RAB's Unique Prospecting Tool For :

ADULT HITS FORMATS ("JACK," etc.)

RADIO ADVERTISING BUREAU

1-800-232-3131 WWW.RAB.COM

GfK MRI GOLD DIGGER™

CONSUMER PROSPECTING REPORT

Mine your station's unique audience to deliver prime consumers of advertisers' products / services

RAB'S PROSPECTING REPORTS WILL HELP YOU MAKE MONEY

Looking for new revenue streams?

RAB'S **PROSPECTING REPORTS** are a great tool to help you develop new business for your station. These reports generated through MRI's Gold Digger ™ program will help you mine the strengths of your format by tapping into the research service's 2012 Doublebase national database of nearly 51,000 respondents.

Our **PROSPECTING REPORTS** based on GfK MRI's Gold Digger ™ program zero in on how your programming reaches prime users of a wide variety of brands, products and services. This targeted focus on your listeners' propensity to buy/use translates to major sales opportunities for your Radio station.

Our **PROSPECTING REPORTS** based on GfK MRI's Gold Digger ™ identify the heaviest usage patterns for Radio listeners and key demographic segments, represented by higher-than-average usage patterns. The "norm" for every category represents an Index of 100. We've sorted through more than 6,500 important category definitions and rank those that index above the norm (100) among listeners to your station's format.

The higher the Index, the more likely your listeners are to buy products, use services or engage in specific activities. With this powerful ammunition, you can find new prospects in new industries or improve relationships with existing clients.

The new, enhanced **PROSPECTING REPORTS** based on GfK MRI's Gold Digger™ program also examine a number of lifestyle and attitudinal questions. This information can be crucial in writing copy that will appeal to your station's audience. Your Programming and Promotion teams can use this data to help determine what types of activities will appeal to listeners and what kinds of products/services top their lists (great for putting together contests and promos).

Once you have identified the opportunities outlines in RAB'S **PROSPECTING REPORTS** based on GfK MRI's Gold Digger ™ program, be sure to take advantage of all the additional support information RAB can provide to help you become a valued long-term marketing partner to your clients. Just call RAB Member Response (toll-free) at 1-800-232-3131 – or visit RAB.com to access additional information.

RAB / GfK MRI Gold Digger PROSPECTING REPORTS

FORMAT REPORTS:
Adult Contemporary
Adult Hits ("Jack" Format)
Adult Standards/Easy Listening
All News
All Sports
All Talk
Alternative
Contemporary Hits (CHR/Top 40/Pop CHR)
Classic Hits
Classic Rock
Country
Gospel
Hispanic (All Genres Combined)
Hot AC
Hot Country
Hurban
Jazz
Mexican/Tejano/Ranchera (Subset of Hispanic)
News/Talk
Oldies
Public Radio Stations
Religious
Rhythmic
Rock
Soft AC/Lite Rock
Spanish AC (Subset of Hispanic)
Tropical (Subset of Hispanic)
Urban (All Genres Combined)
Urban AC
Urban Oldies

DEMOGRAPHIC/LIFESTYLE REPORTS:
Adults 18+ with Any Children Under Age 18 in HH
Adults 18+ with Children Age 3-11 in HH
Adults 18+ with Children Age 6-11 in HH
Adults 18+ with Children Under Age 6 in HH
Adults 18+ with Teens Age 12-17 in HH
Affluents (Adults 18+ with $150K+ HHI)
African-American Adults 18-34
African-American Adults 25-54
African-American Adults 55+
Asian-American Adults 18+
Blue-Collar Men 18+
Boomer Generation (Born 1946-1964)
College Students Market
Empty Nesters (Adults 40-54, No Children Under 18 in HH)
Grandparents Market
Generation X (Born 1965-1976)
Hispanic Adults 18-34
Hispanic Adults 25-54
Hispanic Adults 55+
Millennials / Generation Y (Born 1977-1994)
Newlyweds (Adults 18+, Married 1 Year of Less)
Pre-Boomers (Born Before 1946)
Professional/Managerial Men 18+
Professional/Managerial Women 18+
Rural Americans – Adults 18+ Residing in C & D Counties
Self-Employed in Own Business (Adults 18+)
Self-Employed Professionals (Adults 18+)
Working Women 18+
Young Couples (Adults 30-39, No Children Under 18 in HH)
Young Singles (Adults 18-24, Single)

SPORTS AND TRAFFIC REPORTS:
Auto Racing on Radio (Excluding NASCAR)
Boxing on Radio *NEW*
College Baseball on Radio
College Basketball on Radio
College Football on Radio
College Sports on Radio (Baseball/Basketball/Football Combined)
High School Sports on Radio *NEW*
Horse Racing on Radio *NEW*
MLB Baseball on Radio
MLS Soccer on Radio *NEW*
NASCAR Auto Racing *NEW*
NBA Basketball on Radio
NFL Football on Radio
NHL Hockey on Radio
PGA Golf on Radio *NEW*
Tennis on Radio *NEW*
Traffic Reports Audience
Winter Olympics on Radio *NEW*

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2				
3	U.S. Adults 18+			
4		Index	100	100
5	Visited Legoland (California) - past year			*
6		Index	100	688
7	Bought liquor online - past 6 months		*	*
8		Index	100	627
9	Visited Disney's California Adventure - past year			
10		Index	100	619
11	Amount Of Time Married: 4 Months		*	*
12		Index	100	550
13	Amount Of Time Married: 7 Months		*	*
14		Index	100	539
15	Stayed at Travelodge on business trip - past year			*
16		Index	100	499
17	Visited Six Flags Magic Mountain (California) - past year			*
18		Index	100	495
19	Patronized El Torito - past 6 months			*
20		Index	100	478
21	Household spent $3000+ on laminate flooring - past year			*
22		Index	100	477
23	Amount Of Time Married: 8 Months		*	*
24		Index	100	473
25	Shopped Ralph's - past 6 months			
26		Index	100	471
27	Visited Knott's Berry Farm (California) - past year			*
28		Index	100	465
29	Shopped Cost Plus World Market - past year			*
30		Index	100	458
31	Visited Disneyland (California) - past year			
32		Index	100	453
33	Own a Fujitsu personal computer at home			*
34		Index	100	427
35	Household spent $3000+ on garage doors - past year		*	*
36		Index	100	402
37	Motorcycle ownership: Own off-road/dirt bike (competition)			*
38		Index	100	396
39	Shopped Von's - past 6 months			
40		Index	100	395
41	Amount Of Time Married: 11 Months		*	*
42		Index	100	378
43	Stayed at Four Seasons on business trip - past year			*
44		Index	100	377
45	Personally did 7-9 home remodeling projects - past year			*
46		Index	100	375
47				

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

Radio Advertising Bureau, www.rab.com

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
48	Patronized Baja Fresh Mexican Grill - past 6 months			*
49		Index	100	373
50	Visited Valleyfair (Minnesota) - past year			*
51		Index	100	371
52	Visited Universal Studios (California) - past year			*
53		Index	100	367
54	Carry any auto/other vehicle insurance through Mercury			*
55		Index	100	366
56	Patronized Marie Callender's - past 6 months			*
57		Index	100	364
58	Patronized El Pollo Loco - past 6 months			
59		Index	100	359
60	Have medical insurance coverage through Health Net			*
61		Index	100	349
62	Patronized Del Taco - past 6 months			
63		Index	100	347
64	Bought liquor at drug store - past 6 months			*
65		Index	100	345
66	Patronized Carl's Jr. - past 6 months			
67		Index	100	344
68	Visited Six Flags Discovery Kingdom (California) - past year			*
69		Index	100	344
70	Used Coldwell Banker real estate agent - past year			*
71		Index	100	343
72	Took cruise on Disney Cruise Line - past 3 years			*
73		Index	100	338
74	Visited Sea World California - past year			*
75		Index	100	334
76	Purchased New Age music recordings - past 6 months			*
77		Index	100	332
78	Visited Six Flags Over Texas - past year			*
79		Index	100	329
80	Patronized Wienerschnitzel - past 6 months			*
81		Index	100	316
82	Personally have 3+ working cellular phones			*
83		Index	100	313
84	Number of grocery shopping trip in average week: 9+			*
85		Index	100	313
86	Down-spouts/gutters installed by self or other household member - past year			*
87		Index	100	312
88	Motorcycle ownership: Own street bike - sport/performance			*
89		Index	100	307
90	Own an Alienware personal computer at home			*
91		Index	100	305
92	Aluminum windows installed by outside contractor - past year			*
93		Index	100	304

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
94	Patronized Round Table Pizza - past 6 months			*
95		Index	100	304
96	Rented/purchased DVDs or Blu-ray discs at f.y.e. - past month			*
97		Index	100	303
98	Bought muffler(s) at gas station/garage - past year			*
99		Index	100	299
100	Member of 24 Hour Fitness			*
101		Index	100	299
102	Service use for long-distance telephone calls (landline): Cox			*
103		Index	100	297
104	Reside in Pacific Census sub-region			
105		Index	100	293
106	Most recently purchased/leased vehicle (currently owned/leased) is a van			*
107		Index	100	287
108	Motorcycle ownership: Own dual-purpose bike (off-road/street)			*
109		Index	100	287
110	Personally did 5 home remodeling projects - past year			*
111		Index	100	285
112	Own any Suzuki motorcycle			*
113		Index	100	283
114	Own any Yamaha motorcycle			*
115		Index	100	278
116	Household spent $1000-$2999 on interior doors - past year			*
117		Index	100	272
118	Shopped Albertson's - past 6 months			
119		Index	100	271
120	Rented/purchased DVDs or Blu-ray discs from kiosk (excluding Redbox) - past month			*
121		Index	100	270
122	Covered by Country homeowners or personal property insurance			*
123		Index	100	269
124	Vehicle most recently purchased/leased (currently owned/leased) is a Mercedes-Benz			*
125		Index	100	269
126	Member of LA Fitness			*
127		Index	100	264
128	Total amount spent on fine jewelry in past year - $750-$999			*
129		Index	100	263
130	Flew Alaska Airlines on any domestic trip - past year			*
131		Index	100	257
132	Carry any auto/other vehicle insurance through Infinity			*
133		Index	100	256
134	Household spent $3000+ to remodel bedroom - past year			*
135		Index	100	252
136	Own any Honda motorcycle			*
137		Index	100	252
138	Bought wine online - past 6 months			*
139		Index	100	248

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
140	Household converted room to home theater - past year			*
141		Index	100	248
142	Purchased DVDs/Blu-ray discs by mail or phone - past year			*
143		Index	100	248
144	Bought tires at Big O Tires - past year			*
145		Index	100	246
146	Have medical insurance coverage through Kaiser Permanente			
147		Index	100	246
148	Shopped AM/PM convenience stores - past 6 months			
149		Index	100	245
150	Watched Palladia HD cable - past week			*
151		Index	100	241
152	Visited Six Flags Great America (Illinois) - past year			*
153		Index	100	240
154	Patronized Jack in the Box - past 6 months			
155		Index	100	238
156	Consulted Hotwire.com for information on sightseeing/activities - past year			*
157		Index	100	237
158	Household bought room-size rug(s) - past year			*
159		Index	100	236
160	Personally did 4 or more home-improvement projects - past year			*
161		Index	100	235
162	Visited CNET.com Web site - past month			
163		Index	100	234
164	Occupation: Architecture and Engineering			*
165		Index	100	234
166	Own any motorcycle with engine size 100-499cc			*
167		Index	100	234
168	Patronized California Pizza Kitchen - past 6 months			
169		Index	100	233
170	Business-to-Business: Involved in investment of corporate/employees' funds			*
171		Index	100	233
172	Visited IMDb.com Web site - past month			
173		Index	100	232
174	Patronized On The Border - past 6 months			*
175		Index	100	232
176	Patronized Sizzler - past 6 months			*
177		Index	100	231
178	Took any domestic trip for honeymoon - past year			*
179		Index	100	231
180	Rented a truck or trailer for commercial/business purposes - past year			*
181		Index	100	231
182	Purchased audio/stereo equipment by mail or phone - past year			*
183		Index	100	231
184	Patronized Tony Roma's - past 6 months			*
185		Index	100	231

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
186	Stayed at Four Seasons on personal/vacation trip - past year			*
187		Index	100	229
188	Used USAA brokerage firm - past year			*
189		Index	100	228
190	Household spent $1000-$2999 to remodel rooms other than bathroom/kitchen/bedroom - past year			*
191		Index	100	225
192	Consulted Kayak.com for information on sightseeing/activities - past year			*
193		Index	100	224
194	Yard fence installed by self or other household member - past year			*
195		Index	100	222
196	Interior door installation done by self or other household member - past year			*
197		Index	100	222
198	Household installed aluminum windows - past year			*
199		Index	100	222
200	Household owns multi-component audio system			
201		Index	100	221
202	Amount Of Time Married: 1 Years			*
203		Index	100	221
204	Flew charter/private plane for any foreign trip (including Alaska, Hawaii) - past 3 years			*
205		Index	100	221
206	Ordered from costco.com - past year			*
207		Index	100	220
208	Bought beer at drug store - past 6 months			*
209		Index	100	220
210	Household has digital video recorder (DVR) from phone company or fiber optic service			
211		Index	100	220
212	Engaged in skateboarding - past year			*
213		Index	100	217
214	Length of lease on vehicle currently leased is 48 months			*
215		Index	100	217
216	Business-to-Business: Involved in purchase of minicomputers, mainframes and related equipment, services			*
217		Index	100	217
218	Carry any auto/other vehicle insurance through American Family			*
219		Index	100	216
220	Total amount spent on watches purchased in past year: $500 or more			*
221		Index	100	216
222	Participated in hockey - past year			*
223		Index	100	216
224	Household spends less than $20 in food stores - average week			*
225		Index	100	215
226	Watched Fuse cable - past week			*
227		Index	100	215
228	Household spends less than $20 in food stores - average week			*
229		Index	100	215
230	Most recently purchased/leased vehicle (currently owned/leased) is a full-size SUV			*
231		Index	100	214

