

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
3								
4	U.S. Adults 18+	Unwgted	48881	647	25154	307	23727	340
5		Weighted (000)	235421	4521	113640	2069	121781	2453
6		Horz %	100.00	1.92	48.27	0.88	51.73	1.04
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10	Male	Unwgted	25154	307	25154	307	0	0
11		Weighted (000)	113640	2069	113640	2069	0	0
12		Horz %	100.00	1.82	100.00	1.82	0.00	0.00
13		Vert %	48.27	45.75	100.00	100.00	0.00	0.00
14		Index	100	95	207	207	0	0
15					*	*		
16	Female	Unwgted	23727	340	0	0	23727	340
17		Weighted (000)	121781	2453	0	0	121781	2453
18		Horz %	100.00	2.01	0.00	0.00	100.00	2.01
19		Vert %	51.73	54.25	0.00	0.00	100.00	100.00
20		Index	100	105	0	0	193	193
21						*		*
22	Age 18-24	Unwgted	3911	52	2245	21	1666	31
23		Weighted (000)	30106	560	15172	213	14934	347
24		Horz %	100.00	1.86	50.40	0.71	49.60	1.15
25		Vert %	12.79	12.39	13.35	10.31	12.26	14.15
26		Index	100	97	104	81	96	111
27								
28	Age 25-34	Unwgted	7783	179	4072	76	3711	103
29		Weighted (000)	41635	1317	20739	519	20897	799
30		Horz %	100.00	3.16	49.81	1.25	50.19	1.92
31		Vert %	17.69	29.14	18.25	25.07	17.16	32.57
32		Index	100	165	103	142	97	184
33								
34	Age 35-44	Unwgted	8714	151	4639	75	4075	76
35		Weighted (000)	40085	984	19737	513	20348	471
36		Horz %	100.00	2.46	49.24	1.28	50.76	1.18
37		Vert %	17.03	21.77	17.37	24.81	16.71	19.21
38		Index	100	128	102	146	98	113
39								
40	Age 45-54	Unwgted	9463	140	4784	73	4679	67
41		Weighted (000)	44040	848	21500	469	22539	379
42		Horz %	100.00	1.93	48.82	1.07	51.18	0.86
43		Vert %	18.71	18.76	18.92	22.68	18.51	15.45
44		Index	100	100	101	121	99	83
45						*		*
46	Age 55-64	Unwgted	8299	72	4335	36	3964	36
47		Weighted (000)	37990	437	18179	221	19810	216
48		Horz %	100.00	1.15	47.85	0.58	52.15	0.57
49		Vert %	16.14	9.66	16.00	10.67	16.27	8.80
50		Index	100	60	99	66	101	55
51						*		*
52	Age 65+	Unwgted	10711	53	5079	26	5632	27
53		Weighted (000)	41565	375	18313	134	23253	241
54		Horz %	100.00	0.90	44.06	0.32	55.94	0.58
55		Vert %	17.66	8.29	16.11	6.47	19.09	9.82
56		Index	100	47	91	37	108	56

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1								
2								
57								
58	Age 21+	Unwgted	47340	627	24241	299	23099	328
59		Weighted (000)	222366	4309	107160	1961	115206	2348
60		Horz %	100.00	1.94	48.19	0.88	51.81	1.06
61		Vert %	94.45	95.32	94.30	94.81	94.60	95.75
62		Index	100	101	100	100	100	101
63								
64	Age 18-34	Unwgted	11694	231	6317	97	5377	134
65		Weighted (000)	71742	1877	35911	732	35831	1146
66		Horz %	100.00	2.62	50.06	1.02	49.94	1.60
67		Vert %	30.47	41.52	31.60	35.37	29.42	46.71
68	Index	100	136	104	116	97	153	
69								
70	Age 18-49	Unwgted	25040	459	13332	213	11708	246
71		Weighted (000)	133488	3284	66254	1504	67235	1780
72		Horz %	100.00	2.46	49.63	1.13	50.37	1.33
73		Vert %	56.70	72.64	58.30	72.72	55.21	72.57
74	Index	100	128	103	128	97	128	
75								
76	Age 25-54	Unwgted	25960	470	13495	224	12465	246
77		Weighted (000)	125760	3150	61976	1501	63784	1649
78		Horz %	100.00	2.50	49.28	1.19	50.72	1.31
79		Vert %	53.42	69.66	54.54	72.55	52.38	67.23
80	Index	100	130	102	136	98	126	
81								
82	Age 35-64	Unwgted	26476	363	13758	184	12718	179
83		Weighted (000)	122114	2269	59416	1203	62698	1066
84		Horz %	100.00	1.86	48.66	0.99	51.34	0.87
85		Vert %	51.87	50.18	52.28	58.16	51.48	43.46
86	Index	100	97	101	112	99	84	
87								
88	Age 50+	Unwgted	23841	188	11822	94	12019	94
89		Weighted (000)	101933	1237	47387	564	54546	673
90		Horz %	100.00	1.21	46.49	0.55	53.51	0.66
91		Vert %	43.30	27.36	41.70	27.28	44.79	27.43
92	Index	100	63	96	63	103	63	
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.40	39.00	45.60	40.80	47.10	36.80
96		Horz %						
97		Vert %						
98	Index							
99								
100	Race: White Only	Unwgted	36267	238	18785	102	17482	136
101		Weighted (000)	174938	1573	84177	666	90761	907
102		Horz %	100.00	0.90	48.12	0.38	51.88	0.52
103		Vert %	74.31	34.80	74.07	32.20	74.53	36.99
104	Index	100	47	100	43	100	50	
105	Race: Black/African American Only	Unwgted	5688	39	2664	23	3024	16
106		Weighted (000)	27555	182	12523	87	15032	95
107		Horz %	100.00	0.66	45.45	0.31	54.55	0.35
108		Vert %	11.70	4.03	11.02	4.19	12.34	3.89
109	Index	100	34	94	36	105	33	
110								

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2								
111								
112	Race: Other Race/Multi-Racial	Unwgted	6926	370	3705	182	3221	188
113		Weighted (000)	32928	2766	16940	1316	15988	1450
114		Horz %	100.00	8.40	51.44	4.00	48.56	4.40
115		Vert %	13.99	61.18	14.91	63.61	13.13	59.12
116		Index	100	437	107	455	94	423
117								
118	Hispanic, Latino, Spanish Origin or Descent	Unwgted	5323	475	2772	220	2551	255
119		Weighted (000)	34547	3818	17410	1727	17137	2091
120		Horz %	100.00	11.05	50.40	5.00	49.60	6.05
121		Vert %	14.67	84.44	15.32	83.49	14.07	85.25
122		Index	100	575	104	569	96	581
123				*		*		*
124	Hispanic, Personally Speak Only English at Home	Unwgted	1517	28	804	13	713	15
125		Weighted (000)	5205	76	2644	31	2561	44
126		Horz %	100.00	1.45	50.80	0.60	49.20	0.85
127		Vert %	2.21	1.67	2.33	1.50	2.10	1.81
128		Index	100	76	105	68	95	82
129						*		*
130	Hispanic, Personally Speak Mostly English, but Some Spanish at Home	Unwgted	1599	118	811	47	788	71
131		Weighted (000)	8341	662	4147	292	4194	370
132		Horz %	100.00	7.94	49.71	3.50	50.29	4.44
133		Vert %	3.54	14.64	3.65	14.10	3.44	15.09
134		Index	100	413	103	398	97	426
135								
136	Hispanic, Personally Speak Only Spanish at Home	Unwgted	808	126	410	61	398	65
137		Weighted (000)	10064	1409	4996	659	5068	749
138		Horz %	100.00	14.00	49.64	6.55	50.36	7.44
139		Vert %	4.27	31.15	4.40	31.88	4.16	30.55
140		Index	100	729	103	746	97	715
141								
142	Hispanic, Personally Speak Mostly Spanish, but Some English, at Home	Unwgted	1285	185	687	89	598	96
143		Weighted (000)	8912	1389	4610	574	4302	815
144		Horz %	100.00	15.58	51.73	6.44	48.27	9.14
145		Vert %	3.79	30.72	4.06	27.75	3.53	33.23
146		Index	100	811	107	733	93	878
147				*	*	*	*	*
148	Hispanic, Personally Speak Both English and Spanish Equally at Home	Unwgted	86	16	43	8	43	8
149		Weighted (000)	1499	227	765	115	734	112
150		Horz %	100.00	15.11	51.01	7.64	48.99	7.47
151		Vert %	0.64	5.01	0.67	5.54	0.60	4.57
152		Index	100	787	106	869	95	717
153						*		*
154	Highest Level Education Completed/Highest Degree Received: Master's, Professional School, or Doctorate Degree	Unwgted	6810	49	3585	21	3225	28
155		Weighted (000)	23615	205	11495	78	12120	128
156		Horz %	100.00	0.87	48.68	0.33	51.32	0.54
157		Vert %	10.03	4.54	10.12	3.77	9.95	5.20
158		Index	100	45	101	38	99	52
159						*		*
160	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10942	99	5703	39	5239	60
161		Weighted (000)	42958	381	20647	142	22311	239
162		Horz %	100.00	0.89	48.06	0.33	51.94	0.56
163		Vert %	18.25	8.42	18.17	6.86	18.32	9.73
164		Index	100	46	100	38	100	53

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1								
2								
165					*		*	*
166	Highest Level Education	Unwgted	2482	34	1070	13	1412	21
167	Completed/Highest Degree	Weighted (000)	10405	162	4116	52	6290	111
168	Received: Associate Degree, Academic	Horz %	100.00	1.56	39.55	0.49	60.45	1.06
169		Vert %	4.42	3.59	3.62	2.49	5.16	4.51
170		Index	100	81	82	56	117	102
171					*		*	*
172	Highest Level Education	Unwgted	3035	31	1485	16	1550	15
173	Completed/Highest Degree	Weighted (000)	12333	164	5597	61	6735	103
174	Received: Associate Degree, Occupational/Vocational	Horz %	100.00	1.33	45.39	0.49	54.61	0.83
175		Vert %	5.24	3.62	4.93	2.93	5.53	4.19
176		Index	100	69	94	56	106	80
177								
178	Highest Level Education	Unwgted	10415	115	5265	54	5150	61
179	Completed/Highest Degree	Weighted (000)	44736	700	21268	257	23468	443
180	Received: Some College, but No Degree	Horz %	100.00	1.57	47.54	0.57	52.46	0.99
181		Vert %	19.00	15.49	18.72	12.43	19.27	18.07
182		Index	100	82	98	65	101	95
183	Highest Level Education	Unwgted						
184	Completed/Highest Degree	Weighted (000)	10913	130	5705	73	5208	57
185	Received: High-School Graduate (High-School Diploma or Equivalent, such as GED)	Horz %	100.00	1.69	49.47	0.98	50.53	0.71
186		Vert %	29.98	26.33	30.72	33.49	29.28	20.29
187		Index	100	88	102	112	98	68
188								
189								
190	Respondent - Highest Level Education	Unwgted	4284	189	2341	91	1943	98
191	Completed/Highest Degree	Weighted (000)	30806	1719	15608	787	15198	932
192	Received: 11th Grade or Less or 12th Grade, No Diploma	Horz %	100.00	5.58	50.67	2.55	49.33	3.03
193		Vert %	13.09	38.02	13.73	38.03	12.48	38.01
194		Index	100	291	105	291	95	290
195						*		*
196		Unwgted	3635	50	1764	16	1871	34
197	Currently Attending College or University	Weighted (000)	19595	341	8780	78	10815	264
198		Horz %	100.00	1.74	44.81	0.40	55.19	1.35
199		Vert %	8.32	7.55	7.73	3.76	8.88	10.75
200		Index	100	91	93	45	107	129
201								
202		Unwgted	25016	391	15205	229	9811	162
203	Employed Full Time	Weighted (000)	113432	2434	65020	1417	48411	1017
204		Horz %	100.00	2.15	57.32	1.25	42.68	0.90
205		Vert %	48.18	53.84	57.22	68.52	39.75	41.46
206		Index	100	112	119	142	83	86
207						*		*
208		Unwgted	5676	78	2210	28	3466	50
209	Employed Part Time	Weighted (000)	27887	549	10142	191	17745	358
210		Horz %	100.00	1.97	36.37	0.68	63.63	1.28
211		Vert %	11.85	12.13	8.92	9.21	14.57	14.60
212		Index	100	102	75	78	123	123
213								
214		Unwgted	18189	178	7739	50	10450	128
215	Not Employed	Weighted (000)	94102	1538	38478	461	55625	1078
216		Horz %	100.00	1.63	40.89	0.49	59.11	1.15
217		Vert %	39.97	34.02	33.86	22.27	45.68	43.94
218		Index	100	85	85	56	114	110

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1								
2								
219					*		*	*
220	Temporarily Unemployed	Unwgted	2343	41	1178	11	1165	30
221		Weighted (000)	15519	414	8079	159	7440	255
222		Horz %	100.00	2.67	52.06	1.02	47.94	1.65
223		Vert %	6.59	9.16	7.11	7.67	6.11	10.41
224		Index	100	139	108	116	93	158
225						*		*
226	Retired from Employment	Unwgted	10451	50	5010	24	5441	26
227		Weighted (000)	43540	345	20142	153	23398	192
228		Horz %	100.00	0.79	46.26	0.35	53.74	0.44
229		Vert %	18.49	7.62	17.72	7.39	19.21	7.82
230		Index	100	41	96	40	104	42
231						*		*
232	Not Employed, Principal Shopper for Household	Unwgted	2414	59	54	2	2360	57
233		Weighted (000)	15698	557	357	20	15342	537
234		Horz %	100.00	3.55	2.27	0.13	97.73	3.42
235		Vert %	6.67	12.32	0.31	0.97	12.60	21.89
236		Index	100	185	5	15	189	328
237						*		*
238	Occupation: Professional and Related Occupations	Unwgted	7486	67	3527	26	3959	41
239		Weighted (000)	31662	335	13587	79	18076	256
240		Horz %	100.00	1.06	42.91	0.25	57.09	0.81
241		Vert %	13.45	7.42	11.96	3.82	14.84	10.46
242		Index	100	55	89	28	110	78
243						*		*
244	Occupation: Management, Business and Financial Operations	Unwgted	6300	66	3995	34	2305	32
245		Weighted (000)	22676	260	12809	126	9866	135
246		Horz %	100.00	1.15	56.49	0.55	43.51	0.59
247		Vert %	9.63	5.76	11.27	6.07	8.10	5.49
248		Index	100	60	117	63	84	57
249						*		*
250	Occupation: Sales and Office Occupations	Unwgted	6129	85	2391	32	3738	53
251		Weighted (000)	32347	554	12382	181	19966	373
252		Horz %	100.00	1.71	38.28	0.56	61.72	1.15
253		Vert %	13.74	12.26	10.90	8.76	16.39	15.21
254		Index	100	89	79	64	119	111
255						*		*
256	Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2646	86	2561	81	85	5
257		Weighted (000)	12893	629	12315	591	578	39
258		Horz %	100.00	4.88	95.52	4.58	4.48	0.30
259		Vert %	5.48	13.92	10.84	28.55	0.47	1.58
260		Index	100	254	198	521	9	29
261						*		*
262	Occupation: Other Employed	Unwgted	8131	165	4941	84	3190	81
263		Weighted (000)	41741	1204	24070	632	17671	572
264		Horz %	100.00	2.88	57.66	1.51	42.34	1.37
265		Vert %	17.73	26.62	21.18	30.53	14.51	23.32
266		Index	100	150	119	172	82	132
267				*		*		*
268	Household Income: \$250,000+	Unwgted	1639	10	986	6	653	4
269		Weighted (000)	5879	57	2984	26	2895	31
270		Horz %	100.00	0.96	50.75	0.44	49.25	0.52
271		Vert %	2.50	1.25	2.63	1.25	2.38	1.26
272		Index	100	50	105	50	95	50

