

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
3								
4		Unwgted	48168	306	24457	129	23711	177
5	U.S. Adults 18+	Weighted (000)	238155	1821	114766	910	123389	911
6		Horz %	100.00	0.76	48.19	0.38	51.81	0.38
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	24457	129	24457	129	0	0
11		Weighted (000)	114766	910	114766	910	0	0
12		Horz %	100.00	0.79	100.00	0.79	0.00	0.00
13		Vert %	48.19	49.96	100.00	100.00	0.00	0.00
14		Index	100	104	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	177	0	0	23711	177
17		Weighted (000)	123389	911	0	0	123389	911
18		Horz %	100.00	0.74	0.00	0.00	100.00	0.74
19		Vert %	51.81	50.04	0.00	0.00	100.00	100.00
20		Index	100	97	0	0	193	193
21				*		*		*
22	Age 18-24	Unwgted	3835	27	2176	10	1659	17
23		Weighted (000)	30197	245	15211	120	14986	125
24		Horz %	100.00	0.81	50.37	0.40	49.63	0.42
25		Vert %	12.68	13.47	13.25	13.17	12.15	13.76
26		Index	100	106	105	104	96	109
27						*		*
28	Age 25-34	Unwgted	7986	77	4052	28	3934	49
29		Weighted (000)	42012	423	20869	199	21143	224
30		Horz %	100.00	1.01	49.67	0.47	50.33	0.53
31		Vert %	17.64	23.23	18.18	21.93	17.14	24.53
32		Index	100	132	103	124	97	139
33						*		*
34	Age 35-44	Unwgted	8452	75	4443	38	4009	37
35		Weighted (000)	40087	426	19682	191	20405	234
36		Horz %	100.00	1.06	49.10	0.48	50.90	0.58
37		Vert %	16.83	23.37	17.15	21.01	16.54	25.72
38		Index	100	139	102	125	98	153
39						*		*
40	Age 45-54	Unwgted	9050	66	4578	27	4472	39
41		Weighted (000)	43666	377	21286	184	22380	193
42		Horz %	100.00	0.86	48.75	0.42	51.25	0.44
43		Vert %	18.33	20.69	18.55	20.25	18.14	21.13
44		Index	100	113	101	110	99	115
45				*		*		*
46	Age 55-64	Unwgted	8207	25	4240	9	3967	16
47		Weighted (000)	38818	156	18503	84	20315	72
48		Horz %	100.00	0.40	47.67	0.22	52.33	0.19
49		Vert %	16.30	8.58	16.12	9.21	16.46	7.94
50		Index	100	53	99	57	101	49
51				*		*		*
52	Age 65+	Unwgted	10638	36	4968	17	5670	19
53		Weighted (000)	43374	194	19215	131	24160	63
54		Horz %	100.00	0.45	44.30	0.30	55.70	0.15
55		Vert %	18.21	10.67	16.74	14.43	19.58	6.92
56		Index	100	59	92	79	108	38

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57								
58	Age 21+	Unwgted	46644	297	23528	124	23116	173
59		Weighted (000)	225241	1712	107990	825	117251	887
60		Horz %	100.00	0.76	47.94	0.37	52.06	0.39
61		Vert %	94.58	94.02	94.10	90.73	95.03	97.31
62		Index	100	99	99	96	100	103
63						*		
64	Age 18-34	Unwgted	11821	104	6228	38	5593	66
65		Weighted (000)	72209	668	36080	319	36129	349
66		Horz %	100.00	0.93	49.97	0.44	50.03	0.48
67		Vert %	30.32	36.69	31.44	35.09	29.28	38.29
68		Index	100	121	104	116	97	126
69								
70	Age 18-49	Unwgted	24702	224	12939	93	11763	131
71		Weighted (000)	133505	1336	66134	614	67371	722
72		Horz %	100.00	1.00	49.54	0.46	50.46	0.54
73		Vert %	56.06	73.35	57.63	67.46	54.60	79.22
74		Index	100	131	103	120	97	141
75								
76	Age 25-54	Unwgted	25488	218	13073	93	12415	125
77		Weighted (000)	125765	1225	61837	575	63928	650
78		Horz %	100.00	0.97	49.17	0.46	50.83	0.52
79		Vert %	52.81	67.28	53.88	63.19	51.81	71.37
80		Index	100	127	102	120	98	135
81								
82	Age 35-64	Unwgted	25709	166	13261	74	12448	92
83		Weighted (000)	122571	959	59471	459	63100	499
84		Horz %	100.00	0.78	48.52	0.37	51.48	0.41
85		Vert %	51.47	52.63	51.82	50.47	51.14	54.79
86		Index	100	102	101	98	99	106
87						*		*
88	Age 50+	Unwgted	23466	82	11518	36	11948	46
89		Weighted (000)	104649	485	48631	296	56018	189
90		Horz %	100.00	0.46	46.47	0.28	53.53	0.18
91		Vert %	43.94	26.65	42.37	32.54	45.40	20.78
92		Index	100	61	96	74	103	47
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	40.70	45.80	40.80	47.40	40.60
96		Horz %						
97		Vert %						
98		Index						
99						*		
100	Race: White Only	Unwgted	35231	103	17988	39	17243	64
101		Weighted (000)	176436	758	85107	382	91329	376
102		Horz %	100.00	0.43	48.24	0.22	51.76	0.21
103		Vert %	74.08	41.62	74.16	41.95	74.02	41.30
104		Index	100	56	100	57	100	56
105				*		*		*
106	Race: Black/African-American Only	Unwgted	5807	17	2719	10	3088	7
107		Weighted (000)	28531	73	13037	50	15494	23
108		Horz %	100.00	0.25	45.69	0.17	54.31	0.08
109		Vert %	11.98	3.99	11.36	5.45	12.56	2.54
110		Index	100	33	95	45	105	21

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111				*		*		*
112		Unwgt	2180	4	1128	1	1052	3
113	Race: Asian	Weighted (000)	7671	32	3482	5	4189	27
114		Horz %	100.00	0.42	45.39	0.07	54.61	0.35
115		Vert %	3.22	1.76	3.03	0.59	3.39	2.92
116		Index	100	55	94	18	105	91
117								
118		Unwgt	7130	186	3750	80	3380	106
119	Race: Other Race/Multi-Racial	Weighted (000)	33187	990	16622	479	16565	512
120		Horz %	100.00	2.98	50.09	1.44	49.91	1.54
121		Vert %	13.94	54.38	14.48	52.60	13.43	56.16
122		Index	100	390	104	377	96	403
123								
124		Unwgt	5677	258	2846	104	2831	154
125	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	35739	1603	17858	783	17882	820
126		Horz %	100.00	4.48	49.97	2.19	50.03	2.29
127		Vert %	15.01	88.00	15.56	86.03	14.49	89.98
128		Index	100	586	104	573	97	600
129				*		*		*
130		Unwgt	1612	19	851	6	761	13
131	Hispanic, Personally Speak Only English at Home	Weighted (000)	5378	47	2712	27	2667	20
132		Horz %	100.00	0.87	50.42	0.50	49.58	0.37
133		Vert %	2.26	2.58	2.36	2.98	2.16	2.18
134		Index	100	114	105	132	96	96
135						*		*
136		Unwgt	1702	72	820	23	882	49
137	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Weighted (000)	9096	330	4752	140	4344	190
138		Horz %	100.00	3.63	52.24	1.54	47.76	2.09
139		Vert %	3.82	18.12	4.14	15.39	3.52	20.85
140		Index	100	474	108	403	92	546
141						*		*
142		Unwgt	897	60	420	19	477	41
143	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10398	601	5173	297	5225	304
144		Horz %	100.00	5.78	49.75	2.86	50.25	2.92
145		Vert %	4.37	33.02	4.51	32.68	4.23	33.36
146		Index	100	756	103	748	97	764
147								
148		Unwgt	1355	102	702	52	653	50
149	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Weighted (000)	8786	562	4447	271	4340	292
150		Horz %	100.00	6.40	50.61	3.08	49.39	3.32
151		Vert %	3.69	30.89	3.87	29.76	3.52	32.01
152		Index	100	837	105	807	95	868
153				*	*	*	*	*
154		Unwgt	84	4	41	3	43	1
155	Hispanic, Personally Speak Spanish and English Equally at Home	Weighted (000)	1523	47	602	33	920	14
156		Horz %	100.00	3.10	39.56	2.15	60.44	0.95
157		Vert %	0.64	2.59	0.52	3.59	0.75	1.59
158		Index	100	405	82	562	117	248
159				*		*		*
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt	6749	19	3535	8	3214	11
161		Weighted (000)	24693	61	11947	34	12745	27
162		Horz %	100.00	0.25	48.38	0.14	51.62	0.11
163		Vert %	10.37	3.35	10.41	3.71	10.33	2.99
164		Index	100	32	100	36	100	29

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165				*		*		*
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	49	5594	18	5303	31
167		Weighted (000)	43976	259	21010	105	22966	154
168		Horz %	100.00	0.59	47.78	0.24	52.22	0.35
169		Vert %	18.47	14.24	18.31	11.59	18.61	16.89
170		Index	100	77	99	63	101	91
171				*		*		*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	22	1055	8	1437	14
173		Weighted (000)	10385	96	4055	35	6330	60
174		Horz %	100.00	0.92	39.05	0.34	60.95	0.58
175		Vert %	4.36	5.25	3.53	3.89	5.13	6.60
176		Index	100	120	81	89	118	151
177				*		*		*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	17	1466	5	1642	12
179		Weighted (000)	12939	61	5528	21	7411	40
180		Horz %	100.00	0.47	42.72	0.16	57.28	0.31
181		Vert %	5.43	3.35	4.82	2.28	6.01	4.43
182		Index	100	62	89	42	111	81
183						*		*
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	56	5138	23	5029	33
185		Weighted (000)	45323	321	21898	150	23425	172
186		Horz %	100.00	0.71	48.32	0.33	51.68	0.38
187		Vert %	19.03	17.65	19.08	16.44	18.98	18.85
188		Index	100	93	100	86	100	99
189						*		*
190	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	82	5465	36	5162	46
191		Weighted (000)	70635	473	34949	214	35686	259
192		Horz %	100.00	0.67	49.48	0.30	50.52	0.37
193		Vert %	29.66	25.97	30.45	23.55	28.92	28.40
194		Index	100	88	103	79	98	96
195						*		*
196	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	61	2204	31	1924	30
197		Weighted (000)	30203	550	15378	351	14825	199
198		Horz %	100.00	1.82	50.91	1.16	49.09	0.66
199		Vert %	12.68	30.19	13.40	38.55	12.02	21.84
200		Index	100	238	106	304	95	172
201				*		*		*
202	Currently Attending College or University	Unwgted	3489	23	1681	9	1808	14
203		Weighted (000)	19251	133	8953	56	10297	78
204		Horz %	100.00	0.69	46.51	0.29	53.49	0.40
205		Vert %	8.08	7.33	7.80	6.14	8.35	8.51
206		Index	100	91	97	76	103	105
207								
208	Employed Full Time	Unwgted	24693	164	14836	87	9857	77
209		Weighted (000)	114968	915	66238	588	48730	327
210		Horz %	100.00	0.80	57.61	0.51	42.39	0.28
211		Vert %	48.27	50.25	57.72	64.62	39.49	35.90
212		Index	100	104	120	134	82	74
213				*		*		*
214	Employed Part Time	Unwgted	5566	45	2103	12	3463	33
215		Weighted (000)	28629	288	10048	98	18582	191
216		Horz %	100.00	1.01	35.10	0.34	64.90	0.67
217		Vert %	12.02	15.83	8.75	10.73	15.06	20.93
218		Index	100	132	73	89	125	174

