100	40	112	68	89	23

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
651								
652	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6704	254	4219	129	2485	125
653		Weighted (000)	24570	959	15101	481	9469	478
654		Horz %	100.00	3.90	61.46	1.96	38.54	1.95
655		Vert %	10.44	14.80	13.29	20.10	7.78	11.70
656		Index	100	142	127	193	75	112
657								
658	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	2083	162	1052	76	1031	86
659		Weighted (000)	10333	671	4796	275	5536	397
660		Horz %	100.00	6.50	46.42	2.66	53.58	3.84
661		Vert %	4.39	10.36	4.22	11.46	4.55	9.71
662		Index	100	236	96	261	104	221
663				*		*		*
664	Radio Formats: Public Radio (Monday-Sunday 24-Hour Cume)	Unwgted	2541	48	1383	23	1158	25
665		Weighted (000)	9762	152	4864	50	4899	103
666		Horz %	100.00	1.56	49.82	0.51	50.18	1.05
667		Vert %	4.15	2.35	4.28	2.07	4.02	2.51
668		Index	100	57	103	50	97	61
669						*		
670	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	4045	126	1722	39	2323	87
671		Weighted (000)	20124	509	7965	145	12158	363
672		Horz %	100.00	2.53	39.58	0.72	60.42	1.81
673		Vert %	8.55	7.85	7.01	6.06	9.98	8.89
674		Index	100	92	82	71	117	104
675						*		
676	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2807	131	1328	44	1479	87
677		Weighted (000)	14721	554	6813	187	7908	367
678		Horz %	100.00	3.76	46.28	1.27	53.72	2.50
679		Vert %	6.25	8.55	6.00	7.79	6.49	8.99
680		Index	100	137	96	125	104	144
681								
682	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4525	139	2892	69	1633	70
683		Weighted (000)	21094	726	12951	368	8143	358
684		Horz %	100.00	3.44	61.40	1.74	38.60	1.70
685		Vert %	8.96	11.20	11.40	15.37	6.69	8.76
686		Index	100	125	127	171	75	98
687								
688	Radio Formats: Soft Adult Contemporary/Lite AC (Monday-Sunday 24-Hour Cume)	Unwgted	1435	1435	559	559	876	876
689		Weighted (000)	6482	6482	2395	2395	4087	4087
690		Horz %	100.00	100.00	36.95	36.95	63.05	63.05
691		Vert %	2.75	100.00	2.11	100.00	3.36	100.00
692		Index	100	3632	77	3632	122	3632
693				*		*		*
694	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	647	21	307	7	340	14
695		Weighted (000)	4521	144	2069	83	2453	61
696		Horz %	100.00	3.20	45.75	1.84	54.25	1.35
697		Vert %	1.92	2.23	1.82	3.48	2.01	1.49
698		Index	100	116	95	181	105	78
699				*		*		*
700	Radio Formats: Tropical (subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	256	23	119	5	137	18
701		Weighted (000)	1865	113	999	44	866	69
702		Horz %	100.00	6.07	53.57	2.36	46.43	3.72
703		Vert %	0.79	1.75	0.88	1.83	0.71	1.70
704		Index	100	221	111	231	90	214

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
705						*		
706	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	5239	133	2504	49	2735	84
707		Weighted (000)	26969	560	12465	226	14504	334
708		Horz %	100.00	2.08	46.22	0.84	53.78	1.24
709		Vert %	11.46	8.64	10.97	9.44	11.91	8.18
710		Index	100	75	96	82	104	71
711						*		*
712	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2138	56	907	18	1231	38
713		Weighted (000)	9416	212	3963	95	5453	117
714		Horz %	100.00	2.26	42.09	1.01	57.91	1.24
715		Vert %	4.00	3.28	3.49	3.98	4.48	2.87
716		Index	100	82	87	99	112	72
717						*		*
718	Radio Formats: Urban Contemporary (subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2057	62	1061	20	996	42
719		Weighted (000)	12213	298	6090	91	6123	207
720		Horz %	100.00	2.44	49.87	0.75	50.13	1.70
721		Vert %	5.19	4.60	5.36	3.81	5.03	5.07
722		Index	100	89	103	74	97	98
723				*		*		*
724	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt	1326	41	775	22	551	19
725		Weighted (000)	6333	163	3430	84	2904	78
726		Horz %	100.00	2.57	54.16	1.33	45.84	1.24
727		Vert %	2.69	2.51	3.02	3.52	2.38	1.92
728		Index	100	93	112	131	89	71
729								
730	Radio Daypart Cumes - Total Week Monday-Sunday 24-Hours	Unwgt	40670	1397	21393	545	19277	852
731		Weighted (000)	193881	6280	95554	2330	98327	3950
732		Horz %	100.00	3.24	49.29	1.20	50.71	2.04
733		Vert %	82.36	96.88	84.09	97.26	80.74	96.66
734		Index	100	118	102	118	98	117
735								
736	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt	25324	897	13740	364	11584	533
737		Weighted (000)	116206	4046	59288	1576	56918	2470
738		Horz %	100.00	3.48	51.02	1.36	48.98	2.13
739		Vert %	49.36	62.43	52.17	65.79	46.74	60.45
740		Index	100	126	106	133	95	122
741								
742	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt	18328	645	9844	257	8484	388
743		Weighted (000)	88155	2946	44718	1092	43437	1853
744		Horz %	100.00	3.34	50.73	1.24	49.27	2.10
745		Vert %	37.45	45.44	39.35	45.60	35.67	45.36
746		Index	100	121	105	122	95	121
747								
748	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt	21907	776	11950	319	9957	457
749		Weighted (000)	102923	3549	52330	1416	50593	2133
750		Horz %	100.00	3.45	50.84	1.38	49.16	2.07
751		Vert %	43.72	54.76	46.05	59.12	41.54	52.20
752		Index	100	125	105	135	95	119
753								
754	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt	7577	249	4124	104	3453	145
755		Weighted (000)	37242	1138	19284	430	17958	708
756		Horz %	100.00	3.06	51.78	1.15	48.22	1.90
757		Vert %	15.82	17.56	16.97	17.94	14.75	17.33
758		Index	100	111	107	113	93	110

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
759						*		*
760		Unwgt	2398	62	1495	38	903	24
761	Radio Daypart Cumes:	Weighted (000)	12027	298	7390	176	4638	122
762	Weekday Midnight - 6:00 am	Horz %	100.00	2.48	61.44	1.47	38.56	1.01
763		Vert %	5.11	4.60	6.50	7.36	3.81	2.98
764		Index	100	90	127	144	75	58
765								
766		Unwgt	15677	541	8335	224	7342	317
767	Radio Daypart Cumes:	Weighted (000)	73417	2382	37011	915	36406	1467
768	Weekend 6:00 am - 10:00 am	Horz %	100.00	3.24	50.41	1.25	49.59	2.00
769		Vert %	31.19	36.75	32.57	38.19	29.89	35.90
770		Index	100	118	104	122	96	115
771								
772		Unwgt	21347	831	10793	318	10554	513
773	Radio Daypart Cumes:	Weighted (000)	101409	3608	47588	1274	53821	2334
774	Weekend 10:00 am - 3:00 pm	Horz %	100.00	3.56	46.93	1.26	53.07	2.30
775		Vert %	43.08	55.66	41.88	53.19	44.19	57.11
776		Index	100	129	97	123	103	133
777								
778		Unwgt	16023	628	8309	237	7714	391
779	Radio Daypart Cumes:	Weighted (000)	78299	2822	37813	1028	40485	1794
780	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	3.60	48.29	1.31	51.71	2.29
781		Vert %	33.26	43.54	33.27	42.93	33.24	43.90
782		Index	100	131	100	129	100	132
783								
784		Unwgt	7965	296	4193	129	3772	167
785	Radio Daypart Cumes:	Weighted (000)	40391	1346	20085	582	20307	764
786	Weekend 7:00 pm - Midnight	Horz %	100.00	3.33	49.73	1.44	50.27	1.89
787		Vert %	17.16	20.76	17.67	24.29	16.67	18.69
788		Index	100	121	103	142	97	109
789						*		*
790		Unwgt	1942	62	1122	35	820	27
791	Radio Daypart Cumes:	Weighted (000)	9729	272	5419	127	4310	145
792	Weekend Midnight - 6:00 am	Horz %	100.00	2.80	55.70	1.31	44.30	1.49
793		Vert %	4.13	4.20	4.77	5.31	3.54	3.55
794		Index	100	102	115	128	86	86
795								
796		Unwgt	8267	233	3701	77	4566	156
797	Most Often Listen to Radio at Home - Typical Weekday	Weighted (000)	40715	953	17448	312	23267	641
798		Horz %	100.00	2.34	42.85	0.77	57.15	1.58
799		Vert %	17.29	14.70	15.35	13.01	19.11	15.70
800		Index	100	85	89	75	110	91
801								
802		Unwgt	30190	989	15843	390	14347	599
803	Most Often Listen to Radio in Vehicle - Typical Weekday	Weighted (000)	141773	4417	68971	1672	72802	2745
804		Horz %	100.00	3.12	48.65	1.18	51.35	1.94
805		Vert %	60.22	68.15	60.69	69.81	59.78	67.17
806		Index	100	113	101	116	99	112
807								
808		Unwgt	4528	172	2848	80	1680	92
809	Most Often Listen to Radio at Work - Typical Weekday	Weighted (000)	23641	914	14226	366	9416	547
810		Horz %	100.00	3.87	60.17	1.55	39.83	2.32
811		Vert %	10.04	14.10	12.52	15.29	7.73	13.40
812		Index	100	140	125	152	77	133