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
232	Engaged in surfing/windsurfing - past year			*
233		Index	100	214
234	Shopped Trader Joe's - past 6 months			
235		Index	100	213
236	Exterior light fixtures installed by self or other household member - past year			*
237		Index	100	213
238	Occupation: Computer and Mathematical Sciences			*
239		Index	100	213
240	Carry life insurance policy through American Family			*
241		Index	100	212
242	Shopped Fred Meyer - past 6 months			*
243		Index	100	212
244	Business-to-Business: Involved in purchasing raw materials			*
245		Index	100	211
246	Consulted magazine (excluding travel magazine) for advice on sightseeing/activities - past year			*
247		Index	100	211
248	Bought any model kits/model sets - past year			*
249		Index	100	210
250	Household owns trash compactor			*
251		Index	100	210
252	Household converted room to home office - past year			*
253		Index	100	210
254	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): $50,000+			*
255		Index	100	210
256	Bought any weight-lifting/training shoes - past year			*
257		Index	100	210
258	Read print/paper/hard-copy of music magazines			
259		Index	100	209
260	Value of home owned: $500,000-$749,999			
261		Index	100	209
262	Business-to-Business: Involved in purchasing web development services			*
263		Index	100	209
264	Personally have small business insurance coverage			*
265		Index	100	209
266	Business-to-Business: Involved in purchasing components or parts for machinery			*
267		Index	100	209
268	Have small business insurance coverage			*
269		Index	100	209
270	Household cleaned by professional housekeeping service less than once a month			*
271		Index	100	209
272	Household owns any pet birds			*
273		Index	100	209
274	Decision to visit theme park was made by child(ren)			*
275		Index	100	209
276	Visited Silver Dollar City (Missouri) - past year			*
277		Index	100	208

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
278	Used warehouse/membership club store for photo/film processing - past year			*
279		Index	100	208
280	Carry life insurance policy through Farmers Insurance Group			*
281		Index	100	208
282	Business-to-Business: Involved in purchasing electrical or mechanical controls/systems			*
283		Index	100	207
284	Bought any bowling shoes - past year			*
285		Index	100	207
286	Shopped Cub Foods - past 6 months			*
287		Index	100	207
288	Household owns sailboat (under 16')			*
289		Index	100	207
290	Personally did 10+ home remodeling jobs - past year		*	*
291		Index	100	206
292	Stayed at Renaissance Hotels on personal/vacation trip - past year			*
293		Index	100	206
294	Bought muffler(s) at Pep Boys - past year			*
295		Index	100	204
296	Shopped The Disney Store - past 3 months			*
297		Index	100	204
298	Purchased cellular/mobile/smartphone at wholesale/club store			*
299		Index	100	203
300	Total amount spent on clothing in past year - $3000+			*
301		Index	100	203
302	Purchased cellular/mobile phone/smartphone at wholesale/membership club store			*
303		Index	100	203
304	Spent $200-$299 for camera - past year			*
305		Index	100	202
306	Read print/paper/hard-copy of computer magazines			*
307		Index	100	202
308	Purchased Dance Music recordings - past 6 months			*
309		Index	100	201
310	Business-to-Business: Involved in selecting engineering/construction services			*
311		Index	100	200
312	Rented/purchased DVDs or Blu-ray discs from grocery store - past month			*
313		Index	100	199
314	Watched IFC (Independent Film Channel) cable - past week			*
315		Index	100	199
316	Patronized Einstein Bros. Bagel Shop - past 6 months			*
317		Index	100	199
318	Vehicle most recently purchased/leased (currently owned/leased) is an Audi			*
319		Index	100	199
320	Computer owned at home has LAN/Network interface cards			
321		Index	100	199
322	Household owns towable folding-tent camper (pop-up)			*
323		Index	100	199

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
324	Household installed wall paneling - past year			*
325		Index	100	198
326	Stayed at Homewood Suites (by Hilton) on business trip - past year			*
327		Index	100	198
328	Household spent under $1000 to convert room to home office - past year			*
329		Index	100	198
330	Stayed at Red Roof Inn on business trip - past year			*
331		Index	100	198
332	Patronized Panda Express - past 6 months			
333		Index	100	198
334	Work to convert room to home office done by self or other household member - past year			*
335		Index	100	197
336	Visited Ticketmaster.com Web site - past month			
337		Index	100	197
338	Purchased musical soundtrack recordings - past 6 months			*
339		Index	100	197
340	Household spent $1000-$2999 on vinyl windows - past year			*
341		Index	100	197
342	Household bought yard fence - past year			*
343		Index	100	196
344	Mode of transportation on average weekend is driving in a carpool			*
345		Index	100	196
346	Shopped Nordstrom - past 3 months			
347		Index	100	196
348	Visited a radio station, radio program or radio personality's website - past month			
349		Index	100	195
350	Business-to-Business: Involved in purchase of networking hardware/software			*
351		Index	100	195
352	Referred to Internet Yellow Pages for home appliance repairs - past year			*
353		Index	100	193
354	Own any motorcycle with engine size 750-899cc			*
355		Index	100	193
356	Referred to Internet Yellow Pages for personal care services (excluding beauty salons) - past year			*
357		Index	100	192
358	Shopped IKEA - past year			
359		Index	100	192
360	Visited Moviefone.com Web site - past month			*
361		Index	100	192
362	Watched Current TV cable - past week			*
363		Index	100	192
364	Interior light fixtures installed by self or other household member - past year			
365		Index	100	191
366	Household installed garage doors - past year			*
367		Index	100	191
368	Household spent under $1000 to remodel bedroom - past year			*
369		Index	100	191

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
370	Purchased Classic Rock music recordings - past 6 months			
371		Index	100	191
372	Patronized HomeTown Buffet - past 6 months			*
373		Index	100	191
374	Connect to Internet from home through Fiber Optic service (such as Verizon FiOS or AT&T U-verse)			
375		Index	100	191
376	Covered by Farmers Insurance Group homeowners or personal property insurance			
377		Index	100	190
378	Business-to-Business: Involved in selecting consultation services			*
379		Index	100	190
380	Household bought exterior light fixtures - past year			*
381		Index	100	190
382	Value of home owned: $500,000+			
383		Index	100	190
384	Acquired personal line of credit - past year			*
385		Index	100	189
386	Most recently purchased/leased vehicle (currently owned/leased) uses electricity only, ethanol (E85), Hydrogen fuel (No gasoline, diesel fuel, not hyrid)			*
387		Index	100	189
388	Stayed at Westin Hotel on business trip - past year			*
389		Index	100	189
390	Watched FUEL TV cable - past week			*
391		Index	100	189
392	Furniture Stores - Times Shopped: RAC Rent-A-Center In last 12 months: Any			*
393		Index	100	189
394	Business-to-Business: Involved in making travel arrangements			
395		Index	100	189
396	Carry life insurance policy through Northwestern Mutual			*
397		Index	100	188
398	Household owns personal watercraft			*
399		Index	100	188
400	Business-to-Business: Involved in advertising/promotion			
401		Index	100	188
402	Printed digital photos in last 12 months: Other			*
403		Index	100	188
404	Household owns gas clothes dryer			
405		Index	100	188
406	Purchased sports equipment online - past year			*
407		Index	100	187
408	Own a Panasonic personal computer at home			*
409		Index	100	186
410	Household Internet service provider is Cox			
411		Index	100	186
412	Personally own investments in commodities/puts/callls			*
413		Index	100	186
414	Engaged in snowboarding - past year			*
415		Index	100	186

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
416	Purchased fine jewelry at Jared - past year			*
417		Index	100	186
418	Patronized Black Angus Steakhouse - past 6 months			*
419		Index	100	186
420	Watched 6+ video-on-demand TV shows - past month			*
421		Index	100	186
422	Ordered from gap.com - past year			*
423		Index	100	185
424	Obtained information for new or used car purchase on Internet - past month			
425		Index	100	185
426	Shopped Sports Authority - past 3 months			
427		Index	100	184
428	Business-to-Business: Involved in purchase of office furniture/furnishings			
429		Index	100	184
430	Invested in any 403(b) plan			*
431		Index	100	184
432	Occupation: Business and Financial Operations			*
433		Index	100	184
434	Visited Kings Dominion (Virginia) - past year			*
435		Index	100	184
436	Played backgammon - past year			*
437		Index	100	184
438	Personally or jointly have a small business loan			*
439		Index	100	183
440	Household owns outdoor speakers			*
441		Index	100	183
442	Own 1 motorcycle			
443		Index	100	183
444	Took any domestic trip for business reasons (paid for by company) - past year			
445		Index	100	183
446	Household cleaned by professional housekeeping service once a month			*
447		Index	100	182
448	Business-to-Business: Involved in purchase of personal computer hardware			
449		Index	100	182
450	Patronized Romano's Macaroni Grill - past 6 months			*
451		Index	100	182
452	Household added/extended garage - past year			*
453		Index	100	182
454	Visited cbs.com Web site - past month			*
455		Index	100	182
456	Ordered from orbitz.com - past year			*
457		Index	100	181
458	Personally own Apple iPod Shuffle portable Mp3 player			
459		Index	100	181
460	Viewed 1 sports event on pay-per-view TV - past year			*
461		Index	100	181

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
462	Household subscribes to fiber optic service (such as Verizon FiOSs or AT&T U-Verse)			
463		Index	100	181
464	Laminate flooring installation done by self or other household member - past year			*
465		Index	100	181
466	Stayed at a bed and breakfast on business trip - past year			*
467		Index	100	180
468	Carry any auto/other vehicle insurance through AAA			
469		Index	100	180
470	Business-to-Business: Involved in purchasing building/construction materials			*
471		Index	100	180
472	Visited CBSSports.com Web site - past month			*
473		Index	100	180
474	Vehicle most recently purchased/leased (currently owned/leased) is a GMC			*
475		Index	100	179
476	Own a MacBook Air personal computer at home			*
477		Index	100	179
478	Flew Southwest on any domestic trip - past year			
479		Index	100	179
480	Consulted magazine (excluding travel magazine) for advice on fees/travel arrangements - past year			*
481		Index	100	179
482	Purchased movie tickets online - past year			
483		Index	100	178
484	Consulted Orbitz.com for information on fees/travel arrangements - past year			
485		Index	100	178
486	Household owns any horses (as pets)			*
487		Index	100	178
488	Bought pet food at wholesale membership club - past year			
489		Index	100	178
490	Own a motorcycle that was bought used			
491		Index	100	178
492	Visited monster.com Web site - past month			
493		Index	100	178
494	Work to remodel bedroom done by self or other household member - past year			*
495		Index	100	178
496	Bought beer at wholesale club - past 6 months			
497		Index	100	178
498	Motorcycle ownership: Own street bike - cruiser			*
499		Index	100	178
500	Stayed at Comfort Suites on business trip - past year			*
501		Index	100	177
502	Personally own Sansa/SanDisk portable Mp3 player			*
503		Index	100	177
504	Patronized Chipotle Mexican Grill - past 6 months			
505		Index	100	177
506	Visited Yahoo! en Espanol Web site - past month			*
507		Index	100	177

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
508	Household owns camp stove			
509		Index	100	177
510	Have VISA Business Card (small business) in own name			*
511		Index	100	177
512	Mode of transportation on average weekend is motorcycle			*
513		Index	100	176
514	Personally did 3 home-improvement projects - past year			*
515		Index	100	176
516	Vinyl windows installed by outside contractor - past year			*
517		Index	100	176
518	Viewed 3+ sports events on pay-per-view TV - past year			*
519		Index	100	176
520	Shopped 7-Eleven - past 6 months			
521		Index	100	176
522	Household owns electric lantern for camping			
523		Index	100	175
524	Bought wine at drug store - past 6 months			*
525		Index	100	175
526	Bought tires at Discount Tire Co. - past year			
527		Index	100	175
528	Household bought down-spouts/gutters - past year			*
529		Index	100	175
530	Consulted Travelocity.com for information on fees/travel arrangements - past year			
531		Index	100	175
532	Household owns camp cookware			
533		Index	100	175
534	Household owns cooler or ice chest (24 quarts and over) for camping			
535		Index	100	175
536	Wired or sent money through bank wire transfer - past year			*
537		Index	100	175
538	Household owns speakers other than surround-sound or outdoor speakers			
539		Index	100	175
540	Total amount spent on most recent home computer purchase: $5000+			*
541		Index	100	175
542	Household owns electric lanterns for camping			
543		Index	100	175
544	Business-to-Business: Involved in purchase of personal computer software			
545		Index	100	174
546	Visited Hotwire.com Web site - past month			*
547		Index	100	174
548	Installation of ceramic tile floors done by self or other household member - past year			*
549		Index	100	174
550	Household installed clad-wood/wood windows - past year			*
551		Index	100	174
552	Vehicle most recently purchased/leased (currently owned/leased) is a Volkswagen			*
553		Index	100	174