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219						*		
220	Not Employed	Unwgted	17909	97	7518	30	10391	67
221		Weighted (000)	94557	618	38480	224	56077	393
222		Horz %	100.00	0.65	40.70	0.24	59.30	0.42
223		Vert %	39.70	33.92	33.53	24.65	45.45	43.18
224		Index	100	85	84	62	114	109
225				*		*		*
226	Temporarily Unemployed	Unwgted	2163	18	1076	7	1087	11
227		Weighted (000)	14225	127	7394	65	6830	61
228		Horz %	100.00	0.89	51.98	0.46	48.02	0.43
229		Vert %	5.97	6.95	6.44	7.18	5.54	6.72
230		Index	100	116	108	120	93	112
231				*		*		*
232	Retired from Employment	Unwgted	10300	35	4886	15	5414	20
233		Weighted (000)	44807	151	20795	86	24012	65
234		Horz %	100.00	0.34	46.41	0.19	53.59	0.14
235		Vert %	18.81	8.30	18.12	9.50	19.46	7.10
236		Index	100	44	96	51	103	38
237				*		*		*
238	Not Employed, Principal Shopper for Household	Unwgted	2452	23	63	0	2389	23
239		Weighted (000)	16222	166	415	0	15807	166
240		Horz %	100.00	1.02	2.56	0.00	97.44	1.02
241		Vert %	6.81	9.12	0.36	0.00	12.81	18.23
242		Index	100	134	5	0	188	268
243				*		*		*
244	Occupation: Professional and Related Occupations	Unwgted	7464	30	3516	12	3948	18
245		Weighted (000)	32463	122	13816	53	18647	69
246		Horz %	100.00	0.38	42.56	0.16	57.44	0.21
247		Vert %	13.63	6.70	12.04	5.80	15.11	7.59
248		Index	100	49	88	43	111	56
249				*		*		*
250	Occupation: Management, Business and Financial Operations	Unwgted	6295	23	3914	9	2381	14
251		Weighted (000)	23158	129	13110	52	10048	77
252		Horz %	100.00	0.56	56.61	0.22	43.39	0.33
253		Vert %	9.72	7.06	11.42	5.70	8.14	8.43
254		Index	100	73	117	59	84	87
255				*		*		*
256	Occupation: Sales and Office Occupations	Unwgted	5947	41	2267	11	3680	30
257		Weighted (000)	32581	232	12510	92	20071	140
258		Horz %	100.00	0.71	38.40	0.28	61.60	0.43
259		Vert %	13.68	12.72	10.90	10.12	16.27	15.31
260		Index	100	93	80	74	119	112
261				*		*		*
262	Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2518	22	2431	21	87	1
263		Weighted (000)	13283	153	12692	149	591	4
264		Horz %	100.00	1.15	95.55	1.12	4.45	0.03
265		Vert %	5.58	8.41	11.06	16.34	0.48	0.49
266		Index	100	151	198	293	9	9
267				*		*		*
268	Occupation: Other Employed	Unwgted	8035	93	4811	46	3224	47
269		Weighted (000)	42112	568	24157	340	17955	228
270		Horz %	100.00	1.35	57.36	0.81	42.64	0.54
271		Vert %	17.68	31.19	21.05	37.40	14.55	25.00
272		Index	100	176	119	211	82	141

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273				*		*		*
274		Unwgt	1652	4	995	1	657	3
275	Household Income:	Weighted (000)	6409	13	3331	3	3078	11
276	\$250,000+	Horz %	100.00	0.21	51.98	0.04	48.02	0.17
277		Vert %	2.69	0.72	2.90	0.28	2.49	1.17
278		Index	100	27	108	10	93	43
279				*		*		*
280		Unwgt	1403	5	802	4	601	1
281	Household Income: \$200,000-	Weighted (000)	5818	20	2971	13	2847	7
282	\$249,999	Horz %	100.00	0.35	51.06	0.23	48.94	0.13
283		Vert %	2.44	1.12	2.59	1.44	2.31	0.81
284		Index	100	46	106	59	94	33
285				*		*		*
286	Household Income: \$150,000-	Unwgt	3416	12	2002	4	1414	8
287	\$199,999	Weighted (000)	15518	64	7893	21	7625	43
288		Horz %	100.00	0.41	50.87	0.13	49.13	0.28
289		Vert %	6.52	3.49	6.88	2.26	6.18	4.71
290		Index	100	54	106	35	95	72
291				*		*		*
292		Unwgt	7088	14	4096	8	2992	6
293	Household Income: \$100,000-	Weighted (000)	36360	86	18625	56	17735	29
294	\$149,999	Horz %	100.00	0.24	51.22	0.15	48.78	0.08
295		Vert %	15.27	4.70	16.23	6.17	14.37	3.23
296		Index	100	31	106	40	94	21
297				*		*		*
298		Unwgt	6291	30	3511	13	2780	17
299	Household Income: \$75,000-	Weighted (000)	31892	178	16159	72	15732	106
300	\$99,999	Horz %	100.00	0.56	50.67	0.23	49.33	0.33
301		Vert %	13.39	9.76	14.08	7.89	12.75	11.62
302		Index	100	73	105	59	95	87
303				*		*		*
304		Unwgt	5133	29	2676	17	2457	12
305	Household Income: \$60,000-	Weighted (000)	25163	179	12461	103	12702	76
306	\$74,999	Horz %	100.00	0.71	49.52	0.41	50.48	0.30
307		Vert %	10.57	9.83	10.86	11.36	10.29	8.30
308		Index	100	93	103	108	97	79
309				*		*		*
310		Unwgt	3809	22	1962	14	1847	8
311	Household Income: \$50,000-	Weighted (000)	18825	163	9277	118	9548	44
312	\$59,999	Horz %	100.00	0.86	49.28	0.63	50.72	0.24
313		Vert %	7.90	8.92	8.08	12.98	7.74	4.87
314		Index	100	113	102	164	98	62
315				*		*		*
316		Unwgt	4740	28	2353	10	2387	18
317	Household Income: \$40,000-	Weighted (000)	20651	138	10068	44	10584	94
318	\$49,999	Horz %	100.00	0.67	48.75	0.21	51.25	0.45
319		Vert %	8.67	7.57	8.77	4.83	8.58	10.29
320		Index	100	87	101	56	99	119
321				*		*		*
322		Unwgt	4631	46	2090	20	2541	26
323	Household Income: \$30,000-	Weighted (000)	22417	317	10701	147	11716	170
324	\$39,999	Horz %	100.00	1.41	47.74	0.65	52.26	0.76
325		Vert %	9.41	17.41	9.32	16.12	9.49	18.70
326		Index	100	185	99	171	101	199

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
327						*		*
328		Unwgted	4429	50	1882	18	2547	32
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	239	10224	116	12416	123
330		Horz %	100.00	1.06	45.16	0.51	54.84	0.54
331		Vert %	9.51	13.13	8.91	12.77	10.06	13.48
332		Index	100	138	94	134	106	142
333							*	
334		Unwgted	5576	66	2088	20	3488	46
335	Household Income: Under \$20,000	Weighted (000)	32463	425	13056	217	19407	208
336		Horz %	100.00	1.31	40.22	0.67	59.78	0.64
337		Vert %	13.63	23.36	11.38	23.89	15.73	22.82
338		Index	100	171	83	175	115	167
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	36.90	64.90	37.70	57.90	36.20
342		Horz %						
343		Vert %						
344		Index						
345							*	
346		Unwgted	11693	108	6285	42	5408	66
347	Marital Status: Single, Never Married	Weighted (000)	65997	748	35246	365	30751	384
348		Horz %	100.00	1.13	53.41	0.55	46.59	0.58
349		Vert %	27.71	41.08	30.71	40.06	24.92	42.09
350		Index	100	148	111	145	90	152
351								
352		Unwgted	24820	127	14100	64	10720	63
353	Marital Status: Currently Married	Weighted (000)	126882	778	63254	413	63629	365
354		Horz %	100.00	0.61	49.85	0.33	50.15	0.29
355		Vert %	53.28	42.72	55.12	45.35	51.57	40.09
356		Index	100	80	103	85	97	75
357							*	
358		Unwgted	7777	56	3127	22	4650	34
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	241	12849	121	17759	120
360		Horz %	100.00	0.79	41.98	0.39	58.02	0.39
361		Vert %	12.85	13.21	11.20	13.28	14.39	13.13
362		Index	100	103	87	103	112	102
363					*		*	
364		Unwgted	3878	15	945	1	2933	14
365	Marital Status: Widowed	Weighted (000)	14666	55	3416	12	11250	43
366		Horz %	100.00	0.37	23.29	0.08	76.71	0.29
367		Vert %	6.16	3.00	2.98	1.31	9.12	4.68
368		Index	100	49	48	21	148	76
369					*		*	
370		Unwgted	1983	16	1032	9	951	7
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	204	5384	126	5833	78
372		Horz %	100.00	1.82	48.00	1.12	52.00	0.70
373		Vert %	4.71	11.19	4.69	13.84	4.73	8.56
374		Index	100	238	100	294	100	182
375					*		*	
376		Unwgted	3313	35	1820	19	1493	16
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	319	10281	167	10662	152
378		Horz %	100.00	1.52	49.09	0.80	50.91	0.73
379		Vert %	8.79	17.52	8.96	18.38	8.64	16.67
380		Index	100	199	102	209	98	190

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
381								
382		Unwgted	17843	168	8707	67	9136	101
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	974	42720	425	51899	549
384		Horz %	100.00	1.03	45.15	0.45	54.85	0.58
385		Vert %	39.73	53.50	37.22	46.73	42.06	60.25
386		Index	100	135	94	118	106	152
387							*	
388		Unwgted	7219	68	3511	20	3708	48
389	1 Child Under Age 18 Currently Living at Home	Weighted (000)	38752	383	17649	105	21103	279
390		Horz %	100.00	0.99	45.54	0.27	54.46	0.72
391		Vert %	16.27	21.05	15.38	11.50	17.10	30.57
392		Index	100	129	95	71	105	188
393							*	
394		Unwgted	6632	72	3312	34	3320	38
395	2 Children Under Age 18 Currently Living at Home	Weighted (000)	33339	399	15370	222	17969	177
396		Horz %	100.00	1.20	46.10	0.67	53.90	0.53
397		Vert %	14.00	21.91	13.39	24.42	14.56	19.40
398		Index	100	156	96	174	104	139
399					*		*	
400		Unwgted	2738	21	1283	8	1455	13
401	3 Children Under Age 18 Currently Living at Home	Weighted (000)	14851	154	6431	64	8420	90
402		Horz %	100.00	1.03	43.31	0.43	56.69	0.61
403		Vert %	6.24	8.43	5.60	6.98	6.82	9.88
404		Index	100	135	90	112	109	158
405					*		*	
406		Unwgted	882	3	427	3	455	0
407	4 Children Under Age 18 Currently Living at Home	Weighted (000)	5223	22	2303	22	2920	0
408		Horz %	100.00	0.42	44.10	0.42	55.90	0.00
409		Vert %	2.19	1.22	2.01	2.43	2.37	0.00
410		Index	100	55	92	111	108	0
411					*		*	
412		Unwgted	372	4	174	2	198	2
413	5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	2454	16	967	13	1487	4
414		Horz %	100.00	0.66	39.40	0.51	60.60	0.15
415		Vert %	1.03	0.90	0.84	1.39	1.21	0.40
416		Index	100	87	82	135	117	39
417								
418		Unwgted	33340	111	17386	50	15954	61
419	Own Home/Residence	Weighted (000)	157962	643	76483	320	81479	323
420		Horz %	100.00	0.41	48.42	0.20	51.58	0.20
421		Vert %	66.33	35.29	66.64	35.15	66.03	35.44
422		Index	100	53	100	53	100	53
423								
424		Unwgted	14260	194	6787	78	7473	116
425	Rent Home/Residence	Weighted (000)	77153	1176	36837	587	40316	588
426		Horz %	100.00	1.52	47.75	0.76	52.25	0.76
427		Vert %	32.40	64.56	32.10	64.55	32.67	64.56
428		Index	100	199	99	199	101	199
429					*		*	
430		Unwgted	568	1	284	1	284	0
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	3	1445	3	1594	0
432		Horz %	100.00	0.09	47.54	0.09	52.46	0.00
433		Vert %	1.28	0.15	1.26	0.30	1.29	0.00
434		Index	100	12	99	24	101	0



RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

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435	Census Region: North East							
436		Unwgted	11308	207	5685	84	5623	123
437		Weighted (000)	43253	1039	20622	480	22631	558
438		Horz %	100.00	2.40	47.68	1.11	52.32	1.29
439		Vert %	18.16	57.03	17.97	52.80	18.34	61.25
440		Index	100	314	99	291	101	337
441	Census Region: South					*		
442		Unwgted	16124	92	8035	42	8089	50
443		Weighted (000)	89346	747	42766	413	46580	334
444		Horz %	100.00	0.84	47.87	0.46	52.13	0.37
445		Vert %	37.52	41.00	37.26	45.35	37.75	36.65
446		Index	100	109	99	121	101	98
447	Census Region: Midwest			*		*		*
448		Unwgted	10891	2	5544	1	5347	1
449		Weighted (000)	51282	13	24805	6	26477	7
450		Horz %	100.00	0.03	48.37	0.01	51.63	0.01
451		Vert %	21.53	0.73	21.61	0.71	21.46	0.76
452		Index	100	3	100	3	100	4
453	Census Region: West			*		*		*
454		Unwgted	9845	5	5193	2	4652	3
455		Weighted (000)	54273	23	26572	10	27701	12
456		Horz %	100.00	0.04	48.96	0.02	51.04	0.02
457		Vert %	22.79	1.24	23.15	1.13	22.45	1.34
458		Index	100	5	102	5	99	6
459	Census Sub-Region: New England			*		*		*
460		Unwgted	2844	16	1449	9	1395	7
461		Weighted (000)	11320	104	5419	60	5901	44
462		Horz %	100.00	0.92	47.87	0.53	52.13	0.39
463		Vert %	4.75	5.70	4.72	6.57	4.78	4.84
464		Index	100	120	99	138	101	102
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	191	4236	75	4228	116
467		Weighted (000)	31933	935	15203	421	16730	514
468		Horz %	100.00	2.93	47.61	1.32	52.39	1.61
469		Vert %	13.41	51.33	13.25	46.23	13.56	56.41
470		Index	100	383	99	345	101	421
471	Census Sub-Region: South Atlantic					*		
472		Unwgted	9116	92	4475	42	4641	50
473		Weighted (000)	45960	747	21872	413	24087	334
474		Horz %	100.00	1.62	47.59	0.90	52.41	0.73
475		Vert %	19.30	41.00	19.06	45.35	19.52	36.65
476		Index	100	212	99	235	101	190
477	Census Sub-Region: East South Central			*		*		*
478		Unwgted	2066	0	1066	0	1000	0
479		Weighted (000)	14946	0	7248	0	7697	0
480		Horz %	100.00	0.00	48.50	0.00	51.50	0.00
481		Vert %	6.28	0.00	6.32	0.00	6.24	0.00
482		Index	100	0	101	0	99	0
483	Census Sub-Region: West South Central			*		*		*
484		Unwgted	4942	0	2494	0	2448	0
485		Weighted (000)	28441	0	13646	0	14795	0
486		Horz %	100.00	0.00	47.98	0.00	52.02	0.00
487		Vert %	11.94	0.00	11.89	0.00	11.99	0.00
488		Index	100	0	100	0	100	0