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
813				*		*		*
814	Most Often Listen to Radio in Place Other Than Home, Vehicle, Workplace - Typical Weekday	Unwgted	359	5	206	2	153	3
815		Weighted (000)	1946	24	1026	10	920	14
816		Horz %	100.00	1.25	52.71	0.54	47.29	0.71
817		Vert %	0.83	0.38	0.90	0.44	0.76	0.34
818		Index	100	45	109	53	91	41
819								
820	Most Often Listen to Radio at Home - Typical Weekend	Unwgted	10899	338	5259	129	5640	209
821		Weighted (000)	52878	1448	24383	577	28495	870
822		Horz %	100.00	2.74	46.11	1.09	53.89	1.65
823		Vert %	22.46	22.33	21.46	24.10	23.40	21.30
824		Index	100	99	96	107	104	95
825								
826	Most Often Listen to Radio in Vehicle - Typical Weekend	Unwgted	28285	960	14750	373	13535	587
827		Weighted (000)	134449	4336	65161	1588	69288	2748
828		Horz %	100.00	3.23	48.47	1.18	51.53	2.04
829		Vert %	57.11	66.90	57.34	66.31	56.90	67.24
830		Index	100	117	100	116	100	118
831				*		*		*
832	Most Often Listen to Radio at Work - Typical Weekend	Unwgted	1417	47	934	24	483	23
833		Weighted (000)	7763	227	4921	84	2842	143
834		Horz %	100.00	2.92	63.39	1.08	36.61	1.84
835		Vert %	3.30	3.50	4.33	3.50	2.33	3.49
836		Index	100	106	131	106	71	106
837				*		*		*
838	Most Often Listen to Radio in Place Other Than Home, Vehicle, Workplace - Typical Weekend	Unwgted	469	10	266	5	203	5
839		Weighted (000)	2582	55	1350	25	1232	29
840		Horz %	100.00	2.12	52.27	0.98	47.73	1.14
841		Vert %	1.10	0.84	1.19	1.06	1.01	0.72
842		Index	100	77	108	97	92	65
843								
844	Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	10598	345	6568	176	4030	169
845		Weighted (000)	41469	1227	24543	637	16926	590
846		Horz %	100.00	2.96	59.18	1.54	40.82	1.42
847		Vert %	17.61	18.93	21.60	26.59	13.90	14.44
848		Index	100	107	123	151	79	82
849								
850	Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	37197	1433	19149	558	18048	875
851		Weighted (000)	181809	6453	88012	2380	93797	4073
852		Horz %	100.00	3.55	48.41	1.31	51.59	2.24
853		Vert %	77.23	99.55	77.45	99.35	77.02	99.67
854		Index	100	129	100	129	100	129
855								
856	Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	40531	1435	21108	559	19423	876
857		Weighted (000)	194478	6482	95031	2395	99447	4087
858		Horz %	100.00	3.33	48.86	1.23	51.14	2.10
859		Vert %	82.61	100.00	83.62	100.00	81.66	100.00
860		Index	100	121	101	121	99	121
861								
862	Ever Listen to Any Satellite Radio (SiriusXM)	Unwgted	6099	136	3409	58	2690	78
863		Weighted (000)	26041	535	12726	161	13315	374
864		Horz %	100.00	2.05	48.87	0.62	51.13	1.44
865		Vert %	11.06	8.25	11.20	6.71	10.93	9.16
866		Index	100	75	101	61	99	83

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
867								
868		Unwgt	8456	204	4667	87	3789	117
869	Household Subscribes to Satellite Radio (SiriusXM)	Weighted (000)	37461	891	18153	301	19308	590
870		Horz %	100.00	2.38	48.46	0.80	51.54	1.58
871		Vert %	15.91	13.74	15.97	12.55	15.85	14.44
872		Index	100	86	100	79	100	91
873								
874	Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt	11088	308	6189	128	4899	180
875		Weighted (000)	51127	1485	25583	569	25543	916
876		Horz %	100.00	2.90	50.04	1.11	49.96	1.79
877		Vert %	21.72	22.91	22.51	23.74	20.97	22.43
878		Index	100	105	104	109	97	103
879								
880	Listened Online to Streamed AM/FM Broadcast Radio Stations - Past Month	Unwgt	6995	214	4150	100	2845	114
881		Weighted (000)	32288	959	18111	410	14177	549
882		Horz %	100.00	2.97	56.09	1.27	43.91	1.70
883		Vert %	13.71	14.80	15.94	17.12	11.64	13.44
884		Index	100	108	116	125	85	98
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgt	10005	304	5546	125	4459	179
887		Weighted (000)	48139	1472	24740	591	23399	881
888		Horz %	100.00	3.06	51.39	1.23	48.61	1.83
889		Vert %	20.45	22.71	21.77	24.68	19.21	21.55
890		Index	100	111	106	121	94	105
891								
892	Listened to Any Radio on the Internet - Past Month	Unwgt	12923	403	7194	172	5729	231
893		Weighted (000)	61548	1908	31785	769	29763	1139
894		Horz %	100.00	3.10	51.64	1.25	48.36	1.85
895		Vert %	26.14	29.44	27.97	32.12	24.44	27.86
896		Index	100	113	107	123	93	107
897						*		
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgt	3467	101	2036	41	1431	60
899		Weighted (000)	15748	417	8762	160	6986	257
900		Horz %	100.00	2.65	55.64	1.02	44.36	1.63
901		Vert %	6.69	6.44	7.71	6.68	5.74	6.30
902		Index	100	96	115	100	86	94
903								
904	Visited Pandora.com Web Site - Past Month	Unwgt	8509	259	4316	92	4193	167
905		Weighted (000)	42896	1341	19842	451	23054	890
906		Horz %	100.00	3.13	46.26	1.05	53.74	2.07
907		Vert %	18.22	20.68	17.46	18.82	18.93	21.78
908		Index	100	114	96	103	104	120
909								
910	Downloaded Music from Internet - Past Month	Unwgt	10523	303	5829	110	4694	193
911		Weighted (000)	53077	1591	27367	573	25710	1018
912		Horz %	100.00	3.00	51.56	1.08	48.44	1.92
913		Vert %	22.55	24.54	24.08	23.91	21.11	24.92
914		Index	100	109	107	106	94	111
915						*		*
916	Downloaded Podcasts/Podcasting - Past Month	Unwgt	1920	50	1282	22	638	28
917		Weighted (000)	8375	254	5348	95	3027	159
918		Horz %	100.00	3.03	63.85	1.14	36.15	1.89
919		Vert %	3.56	3.92	4.71	3.98	2.49	3.88
920		Index	100	110	132	112	70	109

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
921								
922	Advertising on radio provides me with useful information about bargains. Agree strongly/somewhat	Unwgted	17255	553	8891	213	8364	340
923		Weighted (000)	84975	2526	40780	949	44195	1576
924		Horz %	100.00	2.97	47.99	1.12	52.01	1.86
925		Vert %	36.10	38.96	35.89	39.63	36.29	38.58
926		Index	100	108	99	110	101	107
927								
928	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly/somewhat	Unwgted	13925	433	7323	168	6602	265
929		Weighted (000)	68695	1997	33660	756	35035	1240
930		Horz %	100.00	2.91	49.00	1.10	51.00	1.81
931		Vert %	29.18	30.81	29.62	31.58	28.77	30.35
932		Index	100	106	102	108	99	104
933								
934	Advertising on radio provides me with useful information about new products and services. Agree strongly/somewhat	Unwgted	17309	539	8985	215	8324	324
935		Weighted (000)	83954	2422	40763	954	43191	1468
936		Horz %	100.00	2.88	48.55	1.14	51.45	1.75
937		Vert %	35.66	37.37	35.87	39.82	35.47	35.92
938		Index	100	105	101	112	99	101
939								
940	For me, advertising on radio is amusing. Agree strongly/somewhat	Unwgted	13773	416	7450	180	6323	236
941		Weighted (000)	67980	2019	34242	847	33739	1172
942		Horz %	100.00	2.97	50.37	1.25	49.63	1.72
943		Vert %	28.88	31.15	30.13	35.35	27.70	28.69
944		Index	100	108	104	122	96	99
945				*		*		*
946	TV Dayparts: Total Prime time Mon-Sun	Unwgted	1503	47	770	18	732	28
947		Weighted (000)	105059	3125	50204	1216	54855	1909
948		Horz %	100.00	2.97	47.79	1.16	52.21	1.82
949		Vert %	44.63	48.22	44.18	50.78	45.04	46.71
950		Index	100	108	99	114	101	105
951								
952	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	5416	170	2768	68	2648	102
953		Weighted (000)	108333	3240	51393	1257	56940	1983
954		Horz %	100.00	2.99	47.44	1.16	52.56	1.83
955		Vert %	46.02	49.98	45.22	52.49	46.76	48.51
956		Index	100	109	98	114	102	105
957								
958	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	4621	149	2381	60	2239	89
959		Weighted (000)	94617	2830	46111	1123	48506	1707
960		Horz %	100.00	2.99	48.73	1.19	51.27	1.80
961		Vert %	40.19	43.66	40.58	46.88	39.83	41.78
962		Index	100	109	101	117	99	104
963								
964	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	4026	129	2063	51	1962	77
965		Weighted (000)	100612	2918	48815	1134	51797	1784
966		Horz %	100.00	2.90	48.52	1.13	51.48	1.77
967		Vert %	42.74	45.01	42.96	47.33	42.53	43.65
968		Index	100	105	101	111	100	102
969				*		*		*
970	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	1289	36	579	14	709	22
971		Weighted (000)	33814	769	13984	296	19830	473
972		Horz %	100.00	2.27	41.35	0.88	58.65	1.40
973		Vert %	14.36	11.87	12.31	12.37	16.28	11.57
974		Index	100	83	86	86	113	81