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1								
2								
273					*		*	*
274		Unwgted	1437	13	855	6	582	7
275	Household Income: \$200,000-\$249,999	Weighted (000)	5532	71	2903	27	2629	45
276		Horz %	100.00	1.29	52.48	0.48	47.52	0.81
277		Vert %	2.35	1.57	2.55	1.28	2.16	1.82
278		Index	100	67	109	55	92	77
279					*		*	*
280		Unwgted	3355	29	2009	16	1346	13
281	Household Income: \$150,000-\$199,999	Weighted (000)	14405	169	7606	104	6799	65
282		Horz %	100.00	1.18	52.80	0.72	47.20	0.45
283		Vert %	6.12	3.74	6.69	5.04	5.58	2.65
284		Index	100	61	109	82	91	43
285						*		*
286		Unwgted	7148	59	4152	34	2996	25
287	Household Income: \$100,000-\$149,999	Weighted (000)	35516	338	18025	190	17491	148
288		Horz %	100.00	0.95	50.75	0.53	49.25	0.42
289		Vert %	15.09	7.47	15.86	9.18	14.36	6.03
290		Index	100	50	105	61	95	40
291						*		*
292		Unwgted	6479	74	3644	29	2835	45
293	Household Income: \$75,000-\$99,999	Weighted (000)	31267	442	15852	156	15416	286
294		Horz %	100.00	1.41	50.70	0.50	49.30	0.92
295		Vert %	13.28	9.78	13.95	7.53	12.66	11.67
296		Index	100	74	105	57	95	88
297						*		*
298		Unwgted	5165	71	2764	36	2401	35
299	Household Income: \$60,000-\$74,999	Weighted (000)	25071	435	12582	166	12490	270
300		Horz %	100.00	1.74	50.18	0.66	49.82	1.08
301		Vert %	10.65	9.63	11.07	8.01	10.26	11.00
302		Index	100	90	104	75	96	103
303						*		*
304		Unwgted	3890	58	2054	30	1836	28
305	Household Income: \$50,000-\$59,999	Weighted (000)	18862	462	9327	236	9536	226
306		Horz %	100.00	2.45	49.45	1.25	50.55	1.20
307		Vert %	8.01	10.21	8.21	11.41	7.83	9.20
308		Index	100	127	102	142	98	115
309						*		*
310		Unwgted	4765	86	2398	52	2367	34
311	Household Income: \$40,000-\$49,999	Weighted (000)	20555	558	10014	352	10542	206
312		Horz %	100.00	2.72	48.72	1.71	51.28	1.00
313		Vert %	8.73	12.35	8.81	17.02	8.66	8.41
314		Index	100	141	101	195	99	96
315						*		*
316		Unwgted	4647	65	2128	35	2519	30
317	Household Income: \$30,000-\$39,999	Weighted (000)	22585	504	10759	285	11827	219
318		Horz %	100.00	2.23	47.64	1.26	52.36	0.97
319		Vert %	9.59	11.15	9.47	13.76	9.71	8.95
320		Index	100	116	99	143	101	93
321						*		*
322		Unwgted	4535	69	1973	30	2562	39
323	Household Income: \$20,000-\$29,999	Weighted (000)	23030	504	10488	243	12542	261
324		Horz %	100.00	2.19	45.54	1.06	54.46	1.13
325		Vert %	9.78	11.15	9.23	11.76	10.30	10.63
326		Index	100	114	94	120	105	109

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
327						*		
328		Unwgted	5821	113	2191	33	3630	80
329	Household Income: Under \$20,000	Weighted (000)	32717	981	13102	284	19616	696
330		Horz %	100.00	3.00	40.04	0.87	59.96	2.13
331		Vert %	13.90	21.69	11.53	13.75	16.11	28.39
332		Index	100	156	83	99	116	204
333								
334	Median Household Income	Unwgted						
335		Weighted (000)	60.00	45.90	63.70	47.20	56.70	43.00
336		Horz %						
337		Vert %						
338		Index						
339								
340	Marital Status: Single, Never Married	Unwgted	11498	179	6232	76	5266	103
341		Weighted (000)	64784	1588	34702	698	30081	890
342		Horz %	100.00	2.45	53.57	1.08	46.43	1.37
343		Vert %	27.52	35.12	30.54	33.75	24.70	36.27
344		Index	100	128	111	123	90	132
345								
346	Marital Status: Currently Married	Unwgted	25353	354	14698	192	10655	162
347		Weighted (000)	125805	2254	62799	1175	63006	1079
348		Horz %	100.00	1.79	49.92	0.93	50.08	0.86
349		Vert %	53.44	49.86	55.26	56.81	51.74	44.01
350		Index	100	93	103	106	97	82
351						*		
352	Marital Status: Divorced or Legally Separated	Unwgted	7973	95	3273	34	4700	61
353		Weighted (000)	30380	576	12926	181	17454	395
354		Horz %	100.00	1.90	42.55	0.60	57.45	1.30
355		Vert %	12.90	12.74	11.37	8.75	14.33	16.10
356		Index	100	99	88	68	111	125
357				*		*		*
358	Marital Status: Widow/Widower	Unwgted	4057	19	951	5	3106	14
359		Weighted (000)	14453	103	3213	14	11240	89
360		Horz %	100.00	0.71	22.23	0.10	77.77	0.62
361		Vert %	6.14	2.28	2.83	0.69	9.23	3.63
362		Index	100	37	46	11	150	59
363				*		*		*
364	Marital Status: Engaged to Be Married	Unwgted	2107	36	1129	18	978	18
365		Weighted (000)	12010	304	6079	160	5932	144
366		Horz %	100.00	2.53	50.61	1.33	49.39	1.20
367		Vert %	5.10	6.73	5.35	7.73	4.87	5.88
368		Index	100	132	105	152	95	115
369						*		
370	Marital Status: Single Parent (Sole Parent)	Unwgted	3423	72	701	13	2722	59
371		Weighted (000)	12378	336	2423	48	9954	289
372		Horz %	100.00	2.72	19.58	0.38	80.42	2.33
373		Vert %	5.26	7.44	2.13	2.30	8.17	11.78
374		Index	100	142	41	44	155	224
375								
376	Any Child(ren) Under Age 18 Living at Home	Unwgted	17888	404	8920	186	8968	218
377		Weighted (000)	93858	3009	42279	1298	51580	1712
378		Horz %	100.00	3.21	45.04	1.38	54.96	1.82
379		Vert %	39.87	66.56	37.20	62.74	42.35	69.78
380		Index	100	167	93	157	106	175

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
381								
382		Unwgted	7217	151	3575	76	3642	75
383	1 Child Under Age 18	Weighted (000)	38493	1062	17639	510	20854	552
384	Currently Living at Home	Horz %	100.00	2.76	45.82	1.32	54.18	1.43
385		Vert %	16.35	23.50	15.52	24.65	17.12	22.52
386		Index	100	144	95	151	105	138
387								
388		Unwgted	6678	144	3399	61	3279	83
389	2 Children Under Age 18	Weighted (000)	33014	1166	14891	447	18124	719
390	Currently Living at Home	Horz %	100.00	3.53	45.10	1.35	54.90	2.18
391		Vert %	14.02	25.79	13.10	21.60	14.88	29.32
392		Index	100	184	93	154	106	209
393						*		*
394		Unwgted	2767	87	1352	41	1415	46
395	3 Children Under Age 18	Weighted (000)	14933	589	6571	292	8362	297
396	Currently Living at Home	Horz %	100.00	3.94	44.00	1.95	56.00	1.99
397		Vert %	6.34	13.03	5.78	14.10	6.87	12.12
398		Index	100	205	91	222	108	191
399				*		*		*
400		Unwgted	864	13	424	4	440	9
401	4 Children Under Age 18	Weighted (000)	5122	116	2168	18	2954	98
402	Currently Living at Home	Horz %	100.00	2.27	42.33	0.36	57.67	1.91
403		Vert %	2.18	2.57	1.91	0.89	2.43	3.99
404		Index	100	118	88	41	111	183
405				*		*		*
406		Unwgted	362	9	170	4	192	5
407	5 or More Children Under Age 18	Weighted (000)	2296	76	1011	31	1285	45
408	Currently Living at Home	Horz %	100.00	3.30	44.01	1.34	55.99	1.95
409		Vert %	0.98	1.67	0.89	1.49	1.06	1.83
410		Index	100	172	91	153	108	187
411								
412		Unwgted	30993	243	16234	121	14759	122
413	No Children Under Age 18	Weighted (000)	141563	1512	71362	771	70201	741
414	Currently Living at Home	Horz %	100.00	1.07	50.41	0.54	49.59	0.52
415		Vert %	60.13	33.44	62.80	37.26	57.65	30.22
416		Index	100	56	104	62	96	50
417								
418		Unwgted	34330	316	18078	155	16252	161
419	Own Home/Residence	Weighted (000)	157588	1947	75884	835	81704	1112
420		Horz %	100.00	1.24	48.15	0.53	51.85	0.71
421		Vert %	66.94	43.06	66.78	40.36	67.09	45.34
422		Index	100	64	100	60	100	68
423								
424		Unwgted	14018	326	6809	150	7209	176
425	Rent Residence	Weighted (000)	75090	2544	36379	1214	38710	1330
426		Horz %	100.00	3.39	48.45	1.62	51.55	1.77
427		Vert %	31.90	56.27	32.01	58.69	31.79	54.23
428		Index	100	176	100	184	100	170
429				*		*		*
430		Unwgted	533	5	267	2	266	3
431	Live Rent-Free in Residence	Weighted (000)	2743	30	1376	20	1367	11
432		Horz %	100.00	1.11	50.17	0.72	49.83	0.39
433		Vert %	1.17	0.67	1.21	0.96	1.12	0.43
434		Index	100	58	104	82	96	37



RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
435								
436	Census Region: North East	Unwgted	11225	138	5629	55	5596	83
437		Weighted (000)	42903	805	20488	401	22415	403
438		Horz %	100.00	1.88	47.75	0.94	52.25	0.94
439		Vert %	18.22	17.80	18.03	19.40	18.41	16.44
440		Index	100	98	99	106	101	90
441								
442	Census Region: South	Unwgted	16223	194	8352	109	7871	85
443		Weighted (000)	88018	1506	42188	791	45830	715
444		Horz %	100.00	1.71	47.93	0.90	52.07	0.81
445		Vert %	37.39	33.32	37.12	38.26	37.63	29.15
446		Index	100	89	99	102	101	78
447				*		*		*
448	Census Region: Midwest	Unwgted	11211	28	5778	15	5433	13
449		Weighted (000)	51029	106	24706	60	26323	46
450		Horz %	100.00	0.21	48.42	0.12	51.58	0.09
451		Vert %	21.68	2.34	21.74	2.89	21.61	1.87
452		Index	100	11	100	13	100	9
453								
454	Census Region: West	Unwgted	10222	287	5395	128	4827	159
455		Weighted (000)	53471	2105	26257	816	27213	1289
456		Horz %	100.00	3.94	49.11	1.53	50.89	2.41
457		Vert %	22.71	46.55	23.11	39.44	22.35	52.54
458		Index	100	205	102	174	98	231
459				*		*		*
460	Census Sub-Region: New England	Unwgted	2802	8	1431	3	1371	5
461		Weighted (000)	11230	20	5386	5	5844	14
462		Horz %	100.00	0.18	47.96	0.05	52.04	0.13
463		Vert %	4.77	0.44	4.74	0.27	4.80	0.59
464		Index	100	9	99	6	101	12
465								
466	Census Sub-Region: Mid Atlantic	Unwgted	8423	130	4198	52	4225	78
467		Weighted (000)	31673	785	15102	396	16571	389
468		Horz %	100.00	2.48	47.68	1.25	52.32	1.23
469		Vert %	13.45	17.36	13.29	19.14	13.61	15.85
470		Index	100	129	99	142	101	118
471								*
472	Census Sub-Region: South Atlantic	Unwgted	9164	90	4642	50	4522	40
473		Weighted (000)	45173	778	21695	432	23478	347
474		Horz %	100.00	1.72	48.03	0.96	51.97	0.77
475		Vert %	19.19	17.22	19.09	20.86	19.28	14.14
476		Index	100	90	99	109	100	74
477				*		*		*
478	Census Sub-Region: East South Central	Unwgted	2247	0	1150	0	1097	0
479		Weighted (000)	15097	0	7029	0	8068	0
480		Horz %	100.00	0.00	46.56	0.00	53.44	0.00
481		Vert %	6.41	0.00	6.19	0.00	6.63	0.00
482		Index	100	0	96	0	103	0
483								*
484	Census Sub-Region: West South Central	Unwgted	4812	104	2560	59	2252	45
485		Weighted (000)	27748	728	13465	360	14283	368
486		Horz %	100.00	2.62	48.52	1.30	51.48	1.33
487		Vert %	11.79	16.10	11.85	17.40	11.73	15.01
488		Index	100	137	101	148	100	127