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

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489				*		*		*
490		Unwgt	8456	1	4267	1	4189	0
491	Census Sub-Region: East North Central	Weighted (000)	35650	6	16892	6	18758	0
492		Horz %	100.00	0.02	47.38	0.02	52.62	0.00
493		Vert %	14.97	0.36	14.72	0.71	15.20	0.00
494		Index	100	2	98	5	102	0
495				*		*		*
496		Unwgt	2435	1	1277	0	1158	1
497	Census Sub-Region: West North Central	Weighted (000)	15632	7	7913	0	7719	7
498		Horz %	100.00	0.04	50.62	0.00	49.38	0.04
499		Vert %	6.56	0.38	6.90	0.00	6.26	0.76
500		Index	100	6	105	0	95	12
501				*		*		*
502		Unwgt	2321	1	1229	0	1092	1
503	Census Sub-Region: Mountain	Weighted (000)	16500	5	8176	0	8324	5
504		Horz %	100.00	0.03	49.55	0.00	50.45	0.03
505		Vert %	6.93	0.25	7.12	0.00	6.75	0.49
506		Index	100	4	103	0	97	7
507				*		*		*
508		Unwgt	7524	4	3964	2	3560	2
509	Census Sub-Region: Pacific	Weighted (000)	37774	18	18396	10	19378	8
510		Horz %	100.00	0.05	48.70	0.03	51.30	0.02
511		Vert %	15.86	0.99	16.03	1.13	15.70	0.85
512		Index	100	6	101	7	99	5
513								
514		Unwgt	26679	235	13529	98	13150	137
515	County Size: A	Weighted (000)	99155	1392	47699	676	51456	716
516		Horz %	100.00	1.40	48.11	0.68	51.89	0.72
517		Vert %	41.63	76.42	41.56	74.32	41.70	78.51
518		Index	100	184	100	179	100	189
519						*		*
520		Unwgt	12036	66	6063	29	5973	37
521	County Size: B	Weighted (000)	70767	412	34009	226	36758	186
522		Horz %	100.00	0.58	48.06	0.32	51.94	0.26
523		Vert %	29.71	22.63	29.63	24.84	29.79	20.42
524		Index	100	76	100	84	100	69
525				*		*		*
526		Unwgt	9453	5	4865	2	4588	3
527	County Size: C/D	Weighted (000)	68232	17	33058	8	35175	10
528		Horz %	100.00	0.03	48.45	0.01	51.55	0.01
529		Vert %	28.65	0.95	28.80	0.84	28.51	1.07
530		Index	100	3	101	3	99	4
531				*		*		*
532		Unwgt	1292	0	710	0	582	0
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	0	2746	0	2374	0
534		Horz %	100.00	0.00	53.63	0.00	46.37	0.00
535		Vert %	2.15	0.00	2.39	0.00	1.92	0.00
536		Index	100	0	111	0	90	0
537				*		*		*
538		Unwgt	8429	46	3621	19	4808	27
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	238	16635	147	24144	91
540		Horz %	100.00	0.58	40.79	0.36	59.21	0.22
541		Vert %	17.12	13.05	14.49	16.15	19.57	9.96
542		Index	100	76	85	94	114	58

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543				*		*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	1	715	0	563	1
545		Weighted (000)	7030	1	3657	0	3373	1
546		Horz %	100.00	0.01	52.02	0.00	47.98	0.01
547		Vert %	2.95	0.04	3.19	0.00	2.73	0.08
548		Index	100	1	108	0	93	3
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	3	186	1	203	2
551		Weighted (000)	2075	11	838	3	1237	8
552		Horz %	100.00	0.52	40.41	0.13	59.59	0.39
553		Vert %	0.87	0.60	0.73	0.30	1.00	0.89
554		Index	100	68	84	34	115	102
555				*		*		*
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	16	1797	7	1234	9
557		Weighted (000)	8416	69	4632	30	3784	39
558		Horz %	100.00	0.82	55.04	0.35	44.96	0.47
559		Vert %	3.53	3.80	4.04	3.28	3.07	4.31
560		Index	100	107	114	93	87	122
561				*		*		*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	16	2871	10	652	6
563		Weighted (000)	12663	65	9964	51	2698	14
564		Horz %	100.00	0.51	78.69	0.40	21.31	0.11
565		Vert %	5.32	3.58	8.68	5.60	2.19	1.56
566		Index	100	67	163	105	41	29
567				*		*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	2	663	1	325	1
569		Weighted (000)	4277	9	2782	2	1494	6
570		Horz %	100.00	0.20	65.06	0.06	34.94	0.15
571		Vert %	1.80	0.48	2.42	0.26	1.21	0.69
572		Index	100	27	135	15	67	38
573				*		*		*
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	3	1973	2	1475	1
575		Weighted (000)	16147	32	8900	26	7247	6
576		Horz %	100.00	0.20	55.12	0.16	44.88	0.04
577		Vert %	6.78	1.74	7.76	2.83	5.87	0.66
578		Index	100	26	114	42	87	10
579				*		*		*
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	100	3987	37	4877	63
581		Weighted (000)	46661	558	19823	206	26837	352
582		Horz %	100.00	1.20	42.48	0.44	57.52	0.75
583		Vert %	19.59	30.65	17.27	22.65	21.75	38.63
584		Index	100	156	88	116	111	197
585				*		*		*
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	5	1569	2	1287	3
587		Weighted (000)	13017	31	7079	12	5938	19
588		Horz %	100.00	0.24	54.38	0.09	45.62	0.15
589		Vert %	5.47	1.72	6.17	1.30	4.81	2.13
590		Index	100	31	113	24	88	39
591				*		*		*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	12	2511	7	1270	5
593		Weighted (000)	18048	58	11714	37	6334	21
594		Horz %	100.00	0.32	64.90	0.20	35.10	0.12
595		Vert %	7.58	3.21	10.21	4.05	5.13	2.36
596		Index	100	42	135	54	68	31

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
597				*		*		*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	8	755	4	687	4
599		Weighted (000)	5709	26	2958	15	2752	12
600		Horz %	100.00	0.46	51.81	0.25	48.19	0.21
601		Vert %	2.40	1.44	2.58	1.59	2.23	1.29
602		Index	100	60	108	67	93	54
603				*		*		*
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	10	4003	5	4234	5
605		Weighted (000)	46833	64	21488	31	25345	32
606		Horz %	100.00	0.14	45.88	0.07	54.12	0.07
607		Vert %	19.66	3.49	18.72	3.44	20.54	3.55
608		Index	100	18	95	17	104	18
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	5	147	4	138	1
611		Weighted (000)	1065	31	495	27	570	4
612		Horz %	100.00	2.96	46.46	2.54	53.54	0.42
613		Vert %	0.45	1.73	0.43	2.97	0.46	0.49
614		Index	100	387	96	664	103	110
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	0	264	0	450	0
617		Weighted (000)	3659	0	1332	0	2327	0
618		Horz %	100.00	0.00	36.41	0.00	63.59	0.00
619		Vert %	1.54	0.00	1.16	0.00	1.89	0.00
620		Index	100	0	76	0	123	0
621				*		*		*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	306	1107	129	1116	177
623		Weighted (000)	15844	1821	7607	910	8236	911
624		Horz %	100.00	11.49	48.01	5.74	51.99	5.75
625		Vert %	6.65	100.00	6.63	100.00	6.68	100.00
626		Index	100	1503	100	1503	100	1503
627				*		*		*
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	32	1436	12	2233	20
629		Weighted (000)	17141	170	6212	103	10929	67
630		Horz %	100.00	0.99	36.24	0.60	63.76	0.39
631		Vert %	7.20	9.32	5.41	11.34	8.86	7.30
632		Index	100	129	75	158	123	101
633				*		*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	1	460	1	327	0
635		Weighted (000)	2899	6	1579	6	1320	0
636		Horz %	100.00	0.22	54.47	0.22	45.53	0.00
637		Vert %	1.22	0.34	1.38	0.69	1.07	0.00
638		Index	100	28	113	57	88	0
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	1	515	1	400	0
641		Weighted (000)	7068	4	3599	4	3469	0
642		Horz %	100.00	0.05	50.92	0.05	49.08	0.00
643		Vert %	2.97	0.21	3.14	0.42	2.81	0.00
644		Index	100	7	106	14	95	0
645				*		*		*
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	10	3816	5	2399	5
647		Weighted (000)	23523	63	14154	52	9369	10
648		Horz %	100.00	0.27	60.17	0.22	39.83	0.04
649		Vert %	9.88	3.44	12.33	5.73	7.59	1.15
650		Index	100	35	125	58	77	12

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
651				*		*		*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	6	952	4	936	2
653		Weighted (000)	9927	31	4669	24	5258	7
654		Horz %	100.00	0.31	47.04	0.25	52.96	0.07
655		Vert %	4.17	1.72	4.07	2.68	4.26	0.75
656		Index	100	41	98	64	102	18
657				*		*		*
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	4	1372	3	1196	1
659		Weighted (000)	10435	24	5282	17	5153	6
660		Horz %	100.00	0.23	50.62	0.17	49.38	0.06
661		Vert %	4.38	1.29	4.60	1.90	4.18	0.69
662		Index	100	29	105	43	95	16
663				*		*		*
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	19	1596	8	2353	11
665		Weighted (000)	19990	146	7792	52	12198	95
666		Horz %	100.00	0.73	38.98	0.26	61.02	0.47
667		Vert %	8.39	8.02	6.79	5.66	9.89	10.37
668		Index	100	96	81	67	118	124
669				*		*		*
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	55	1404	20	1472	35
671		Weighted (000)	15341	280	7412	140	7930	140
672		Horz %	100.00	1.83	48.31	0.92	51.69	0.91
673		Vert %	6.44	15.38	6.46	15.43	6.43	15.34
674		Index	100	239	100	240	100	238
675				*		*		*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	6	2680	4	1590	2
677		Weighted (000)	20195	52	12063	42	8132	10
678		Horz %	100.00	0.26	59.73	0.21	40.27	0.05
679		Vert %	8.48	2.84	10.51	4.61	6.59	1.07
680		Index	100	33	124	54	78	13
681				*		*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	30	429	12	733	18
683		Weighted (000)	5686	99	2013	58	3672	42
684		Horz %	100.00	1.75	35.41	1.01	64.59	0.73
685		Vert %	2.39	5.45	1.75	6.34	2.98	4.56
686		Index	100	228	73	266	125	191
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	119	319	47	365	72
689		Weighted (000)	4664	681	2063	335	2601	346
690		Horz %	100.00	14.59	44.23	7.17	55.77	7.42
691		Vert %	1.96	37.37	1.80	36.77	2.11	37.97
692		Index	100	1908	92	1878	108	1939
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	306	129	129	177	177
695		Weighted (000)	1821	1821	910	910	911	911
696		Horz %	100.00	100.00	49.96	49.96	50.04	50.04
697		Vert %	0.76	100.00	0.79	100.00	0.74	100.00
698		Index	100	13077	104	13077	97	13077
699				*		*		*
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	72	2494	33	2807	39
701		Weighted (000)	27306	414	12722	262	14585	152
702		Horz %	100.00	1.52	46.59	0.96	53.41	0.56
703		Vert %	11.47	22.72	11.09	28.79	11.82	16.65
704		Index	100	198	97	251	103	145