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
554	Household owns stacked washer/dryer			*
555		Index	100	173
556	Bathroom or kitchen plumbing fixtures (excluding faucets) installed by self or other household member - past year			*
557		Index	100	173
558	Participated in Motocross - past year			*
559		Index	100	173
560	Visited CareerBuilder.com Web site - past month			
561		Index	100	173
562	Visited Yahoo! Movies Web site - past month			*
563		Index	100	173
564	Viewed any sports event on pay-per-view TV - past year			
565		Index	100	173
566	Amount spent on cellular/mobile/smartphone purchase - past year: $201-$400			*
567		Index	100	173
568	Consulted newspaper for advice on fees/travel arrangements - past year			*
569		Index	100	173
570	Shopped Forever 21 - past 3 months			
571		Index	100	173
572	Bought books at Google eBookstore - past year			*
573		Index	100	173
574	Ever watched a downloaded or streamed TV program on cellular/mobile/smartphone			
575		Index	100	172
576	Bought any action games - past year			*
577		Index	100	172
578	Household owns compass for camping/hiking			
579		Index	100	172
580	Elite member of Continental OnePass frequent flyer program			*
581		Index	100	172
582	Total amount spent on home improvements in past year: $1000-$1999			*
583		Index	100	172
584	Watched Logo cable - past week			*
585		Index	100	172
586	Bought any toy builder sets - past year			*
587		Index	100	172
588	Ordered from expedia.com - past year			*
589		Index	100	171
590	Shopped 7-Eleven - past 6 months			
591		Index	100	171
592	Visited plastic surgeon - past year			*
593		Index	100	171
594	Bought liquor at supermarket - past 6 months			
595		Index	100	171
596	Engage in keeping tropical fish as hobby			*
597		Index	100	171
598	Occupation: Installation, Maintenance, and Repair Services			*
599		Index	100	171

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
600	Purchased gift cards/prepaid cards at coffee shop/store - past 6 months			
601		Index	100	171
602	Business-to-Business: Involved in selection of freight/express services			*
603		Index	100	171
604	Bought any hiking/backpacking boots - past year			*
605		Index	100	171
606	Have American Express Green Card in own name			*
607		Index	100	171
608	Stayed at Homewood Suites (by Hilton) on personal/vacation trip - past year			*
609		Index	100	170
610	Stayed at Hilton Hotels on personal/vacation trip - past year			*
611		Index	100	170
612	Household remodeled bedroom - past year			*
613		Index	100	170
614	Business-to-Business: Involved in purchasing packaging/containers			*
615		Index	100	170
616	Visited Wikipedia.org Web site - past month			
617		Index	100	170
618	Household has stand-alone TiVo brand DVR			*
619		Index	100	170
620	Household owns daypack for camping/hiking			
621		Index	100	170
622	Shopped Costco Wholesale Club - past 6 months			
623		Index	100	170
624	Household owns receiver-amplifier			
625		Index	100	170
626	Shopped Crate & Barrel - past 3 months			*
627		Index	100	170
628	Acquired auto/other vehicle insurance direct from insurance company via website			
629		Index	100	169
630	Find out about new video games from magazines			*
631		Index	100	169
632	Business-to-Business: Involved in selection of convention/meeting sites			*
633		Index	100	169
634	Own a motorcycle that was bought new			*
635		Index	100	169
636	Patronized Dave & Buster's - past 6 months			*
637		Index	100	169
638	Carry variable life insurance policy			*
639		Index	100	169
640	Amount Of Time Married: 20-24 Years			
641		Index	100	168
642	Vinyl or metal siding installation work done by self or other household member - past year			*
643		Index	100	168
644	Household owns any motorcycle(s)			
645		Index	100	168

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
646	Patronized Baker's Square - past 6 months			*
647		Index	100	168
648	Read print/paper/hard-copy of automotive magazines			
649		Index	100	168
650	Household owns backpacks for camping			
651		Index	100	168
652	Household owns gas lanterns for camping			
653		Index	100	168
654	Household owns backpacks for camping/hiking			
655		Index	100	168
656	Attend NHL Ice Hockey regular season games			
657		Index	100	168
658	Patronized old Stone Creamery - past 6 months			*
659		Index	100	168
660	Occupation: Construction and Extraction			*
661		Index	100	167
662	Visited Bing Maps Web site - past month			*
663		Index	100	167
664	Used general Internet travel site for domestic trip - past year			
665		Index	100	167
666	Household owns tent for camping			
667		Index	100	167
668	Household owns tent(s) for camping			
669		Index	100	167
670	Household owns Motorola telephone equipment			*
671		Index	100	167
672	Business-to-Business: Involved in purchasing printing services			*
673		Index	100	167
674	Shopped Safeway - past 6 months			
675		Index	100	167
676	Total value of homeowners or personal property insurance coverage is $10,000-$24,999			*
677		Index	100	167
678	Own any motorcycle with engine size 900cc or larger			*
679		Index	100	167
680	Rented/purchased DVD or Blu-ray discs from warehouse/membership club store - past month			*
681		Index	100	166
682	Personally have 2 working cellular phones			
683		Index	100	166
684	Attended rock music performances/concerts - past year			
685		Index	100	166
686	Purchased gift cards/prepaid cards at supermarket - past 6 months			
687		Index	100	166
688	Household spent under $1000 on laminate flooring - past year			*
689		Index	100	166
690	Acquired any stocks or added to stock investments - past year			*
691		Index	100	166

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
692	Personally played multi-player video game online in last 30 days using a computer			*
693		Index	100	166
694	Covered by American Family homeowners or personal property insurance			*
695		Index	100	166
696	Watched a movie online - past month			
697		Index	100	166
698	Watched Vh1 Classic cable - past week			*
699		Index	100	166
700	Own electronic ear thermometer			
701		Index	100	165
702	Watched SCI (The Science Channel) cable - past week			
703		Index	100	165
704	Watched G4 cable - past week			
705		Index	100	165
706	Business-to-Business: Involved in purchasing materials handling equipment			*
707		Index	100	165
708	Banked at Wells Fargo - past year			
709		Index	100	165
710	Acquired mortgage refinance/conoslidation loan - past year			*
711		Index	100	165
712	Tax preparation in past year done by friend or family member			
713		Index	100	165
714	Vehicle most recently purchased/leased (currently owned/leased) is a Cadillac			*
715		Index	100	164
716	Used Morgan Stanley Smith Barney brokerage firm - past year			*
717		Index	100	164
718	Visited MLB.com Web site - past month			*
719		Index	100	164
720	Stayed at DoubleTree on personal/vacation trip - past year			*
721		Index	100	164
722	Participated in ping-pong/table tennis - past year			*
723		Index	100	164
724	Household Internet service provider is Road Runner (Time Warner Cable)			
725		Index	100	164
726	Household bought interior light fixtures - past year			
727		Index	100	164
728	Watched Nat Geo Wild cable - past week			
729		Index	100	164
730	Patronized Baskin-Robbins - past 6 months			*
731		Index	100	164
732	Stayed at Crowne Plaza on personal/vacation trip - past year			*
733		Index	100	164
734	Household added rooms/exterior addition to home - past year			*
735		Index	100	164
736	Elite member of Southwest Rapid Rewards frequent flyer program			*
737		Index	100	164

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
738	Obtained childcare or parenting information on Internet - past month			*
739		Index	100	164
740	Participated in softball - past year			*
741		Index	100	164
742	Skylights installed by outside contractor - past year			*
743		Index	100	163
744	Visited fox.com Web site - past month			*
745		Index	100	163
746	Household installed interior doors - past year			*
747		Index	100	163
748	Vehicle most recently purchased/leased (currently owned/leased) is a BMW			*
749		Index	100	163
750	Viewed 1 video-on-demand movie - past month			
751		Index	100	163
752	Patronized Red Robin - past 6 months			
753		Index	100	163
754	Visited Expedia.com Web site - past month			
755		Index	100	163
756	Shopped Target Pharmacy - past 6 months			
757		Index	100	163
758	Used TD Ameritrade brokerage firm - past year			*
759		Index	100	162
760	Household spent $3000+ on hardwood floors - past year			*
761		Index	100	162
762	Value of home owned: $750,000+			*
763		Index	100	162
764	Bought men's ski jacket - past year			*
765		Index	100	162
766	Household spent under $1000 to remodel bathroom - past year			*
767		Index	100	162
768	Purchased Easy Listening music recordings - past 6 months			*
769		Index	100	162
770	Spent $1000-$1499 on domestic vacation travel - past year			
771		Index	100	162
772	Personally own Apple iPod Classic portable Mp3 player			
773		Index	100	162
774	Work to remodel rooms other than bathroom/kitchen/bedroom done by self or other household member - past year			*
775		Index	100	162
776	Viewed 2-3 pay-per-view TV movies - past year			*
777		Index	100	162
778	Took 2 cruises - past 3 years			*
779		Index	100	162
780	Visited ABCNews.com Web site - past month			*
781		Index	100	162
782	Shopped Pottery Barn - past 3 months			*
783		Index	100	162

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
784	Purchased household telephone/accessories on Internet/online			*
785		Index	100	161
786	Purchased Hard Rock music recordings - past 6 months			*
787		Index	100	161
788	Purchased gift cards/prepaid cards at electronics store - past 6 months			*
789		Index	100	161
790	Own a MacBook personal computer at home			*
791		Index	100	161
792	Visited ESPN.com Web site - past month			
793		Index	100	161
794	Visited foxsports.com Web site - past month			*
795		Index	100	161
796	Purchased tickets to concerts, shows, other entertainment online - past year			
797		Index	100	161
798	Personally own any corporate bonds or debentures			*
799		Index	100	161
800	Purchased electronics store gift card/prepaid card - past 6 months			*
801		Index	100	161
802	Viewed 2 video-on-demand TV shows - past month			*
803		Index	100	161
804	Number of veterinarian visits in past year: 5-6			*
805		Index	100	161
806	Household owns MP3 player docking station			
807		Index	100	161
808	Purchased Pop/Top 40 music recordings - past 6 months			*
809		Index	100	161
810	Visited Yahoo! Sports Web site - past month			
811		Index	100	160
812	Used Re/Max real estate agent - past year			*
813		Index	100	160
814	Ever visited a website for sports on cellular/mobile/smartphone			
815		Index	100	160
816	Carry life insurance policy through Aetna			*
817		Index	100	160
818	Engaged in painting, drawing as leisure activity or hobby - past year			
819		Index	100	160
820	Visited indoor water park - past year			*
821		Index	100	160
822	Purchased self-improvement audio - past 6 months			*
823		Index	100	160
824	Primary reason personally drive is for work			
825		Index	100	160
826	Household owns waterproof/breathable apparel for camping/hiking			
827		Index	100	160
828	Household spent $1000-$2999 on kitchen counter tops - past year			*
829		Index	100	160

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
830	Most recently purchased/leased vehicle (currently owned/leased) is a hybrid vehicle (used combination of gasoline and electricity)			*
831		Index	100	160
832	Patronized Tim Hortons - past 6 months			*
833		Index	100	160
834	Consulted Hotels.com for information on sightseeing/activities - past year			*
835		Index	100	160
836	Watched Comedy Central cable - past week			
837		Index	100	160
838	Ordered from bestbuy.com - past year			*
839		Index	100	159
840	Played console video/electronic games as leisure activity - past year			
841		Index	100	159
842	Most recently purchased/leased vehicle (currently owned/leased) is a mid-size sport-utlitiy vehicle			
843		Index	100	159
844	Household spent under $1000 on concrete or masonry work - past year			*
845		Index	100	159
846	Consulted Hotwire.com for information on fees/travel arrangements - past year			
847		Index	100	159
848	Occupation: Protective Services			*
849		Index	100	159
850	Stayed at Hyatt Hotels on personal/vacation trip - past year			*
851		Index	100	159
852	Household owns inflatable air mattress for camping			
853		Index	100	159
854	Bought any cross-training shoes - past year			
855		Index	100	159
856	Household owns inflatable air mattress for camping			
857		Index	100	159
858	Household installed laminate flooring - past year			*
859		Index	100	159
860	Household owns hunting knife for camping			
861		Index	100	159
862	Watched Travel Channel cable - past week			
863		Index	100	159
864	Personally or jointly have a mortgage refinance/consolidation loan			*
865		Index	100	159
866	Purchased tickets to sports events by mail or phone - past year			*
867		Index	100	158
868	Most recent home computer purchase made from warehouse club/store			*
869		Index	100	158
870	Ordered from ediblearrangements.com - past year			*
871		Index	100	158
872	Muffler(s) installed on vehicle by service center or dealer - past year			*
873		Index	100	158
874	Looked up movie listings or showtimes on Internet - past month			
875		Index	100	158

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
876	Most recent home computer purchased from warehouse/membership club store			*
877		Index	100	158
878	Engaged in hiking - past year			
879		Index	100	158
880	Watch World Cup Soccer games on TV			
881		Index	100	157
882	Personally own any investments in gold, precious metals, or gems			*
883		Index	100	157
884	Bought liquor at wholesale membership club - past 6 months			*
885		Index	100	157
886	Shopped King Soopers - past 6 months			*
887		Index	100	157
888	Audio/entertainment system in most recently purchased/leased vehicle (currently owned/leased) was an aftermarket purchase			*
889		Index	100	157
890	Visited WebMD.com Web site - past month			
891		Index	100	157
892	Household Internet service provider is Verizon Online			
893		Index	100	157
894	Visited Six Flags St. Louis - past year			*
895		Index	100	157
896	Visited Tripadvisor.com Web site - past month			*
897		Index	100	157
898	Wallpaper/wall-covering installed by self or other household member - past year			*
899		Index	100	157
900	Attend pro beach volleyball competitions			*
901		Index	100	157
902	Used Internet/online program (excluding H&R Block TaxCut, TaxACT, or TurboTax) for tax preparation - past year			*
903		Index	100	157
904	Used a professional moving van line - past year			*
905		Index	100	157
906	Spent $7000+ on domestic vacation travel - past year			*
907		Index	100	157
908	Personally own digital picture frrames			
909		Index	100	157
910	Patronized Taco Time - past 6 months			*
911		Index	100	157
912	Viewed 3-5 video-on-demand movies - past month			*
913		Index	100	156
914	Elite member of American AAdvantage frequent flyer program			*
915		Index	100	156
916	Household owns Magellan portable GPS navigation device			*
917		Index	100	156
918	Stayed at Baymont Inns & Suites on personal/vacation trip - past year			*
919		Index	100	156
920	Cost of most recently purchased TV set: $1000-$2999			
921		Index	100	156