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
975						*		
976	TV Dayparts: Weekdays: 4:00	Unwgted	3629	109	1853	44	1775	64
977	pm-7:30 pm (Eastern/Pacific)	Weighted (000)	64215	1582	30098	599	34117	983
978	3:00 pm-6:30 pm	Horz %	100.00	2.46	46.87	0.93	53.13	1.53
979	(Central/Mountain)	Vert %	27.28	24.40	26.49	24.99	28.02	24.05
980		Index	100	89	97	92	103	88
981						*		*
982	TV Dayparts: Weekdays:	Unwgted	2869	80	1505	32	1364	48
983	11:30 pm-1:00 am	Weighted (000)	29694	766	14767	296	14927	470
984	(Eastern/Pacific) 10:30 pm-	Horz %	100.00	2.58	49.73	1.00	50.27	1.58
985	Midnight (Central/Mountain)	Vert %	12.61	11.82	12.99	12.37	12.26	11.49
986		Index	100	94	103	98	97	91
987				*		*		*
988	TV Dayparts: Weekend	Unwgted	1104	34	569	14	534	19
989	Children's Shows: Saturday-	Weighted (000)	31479	871	15246	392	16234	479
990	Sunday Mornings	Horz %	100.00	2.77	48.43	1.25	51.57	1.52
991		Vert %	13.37	13.44	13.42	16.37	13.33	11.73
992		Index	100	101	100	122	100	88
993				*		*		*
994	TV Dayparts: Weekend	Unwgted	1497	43	835	20	662	23
995	Sports: Saturday-Sunday	Weighted (000)	54078	1371	28480	659	25598	712
996	Afternoons	Horz %	100.00	2.53	52.66	1.22	47.34	1.32
997		Vert %	22.97	21.15	25.06	27.49	21.02	17.43
998		Index	100	92	109	120	92	76
999						*		*
1000		Unwgted	2293	53	1390	27	903	26
1001	Downloaded a TV Program	Weighted (000)	10878	280	6388	107	4489	173
1002	from Internet - Past Month	Horz %	100.00	2.57	58.73	0.98	41.27	1.59
1003		Vert %	4.62	4.32	5.62	4.46	3.69	4.23
1004		Index	100	93	122	97	80	92
1005								
1006		Unwgted	7206	215	3915	89	3291	126
1007	Watched a TV Program Online	Weighted (000)	33935	961	17402	364	16533	597
1008	- Past Month	Horz %	100.00	2.83	51.28	1.07	48.72	1.76
1009		Vert %	14.41	14.83	15.31	15.21	13.58	14.61
1010		Index	100	103	106	106	94	101
1011								
1012		Unwgted	10135	346	5041	113	5094	233
1013	Visited a TV Network or TV	Weighted (000)	47511	1580	22105	464	25406	1116
1014	Show's Website - Past Month	Horz %	100.00	3.33	46.53	0.98	53.47	2.35
1015		Vert %	20.18	24.37	19.45	19.35	20.86	27.32
1016		Index	100	121	96	96	103	135
1017								
1018		Unwgted	5329	166	2994	65	2335	101
1019	Looked at TV Listings On-Line	Weighted (000)	23414	715	12494	272	10920	444
1020	- Past Month	Horz %	100.00	3.05	53.36	1.16	46.64	1.89
1021		Vert %	9.95	11.03	10.99	11.34	8.97	10.86
1022		Index	100	111	111	114	90	109
1023								
1024		Unwgted	25127	853	12457	319	12670	534
1025	Household Subscribes to	Weighted (000)	116148	3751	53997	1316	62151	2434
1026	Cable TV	Horz %	100.00	3.23	46.49	1.13	53.51	2.10
1027		Vert %	49.34	57.86	47.52	54.96	51.04	59.56
1028		Index	100	117	96	111	103	121

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

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1								
2								
1029								
1030		Unwgt	20699	742	10505	278	10194	464
1031	Household Subscribes to Digital Cable TV	Weighted (000)	94273	3229	44713	1114	49560	2115
1032		Horz %	100.00	3.43	47.43	1.18	52.57	2.24
1033		Vert %	40.04	49.82	39.35	46.51	40.70	51.75
1034		Index	100	124	98	116	102	129
1035								
1036		Unwgt	40149	1258	20734	496	19415	762
1037	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	190461	5623	91427	2101	99033	3522
1038		Horz %	100.00	2.95	48.00	1.10	52.00	1.85
1039		Vert %	80.90	86.75	80.45	87.72	81.32	86.19
1040		Index	100	107	99	108	101	107
1041								
1042		Unwgt	30086	966	16099	402	13987	564
1043	Heavy Cable TV Viewing (Including Pay) - Past Week	Weighted (000)	144866	4362	71918	1769	72948	2593
1044		Horz %	100.00	3.01	49.64	1.22	50.36	1.79
1045		Vert %	61.53	67.29	63.29	73.85	59.90	63.45
1046		Index	100	109	103	120	97	103
1047								
1048		Unwgt	16770	560	9346	232	7424	328
1049	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78968	2598	40538	1008	38429	1590
1050		Horz %	100.00	3.29	51.34	1.28	48.66	2.01
1051		Vert %	33.54	40.09	35.67	42.08	31.56	38.92
1052		Index	100	120	106	125	94	116
1053								
1054		Unwgt	6528	213	3618	100	2910	113
1055	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	31490	1117	15966	484	15524	633
1056		Horz %	100.00	3.55	50.70	1.54	49.30	2.01
1057		Vert %	13.38	17.23	14.05	20.21	12.75	15.48
1058		Index	100	129	105	151	95	116
1059								
1060		Unwgt	13062	474	6720	185	6342	289
1061	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	55818	2117	25998	731	29820	1386
1062		Horz %	100.00	3.79	46.58	1.31	53.42	2.48
1063		Vert %	23.71	32.66	22.88	30.53	24.49	33.91
1064		Index	100	138	96	129	103	143
1065								
1066		Unwgt	11486	263	6307	120	5179	143
1067	Household Has a Satellite Dish	Weighted (000)	63755	1361	31728	582	32027	779
1068		Horz %	100.00	2.13	49.77	0.91	50.23	1.22
1069		Vert %	27.08	21.00	27.92	24.28	26.30	19.07
1070		Index	100	78	103	90	97	70
1071								
1072		Unwgt	23684	751	12603	296	11081	455
1073	Household Has a Digital Video Recorder (DVR)	Weighted (000)	109473	3374	53380	1267	56093	2107
1074		Horz %	100.00	3.08	48.76	1.16	51.24	1.92
1075		Vert %	46.50	52.05	46.97	52.91	46.06	51.55
1076		Index	100	112	101	114	99	111
1077				*		*		*
1078		Unwgt	381	12	211	5	170	7
1079	Household Has a TiVo Brand DVR (Stand-Alone)	Weighted (000)	1545	50	796	14	749	37
1080		Horz %	100.00	3.25	51.54	0.89	48.46	2.36
1081		Vert %	0.66	0.78	0.70	0.57	0.61	0.89
1082		Index	100	118	107	87	94	136

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1								
2								
1083								
1084		Unwgt	40932	1274	21132	480	19800	794
1085	Any Internet/Online Activity - Past Month	Weighted (000)	191318	5773	91930	2017	99388	3757
1086		Horz %	100.00	3.02	48.05	1.05	51.95	1.96
1087		Vert %	81.27	89.06	80.90	84.18	81.61	91.92
1088		Index	100	110	100	104	100	113
1089								
1090		Unwgt	13201	432	6337	141	6864	291
1091	Played Games Online - Past Month	Weighted (000)	68484	2072	31564	627	36920	1445
1092		Horz %	100.00	3.03	46.09	0.92	53.91	2.11
1093		Vert %	29.09	31.97	27.78	26.17	30.32	35.36
1094		Index	100	110	95	90	104	122
1095								
1096		Unwgt	4423	117	2728	58	1695	59
1097	Downloaded a Video Game from Internet - Past Month	Weighted (000)	23898	653	14187	327	9711	327
1098		Horz %	100.00	2.73	59.37	1.37	40.63	1.37
1099		Vert %	10.15	10.08	12.48	13.64	7.97	7.99
1100		Index	100	99	123	134	79	79
1101								
1102		Unwgt	10523	303	5829	110	4694	193
1103	Downloaded Music from Internet - Past Month	Weighted (000)	53077	1591	27367	573	25710	1018
1104		Horz %	100.00	3.00	51.56	1.08	48.44	1.92
1105		Vert %	22.55	24.54	24.08	23.91	21.11	24.92
1106		Index	100	109	107	106	94	111
1107						*		*
1108		Unwgt	1920	50	1282	22	638	28
1109	Downloaded Podcasts/Podcasting from Internet - Past Month	Weighted (000)	8375	254	5348	95	3027	159
1110		Horz %	100.00	3.03	63.85	1.14	36.15	1.89
1111		Vert %	3.56	3.92	4.71	3.98	2.49	3.88
1112		Index	100	110	132	112	70	109
1113						*		*
1114		Unwgt	3467	91	2239	46	1228	45
1115	Downloaded a Movie from Internet - Past Month	Weighted (000)	16425	444	10039	201	6386	243
1116		Horz %	100.00	2.70	61.12	1.22	38.88	1.48
1117		Vert %	6.98	6.85	8.83	8.39	5.24	5.95
1118		Index	100	98	127	120	75	85
1119								
1120		Unwgt	7357	206	4525	100	2832	106
1121	Watched a Movie Online - Past Month	Weighted (000)	36296	992	21133	440	15163	552
1122		Horz %	100.00	2.73	58.22	1.21	41.78	1.52
1123		Vert %	15.42	15.30	18.60	18.37	12.45	13.50
1124		Index	100	99	121	119	81	88
1125								
1126		Unwgt	7088	218	4446	108	2642	110
1127	Watched Other Online Video (Not TV or Movie) - Past Month	Weighted (000)	33965	1054	20412	485	13553	568
1128		Horz %	100.00	3.10	60.10	1.43	39.90	1.67
1129		Vert %	14.43	16.25	17.96	20.26	11.13	13.91
1130		Index	100	113	124	140	77	96
1131						*		*
1132		Unwgt	2266	64	1320	26	946	38
1133	Visited a Chat Room Online - Past Month	Weighted (000)	11508	281	6463	123	5045	158
1134		Horz %	100.00	2.45	56.16	1.07	43.84	1.38
1135		Vert %	4.89	4.34	5.69	5.14	4.14	3.87
1136		Index	100	89	116	105	85	79