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
705				*		*		*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2414	10	1035	6	1379	4
707		Weighted (000)	10854	51	4643	40	6211	11
708		Horz %	100.00	0.47	42.78	0.37	57.22	0.10
709		Vert %	4.56	2.79	4.05	4.42	5.03	1.16
710		Index	100	61	89	97	110	25
711				*		*		*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2034	55	1018	24	1016	31
713		Weighted (000)	12023	327	5724	201	6299	126
714		Horz %	100.00	2.72	47.61	1.67	52.39	1.05
715		Vert %	5.05	17.96	4.99	22.09	5.11	13.84
716		Index	100	356	99	438	101	274
717				*		*		*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt	1259	4	706	3	553	1
719		Weighted (000)	6468	16	3593	14	2875	2
720		Horz %	100.00	0.25	55.55	0.22	44.45	0.03
721		Vert %	2.72	0.90	3.13	1.55	2.33	0.25
722		Index	100	33	115	57	86	9
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt	40105	286	20746	122	19359	164
725		Weighted (000)	195910	1710	96272	846	99638	865
726		Horz %	100.00	0.87	49.14	0.43	50.86	0.44
727		Vert %	82.26	93.91	83.89	92.94	80.75	94.88
728		Index	100	114	102	113	98	115
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt	25006	173	13440	70	11566	103
731		Weighted (000)	118698	1028	60364	499	58335	528
732		Horz %	100.00	0.87	50.85	0.42	49.15	0.45
733		Vert %	49.84	56.43	52.60	54.87	47.28	57.99
734		Index	100	113	106	110	95	116
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt	17883	137	9422	50	8461	87
737		Weighted (000)	88241	783	44427	297	43814	485
738		Horz %	100.00	0.89	50.35	0.34	49.65	0.55
739		Vert %	37.05	42.99	38.71	32.69	35.51	53.27
740		Index	100	116	104	88	96	144
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt	21483	144	11583	61	9900	83
743		Weighted (000)	102780	805	52607	426	50173	379
744		Horz %	100.00	0.78	51.18	0.41	48.82	0.37
745		Vert %	43.16	44.18	45.84	46.80	40.66	41.56
746		Index	100	102	106	108	94	96
747						*		*
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt	7300	54	3947	32	3353	22
749		Weighted (000)	36869	324	19177	180	17692	144
750		Horz %	100.00	0.88	52.01	0.49	47.99	0.39
751		Vert %	15.48	17.80	16.71	19.81	14.34	15.79
752		Index	100	115	108	128	93	102
753				*		*		*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt	2363	19	1456	12	907	7
755		Weighted (000)	12089	164	7351	108	4738	56
756		Horz %	100.00	1.36	60.81	0.90	39.19	0.46
757		Vert %	5.08	9.01	6.41	11.91	3.84	6.12
758		Index	100	178	126	235	76	121

GfK MRI Doublebase - 2015 - Weighted to Population (000);  
 No audit was generated for this report; \*Projections relatively unstable  
 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
759						*		
760		Unwgted	15477	109	8106	45	7371	64
761	Radio Daypart Cumes:	Weighted (000)	74270	705	37528	379	36742	326
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	0.95	50.53	0.51	49.47	0.44
763		Vert %	31.19	38.70	32.70	41.68	29.78	35.73
764		Index	100	124	105	134	95	115
765								
766		Unwgted	21457	164	10719	58	10738	106
767	Radio Daypart Cumes:	Weighted (000)	102778	900	48768	362	54011	537
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	0.88	47.45	0.35	52.55	0.52
769		Vert %	43.16	49.41	42.49	39.82	43.77	58.98
770		Index	100	114	98	92	101	137
771								
772		Unwgted	16141	139	8215	60	7926	79
773	Radio Daypart Cumes:	Weighted (000)	79854	1007	38468	474	41386	533
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	1.26	48.17	0.59	51.83	0.67
775		Vert %	33.53	55.31	33.52	52.14	33.54	58.46
776		Index	100	165	100	156	100	174
777						*		*
778		Unwgted	7721	67	4043	30	3678	37
779	Radio Daypart Cumes:	Weighted (000)	38919	355	19420	200	19499	154
780	Weekend 7:00 pm - Midnight	Horz %	100.00	0.91	49.90	0.52	50.10	0.40
781		Vert %	16.34	19.48	16.92	22.04	15.80	16.93
782		Index	100	119	104	135	97	104
783				*		*		*
784		Unwgted	1911	14	1118	6	793	8
785	Radio Daypart Cumes:	Weighted (000)	9972	78	5625	35	4346	44
786	Weekend Midnight - 6:00 am	Horz %	100.00	0.78	56.41	0.35	43.59	0.44
787		Vert %	4.19	4.28	4.90	3.79	3.52	4.77
788		Index	100	102	117	91	84	114
789						*		
790		Unwgted	12646	121	5791	37	6855	84
791	Where Listen to Radio on	Weighted (000)	61519	705	27333	300	34186	406
792	Typical Weekday: Home	Horz %	100.00	1.15	44.43	0.49	55.57	0.66
793		Vert %	25.83	38.73	23.82	32.96	27.71	44.50
794		Index	100	150	92	128	107	172
795								
796		Unwgted	36747	212	18963	97	17784	115
797	Where Listen to Radio on	Weighted (000)	177653	1266	86450	665	91203	601
798	Typical Weekday: Car	Horz %	100.00	0.71	48.66	0.37	51.34	0.34
799		Vert %	74.60	69.54	75.33	73.13	73.92	65.96
800		Index	100	93	101	98	99	88
801						*		*
802		Unwgted	5605	59	3421	29	2184	30
803	Where Listen to Radio on	Weighted (000)	29068	315	16938	190	12131	125
804	Typical Weekday: Work	Horz %	100.00	1.08	58.27	0.65	41.73	0.43
805		Vert %	12.21	17.30	14.76	20.88	9.83	13.73
806		Index	100	142	121	171	81	112
807				*		*		*
808		Unwgted	985	15	550	7	435	8
809	Where Listen to Radio on	Weighted (000)	5269	70	2888	45	2380	26
810	Typical Weekday: Place Other Than Home, Car, Work	Horz %	100.00	1.33	54.82	0.85	45.18	0.49
811		Vert %	2.21	3.86	2.52	4.89	1.93	2.82
812		Index	100	174	114	221	87	128

GfK MRI Doublebase - 2015 - Weighted to Population (000);  
 No audit was generated for this report; \*Projections relatively unstable  
 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
813						*		
814		Unwgted	14284	126	6807	44	7477	82
815	Where Listen to Radio on	Weighted (000)	69183	747	31782	341	37401	406
816	Typical Weekend: Home	Horz %	100.00	1.08	45.94	0.49	54.06	0.59
817		Vert %	29.05	41.01	27.69	37.45	30.31	44.57
818		Index	100	141	95	129	104	153
819								
820		Unwgted	33644	205	17193	92	16451	113
821	Where Listen to Radio on	Weighted (000)	162441	1209	78252	617	84188	592
822	Typical Weekend: Car	Horz %	100.00	0.74	48.17	0.38	51.83	0.36
823		Vert %	68.21	66.37	68.18	67.83	68.23	64.92
824		Index	100	97	100	99	100	95
825				*		*		*
826		Unwgted	1927	31	1266	21	661	10
827	Where Listen to Radio on	Weighted (000)	10420	244	6599	190	3821	54
828	Typical Weekend: Work	Horz %	100.00	2.34	63.33	1.82	36.67	0.51
829		Vert %	4.38	13.38	5.75	20.89	3.10	5.89
830		Index	100	306	131	477	71	135
831				*		*		*
832	Where Listen to Radio on	Unwgted	957	13	546	3	411	10
833	Typical Weekend: Place	Weighted (000)	5414	63	3017	26	2397	38
834	Other Than Home, Car, Work	Horz %	100.00	1.17	55.73	0.47	44.27	0.69
835		Vert %	2.27	3.47	2.63	2.81	1.94	4.12
836		Index	100	153	116	124	85	181
837						*		*
838		Unwgted	9766	76	5971	35	3795	41
839	Ever Listen to AM Radio	Weighted (000)	39386	482	23093	267	16294	215
840	(Terrestrial Radio)	Horz %	100.00	1.22	58.63	0.68	41.37	0.55
841		Vert %	16.54	26.48	20.12	29.32	13.21	23.64
842		Index	100	160	122	177	80	143
843								
844		Unwgted	36381	291	18453	124	17928	167
845	Ever Listen to FM Radio	Weighted (000)	181940	1744	87796	886	94145	858
846	(Terrestrial Radio)	Horz %	100.00	0.96	48.26	0.49	51.74	0.47
847		Vert %	76.40	95.76	76.50	97.39	76.30	94.13
848		Index	100	125	100	127	100	123
849								
850		Unwgted	39530	306	20284	129	19246	177
851	Ever Listen to Any Terrestrial	Weighted (000)	194284	1821	94677	910	99607	911
852	Radio (AM/FM)	Horz %	100.00	0.94	48.73	0.47	51.27	0.47
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855				*		*		*
856		Unwgted	6338	6	3528	3	2810	3
857	Ever Listen to Satellite Radio	Weighted (000)	27714	21	14032	16	13682	6
858	(SiriusXM)	Horz %	100.00	0.08	50.63	0.06	49.37	0.02
859		Vert %	11.64	1.18	12.23	1.76	11.09	0.60
860		Index	100	10	105	15	95	5
861				*		*		*
862		Unwgted	8685	14	4748	6	3937	8
863	Household Subscribes to	Weighted (000)	39210	53	19203	28	20006	25
864	Satellite (SiriusXM) Radio	Horz %	100.00	0.13	48.98	0.07	51.02	0.06
865		Vert %	16.46	2.91	16.73	3.11	16.21	2.70
866		Index	100	18	102	19	98	16



RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
867						*		*
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	50	6842	21	5833	29
869		Weighted (000)	60478	295	29974	129	30504	166
870		Horz %	100.00	0.49	49.56	0.21	50.44	0.27
871		Vert %	25.39	16.19	26.12	14.17	24.72	18.20
872		Index	100	64	103	56	97	72
873						*		*
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	55	6301	22	4930	33
875		Weighted (000)	56535	332	28911	119	27624	212
876		Horz %	100.00	0.59	51.14	0.21	48.86	0.38
877		Vert %	23.74	18.23	25.19	13.13	22.39	23.31
878		Index	100	77	106	55	94	98
879				*		*		*
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	39	4209	18	2985	21
881		Weighted (000)	34638	196	19095	125	15543	71
882		Horz %	100.00	0.57	55.13	0.36	44.87	0.21
883		Vert %	14.54	10.78	16.64	13.76	12.60	7.80
884		Index	100	74	114	95	87	54
885						*		*
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	66	6076	29	5127	37
887		Weighted (000)	54650	346	28025	182	26625	164
888		Horz %	100.00	0.63	51.28	0.33	48.72	0.30
889		Vert %	22.95	18.98	24.42	20.01	21.58	17.94
890		Index	100	83	106	87	94	78
891						*		*
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	81	7625	35	6345	46
893		Weighted (000)	68093	434	34986	233	33107	201
894		Horz %	100.00	0.64	51.38	0.34	48.62	0.29
895		Vert %	28.59	23.83	30.48	25.65	26.83	22.02
896		Index	100	83	107	90	94	77
897				*		*		*
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	28	2072	12	1493	16
899		Weighted (000)	16453	115	9050	52	7404	63
900		Horz %	100.00	0.70	55.00	0.32	45.00	0.38
901		Vert %	6.91	6.32	7.89	5.73	6.00	6.90
902		Index	100	91	114	83	87	100
903						*		*
904	Downloaded Music - Past Month	Unwgted	10771	95	5842	43	4929	52
905		Weighted (000)	55635	517	28526	252	27109	265
906		Horz %	100.00	0.93	51.27	0.45	48.73	0.48
907		Vert %	23.36	28.40	24.86	27.72	21.97	29.07
908		Index	100	122	106	119	94	124
909				*		*		*
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	5	1374	2	741	3
911		Weighted (000)	9292	32	5804	15	3488	17
912		Horz %	100.00	0.34	62.46	0.16	37.54	0.19
913		Vert %	3.90	1.76	5.06	1.62	2.83	1.90
914		Index	100	45	130	42	72	49
915				*		*		*
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	17	1255	3	1221	14
917		Weighted (000)	12781	62	6091	11	6690	52
918		Horz %	100.00	0.49	47.66	0.08	52.34	0.40
919		Vert %	5.37	3.42	5.31	1.18	5.42	5.66
920		Index	100	64	99	22	101	105

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
921				*		*		*
922		Unwgted	6881	36	3642	13	3239	23
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	197	16078	95	16393	103
924		Horz %	100.00	0.61	49.51	0.29	50.49	0.32
925		Vert %	13.63	10.84	14.01	10.43	13.29	11.26
926		Index	100	80	103	77	97	83
927						*		*
928		Unwgted	9499	87	4700	29	4799	58
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	476	22377	176	25926	301
930		Horz %	100.00	0.99	46.33	0.36	53.67	0.62
931		Vert %	20.28	26.14	19.50	19.30	21.01	32.98
932		Index	100	129	96	95	104	163
933				*		*		*
934		Unwgted	2160	18	1248	6	912	12
935	Visited Spotify.com - Past Month	Weighted (000)	10770	68	5929	30	4841	38
936		Horz %	100.00	0.64	55.05	0.28	44.95	0.35
937		Vert %	4.52	3.76	5.17	3.34	3.92	4.17
938		Index	100	83	114	74	87	92
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	129	8481	61	8257	68
941		Weighted (000)	83979	800	40117	410	43862	390
942		Horz %	100.00	0.95	47.77	0.49	52.23	0.46
943		Vert %	35.26	43.93	34.96	45.07	35.55	42.79
944		Index	100	125	99	128	101	121
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	116	7079	59	6513	57
947		Weighted (000)	67996	751	33168	423	34828	328
948		Horz %	100.00	1.10	48.78	0.62	51.22	0.48
949		Vert %	28.55	41.24	28.90	46.50	28.23	36.00
950		Index	100	144	101	163	99	126
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	132	8682	64	8300	68
953		Weighted (000)	84461	846	40721	490	43740	355
954		Horz %	100.00	1.00	48.21	0.58	51.79	0.42
955		Vert %	35.46	46.43	35.48	53.89	35.45	38.98
956		Index	100	131	100	152	100	110
957						*		*
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	98	7052	44	6258	54
959		Weighted (000)	67825	733	33599	373	34226	360
960		Horz %	100.00	1.08	49.54	0.55	50.46	0.53
961		Vert %	28.48	40.26	29.28	40.99	27.74	39.54
962		Index	100	141	103	144	97	139
963								
964		Unwgted	39310	270	19854	113	19456	157
965	TV Dayparts: Total Week Prime Time Cume Audience	Weighted (000)	191753	1587	91658	794	100095	793
966		Horz %	100.00	0.83	47.80	0.41	52.20	0.41
967		Vert %	80.52	87.16	79.87	87.32	81.12	86.99
968		Index	100	108	99	108	101	108
969								
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	212	15784	87	15579	125
971		Weighted (000)	151527	1295	72027	639	79500	656
972		Horz %	100.00	0.85	47.53	0.42	52.47	0.43
973		Vert %	63.63	71.12	62.76	70.24	64.43	72.00
974		Index	100	112	99	110	101	113