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
489				*		*		*
490		Unwgted	8660	23	4445	12	4215	11
491	Census Sub-Region: East	Weighted (000)	35766	82	17180	44	18586	38
492	North Central	Horz %	100.00	0.23	48.03	0.12	51.97	0.11
493		Vert %	15.19	1.81	15.12	2.14	15.26	1.53
494		Index	100	12	100	14	100	10
495				*		*		*
496		Unwgted	2551	5	1333	3	1218	2
497	Census Sub-Region: West	Weighted (000)	15263	24	7527	16	7736	8
498	North Central	Horz %	100.00	0.16	49.31	0.10	50.69	0.05
499		Vert %	6.48	0.53	6.62	0.75	6.35	0.34
500		Index	100	8	102	12	98	5
501						*		*
502		Unwgted	2493	56	1319	29	1174	27
503	Census Sub-Region: Mountain	Weighted (000)	17253	480	8517	193	8736	287
504		Horz %	100.00	2.78	49.37	1.12	50.63	1.66
505		Vert %	7.33	10.62	7.50	9.34	7.17	11.70
506		Index	100	145	102	127	98	160
507								
508		Unwgted	7729	231	4076	99	3653	132
509	Census Sub-Region: Pacific	Weighted (000)	36217	1624	17740	623	18477	1002
510		Horz %	100.00	4.48	48.98	1.72	51.02	2.77
511		Vert %	15.38	35.93	15.61	30.10	15.17	40.83
512		Index	100	234	101	196	99	265
513								
514		Unwgted	27295	553	13982	254	13313	299
515	County Size: A	Weighted (000)	96944	3744	46801	1649	50142	2095
516		Horz %	100.00	3.86	48.28	1.70	51.72	2.16
517		Vert %	41.18	82.81	41.18	79.73	41.17	85.41
518		Index	100	201	100	194	100	207
519						*		*
520		Unwgted	11946	80	6127	43	5819	37
521	County Size: B	Weighted (000)	71423	690	34386	351	37037	339
522		Horz %	100.00	0.97	48.14	0.49	51.86	0.47
523		Vert %	30.34	15.27	30.26	16.99	30.41	13.82
524		Index	100	50	100	56	100	46
525				*		*		*
526		Unwgted	5441	10	2884	7	2557	3
527	County Size: C	Weighted (000)	34500	60	16617	42	17884	18
528		Horz %	100.00	0.17	48.16	0.12	51.84	0.05
529		Vert %	14.65	1.32	14.62	2.01	14.69	0.74
530		Index	100	9	100	14	100	5
531				*		*		*
532		Unwgted	4199	4	2161	3	2038	1
533	County Size: D	Weighted (000)	32554	27	15836	26	16718	1
534		Horz %	100.00	0.08	48.65	0.08	51.35	0.00
535		Vert %	13.83	0.59	13.94	1.27	13.73	0.03
536		Index	100	4	101	9	99	0
537				*		*		*
538		Unwgted	1313	6	720	3	593	3
539	Radio Formats: AAA (Subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	4980	28	2533	9	2447	18
540		Horz %	100.00	0.56	50.86	0.19	49.14	0.37
541		Vert %	2.12	0.62	2.23	0.45	2.01	0.75
542		Index	100	29	105	22	95	36

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

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1								
2								
543								
544	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	8562	265	3786	120	4776	145
545		Weighted (000)	40008	1966	16339	862	23669	1104
546		Horz %	100.00	4.91	40.84	2.15	59.16	2.76
547		Vert %	16.99	43.48	14.38	41.67	19.44	45.01
548		Index	100	256	85	245	114	265
549								
550	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1438	145	833	77	605	68
551		Weighted (000)	7122	1208	3779	567	3343	641
552		Horz %	100.00	16.96	53.06	7.97	46.94	9.00
553		Vert %	3.03	26.72	3.33	27.42	2.75	26.12
554		Index	100	883	110	907	91	864
555				*		*		*
556	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	453	1	220	0	233	1
557		Weighted (000)	2152	1	921	0	1231	1
558		Horz %	100.00	0.05	42.80	0.00	57.20	0.05
559		Vert %	0.91	0.02	0.81	0.00	1.01	0.05
560		Index	100	3	89	0	111	5
561				*		*		*
562	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3356	33	1973	19	1383	14
563		Weighted (000)	9158	110	5158	76	4000	34
564		Horz %	100.00	1.20	56.33	0.83	43.67	0.37
565		Vert %	3.89	2.44	4.54	3.68	3.28	1.38
566		Index	100	63	117	95	84	36
567				*		*		*
568	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3638	27	3005	23	633	4
569		Weighted (000)	12962	123	10274	107	2688	16
570		Horz %	100.00	0.95	79.26	0.83	20.74	0.13
571		Vert %	5.51	2.73	9.04	5.17	2.21	0.67
572		Index	100	50	164	94	40	12
573				*		*		*
574	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	1155	12	753	10	402	2
575		Weighted (000)	4697	58	2967	53	1731	5
576		Horz %	100.00	1.24	63.16	1.12	36.84	0.12
577		Vert %	2.00	1.29	2.61	2.55	1.42	0.22
578		Index	100	65	131	128	71	11
579				*		*		*
580	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3385	36	1956	20	1429	16
581		Weighted (000)	15183	176	8138	61	7045	115
582		Horz %	100.00	1.16	53.60	0.40	46.40	0.76
583		Vert %	6.45	3.90	7.16	2.97	5.78	4.69
584		Index	100	61	111	46	90	73
585								
586	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8943	205	3988	83	4955	122
587		Weighted (000)	46381	1487	18999	651	27381	836
588		Horz %	100.00	3.21	40.96	1.40	59.04	1.80
589		Vert %	19.70	32.89	16.72	31.47	22.48	34.08
590		Index	100	167	85	160	114	173
591				*		*		*
592	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2880	32	1622	15	1258	17
593		Weighted (000)	13260	213	7381	93	5879	120
594		Horz %	100.00	1.60	55.66	0.70	44.34	0.90
595		Vert %	5.63	4.70	6.49	4.50	4.83	4.88
596		Index	100	84	115	80	86	87

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
597				*		*		*
598	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3972	41	2678	21	1294	20
599		Weighted (000)	18598	223	12180	137	6418	86
600		Horz %	100.00	1.20	65.49	0.74	34.51	0.46
601		Vert %	7.90	4.92	10.72	6.62	5.27	3.49
602		Index	100	62	136	84	67	44
603				*		*		*
604	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1567	12	821	7	746	5
605		Weighted (000)	5769	60	2928	48	2841	12
606		Horz %	100.00	1.04	50.75	0.83	49.25	0.21
607		Vert %	2.45	1.32	2.58	2.32	2.33	0.49
608		Index	100	54	105	94	95	20
609						*		*
610	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8428	51	4211	26	4217	25
611		Weighted (000)	46792	277	21499	101	25292	176
612		Horz %	100.00	0.59	45.95	0.22	54.05	0.38
613		Vert %	19.88	6.13	18.92	4.87	20.77	7.19
614		Index	100	31	95	24	104	36
615				*		*		*
616	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	270	4	130	2	140	2
617		Weighted (000)	951	20	435	4	517	16
618		Horz %	100.00	2.06	45.68	0.42	54.32	1.64
619		Vert %	0.40	0.43	0.38	0.19	0.42	0.64
620		Index	100	107	95	48	105	158
621				*		*		*
622	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	796	1	303	0	493	1
623		Weighted (000)	3911	1	1352	0	2559	1
624		Horz %	100.00	0.02	34.58	0.00	65.42	0.02
625		Vert %	1.66	0.02	1.19	0.00	2.10	0.03
626		Index	100	1	72	0	126	2
627								
628	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2179	647	1162	307	1017	340
629		Weighted (000)	15698	4521	8062	2069	7636	2453
630		Horz %	100.00	28.80	51.36	13.18	48.64	15.62
631		Vert %	6.67	100.00	7.09	100.00	6.27	100.00
632		Index	100	1500	106	1500	94	1500
633						*		*
634	Radio Formats: Hot AC (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	Unwgted	3687	93	1494	34	2193	59
635		Weighted (000)	17144	639	6292	247	10852	391
636		Horz %	100.00	3.72	36.70	1.44	63.30	2.28
637		Vert %	7.28	14.12	5.54	11.96	8.91	15.95
638		Index	100	194	76	164	122	219
639				*		*		*
640	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	871	11	499	5	372	6
641		Weighted (000)	3192	61	1694	30	1498	31
642		Horz %	100.00	1.91	53.08	0.95	46.92	0.97
643		Vert %	1.36	1.35	1.49	1.46	1.23	1.26
644		Index	100	100	110	108	91	93
645								
646	Radio Formats: Mexican/Tejano/Ranchera (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	945	136	551	77	394	59
647		Weighted (000)	7074	1183	3823	607	3251	576
648		Horz %	100.00	16.73	54.05	8.58	45.95	8.14
649		Vert %	3.00	26.17	3.36	29.36	2.67	23.48
650		Index	100	871	112	977	89	781

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
651						*		*
652	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6704	54	4219	33	2485	21
653		Weighted (000)	24570	181	15101	114	9469	66
654		Horz %	100.00	0.74	61.46	0.46	38.54	0.27
655		Vert %	10.44	3.99	13.29	5.52	7.78	2.71
656		Index	100	38	127	53	75	26
657				*		*		*
658	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	2083	26	1052	12	1031	14
659		Weighted (000)	10333	153	4796	58	5536	95
660		Horz %	100.00	1.48	46.42	0.56	53.58	0.92
661		Vert %	4.39	3.38	4.22	2.79	4.55	3.88
662		Index	100	77	96	64	104	88
663				*		*		*
664	Radio Formats: Public Radio (Monday-Sunday 24-Hour Cume)	Unwgted	2541	18	1383	7	1158	11
665		Weighted (000)	9762	94	4864	35	4899	59
666		Horz %	100.00	0.96	49.82	0.36	50.18	0.60
667		Vert %	4.15	2.08	4.28	1.69	4.02	2.40
668		Index	100	50	103	41	97	58
669				*		*		*
670	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	4045	48	1722	21	2323	27
671		Weighted (000)	20124	238	7965	92	12158	145
672		Horz %	100.00	1.18	39.58	0.46	60.42	0.72
673		Vert %	8.55	5.26	7.01	4.46	9.98	5.93
674		Index	100	61	82	52	117	69
675				*		*		*
676	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2807	110	1328	37	1479	73
677		Weighted (000)	14721	725	6813	296	7908	429
678		Horz %	100.00	4.92	46.28	2.01	53.72	2.91
679		Vert %	6.25	16.03	6.00	14.30	6.49	17.49
680		Index	100	256	96	229	104	280
681				*		*		*
682	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4525	42	2892	22	1633	20
683		Weighted (000)	21094	185	12951	85	8143	101
684		Horz %	100.00	0.88	61.40	0.40	38.60	0.48
685		Vert %	8.96	4.10	11.40	4.10	6.69	4.10
686		Index	100	46	127	46	75	46
687				*		*		*
688	Radio Formats: Soft Adult Contemporary/Lite AC (Monday-Sunday 24-Hour Cume)	Unwgted	1435	21	559	7	876	14
689		Weighted (000)	6482	144	2395	83	4087	61
690		Horz %	100.00	2.23	36.95	1.29	63.05	0.94
691		Vert %	2.75	3.20	2.11	4.03	3.36	2.49
692		Index	100	116	77	146	122	90
693				*		*		*
694	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	647	647	307	307	340	340
695		Weighted (000)	4521	4521	2069	2069	2453	2453
696		Horz %	100.00	100.00	45.75	45.75	54.25	54.25
697		Vert %	1.92	100.00	1.82	100.00	2.01	100.00
698		Index	100	5207	95	5207	105	5207
699				*		*		*
700	Radio Formats: Tropical (subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	256	87	119	38	137	49
701		Weighted (000)	1865	630	999	323	866	307
702		Horz %	100.00	33.79	53.57	17.33	46.43	16.46
703		Vert %	0.79	13.94	0.88	15.63	0.71	12.52
704		Index	100	1760	111	1972	90	1580

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
705						*		
706	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5239	90	2504	39	2735	51
707		Weighted (000)	26969	644	12465	270	14504	374
708		Horz %	100.00	2.39	46.22	1.00	53.78	1.39
709		Vert %	11.46	14.25	10.97	13.07	11.91	15.24
710		Index	100	124	96	114	104	133
711				*		*		*
712	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2138	15	907	7	1231	8
713		Weighted (000)	9416	54	3963	28	5453	26
714		Horz %	100.00	0.57	42.09	0.30	57.91	0.27
715		Vert %	4.00	1.19	3.49	1.36	4.48	1.04
716		Index	100	30	87	34	112	26
717						*		*
718	Radio Formats: Urban Contemporary (subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2057	59	1061	25	996	34
719		Weighted (000)	12213	486	6090	181	6123	305
720		Horz %	100.00	3.98	49.87	1.48	50.13	2.50
721		Vert %	5.19	10.75	5.36	8.76	5.03	12.44
722		Index	100	207	103	169	97	240
723				*		*		*
724	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1326	17	775	11	551	6
725		Weighted (000)	6333	153	3430	101	2904	52
726		Horz %	100.00	2.41	54.16	1.59	45.84	0.83
727		Vert %	2.69	3.38	3.02	4.86	2.38	2.14
728		Index	100	126	112	181	89	79
729								
730	Radio Daypart Cumes - Total Week Monday-Sunday 24-Hours	Unwgted	40670	622	21393	296	19277	326
731		Weighted (000)	193881	4279	95554	2011	98327	2267
732		Horz %	100.00	2.21	49.29	1.04	50.71	1.17
733		Vert %	82.36	94.63	84.09	97.23	80.74	92.44
734		Index	100	115	102	118	98	112
735								
736	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25324	424	13740	222	11584	202
737		Weighted (000)	116206	2803	59288	1460	56918	1343
738		Horz %	100.00	2.41	51.02	1.26	48.98	1.16
739		Vert %	49.36	61.99	52.17	70.58	46.74	54.75
740		Index	100	126	106	143	95	111
741								
742	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18328	292	9844	141	8484	151
743		Weighted (000)	88155	2050	44718	971	43437	1079
744		Horz %	100.00	2.33	50.73	1.10	49.27	1.22
745		Vert %	37.45	45.34	39.35	46.95	35.67	43.98
746		Index	100	121	105	125	95	117
747								
748	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21907	342	11950	169	9957	173
749		Weighted (000)	102923	2256	52330	1123	50593	1133
750		Horz %	100.00	2.19	50.84	1.09	49.16	1.10
751		Vert %	43.72	49.90	46.05	54.30	41.54	46.18
752		Index	100	114	105	124	95	106
753								
754	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7577	111	4124	52	3453	59
755		Weighted (000)	37242	707	19284	353	17958	355
756		Horz %	100.00	1.90	51.78	0.95	48.22	0.95
757		Vert %	15.82	15.65	16.97	17.06	14.75	14.46
758		Index	100	99	107	108	93	91