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
922	Highest level of education completed/highest degree received: associate degree, academic			*
923		Index	100	156
924	Bathroom or kitchen faucets installed by self or other household member - past year			
925		Index	100	156
926	Purchased sports apparel/memorabilia online - past year			*
927		Index	100	156
928	Personally rented truck or trailer from Budget - past year			*
929		Index	100	156
930	Looked at TV listings online - past month			
931		Index	100	156
932	Watch summer Extreme Sports events on TV			
933		Index	100	156
934	Changed auto/other vehicle insurance 3 or more times - past 5 years			*
935		Index	100	156
936	Stayed at Sheraton Hotels on personal/vacation trip - past year			*
937		Index	100	156
938	Used E*Trade brokerage firm - past year			*
939		Index	100	156
940	Shopped RAC Rent-A-Center - past year			*
941		Index	100	156
942	Watch winter Extreme Sports events on TV			
943		Index	100	156
944	Took any domestic trip for business reasons (paid for by self) - past year			*
945		Index	100	155
946	Patronized Starbucks - past 6 months			
947		Index	100	155
948	Spent $500+ on tires - past year			
949		Index	100	155
950	Engaged in snorkeling/skin-diving - past year			*
951		Index	100	155
952	Total value of homeowners or personal property insurance coverage is $50,000-$74,999			*
953		Index	100	155
954	Vehicle most recently purchased/leased (currently owned/leased) is a Hyundai			*
955		Index	100	155
956	Household owns decorative paint tools/kits			
957		Index	100	155
958	Most recently purchased/leased vehicle (currently owned/leased) is a compact pickup			*
959		Index	100	155
960	Watched FSN cable - past week			
961		Index	100	155
962	Bought MagnaFlow brand muffler(s) - past year			*
963		Index	100	155
964	Household owns decorative paint tools/kits			
965		Index	100	155
966	Viewed 2 sports events on pay-per-view TV - past year			*
967		Index	100	155

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
968	Watched E! (Entertainment Television) cable - past week			
969		Index	100	155
970	Vehicle most recently purchased/leased (currently owned/leased) is 2004 model year			
971		Index	100	154
972	Visited Hotels.com Web site - past month			
973		Index	100	154
974	Household spent under $1000 on interior doors - past year			*
975		Index	100	154
976	Used Jackson Hewitt on-site professional service for tax preparation - past year			*
977		Index	100	154
978	Length of lease on vehicle currently leased is 60 months or longer			*
979		Index	100	154
980	Household spent under $1000 on wall paneling - past year			*
981		Index	100	154
982	Household owns a paint sprayer			
983		Index	100	154
984	Business-to-Business: Involved in truck purchase/rental/lease			*
985		Index	100	154
986	Visited Maps.google.com (Google Maps) Web site - past month			
987		Index	100	154
988	Purchased garden supplies online - past year			*
989		Index	100	154
990	Computer owned at home has Blu-ray ROM drive			*
991		Index	100	154
992	Patronized Papa Murphy's - past 6 months			*
993		Index	100	154
994	Household owns hot tub/whirlpool spa			
995		Index	100	154
996	Reside in County Size A			
997		Index	100	154
998	Bought any mechanical toys - past year			*
999		Index	100	154
1000	Business-to-Business: Involved in purchasing heavy machinery or equipment			*
1001		Index	100	154
1002	Computer owned at home has Apple/Mac OS 9.x operating system			*
1003		Index	100	154
1004	Amount Of Time Married: 5-9 Years			
1005		Index	100	154
1006	Purchased women's leather coat, jacket - past year			*
1007		Index	100	153
1008	Household owns an ice cream machine			
1009		Index	100	153
1010	Rented/purchased DVDs or Blu-ray discs from discount department store - past month			*
1011		Index	100	153
1012	Used Alli for dieting/weight control			*
1013		Index	100	153

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1014	Watched Speed Channel cable - past week			
1015		Index	100	153
1016	Work to remodel bathroom done by self or other household member - past year			*
1017		Index	100	153
1018	Service use for long-distance telephone calls (landline): Sprint			*
1019		Index	100	153
1020	Own or lease five vehicles			*
1021		Index	100	153
1022	Consulted Expedia for information on fees/travel arrangements - past year			
1023		Index	100	153
1024	Ever visited a website for maps/directions on cellular/mobile/smartphone			
1025		Index	100	153
1026	Member of any business club			*
1027		Index	100	153
1028	Household owns beverage containers for camping			
1029		Index	100	153
1030	Household Internet service provider is AT&T			
1031		Index	100	153
1032	Household owns beverage containers for camping/hiking			
1033		Index	100	153
1034	Have Nordstrom store credit card in own name (not affiliated with major credit card)			*
1035		Index	100	152
1036	Learned about fees/travel arrangements from radio - past year			*
1037		Index	100	152
1038	Purchased toys/games online - past year			
1039		Index	100	152
1040	Yard fence installed by outside contractor - past year			*
1041		Index	100	152
1042	Patronized Big Boy - past 6 months			*
1043		Index	100	152
1044	Computer owned at home has external hard drive			
1045		Index	100	152
1046	Bought fragrance/perfume/cologne at drug store - past 6 months			*
1047		Index	100	152
1048	Installation of garage doors done by self or other household member - past year			*
1049		Index	100	152
1050	Visited CNN.com Web site - past month			
1051		Index	100	152
1052	Most recently acquired vehicle (currently owned/leased) was purchased/leased used (excludes certified pre-owned)			
1053		Index	100	152
1054	Personally own $150,000+ in common stock in any company (excluding company work for)			*
1055		Index	100	152
1056	Household income: $100,000-$149,999			
1057		Index	100	152
1058	Bought any canvas shoes - past year			*
1059		Index	100	152

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1060	Business-to-Business: Involved in purchase of copiers/fax machines			*
1061		Index	100	152
1062	Viewed any video-on-demand movies - past month			
1063		Index	100	152
1064	Carry any auto/other vehicle insurance through Travelers			*
1065		Index	100	151
1066	Watched BBC America cable - past week			
1067		Index	100	151
1068	Most recently purchased TV set has projection screen			*
1069		Index	100	151
1070	Invested in any 457(b) plan			*
1071		Index	100	151
1072	Viewed any programming on Showtime premium cable channels - past week			
1073		Index	100	151
1074	Viewed any video-on-demand TV shows - past month			
1075		Index	100	151
1076	Obtained information about real estate on Internet - past month			
1077		Index	100	151
1078	Cellular service on phone service you personally use most often: Virgin Mobile			*
1079		Index	100	151
1080	Purchased vitamins online - past year			*
1081		Index	100	151
1082	Used Jenny Craig for dieting/weight control			*
1083		Index	100	151
1084	Household owns built-in gas range oven			
1085		Index	100	151
1086	Ailments: Treated for erectile dysfunction (ED)(men only) - past year			*
1087		Index	100	151
1088	Personally own instant-developing camera			*
1089		Index	100	151
1090	Stayed at DoubleTree on business trip - past year			*
1091		Index	100	150
1092	Made a purchase for business use on Internet - past month			
1093		Index	100	150
1094	Engaged in weight lifting - past year			
1095		Index	100	150
1096	Engaged in downhill skiing - past year			*
1097		Index	100	150
1098	Visited any theme park - past year			
1099		Index	100	150
1100	Acquired any market instrument or added to any market instrument (excluding stocks) - past year			*
1101		Index	100	150
1102	Visited Hulu.com Web site - past month			
1103		Index	100	150
1104	Visited CBSNews.com Web site - past month			*
1105		Index	100	150

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1106	Occupation: Management			
1107		Index	100	150
1108	Patronized The Cheesecake Factory - past 6 months			
1109		Index	100	150
1110	Business-to-Business: Involved in purchase of personal computers (PCs)			
1111		Index	100	150
1112	Rented/purchased DVDs or Blu-ray discs from Netflix.com - past month			
1113		Index	100	150
1114	Bought muffler(s) at muffler specialty shop - past year			*
1115		Index	100	150
1116	Household owns sleeping bags for camping			
1117		Index	100	150
1118	Own an ASUS personal computer at home			*
1119		Index	100	150
1120	Business-to-Business: Involved in purchasing operating supplies			
1121		Index	100	150
1122	Highest level of education completed/highest degree received: bachelor's degree			
1123		Index	100	150
1124	Participated in fantasy sports league - past year			
1125		Index	100	150
1126	Bought gift cards/prepaid cards for/to give to a friend - past 6 months			
1127		Index	100	150
1128	Participated in soccer - past year			*
1129		Index	100	150
1130	Purchased '50s & '60s Oldies music recordings - past 6 months			*
1131		Index	100	150
1132	Participated in environmental groups/causes - past year			*
1133		Index	100	149
1134	Watched H2 (History International) cable - past week			
1135		Index	100	149
1136	Consumed any super-premium domestic beer/ale - past 6 months			
1137		Index	100	149
1138	Visited MapQuest.com Web site - past month			
1139		Index	100	149
1140	Made a speech - past year			
1141		Index	100	149
1142	Own a netbook computer at home			*
1143		Index	100	149
1144	Visited a health spa/retreat on any domestic vacation/honeymoon trip - past year			*
1145		Index	100	149
1146	Collect art as hobby			*
1147		Index	100	149
1148	Stayed at Ritz-Carlton on personal/vacation trip - past year			*
1149		Index	100	149
1150	Personally did 1 home remodeling project - past year			*
1151		Index	100	149

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1152	Household uses home delivery service for bottled water/seltzer			*
1153		Index	100	149
1154	Watched Syfy cable - past week			
1155		Index	100	149
1156	Most recently purchased/leased vehicle (currently owned/leased) is a coupe/sports coupe/2-door			
1157		Index	100	149
1158	Stayed at Westin Hotel on personal/vacation trip - past year			*
1159		Index	100	149
1160	Used travel agent/internet travel site for hotel reservations for domestic trip - past year			
1161		Index	100	148
1162	Visited abc.com Web site - past month			*
1163		Index	100	148
1164	Visited Orbitz.com Web site - past month			
1165		Index	100	148
1166	Made hotel/motel reservations online - past year			
1167		Index	100	148
1168	Personally own Apple iPod Nano portable Mp3 player			
1169		Index	100	148
1170	Own 3 or more motorcycles			*
1171		Index	100	148
1172	Referred to Internet Yellow Pages for supermarkets/grocers - past year			*
1173		Index	100	148
1174	Member of Southwest Rapid Rewards frequent flyer program (any status level)			
1175		Index	100	148
1176	Shopped Smith's - past 6 months			*
1177		Index	100	148
1178	Saw a G-rated movie in the theater - past 6 months			
1179		Index	100	148
1180	Ever visited a website for entertainment information on cellular/mobile/smartphone			
1181		Index	100	148
1182	Vehicle most recently purchased/leased (currently owned/leased) is a Toyota			
1183		Index	100	148
1184	Find out about new video games from TV			
1185		Index	100	148
1186	Household owns headphones other than ear buds, noise-reduction headphones			
1187		Index	100	148
1188	Watched DIY (Do It Yourself Network) cable - past week			
1189		Index	100	148
1190	Category Influentialism: My family/friends often ask for and trust my advice on home electronics.			
1191		Index	100	148
1192	Purchased hunting, fishing, camping equipment by mail or phone - past year			*
1193		Index	100	148
1194	Personal cellular/mobile/smartphone most often used for business			
1195		Index	100	148
1196	Was an active member of any group that tries to influence public policy or government - past year			*
1197		Index	100	148

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1198	Decision to visit theme park was made by self (alone or with someone else [not a child])			
1199		Index	100	148
1200	Personally bought glassware as gift - past year			*
1201		Index	100	148
1202	Household owns investment real estate			*
1203		Index	100	148
1204	Purchased hunting, fishing, camping equipment online - past year			*
1205		Index	100	148
1206	Visited About.com Web site - past month			*
1207		Index	100	148
1208	Mode of transportation on average weekday is motorcycle			*
1209		Index	100	148
1210	Used travel agent/internet travel site for entire trip arrangements for domestic trip - past year			*
1211		Index	100	148
1212	Total amount spent on clothing in past year - $2000+			*
1213		Index	100	148
1214	Find out about new video games from friends			
1215		Index	100	147
1216	Used Fidelity brokerage firm - past year			*
1217		Index	100	147
1218	Used South Beach Diet for dieting/weight control			*
1219		Index	100	147
1220	Business-to-Business: Involved in purchasing paints/industrial finishes			*
1221		Index	100	147
1222	Used exercise program for dieting/weight control			
1223		Index	100	147
1224	Reason for diet control/food restrictions: Physical fitness			
1225		Index	100	147
1226	Traveled alone on any domestic trip - past year			
1227		Index	100	147
1228	Regular member of Southwest Rapid Rewards frequent flyer program			
1229		Index	100	147
1230	Used patch as method to stop smoking past year			*
1231		Index	100	147
1232	Spent $1000-$2999 on foreign vacation travel - past year			*
1233		Index	100	147
1234	Ever visited a website for weather on cellular/mobile/smartphone			
1235		Index	100	147
1236	Bought books through book club - past year			*
1237		Index	100	147
1238	Business-to-Business: Involved in purchasing banking services			*
1239		Index	100	147
1240	Household bought bathroom or kitchen plumbing fixtures (excluding faucets) - past year			
1241		Index	100	147
1242	Working parent			
1243		Index	100	147