GfK MRI Doublebase - 2015 - Weighted to Population (000);  
 No audit was generated for this report; \*Projections relatively unstable  
 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Tropical Format (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)
975								
976	TV Dayparts: Prime Time	Unwgted	27069	188	13766	83	13303	105
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	1060	63885	557	67474	503
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	0.81	48.63	0.42	51.37	0.38
979	(Central/Mountain)	Vert %	55.16	58.23	55.67	61.23	54.68	55.24
980		Index	100	106	101	111	99	100
981								
982	TV Dayparts: Prime Time	Unwgted	31508	209	15957	83	15551	126
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	1256	73082	608	79393	649
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	0.82	47.93	0.40	52.07	0.43
985	(Central/Mountain)	Vert %	64.02	68.98	63.68	66.78	64.34	71.19
986		Index	100	108	99	104	101	111
987						*		
988	TV Dayparts: Weekdays	Unwgted	13670	84	6126	33	7544	51
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	548	30958	241	41669	307
990	(Eastern/Pacific) 9:00 am - 3:00 pm	Horz %	100.00	0.75	42.63	0.33	57.37	0.42
991	(Central/Mountain)	Vert %	30.50	30.08	26.98	26.46	33.77	33.70
992		Index	100	99	88	87	111	110
993								
994	TV Dayparts: Weekdays	Unwgted	24527	176	12354	67	12173	109
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	1050	57750	497	64492	553
996	(Eastern/Pacific) 3:00 pm-6:30 pm	Horz %	100.00	0.86	47.24	0.41	52.76	0.45
997	(Central/Mountain)	Vert %	51.33	57.65	50.32	54.62	52.27	60.68
998		Index	100	112	98	106	102	118
999						*		*
1000	TV Dayparts: Weekdays	Unwgted	8031	63	4197	30	3834	33
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	475	20501	275	20063	200
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	1.17	50.54	0.68	49.46	0.49
1003	(Central/Mountain)	Vert %	17.03	26.07	17.86	30.18	16.26	21.97
1004		Index	100	153	105	177	95	129
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	137	10227	60	9674	77
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	829	48277	429	50179	400
1008		Horz %	100.00	0.84	49.03	0.44	50.97	0.41
1009		Vert %	41.34	45.51	42.07	47.18	40.67	43.85
1010		Index	100	110	102	114	98	106
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	152	13227	66	11139	86
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	855	61780	410	58912	445
1014		Horz %	100.00	0.71	51.19	0.34	48.81	0.37
1015		Vert %	50.68	46.93	53.83	45.06	47.74	48.79
1016		Index	100	93	106	89	94	96
1017				*		*		*
1018		Unwgted	2498	19	1497	10	1001	9
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	83	7184	44	5158	39
1020		Horz %	100.00	0.67	58.21	0.36	41.79	0.31
1021		Vert %	5.18	4.55	6.26	4.84	4.18	4.26
1022		Index	100	88	121	93	81	82
1023						*		*
1024		Unwgted	8118	53	4404	23	3714	30
1025	Watched a TV Program Online - Past Month	Weighted (000)	39203	282	19922	142	19281	139
1026		Horz %	100.00	0.72	50.82	0.36	49.18	0.36
1027		Vert %	16.46	15.48	17.36	15.66	15.63	15.30
1028		Index	100	94	105	95	95	93

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

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1029						*		*
1030		Unwgted	10544	63	5205	27	5339	36
1031	Visited a TV Network or TV Show's Web Site - Past Month	Weighted (000)	50236	290	23290	137	26946	153
1032		Horz %	100.00	0.58	46.36	0.27	53.64	0.31
1033		Vert %	21.09	15.94	20.29	15.04	21.84	16.83
1034		Index	100	76	96	71	104	80
1035				*		*		*
1036		Unwgted	5568	34	3052	13	2516	21
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	185	13083	74	12414	111
1038		Horz %	100.00	0.72	51.31	0.29	48.69	0.44
1039		Vert %	10.71	10.14	11.40	8.08	10.06	12.20
1040		Index	100	95	106	75	94	114
1041								
1042		Unwgted	23815	182	11641	67	12174	115
1043	Household Subscribes to Cable TV	Weighted (000)	113098	1110	52487	539	60611	572
1044		Horz %	100.00	0.98	46.41	0.48	53.59	0.51
1045		Vert %	47.49	60.98	45.73	59.22	49.12	62.73
1046		Index	100	128	96	125	103	132
1047								
1048		Unwgted	40083	269	20313	108	19770	161
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	1575	93321	774	101872	802
1050		Horz %	100.00	0.81	47.81	0.40	52.19	0.41
1051		Vert %	81.96	86.50	81.31	85.03	82.56	87.97
1052		Index	100	106	99	104	101	107
1053								
1054		Unwgted	38774	263	19682	106	19092	157
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	1512	90255	757	98509	756
1056		Horz %	100.00	0.80	47.81	0.40	52.19	0.40
1057		Vert %	79.26	83.05	78.64	83.18	79.84	82.92
1058		Index	100	105	99	105	101	105
1059								
1060		Unwgted	29145	209	15363	89	13782	120
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	1155	71157	602	72174	553
1062		Horz %	100.00	0.81	49.65	0.42	50.35	0.39
1063		Vert %	60.18	63.43	62.00	66.17	58.49	60.69
1064		Index	100	105	103	110	97	101
1065						*		
1066		Unwgted	16614	126	9062	47	7552	79
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	731	40068	310	38489	421
1068		Horz %	100.00	0.93	51.00	0.39	49.00	0.54
1069		Vert %	32.99	40.11	34.91	34.05	31.19	46.17
1070		Index	100	122	106	103	95	140
1071				*		*		*
1072		Unwgted	6367	45	3495	28	2872	17
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	229	15494	148	14668	80
1074		Horz %	100.00	0.76	51.37	0.49	48.63	0.27
1075		Vert %	12.66	12.56	13.50	16.29	11.89	8.83
1076		Index	100	99	107	129	94	70
1077						*		
1078		Unwgted	13594	84	6858	32	6736	52
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	430	27260	165	31584	265
1080		Horz %	100.00	0.73	46.33	0.28	53.67	0.45
1081		Vert %	24.71	23.59	23.75	18.08	25.60	29.09
1082		Index	100	95	96	73	104	118

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

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1083				*		*		*
1084		Unwgt	10960	49	5902	27	5058	22
1085	Household Has a Satellite Dish	Weighted (000)	63040	275	31481	166	31559	109
1086		Horz %	100.00	0.44	49.94	0.26	50.06	0.17
1087		Vert %	26.47	15.10	27.43	18.27	25.58	11.93
1088		Index	100	57	104	69	97	45
1089								
1090		Unwgt	24143	145	12572	64	11571	81
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	879	55528	427	59595	452
1092		Horz %	100.00	0.76	48.23	0.37	51.77	0.39
1093		Vert %	48.34	48.24	48.38	46.88	48.30	49.60
1094		Index	100	100	100	97	100	103
1095								
1096		Unwgt	41061	255	20873	104	20188	151
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	1429	94592	681	103386	748
1098		Horz %	100.00	0.72	47.78	0.34	52.22	0.38
1099		Vert %	83.13	78.47	82.42	74.88	83.79	82.05
1100		Index	100	94	99	90	101	99
1101						*		*
1102		Unwgt	13895	91	6586	35	7309	56
1103	Played Games Online - Past Month	Weighted (000)	73492	515	34103	255	39389	260
1104		Horz %	100.00	0.70	46.40	0.35	53.60	0.35
1105		Vert %	30.86	28.27	29.72	28.03	31.92	28.51
1106		Index	100	92	96	91	103	92
1107						*		*
1108		Unwgt	5057	56	3031	28	2026	28
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	312	16227	200	11709	111
1110		Horz %	100.00	1.12	58.09	0.72	41.91	0.40
1111		Vert %	11.73	17.11	14.14	22.02	9.49	12.20
1112		Index	100	146	121	188	81	104
1113				*		*		*
1114		Unwgt	3934	34	2481	20	1453	14
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	188	11541	102	7765	86
1116		Horz %	100.00	0.97	59.78	0.53	40.22	0.44
1117		Vert %	8.11	10.30	10.06	11.18	6.29	9.42
1118		Index	100	127	124	138	78	116
1119						*		*
1120		Unwgt	8746	67	5192	31	3554	36
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	343	24810	167	19120	176
1122		Horz %	100.00	0.78	56.48	0.38	43.52	0.40
1123		Vert %	18.45	18.81	21.62	18.34	15.50	19.27
1124		Index	100	102	117	99	84	104
1125						*		*
1126		Unwgt	8001	58	4894	27	3107	31
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	394	23059	183	15840	211
1128		Horz %	100.00	1.01	59.28	0.47	40.72	0.54
1129		Vert %	16.33	21.61	20.09	20.07	12.84	23.15
1130		Index	100	132	123	123	79	142
1131				*		*		*
1132		Unwgt	2267	21	1300	8	967	13
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	152	6393	65	5078	87
1134		Horz %	100.00	1.33	55.73	0.57	44.27	0.76
1135		Vert %	4.82	8.35	5.57	7.16	4.12	9.55
1136		Index	100	173	116	149	85	198

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1137	Used e-Mail - Past Month							
1138		Unwgted	36633	210	18316	91	18317	119
1139		Weighted (000)	171151	1171	79258	606	91893	565
1140		Horz %	100.00	0.68	46.31	0.35	53.69	0.33
1141		Vert %	71.87	64.30	69.06	66.63	74.47	61.97
1142		Index	100	89	96	93	104	86
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	184	11627	76	12713	108
1145		Weighted (000)	124814	1090	55745	512	69070	578
1146		Horz %	100.00	0.87	44.66	0.41	55.34	0.46
1147		Vert %	52.41	59.86	48.57	56.30	55.98	63.42
1148		Index	100	114	93	107	107	121
1149	Visited Online Blogs - Past Month			*		*		*
1150		Unwgted	6346	16	3275	5	3071	11
1151		Weighted (000)	30027	96	14151	46	15876	50
1152		Horz %	100.00	0.32	47.13	0.15	52.87	0.17
1153		Vert %	12.61	5.25	12.33	5.04	12.87	5.47
1154		Index	100	42	98	40	102	43
1155	Wrote an Online Blog - Past Month			*		*		*
1156		Unwgted	1391	10	728	3	663	7
1157		Weighted (000)	6899	77	3295	34	3604	43
1158		Horz %	100.00	1.12	47.76	0.49	52.24	0.62
1159		Vert %	2.90	4.23	2.87	3.73	2.92	4.72
1160		Index	100	146	99	129	101	163
1161	Uploaded or Added Video to a Web Site - Past Month			*		*		*
1162		Unwgted	3450	17	1785	7	1665	10
1163		Weighted (000)	17397	114	8470	58	8927	56
1164		Horz %	100.00	0.65	48.69	0.33	51.31	0.32
1165		Vert %	7.30	6.25	7.38	6.39	7.23	6.10
1166		Index	100	86	101	87	99	84
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	227	16879	92	17268	135
1169		Weighted (000)	168726	1263	78135	598	90591	665
1170		Horz %	100.00	0.75	46.31	0.35	53.69	0.39
1171		Vert %	70.85	69.35	68.08	65.72	73.42	72.98
1172		Index	100	98	96	93	104	103
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	192	12472	78	14791	114
1175		Weighted (000)	138263	1099	59501	510	78762	589
1176		Horz %	100.00	0.80	43.03	0.37	56.97	0.43
1177		Vert %	58.06	60.37	51.85	56.08	63.83	64.65
1178		Index	100	104	89	97	110	111
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	3	193	1	184	2
1181		Weighted (000)	1812	10	903	6	909	4
1182		Horz %	100.00	0.57	49.84	0.36	50.16	0.21
1183		Vert %	0.76	0.56	0.79	0.71	0.74	0.41
1184		Index	100	74	103	94	97	54
1185	Accessed Google+ (Google Plus) - Past Month					*		*
1186		Unwgted	7850	61	3867	26	3983	35
1187		Weighted (000)	38984	386	18160	181	20824	205
1188		Horz %	100.00	0.99	46.58	0.46	53.42	0.53
1189		Vert %	16.37	21.19	15.82	19.87	16.88	22.49
1190		Index	100	129	97	121	103	137