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1								
2								
1137								
1138		Unwgt	36705	1182	18631	428	18074	754
1139	Used e-Mail - Past Month	Weighted (000)	166851	5319	77848	1774	89003	3545
1140		Horz %	100.00	3.19	46.66	1.06	53.34	2.12
1141		Vert %	70.87	82.05	68.50	74.05	73.08	86.74
1142		Index	100	116	97	104	103	122
1143								
1144		Unwgt	22583	701	10954	219	11629	482
1145	Used Instant Messenger/IM - Past Month	Weighted (000)	114111	3423	50860	998	63251	2425
1146		Horz %	100.00	3.00	44.57	0.87	55.43	2.13
1147		Vert %	48.47	52.81	44.76	41.68	51.94	59.34
1148		Index	100	109	92	86	107	122
1149								
1150	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Unwgt	32789	1032	16501	363	16288	669
1151		Weighted (000)	158161	4857	73737	1571	84424	3286
1152		Horz %	100.00	3.07	46.62	0.99	53.38	2.08
1153		Vert %	67.18	74.93	64.89	65.60	69.32	80.40
1154		Index	100	112	97	98	103	120
1155								
1156		Unwgt	26080	841	12113	262	13967	579
1157	Visited Facebook.com - Past Month	Weighted (000)	129650	4102	55887	1235	73763	2868
1158		Horz %	100.00	3.16	43.11	0.95	56.89	2.21
1159		Vert %	55.07	63.29	49.18	51.54	60.57	70.17
1160		Index	100	115	89	94	110	127
1161				*		*		*
1162		Unwgt	966	19	539	9	427	10
1163	Visited Flickr.com - Past Month	Weighted (000)	4414	83	2263	35	2152	47
1164		Horz %	100.00	1.87	51.26	0.80	48.74	1.07
1165		Vert %	1.88	1.27	1.99	1.47	1.77	1.16
1166		Index	100	68	106	78	94	62
1167				*		*		*
1168		Unwgt	422	13	223	4	199	9
1169	Visited Foursquare Web Site - Past Month	Weighted (000)	1951	69	916	22	1035	47
1170		Horz %	100.00	3.55	46.95	1.13	53.05	2.41
1171		Vert %	0.83	1.07	0.81	0.92	0.85	1.15
1172		Index	100	129	97	112	103	139
1173								
1174		Unwgt	6471	194	3750	77	2721	117
1175	Visited LinkedIn.com - Past Month	Weighted (000)	23533	774	12775	250	10758	523
1176		Horz %	100.00	3.29	54.29	1.06	45.71	2.22
1177		Vert %	10.00	11.94	11.24	10.45	8.83	12.81
1178		Index	100	119	112	105	88	128
1179				*		*		*
1180		Unwgt	487	14	291	10	196	4
1181	Visited MySpace.com - Past Month	Weighted (000)	2817	73	1588	53	1229	20
1182		Horz %	100.00	2.59	56.38	1.87	43.62	0.72
1183		Vert %	1.20	1.13	1.40	2.20	1.01	0.50
1184		Index	100	94	117	184	84	41
1185				*		*		*
1186		Unwgt	847	21	431	6	416	15
1187	Visited Photobucket.com - Past Month	Weighted (000)	4583	107	2285	38	2299	69
1188		Horz %	100.00	2.34	49.85	0.82	50.15	1.51
1189		Vert %	1.95	1.65	2.01	1.58	1.89	1.70
1190		Index	100	85	103	81	97	87

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
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1								
2								
1191					*		*	*
1192		Unwgt	1346	43	643	14	703	29
1193	Visited Picasea Web Site - Past Month	Weighted (000)	5555	188	2374	44	3181	144
1194		Horz %	100.00	3.39	42.74	0.80	57.26	2.60
1195		Vert %	2.36	2.91	2.09	1.84	2.61	3.53
1196		Index	100	123	89	78	111	150
1197							*	
1198		Unwgt	1804	64	493	13	1311	51
1199	Visited Shutterfly.com - Past Month	Weighted (000)	7223	316	1697	26	5527	290
1200		Horz %	100.00	4.37	23.49	0.36	76.51	4.01
1201		Vert %	3.07	4.87	1.49	1.09	4.54	7.09
1202		Index	100	159	49	36	148	231
1203						*		*
1204		Unwgt	1456	29	825	15	631	14
1205	Visited Tumblr Web Site - Past Month	Weighted (000)	7650	119	3783	43	3868	75
1206		Horz %	100.00	1.55	49.44	0.56	50.56	0.99
1207		Vert %	3.25	1.83	3.33	1.80	3.18	1.85
1208		Index	100	56	102	55	98	57
1209								
1210		Unwgt	4999	130	2782	52	2217	78
1211	Visited Twitter.com - Past Month	Weighted (000)	25343	643	12937	253	12406	390
1212		Horz %	100.00	2.54	51.05	1.00	48.95	1.54
1213		Vert %	10.76	9.93	11.38	10.57	10.19	9.55
1214		Index	100	92	106	98	95	89
1215						*		*
1216		Unwgt	2312	54	1217	15	1095	39
1217	Visited Yelp Web Site - Past Month	Weighted (000)	8833	261	4306	41	4528	220
1218		Horz %	100.00	2.96	48.74	0.46	51.26	2.49
1219		Vert %	3.75	4.03	3.79	1.71	3.72	5.39
1220		Index	100	107	101	45	99	144
1221								
1222		Unwgt	21534	686	12005	268	9529	418
1223	Visited YouTube.com - Past Month	Weighted (000)	104305	3282	54233	1166	50072	2116
1224		Horz %	100.00	3.15	51.99	1.12	48.01	2.03
1225		Vert %	44.31	50.63	47.72	48.67	41.12	51.77
1226		Index	100	114	108	110	93	117
1227						*		*
1228		Unwgt	2260	77	1116	29	1144	48
1229	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	10945	372	4940	145	6005	228
1230		Horz %	100.00	3.40	45.14	1.32	54.86	2.08
1231		Vert %	4.65	5.74	4.35	6.03	4.93	5.57
1232		Index	100	124	94	130	106	120
1233								
1234		Unwgt	14480	495	5792	121	8688	374
1235	Posted "Like" on Social Network - Past Month	Weighted (000)	73246	2419	26462	568	46784	1851
1236		Horz %	100.00	3.30	36.13	0.78	63.87	2.53
1237		Vert %	31.11	37.32	23.29	23.72	38.42	45.29
1238		Index	100	120	75	76	123	146
1239						*		*
1240		Unwgt	6109	171	2697	47	3412	124
1241	"Followed" or Became a "Fan of" Something or Someone on Social Network - Past Month	Weighted (000)	31885	860	12877	233	19008	628
1242		Horz %	100.00	2.70	40.39	0.73	59.61	1.97
1243		Vert %	13.54	13.27	11.33	9.71	15.61	15.36
1244		Index	100	98	84	72	115	113

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
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1								
2								
1245						*		
1246	Clicked on an Advertisement on Social Network - Past Month	Unwgt	3637	127	1808	41	1829	86
1247		Weighted (000)	17179	586	7759	159	9421	428
1248		Horz %	100.00	3.41	45.16	0.92	54.84	2.49
1249		Vert %	7.30	9.05	6.83	6.62	7.74	10.47
1250		Index	100	124	94	91	106	143
1251								
1252	Ever Looked at an Advertisement Sent with Text Message to Cellular/Mobile/Smartphone	Unwgt	5585	151	2728	64	2857	87
1253		Weighted (000)	27885	660	12391	279	15494	382
1254		Horz %	100.00	2.37	44.44	1.00	55.56	1.37
1255		Vert %	11.84	10.19	10.90	11.63	12.72	9.35
1256		Index	100	86	92	98	107	79
1257						*		
1258	Ever Redeemed a Mobile Coupon Using Cellular/Mobile/Smartphone	Unwgt	4573	141	1898	46	2675	95
1259		Weighted (000)	22668	662	8530	207	14138	455
1260		Horz %	100.00	2.92	37.63	0.91	62.37	2.01
1261		Vert %	9.63	10.22	7.51	8.66	11.61	11.13
1262		Index	100	106	78	90	121	116
1263						*		
1264	Ever Scanned a QR Code or Other 'Tag' Using Cellular/Mobile/Smartphone	Unwgt	3343	92	1869	36	1474	56
1265		Weighted (000)	15919	427	8088	163	7831	264
1266		Horz %	100.00	2.68	50.81	1.02	49.19	1.66
1267		Vert %	6.76	6.58	7.12	6.79	6.43	6.46
1268		Index	100	97	105	100	95	96
1269								
1270	Ever Searched for Information About a Product Using Cellular/Mobile/Smartphone	Unwgt	11322	325	6177	133	5145	192
1271		Weighted (000)	53512	1581	26297	551	27215	1030
1272		Horz %	100.00	2.95	49.14	1.03	50.86	1.93
1273		Vert %	22.73	24.39	23.14	23.00	22.35	25.21
1274		Index	100	107	102	101	98	111
1275								
1276	Ever Visited a Social Networking Site using Cellular/Mobile/Smartphone	Unwgt	14477	416	7120	131	7357	285
1277		Weighted (000)	71447	2109	31635	572	39813	1537
1278		Horz %	100.00	2.95	44.28	0.80	55.72	2.15
1279		Vert %	30.35	32.53	27.84	23.86	32.69	37.62
1280		Index	100	107	92	79	108	124
1281								
1282	Ever Signed Up for a Text Message 'Alert' Service to Cellular/Mobile/Smartphone	Unwgt	6100	185	3073	73	3027	112
1283		Weighted (000)	30132	918	14247	329	15885	588
1284		Horz %	100.00	3.04	47.28	1.09	52.72	1.95
1285		Vert %	12.80	14.15	12.54	13.74	13.04	14.40
1286		Index	100	111	98	107	102	113
1287								
1288	Ever Received a Text Message 'Alert' on Cellular/Mobile/Smartphone	Unwgt	12133	349	6067	123	6066	226
1289		Weighted (000)	58834	1615	27109	541	31725	1074
1290		Horz %	100.00	2.75	46.08	0.92	53.92	1.83
1291		Vert %	24.99	24.92	23.85	22.60	26.05	26.28
1292		Index	100	100	95	90	104	105
1293								
1294	Ever Listened to Music on Cellular/Mobile/Smartphone	Unwgt	13348	330	7366	126	5982	204
1295		Weighted (000)	66976	1644	33926	590	33050	1054
1296		Horz %	100.00	2.45	50.65	0.88	49.35	1.57
1297		Vert %	28.45	25.36	29.85	24.64	27.14	25.78
1298		Index	100	89	105	87	95	91