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
759					*		*	*
760		Unwgted	2398	39	1495	18	903	21
761	Radio Daypart Cumes:	Weighted (000)	12027	338	7390	158	4638	180
762	Weekday Midnight - 6:00 am	Horz %	100.00	2.81	61.44	1.31	38.56	1.50
763		Vert %	5.11	7.48	6.50	7.64	3.81	7.35
764		Index	100	146	127	149	75	144
765								
766		Unwgted	15677	243	8335	115	7342	128
767	Radio Daypart Cumes:	Weighted (000)	73417	1642	37011	763	36406	878
768	Weekend 6:00 am - 10:00 am	Horz %	100.00	2.24	50.41	1.04	49.59	1.20
769		Vert %	31.19	36.31	32.57	36.90	29.89	35.82
770		Index	100	116	104	118	96	115
771								
772		Unwgted	21347	349	10793	162	10554	187
773	Radio Daypart Cumes:	Weighted (000)	101409	2505	47588	1156	53821	1349
774	Weekend 10:00 am - 3:00 pm	Horz %	100.00	2.47	46.93	1.14	53.07	1.33
775		Vert %	43.08	55.41	41.88	55.88	44.19	55.01
776		Index	100	129	97	130	103	128
777								
778		Unwgted	16023	265	8309	121	7714	144
779	Radio Daypart Cumes:	Weighted (000)	78299	1740	37813	832	40485	908
780	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	2.22	48.29	1.06	51.71	1.16
781		Vert %	33.26	38.48	33.27	40.23	33.24	37.01
782		Index	100	116	100	121	100	111
783								
784		Unwgted	7965	134	4193	55	3772	79
785	Radio Daypart Cumes:	Weighted (000)	40391	900	20085	437	20307	463
786	Weekend 7:00 pm - Midnight	Horz %	100.00	2.23	49.73	1.08	50.27	1.15
787		Vert %	17.16	19.91	17.67	21.12	16.67	18.89
788		Index	100	116	103	123	97	110
789				*		*		*
790		Unwgted	1942	28	1122	11	820	17
791	Radio Daypart Cumes:	Weighted (000)	9729	230	5419	80	4310	149
792	Weekend Midnight - 6:00 am	Horz %	100.00	2.36	55.70	0.83	44.30	1.54
793		Vert %	4.13	5.08	4.77	3.89	3.54	6.09
794		Index	100	123	115	94	86	147
795						*		
796		Unwgted	8267	121	3701	34	4566	87
797	Most Often Listen to Radio at	Weighted (000)	40715	999	17448	333	23267	666
798	Home - Typical Weekday	Horz %	100.00	2.45	42.85	0.82	57.15	1.64
799		Vert %	17.29	22.09	15.35	16.09	19.11	27.15
800		Index	100	128	89	93	110	157
801								
802		Unwgted	30190	416	15843	212	14347	204
803	Most Often Listen to Radio in	Weighted (000)	141773	2779	68971	1323	72802	1456
804	Vehicle - Typical Weekday	Horz %	100.00	1.96	48.65	0.93	51.35	1.03
805		Vert %	60.22	61.47	60.69	63.97	59.78	59.36
806		Index	100	102	101	106	99	99
807								*
808		Unwgted	4528	92	2848	54	1680	38
809	Most Often Listen to Radio at	Weighted (000)	23641	632	14226	364	9416	268
810	Work - Typical Weekday	Horz %	100.00	2.67	60.17	1.54	39.83	1.13
811		Vert %	10.04	13.98	12.52	17.61	7.73	10.92
812		Index	100	139	125	175	77	109

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (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	3	206	1	153	2
815		Weighted (000)	1946	24	1026	4	920	21
816		Horz %	100.00	1.25	52.71	0.19	47.29	1.06
817		Vert %	0.83	0.54	0.90	0.18	0.76	0.84
818		Index	100	65	109	22	91	102
819								
820	Most Often Listen to Radio at Home - Typical Weekend	Unwgted	10899	175	5259	60	5640	115
821		Weighted (000)	52878	1327	24383	459	28495	868
822		Horz %	100.00	2.51	46.11	0.87	53.89	1.64
823		Vert %	22.46	29.36	21.46	22.21	23.40	35.39
824		Index	100	131	96	99	104	158
825								
826	Most Often Listen to Radio in Vehicle - Typical Weekend	Unwgted	28285	396	14750	200	13535	196
827		Weighted (000)	134449	2606	65161	1268	69288	1338
828		Horz %	100.00	1.94	48.47	0.94	51.53	1.00
829		Vert %	57.11	57.64	57.34	61.29	56.90	54.57
830		Index	100	101	100	107	100	96
831				*		*		*
832	Most Often Listen to Radio at Work - Typical Weekend	Unwgted	1417	37	934	22	483	15
833		Weighted (000)	7763	282	4921	160	2842	123
834		Horz %	100.00	3.64	63.39	2.06	36.61	1.58
835		Vert %	3.30	6.25	4.33	7.73	2.33	5.00
836		Index	100	189	131	235	71	151
837				*		*		*
838	Most Often Listen to Radio in Place Other Than Home, Vehicle, Workplace - Typical Weekend	Unwgted	469	4	266	4	203	0
839		Weighted (000)	2582	34	1350	34	1232	0
840		Horz %	100.00	1.32	52.27	1.32	47.73	0.00
841		Vert %	1.10	0.76	1.19	1.65	1.01	0.00
842		Index	100	69	108	151	92	0
843								
844	Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	10598	113	6568	62	4030	51
845		Weighted (000)	41469	581	24543	344	16926	237
846		Horz %	100.00	1.40	59.18	0.83	40.82	0.57
847		Vert %	17.61	12.85	21.60	16.63	13.90	9.66
848		Index	100	73	123	94	79	55
849								
850	Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	37197	643	19149	305	18048	338
851		Weighted (000)	181809	4513	88012	2066	93797	2446
852		Horz %	100.00	2.48	48.41	1.14	51.59	1.35
853		Vert %	77.23	99.81	77.45	99.89	77.02	99.74
854		Index	100	129	100	129	100	129
855								
856	Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	40531	647	21108	307	19423	340
857		Weighted (000)	194478	4521	95031	2069	99447	2453
858		Horz %	100.00	2.32	48.86	1.06	51.14	1.26
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	24	3409	12	2690	12
863		Weighted (000)	26041	125	12726	55	13315	70
864		Horz %	100.00	0.48	48.87	0.21	51.13	0.27
865		Vert %	11.06	2.76	11.20	2.65	10.93	2.84
866		Index	100	25	101	24	99	26



RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
867					*	*		*
868		Unwgted	8456	45	4667	21	3789	24
869	Household Subscribes to Satellite Radio (SiriusXM)	Weighted (000)	37461	282	18153	91	19308	191
870		Horz %	100.00	0.75	48.46	0.24	51.54	0.51
871		Vert %	15.91	6.23	15.97	4.40	15.85	7.78
872		Index	100	39	100	28	100	49
873								
874	Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	11088	98	6189	50	4899	48
875		Weighted (000)	51127	708	25583	300	25543	409
876		Horz %	100.00	1.39	50.04	0.59	49.96	0.80
877		Vert %	21.72	15.66	22.51	14.48	20.97	16.66
878		Index	100	72	104	67	97	77
879								
880	Listened Online to Streamed AM/FM Broadcast Radio Stations - Past Month	Unwgted	6995	107	4150	57	2845	50
881		Weighted (000)	32288	576	18111	282	14177	294
882		Horz %	100.00	1.78	56.09	0.87	43.91	0.91
883		Vert %	13.71	12.74	15.94	13.63	11.64	11.99
884		Index	100	93	116	99	85	87
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	10005	131	5546	66	4459	65
887		Weighted (000)	48139	789	24740	348	23399	441
888		Horz %	100.00	1.64	51.39	0.72	48.61	0.92
889		Vert %	20.45	17.45	21.77	16.83	19.21	17.97
890		Index	100	85	106	82	94	88
891								
892	Listened to Any Radio on the Internet - Past Month	Unwgted	12923	177	7194	86	5729	91
893		Weighted (000)	61548	1106	31785	496	29763	610
894		Horz %	100.00	1.80	51.64	0.81	48.36	0.99
895		Vert %	26.14	24.47	27.97	23.98	24.44	24.88
896		Index	100	94	107	92	93	95
897						*		*
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3467	62	2036	41	1431	21
899		Weighted (000)	15748	393	8762	286	6986	107
900		Horz %	100.00	2.49	55.64	1.82	44.36	0.68
901		Vert %	6.69	8.69	7.71	13.82	5.74	4.35
902		Index	100	130	115	207	86	65
903								
904	Visited Pandora.com Web Site - Past Month	Unwgted	8509	170	4316	72	4193	98
905		Weighted (000)	42896	1124	19842	472	23054	652
906		Horz %	100.00	2.62	46.26	1.10	53.74	1.52
907		Vert %	18.22	24.87	17.46	22.82	18.93	26.60
908		Index	100	136	96	125	104	146
909								
910	Downloaded Music from Internet - Past Month	Unwgted	10523	157	5829	73	4694	84
911		Weighted (000)	53077	1103	27367	522	25710	581
912		Horz %	100.00	2.08	51.56	0.98	48.44	1.09
913		Vert %	22.55	24.40	24.08	25.25	21.11	23.69
914		Index	100	108	107	112	94	105
915				*		*		*
916	Downloaded Podcasts/Podcasting - Past Month	Unwgted	1920	14	1282	8	638	6
917		Weighted (000)	8375	46	5348	27	3027	20
918		Horz %	100.00	0.55	63.85	0.32	36.15	0.24
919		Vert %	3.56	1.03	4.71	1.29	2.49	0.80
920		Index	100	29	132	36	70	23

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Men 18+	Men 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)	U.S. Women 18+	Women 18+ - Listen to Spanish A/C Format (Subset of Hispanic Format) (Mon-Sun 24-Hr Cume)
1								
2								
921								
922	Advertising on radio provides me with useful information about bargains. Agree strongly/somewhat	Unwgted	17255	246	8891	125	8364	121
923		Weighted (000)	84975	1727	40780	867	44195	860
924		Horz %	100.00	2.03	47.99	1.02	52.01	1.01
925		Vert %	36.10	38.20	35.89	41.91	36.29	35.08
926		Index	100	106	99	116	101	97
927								
928	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly/somewhat	Unwgted	13925	200	7323	101	6602	99
929		Weighted (000)	68695	1426	33660	725	35035	702
930		Horz %	100.00	2.08	49.00	1.06	51.00	1.02
931		Vert %	29.18	31.55	29.62	35.04	28.77	28.60
932		Index	100	108	102	120	99	98
933								
934	Advertising on radio provides me with useful information about new products and services. Agree strongly/somewhat	Unwgted	17309	239	8985	122	8324	117
935		Weighted (000)	83954	1697	40763	865	43191	832
936		Horz %	100.00	2.02	48.55	1.03	51.45	0.99
937		Vert %	35.66	37.53	35.87	41.80	35.47	33.94
938		Index	100	105	101	117	99	95
939								
940	For me, advertising on radio is amusing. Agree strongly/somewhat	Unwgted	13773	201	7450	110	6323	91
941		Weighted (000)	67980	1458	34242	766	33739	693
942		Horz %	100.00	2.15	50.37	1.13	49.63	1.02
943		Vert %	28.88	32.26	30.13	37.01	27.70	28.24
944		Index	100	112	104	128	96	98
945				*	*		*	
946		Unwgted	1503	19	770	9	732	10
947	TV Dayparts: Total Prime time Mon-Sun	Weighted (000)	105059	1984	50204	941	54855	1043
948		Horz %	100.00	1.89	47.79	0.90	52.21	0.99
949		Vert %	44.63	43.88	44.18	45.49	45.04	42.52
950		Index	100	98	99	102	101	95
951					*		*	
952	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	5416	75	2768	36	2648	38
953		Weighted (000)	108333	2076	51393	973	56940	1102
954		Horz %	100.00	1.92	47.44	0.90	52.56	1.02
955		Vert %	46.02	45.91	45.22	47.05	46.76	44.94
956		Index	100	100	98	102	102	98
957					*		*	
958	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	4621	60	2381	31	2239	28
959		Weighted (000)	94617	1790	46111	930	48506	860
960		Horz %	100.00	1.89	48.73	0.98	51.27	0.91
961		Vert %	40.19	39.60	40.58	44.94	39.83	35.08
962		Index	100	99	101	112	99	87
963					*		*	
964	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	4026	50	2063	24	1962	26
965		Weighted (000)	100612	1785	48815	829	51797	957
966		Horz %	100.00	1.77	48.52	0.82	51.48	0.95
967		Vert %	42.74	39.49	42.96	40.06	42.53	39.00
968		Index	100	92	101	94	100	91
969				*	*		*	
970	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	1289	13	579	5	709	8
971		Weighted (000)	33814	564	13984	191	19830	373
972		Horz %	100.00	1.67	41.35	0.56	58.65	1.10
973		Vert %	14.36	12.47	12.31	9.22	16.28	15.22
974		Index	100	87	86	64	113	106

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

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1								
2								
975				*		*		*
976	TV Dayparts: Weekdays: 4:00 pm-7:30 pm (Eastern/Pacific)	Unwgted	3629	47	1853	22	1775	24
977		Weighted (000)	64215	1178	30098	529	34117	649
978	3:00 pm-6:30 pm (Central/Mountain)	Horz %	100.00	1.83	46.87	0.82	53.13	1.01
979		Vert %	27.28	26.05	26.49	25.57	28.02	26.45
980		Index	100	95	97	94	103	97
981				*		*		*
982	TV Dayparts: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	2869	36	1505	20	1364	16
983		Weighted (000)	29694	423	14767	255	14927	167
984		Horz %	100.00	1.42	49.73	0.86	50.27	0.56
985		Vert %	12.61	9.35	12.99	12.35	12.26	6.81
986		Index	100	74	103	98	97	54
987				*		*		*
988	TV Dayparts: Weekend Children's Shows: Saturday-Sunday Mornings	Unwgted	1104	13	569	7	534	6
989		Weighted (000)	31479	466	15246	239	16234	226
990		Horz %	100.00	1.48	48.43	0.76	51.57	0.72
991		Vert %	13.37	10.30	13.42	11.57	13.33	9.23
992		Index	100	77	100	87	100	69
993				*		*		*
994	TV Dayparts: Weekend Sports: Saturday-Sunday Afternoons	Unwgted	1497	17	835	9	662	8
995		Weighted (000)	54078	799	28480	433	25598	367
996		Horz %	100.00	1.48	52.66	0.80	47.34	0.68
997		Vert %	22.97	17.68	25.06	20.91	21.02	14.96
998		Index	100	77	109	91	92	65
999				*		*		*
1000	Downloaded a TV Program from Internet - Past Month	Unwgted	2293	21	1390	15	903	6
1001		Weighted (000)	10878	166	6388	114	4489	52
1002		Horz %	100.00	1.52	58.73	1.05	41.27	0.48
1003		Vert %	4.62	3.67	5.62	5.52	3.69	2.11
1004		Index	100	79	122	119	80	46
1005				*		*		*
1006	Watched a TV Program Online - Past Month	Unwgted	7206	83	3915	44	3291	39
1007		Weighted (000)	33935	485	17402	282	16533	204
1008		Horz %	100.00	1.43	51.28	0.83	48.72	0.60
1009		Vert %	14.41	10.74	15.31	13.62	13.58	8.31
1010		Index	100	74	106	94	94	58
1011				*		*		*
1012	Visited a TV Network or TV Show's Website - Past Month	Unwgted	10135	117	5041	54	5094	63
1013		Weighted (000)	47511	666	22105	335	25406	331
1014		Horz %	100.00	1.40	46.53	0.70	53.47	0.70
1015		Vert %	20.18	14.73	19.45	16.18	20.86	13.51
1016		Index	100	73	96	80	103	67
1017				*		*		*
1018	Looked at TV Listings On-Line - Past Month	Unwgted	5329	58	2994	32	2335	26
1019		Weighted (000)	23414	366	12494	227	10920	140
1020		Horz %	100.00	1.56	53.36	0.97	46.64	0.60
1021		Vert %	9.95	8.10	10.99	10.96	8.97	5.69
1022		Index	100	81	111	110	90	57
1023				*		*		*
1024	Household Subscribes to Cable TV	Unwgted	25127	286	12457	123	12670	163
1025		Weighted (000)	116148	1976	53997	837	62151	1139
1026		Horz %	100.00	1.70	46.49	0.72	53.51	0.98
1027		Vert %	49.34	43.71	47.52	40.46	51.04	46.45
1028		Index	100	89	96	82	103	94