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1244	Accessed bank/financial services on mobile device - past year			
1245		Index	100	147
1246	Own a SONY personal computer at home			*
1247		Index	100	147
1248	Household owns power boat (under 16')			*
1249		Index	100	147
1250	Watched Adult Swim cable - past week			
1251		Index	100	147
1252	Household owns motor home			*
1253		Index	100	147
1254	Visited Ebay.com Web site - past month			
1255		Index	100	147
1256	Amount Of Time Married: 0-1 Years			*
1257		Index	100	147
1258	Vehicle most recently purchased/leased (currently owned/leased) is 2002 model year			*
1259		Index	100	147
1260	Looked for employment on Internet - past month			
1261		Index	100	146
1262	Viewed 6+ video-on-demand movies - past month			*
1263		Index	100	146
1264	Visited disney.com Web site - past month			*
1265		Index	100	146
1266	Household bought patio/deck cover - past year			*
1267		Index	100	146
1268	Flew charter/private plane for any domestic trip - past year			*
1269		Index	100	146
1270	Watched any video-on-demand programs - past month			
1271		Index	100	146
1272	Vehicle most recently purchased/leased (currently owned/leased) was acquired with financing from the auto manufacturer			*
1273		Index	100	146
1274	Household income: $150,000-$199,999			
1275		Index	100	146
1276	Rented/purchased DVDs or Blu-ray discs from Redbox - past month			
1277		Index	100	146
1278	Purchased fitness apparel/equipment online - past year			*
1279		Index	100	146
1280	Amount Of Time Married: 10-19 Years			
1281		Index	100	146
1282	Exterior door installation done by self or other household member - past year			*
1283		Index	100	146
1284	Engaged in rock climbing - past year			*
1285		Index	100	146
1286	Household subscribes to The Movie Channel premium cable channel			
1287		Index	100	146
1288	Had tune-up on vehicle currently owned/leased - past year			
1289		Index	100	146

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1290	Participated in frisbee - past year			*
1291		Index	100	146
1292	Shopped GNC - past 6 months			*
1293		Index	100	146
1294	Have medical insurance coverage through Delta Dental			*
1295		Index	100	146
1296	Used a store-brand smoking cessation product to stop smoking - past year			*
1297		Index	100	146
1298	Household owns an electric juicer			
1299		Index	100	146
1300	Personally have considerable interest in seeing ads at sports or entertainment events			*
1301		Index	100	146
1302	Household owns home theater/entertainment system			
1303		Index	100	146
1304	Purchased tickets to sports events online - past year			*
1305		Index	100	145
1306	Carry Wells Fargo credit and/or debit cards (issued in own name)			
1307		Index	100	145
1308	VALS Statements: I like to look through hardware or automotive stores. Agree			
1309		Index	100	145
1310	Viewed any programming on The Movie Channel - past week			*
1311		Index	100	145
1312	Saw a science fiction movie in the theater - past 6 months			
1313		Index	100	145
1314	Total amount spent on children's clothing in past 6 months: $100-$199			
1315		Index	100	145
1316	Played billiards/pool - past year			
1317		Index	100	145
1318	Purchased Alternative music recordings - past 6 months			
1319		Index	100	145
1320	Household owns an electric steam cooker			
1321		Index	100	145
1322	Household remodeled rooms other than bathroom/kitchen/bedrom - past year			*
1323		Index	100	145
1324	Purchased sports apparel/memorabilia by mail or phone - past year			*
1325		Index	100	145
1326	Bought any platinum fine jewelry - past year			*
1327		Index	100	145
1328	Vehicle most recently purchased/leased (currently owned/leased) is a Lexus			*
1329		Index	100	145
1330	Amount household spent on exterior painting - past year: Under $100			*
1331		Index	100	145
1332	Household owns cooler or ice chest (under 24 quarts) for camping			
1333		Index	100	145
1334	Watched FX cable - past week			
1335		Index	100	145

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1336	Watch pro beach volleyball competitions on TV			
1337		Index	100	145
1338	Listened to radio on the Internet - past month			
1339		Index	100	145
1340	Watched other online video (not TV or movie) - past month			
1341		Index	100	145
1342	Flew coach class on any domestic trip - past year			
1343		Index	100	145
1344	Regular member of United Mileage Plus frequent flyer program			
1345		Index	100	145
1346	Most recently purchased/leased vehicle (currently owned/leased) was foreign/import vehicle purchased/leased used in past year			
1347		Index	100	145
1348	Shopped Giant food stores - past 6 months			*
1349		Index	100	144
1350	Watch Mixed Martial Arts (MMA) competitions on TV			
1351		Index	100	144
1352	Visited USAToday.com Web site - past month			*
1353		Index	100	144
1354	Visited online blogs - past month			
1355		Index	100	144
1356	Obtained financial information on Internet - past month			
1357		Index	100	144
1358	Amount spent on cellular/mobile/smartphone purchase - past year: $401+			*
1359		Index	100	144
1360	Patronized Don Pablo's - past 6 months			*
1361		Index	100	144
1362	Referred to Internet Yellow Pages for auto parts and supplies - past year			*
1363		Index	100	144
1364	Drove personal vehicle on any foreign trip (including Alaska, Hawaii) - past 3 years			*
1365		Index	100	144
1366	Participated in on-line dating - past month			*
1367		Index	100	144
1368	Used any environmentally friendly/"green" products in home-improvement projects - past year			*
1369		Index	100	144
1370	Household owns a chipper/shredder			*
1371		Index	100	144
1372	Cellular/Mobile Phone/Smartphone has spreadsheet/text document features			
1373		Index	100	144
1374	Visited iVillage.com Web site - past month			*
1375		Index	100	144
1376	Bought any girl action figures - past year			*
1377		Index	100	144
1378	Ever visited a website for news on cellular/mobile/smartphone			
1379		Index	100	143
1380	Bought pet food at PETCO - past year			
1381		Index	100	143

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1382	Visited Wisconsin Dells - past year			*
1383		Index	100	143
1384	Consumed any imported beer/ale - past 6 months			
1385		Index	100	143
1386	Shopped Hollister - past 3 months			*
1387		Index	100	143
1388	Household owns automotive tools			
1389		Index	100	143
1390	Used "cold turkey" method to stop smoking - past year			*
1391		Index	100	143
1392	Household owns a stationary electric mixer			
1393		Index	100	143
1394	Total amount spent on men's low-ticket clothing items in past year: $500-$999			*
1395		Index	100	143
1396	Used Weight Watchers for dieting/weight control			*
1397		Index	100	143
1398	Spent $49 or less on athletic shoes - past year			
1399		Index	100	143
1400	Used Nutrisystem for dieting/weight control			*
1401		Index	100	143
1402	Spent $3000-$5999 on foreign vacation travel - past year			*
1403		Index	100	143
1404	Used Nicorette gum to stop smoking - past year			*
1405		Index	100	143
1406	Had minor engine repair on vehicle currently owned/leased - past year			
1407		Index	100	143
1408	Visited foxnews.com Web site - past month			
1409		Index	100	143
1410	Use cellphone or Smartphone to look at or use Internet			
1411		Index	100	143
1412	Shopped Express - past 3 months			*
1413		Index	100	143
1414	Visited Travelocity.com Web site - past month			
1415		Index	100	143
1416	Household owns any camping equipment			
1417		Index	100	143
1418	Shopped Sephora - past 3 months			*
1419		Index	100	143
1420	Ordered from HP.com - past year			*
1421		Index	100	143
1422	Bought wine at convenience store - past 6 months			*
1423		Index	100	143
1424	Total amount spent on home remodeling - past year: Under $500			*
1425		Index	100	142
1426	Patronized Orange Julius - past 6 months			*
1427		Index	100	142

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1428	Personally have identity theft insurance coverage			*
1429		Index	100	142
1430	Household owns Blu-ray player			
1431		Index	100	142
1432	Visited bars/nightclubs - past year			
1433		Index	100	142
1434	Purchased fine jewelry at retail chain (excluding Jared, Kay Jewelers, Zale's) - past year			*
1435		Index	100	142
1436	VALS Statements: I am very interested in how mechanical things such as engines work. Agree			
1437		Index	100	142
1438	Household spent under $1000 to remodel kitchen - past year			*
1439		Index	100	142
1440	Business-to-Business: Involved in purchasing security systems			*
1441		Index	100	142
1442	Household owns garbage disposer			
1443		Index	100	142
1444	Utilized paperless statements from bank/financial services - past year			
1445		Index	100	142
1446	Have identity theft insurance coverage			*
1447		Index	100	142
1448	Referred to paper Yellow Pages for travel services other than airlines/airline tickets, hotels/motels - past year			*
1449		Index	100	142
1450	Shopped Michaels - past 3 months			
1451		Index	100	142
1452	Redeemed a coupon from in-store circular - past year			
1453		Index	100	142
1454	Total value of homeowners or personal property insurance is $500,000+			
1455		Index	100	142
1456	Have medical insurance coverage through Aetna			
1457		Index	100	142
1458	Used 1-hour service for photo/film processing - past year			*
1459		Index	100	142
1460	Patronized Hooters - past 6 months			*
1461		Index	100	141
1462	Shopped Circle K convenience stores - past 6 months			
1463		Index	100	141
1464	Bought Mexican food at fast-food/drive-in restaurant - past 6 months			
1465		Index	100	141
1466	Household spent under $1000 on ceramic tile floors - past year			*
1467		Index	100	141
1468	Took bus for any foreign travel (including Alaska, Hawaii) - past 3 years			*
1469		Index	100	141
1470	Job title: Top Management - Professional/Managerial with an individual employment income of $35,000 or more			
1471		Index	100	141
1472	Carry auto/other vehicle insurance through USAA			*
1473		Index	100	141

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1474	Used coupons to buy tobacco products - past year			*
1475		Index	100	141
1476	Listen to NFL playoff games/Super Bowl play-by-play on radio			
1477		Index	100	141
1478	Engaged in jogging/running - past year			
1479		Index	100	141
1480	Own any motorcycle with engine size 450-749cc			*
1481		Index	100	141
1482	Had vehicle currently owned/leased serviced by auto repair chain store - past year			
1483		Index	100	141
1484	Own or lease four vehicles			
1485		Index	100	141
1486	Spent $200+ on gasoline - past 30 days			
1487		Index	100	141
1488	Accessed Windows Live Hotmail - past month			
1489		Index	100	141
1490	Vehicle most recently purchased/leased (currently owned/leased) is a Mitsubishi			*
1491		Index	100	141
1492	Diet control/eating habits: Buy food labeled as high protein			
1493		Index	100	141
1494	Listen to NFL Monday or Thursday Night Games play-by-play on radio			
1495		Index	100	141
1496	Most recent home computer purchase was made over phone			*
1497		Index	100	141
1498	Household income: $75,000-$99,999			
1499		Index	100	141
1500	Carry life insurance policy through Pacific Life			*
1501		Index	100	140
1502	Carry any auto/other vehicle insurance through 21st Century			*
1503		Index	100	140
1504	Member of Bally Total Fitness			*
1505		Index	100	140
1506	Bought beer at supermarket - past 6 months			
1507		Index	100	140
1508	Visited any museums - past year			
1509		Index	100	140
1510	Household has 3+ vehicles covered by auto/other vehicle insurance			
1511		Index	100	140
1512	Computer owned at home has Webcam			
1513		Index	100	140
1514	Currently drive a sport-utility vehicle			
1515		Index	100	140
1516	Purchased DVDs/Blu-ray discs by mail or phone - past year			
1517		Index	100	140
1518	Visited iTunes.com Web site - past month			
1519		Index	100	140

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1520	Saw a fantasy movie in the theater - past 6 months			
1521		Index	100	140
1522	Use portable Mp3 player to listen to music			
1523		Index	100	140
1524	Ever called directory assistance on cellular/mobile/smartphone			
1525		Index	100	140
1526	Consulted Travelocity.com for information on sightseeing/activities - past year			*
1527		Index	100	140
1528	Business-to-Business: Involved in scontracting temporary help			*
1529		Index	100	140
1530	Household spent under $1000 to remodel rooms other than bathroom/kitchen/bedroom - past year			*
1531		Index	100	140
1532	Shopped Pier 1 Imports - past 3 months			*
1533		Index	100	140
1534	Administrative assistant/secretary makes hotel/motel reservations for business travel			*
1535		Index	100	140
1536	Watched NBC Sports Network (formerly VERSUS) cable - past week			
1537		Index	100	140
1538	Household owns a vacuum sealer			
1539		Index	100	140
1540	Parent of child(ren) under age 18 living in household			
1541		Index	100	140
1542	Ever watched a video clip on cellular/mobile/smartphone			
1543		Index	100	140
1544	Bought pet food at PetSmart - past year			
1545		Index	100	140
1546	Total amount spent on sports apparel/athletic wear in past year: $150+			
1547		Index	100	140
1548	Personally the parent of children under age 18 currently living in household			
1549		Index	100	140
1550	Attended dance performances - past year			*
1551		Index	100	140
1552	Household owns lawn sprinkler			
1553		Index	100	140
1554	Looked for recipes on Internet - past month			
1555		Index	100	140
1556	Cellular/Mobile Phone/Smartphone has video player feature			
1557		Index	100	140
1558	Typically book a trip 1 week or less before traveling			*
1559		Index	100	140
1560	Engaged in mountain bicycling - past year			*
1561		Index	100	140
1562	Total amount spent on fine jewelry in past year - $1000-$1499			*
1563		Index	100	140
1564	Took any overnight camping trips - past year			
1565		Index	100	140