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

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1191				*		*		*
1192		Unwgted	7474	22	4269	10	3205	12
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	146	15641	74	13163	72
1194		Horz %	100.00	0.51	54.30	0.26	45.70	0.25
1195		Vert %	12.09	8.04	13.63	8.17	10.67	7.91
1196		Index	100	66	113	68	88	65
1197					*		*	
1198		Unwgted	7044	23	1340	3	5704	20
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	112	6285	22	31253	91
1200		Horz %	100.00	0.30	16.74	0.06	83.26	0.24
1201		Vert %	15.76	6.17	5.48	2.39	25.33	9.95
1202		Index	100	39	35	15	161	63
1203					*		*	
1204		Unwgted	1723	9	1010	3	713	6
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	65	4736	33	4399	32
1206		Horz %	100.00	0.72	51.84	0.37	48.16	0.35
1207		Vert %	3.84	3.59	4.13	3.67	3.56	3.51
1208		Index	100	94	108	96	93	92
1209					*		*	
1210		Unwgted	5641	38	3159	16	2482	22
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	218	15361	122	13628	96
1212		Horz %	100.00	0.75	52.99	0.42	47.01	0.33
1213		Vert %	12.17	12.00	13.38	13.43	11.04	10.57
1214		Index	100	99	110	110	91	87
1215					*		*	
1216		Unwgted	3125	15	1605	6	1520	9
1217	Accessed Yelp - Past Month	Weighted (000)	12195	94	5827	56	6368	38
1218		Horz %	100.00	0.77	47.78	0.46	52.22	0.31
1219		Vert %	5.12	5.15	5.08	6.17	5.16	4.14
1220		Index	100	101	99	121	101	81
1221								
1222		Unwgted	23106	170	12543	67	10563	103
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	1005	58760	459	56062	545
1224		Horz %	100.00	0.87	51.17	0.40	48.83	0.47
1225		Vert %	48.21	55.16	51.20	50.50	45.44	59.82
1226		Index	100	114	106	105	94	124
1227							*	
1228		Unwgted	16414	114	6547	40	9867	74
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	607	31182	267	53159	340
1230		Horz %	100.00	0.72	36.97	0.32	63.03	0.40
1231		Vert %	35.41	33.30	27.17	29.31	43.08	37.29
1232		Index	100	94	77	83	122	105
1233							*	
1234		Unwgted	7779	51	3383	10	4396	41
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	280	16898	83	24779	197
1236		Horz %	100.00	0.67	40.55	0.20	59.45	0.47
1237		Vert %	17.50	15.39	14.72	9.13	20.08	21.65
1238		Index	100	88	84	52	115	124
1239					*		*	
1240		Unwgted	4897	36	2376	11	2521	25
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	200	10534	68	13253	132
1242		Horz %	100.00	0.84	44.28	0.28	55.72	0.56
1243		Vert %	9.99	10.99	9.18	7.45	10.74	14.52
1244		Index	100	110	92	75	108	145

RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

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1245				*		*		*
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	27	2291	11	2433	16
1247		Weighted (000)	22158	105	9847	51	12311	54
1248		Horz %	100.00	0.48	44.44	0.23	55.56	0.24
1249		Vert %	9.30	5.79	8.58	5.62	9.98	5.95
1250		Index	100	62	92	60	107	64
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	147	10573	65	9187	82
1253		Weighted (000)	99513	816	50394	419	49119	397
1254		Horz %	100.00	0.82	50.64	0.42	49.36	0.40
1255		Vert %	41.78	44.79	43.91	46.07	39.81	43.51
1256		Index	100	107	105	110	95	104
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	260	18496	110	18163	150
1259		Weighted (000)	181288	1543	85841	751	95447	792
1260		Horz %	100.00	0.85	47.35	0.41	52.65	0.44
1261		Vert %	76.12	84.72	74.80	82.58	77.35	86.85
1262		Index	100	111	98	108	102	114
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	132	7718	53	7620	79
1265		Weighted (000)	76191	752	35752	363	40439	389
1266		Horz %	100.00	0.99	46.92	0.48	53.08	0.51
1267		Vert %	31.99	41.28	31.15	39.84	32.77	42.71
1268		Index	100	129	97	125	102	133
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	129	7469	55	7654	74
1271		Weighted (000)	76014	761	34445	405	41569	356
1272		Horz %	100.00	1.00	45.31	0.53	54.69	0.47
1273		Vert %	31.92	41.76	30.01	44.50	33.69	39.03
1274		Index	100	131	94	139	106	122
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	175	10415	74	9263	101
1277		Weighted (000)	100588	989	49831	461	50757	527
1278		Horz %	100.00	0.98	49.54	0.46	50.46	0.52
1279		Vert %	42.24	54.28	43.42	50.72	41.14	57.84
1280		Index	100	129	103	120	97	137
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	125	7019	55	7350	70
1283		Weighted (000)	75338	717	34629	368	40709	349
1284		Horz %	100.00	0.95	45.96	0.49	54.04	0.46
1285		Vert %	31.63	39.36	30.17	40.45	32.99	38.28
1286		Index	100	124	95	128	104	121
1287						*		
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	85	4888	32	3584	53
1289		Weighted (000)	43183	518	23745	218	19438	300
1290		Horz %	100.00	1.20	54.99	0.50	45.01	0.69
1291		Vert %	18.13	28.42	20.69	23.92	15.75	32.91
1292		Index	100	157	114	132	87	182
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	145	11334	60	10242	85
1295		Weighted (000)	104133	769	51075	374	53058	395
1296		Horz %	100.00	0.74	49.05	0.36	50.95	0.38
1297		Vert %	43.72	42.23	44.50	41.11	43.00	43.35
1298		Index	100	97	102	94	98	99



RAB / GfK MRI FORMAT PROFILE: TROPICAL (Subset of Hispanic)

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1299						*		*
1300		Unwgted	12940	59	6843	28	6097	31
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	361	28496	187	29500	174
1302		Horz %	100.00	0.62	49.13	0.32	50.87	0.30
1303		Vert %	24.35	19.81	24.83	20.54	23.91	19.07
1304		Index	100	81	102	84	98	78
1305							*	
1306		Unwgted	16613	65	8096	27	8517	38
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	304	34285	152	41722	152
1308		Horz %	100.00	0.40	45.11	0.20	54.89	0.20
1309		Vert %	31.91	16.72	29.87	16.71	33.81	16.72
1310		Index	100	52	94	52	106	52
1311							*	
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	86	9640	42	8065	44
1313		Weighted (000)	81230	443	40943	230	40287	213
1314		Horz %	100.00	0.55	50.40	0.28	49.60	0.26
1315		Vert %	34.11	24.32	35.68	25.26	32.65	23.37
1316		Index	100	71	105	74	96	69
1317				*		*		*
1318		Unwgted	4358	19	2029	5	2329	14
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	103	10416	19	13426	84
1320		Horz %	100.00	0.43	43.69	0.08	56.31	0.35
1321		Vert %	10.01	5.66	9.08	2.09	10.88	9.23
1322		Index	100	57	91	21	109	92
1323					*		*	
1324		Unwgted	4622	17	2188	4	2434	13
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	84	10413	14	14042	70
1326		Horz %	100.00	0.34	42.58	0.06	57.42	0.29
1327		Vert %	10.27	4.62	9.07	1.59	11.38	7.65
1328		Index	100	45	88	15	111	75
1329					*		*	
1330		Unwgted	4402	18	2006	5	2396	13
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	110	8818	23	12024	87
1332		Horz %	100.00	0.53	42.31	0.11	57.69	0.42
1333		Vert %	8.75	6.02	7.68	2.52	9.74	9.51
1334		Index	100	69	88	29	111	109
1335					*		*	
1336		Unwgted	5602	11	2434	2	3168	9
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	39	10486	4	15893	35
1338		Horz %	100.00	0.15	39.75	0.02	60.25	0.13
1339		Vert %	11.08	2.14	9.14	0.46	12.88	3.82
1340		Index	100	19	82	4	116	35
1341					*		*	
1342		Unwgted	5931	18	2398	7	3533	11
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	100	10182	28	17387	72
1344		Horz %	100.00	0.36	36.93	0.10	63.07	0.26
1345		Vert %	11.58	5.49	8.87	3.09	14.09	7.90
1346		Index	100	47	77	27	122	68
1347					*		*	
1348		Unwgted	8893	24	3392	10	5501	14
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	108	13703	61	26465	47
1350		Horz %	100.00	0.27	34.11	0.15	65.89	0.12
1351		Vert %	16.87	5.93	11.94	6.72	21.45	5.15
1352		Index	100	35	71	40	127	31

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1353				*		*		*
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt	4998	21	2457	9	2541	12
1355		Weighted (000)	23988	97	11131	49	12857	48
1356		Horz %	100.00	0.41	46.40	0.21	53.60	0.20
1357		Vert %	10.07	5.34	9.70	5.41	10.42	5.27
1358		Index	100	53	96	54	103	52
1359				*		*		*
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper Past Year	Unwgt	12281	41	5749	19	6532	22
1361		Weighted (000)	58527	224	25759	121	32768	103
1362		Horz %	100.00	0.38	44.01	0.21	55.99	0.18
1363		Vert %	24.58	12.30	22.45	13.27	26.56	11.34
1364		Index	100	50	91	54	108	46
1365				*		*		*
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgt	3705	10	1705	3	2000	7
1367		Weighted (000)	18217	47	8219	9	9999	38
1368		Horz %	100.00	0.26	45.12	0.05	54.88	0.21
1369		Vert %	7.65	2.58	7.16	1.04	8.10	4.13
1370		Index	100	34	94	14	106	54
1371				*		*		*
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgt	2809	12	1208	3	1601	9
1373		Weighted (000)	13935	74	5376	32	8559	42
1374		Horz %	100.00	0.53	38.58	0.23	61.42	0.30
1375		Vert %	5.85	4.08	4.68	3.52	6.94	4.63
1376		Index	100	70	80	60	119	79
1377				*		*		*
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt	5968	20	2655	6	3313	14
1379		Weighted (000)	29277	111	12298	41	16979	70
1380		Horz %	100.00	0.38	42.00	0.14	58.00	0.24
1381		Vert %	12.29	6.11	10.72	4.56	13.76	7.65
1382		Index	100	50	87	37	112	62
1383				*		*		*
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgt	3048	18	1294	5	1754	13
1385		Weighted (000)	15175	85	5992	18	9183	67
1386		Horz %	100.00	0.56	39.49	0.12	60.51	0.44
1387		Vert %	6.37	4.66	5.22	1.95	7.44	7.36
1388		Index	100	73	82	31	117	115
1389				*		*		*
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgt	9101	69	4858	30	4243	39
1391		Weighted (000)	46255	408	23425	213	22830	195
1392		Horz %	100.00	0.88	50.64	0.46	49.36	0.42
1393		Vert %	19.42	22.40	20.41	23.38	18.50	21.42
1394		Index	100	115	105	120	95	110
1395				*		*		*
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgt	5921	53	3127	16	2794	37
1397		Weighted (000)	30253	268	14939	78	15314	190
1398		Horz %	100.00	0.89	49.38	0.26	50.62	0.63
1399		Vert %	12.70	14.72	13.02	8.58	12.41	20.84
1400		Index	100	116	102	68	98	164
1401				*		*		*
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgt	5828	50	3376	17	2452	33
1403		Weighted (000)	30660	218	16758	82	13902	136
1404		Horz %	100.00	0.71	54.66	0.27	45.34	0.44
1405		Vert %	12.87	11.98	14.60	9.07	11.27	14.89
1406		Index	100	93	113	70	88	116

GfK MRI Doublebase - 2015 - Weighted to Population (000);  
 No audit was generated for this report; \*Projections relatively unstable  
 Radio Advertising Bureau / www.rab.com

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1407						*		*
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	54	3507	24	2935	30
1409		Weighted (000)	33198	310	16830	169	16367	141
1410		Horz %	100.00	0.93	50.70	0.51	49.30	0.42
1411		Vert %	13.94	17.01	14.67	18.55	13.26	15.46
1412		Index	100	122	105	133	95	111
1413				*		*		*
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	45	2967	15	2260	30
1415		Weighted (000)	26198	209	13774	80	12423	128
1416		Horz %	100.00	0.80	52.58	0.31	47.42	0.49
1417		Vert %	11.00	11.46	12.00	8.84	10.07	14.07
1418		Index	100	104	109	80	92	128
1419						*		*
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	55	2856	19	2103	36
1421		Weighted (000)	25734	312	14007	115	11727	196
1422		Horz %	100.00	1.21	54.43	0.45	45.57	0.76
1423		Vert %	10.81	17.11	12.20	12.69	9.50	21.53
1424		Index	100	158	113	117	88	199
1425						*		*
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	72	3786	29	3315	43
1427		Weighted (000)	34578	385	17132	170	17446	215
1428		Horz %	100.00	1.11	49.55	0.49	50.45	0.62
1429		Vert %	14.52	21.15	14.93	18.68	14.14	23.63
1430		Index	100	146	103	129	97	163
1431				*		*		*
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	29	2639	9	1621	20
1433		Weighted (000)	20853	138	12281	53	8571	85
1434		Horz %	100.00	0.66	58.90	0.26	41.10	0.41
1435		Vert %	8.76	7.60	10.70	5.86	6.95	9.34
1436		Index	100	87	122	67	79	107
1437						*		*
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	55	3476	25	2679	30
1439		Weighted (000)	32878	331	17503	196	15375	135
1440		Horz %	100.00	1.01	53.24	0.60	46.76	0.41
1441		Vert %	13.81	18.17	15.25	21.54	12.46	14.80
1442		Index	100	132	110	156	90	107
1443				*		*		*
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	45	2544	14	2131	31
1445		Weighted (000)	23668	216	12129	66	11539	150
1446		Horz %	100.00	0.91	51.25	0.28	48.75	0.63
1447		Vert %	9.94	11.86	10.57	7.29	9.35	16.42
1448		Index	100	119	106	73	94	165
1449				*		*		*
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	38	2258	16	1648	22
1451		Weighted (000)	19046	181	10397	88	8648	93
1452		Horz %	100.00	0.95	54.59	0.46	45.41	0.49
1453		Vert %	8.00	9.93	9.06	9.63	7.01	10.23
1454		Index	100	124	113	120	88	128
1455						*		*
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	53	2839	19	2890	34
1457		Weighted (000)	28661	247	13411	109	15249	138
1458		Horz %	100.00	0.86	46.79	0.38	53.21	0.48
1459		Vert %	12.03	13.55	11.69	12.02	12.36	15.09
1460		Index	100	113	97	100	103	125