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

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2								
1029								
1030		Unwgted	20699	232	10505	103	10194	129
1031	Household Subscribes to Digital Cable TV	Weighted (000)	94273	1546	44713	694	49560	852
1032		Horz %	100.00	1.64	47.43	0.74	52.57	0.90
1033		Vert %	40.04	34.20	39.35	33.55	40.70	34.75
1034		Index	100	85	98	84	102	87
1035								
1036		Unwgted	40149	506	20734	242	19415	264
1037	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	190461	3443	91427	1571	99033	1873
1038		Horz %	100.00	1.81	48.00	0.82	52.00	0.98
1039		Vert %	80.90	76.16	80.45	75.93	81.32	76.36
1040		Index	100	94	99	94	101	94
1041								
1042		Unwgted	30086	381	16099	192	13987	189
1043	Heavy Cable TV Viewing (Including Pay) - Past Week	Weighted (000)	144866	2623	71918	1263	72948	1360
1044		Horz %	100.00	1.81	49.64	0.87	50.36	0.94
1045		Vert %	61.53	58.02	63.29	61.06	59.90	55.46
1046		Index	100	94	103	99	97	90
1047								
1048		Unwgted	16770	256	9346	126	7424	130
1049	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78968	1777	40538	827	38429	950
1050		Horz %	100.00	2.25	51.34	1.05	48.66	1.20
1051		Vert %	33.54	39.30	35.67	39.98	31.56	38.73
1052		Index	100	117	106	119	94	115
1053								
1054		Unwgted	6528	112	3618	62	2910	50
1055	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	31490	763	15966	431	15524	332
1056		Horz %	100.00	2.42	50.70	1.37	49.30	1.05
1057		Vert %	13.38	16.87	14.05	20.84	12.75	13.52
1058		Index	100	126	105	156	95	101
1059								
1060		Unwgted	13062	128	6720	60	6342	68
1061	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	55818	696	25998	302	29820	394
1062		Horz %	100.00	1.25	46.58	0.54	53.42	0.71
1063		Vert %	23.71	15.40	22.88	14.62	24.49	16.06
1064		Index	100	65	96	62	103	68
1065								
1066		Unwgted	11486	185	6307	98	5179	87
1067	Household Has a Satellite Dish	Weighted (000)	63755	1380	31728	672	32027	708
1068		Horz %	100.00	2.17	49.77	1.05	50.23	1.11
1069		Vert %	27.08	30.53	27.92	32.51	26.30	28.86
1070		Index	100	113	103	120	97	107
1071								
1072		Unwgted	23684	280	12603	131	11081	149
1073	Household Has a Digital Video Recorder (DVR)	Weighted (000)	109473	1743	53380	787	56093	956
1074		Horz %	100.00	1.59	48.76	0.72	51.24	0.87
1075		Vert %	46.50	38.55	46.97	38.04	46.06	38.98
1076		Index	100	83	101	82	99	84
1077				*		*		*
1078		Unwgted	381	3	211	1	170	2
1079	Household Has a TiVo Brand DVR (Stand-Alone)	Weighted (000)	1545	11	796	4	749	7
1080		Horz %	100.00	0.70	51.54	0.24	48.46	0.46
1081		Vert %	0.66	0.24	0.70	0.18	0.61	0.29
1082		Index	100	37	107	28	94	44

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1								
2								
1083								
1084		Unwgted	40932	516	21132	246	19800	270
1085	Any Internet/Online Activity - Past Month	Weighted (000)	191318	3366	91930	1569	99388	1797
1086		Horz %	100.00	1.76	48.05	0.82	51.95	0.94
1087		Vert %	81.27	74.44	80.90	75.84	81.61	73.27
1088		Index	100	92	100	93	100	90
1089								
1090		Unwgted	13201	149	6337	65	6864	84
1091	Played Games Online - Past Month	Weighted (000)	68484	868	31564	360	36920	508
1092		Horz %	100.00	1.27	46.09	0.53	53.91	0.74
1093		Vert %	29.09	19.20	27.78	17.39	30.32	20.72
1094		Index	100	66	95	60	104	71
1095						*		*
1096		Unwgted	4423	65	2728	45	1695	20
1097	Downloaded a Video Game from Internet - Past Month	Weighted (000)	23898	469	14187	274	9711	195
1098		Horz %	100.00	1.96	59.37	1.14	40.63	0.82
1099		Vert %	10.15	10.36	12.48	13.23	7.97	7.95
1100		Index	100	102	123	130	79	78
1101								
1102		Unwgted	10523	157	5829	73	4694	84
1103	Downloaded Music from Internet - Past Month	Weighted (000)	53077	1103	27367	522	25710	581
1104		Horz %	100.00	2.08	51.56	0.98	48.44	1.09
1105		Vert %	22.55	24.40	24.08	25.25	21.11	23.69
1106		Index	100	108	107	112	94	105
1107					*	*		*
1108		Unwgted	1920	14	1282	8	638	6
1109	Downloaded Podcasts/Podcasting from Internet - Past Month	Weighted (000)	8375	46	5348	27	3027	20
1110		Horz %	100.00	0.55	63.85	0.32	36.15	0.24
1111		Vert %	3.56	1.03	4.71	1.29	2.49	0.80
1112		Index	100	29	132	36	70	23
1113					*	*		*
1114		Unwgted	3467	43	2239	29	1228	14
1115	Downloaded a Movie from Internet - Past Month	Weighted (000)	16425	239	10039	164	6386	75
1116		Horz %	100.00	1.46	61.12	1.00	38.88	0.45
1117		Vert %	6.98	5.29	8.83	7.94	5.24	3.04
1118		Index	100	76	127	114	75	44
1119								*
1120		Unwgted	7357	106	4525	59	2832	47
1121	Watched a Movie Online - Past Month	Weighted (000)	36296	731	21133	419	15163	312
1122		Horz %	100.00	2.01	58.22	1.15	41.78	0.86
1123		Vert %	15.42	16.16	18.60	20.23	12.45	12.73
1124		Index	100	105	121	131	81	83
1125								*
1126		Unwgted	7088	97	4446	55	2642	42
1127	Watched Other Online Video (Not TV or Movie) - Past Month	Weighted (000)	33965	647	20412	395	13553	252
1128		Horz %	100.00	1.90	60.10	1.16	39.90	0.74
1129		Vert %	14.43	14.31	17.96	19.11	11.13	10.26
1130		Index	100	99	124	132	77	71
1131						*		*
1132		Unwgted	2266	50	1320	27	946	23
1133	Visited a Chat Room Online - Past Month	Weighted (000)	11508	367	6463	197	5045	171
1134		Horz %	100.00	3.19	56.16	1.71	43.84	1.48
1135		Vert %	4.89	8.12	5.69	9.51	4.14	6.95
1136		Index	100	166	116	195	85	142

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1								
2								
1137								
1138	Used e-Mail - Past Month	Unwgted	36705	424	18631	196	18074	228
1139		Weighted (000)	166851	2550	77848	1136	89003	1414
1140		Horz %	100.00	1.53	46.66	0.68	53.34	0.85
1141		Vert %	70.87	56.39	68.50	54.90	73.08	57.65
1142		Index	100	80	97	77	103	81
1143								
1144	Used Instant Messenger/IM - Past Month	Unwgted	22583	332	10954	151	11629	181
1145		Weighted (000)	114111	2342	50860	1081	63251	1262
1146		Horz %	100.00	2.05	44.57	0.95	55.43	1.11
1147		Vert %	48.47	51.81	44.76	52.24	51.94	51.45
1148		Index	100	107	92	108	107	106
1149								
1150	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Unwgted	32789	441	16501	203	16288	238
1151		Weighted (000)	158161	2959	73737	1342	84424	1617
1152		Horz %	100.00	1.87	46.62	0.85	53.38	1.02
1153		Vert %	67.18	65.45	64.89	64.88	69.32	65.93
1154		Index	100	97	97	97	103	98
1155								
1156	Visited Facebook.com - Past Month	Unwgted	26080	359	12113	150	13967	209
1157		Weighted (000)	129650	2544	55887	1089	73763	1456
1158		Horz %	100.00	1.96	43.11	0.84	56.89	1.12
1159		Vert %	55.07	56.27	49.18	52.63	60.57	59.35
1160		Index	100	102	89	96	110	108
1161				*	*		*	
1162	Visited Flickr.com - Past Month	Unwgted	966	10	539	5	427	5
1163		Weighted (000)	4414	37	2263	20	2152	17
1164		Horz %	100.00	0.84	51.26	0.45	48.74	0.38
1165		Vert %	1.88	0.82	1.99	0.96	1.77	0.69
1166		Index	100	44	106	51	94	37
1167				*	*		*	
1168	Visited Foursquare Web Site - Past Month	Unwgted	422	0	223	0	199	0
1169		Weighted (000)	1951	0	916	0	1035	0
1170		Horz %	100.00	0.00	46.95	0.00	53.05	0.00
1171		Vert %	0.83	0.00	0.81	0.00	0.85	0.00
1172		Index	100	0	97	0	103	0
1173				*	*		*	
1174	Visited LinkedIn.com - Past Month	Unwgted	6471	54	3750	22	2721	32
1175		Weighted (000)	23533	219	12775	49	10758	171
1176		Horz %	100.00	0.93	54.29	0.21	45.71	0.73
1177		Vert %	10.00	4.85	11.24	2.35	8.83	6.96
1178		Index	100	49	112	23	88	70
1179				*	*		*	
1180	Visited MySpace.com - Past Month	Unwgted	487	10	291	8	196	2
1181		Weighted (000)	2817	125	1588	103	1229	22
1182		Horz %	100.00	4.44	56.38	3.65	43.62	0.79
1183		Vert %	1.20	2.76	1.40	4.97	1.01	0.91
1184		Index	100	231	117	415	84	76
1185				*	*		*	
1186	Visited Photobucket.com - Past Month	Unwgted	847	14	431	6	416	8
1187		Weighted (000)	4583	97	2285	57	2299	40
1188		Horz %	100.00	2.13	49.85	1.25	50.15	0.87
1189		Vert %	1.95	2.15	2.01	2.77	1.89	1.63
1190		Index	100	111	103	142	97	84

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

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2								
1191					*		*	*
1192		Unwgted	1346	12	643	2	703	10
1193	Visited Picasea Web Site - Past Month	Weighted (000)	5555	90	2374	33	3181	56
1194		Horz %	100.00	1.61	42.74	0.60	57.26	1.01
1195		Vert %	2.36	1.98	2.09	1.60	2.61	2.30
1196		Index	100	84	89	68	111	97
1197					*		*	*
1198		Unwgted	1804	15	493	3	1311	12
1199	Visited Shutterfly.com - Past Month	Weighted (000)	7223	65	1697	15	5527	51
1200		Horz %	100.00	0.90	23.49	0.20	76.51	0.70
1201		Vert %	3.07	1.44	1.49	0.70	4.54	2.07
1202		Index	100	47	49	23	148	67
1203					*		*	*
1204		Unwgted	1456	5	825	2	631	3
1205	Visited Tumblr Web Site - Past Month	Weighted (000)	7650	36	3783	13	3868	22
1206		Horz %	100.00	0.47	49.44	0.17	50.56	0.29
1207		Vert %	3.25	0.79	3.33	0.65	3.18	0.91
1208		Index	100	24	102	20	98	28
1209							*	*
1210		Unwgted	4999	65	2782	29	2217	36
1211	Visited Twitter.com - Past Month	Weighted (000)	25343	553	12937	228	12406	325
1212		Horz %	100.00	2.18	51.05	0.90	48.95	1.28
1213		Vert %	10.76	12.23	11.38	11.03	10.19	13.24
1214		Index	100	114	106	103	95	123
1215					*		*	*
1216		Unwgted	2312	25	1217	13	1095	12
1217	Visited Yelp Web Site - Past Month	Weighted (000)	8833	86	4306	41	4528	46
1218		Horz %	100.00	0.98	48.74	0.46	51.26	0.52
1219		Vert %	3.75	1.91	3.79	1.96	3.72	1.87
1220		Index	100	51	101	52	99	50
1221								
1222		Unwgted	21534	307	12005	149	9529	158
1223	Visited YouTube.com - Past Month	Weighted (000)	104305	2098	54233	978	50072	1121
1224		Horz %	100.00	2.01	51.99	0.94	48.01	1.07
1225		Vert %	44.31	46.41	47.72	47.26	41.12	45.69
1226		Index	100	105	108	107	93	103
1227					*		*	*
1228		Unwgted	2260	29	1116	11	1144	18
1229	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	10945	145	4940	29	6005	116
1230		Horz %	100.00	1.32	45.14	0.27	54.86	1.06
1231		Vert %	4.65	3.21	4.35	1.40	4.93	4.73
1232		Index	100	69	94	30	106	102
1233								
1234		Unwgted	14480	179	5792	60	8688	119
1235	Posted "Like" on Social Network - Past Month	Weighted (000)	73246	1092	26462	317	46784	776
1236		Horz %	100.00	1.49	36.13	0.43	63.87	1.06
1237		Vert %	31.11	24.16	23.29	15.31	38.42	31.63
1238		Index	100	78	75	49	123	102
1239							*	*
1240		Unwgted	6109	70	2697	23	3412	47
1241	"Followed" or Became a "Fan of" Something or Someone on Social Network - Past Month	Weighted (000)	31885	435	12877	141	19008	294
1242		Horz %	100.00	1.36	40.39	0.44	59.61	0.92
1243		Vert %	13.54	9.62	11.33	6.83	15.61	11.98
1244		Index	100	71	84	50	115	88