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1566	Fill pharmaceutical prescriptions through Internet/online			*
1567		Index	100	140
1568	Stayed at Courtyard by Marriott on business trip - past year			*
1569		Index	100	140
1570	Personally own any portable Mp3 player			
1571		Index	100	140
1572	Watched Sundance cable - past week			*
1573		Index	100	139
1574	Total amount spent on men's low-ticket clothing items in past year: $1000 or more			*
1575		Index	100	139
1576	Obtained sports news/information on Internet - past month			
1577		Index	100	139
1578	Ordered gift baskets online - past year			*
1579		Index	100	139
1580	Shared photos through Internet website - past month			
1581		Index	100	139
1582	Value of home owned: $300,000-$399,999			
1583		Index	100	139
1584	Watched The Discovery Channel cable - past week			
1585		Index	100	139
1586	Ever visited or used a Social Networking site on cellular/mobile/smartphone			
1587		Index	100	139
1588	Personally enrolled in retail discounts rewards program assocated with major credit/debit cards (in own name)			*
1589		Index	100	139
1590	Tracked investments/traded stocks, bonds or mutual funds on Internet - past month			
1591		Index	100	139
1592	Most recently purchased TV set has miniature screen (under 13")			*
1593		Index	100	139
1594	Flew Continental on any domestic trip - past year			*
1595		Index	100	139
1596	Watch NHL Hockey regular season games on TV			
1597		Index	100	139
1598	Viewed 2 video-on-demand movies - past month			*
1599		Index	100	139
1600	Watched any pay-per-view television - past year			
1601		Index	100	139
1602	Bought any aerobic/fitness shoes - past year			
1603		Index	100	139
1604	Engaged in swimming - past year			
1605		Index	100	139
1606	Bought cosmetics at drug store - past 6 months			
1607		Index	100	139
1608	Ordered food for home delivery from fast-food/drive-in restaurant - past 6 months			
1609		Index	100	139
1610	Household owns a bread-making machine			
1611		Index	100	139

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1612	Total amount spent on clothing in past year - $500-$999			
1613		Index	100	139
1614	Read print/paper/hard-copy of airline magazines			
1615		Index	100	139
1616	Saw an adventure movie in the theater - past 6 months			
1617		Index	100	139
1618	Total amount spent on children's toys and games in past year: $500-$999			*
1619		Index	100	139
1620	Flew United on any domestic trip - past year			*
1621		Index	100	139
1622	Carry life insurance policy through Prudential			*
1623		Index	100	139
1624	Watched Reelz Channel cable - past week			*
1625		Index	100	139
1626	Bought men's designer jeans - past year			
1627		Index	100	139
1628	Purchased MasterCard gift cards/prepaid cards - past 6 months			*
1629		Index	100	138
1630	Visited Six Flags America (Maryland) - past year			*
1631		Index	100	138
1632	Personally own any tax-exempt funds			*
1633		Index	100	138
1634	Engaged in ice skating - past year			*
1635		Index	100	138
1636	Watched Biography Channel cable - past week			
1637		Index	100	138
1638	Banking method: "phone-in banker" (bank over phone)			
1639		Index	100	138
1640	Business-to-Business: Involved in purchase of computer printers			
1641		Index	100	138
1642	Bought any toy cars - past year			
1643		Index	100	138
1644	Purchased Reggae music recordings - past 6 months			*
1645		Index	100	138
1646	Concrete or masonry work done by outside contractor - past year			*
1647		Index	100	138
1648	Bought liquor at convenience store - past 6 months			*
1649		Index	100	138
1650	Took any domestic trip in rental vehicle - past year			
1651		Index	100	138
1652	Bought any work shoes (excluding work boots) - past year			*
1653		Index	100	138
1654	Carry Capital One credit and/or debit cards (issued in own name)			
1655		Index	100	138
1656	Stayed at Quality Inns on business trip - past year			*
1657		Index	100	138

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1658	Watched National Geographic Channel cable - past week			
1659		Index	100	138
1660	Household owns a single-cup/pod coffee brewing system			
1661		Index	100	138
1662	Ordered from priceline.com - past year			*
1663		Index	100	138
1664	Bought any fine jewelry engagement ring - past year			*
1665		Index	100	138
1666	Attend Major League Baseball regular season games			
1667		Index	100	138
1668	Viewed any programming on Cinemax premium cable channels - past week			
1669		Index	100	138
1670	Household income: $200,000-$249,999			*
1671		Index	100	138
1672	Car/other vehicle batteries installed by another household member (not self) - past year			*
1673		Index	100	138
1674	Purchased MasterCard gift card/prepaid card - past 6 months			*
1675		Index	100	138
1676	Engaged in roller-skating - past year			*
1677		Index	100	138
1678	Computer owned at home has DVD-RW drive (DVD burner)			
1679		Index	100	138
1680	Ever searched for information about a product on cellular/mobile/smartphone			
1681		Index	100	138
1682	Household spent $1000-$2999 on concrete or masonry work - past year			*
1683		Index	100	137
1684	Find out about new video games from family			*
1685		Index	100	137
1686	Personally play video games on handheld system			
1687		Index	100	137
1688	Visited Yahoo! Maps Web site - past month			
1689		Index	100	137
1690	Household owns surround-sound speakers			
1691		Index	100	137
1692	Occupation: Sales and Related Services			
1693		Index	100	137
1694	Carry ING Direct credit and/or debit cards (issued in own name)			*
1695		Index	100	137
1696	Visited CheapTickets.com Web site - past month			
1697		Index	100	137
1698	Who uses personal computer at home: Child under age 18			
1699		Index	100	137
1700	Household owns TiVo digital video recorder (DVR)			*
1701		Index	100	137
1702	Read print/paper/hard-copy of motorcycle magazines			*
1703		Index	100	137

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1704	Visited Amazon.com Web site - past month			
1705		Index	100	137
1706	Covered by Encompass homeowners or personal property insurance			*
1707		Index	100	137
1708	Purchased toys/games by mail or phone - past year			*
1709		Index	100	137
1710	Accessed bank/financial services by phone - past year			
1711		Index	100	137
1712	Member of United Mileage Plus frequent flyer program (any status level)			
1713		Index	100	137
1714	Acquired 2nd home mortgage (home equity loan) - past year			*
1715		Index	100	137
1716	Stayed at Courtyard by Marriott on personal/vacation trip - past year			*
1717		Index	100	137
1718	Personally did 6 home remodeling projects - past year			*
1719		Index	100	137
1720	Patronized Denny's - past 6 months			
1721		Index	100	137
1722	Banked at Bank of America - past year			
1723		Index	100	137
1724	Household subscribes to Showtime premium cable channels			
1725		Index	100	137
1726	Car/other vehicle batteries installed by mobile battery service/tow truck - past year			*
1727		Index	100	137
1728	Purchased home-improvement items/tools online - past year			*
1729		Index	100	137
1730	Personally or jointly have small-business banking services (excluding business checking account)			*
1731		Index	100	137
1732	Covered by Safeco homeowners or personal property insurance			*
1733		Index	100	137
1734	Bought any basketball/softball shoes - past year			*
1735		Index	100	137
1736	Current employment status: Employed, secondary wage earner in household			
1737		Index	100	137
1738	TV show types watch: soccer			*
1739		Index	100	136
1740	Made personal or business travel plans on Internet - past month			
1741		Index	100	136
1742	Household owns a car vacuum			
1743		Index	100	136
1744	Utilized Internet for financial services or advice - past year			
1745		Index	100	136
1746	Ever accessed a search engine on cellular/mobile/smartphone			
1747		Index	100	136
1748	Watched Cartoon Network cable - past week			
1749		Index	100	136

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1750	Ordered from sephora.com - past year			*
1751		Index	100	136
1752	Occupation: Lawyer/Legal			*
1753		Index	100	136
1754	Downloaded a TV program on Internet - past month			*
1755		Index	100	136
1756	Number of grocery shopping trips in average week: 4			*
1757		Index	100	136
1758	Have MasterCard debit card in own name			
1759		Index	100	136
1760	Purchased lactose-reduced fresh milk - past 6 months			
1761		Index	100	136
1762	Shopped Famous Footwear - past 3 months			
1763		Index	100	136
1764	Household owns insulated picnic jug for camping			
1765		Index	100	136
1766	Purchased airline tickets online - past year			
1767		Index	100	136
1768	Household owns high-efficiency washing machine			
1769		Index	100	136
1770	Went to the beach as leisure activity - past year			
1771		Index	100	136
1772	Engaged in road bicycling - past year			
1773		Index	100	136
1774	VALS Statements: I have more ability than most people. Agree			
1775		Index	100	136
1776	Purchased wines/champagnes by mail or phone - past year			*
1777		Index	100	136
1778	Diet control/eating habits: Buy food labeled as gluten-free			*
1779		Index	100	136
1780	Engaged in barbecuing as leisure activity - past year			
1781		Index	100	136
1782	Total amount spent on sports apparel/athletic wear in past year: Under $100			
1783		Index	100	136
1784	Banked at Chase - past year			
1785		Index	100	136
1786	Household owns insulated picnic jug for camping			
1787		Index	100	136
1788	Visited a TV network's or TV show's website - past month			
1789		Index	100	136
1790	Average monthly cellular/mobile/smartphone bill: $100-$199			
1791		Index	100	136
1792	Type of video game system household owns: handlheld			
1793		Index	100	136
1794	Shopped Ross Stores - past 3 months			
1795		Index	100	136

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1796	Household owns compact disc player			
1797		Index	100	135
1798	Flew American/American Eagle on any domestic trip - past year			
1799		Index	100	135
1800	Insulation for ceiling, floor, and/or walls installed by self or other household member - past year			*
1801		Index	100	135
1802	Made a purchase for personal use on Internet - past month			
1803		Index	100	135
1804	Current employment status: Employed full-time			
1805		Index	100	135
1806	Household owns headphones (ear buds)			
1807		Index	100	135
1808	Flew commercial airline (scheduled plane) for any doemstic trip - past year			
1809		Index	100	135
1810	Used Charles Schwab brokerage firm - past year			*
1811		Index	100	135
1812	Used UPS overnight packages/letter delivery service for personal reasons - past year			
1813		Index	100	135
1814	Watched a TV program online - past month			
1815		Index	100	135
1816	Bought any tennis shoes - past year			
1817		Index	100	135
1818	Personally own any common or preferred stock in company work for			*
1819		Index	100	135
1820	Flew USAirways on any domestic trip - past year			*
1821		Index	100	135
1822	Value of home owned: $400,000-$499,999			*
1823		Index	100	135
1824	Signed a petition - past year			
1825		Index	100	135
1826	Cellular/Mobile Phone/Smartphone has voice-activated dialing feature			
1827		Index	100	135
1828	Visited NFL.com Web site - past month			
1829		Index	100	135
1830	Work to remodel kitchen done by self or other household member - past year			*
1831		Index	100	135
1832	Typically book a trip less than 3 months, but more than 1 week before traveling			
1833		Index	100	134
1834	Ordered flowers online - past year			
1835		Index	100	134
1836	Acquired auto/other vehicle insurance direct from insurance company via phone			
1837		Index	100	134
1838	Ever visited a website for financial information on cellular/mobile/smartphone			
1839		Index	100	134
1840	3 children under age 18 currently living at home			
1841		Index	100	134

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1842	Acquired or added to any stocks, other market instruments - past year			*
1843		Index	100	134
1844	Business-to-Business: Involved in purchasing air conditioning/heating equipment			*
1845		Index	100	134
1846	Obtained medical insurance from a fraternal or other membership group			*
1847		Index	100	134
1848	Current employment status: Employed, primary wage earner in household			
1849		Index	100	134
1850	Played any board games as leisure activity - past year			
1851		Index	100	134
1852	TV show types watch: primetime situation comedies/sitcoms			*
1853		Index	100	134
1854	Obtained the latest news/current events on Internet - past month			
1855		Index	100	134
1856	Bought men's T-shirts (not undershirts) - past year			
1857		Index	100	134
1858	Attended horse races as leisure activity - past year			*
1859		Index	100	134
1860	Most recently purchased/leased vehicle (currently owned/leased) is a sport-utility vehicle (SUV)			
1861		Index	100	134
1862	Saw an action movie in the theater - past 6 months			
1863		Index	100	134
1864	Visited AccuWeather.com Web site - past month			
1865		Index	100	134
1866	Used quick-service copy/printing services - past 6 months			
1867		Index	100	134
1868	Visited Hershey Park (Pennsylvania) - past year			*
1869		Index	100	134
1870	Visited psychiatrist - past year			*
1871		Index	100	134
1872	Engaged in motorcycling - past year			*
1873		Index	100	134
1874	Attend NBA basketball regular season games			*
1875		Index	100	134
1876	Motorcycle ownership: Own off-road/dirt/trail bike (not competition)			*
1877		Index	100	134
1878	Referred to paper Yellow Pages for personal care services (excluding beauty salons) - past year			*
1879		Index	100	134
1880	Most recently purchased/leased vehicle (currently owned/leased) is a standard-size car			*
1881		Index	100	134
1882	Visited Overstock.com Web site - past month			
1883		Index	100	134
1884	Motorcycle ownership: Own street bike - touring			*
1885		Index	100	134
1886	Bought pool chemicals - past year			
1887		Index	100	134