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

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1								
2								
1299								
1300		Unwgt	6979	178	3783	68	3196	110
1301	Ever Downloaded a Song to Cellular/Mobile/Smartphone	Weighted (000)	35766	948	17933	346	17833	602
1302		Horz %	100.00	2.65	50.14	0.97	49.86	1.68
1303		Vert %	15.19	14.63	15.78	14.46	14.64	14.73
1304		Index	100	96	104	95	96	97
1305								
1306		Unwgt	16530	474	9448	198	7082	276
1307	Ever Visited a Website for News Using Cellular/Mobile/Smartphone	Weighted (000)	76470	2237	39736	837	36734	1400
1308		Horz %	100.00	2.93	51.96	1.09	48.04	1.83
1309		Vert %	32.48	34.51	34.97	34.95	30.16	34.25
1310		Index	100	106	108	108	93	105
1311								
1312		Unwgt	10808	269	7504	145	3304	124
1313	Ever Visited a Website for Sports Using Cellular/Mobile/Smartphone	Weighted (000)	49175	1254	31890	614	17285	640
1314		Horz %	100.00	2.55	64.85	1.25	35.15	1.30
1315		Vert %	20.89	19.34	28.06	25.64	14.19	15.65
1316		Index	100	93	134	123	68	75
1317								
1318		Unwgt	18317	536	10016	211	8301	325
1319	Ever Visited a Website for Weather Using Cellular/Mobile/Smartphone	Weighted (000)	85811	2501	42933	893	42878	1608
1320		Horz %	100.00	2.91	50.03	1.04	49.97	1.87
1321		Vert %	36.45	38.58	37.78	37.29	35.21	39.34
1322		Index	100	106	104	102	97	108
1323								
1324		Unwgt	6201	132	3744	56	2457	76
1325	Ever Watched a Video Clip on Cellular/Mobile/Smartphone	Weighted (000)	31168	750	17459	260	13708	490
1326		Horz %	100.00	2.41	56.02	0.83	43.98	1.57
1327		Vert %	13.24	11.57	15.36	10.86	11.26	11.99
1328		Index	100	87	116	82	85	91
1329								
1330		Unwgt	4634	124	2894	65	1740	59
1331	Ever Watched a Downloaded or Streamed TV Program on Cellular/Mobile/Smartphone	Weighted (000)	22622	657	13299	274	9323	383
1332		Horz %	100.00	2.90	58.79	1.21	41.21	1.69
1333		Vert %	9.61	10.13	11.70	11.42	7.66	9.38
1334		Index	100	105	122	119	80	98
1335						*		*
1336		Unwgt	2264	59	1498	38	766	21
1337	Ever Watched Live TV on Cellular/Mobile/Smartphone	Weighted (000)	10614	254	6580	150	4033	104
1338		Horz %	100.00	2.39	62.00	1.41	38.00	0.98
1339		Vert %	4.51	3.91	5.79	6.25	3.31	2.55
1340		Index	100	87	128	139	73	56
1341				*		*		*
1342		Unwgt	1624	37	1071	21	553	16
1343	Ever Watched a Full-Length Movie on Cellular/Mobile/Smartphone	Weighted (000)	8402	185	5269	109	3133	76
1344		Horz %	100.00	2.20	62.72	1.29	37.28	0.90
1345		Vert %	3.57	2.85	4.64	4.54	2.57	1.86
1346		Index	100	80	130	127	72	52
1347						*		*
1348		Unwgt	3724	77	2380	33	1344	44
1349	Ever Watched Other Video on Cellular/Mobile/Smartphone	Weighted (000)	19061	446	11495	169	7565	277
1350		Horz %	100.00	2.34	60.31	0.89	39.69	1.45
1351		Vert %	8.10	6.88	10.12	7.05	6.21	6.77
1352		Index	100	85	125	87	77	84

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1								
2								
1353								
1354		Unwgt	14329	468	7739	215	6590	253
1355	Read Any Daily Newspaper (Print/Paper/Hard-Copy)	Weighted (000)	62479	1891	31177	790	31302	1101
1356		Horz %	100.00	3.03	49.90	1.26	50.10	1.76
1357		Vert %	26.54	29.18	27.44	32.98	25.70	26.95
1358		Index	100	110	103	124	97	102
1359								
1360		Unwgt	18402	630	9147	226	9255	404
1361	Read Any Sunday Newspaper (Print/Paper/Hard-Copy)	Weighted (000)	82193	2777	37638	883	44555	1893
1362		Horz %	100.00	3.38	45.79	1.07	54.21	2.30
1363		Vert %	34.91	42.83	33.12	36.88	36.59	46.33
1364		Index	100	123	95	106	105	133
1365								
1366	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt	17386	573	9653	231	7733	342
1367		Weighted (000)	78236	2577	39806	924	38430	1653
1368		Horz %	100.00	3.29	50.88	1.18	49.12	2.11
1369		Vert %	33.23	39.76	35.03	38.57	31.56	40.45
1370		Index	100	120	105	116	95	122
1371								
1372		Unwgt	4856	143	2384	63	2472	80
1373	Read Classified Advertising in Weekday Newspaper	Weighted (000)	25833	595	12003	282	13830	313
1374		Horz %	100.00	2.30	46.46	1.09	53.54	1.21
1375		Vert %	10.97	9.18	10.56	11.79	11.36	7.65
1376		Index	100	84	96	107	103	70
1377								
1378		Unwgt	5174	175	2612	62	2562	113
1379	Read Classified Advertising in Sunday/Weekend Newspaper	Weighted (000)	26886	750	12409	246	14477	504
1380		Horz %	100.00	2.79	46.16	0.91	53.84	1.87
1381		Vert %	11.42	11.56	10.92	10.25	11.89	12.33
1382		Index	100	101	96	90	104	108
1383								
1384		Unwgt	4794	164	2218	59	2576	105
1385	Read Advertisements in Weekday Newspaper	Weighted (000)	22233	718	9570	260	12663	458
1386		Horz %	100.00	3.23	43.04	1.17	56.96	2.06
1387		Vert %	9.44	11.07	8.42	10.84	10.40	11.21
1388		Index	100	117	89	115	110	119
1389								
1390		Unwgt	6106	211	2769	68	3337	143
1391	Read Advertisements in Sunday Newspaper	Weighted (000)	28067	892	11734	273	16333	619
1392		Horz %	100.00	3.18	41.81	0.97	58.19	2.20
1393		Vert %	11.92	13.76	10.33	11.39	13.41	15.14
1394		Index	100	115	87	96	112	127
1395								
1396		Unwgt	6400	235	2583	70	3817	165
1397	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	29176	940	10827	281	18349	659
1398		Horz %	100.00	3.22	37.11	0.96	62.89	2.26
1399		Vert %	12.39	14.50	9.53	11.73	15.07	16.13
1400		Index	100	117	77	95	122	130
1401								
1402		Unwgt	9655	369	3839	94	5816	275
1403	Read Circulars/Inserts/Fliers in Sunday Newspaper	Weighted (000)	42896	1550	15379	355	27517	1194
1404		Horz %	100.00	3.61	35.85	0.83	64.15	2.78
1405		Vert %	18.22	23.90	13.53	14.84	22.60	29.22
1406		Index	100	131	74	81	124	160

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1								
2								
1407								
1408	Receive and/or Clip Coupons from Weekday Newspaper Inserts	Unwgt	5582	169	2776	63	2806	106
1409		Weighted (000)	25470	756	11581	267	13889	489
1410		Horz %	100.00	2.97	45.47	1.05	54.53	1.92
1411		Vert %	10.82	11.66	10.19	11.15	11.40	11.96
1412		Index	100	108	94	103	105	111
1413								
1414	Receive and/or Clip Coupons from Sunday Newspaper Inserts	Unwgt	13802	479	6655	165	7147	314
1415		Weighted (000)	63608	2099	28072	619	35535	1480
1416		Horz %	100.00	3.30	44.13	0.97	55.87	2.33
1417		Vert %	27.02	32.39	24.70	25.85	29.18	36.22
1418		Index	100	120	91	96	108	134
1419								
1420	Personally Referred to Paper Yellow Pages - Past Week	Unwgt	4330	136	1927	54	2403	82
1421		Weighted (000)	21166	563	8923	227	12243	336
1422		Horz %	100.00	2.66	42.16	1.07	57.84	1.59
1423		Vert %	8.99	8.68	7.85	9.48	10.05	8.22
1424		Index	100	97	87	105	112	91
1425						*		
1426	Personally Referred to Internet Yellow Pages - Past Week	Unwgt	2977	97	1331	31	1646	66
1427		Weighted (000)	14885	408	5870	135	9015	273
1428		Horz %	100.00	2.74	39.43	0.91	60.57	1.83
1429		Vert %	6.32	6.29	5.17	5.64	7.40	6.67
1430		Index	100	99	82	89	117	105
1431								
1432	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt	6696	208	2984	77	3712	131
1433		Weighted (000)	32947	900	13489	335	19458	565
1434		Horz %	100.00	2.73	40.94	1.02	59.06	1.72
1435		Vert %	13.99	13.89	11.87	13.97	15.98	13.83
1436		Index	100	99	85	100	114	99
1437								
1438	Have Seen Video Ads in Grocery Stores - Past Month	Unwgt	9281	270	5008	106	4273	164
1439		Weighted (000)	45105	1357	22966	498	22139	859
1440		Horz %	100.00	3.01	50.92	1.10	49.08	1.90
1441		Vert %	19.16	20.94	20.21	20.80	18.18	21.02
1442		Index	100	109	105	109	95	110
1443								
1444	Have Seen Video Ads in Drug Stores - Past Month	Unwgt	5868	171	3191	74	2677	97
1445		Weighted (000)	29066	882	14898	325	14169	557
1446		Horz %	100.00	3.03	51.25	1.12	48.75	1.92
1447		Vert %	12.35	13.60	13.11	13.56	11.63	13.63
1448		Index	100	110	106	110	94	110
1449								
1450	Have Seen Video Ads in Convenience Stores - Past Month	Unwgt	5602	162	3316	86	2286	76
1451		Weighted (000)	28229	792	15732	379	12497	413
1452		Horz %	100.00	2.81	55.73	1.34	44.27	1.46
1453		Vert %	11.99	12.22	13.84	15.83	10.26	10.10
1454		Index	100	102	115	132	86	84
1455								
1456	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt	6518	196	3678	90	2840	106
1457		Weighted (000)	32452	933	16884	377	15568	556
1458		Horz %	100.00	2.87	52.03	1.16	47.97	1.71
1459		Vert %	13.78	14.39	14.86	15.74	12.78	13.60
1460		Index	100	104	108	114	93	99