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

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1								
2								
1245					*	*		*
1246	Clicked on an Advertisement on Social Network - Past Month	Unwgted	3637	43	1808	19	1829	24
1247		Weighted (000)	17179	314	7759	161	9421	154
1248		Horz %	100.00	1.83	45.16	0.93	54.84	0.89
1249		Vert %	7.30	6.95	6.83	7.76	7.74	6.26
1250		Index	100	95	94	106	106	86
1251						*		*
1252	Ever Looked at an Advertisement Sent with Text Message to Cellular/Mobile/Smartphone	Unwgted	5585	101	2728	44	2857	57
1253		Weighted (000)	27885	669	12391	260	15494	409
1254		Horz %	100.00	2.40	44.44	0.93	55.56	1.47
1255		Vert %	11.84	14.79	10.90	12.58	12.72	16.66
1256		Index	100	125	92	106	107	141
1257						*		*
1258	Ever Redeemed a Mobile Coupon Using Cellular/Mobile/Smartphone	Unwgted	4573	63	1898	22	2675	41
1259		Weighted (000)	22668	449	8530	110	14138	339
1260		Horz %	100.00	1.98	37.63	0.49	62.37	1.50
1261		Vert %	9.63	9.94	7.51	5.32	11.61	13.84
1262		Index	100	103	78	55	121	144
1263				*		*		*
1264	Ever Scanned a QR Code or Other 'Tag' Using Cellular/Mobile/Smartphone	Unwgted	3343	47	1869	25	1474	22
1265		Weighted (000)	15919	297	8088	120	7831	176
1266		Horz %	100.00	1.86	50.81	0.75	49.19	1.11
1267		Vert %	6.76	6.56	7.12	5.81	6.43	7.19
1268		Index	100	97	105	86	95	106
1269								
1270	Ever Searched for Information About a Product Using Cellular/Mobile/Smartphone	Unwgted	11322	161	6177	73	5145	88
1271		Weighted (000)	53512	1050	26297	418	27215	632
1272		Horz %	100.00	1.96	49.14	0.78	50.86	1.18
1273		Vert %	22.73	23.22	23.14	20.23	22.35	25.75
1274		Index	100	102	102	89	98	113
1275								
1276	Ever Visited a Social Networking Site using Cellular/Mobile/Smartphone	Unwgted	14477	205	7120	85	7357	120
1277		Weighted (000)	71447	1359	31635	535	39813	825
1278		Horz %	100.00	1.90	44.28	0.75	55.72	1.15
1279		Vert %	30.35	30.06	27.84	25.85	32.69	33.62
1280		Index	100	99	92	85	108	111
1281						*		*
1282	Ever Signed Up for a Text Message 'Alert' Service to Cellular/Mobile/Smartphone	Unwgted	6100	90	3073	43	3027	47
1283		Weighted (000)	30132	627	14247	282	15885	345
1284		Horz %	100.00	2.08	47.28	0.94	52.72	1.15
1285		Vert %	12.80	13.88	12.54	13.65	13.04	14.07
1286		Index	100	108	98	107	102	110
1287								
1288	Ever Received a Text Message 'Alert' on Cellular/Mobile/Smartphone	Unwgted	12133	176	6067	84	6066	92
1289		Weighted (000)	58834	1134	27109	495	31725	638
1290		Horz %	100.00	1.93	46.08	0.84	53.92	1.09
1291		Vert %	24.99	25.08	23.85	23.95	26.05	26.03
1292		Index	100	100	95	96	104	104
1293								
1294	Ever Listened to Music on Cellular/Mobile/Smartphone	Unwgted	13348	223	7366	107	5982	116
1295		Weighted (000)	66976	1530	33926	705	33050	824
1296		Horz %	100.00	2.28	50.65	1.05	49.35	1.23
1297		Vert %	28.45	33.83	29.85	34.09	27.14	33.61
1298		Index	100	119	105	120	95	118



RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

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2								
1299								
1300		Unwgted	6979	124	3783	62	3196	62
1301	Ever Downloaded a Song to Cellular/Mobile/Smartphone	Weighted (000)	35766	916	17933	423	17833	492
1302		Horz %	100.00	2.56	50.14	1.18	49.86	1.38
1303		Vert %	15.19	20.25	15.78	20.47	14.64	20.07
1304		Index	100	133	104	135	96	132
1305								
1306		Unwgted	16530	226	9448	110	7082	116
1307	Ever Visited a Website for News Using Cellular/Mobile/Smartphone	Weighted (000)	76470	1422	39736	634	36734	788
1308		Horz %	100.00	1.86	51.96	0.83	48.04	1.03
1309		Vert %	32.48	31.45	34.97	30.64	30.16	32.13
1310		Index	100	97	108	94	93	99
1311								
1312		Unwgted	10808	149	7504	91	3304	58
1313	Ever Visited a Website for Sports Using Cellular/Mobile/Smartphone	Weighted (000)	49175	877	31890	538	17285	339
1314		Horz %	100.00	1.78	64.85	1.09	35.15	0.69
1315		Vert %	20.89	19.39	28.06	25.99	14.19	13.82
1316		Index	100	93	134	124	68	66
1317								
1318		Unwgted	18317	236	10016	115	8301	121
1319	Ever Visited a Website for Weather Using Cellular/Mobile/Smartphone	Weighted (000)	85811	1495	42933	689	42878	806
1320		Horz %	100.00	1.74	50.03	0.80	49.97	0.94
1321		Vert %	36.45	33.06	37.78	33.30	35.21	32.86
1322		Index	100	91	104	91	97	90
1323								
1324		Unwgted	6201	106	3744	54	2457	52
1325	Ever Watched a Video Clip on Cellular/Mobile/Smartphone	Weighted (000)	31168	796	17459	411	13708	385
1326		Horz %	100.00	2.55	56.02	1.32	43.98	1.24
1327		Vert %	13.24	17.61	15.36	19.86	11.26	15.71
1328		Index	100	133	116	150	85	119
1329						*		*
1330		Unwgted	4634	74	2894	40	1740	34
1331	Ever Watched a Downloaded or Streamed TV Program on Cellular/Mobile/Smartphone	Weighted (000)	22622	534	13299	265	9323	270
1332		Horz %	100.00	2.36	58.79	1.17	41.21	1.19
1333		Vert %	9.61	11.82	11.70	12.79	7.66	11.00
1334		Index	100	123	122	133	80	115
1335				*		*		*
1336		Unwgted	2264	43	1498	22	766	21
1337	Ever Watched Live TV on Cellular/Mobile/Smartphone	Weighted (000)	10614	290	6580	101	4033	189
1338		Horz %	100.00	2.73	62.00	0.95	38.00	1.78
1339		Vert %	4.51	6.41	5.79	4.88	3.31	7.69
1340		Index	100	142	128	108	73	171
1341				*		*		*
1342		Unwgted	1624	35	1071	20	553	15
1343	Ever Watched a Full-Length Movie on Cellular/Mobile/Smartphone	Weighted (000)	8402	267	5269	147	3133	121
1344		Horz %	100.00	3.18	62.72	1.75	37.28	1.44
1345		Vert %	3.57	5.91	4.64	7.09	2.57	4.92
1346		Index	100	166	130	199	72	138
1347						*		*
1348		Unwgted	3724	74	2380	43	1344	31
1349	Ever Watched Other Video on Cellular/Mobile/Smartphone	Weighted (000)	19061	555	11495	316	7565	239
1350		Horz %	100.00	2.91	60.31	1.66	39.69	1.25
1351		Vert %	8.10	12.28	10.12	15.28	6.21	9.74
1352		Index	100	152	125	189	77	120

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1								
2								
1353								*
1354		Unwgted	14329	109	7739	62	6590	47
1355	Read Any Daily Newspaper (Print/Paper/Hard-Copy)	Weighted (000)	62479	640	31177	346	31302	294
1356		Horz %	100.00	1.02	49.90	0.55	50.10	0.47
1357		Vert %	26.54	14.15	27.44	16.73	25.70	11.98
1358		Index	100	53	103	63	97	45
1359								
1360		Unwgted	18402	122	9147	58	9255	64
1361	Read Any Sunday Newspaper (Print/Paper/Hard-Copy)	Weighted (000)	82193	715	37638	329	44555	386
1362		Horz %	100.00	0.87	45.79	0.40	54.21	0.47
1363		Vert %	34.91	15.82	33.12	15.91	36.59	15.74
1364		Index	100	45	95	46	105	45
1365								
1366	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17386	185	9653	91	7733	94
1367		Weighted (000)	78236	1076	39806	498	38430	578
1368		Horz %	100.00	1.37	50.88	0.64	49.12	0.74
1369		Vert %	33.23	23.79	35.03	24.06	31.56	23.56
1370		Index	100	72	105	72	95	71
1371				*		*		*
1372		Unwgted	4856	44	2384	17	2472	27
1373	Read Classified Advertising in Weekday Newspaper	Weighted (000)	25833	292	12003	109	13830	183
1374		Horz %	100.00	1.13	46.46	0.42	53.54	0.71
1375		Vert %	10.97	6.47	10.56	5.28	11.36	7.47
1376		Index	100	59	96	48	103	68
1377					*		*	
1378		Unwgted	5174	44	2612	17	2562	27
1379	Read Classified Advertising in Sunday/Weekend Newspaper	Weighted (000)	26886	292	12409	103	14477	189
1380		Horz %	100.00	1.09	46.16	0.38	53.84	0.70
1381		Vert %	11.42	6.46	10.92	4.99	11.89	7.70
1382		Index	100	57	96	44	104	67
1383					*		*	
1384		Unwgted	4794	29	2218	12	2576	17
1385	Read Advertisements in Weekday Newspaper	Weighted (000)	22233	169	9570	67	12663	102
1386		Horz %	100.00	0.76	43.04	0.30	56.96	0.46
1387		Vert %	9.44	3.75	8.42	3.24	10.40	4.17
1388		Index	100	40	89	34	110	44
1389					*		*	
1390		Unwgted	6106	47	2769	17	3337	30
1391	Read Advertisements in Sunday Newspaper	Weighted (000)	28067	295	11734	114	16333	181
1392		Horz %	100.00	1.05	41.81	0.41	58.19	0.64
1393		Vert %	11.92	6.52	10.33	5.51	13.41	7.37
1394		Index	100	55	87	46	112	62
1395					*		*	
1396		Unwgted	6400	37	2583	14	3817	23
1397	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	29176	213	10827	89	18349	125
1398		Horz %	100.00	0.73	37.11	0.30	62.89	0.43
1399		Vert %	12.39	4.72	9.53	4.29	15.07	5.08
1400		Index	100	38	77	35	122	41
1401					*		*	
1402		Unwgted	9655	77	3839	29	5816	48
1403	Read Circulars/Inserts/Fliers in Sunday Newspaper	Weighted (000)	42896	448	15379	164	27517	284
1404		Horz %	100.00	1.05	35.85	0.38	64.15	0.66
1405		Vert %	18.22	9.92	13.53	7.93	22.60	11.59
1406		Index	100	54	74	44	124	64

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1								
2								
1407							*	*
1408	Receive and/or Clip Coupons from Weekday Newspaper Inserts	Unwgted	5582	51	2776	23	2806	28
1409		Weighted (000)	25470	288	11581	121	13889	167
1410		Horz %	100.00	1.13	45.47	0.47	54.53	0.66
1411		Vert %	10.82	6.37	10.19	5.83	11.40	6.82
1412		Index	100	59	94	54	105	63
1413								
1414	Receive and/or Clip Coupons from Sunday Newspaper Inserts	Unwgted	13802	118	6655	58	7147	60
1415		Weighted (000)	63608	774	28072	363	35535	411
1416		Horz %	100.00	1.22	44.13	0.57	55.87	0.65
1417		Vert %	27.02	17.13	24.70	17.57	29.18	16.76
1418		Index	100	63	91	65	108	62
1419				*		*		*
1420	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	4330	27	1927	8	2403	19
1421		Weighted (000)	21166	212	8923	76	12243	136
1422		Horz %	100.00	1.00	42.16	0.36	57.84	0.64
1423		Vert %	8.99	4.70	7.85	3.68	10.05	5.55
1424		Index	100	52	87	41	112	62
1425				*		*		*
1426	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2977	25	1331	8	1646	17
1427		Weighted (000)	14885	177	5870	40	9015	137
1428		Horz %	100.00	1.19	39.43	0.27	60.57	0.92
1429		Vert %	6.32	3.91	5.17	1.93	7.40	5.58
1430		Index	100	62	82	31	117	88
1431				*		*		*
1432	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	6696	44	2984	16	3712	28
1433		Weighted (000)	32947	333	13489	116	19458	217
1434		Horz %	100.00	1.01	40.94	0.35	59.06	0.66
1435		Vert %	13.99	7.37	11.87	5.61	15.98	8.86
1436		Index	100	53	85	40	114	63
1437								
1438	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9281	139	5008	62	4273	77
1439		Weighted (000)	45105	889	22966	463	22139	426
1440		Horz %	100.00	1.97	50.92	1.03	49.08	0.94
1441		Vert %	19.16	19.66	20.21	22.38	18.18	17.37
1442		Index	100	103	105	117	95	91
1443						*		*
1444	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5868	106	3191	42	2677	64
1445		Weighted (000)	29066	712	14898	329	14169	383
1446		Horz %	100.00	2.45	51.25	1.13	48.75	1.32
1447		Vert %	12.35	15.75	13.11	15.89	11.63	15.63
1448		Index	100	128	106	129	94	127
1449						*		*
1450	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5602	98	3316	43	2286	55
1451		Weighted (000)	28229	678	15732	319	12497	358
1452		Horz %	100.00	2.40	55.73	1.13	44.27	1.27
1453		Vert %	11.99	14.99	13.84	15.44	10.26	14.61
1454		Index	100	125	115	129	86	122
1455						*		*
1456	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6518	100	3678	41	2840	59
1457		Weighted (000)	32452	697	16884	325	15568	372
1458		Horz %	100.00	2.15	52.03	1.00	47.97	1.15
1459		Vert %	13.78	15.41	14.86	15.70	12.78	15.17
1460		Index	100	112	108	114	93	110