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1888	Redeemed a coupon from instant coupon machine/shelf coupons - past year			
1889		Index	100	134
1890	Carry life insurance policy through AIG American General			*
1891		Index	100	134
1892	Household owns audio turntable			
1893		Index	100	134
1894	Type of video game system household owns: attached to TV/computer			
1895		Index	100	134
1896	Category Influentialism: My family/friends often ask for and trust my advice on movies.			
1897		Index	100	134
1898	Most recently purchased TV set has stereo broadcast capability			
1899		Index	100	134
1900	Shopped DSW - past 3 months			*
1901		Index	100	133
1902	Personally own Sony portable Mp3 player			*
1903		Index	100	133
1904	Cost of most recently purchased TV set: $700-$999			
1905		Index	100	133
1906	Purchased light ice cream - past 6 months			
1907		Index	100	133
1908	Computer owned at home has MS Windows '98 operating system			*
1909		Index	100	133
1910	Rented vehicle for business use - past year			
1911		Index	100	133
1912	Cellular/Mobile Phone/Smartphone has e-mail features			
1913		Index	100	133
1914	Total spent on men's big-ticket clothing items in past year: $200-$299			*
1915		Index	100	133
1916	Watched Spike TV cable - past week			
1917		Index	100	133
1918	Engage in raising pets as hobby			
1919		Index	100	133
1920	Visited a zoo - past year			
1921		Index	100	133
1922	Stayed at Comfort Inns on business trip - past year			*
1923		Index	100	133
1924	Computer owned at home has MS Windows 2000 operating system			*
1925		Index	100	133
1926	Interior painting done by self or other household member - past year			
1927		Index	100	133
1928	Total amount spent on sports apparel/athletic wear in past year: $100+			
1929		Index	100	133
1930	Highest level of education completed/highest degree received: professional school degree			*
1931		Index	100	133
1932	Attend summer Extreme Sports competitions			*
1933		Index	100	133

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1934	Recommendation of a friend or relative is very important when choosing bank, financial services			
1935		Index	100	133
1936	Cellular service on phone you personally use most often: Alltel			*
1937		Index	100	133
1938	Have seen video ads at gas stations - past 6 months			
1939		Index	100	133
1940	Made car/vehicle rental reservations online - past year			
1941		Index	100	133
1942	Stayed at Best Western on personal/vacation trip - past year			*
1943		Index	100	133
1944	Purchased baby accessories by mail or phone - past year			*
1945		Index	100	133
1946	Household owns a portable circular saw			
1947		Index	100	133
1948	Bought non-prescription/OTC drugs at grocery store - past 6 months			
1949		Index	100	133
1950	Personally play video games on system attached to TV/computer			
1951		Index	100	133
1952	Had major engine repair on vehicle currently owned/leased - past year			
1953		Index	100	133
1954	Total amount spent on children's clothing in past 6 months: $400+			
1955		Index	100	133
1956	Number of cellular phones in household: 4+			
1957		Index	100	133
1958	Bought pet food at pet specialty store (excluding PETCO, PetSmart) - past year			
1959		Index	100	133
1960	Bought gift cards/prepaid cards for/to give to child under 18 in family - past 6 months			
1961		Index	100	133
1962	Watched The Tennis Channel cable - past week			*
1963		Index	100	133
1964	Vehicle most recently purchased/leased (currently owned/leased) is a Volvo			*
1965		Index	100	133
1966	Purchased a TV online - past year			*
1967		Index	100	133
1968	Engaged in jet skiing - past year			*
1969		Index	100	133
1970	Category Influentialism: My family/friends often ask for and trust my advice on video games.			
1971		Index	100	132
1972	Own any motorcycle with engine size under 100cc			*
1973		Index	100	132
1974	Most recent home computer purchase made from electronics store			
1975		Index	100	132
1976	Business-to-Business: Involved in purchasing telephones/communications equipment or services			
1977		Index	100	132
1978	Consulted Orbitz.com for information on sightseeing/activities - past year			*
1979		Index	100	132

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
1980	Cellular/Mobile Phone/Smartphone has Instant Messenger (IM) features			
1981		Index	100	132
1982	Watched Food Network cable - past week			
1983		Index	100	132
1984	Household spent under $1000 on vinyl windows - past year			*
1985		Index	100	132
1986	Most recent home computer purchased from electronics store			
1987		Index	100	132
1988	Personally own camera gadget bags			
1989		Index	100	132
1990	Bought wine at wholesale membership club - past 6 months			*
1991		Index	100	132
1992	Household owns canoe			*
1993		Index	100	132
1994	Use portable Mp3 player to watch videos/movies			
1995		Index	100	132
1996	Consumed beer at someone else's home - past month			
1997		Index	100	132
1998	Business-to-Business: Involved in purchasing property/grouip insurance			*
1999		Index	100	132
2000	Household subscribes to HBO premium cable channels			
2001		Index	100	132
2002	Cellular/Mobile Phone/Smartphone has features to edit spreadsheets/text documents			
2003		Index	100	132
2004	Computer owned at home has speakers			
2005		Index	100	132
2006	Consulted travel guidebook for advice on sightseeing/activities - past year			*
2007		Index	100	132
2008	Ordered from iTunes.com (Apple Store) - past year			
2009		Index	100	132
2010	Shopped H&M - past 3 months			*
2011		Index	100	132
2012	Occupation: Education, Training, Library			*
2013		Index	100	132
2014	Bought travelers cheques at bank - past year			*
2015		Index	100	132
2016	Total amount spent on shoes in past year: $250+			
2017		Index	100	132
2018	Referred to paper Yellow Pages for education, schools - past year			*
2019		Index	100	132
2020	Watch NHL Hockey playoff games/Stanley Cup Finals on TV			
2021		Index	100	132
2022	Have vision care insurance coverage			
2023		Index	100	132
2024	Paid bills on-line - past month			
2025		Index	100	132

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

Radio Advertising Bureau, www.rab.com

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2026	Bought non-prescription/OTC drugs at convenience store - past month			*
2027		Index	100	132
2028	Personally have vision care insurance coverage			
2029		Index	100	132
2030	Bought beer at convenience store - past month			
2031		Index	100	132
2032	Walked in to fast-food/drive-in restaurant to buy take-out food - past 6 months			
2033		Index	100	132
2034	Consulted Priceline.com for information on fees/travel - past year			
2035		Index	100	132
2036	Patronized Chevy's - past 6 months			*
2037		Index	100	132
2038	Traveled with child(ren) under age 18 on any domestic trip - past year			
2039		Index	100	132
2040	Acquired homeowners or personal property insurance direct from insurance company via phone			
2041		Index	100	131
2042	Mode of transportation on average weekday is driving in a carpool			*
2043		Index	100	131
2044	VALS Statements: I like to make things with my hands. Agree			
2045		Index	100	131
2046	Referred to paper Yellow Pages for auto service and repair - past year			
2047		Index	100	131
2048	Redeemed a coupon received at cash register - past year			
2049		Index	100	131
2050	Member of AAA auto club/roadside assistance			
2051		Index	100	131
2052	Household has DirecTV Plus DVR			
2053		Index	100	131
2054	Personally rented truck or trailer from Penske - past year			*
2055		Index	100	131
2056	Dined at fine restaurants on any domestic vacation/honeymoon trip - past year			
2057		Index	100	131
2058	Vehicle most recently purchased/leased (currently owned/leased) is 2006 model year			
2059		Index	100	131
2060	Decision-maker for car/other vehicle batteries purchased in past year was self (alone or with someone else)			
2061		Index	100	131
2062	Accessed Gmail.com - past month			
2063		Index	100	131
2064	Patronized Rally's - past 6 months			*
2065		Index	100	131
2066	Accessed bank/financial services online/via Internet - past year			
2067		Index	100	131
2068	For me, advertising on radio is repeated too often. (Agree strongly)			
2069		Index	100	131
2070	Rented/purchased DVDs or Blu-ray discs at Blockbuster Video Store - past month			
2071		Index	100	131

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2072	Viewed any pay-per-view TV movies - past year			
2073		Index	100	131
2074	Household had concrete or masonry work done - past year			*
2075		Index	100	131
2076	Listen to NBA basketball playoffs/finals on radio			*
2077		Index	100	131
2078	Find out about new video games from Internet			
2079		Index	100	131
2080	Household spent under $1000 on exterior doors - past year			*
2081		Index	100	131
2082	VALS Statements: I would like to spend a year or more in a foreign country. Agree			
2083		Index	100	131
2084	Downloaded Music from Internet - past month			
2085		Index	100	131
2086	Cellular/mobile/smartphone plan type have: corporate plan			*
2087		Index	100	131
2088	Household owns convection oven			
2089		Index	100	131
2090	Watched Investigation Discovery cable - past week			
2091		Index	100	131
2092	Used cigarette rolling papers - past 6 months			*
2093		Index	100	131
2094	Banked at U.S. Bank - past year			*
2095		Index	100	131
2096	Bought supper/dinner at fast-food/drive-in restaurant - past 6 months			
2097		Index	100	131
2098	VALS Statements: I like trying new things. Agree			
2099		Index	100	131
2100	Total amount spent on watches purchased in past year: $50-$99			*
2101		Index	100	131
2102	Acquired home mortgage (1st) - past year			*
2103		Index	100	131
2104	Visited Priceline.com Web site - past month			
2105		Index	100	131
2106	Decision to visit theme park was made by someone else (not a child)			*
2107		Index	100	131
2108	Own an e Machines personal computer at home			*
2109		Index	100	131
2110	Household owns an electric router			
2111		Index	100	130
2112	Ordered from bananarepublic.com - past year			*
2113		Index	100	130
2114	Household owns saw blades			
2115		Index	100	130
2116	Computer owned at home has Flash drive			
2117		Index	100	130

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2118	Computer owned at home has LCD/flat-panel monitor			
2119		Index	100	130
2120	Bought books online (excluding amazon.com, barnes&noble.com, Google eBookstore) - past year			*
2121		Index	100	130
2122	Consumed low-calorie domestic beer - past 6 months			
2123		Index	100	130
2124	Household owns staple gun			
2125		Index	100	130
2126	Referred to paper Yellow Pages for auto parts and supplies - past year			*
2127		Index	100	130
2128	Household owns staple gun(s) (tools)			
2129		Index	100	130
2130	Cellular/Mobile Phone/Smartphone has games features			
2131		Index	100	130
2132	Household owns inboard/outboard power boat (sterndrive)			*
2133		Index	100	130
2134	Computer owned at home has DVD drive			
2135		Index	100	130
2136	VALS Statements: I like making things from wood, metal, or other such material. Agree			
2137		Index	100	130
2138	1 child under age 18 currently living at home			
2139		Index	100	130
2140	Watched Bravo cable - past week			
2141		Index	100	130
2142	Visited wsj.com Web site - past month			*
2143		Index	100	130
2144	Cellular/Mobile Phone/Smartphone has Wi-Fi features			
2145		Index	100	130
2146	Covered by AAA homeowners or personal property insurance			*
2147		Index	100	130
2148	Carry any auto/other vehicle insurance through Farmers Insurance Group			*
2149		Index	100	130
2150	Bought any clothing for children 6-12 years old - past 6 months			
2151		Index	100	130
2152	Used ATM/cash machine - past year			
2153		Index	100	130
2154	Shopped J.Crew - past 3 months			*
2155		Index	100	130
2156	Primary reason personally drive is to transport others			
2157		Index	100	130
2158	Purchased women's designer jeans - past year			
2159		Index	100	130
2160	Use portable Mp3 player to play video games			*
2161		Index	100	130
2162	Engaged in skiing (cross country/downhill) on any domestic vacation/honeymoon trip - past year			*
2163		Index	100	130

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2164	Occupation: Healthcare Support Services			*
2165		Index	100	130
2166	Listen to regular season NBA basketball play-by-play on radio			*
2167		Index	100	130
2168	Posted a comment or review on a blog, online forum, message or bulletin board - past month			
2169		Index	100	130
2170	Bought any doll clothing - past year			*
2171		Index	100	130
2172	Reused or recycled glass items other than bottles - past month			
2173		Index	100	130
2174	Patronized Famous Dave's - past 6 months			*
2175		Index	100	130
2176	Consumed beer at home - past month			
2177		Index	100	129
2178	Listen to NHL hockey regular season play-by-play on radio			*
2179		Index	100	129
2180	Household used professional housekeeping service in past year			*
2181		Index	100	129
2182	VALS Statements: I like the challenge of doing something I have never done before. Agree			
2183		Index	100	129
2184	Household spent $3000+ to remodel rooms other than bathroom/kitchen/bedroom - past year			*
2185		Index	100	129
2186	VALS Statements: I like outrageous people and things. Agree			
2187		Index	100	129
2188	Patronized Taco Bell - past 6 months			
2189		Index	100	129
2190	Primary reason personally drive is to commute to work			
2191		Index	100	129
2192	Type of medical insurance policy have: HMO (Health Maintenance Organization)			
2193		Index	100	129
2194	Read print/paper/hard-copy of men's magazines			
2195		Index	100	129
2196	Visited a chat room on Internet - past month			*
2197		Index	100	129
2198	Household owns fireplace(s)			
2199		Index	100	129
2200	Household owns built-in fireplace			
2201		Index	100	129
2202	Personally own traditional (not digital) picture frames for photos			
2203		Index	100	129
2204	Total value of life insurance coverage: $100,000-$149,999			
2205		Index	100	129
2206	Own 2 motorcycles			*
2207		Index	100	129
2208	Attended a public meeting on town or school affairs - past year			
2209		Index	100	129