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
1461								
1462	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt	5160	171	3017	80	2143	91
1463		Weighted (000)	25305	812	13686	330	11619	482
1464		Horz %	100.00	3.21	54.08	1.31	45.92	1.91
1465		Vert %	10.75	12.53	12.04	13.79	9.54	11.80
1466		Index	100	117	112	128	89	110
1467								
1468	Have Seen Video Ads in Other Stores - Past Month	Unwgt	4866	145	2849	71	2017	74
1469		Weighted (000)	24903	774	13725	292	11178	482
1470		Horz %	100.00	3.11	55.11	1.17	44.89	1.93
1471		Vert %	10.58	11.93	12.08	12.18	9.18	11.79
1472		Index	100	113	114	115	87	111
1473								
1474	Have Seen Video Ads in Shopping Malls - Past Month	Unwgt	6845	221	3815	88	3030	133
1475		Weighted (000)	32942	1039	17073	355	15868	684
1476		Horz %	100.00	3.15	51.83	1.08	48.17	2.08
1477		Vert %	13.99	16.03	15.02	14.83	13.03	16.73
1478		Index	100	115	107	106	93	120
1479								
1480	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt	4260	122	2665	65	1595	57
1481		Weighted (000)	20450	568	11831	294	8620	273
1482		Horz %	100.00	2.78	57.85	1.44	42.15	1.34
1483		Vert %	8.69	8.76	10.41	12.29	7.08	6.69
1484		Index	100	101	120	141	81	77
1485								
1486	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt	6000	169	3509	81	2491	88
1487		Weighted (000)	31013	834	16895	384	14118	450
1488		Horz %	100.00	2.69	54.48	1.24	45.52	1.45
1489		Vert %	13.17	12.87	14.87	16.05	11.59	11.01
1490		Index	100	98	113	122	88	84
1491								
1492	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt	4383	133	2500	70	1883	63
1493		Weighted (000)	21812	649	11745	275	10067	373
1494		Horz %	100.00	2.97	53.85	1.26	46.15	1.71
1495		Vert %	9.27	10.01	10.34	11.50	8.27	9.14
1496		Index	100	108	112	124	89	99
1497								
1498	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt	3873	129	2312	70	1561	59
1499		Weighted (000)	18426	620	10343	256	8083	363
1500		Horz %	100.00	3.36	56.13	1.39	43.87	1.97
1501		Vert %	7.83	9.56	9.10	10.70	6.64	8.89
1502		Index	100	122	116	137	85	114
1503								
1504	Have Seen Video Ads in Medical Offices - Past Month	Unwgt	5591	171	2815	68	2776	103
1505		Weighted (000)	27889	874	13199	300	14690	574
1506		Horz %	100.00	3.13	47.33	1.07	52.67	2.06
1507		Vert %	11.85	13.48	11.61	12.51	12.06	14.05
1508		Index	100	114	98	106	102	119
1509								
1510	Have Seen Video Ads in Airports - Past Month	Unwgt	4296	130	2570	61	1726	69
1511		Weighted (000)	19033	660	10774	281	8258	379
1512		Horz %	100.00	3.47	56.61	1.48	43.39	1.99
1513		Vert %	8.08	10.18	9.48	11.73	6.78	9.27
1514		Index	100	126	117	145	84	115

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
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1								
2								
1515								
1516		Unwgt	7988	212	4792	90	3196	122
1517	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	36855	1117	20620	422	16235	695
1518		Horz %	100.00	3.03	55.95	1.15	44.05	1.89
1519		Vert %	15.65	17.23	18.15	17.62	13.33	17.00
1520		Index	100	110	116	113	85	109
1521							*	
1522		Unwgt	3586	90	2200	48	1386	42
1523	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	17684	442	10136	215	7548	228
1524		Horz %	100.00	2.50	57.32	1.21	42.68	1.29
1525		Vert %	7.51	6.82	8.92	8.96	6.20	5.57
1526		Index	100	91	119	119	83	74
1527							*	
1528		Unwgt	3408	90	2003	47	1405	43
1529	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	16272	454	8909	218	7363	237
1530		Horz %	100.00	2.79	54.75	1.34	45.25	1.45
1531		Vert %	6.91	7.01	7.84	9.09	6.05	5.79
1532		Index	100	101	113	131	87	84
1533								
1534		Unwgt	5224	145	2996	71	2228	74
1535	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25002	697	13353	308	11649	389
1536		Horz %	100.00	2.79	53.41	1.23	46.59	1.55
1537		Vert %	10.62	10.75	11.75	12.86	9.57	9.51
1538		Index	100	101	111	121	90	90
1539								
1540		Unwgt	24971	786	13231	294	11740	492
1541	Have Seen Any Billboards - Past Month	Weighted (000)	117686	3535	57464	1224	60223	2311
1542		Horz %	100.00	3.00	48.83	1.04	51.17	1.96
1543		Vert %	49.99	54.54	50.57	51.12	49.45	56.54
1544		Index	100	109	101	102	99	113
1545								
1546		Unwgt	11552	366	6437	137	5115	229
1547	Have Seen Any Ads on Buses/Trains - Past Month	Weighted (000)	52281	1664	27436	600	24846	1064
1548		Horz %	100.00	3.18	52.48	1.15	47.52	2.04
1549		Vert %	22.21	25.67	24.14	25.03	20.40	26.04
1550		Index	100	116	109	113	92	117
1551								
1552		Unwgt	7554	233	4287	95	3267	138
1553	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	34321	1046	18485	413	15836	633
1554		Horz %	100.00	3.05	53.86	1.20	46.14	1.85
1555		Vert %	14.58	16.14	16.27	17.22	13.00	15.50
1556		Index	100	111	112	118	89	106
1557							*	
1558		Unwgt	3526	91	2060	45	1466	46
1559	Have Seen Any Ads Inside Taxis - Past Month	Weighted (000)	16385	460	9099	244	7286	217
1560		Horz %	100.00	2.81	55.53	1.49	44.47	1.32
1561		Vert %	6.96	7.10	8.01	10.17	5.98	5.30
1562		Index	100	102	115	146	86	76
1563								
1564		Unwgt	6443	196	3806	88	2637	108
1565	Have Seen Any Ads on Top of Taxis - Past Month	Weighted (000)	29023	950	16227	392	12796	558
1566		Horz %	100.00	3.27	55.91	1.35	44.09	1.92
1567		Vert %	12.33	14.65	14.28	16.37	10.51	13.65
1568		Index	100	119	116	133	85	111

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

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1								
2								
1569						*		*
1570		Unwgt	2881	74	1735	43	1146	31
1571	Have Seen Any Ads on Phone Booths - Past Month	Weighted (000)	14313	346	8037	186	6275	160
1572		Horz %	100.00	2.42	56.15	1.30	43.85	1.11
1573		Vert %	6.08	5.34	7.07	7.78	5.15	3.90
1574		Index	100	88	116	128	85	64
1575								
1576	Have Seen Any Ads at Sports or Entertainment Events - Past Month	Unwgt	8112	216	5090	106	3022	110
1577		Weighted (000)	38648	1122	22576	508	16072	613
1578		Horz %	100.00	2.90	58.41	1.32	41.59	1.59
1579		Vert %	16.42	17.30	19.87	21.23	13.20	15.00
1580		Index	100	105	121	129	80	91
1581								
1582	Have Seen Any Ads on Postcards - Past Month	Unwgt	6261	193	3188	69	3073	124
1583		Weighted (000)	28399	873	13440	307	14959	566
1584		Horz %	100.00	3.07	47.33	1.08	52.67	1.99
1585		Vert %	12.06	13.46	11.83	12.82	12.28	13.84
1586		Index	100	112	98	106	102	115
1587								
1588	Have Seen Any Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt	10498	298	5622	115	4876	183
1589		Weighted (000)	50876	1393	25021	472	25855	922
1590		Horz %	100.00	2.74	49.18	0.93	50.82	1.81
1591		Vert %	21.61	21.50	22.02	19.69	21.23	22.56
1592		Index	100	99	102	91	98	104
1593								
1594	Have Seen Any Ads on Posters at Movie Theaters - Past Month	Unwgt	9087	287	4896	114	4191	173
1595		Weighted (000)	43184	1386	21589	491	21595	894
1596		Horz %	100.00	3.21	49.99	1.14	50.01	2.07
1597		Vert %	18.34	21.38	19.00	20.51	17.73	21.88
1598		Index	100	117	104	112	97	119
1599								
1600	Have Seen Any Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt	11604	371	6094	142	5510	229
1601		Weighted (000)	54758	1863	26708	667	28050	1196
1602		Horz %	100.00	3.40	48.77	1.22	51.23	2.18
1603		Vert %	23.26	28.74	23.50	27.86	23.03	29.26
1604		Index	100	124	101	120	99	126
1605								
1606	Have Seen Any Ads In Stores (Not Video Ads) - Past Month	Unwgt	16410	519	8564	204	7846	315
1607		Weighted (000)	78477	2407	37817	944	40660	1464
1608		Horz %	100.00	3.07	48.19	1.20	51.81	1.87
1609		Vert %	33.33	37.14	33.28	39.40	33.39	35.82
1610		Index	100	111	100	118	100	107
1611								
1612	Have Seen Any Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt	12407	402	6334	148	6073	254
1613		Weighted (000)	58238	1808	27423	606	30815	1201
1614		Horz %	100.00	3.10	47.09	1.04	52.91	2.06
1615		Vert %	24.74	27.89	24.13	25.32	25.30	29.39
1616		Index	100	113	98	102	102	119
1617								
1618	Have Seen Any Infomercials - Past Month	Unwgt	10714	343	5647	136	5067	207
1619		Weighted (000)	51606	1557	25134	576	26471	981
1620		Horz %	100.00	3.02	48.70	1.12	51.30	1.90
1621		Vert %	21.92	24.02	22.12	24.06	21.74	24.00
1622		Index	100	110	101	110	99	109