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

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2								
1461						*		
1462	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5160	79	3017	27	2143	52
1463		Weighted (000)	25305	543	13686	206	11619	337
1464		Horz %	100.00	2.14	54.08	0.81	45.92	1.33
1465		Vert %	10.75	12.00	12.04	9.96	9.54	13.72
1466		Index	100	112	112	93	89	128
1467						*		
1468	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4866	91	2849	38	2017	53
1469		Weighted (000)	24903	625	13725	304	11178	321
1470		Horz %	100.00	2.51	55.11	1.22	44.89	1.29
1471		Vert %	10.58	13.83	12.08	14.71	9.18	13.08
1472		Index	100	131	114	139	87	124
1473								
1474	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6845	123	3815	52	3030	71
1475		Weighted (000)	32942	850	17073	387	15868	463
1476		Horz %	100.00	2.58	51.83	1.17	48.17	1.41
1477		Vert %	13.99	18.80	15.02	18.70	13.03	18.88
1478		Index	100	134	107	134	93	135
1479						*		*
1480	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	63	2665	29	1595	34
1481		Weighted (000)	20450	402	11831	204	8620	198
1482		Horz %	100.00	1.97	57.85	1.00	42.15	0.97
1483		Vert %	8.69	8.89	10.41	9.87	7.08	8.06
1484		Index	100	102	120	114	81	93
1485						*		
1486	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6000	98	3509	47	2491	51
1487		Weighted (000)	31013	687	16895	313	14118	374
1488		Horz %	100.00	2.22	54.48	1.01	45.52	1.21
1489		Vert %	13.17	15.20	14.87	15.11	11.59	15.27
1490		Index	100	115	113	115	88	116
1491						*		*
1492	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4383	66	2500	28	1883	38
1493		Weighted (000)	21812	394	11745	142	10067	252
1494		Horz %	100.00	1.81	53.85	0.65	46.15	1.16
1495		Vert %	9.27	8.71	10.34	6.85	8.27	10.27
1496		Index	100	94	112	74	89	111
1497						*		*
1498	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3873	69	2312	31	1561	38
1499		Weighted (000)	18426	419	10343	219	8083	200
1500		Horz %	100.00	2.27	56.13	1.19	43.87	1.08
1501		Vert %	7.83	9.26	9.10	10.59	6.64	8.15
1502		Index	100	118	116	135	85	104
1503						*		
1504	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5591	90	2815	40	2776	50
1505		Weighted (000)	27889	664	13199	368	14690	296
1506		Horz %	100.00	2.38	47.33	1.32	52.67	1.06
1507		Vert %	11.85	14.69	11.61	17.80	12.06	12.07
1508		Index	100	124	98	150	102	102
1509						*		*
1510	Have Seen Video Ads in Airports - Past Month	Unwgted	4296	72	2570	30	1726	42
1511		Weighted (000)	19033	512	10774	258	8258	254
1512		Horz %	100.00	2.69	56.61	1.36	43.39	1.33
1513		Vert %	8.08	11.32	9.48	12.47	6.78	10.36
1514		Index	100	140	117	154	84	128

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

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1								
2								
1515								
1516		Unwgted	7988	129	4792	67	3196	62
1517	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	36855	811	20620	464	16235	347
1518		Horz %	100.00	2.20	55.95	1.26	44.05	0.94
1519		Vert %	15.65	17.93	18.15	22.44	13.33	14.13
1520		Index	100	115	116	143	85	90
1521						*		*
1522	Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3586	60	2200	25	1386	35
1523		Weighted (000)	17684	377	10136	205	7548	172
1524		Horz %	100.00	2.13	57.32	1.16	42.68	0.97
1525		Vert %	7.51	8.35	8.92	9.92	6.20	7.02
1526	Index	100	111	119	132	83	93	
1527						*		*
1528	Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3408	63	2003	27	1405	36
1529		Weighted (000)	16272	367	8909	185	7363	181
1530		Horz %	100.00	2.25	54.75	1.14	45.25	1.11
1531		Vert %	6.91	8.11	7.84	8.96	6.05	7.40
1532	Index	100	117	113	130	87	107	
1533						*		*
1534	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5224	76	2996	34	2228	42
1535		Weighted (000)	25002	537	13353	244	11649	293
1536		Horz %	100.00	2.15	53.41	0.98	46.59	1.17
1537		Vert %	10.62	11.88	11.75	11.80	9.57	11.94
1538	Index	100	112	111	111	90	112	
1539								
1540	Have Seen Any Billboards - Past Month	Unwgted	24971	270	13231	121	11740	149
1541		Weighted (000)	117686	1623	57464	748	60223	875
1542		Horz %	100.00	1.38	48.83	0.64	51.17	0.74
1543		Vert %	49.99	35.90	50.57	36.16	49.45	35.67
1544	Index	100	72	101	72	99	71	
1545								
1546	Have Seen Any Ads on Buses/Trains - Past Month	Unwgted	11552	170	6437	79	5115	91
1547		Weighted (000)	52281	1139	27436	561	24846	578
1548		Horz %	100.00	2.18	52.48	1.07	47.52	1.11
1549		Vert %	22.21	25.20	24.14	27.12	20.40	23.58
1550	Index	100	113	109	122	92	106	
1551								
1552	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Unwgted	7554	135	4287	59	3267	76
1553		Weighted (000)	34321	953	18485	479	15836	474
1554		Horz %	100.00	2.78	53.86	1.40	46.14	1.38
1555		Vert %	14.58	21.09	16.27	23.15	13.00	19.34
1556	Index	100	145	112	159	89	133	
1557						*		*
1558	Have Seen Any Ads Inside Taxis - Past Month	Unwgted	3526	62	2060	24	1466	38
1559		Weighted (000)	16385	421	9099	156	7286	265
1560		Horz %	100.00	2.57	55.53	0.95	44.47	1.62
1561		Vert %	6.96	9.32	8.01	7.55	5.98	10.81
1562	Index	100	134	115	108	86	155	
1563						*		*
1564	Have Seen Any Ads on Top of Taxis - Past Month	Unwgted	6443	105	3806	42	2637	63
1565		Weighted (000)	29023	629	16227	234	12796	394
1566		Horz %	100.00	2.17	55.91	0.81	44.09	1.36
1567		Vert %	12.33	13.90	14.28	11.33	10.51	16.07
1568	Index	100	113	116	92	85	130	

RAB / GfK MRI RADIO FORMAT PROFILE: SPANISH A/C

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1								
2								
1569						*		*
1570		Unwgted	2881	67	1735	32	1146	35
1571	Have Seen Any Ads on Phone Booths - Past Month	Weighted (000)	14313	513	8037	265	6275	248
1572		Horz %	100.00	3.58	56.15	1.85	43.85	1.73
1573		Vert %	6.08	11.34	7.07	12.81	5.15	10.09
1574		Index	100	186	116	211	85	166
1575							*	
1576	Have Seen Any Ads at Sports or Entertainment Events - Past Month	Unwgted	8112	107	5090	47	3022	60
1577		Weighted (000)	38648	671	22576	311	16072	360
1578		Horz %	100.00	1.74	58.41	0.80	41.59	0.93
1579		Vert %	16.42	14.84	19.87	15.04	13.20	14.67
1580		Index	100	90	121	92	80	89
1581						*		
1582	Have Seen Any Ads on Postcards - Past Month	Unwgted	6261	85	3188	31	3073	54
1583		Weighted (000)	28399	542	13440	249	14959	293
1584		Horz %	100.00	1.91	47.33	0.88	52.67	1.03
1585		Vert %	12.06	11.99	11.83	12.04	12.28	11.94
1586		Index	100	99	98	100	102	99
1587								
1588	Have Seen Any Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	10498	141	5622	63	4876	78
1589		Weighted (000)	50876	851	25021	432	25855	419
1590		Horz %	100.00	1.67	49.18	0.85	50.82	0.82
1591		Vert %	21.61	18.82	22.02	20.89	21.23	17.07
1592		Index	100	87	102	97	98	79
1593						*		
1594	Have Seen Any Ads on Posters at Movie Theaters - Past Month	Unwgted	9087	111	4896	49	4191	62
1595		Weighted (000)	43184	718	21589	328	21595	390
1596		Horz %	100.00	1.66	49.99	0.76	50.01	0.90
1597		Vert %	18.34	15.87	19.00	15.86	17.73	15.89
1598		Index	100	87	104	86	97	87
1599								
1600	Have Seen Any Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11604	133	6094	57	5510	76
1601		Weighted (000)	54758	839	26708	382	28050	457
1602		Horz %	100.00	1.53	48.77	0.70	51.23	0.84
1603		Vert %	23.26	18.56	23.50	18.46	23.03	18.64
1604		Index	100	80	101	79	99	80
1605								
1606	Have Seen Any Ads In Stores (Not Video Ads) - Past Month	Unwgted	16410	188	8564	88	7846	100
1607		Weighted (000)	78477	1208	37817	635	40660	573
1608		Horz %	100.00	1.54	48.19	0.81	51.81	0.73
1609		Vert %	33.33	26.72	33.28	30.71	33.39	23.36
1610		Index	100	80	100	92	100	70
1611								
1612	Have Seen Any Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12407	182	6334	75	6073	107
1613		Weighted (000)	58238	1119	27423	546	30815	573
1614		Horz %	100.00	1.92	47.09	0.94	52.91	0.98
1615		Vert %	24.74	24.75	24.13	26.39	25.30	23.36
1616		Index	100	100	98	107	102	94
1617								
1618	Have Seen Any Infomercials - Past Month	Unwgted	10714	129	5647	59	5067	70
1619		Weighted (000)	51606	777	25134	381	26471	396
1620		Horz %	100.00	1.51	48.70	0.74	51.30	0.77
1621		Vert %	21.92	17.19	22.12	18.43	21.74	16.14
1622		Index	100	78	101	84	99	74

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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	229	10436	108	10265	121
1625		Weighted (000)	96512	1495	45126	788	51385	707
1626		Horz %	100.00	1.55	46.76	0.82	53.24	0.73
1627		Vert %	41.00	33.06	39.71	38.09	42.19	28.81
1628		Index	100	81	97	93	103	70
1629						*		*
1630	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	4117	65	2589	30	1528	35
1631		Weighted (000)	21513	420	12978	231	8534	189
1632		Horz %	100.00	1.95	60.33	1.08	39.67	0.88
1633		Vert %	9.14	9.29	11.42	11.19	7.01	7.70
1634		Index	100	102	125	122	77	84
1635								
1636	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	19182	241	10233	122	8949	119
1637		Weighted (000)	90290	1556	44821	816	45469	740
1638		Horz %	100.00	1.72	49.64	0.90	50.36	0.82
1639		Vert %	38.35	34.41	39.44	39.43	37.34	30.17
1640		Index	100	90	103	103	97	79
1641								
1642	Have Seen Any Product Placement in Movies - Past Month	Unwgted	11524	134	6393	63	5131	71
1643		Weighted (000)	55345	918	28579	463	26766	455
1644		Horz %	100.00	1.66	51.64	0.84	48.36	0.82
1645		Vert %	23.51	20.30	25.15	22.40	21.98	18.53
1646		Index	100	86	107	95	93	79
1647								*
1648	Likely to Buy First House/Residence - Coming Year	Unwgted	4517	109	2435	62	2082	47
1649		Weighted (000)	26866	851	13625	488	13241	363
1650		Horz %	100.00	3.17	50.71	1.82	49.29	1.35
1651		Vert %	11.41	18.82	11.99	23.58	10.87	14.81
1652		Index	100	165	105	207	95	130
1653				*		*		*
1654	Likely to Buy a Second House or Vacation Home - Coming Year	Unwgted	2558	39	1451	22	1107	17
1655		Weighted (000)	12580	248	6812	137	5768	111
1656		Horz %	100.00	1.97	54.15	1.09	45.85	0.88
1657		Vert %	5.34	5.49	5.99	6.64	4.74	4.52
1658		Index	100	103	112	124	89	85
1659				*		*		*
1660	Likely to Sell House/Residence - Coming Year	Unwgted	3278	36	1772	17	1506	19
1661		Weighted (000)	14469	236	7124	106	7345	129
1662		Horz %	100.00	1.63	49.24	0.74	50.76	0.89
1663		Vert %	6.15	5.22	6.27	5.15	6.03	5.28
1664		Index	100	85	102	84	98	86
1665				*		*		*
1666	Likely to Take Out a 2nd Mortgage or Equity Loan - Coming Year	Unwgted	1214	12	697	6	517	6
1667		Weighted (000)	5599	140	3007	85	2592	55
1668		Horz %	100.00	2.50	53.71	1.52	46.29	0.97
1669		Vert %	2.38	3.09	2.65	4.12	2.13	2.22
1670		Index	100	130	111	173	89	93
1671						*		*
1672	Likely to Remodel Kitchen - Coming Year	Unwgted	5151	56	2880	28	2271	28
1673		Weighted (000)	24644	359	12532	182	12112	177
1674		Horz %	100.00	1.46	50.85	0.74	49.15	0.72
1675		Vert %	10.47	7.94	11.03	8.80	9.95	7.21
1676		Index	100	76	105	84	95	69