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1461				*		*		*
1462		Unwgt	4266	28	2521	10	1745	18
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	162	10764	90	8558	72
1464		Horz %	100.00	0.84	55.71	0.46	44.29	0.37
1465		Vert %	8.11	8.88	9.38	9.87	6.94	7.90
1466		Index	100	109	116	122	85	97
1467					*		*	
1468		Unwgt	8265	54	4863	22	3402	32
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	269	21534	133	17665	136
1470		Horz %	100.00	0.69	54.94	0.34	45.06	0.35
1471		Vert %	16.46	14.77	18.76	14.61	14.32	14.93
1472		Index	100	90	114	89	87	91
1473					*		*	
1474		Unwgt	3648	35	2100	17	1548	18
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	189	9985	103	8395	86
1476		Horz %	100.00	1.03	54.33	0.56	45.67	0.47
1477		Vert %	7.72	10.38	8.70	11.31	6.80	9.45
1478		Index	100	134	113	147	88	122
1479					*		*	
1480		Unwgt	3526	32	2026	12	1500	20
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	194	9334	95	7744	100
1482		Horz %	100.00	1.14	54.65	0.55	45.35	0.58
1483		Vert %	7.17	10.67	8.13	10.39	6.28	10.95
1484		Index	100	149	113	145	88	153
1485					*		*	
1486		Unwgt	5288	41	2955	20	2333	21
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	233	13723	146	12200	88
1488		Horz %	100.00	0.90	52.94	0.56	47.06	0.34
1489		Vert %	10.88	12.82	11.96	16.01	9.89	9.63
1490		Index	100	118	110	147	91	88
1491					*		*	
1492		Unwgt	24633	136	12915	54	11718	82
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	700	59062	351	61432	349
1494		Horz %	100.00	0.58	49.02	0.29	50.98	0.29
1495		Vert %	50.60	38.44	51.46	38.55	49.79	38.33
1496		Index	100	76	102	76	98	76
1497					*		*	
1498		Unwgt	11093	87	6087	32	5006	55
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	398	26650	171	24513	227
1500		Horz %	100.00	0.78	52.09	0.33	47.91	0.44
1501		Vert %	21.48	21.87	23.22	18.84	19.87	24.89
1502		Index	100	102	108	88	92	116
1503					*		*	
1504		Unwgt	7336	71	4126	32	3210	39
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	359	18104	194	15404	165
1506		Horz %	100.00	1.07	54.03	0.58	45.97	0.49
1507		Vert %	14.07	19.72	15.77	21.31	12.48	18.14
1508		Index	100	140	112	151	89	129
1509					*		*	
1510		Unwgt	3636	41	2145	16	1491	25
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	193	9619	73	7116	119
1512		Horz %	100.00	1.15	57.48	0.44	42.52	0.71
1513		Vert %	7.03	10.58	8.38	8.07	5.77	13.08
1514		Index	100	151	119	115	82	186

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1515				*		*		*
1516		Unwgt	6365	47	3730	23	2635	24
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	293	16219	175	12758	118
1518		Horz %	100.00	1.01	55.97	0.60	44.03	0.41
1519		Vert %	12.17	16.09	14.13	19.23	10.34	12.95
1520		Index	100	132	116	158	85	106
1521				*		*		*
1522		Unwgt	2813	39	1717	19	1096	20
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	219	8317	125	5637	94
1524		Horz %	100.00	1.57	59.60	0.89	40.40	0.68
1525		Vert %	5.86	12.03	7.25	13.72	4.57	10.35
1526		Index	100	205	124	234	78	177
1527				*		*		*
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt	7927	62	4854	29	3073	33
1529		Weighted (000)	38666	321	22445	177	16221	144
1530		Horz %	100.00	0.83	58.05	0.46	41.95	0.37
1531		Vert %	16.24	17.64	19.56	19.45	13.15	15.83
1532	Index	100	109	120	120	81	98	
1533				*		*		*
1534		Unwgt	6113	49	3025	16	3088	33
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	254	13367	89	15102	165
1536		Horz %	100.00	0.89	46.95	0.31	53.05	0.58
1537		Vert %	11.95	13.93	11.65	9.74	12.24	18.11
1538		Index	100	116	97	81	102	151
1539				*		*		*
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt	11341	74	5826	30	5515	44
1541		Weighted (000)	56487	430	26815	210	29672	220
1542		Horz %	100.00	0.76	47.47	0.37	52.53	0.39
1543		Vert %	23.72	23.62	23.37	23.04	24.05	24.19
1544	Index	100	100	99	97	101	102	
1545				*		*		*
1546		Unwgt	8802	59	4616	24	4186	35
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	292	21271	125	21811	168
1548		Horz %	100.00	0.68	49.37	0.29	50.63	0.39
1549		Vert %	18.09	16.06	18.53	13.70	17.68	18.41
1550		Index	100	89	102	76	98	102
1551				*		*		*
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt	11299	63	5813	24	5486	39
1553		Weighted (000)	55294	314	27155	144	28140	170
1554		Horz %	100.00	0.57	49.11	0.26	50.89	0.31
1555		Vert %	23.22	17.22	23.66	15.82	22.81	18.61
1556	Index	100	74	102	68	98	80	
1557				*		*		*
1558		Unwgt	16052	94	8280	38	7772	56
1559	Have Seen Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	78889	438	38008	184	40881	254
1560		Horz %	100.00	0.56	48.18	0.23	51.82	0.32
1561		Vert %	33.13	24.05	33.12	20.26	33.13	27.85
1562		Index	100	73	100	61	100	84
1563				*		*		*
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt	12291	100	6207	37	6084	63
1565		Weighted (000)	59195	543	27775	255	31420	288
1566		Horz %	100.00	0.92	46.92	0.43	53.08	0.49
1567		Vert %	24.86	29.84	24.20	28.03	25.46	31.64
1568	Index	100	120	97	113	102	127	

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1569						*		*
1570		Unwgted	10451	66	5402	25	5049	41
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	288	25079	118	26630	170
1572		Horz %	100.00	0.56	48.50	0.23	51.50	0.33
1573		Vert %	21.71	15.79	21.85	12.96	21.58	18.62
1574		Index	100	73	101	60	99	86
1575								
1576		Unwgted	20709	120	10271	53	10438	67
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	662	46244	347	53220	315
1578		Horz %	100.00	0.67	46.49	0.35	53.51	0.32
1579		Vert %	41.76	36.34	40.29	38.12	43.13	34.56
1580		Index	100	87	96	91	103	83
1581					*		*	
1582		Unwgted	4281	33	2642	14	1639	19
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	155	13633	80	9293	76
1584		Horz %	100.00	0.68	59.46	0.35	40.54	0.33
1585		Vert %	9.63	8.53	11.88	8.75	7.53	8.30
1586		Index	100	89	123	91	78	86
1587								
1588		Unwgted	19255	128	10075	54	9180	74
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	713	46093	363	47338	350
1590		Horz %	100.00	0.76	49.33	0.39	50.67	0.37
1591		Vert %	39.23	39.15	40.16	39.93	38.36	38.38
1592		Index	100	100	102	102	98	98
1593							*	
1594		Unwgted	11787	71	6470	31	5317	40
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	390	30181	215	28181	175
1596		Horz %	100.00	0.67	51.71	0.37	48.29	0.30
1597		Vert %	24.51	21.43	26.30	23.68	22.84	19.18
1598		Index	100	87	107	97	93	78
1599							*	
1600		Unwgted	4790	80	2489	33	2301	47
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	396	14310	199	14225	197
1602		Horz %	100.00	1.39	50.15	0.70	49.85	0.69
1603		Vert %	11.98	21.76	12.47	21.91	11.53	21.61
1604		Index	100	182	104	183	96	180
1605					*		*	
1606		Unwgted	2700	26	1472	8	1228	18
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	123	7182	38	6410	86
1608		Horz %	100.00	0.91	52.84	0.28	47.16	0.63
1609		Vert %	5.71	6.78	6.26	4.16	5.20	9.39
1610		Index	100	119	110	73	91	165
1611					*		*	
1612		Unwgted	3188	11	1717	3	1471	8
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	55	7122	22	7216	32
1614		Horz %	100.00	0.38	49.67	0.15	50.33	0.23
1615		Vert %	6.02	3.00	6.21	2.44	5.85	3.55
1616		Index	100	50	103	41	97	59
1617					*		*	
1618		Unwgted	1245	5	711	3	534	2
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	23	3118	19	2850	4
1620		Horz %	100.00	0.38	52.24	0.32	47.76	0.06
1621		Vert %	2.51	1.25	2.72	2.11	2.31	0.40
1622		Index	100	50	108	84	92	16

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1623				*		*		*
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	18	2667	12	2258	6
1625		Weighted (000)	24042	118	11912	76	12131	43
1626		Horz %	100.00	0.49	49.55	0.31	50.45	0.18
1627		Vert %	10.10	6.50	10.38	8.31	9.83	4.69
1628		Index	100	64	103	82	97	46
1629				*		*		*
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	25	3155	16	2794	9
1631		Weighted (000)	28812	191	14088	97	14724	95
1632		Horz %	100.00	0.66	48.89	0.34	51.11	0.33
1633		Vert %	12.10	10.51	12.28	10.64	11.93	10.39
1634		Index	100	87	101	88	99	86
1635				*		*		*
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	8	829	7	654	1
1637		Weighted (000)	7566	72	3978	40	3588	32
1638		Horz %	100.00	0.95	52.58	0.53	47.42	0.42
1639		Vert %	3.18	3.96	3.47	4.41	2.91	3.51
1640		Index	100	125	109	139	92	111
1641				*		*		*
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	8	803	6	607	2
1643		Weighted (000)	7520	35	4033	32	3487	4
1644		Horz %	100.00	0.47	53.63	0.42	46.37	0.05
1645		Vert %	3.16	1.94	3.51	3.46	2.83	0.43
1646		Index	100	62	111	110	89	14
1647				*		*		*
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	11	1547	7	1293	4
1649		Weighted (000)	13819	68	6939	39	6880	29
1650		Horz %	100.00	0.49	50.21	0.28	49.79	0.21
1651		Vert %	5.80	3.74	6.05	4.32	5.58	3.17
1652		Index	100	65	104	74	96	55
1653				*		*		*
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	45	5030	20	4381	25
1655		Weighted (000)	44715	275	22370	146	22345	129
1656		Horz %	100.00	0.61	50.03	0.33	49.97	0.29
1657		Vert %	18.78	15.10	19.49	16.03	18.11	14.18
1658		Index	100	80	104	85	96	75
1659				*		*		*
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	43	3771	17	3530	26
1661		Weighted (000)	37528	215	18464	90	19064	125
1662		Horz %	100.00	0.57	49.20	0.24	50.80	0.33
1663		Vert %	15.76	11.83	16.09	9.94	15.45	13.71
1664		Index	100	75	102	63	98	87
1665				*		*		*
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	63	6056	29	5248	34
1667		Weighted (000)	55116	411	27961	231	27155	180
1668		Horz %	100.00	0.75	50.73	0.42	49.27	0.33
1669		Vert %	23.14	22.59	24.36	25.43	22.01	19.75
1670		Index	100	98	105	110	95	85
1671				*		*		*
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	34	5563	10	4596	24
1673		Weighted (000)	45551	183	23419	86	22132	97
1674		Horz %	100.00	0.40	51.41	0.19	48.59	0.21
1675		Vert %	19.13	10.06	20.41	9.50	17.94	10.61
1676		Index	100	53	107	50	94	55