GfK MRI Doublebase - 2014 - Weighted to Population (000);
 No audit was generated for this report; *Projections relatively unstable
 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
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1								
2								
1623								
1624	Have Seen Any Offers or Ads Sent to Home by Mail (Direct Mail) - Past Month	Unwgted	20701	627	10436	234	10265	393
1625		Weighted (000)	96512	2844	45126	1054	51385	1790
1626		Horz %	100.00	2.95	46.76	1.09	53.24	1.85
1627		Vert %	41.00	43.88	39.71	44.01	42.19	43.81
1628		Index	100	107	97	107	103	107
1629								*
1630	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	4117	97	2589	50	1528	47
1631		Weighted (000)	21513	493	12978	233	8534	260
1632		Horz %	100.00	2.29	60.33	1.09	39.67	1.21
1633		Vert %	9.14	7.61	11.42	9.75	7.01	6.36
1634		Index	100	83	125	107	77	70
1635								
1636	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	19182	618	10233	246	8949	372
1637		Weighted (000)	90290	2839	44821	1068	45469	1771
1638		Horz %	100.00	3.14	49.64	1.18	50.36	1.96
1639		Vert %	38.35	43.80	39.44	44.57	37.34	43.35
1640		Index	100	114	103	116	97	113
1641								
1642	Have Seen Any Product Placement in Movies - Past Month	Unwgted	11524	344	6393	132	5131	212
1643		Weighted (000)	55345	1686	28579	620	26766	1066
1644		Horz %	100.00	3.05	51.64	1.12	48.36	1.93
1645		Vert %	23.51	26.02	25.15	25.88	21.98	26.10
1646		Index	100	111	107	110	93	111
1647						*		
1648	Likely to Buy First House/Residence - Coming Year	Unwgted	4517	109	2435	43	2082	66
1649		Weighted (000)	26866	597	13625	240	13241	358
1650		Horz %	100.00	2.22	50.71	0.89	49.29	1.33
1651		Vert %	11.41	9.21	11.99	10.01	10.87	8.75
1652		Index	100	81	105	88	95	77
1653						*		*
1654	Likely to Buy a Second House or Vacation Home - Coming Year	Unwgted	2558	72	1451	38	1107	34
1655		Weighted (000)	12580	311	6812	174	5768	137
1656		Horz %	100.00	2.47	54.15	1.38	45.85	1.09
1657		Vert %	5.34	4.80	5.99	7.26	4.74	3.36
1658		Index	100	90	112	136	89	63
1659						*		*
1660	Likely to Sell House/Residence - Coming Year	Unwgted	3278	104	1772	43	1506	61
1661		Weighted (000)	14469	416	7124	163	7345	253
1662		Horz %	100.00	2.88	49.24	1.13	50.76	1.75
1663		Vert %	6.15	6.42	6.27	6.82	6.03	6.18
1664		Index	100	104	102	111	98	101
1665				*		*		*
1666	Likely to Take Out a 2nd Mortgage or Equity Loan - Coming Year	Unwgted	1214	41	697	11	517	30
1667		Weighted (000)	5599	211	3007	46	2592	165
1668		Horz %	100.00	3.77	53.71	0.82	46.29	2.95
1669		Vert %	2.38	3.26	2.65	1.93	2.13	4.04
1670		Index	100	137	111	81	89	170
1671								
1672	Likely to Remodel Kitchen - Coming Year	Unwgted	5151	193	2880	90	2271	103
1673		Weighted (000)	24644	817	12532	371	12112	446
1674		Horz %	100.00	3.32	50.85	1.50	49.15	1.81
1675		Vert %	10.47	12.61	11.03	15.48	9.95	10.92
1676		Index	100	120	105	148	95	104

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

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1								
2								
1677								
1678		Unwgt	6270	222	3462	95	2808	127
1679	Likely to Remodel Bathroom - Coming Year	Weighted (000)	29496	980	14776	387	14720	593
1680		Horz %	100.00	3.32	50.09	1.31	49.91	2.01
1681		Vert %	12.53	15.12	13.00	16.16	12.09	14.51
1682		Index	100	121	104	129	96	116
1683					*		*	
1684		Unwgt	1493	35	842	13	651	22
1685	Likely to Convert Room to Home Office - Coming Year	Weighted (000)	7187	133	3709	34	3478	98
1686		Horz %	100.00	1.84	51.60	0.47	48.40	1.37
1687		Vert %	3.05	2.04	3.26	1.42	2.86	2.41
1688		Index	100	67	107	47	94	79
1689					*		*	
1690		Unwgt	1458	41	847	20	611	21
1691	Likely to Add Rooms - Exterior Additions - Coming Year	Weighted (000)	7687	199	4085	109	3602	90
1692		Horz %	100.00	2.59	53.14	1.42	46.86	1.17
1693		Vert %	3.27	3.07	3.59	4.55	2.96	2.20
1694		Index	100	94	110	139	91	67
1695							*	
1696		Unwgt	2935	85	1633	42	1302	43
1697	Likely to Do Other Home Remodeling - Coming Year	Weighted (000)	14102	385	7020	179	7082	206
1698		Horz %	100.00	2.73	49.78	1.27	50.22	1.46
1699		Vert %	5.99	5.94	6.18	7.46	5.82	5.05
1700		Index	100	99	103	125	97	84
1701								
1702	Likely to Purchase Homeowner or Personal Property Insurance - Coming Year	Unwgt	8927	244	4893	108	4034	136
1703		Weighted (000)	42148	1140	21289	473	20859	667
1704		Horz %	100.00	2.71	50.51	1.12	49.49	1.58
1705		Vert %	17.90	17.59	18.73	19.76	17.13	16.32
1706		Index	100	98	105	110	96	91
1707								
1708		Unwgt	6765	188	3574	79	3191	109
1709	Likely to Purchase Life Insurance - Coming Year	Weighted (000)	34593	954	17314	429	17280	525
1710		Horz %	100.00	2.76	50.05	1.24	49.95	1.52
1711		Vert %	14.69	14.72	15.24	17.91	14.19	12.86
1712		Index	100	100	104	122	97	88
1713								
1714	Likely to Invest in Stocks, Bonds, or Mutual Funds - Coming Year	Unwgt	10509	323	5916	137	4593	186
1715		Weighted (000)	45283	1345	23876	539	21408	807
1716		Horz %	100.00	2.97	52.72	1.19	47.28	1.78
1717		Vert %	19.24	20.75	21.01	22.48	17.58	19.74
1718		Index	100	108	109	117	91	103
1719								
1720		Unwgt	10281	352	5364	151	4917	201
1721	Likely to Visit Theme Park - Coming Year	Weighted (000)	51477	1695	24524	741	26953	955
1722		Horz %	100.00	3.29	47.64	1.44	52.36	1.85
1723		Vert %	21.87	26.15	21.58	30.92	22.13	23.36
1724		Index	100	120	99	141	101	107
1725								
1726		Unwgt	8488	271	4361	111	4127	160
1727	Likely to Take Cruise (Longer Than 1 Day) - Coming Year	Weighted (000)	39308	1260	18897	498	20411	762
1728		Horz %	100.00	3.21	48.07	1.27	51.93	1.94
1729		Vert %	16.70	19.44	16.63	20.79	16.76	18.65
1730		Index	100	116	100	124	100	112

RAB / GfK MRI RADIO FORMAT PROFILE: SOFT AC / LITE ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Soft AC/ Lite Rock Formats (Mon-Sun 24-Hr Cume)
1								
2								
1731								
1732		Unwgt	23791	774	12501	308	11290	466
1733	Likely to Take Domestic	Weighted (000)	109081	3568	53409	1312	55672	2256
1734	Vacation Trip - Coming Year	Horz %	100.00	3.27	48.96	1.20	51.04	2.07
1735		Vert %	46.33	55.04	47.00	54.78	45.71	55.19
1736		Index	100	119	101	118	99	119
1737								
1738		Unwgt	13203	423	6889	156	6314	267
1739	Likely to Take Foreign	Weighted (000)	58059	1796	28309	600	29750	1196
1740	Vacation Trip - Coming Year	Horz %	100.00	3.09	48.76	1.03	51.24	2.06
1741		Vert %	24.66	27.71	24.91	25.05	24.43	29.27
1742		Index	100	112	101	102	99	119
1743								
1744		Unwgt	7628	216	4146	76	3482	140
1745	Likely to Buy a New Vehicle -	Weighted (000)	37880	936	19361	340	18519	596
1746	Coming Year	Horz %	100.00	2.47	51.11	0.90	48.89	1.57
1747		Vert %	16.09	14.44	17.04	14.20	15.21	14.58
1748		Index	100	90	106	88	95	91
1749								
1750		Unwgt	10093	272	5480	112	4613	160
1751	Likely to Buy a Used/Pre-	Weighted (000)	54530	1372	27176	514	27353	858
1752	Owned Vehicle - Coming Year	Horz %	100.00	2.52	49.84	0.94	50.16	1.57
1753		Vert %	23.16	21.16	23.91	21.46	22.46	20.99
1754		Index	100	91	103	93	97	91
1755						*		
1756		Unwgt	2738	101	1439	44	1299	57
1757	Likely to Lease a Vehicle -	Weighted (000)	13120	444	6299	163	6821	281
1758	Coming Year	Horz %	100.00	3.39	48.01	1.24	51.99	2.14
1759		Vert %	5.57	6.85	5.54	6.80	5.60	6.88
1760		Index	100	123	99	122	101	123
1761						*		*
1762		Unwgt	2327	63	1168	26	1159	37
1763	Likely to Buy a Van/Mini-Van -	Weighted (000)	12444	318	5833	109	6611	208
1764	Coming Year	Horz %	100.00	2.55	46.87	0.88	53.13	1.67
1765		Vert %	5.29	4.90	5.13	4.56	5.43	5.10
1766		Index	100	93	97	86	103	96
1767						*		*
1768		Unwgt	1281	31	778	16	503	15
1769	Likely to Buy a Motorcycle -	Weighted (000)	7284	134	4143	73	3141	61
1770	Coming Year	Horz %	100.00	1.84	56.88	1.01	43.12	0.83
1771		Vert %	3.09	2.07	3.65	3.06	2.58	1.48
1772		Index	100	67	118	99	83	48
1773								
1774		Unwgt	4622	143	2523	54	2099	89
1775	Likely to Buy a Sport-Utility	Weighted (000)	23224	714	11492	252	11732	462
1776	Vehicle (SUV) - Coming Year	Horz %	100.00	3.08	49.48	1.09	50.52	1.99
1777		Vert %	9.86	11.02	10.11	10.54	9.63	11.31
1778		Index	100	112	103	107	98	115
1779						*		*
1780		Unwgt	3522	85	2111	42	1411	43
1781	Likely to Buy a Truck - Coming	Weighted (000)	19681	403	10757	175	8924	228
1782	Year	Horz %	100.00	2.05	54.66	0.89	45.34	1.16
1783		Vert %	8.36	6.21	9.47	7.30	7.33	5.58
1784		Index	100	74	113	87	88	67