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1								
2								
1677						*		*
1678		Unwgted	6270	61	3462	27	2808	34
1679	Likely to Remodel Bathroom - Coming Year	Weighted (000)	29496	387	14776	167	14720	220
1680		Horz %	100.00	1.31	50.09	0.57	49.91	0.75
1681		Vert %	12.53	8.56	13.00	8.08	12.09	8.97
1682		Index	100	68	104	64	96	72
1683					*		*	
1684		Unwgted	1493	19	842	8	651	11
1685	Likely to Convert Room to Home Office - Coming Year	Weighted (000)	7187	165	3709	102	3478	64
1686		Horz %	100.00	2.30	51.60	1.42	48.40	0.89
1687		Vert %	3.05	3.66	3.26	4.92	2.86	2.59
1688		Index	100	120	107	161	94	85
1689					*		*	
1690		Unwgted	1458	19	847	7	611	12
1691	Likely to Add Rooms - Exterior Additions - Coming Year	Weighted (000)	7687	183	4085	71	3602	112
1692		Horz %	100.00	2.38	53.14	0.93	46.86	1.46
1693		Vert %	3.27	4.05	3.59	3.44	2.96	4.57
1694		Index	100	124	110	105	91	140
1695					*		*	
1696		Unwgted	2935	28	1633	9	1302	19
1697	Likely to Do Other Home Remodeling - Coming Year	Weighted (000)	14102	222	7020	68	7082	154
1698		Horz %	100.00	1.57	49.78	0.48	50.22	1.09
1699		Vert %	5.99	4.90	6.18	3.28	5.82	6.27
1700		Index	100	82	103	55	97	105
1701								
1702	Likely to Purchase Homeowner or Personal Property Insurance - Coming Year	Unwgted	8927	100	4893	56	4034	44
1703		Weighted (000)	42148	640	21289	379	20859	262
1704		Horz %	100.00	1.52	50.51	0.90	49.49	0.62
1705		Vert %	17.90	14.17	18.73	18.30	17.13	10.68
1706		Index	100	79	105	102	96	60
1707						*		*
1708		Unwgted	6765	97	3574	49	3191	48
1709	Likely to Purchase Life Insurance - Coming Year	Weighted (000)	34593	667	17314	351	17280	316
1710		Horz %	100.00	1.93	50.05	1.02	49.95	0.91
1711		Vert %	14.69	14.76	15.24	16.98	14.19	12.88
1712		Index	100	100	104	116	97	88
1713								
1714	Likely to Invest in Stocks, Bonds, or Mutual Funds - Coming Year	Unwgted	10509	104	5916	56	4593	48
1715		Weighted (000)	45283	687	23876	405	21408	282
1716		Horz %	100.00	1.52	52.72	0.89	47.28	0.62
1717		Vert %	19.24	15.19	21.01	19.56	17.58	11.51
1718		Index	100	79	109	102	91	60
1719								
1720	Likely to Visit Theme Park - Coming Year	Unwgted	10281	178	5364	84	4917	94
1721		Weighted (000)	51477	1158	24524	502	26953	655
1722		Horz %	100.00	2.25	47.64	0.98	52.36	1.27
1723		Vert %	21.87	25.61	21.58	24.29	22.13	26.72
1724		Index	100	117	99	111	101	122
1725								
1726	Likely to Take Cruise (Longer Than 1 Day) - Coming Year	Unwgted	8488	109	4361	50	4127	59
1727		Weighted (000)	39308	736	18897	331	20411	406
1728		Horz %	100.00	1.87	48.07	0.84	51.93	1.03
1729		Vert %	16.70	16.29	16.63	15.99	16.76	16.54
1730		Index	100	98	100	96	100	99



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1								
2								
1731								
1732		Unwgted	23791	271	12501	129	11290	142
1733	Likely to Take Domestic	Weighted (000)	109081	1708	53409	828	55672	880
1734	Vacation Trip - Coming Year	Horz %	100.00	1.57	48.96	0.76	51.04	0.81
1735		Vert %	46.33	37.78	47.00	40.05	45.71	35.86
1736		Index	100	82	101	86	99	77
1737								
1738		Unwgted	13203	231	6889	107	6314	124
1739	Likely to Take Foreign	Weighted (000)	58059	1664	28309	758	29750	906
1740	Vacation Trip - Coming Year	Horz %	100.00	2.87	48.76	1.31	51.24	1.56
1741		Vert %	24.66	36.80	24.91	36.65	24.43	36.93
1742		Index	100	149	101	149	99	150
1743								
1744		Unwgted	7628	128	4146	71	3482	57
1745	Likely to Buy a New Vehicle -	Weighted (000)	37880	899	19361	516	18519	383
1746	Coming Year	Horz %	100.00	2.37	51.11	1.36	48.89	1.01
1747		Vert %	16.09	19.89	17.04	24.95	15.21	15.62
1748		Index	100	124	106	155	95	97
1749								
1750		Unwgted	10093	135	5480	66	4613	69
1751	Likely to Buy a Used/Pre-	Weighted (000)	54530	1026	27176	501	27353	525
1752	Owned Vehicle - Coming Year	Horz %	100.00	1.88	49.84	0.92	50.16	0.96
1753		Vert %	23.16	22.70	23.91	24.23	22.46	21.41
1754		Index	100	98	103	105	97	92
1755				*		*		*
1756		Unwgted	2738	35	1439	17	1299	18
1757	Likely to Lease a Vehicle -	Weighted (000)	13120	242	6299	124	6821	117
1758	Coming Year	Horz %	100.00	1.84	48.01	0.95	51.99	0.89
1759		Vert %	5.57	5.34	5.54	6.01	5.60	4.78
1760		Index	100	96	99	108	101	86
1761				*		*		*
1762		Unwgted	2327	35	1168	13	1159	22
1763	Likely to Buy a Van/Mini-Van -	Weighted (000)	12444	243	5833	65	6611	179
1764	Coming Year	Horz %	100.00	1.95	46.87	0.52	53.13	1.44
1765		Vert %	5.29	5.38	5.13	3.12	5.43	7.28
1766		Index	100	102	97	59	103	138
1767				*		*		*
1768		Unwgted	1281	27	778	19	503	8
1769	Likely to Buy a Motorcycle -	Weighted (000)	7284	225	4143	159	3141	66
1770	Coming Year	Horz %	100.00	3.09	56.88	2.19	43.12	0.91
1771		Vert %	3.09	4.99	3.65	7.70	2.58	2.70
1772		Index	100	161	118	249	83	87
1773						*		*
1774		Unwgted	4622	59	2523	30	2099	29
1775	Likely to Buy a Sport-Utility	Weighted (000)	23224	353	11492	174	11732	179
1776	Vehicle (SUV) - Coming Year	Horz %	100.00	1.52	49.48	0.75	50.52	0.77
1777		Vert %	9.86	7.81	10.11	8.41	9.63	7.30
1778		Index	100	79	103	85	98	74
1779				*		*		*
1780		Unwgted	3522	47	2111	21	1411	26
1781	Likely to Buy a Truck - Coming	Weighted (000)	19681	312	10757	111	8924	201
1782	Year	Horz %	100.00	1.58	54.66	0.56	45.34	1.02
1783		Vert %	8.36	6.90	9.47	5.35	7.33	8.20
1784		Index	100	82	113	64	88	98

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1								
2								
1785					*	*		*
1786	Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Coming Year	Unwgted	2459	29	1342	13	1117	16
1787		Weighted (000)	12266	152	6317	55	5949	97
1788		Horz %	100.00	1.24	51.50	0.45	48.50	0.79
1789		Vert %	5.21	3.36	5.56	2.66	4.88	3.95
1790		Index	100	64	107	51	94	76
1791						*		*
1792	Likely to Buy an E-Reader (e.g., Amazon Kindle) - Coming Year	Unwgted	5048	78	2490	37	2558	41
1793		Weighted (000)	24651	604	11365	314	13286	290
1794		Horz %	100.00	2.45	46.10	1.27	53.90	1.18
1795		Vert %	10.47	13.36	10.00	15.17	10.91	11.83
1796		Index	100	128	96	145	104	113
1797								
1798	Likely to Buy a Tablet (e.g., Apple iPad) - Coming Year	Unwgted	8706	139	4535	69	4171	70
1799		Weighted (000)	41385	1046	20076	508	21309	538
1800		Horz %	100.00	2.53	48.51	1.23	51.49	1.30
1801		Vert %	17.58	23.14	17.67	24.56	17.50	21.95
1802		Index	100	132	100	140	100	125
1803						*		*
1804	Likely to Buy a Home Theater System - Coming Year	Unwgted	3515	77	2037	43	1478	34
1805		Weighted (000)	18689	632	10026	371	8663	260
1806		Horz %	100.00	3.38	53.65	1.99	46.35	1.39
1807		Vert %	7.94	13.97	8.82	17.95	7.11	10.61
1808		Index	100	176	111	226	90	134
1809								*
1810	Likely to Buy a Large Flat Screen/HDTV (27"-42") - Coming Year	Unwgted	7287	121	3805	73	3482	48
1811		Weighted (000)	35646	945	17609	561	18037	384
1812		Horz %	100.00	2.65	49.40	1.57	50.60	1.08
1813		Vert %	15.14	20.90	15.50	27.11	14.81	15.66
1814		Index	100	138	102	179	98	103
1815								*
1816	Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Coming Year	Unwgted	5569	98	3205	57	2364	41
1817		Weighted (000)	28026	825	14980	471	13046	353
1818		Horz %	100.00	2.94	53.45	1.68	46.55	1.26
1819		Vert %	11.90	18.24	13.18	22.78	10.71	14.40
1820		Index	100	153	111	191	90	121
1821						*		*
1822	Likely to Buy a Portable DVD Player - Coming Year	Unwgted	3473	73	1742	42	1731	31
1823		Weighted (000)	18410	576	8819	327	9590	249
1824		Horz %	100.00	3.13	47.91	1.77	52.09	1.35
1825		Vert %	7.82	12.73	7.76	15.79	7.88	10.15
1826		Index	100	163	99	202	101	130
1827						*		*
1828	Likely to Buy a Blu-Ray Player - Coming Year	Unwgted	4241	83	2317	44	1924	39
1829		Weighted (000)	21478	634	10992	331	10486	303
1830		Horz %	100.00	2.95	51.18	1.54	48.82	1.41
1831		Vert %	9.12	14.03	9.67	16.02	8.61	12.35
1832		Index	100	154	106	176	94	135
1833						*		*
1834	Likely to Buy a Digital Video Camera/Digital Camera - Coming Year	Unwgted	4129	77	2160	46	1969	31
1835		Weighted (000)	21318	600	10433	375	10885	225
1836		Horz %	100.00	2.82	48.94	1.76	51.06	1.06
1837		Vert %	9.06	13.28	9.18	18.14	8.94	9.18
1838		Index	100	147	101	200	99	101

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1								
2								
1839						*		*
1840		Unwgted	5116	79	2834	46	2282	33
1841	Likely to Buy a Desktop	Weighted (000)	25453	636	13076	408	12378	228
1842	Computer - Coming Year	Horz %	100.00	2.50	51.37	1.60	48.63	0.89
1843		Vert %	10.81	14.06	11.51	19.72	10.16	9.28
1844		Index	100	130	106	182	94	86
1845								
1846		Unwgted	8992	136	4712	73	4280	63
1847	Likely to Buy a Laptop	Weighted (000)	44298	960	21912	526	22386	434
1848	Computer - Coming Year	Horz %	100.00	2.17	49.47	1.19	50.53	0.98
1849		Vert %	18.82	21.23	19.28	25.45	18.38	17.68
1850		Index	100	113	102	135	98	94
1851				*		*		*
1852		Unwgted	2554	47	1379	32	1175	15
1853	Likely to Subscribe to Satellite	Weighted (000)	13455	363	6801	232	6654	131
1854	Radio - Coming Year	Horz %	100.00	2.70	50.55	1.72	49.45	0.97
1855		Vert %	5.72	8.02	5.98	11.22	5.46	5.33
1856		Index	100	140	105	196	96	93
1857								
1858		Unwgted	11501	173	6080	85	5421	88
1859	Likely to Buy a Smartphone -	Weighted (000)	55914	1223	27229	585	28685	638
1860	Coming Year	Horz %	100.00	2.19	48.70	1.05	51.30	1.14
1861		Vert %	23.75	27.04	23.96	28.28	23.55	26.00
1862		Index	100	114	101	119	99	109
1863						*		*
1864		Unwgted	4571	70	2299	32	2272	38
1865	Likely to Get Engaged to be	Weighted (000)	25374	564	12524	271	12850	293
1866	Married - Coming Year	Horz %	100.00	2.22	49.36	1.07	50.64	1.15
1867		Vert %	10.78	12.46	11.02	13.08	10.55	11.94
1868		Index	100	116	102	121	98	111
1869						*		*
1870		Unwgted	2984	68	1431	25	1553	43
1871	Likely to Become a Parent -	Weighted (000)	16843	544	7710	203	9133	341
1872	Coming Year	Horz %	100.00	3.23	45.78	1.21	54.22	2.02
1873		Vert %	7.15	12.04	6.78	9.84	7.50	13.90
1874		Index	100	168	95	137	105	194
1875						*		*
1876		Unwgted	4324	58	2182	30	2142	28
1877	Likely to Become a	Weighted (000)	21526	421	10213	194	11313	227
1878	Grandparent - Coming Year	Horz %	100.00	1.96	47.45	0.90	52.55	1.06
1879		Vert %	9.14	9.31	8.99	9.37	9.29	9.27
1880		Index	100	102	98	102	102	101
1881						*		*
1882		Unwgted	3998	67	2016	30	1982	37
1883	Likely to Have a Child Go	Weighted (000)	20251	567	9625	238	10626	329
1884	Away to College - Coming	Horz %	100.00	2.80	47.53	1.17	52.47	1.63
1885	Year	Vert %	8.60	12.54	8.47	11.48	8.73	13.43
1886		Index	100	146	98	134	101	156
1887						*		*
1888		Unwgted	2990	66	1552	31	1438	35
1889	Likely to Have a Child	Weighted (000)	15205	479	7336	220	7869	259
1890	Graduate from College -	Horz %	100.00	3.15	48.25	1.45	51.75	1.70
1891	Coming Year	Vert %	6.46	10.59	6.46	10.65	6.46	10.54
1892		Index	100	164	100	165	100	163

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1								
2								
1893						*		*
1894		Unwgted	3354	51	1723	22	1631	29
1895	Likely to Have a Child Get	Weighted (000)	17330	391	8358	185	8972	206
1896	Married - Coming Year	Horz %	100.00	2.26	48.23	1.07	51.77	1.19
1897		Vert %	7.36	8.65	7.35	8.93	7.37	8.41
1898		Index	100	117	100	121	100	114
1899						*		*
1900		Unwgted	3468	50	1970	30	1498	20
1901	Likely to Retire from Full-Time	Weighted (000)	16818	415	9297	264	7521	151
1902	Work - Coming Year	Horz %	100.00	2.47	55.28	1.57	44.72	0.90
1903		Vert %	7.14	9.19	8.18	12.76	6.18	6.17
1904		Index	100	129	115	179	86	86
1905				*		*		*
1906		Unwgted	1704	28	975	15	729	13
1907	Likely to Collect Lump-Sum	Weighted (000)	8516	183	4866	97	3650	87
1908	from Pension/IRA/401k -	Horz %	100.00	2.15	57.14	1.13	42.86	1.02
1909	Coming Year	Vert %	3.62	4.05	4.28	4.67	3.00	3.54
1910		Index	100	112	118	129	83	98
1911						*		*
1912		Unwgted	3411	68	2031	38	1380	30
1913	Likely to Start or Buy a New	Weighted (000)	17209	525	9842	270	7367	254
1914	Business - Coming Year	Horz %	100.00	3.05	57.19	1.57	42.81	1.48
1915		Vert %	7.31	11.60	8.66	13.06	6.05	10.37
1916		Index	100	159	118	179	83	142
1917								
1918		Unwgted	7126	128	3915	71	3211	57
1919	Likely to Change Jobs -	Weighted (000)	33956	817	17825	454	16131	363
1920	Coming Year	Horz %	100.00	2.41	52.50	1.34	47.50	1.07
1921		Vert %	14.42	18.08	15.69	21.95	13.25	14.81
1922		Index	100	125	109	152	92	103
1923								
1924								