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1677				*		*		*
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	45	2576	21	2394	24
1679		Weighted (000)	24002	300	11714	150	12288	150
1680		Horz %	100.00	1.25	48.81	0.63	51.19	0.63
1681		Vert %	10.08	16.50	10.21	16.52	9.96	16.48
1682		Index	100	164	101	164	99	164
1683						*		*
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgted	11534	84	5911	32	5623	52
1685		Weighted (000)	53932	540	26278	264	27654	276
1686		Horz %	100.00	1.00	48.72	0.49	51.28	0.51
1687		Vert %	22.65	29.63	22.90	28.97	22.41	30.29
1688		Index	100	131	101	128	99	134
1689						*		*
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	81	5104	31	4923	50
1691		Weighted (000)	51549	560	24091	236	27458	324
1692		Horz %	100.00	1.09	46.73	0.46	53.27	0.63
1693		Vert %	21.65	30.73	20.99	25.92	22.25	35.53
1694		Index	100	142	97	120	103	164
1695						*		*
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	93	8763	33	8314	60
1697		Weighted (000)	81581	563	39666	249	41915	314
1698		Horz %	100.00	0.69	48.62	0.31	51.38	0.38
1699		Vert %	34.26	30.94	34.56	27.42	33.97	34.45
1700		Index	100	90	101	80	99	101
1701						*		*
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	74	4059	28	4183	46
1703		Weighted (000)	39549	443	18605	211	20944	232
1704		Horz %	100.00	1.12	47.04	0.53	52.96	0.59
1705		Vert %	16.61	24.32	16.21	23.19	16.97	25.45
1706		Index	100	146	98	140	102	153
1707						*		*
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	66	3094	31	2975	35
1709		Weighted (000)	26240	398	12639	251	13601	147
1710		Horz %	100.00	1.52	48.17	0.96	51.83	0.56
1711		Vert %	11.02	21.87	11.01	27.63	11.02	16.11
1712		Index	100	198	100	251	100	146
1713						*		*
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	69	2996	29	2812	40
1715		Weighted (000)	26834	424	13114	219	13720	204
1716		Horz %	100.00	1.58	48.87	0.82	51.13	0.76
1717		Vert %	11.27	23.26	11.43	24.11	11.12	22.41
1718		Index	100	206	101	214	99	199
1719				*		*		*
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	38	2407	20	2187	18
1721		Weighted (000)	22674	206	11129	128	11545	78
1722		Horz %	100.00	0.91	49.08	0.56	50.92	0.35
1723		Vert %	9.52	11.33	9.70	14.07	9.36	8.59
1724		Index	100	119	102	148	98	90
1725				*		*		*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	39	1487	17	1260	22
1727		Weighted (000)	13145	247	6703	117	6441	130
1728		Horz %	100.00	1.88	51.00	0.89	49.00	0.99
1729		Vert %	5.52	13.55	5.84	12.81	5.22	14.29
1730		Index	100	246	106	232	95	259



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1731						*		*
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	60	2639	26	2513	34
1733		Weighted (000)	23740	471	11440	209	12300	261
1734		Horz %	100.00	1.98	48.19	0.88	51.81	1.10
1735		Vert %	9.97	25.84	9.97	23.00	9.97	28.68
1736		Index	100	259	100	231	100	288
1737						*		*
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	55	4014	24	3709	31
1739		Weighted (000)	39198	346	19291	178	19907	167
1740		Horz %	100.00	0.88	49.21	0.45	50.79	0.43
1741		Vert %	16.46	18.98	16.81	19.59	16.13	18.38
1742		Index	100	115	102	119	98	112
1743						*		*
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	71	5413	28	4687	43
1745		Weighted (000)	55260	475	27484	222	27776	253
1746		Horz %	100.00	0.86	49.74	0.40	50.26	0.46
1747		Vert %	23.20	26.09	23.95	24.40	22.51	27.79
1748		Index	100	112	103	105	97	120
1749				*		*		*
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	22	1494	6	1463	16
1751		Weighted (000)	14457	126	6912	46	7544	79
1752		Horz %	100.00	0.87	47.81	0.32	52.19	0.55
1753		Vert %	6.07	6.89	6.02	5.09	6.11	8.70
1754		Index	100	114	99	84	101	143
1755				*		*		*
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	19	1704	10	1286	9
1757		Weighted (000)	16815	121	9242	59	7573	61
1758		Horz %	100.00	0.72	54.96	0.35	45.04	0.36
1759		Vert %	7.06	6.62	8.05	6.53	6.14	6.71
1760		Index	100	94	114	92	87	95
1761						*		*
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	66	4472	25	4273	41
1763		Weighted (000)	46358	462	22016	221	24343	241
1764		Horz %	100.00	1.00	47.49	0.48	52.51	0.52
1765		Vert %	19.47	25.39	19.18	24.28	19.73	26.49
1766		Index	100	130	99	125	101	136
1767				*		*		*
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	30	1254	11	1272	19
1769		Weighted (000)	13610	198	6443	78	7166	120
1770		Horz %	100.00	1.45	47.34	0.57	52.66	0.88
1771		Vert %	5.71	10.87	5.61	8.60	5.81	13.14
1772		Index	100	190	98	150	102	230
1773				*		*		*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	14	753	4	561	10
1775		Weighted (000)	7509	83	4067	25	3442	58
1776		Horz %	100.00	1.11	54.16	0.34	45.84	0.77
1777		Vert %	3.15	4.58	3.54	2.79	2.79	6.37
1778		Index	100	145	112	88	88	202
1779				*		*		*
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	31	2510	9	2135	22
1781		Weighted (000)	23280	171	11830	65	11450	107
1782		Horz %	100.00	0.74	50.82	0.28	49.18	0.46
1783		Vert %	9.78	9.42	10.31	7.13	9.28	11.70
1784		Index	100	96	105	73	95	120

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1785				*		*		*
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	21	2021	8	1458	13
1787		Weighted (000)	19879	111	10490	49	9389	61
1788		Horz %	100.00	0.56	52.77	0.25	47.23	0.31
1789		Vert %	8.35	6.08	9.14	5.42	7.61	6.75
1790		Index	100	73	110	65	91	81
1791				*		*		*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	16	1315	5	1147	11
1793		Weighted (000)	12512	75	6369	33	6143	41
1794		Horz %	100.00	0.60	50.91	0.27	49.09	0.33
1795		Vert %	5.25	4.11	5.55	3.68	4.98	4.55
1796		Index	100	78	106	70	95	87
1797				*		*		*
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	36	2049	18	2141	18
1799		Weighted (000)	21080	253	9864	138	11216	115
1800		Horz %	100.00	1.20	46.79	0.65	53.21	0.54
1801		Vert %	8.85	13.87	8.60	15.15	9.09	12.60
1802		Index	100	157	97	171	103	142
1803				*		*		*
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	65	4131	31	3990	34
1805		Weighted (000)	40517	380	19489	213	21027	167
1806		Horz %	100.00	0.94	48.10	0.53	51.90	0.41
1807		Vert %	17.01	20.87	16.98	23.39	17.04	18.34
1808		Index	100	123	100	137	100	108
1809				*		*		*
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	38	1984	16	1558	22
1811		Weighted (000)	19708	268	10433	145	9275	123
1812		Horz %	100.00	1.36	52.94	0.74	47.06	0.62
1813		Vert %	8.28	14.72	9.09	15.99	7.52	13.47
1814		Index	100	178	110	193	91	163
1815				*		*		*
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	43	3436	17	3261	26
1817		Weighted (000)	33664	300	16421	153	17243	147
1818		Horz %	100.00	0.89	48.78	0.46	51.22	0.44
1819		Vert %	14.14	16.49	14.31	16.85	13.97	16.13
1820		Index	100	117	101	119	99	114
1821				*		*		*
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	50	3200	27	2439	23
1823		Weighted (000)	29083	295	15419	199	13664	96
1824		Horz %	100.00	1.01	53.02	0.68	46.98	0.33
1825		Vert %	12.21	16.19	13.44	21.82	11.07	10.57
1826		Index	100	133	110	179	91	87
1827				*		*		*
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	29	1694	10	1679	19
1829		Weighted (000)	18399	175	9036	92	9363	83
1830		Horz %	100.00	0.95	49.11	0.50	50.89	0.45
1831		Vert %	7.73	9.59	7.87	10.12	7.59	9.05
1832		Index	100	124	102	131	98	117
1833				*		*		*
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	27	2074	10	1766	17
1835		Weighted (000)	20586	188	10563	96	10023	92
1836		Horz %	100.00	0.91	51.31	0.47	48.69	0.45
1837		Vert %	8.64	10.31	9.20	10.56	8.12	10.06
1838		Index	100	119	106	122	94	116

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1839				*		*		*
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	35	1940	17	1804	18
1841		Weighted (000)	19635	287	9629	137	10006	151
1842		Horz %	100.00	1.46	49.04	0.70	50.96	0.77
1843		Vert %	8.24	15.78	8.39	15.04	8.11	16.52
1844		Index	100	191	102	182	98	200
1845				*		*		*
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	42	2700	18	2261	24
1847		Weighted (000)	24816	295	12645	164	12171	131
1848		Horz %	100.00	1.19	50.95	0.66	49.05	0.53
1849		Vert %	10.42	16.18	11.02	18.02	9.86	14.34
1850		Index	100	155	106	173	95	138
1851						*		*
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	75	4515	34	4165	41
1853		Weighted (000)	42931	513	21281	268	21650	245
1854		Horz %	100.00	1.19	49.57	0.63	50.43	0.57
1855		Vert %	18.03	28.16	18.54	29.50	17.55	26.84
1856		Index	100	156	103	164	97	149
1857				*		*		*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	26	1389	9	1185	17
1859		Weighted (000)	13914	197	7217	103	6696	94
1860		Horz %	100.00	1.42	51.87	0.74	48.13	0.67
1861		Vert %	5.84	10.83	6.29	11.37	5.43	10.28
1862		Index	100	185	108	195	93	176
1863						*		*
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	90	6300	41	5903	49
1865		Weighted (000)	60976	604	29597	313	31379	291
1866		Horz %	100.00	0.99	48.54	0.51	51.46	0.48
1867		Vert %	25.60	33.15	25.79	34.41	25.43	31.89
1868		Index	100	129	101	134	99	125
1869				*		*		*
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	39	2203	17	2385	22
1871		Weighted (000)	25555	295	12099	183	13455	112
1872		Horz %	100.00	1.15	47.35	0.71	52.65	0.44
1873		Vert %	10.73	16.20	10.54	20.07	10.90	12.34
1874		Index	100	151	98	187	102	115
1875				*		*		*
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	23	1344	6	1645	17
1877		Weighted (000)	17427	102	7495	31	9932	70
1878		Horz %	100.00	0.58	43.01	0.18	56.99	0.40
1879		Vert %	7.32	5.58	6.53	3.43	8.05	7.73
1880		Index	100	76	89	47	110	106
1881				*		*		*
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	26	2115	15	2083	11
1883		Weighted (000)	21562	157	10308	103	11254	54
1884		Horz %	100.00	0.73	47.80	0.48	52.20	0.25
1885		Vert %	9.05	8.60	8.98	11.30	9.12	5.90
1886		Index	100	95	99	125	101	65
1887				*		*		*
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	25	1919	13	1970	12
1889		Weighted (000)	20103	146	9461	101	10642	45
1890		Horz %	100.00	0.73	47.06	0.50	52.94	0.22
1891		Vert %	8.44	8.04	8.24	11.14	8.62	4.95
1892		Index	100	95	98	132	102	59

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1								
1893				*		*		*
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	21	1515	10	1465	11
1895		Weighted (000)	15777	157	7470	75	8307	82
1896		Horz %	100.00	0.99	47.35	0.47	52.65	0.52
1897		Vert %	6.62	8.61	6.51	8.21	6.73	9.02
1898		Index	100	130	98	124	102	136
1899				*		*		*
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	15	1596	6	1587	9
1901		Weighted (000)	17028	116	8386	49	8642	67
1902		Horz %	100.00	0.68	49.25	0.29	50.75	0.39
1903		Vert %	7.15	6.36	7.31	5.38	7.00	7.33
1904		Index	100	89	102	75	98	103
1905				*		*		*
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	24	1980	12	1641	12
1907		Weighted (000)	17939	103	9567	69	8373	34
1908		Horz %	100.00	0.57	53.33	0.39	46.67	0.19
1909		Vert %	7.53	5.64	8.34	7.60	6.79	3.68
1910		Index	100	75	111	101	90	49
1911				*		*		*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	9	964	6	702	3
1913		Weighted (000)	8568	54	4961	39	3607	16
1914		Horz %	100.00	0.63	57.90	0.45	42.10	0.18
1915		Vert %	3.60	2.98	4.32	4.24	2.92	1.74
1916		Index	100	83	120	118	81	48
1917				*		*		*
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	31	1939	18	1532	13
1919		Weighted (000)	18078	243	9637	134	8441	109
1920		Horz %	100.00	1.34	53.31	0.74	46.69	0.60
1921		Vert %	7.59	13.35	8.40	14.73	6.84	11.97
1922		Index	100	176	111	194	90	158
1923				*		*		*
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	56	3800	28	3131	28
1925		Weighted (000)	34135	380	17910	214	16225	166
1926		Horz %	100.00	1.11	52.47	0.63	47.53	0.49
1927		Vert %	14.33	20.88	15.61	23.54	13.15	18.22
1928		Index	100	146	109	164	92	127
1929				*		*		*
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	44	3057	20	3258	24
1931		Weighted (000)	33305	281	15146	145	18159	136
1932		Horz %	100.00	0.84	45.48	0.43	54.52	0.41
1933		Vert %	13.98	15.42	13.20	15.92	14.72	14.91
1934		Index	100	110	94	114	105	107
1935								
1936								