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1								
2								
1785						*		*
1786	Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Coming Year	Unwgted	2459	71	1342	27	1117	44
1787		Weighted (000)	12266	355	6317	136	5949	219
1788		Horz %	100.00	2.89	51.50	1.11	48.50	1.78
1789		Vert %	5.21	5.48	5.56	5.69	4.88	5.35
1790		Index	100	105	107	109	94	103
1791						*		
1792	Likely to Buy an E-Reader (e.g., Amazon Kindle) - Coming Year	Unwgted	5048	138	2490	45	2558	93
1793		Weighted (000)	24651	649	11365	224	13286	425
1794		Horz %	100.00	2.63	46.10	0.91	53.90	1.73
1795		Vert %	10.47	10.01	10.00	9.33	10.91	10.41
1796		Index	100	96	96	89	104	99
1797								
1798	Likely to Buy a Tablet (e.g., Apple iPad) - Coming Year	Unwgted	8706	235	4535	111	4171	124
1799		Weighted (000)	41385	1108	20076	443	21309	665
1800		Horz %	100.00	2.68	48.51	1.07	51.49	1.61
1801		Vert %	17.58	17.09	17.67	18.48	17.50	16.27
1802		Index	100	97	100	105	100	93
1803						*		*
1804	Likely to Buy a Home Theater System - Coming Year	Unwgted	3515	83	2037	38	1478	45
1805		Weighted (000)	18689	412	10026	198	8663	214
1806		Horz %	100.00	2.21	53.65	1.06	46.35	1.15
1807		Vert %	7.94	6.36	8.82	8.27	7.11	5.24
1808		Index	100	80	111	104	90	66
1809								
1810	Likely to Buy a Large Flat Screen/HDTV (27"-42") - Coming Year	Unwgted	7287	211	3805	90	3482	121
1811		Weighted (000)	35646	1047	17609	487	18037	560
1812		Horz %	100.00	2.94	49.40	1.37	50.60	1.57
1813		Vert %	15.14	16.15	15.50	20.32	14.81	13.70
1814		Index	100	107	102	134	98	91
1815								
1816	Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Coming Year	Unwgted	5569	152	3205	75	2364	77
1817		Weighted (000)	28026	812	14980	408	13046	405
1818		Horz %	100.00	2.90	53.45	1.45	46.55	1.44
1819		Vert %	11.90	12.53	13.18	17.01	10.71	9.90
1820		Index	100	105	111	143	90	83
1821						*		*
1822	Likely to Buy a Portable DVD Player - Coming Year	Unwgted	3473	85	1742	45	1731	40
1823		Weighted (000)	18410	403	8819	232	9590	171
1824		Horz %	100.00	2.19	47.91	1.26	52.09	0.93
1825		Vert %	7.82	6.21	7.76	9.67	7.88	4.19
1826		Index	100	79	99	124	101	54
1827								
1828	Likely to Buy a Blu-Ray Player - Coming Year	Unwgted	4241	122	2317	54	1924	68
1829		Weighted (000)	21478	530	10992	254	10486	276
1830		Horz %	100.00	2.47	51.18	1.18	48.82	1.29
1831		Vert %	9.12	8.18	9.67	10.61	8.61	6.76
1832		Index	100	90	106	116	94	74
1833						*		*
1834	Likely to Buy a Digital Video Camera/Digital Camera - Coming Year	Unwgted	4129	102	2160	40	1969	62
1835		Weighted (000)	21318	511	10433	228	10885	283
1836		Horz %	100.00	2.40	48.94	1.07	51.06	1.33
1837		Vert %	9.06	7.89	9.18	9.53	8.94	6.92
1838		Index	100	87	101	105	99	76

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1								
2								
1839								
1840		Unwgt	5116	137	2834	62	2282	75
1841	Likely to Buy a Desktop	Weighted (000)	25453	564	13076	244	12378	320
1842	Computer - Coming Year	Horz %	100.00	2.21	51.37	0.96	48.63	1.26
1843		Vert %	10.81	8.70	11.51	10.17	10.16	7.83
1844		Index	100	80	106	94	94	72
1845								
1846		Unwgt	8992	237	4712	98	4280	139
1847	Likely to Buy a Laptop	Weighted (000)	44298	1056	21912	465	22386	592
1848	Computer - Coming Year	Horz %	100.00	2.38	49.47	1.05	50.53	1.34
1849		Vert %	18.82	16.30	19.28	19.40	18.38	14.48
1850		Index	100	87	102	103	98	77
1851						*		*
1852		Unwgt	2554	71	1379	30	1175	41
1853	Likely to Subscribe to Satellite	Weighted (000)	13455	343	6801	147	6654	196
1854	Radio - Coming Year	Horz %	100.00	2.55	50.55	1.09	49.45	1.46
1855		Vert %	5.72	5.29	5.98	6.14	5.46	4.80
1856		Index	100	93	105	107	96	84
1857								
1858		Unwgt	11501	317	6080	121	5421	196
1859	Likely to Buy a Smartphone -	Weighted (000)	55914	1515	27229	512	28685	1003
1860	Coming Year	Horz %	100.00	2.71	48.70	0.92	51.30	1.79
1861		Vert %	23.75	23.37	23.96	21.37	23.55	24.54
1862		Index	100	98	101	90	99	103
1863						*		
1864		Unwgt	4571	128	2299	45	2272	83
1865	Likely to Get Engaged to be	Weighted (000)	25374	700	12524	258	12850	442
1866	Married - Coming Year	Horz %	100.00	2.76	49.36	1.02	50.64	1.74
1867		Vert %	10.78	10.80	11.02	10.76	10.55	10.82
1868		Index	100	100	102	100	98	100
1869						*		*
1870		Unwgt	2984	74	1431	27	1553	47
1871	Likely to Become a Parent -	Weighted (000)	16843	367	7710	119	9133	248
1872	Coming Year	Horz %	100.00	2.18	45.78	0.71	54.22	1.47
1873		Vert %	7.15	5.67	6.78	4.98	7.50	6.07
1874		Index	100	79	95	70	105	85
1875								
1876		Unwgt	4324	144	2182	60	2142	84
1877	Likely to Become a	Weighted (000)	21526	668	10213	243	11313	425
1878	Grandparent - Coming Year	Horz %	100.00	3.10	47.45	1.13	52.55	1.97
1879		Vert %	9.14	10.30	8.99	10.14	9.29	10.39
1880		Index	100	113	98	111	102	114
1881								
1882		Unwgt	3998	137	2016	55	1982	82
1883	Likely to Have a Child Go	Weighted (000)	20251	719	9625	288	10626	431
1884	Away to College - Coming	Horz %	100.00	3.55	47.53	1.42	52.47	2.13
1885	Year	Vert %	8.60	11.09	8.47	12.02	8.73	10.55
1886		Index	100	129	98	140	101	123
1887						*		
1888		Unwgt	2990	95	1552	37	1438	58
1889	Likely to Have a Child	Weighted (000)	15205	508	7336	184	7869	324
1890	Graduate from College -	Horz %	100.00	3.34	48.25	1.21	51.75	2.13
1891	Coming Year	Vert %	6.46	7.83	6.46	7.68	6.46	7.93
1892		Index	100	121	100	119	100	123

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1								
2								
1893						*		
1894		Unwgted	3354	101	1723	43	1631	58
1895	Likely to Have a Child Get	Weighted (000)	17330	569	8358	238	8972	331
1896	Married - Coming Year	Horz %	100.00	3.28	48.23	1.37	51.77	1.91
1897		Vert %	7.36	8.78	7.35	9.92	7.37	8.10
1898		Index	100	119	100	135	100	110
1899						*		*
1900		Unwgted	3468	88	1970	43	1498	45
1901	Likely to Retire from Full-Time	Weighted (000)	16818	358	9297	165	7521	194
1902	Work - Coming Year	Horz %	100.00	2.13	55.28	0.98	44.72	1.15
1903		Vert %	7.14	5.53	8.18	6.87	6.18	4.74
1904		Index	100	77	115	96	86	66
1905						*		*
1906		Unwgted	1704	53	975	25	729	28
1907	Likely to Collect Lump-Sum	Weighted (000)	8516	188	4866	102	3650	87
1908	from Pension/IRA/401k -	Horz %	100.00	2.21	57.14	1.20	42.86	1.02
1909	Coming Year	Vert %	3.62	2.90	4.28	4.25	3.00	2.12
1910		Index	100	80	118	117	83	59
1911						*		*
1912		Unwgted	3411	88	2031	41	1380	47
1913	Likely to Start or Buy a New	Weighted (000)	17209	407	9842	165	7367	242
1914	Business - Coming Year	Horz %	100.00	2.37	57.19	0.96	42.81	1.41
1915		Vert %	7.31	6.28	8.66	6.89	6.05	5.93
1916		Index	100	86	118	94	83	81
1917								
1918		Unwgted	7126	229	3915	83	3211	146
1919	Likely to Change Jobs -	Weighted (000)	33956	983	17825	309	16131	675
1920	Coming Year	Horz %	100.00	2.90	52.50	0.91	47.50	1.99
1921		Vert %	14.42	15.17	15.69	12.88	13.25	16.51
1922		Index	100	105	109	89	92	114
1923								
1924								