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2210	Household owns gas central heating			
2211		Index	100	129
2212	Personally or jointly have an auto loan			
2213		Index	100	129
2214	Used coupons to buy beverages - past year			
2215		Index	100	129
2216	Bought any shoes at discount store - past 6 months			
2217		Index	100	129
2218	Redeemed a coupon received from preferred customer/loyalty card - past year			
2219		Index	100	129
2220	Total amount spent on home remodeling - past year: $2500-$4999			*
2221		Index	100	129
2222	Personally played any video games - past month			
2223		Index	100	129
2224	Consumed liquor (not beer/wine) at home - past month			
2225		Index	100	129
2226	Stayed at Fairfield Inn (by Marriott) on personal/vacation trip - past year			*
2227		Index	100	129
2228	Member of any union			*
2229		Index	100	129
2230	Shopped The Gap - past 3 months			
2231		Index	100	129
2232	Played chess as leisure activity - past year			*
2233		Index	100	129
2234	Patronized Ben & Jerry's - past 6 months			*
2235		Index	100	129
2236	Watched History Channel cable - past week			
2237		Index	100	129
2238	Bought any boy action figures - past year			
2239		Index	100	129
2240	Used DHL overnight packages/letter delivery service for business purposes - past year			*
2241		Index	100	129
2242	Visited art galleries or attended art shows - past year			
2243		Index	100	129
2244	Reason for diet control/food restrictions: Weight loss			
2245		Index	100	129
2246	Household owns gas central heating system			
2247		Index	100	129
2248	Patronized Chili's Grill & Bar - past 6 months			
2249		Index	100	129
2250	Purchased religious items/products by mail or phone - past year			*
2251		Index	100	129
2252	Spent $2000-$2999 on domestic vacation travel - past year			*
2253		Index	100	129
2254	Rented/purchased DVDs or Blu-ray discs through mail order - past month			*
2255		Index	100	129

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2256	Household used professional exterminator service for pests (mice, rats, etc.) - past year			*
2257		Index	100	128
2258	Watched Vh1 cable - past week			
2259		Index	100	128
2260	Personally make hotel/motel reservations for business travel			
2261		Index	100	128
2262	Stayed at a bed and breakfast on personal/vacation trip - past year			*
2263		Index	100	128
2264	Household has digital video recorder (DVR)			
2265		Index	100	128
2266	Viewed any programming on HBO premium cable channels - past week			
2267		Index	100	128
2268	Used TurboTax Internet/online program for tax preparation - past year			*
2269		Index	100	128
2270	Number of veterinarian visits in past year: 2			
2271		Index	100	128
2272	Currently drive a motorcycle			*
2273		Index	100	128
2274	Patronized Panera Bread - past 6 months			
2275		Index	100	128
2276	Saw an R-rated movie in the theater - past 6 months			
2277		Index	100	128
2278	Decision-maker for car/other vehicle batteries purchased in past year was another person (not self)			*
2279		Index	100	128
2280	Household owns any cats			
2281		Index	100	128
2282	Personally own camera lens filter(s)			
2283		Index	100	128
2284	Household owns gas stove/range			
2285		Index	100	128
2286	Purchased sport ATV (All-Terrain Vehicle) - past year			*
2287		Index	100	128
2288	Engaged in roller-blading/in-line skating - past year			*
2289		Index	100	128
2290	Household installed vinyl or metal siding - past year			*
2291		Index	100	128
2292	Bought toiletries at grocery store - past 6 months			
2293		Index	100	128
2294	Instatllation of garage doors done by outside contractor - past year			*
2295		Index	100	128
2296	Most recently purchased/leased vehicle (currently owned/leased) uses diesel gasoline only			*
2297		Index	100	128
2298	Household subscribes to Cinemax premium cable channels			
2299		Index	100	128
2300	Collect comic books as hobby			*
2301		Index	100	128

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2302	Rented/purchased DVDs or Blu-ray discs from Amazon.com - past month			*
2303		Index	100	128
2304	Visited MSN Movies Web site - past month			*
2305		Index	100	128
2306	Member of Marriott Rewards hotel rewards program			
2307		Index	100	128
2308	Shopped Target - past 3 months			
2309		Index	100	128
2310	Purchased cellular/mobile/smartphone online/on Internet			
2311		Index	100	128
2312	Ever used text messaging on cellular/mobile/smartphones to communicate with friends or family			
2313		Index	100	128
2314	Total amount spent on watches purchased in past year: $300-$499			*
2315		Index	100	128
2316	Any child under age 18 currently living at home			
2317		Index	100	128
2318	Engaged in backpacking/hiking on any domestic vacation/honeymoon trip - past year			*
2319		Index	100	128
2320	Redeemed a coupon that was in or on a package - past year			
2321		Index	100	128
2322	Consulted Kayak.com for information on fees/travel arrangements - past year			*
2323		Index	100	128
2324	Rented/purchased DVDs or Blu-ray discs from electronics store - past month			*
2325		Index	100	128
2326	Purchased cellular/mobile phone/smartphone online/Internet			
2327		Index	100	128
2328	Acquired personal loan (not for education) - past year			*
2329		Index	100	128
2330	Invested in any 401(k) plan			
2331		Index	100	128
2332	Total amount spent on children's toys and games in past year: $200-$499			
2333		Index	100	128
2334	Ordered from ToysRUs.com - past year			*
2335		Index	100	128
2336	Average monthly cellular/mobile/smartphone bill: $100+			
2337		Index	100	127
2338	Redeemed a coupon received via Internet/e-mail - past year			
2339		Index	100	127
2340	Reused or recycled plastic bottles - past month			
2341		Index	100	127
2342	Listen to music as hobby			
2343		Index	100	127
2344	Most recently purchased/leased vehicle (currently owned/leased) is any foreign/import vehicle			
2345		Index	100	127
2346	Ever downloaded a game on cellular/mobile/smartphone			
2347		Index	100	127

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2348	Engaged in Sodoku puzzles as leisure activity - past year			
2349		Index	100	127
2350	Cellular/Mobile PhonesSmartphone has GPS/navigation features			
2351		Index	100	127
2352	VALS Statements: I like a lot of excitement in my life. Agree			
2353		Index	100	127
2354	Shopped Rite-Aid - past 6 months			
2355		Index	100	127
2356	Reused or recycled glass bottles - past month			
2357		Index	100	127
2358	Number of grocery shopping trips in average week: 5			*
2359		Index	100	127
2360	Type of medical insurance policy have: PPO (Preferred Provider Organization)			
2361		Index	100	127
2362	Household owns power boat (16' or more)			*
2363		Index	100	127
2364	Cellular/Mobile Phone/Smartphone has video recorder feature			
2365		Index	100	127
2366	Household owns all-in-one printer-copier-scanner with fax capability			
2367		Index	100	127
2368	Personally own digital point & shoot camera			
2369		Index	100	127
2370	Attended a political rally, speech, or organized protest of any kind - past year			*
2371		Index	100	127
2372	Total value of homeowners or personal property insurance coverage is less than $10,000			*
2373		Index	100	127
2374	Bought take-out food from fast-food/drive-in restaurant drive-in window - past 6 months			
2375		Index	100	127
2376	Household used portable GPS navigation device for navigation foot (hiking/walking)			*
2377		Index	100	127
2378	Consumed any whisky - past 6 months			
2379		Index	100	127
2380	Regular member of American AAdvantage frequent flyer program			
2381		Index	100	127
2382	Prefer to see a new movie after the second week			
2383		Index	100	127
2384	Attended movies once a month - past 6 months			
2385		Index	100	127
2386	Category Influentialism: My family/friends often ask for and trust my advice on physical fitness.			
2387		Index	100	127
2388	Household installed ceramic wall tile - past year			*
2389		Index	100	127
2390	Visited Weather.com Web site - past month			
2391		Index	100	127
2392	Member of American AAdvantage frequent flyer program (any status level)			
2393		Index	100	127

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2394	Household owns an espresso/cappucino maker			
2395		Index	100	127
2396	Consumed wine at a bar/club - past month			*
2397		Index	100	127
2398	Read print/paper/hard-copy of women's fashion magazines			
2399		Index	100	127
2400	Exterior painting done by self or other household member - past year			*
2401		Index	100	127
2402	Selected life insurance based on rates			
2403		Index	100	127
2404	Watched AMC (American Movie Classics) cable - past week			
2405		Index	100	127
2406	VALS Statements: I like to learn about art, culture, and history. Agree			
2407		Index	100	127
2408	Patronized Whataburger - past 6 months			*
2409		Index	100	127
2410	Bought any spark plugs - past year			
2411		Index	100	127
2412	Cellular service on phone you personally use most often: T-Mobile			
2413		Index	100	127
2414	Ailments: Treated for dandruff/dry scalp - past year			
2415		Index	100	127
2416	Household owns an electric coffee grinder			
2417		Index	100	127
2418	Mode of transportation on average weekend is bicycle			*
2419		Index	100	127
2420	Wired or sent money through PayPal - past year			
2421		Index	100	127
2422	Household owns a portable jig/sabre saw			
2423		Index	100	126
2424	Bought beer at liquor store - past 6 months			
2425		Index	100	126
2426	Visited Six Flags Fiesta (Texas) - past year			*
2427		Index	100	126
2428	Carry life insurance policy through Bankers Life & Casualty			*
2429		Index	100	126
2430	2 children under age 18 currently living at home			
2431		Index	100	126
2432	Household remodeled bathroom - past year			*
2433		Index	100	126
2434	Most recently purchased TV set has picture-in-picture feature			
2435		Index	100	126
2436	Household owns a toaster oven			
2437		Index	100	126
2438	Attend NFL football weekend games			*
2439		Index	100	126

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2440	Bought any water toys - past year			
2441		Index	100	126
2442	Number of cellular phones in household: 3			
2443		Index	100	126
2444	Prefer to see a new movie after opening weekend, but within the first 2 weeks			
2445		Index	100	126
2446	Amount spent out of pocket on prescription drugs in average month: $30-$49			
2447		Index	100	126
2448	Household owns pliers			
2449		Index	100	126
2450	Listen to NHL hockey playoffs and Stanley Cup Finals play-by-play on radio			*
2451		Index	100	126
2452	Category Influentialism: My family/friends often ask for and trust my advice on computers.			
2453		Index	100	126
2454	VALS Statements: I consider myself an intellectual. Agree			
2455		Index	100	126
2456	Bought fountain soft drinks at convenience store - past month			
2457		Index	100	126
2458	Reused or recycled aluminum beverage cans - past month			
2459		Index	100	126
2460	Recycled any products - past year			
2461		Index	100	126
2462	Computer owned at home has scanner			
2463		Index	100	126
2464	Have medical insurance coverage through Cigna			*
2465		Index	100	126
2466	Total amount spent on most recent home computer purchase: $2000-$2999			*
2467		Index	100	126
2468	Banked at Capital One - past year			*
2469		Index	100	126
2470	Computer owned at home has MS Windows Vista operating system			
2471		Index	100	126
2472	Personally own common stock in any company (excluding company work for)			
2473		Index	100	126
2474	VALS Statements: I would like to understand more about how the universe works. Agree			
2475		Index	100	126
2476	Personally have dental insurance coverage			
2477		Index	100	126
2478	Amount household spent on interior painting - past year: Under $100			
2479		Index	100	126
2480	Computer owned at home has CD ROM drive			
2481		Index	100	126
2482	Took any domestic trip for combined business/vacation reasons - past year			*
2483		Index	100	126
2484	Referred to Internet Yellow Pages for real estate - past year			*
2485		Index	100	126

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2486	Cellular/Mobile Phone/Smartphone has keypad (full alphabet/QWERTY)			
2487		Index	100	126
2488	Stayed at Marriott Hotels, Resorts and Suites on business trip - past year			*
2489		Index	100	126
2490	VALS Statements: I like a lot of variety in my life. Agree			
2491		Index	100	126
2492	Went shopping on any domestic vacation/honeymoon trip - past year			
2493		Index	100	126
2494	Shopped Home Depot - past year			
2495		Index	100	126
2496	Cellular/Mobile Phone/Smartphone has Web/Internet access feature			
2497		Index	100	126
2498	Watch Winter Olympics on TV			
2499		Index	100	126
2500	Ordered from amazon.com - past year			
2501		Index	100	126
2502	Obtained information about ailment/prescription drug from friend or family member - past year			
2503		Index	100	126
2504	Number of grocery shopping trips in average week: 3			
2505		Index	100	126
2506	Obtained information about ailment/prescription drug through friends/family			
2507		Index	100	126
2508	Personally or jointly have a 2nd home mortgage (home equity loan)			
2509		Index	100	126
2510	Viewed any premium cable channel(s) - past month			
2511		Index	100	125
2512	Personally or jointly have a personal loan for education (student loan)			
2513		Index	100	125
2514	Obtained financial services information or advice from friends and/or family - past year			*
2515		Index	100	125
2516	Household owns glue gun			
2517		Index	100	125
2518	Household owns carpet steam cleaner			
2519		Index	100	125
2520	Stayed at Sheraton Hotels on business trip - past year			*
2521		Index	100	125
2522	Bought any electronic dolls/animals - past year			*
2523		Index	100	125
2524	Diet control/eating habits: Buy food labeled as low-carb			
2525		Index	100	125
2526	Own a Gateway personal computer at home			*
2527		Index	100	125
2528	Stayed at Radisson Hotels on personal/vacation trip - past year			*
2529		Index	100	125
2530	Installation of wall paneling done by self or other household member - past year			*
2531		Index	100	125

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2532	Carry any auto/other vehicle insurance through Allstate			
2533		Index	100	125
2534	Have American Express Platinum Card in own name			*
2535		Index	100	125
2536	TV show types watch: late night talk/variety shows			*
2537		Index	100	125
2538	Family member other than self makes hotel/motel reservations for personal/vacation travel			
2539		Index	100	125
2540	Cellular/Mobile Phone/Smartphone has picture messaging features			
2541		Index	100	125
2542	Printed digital photos using online/Internet service - past year			*
2543		Index	100	125
2544	Amount household spent on interior painting - past year: $100-$199			*
2545		Index	100	125
2546	Saw a romance movie in the theater - past 6 months			
2547		Index	100	125
2548	Have standard MasterCard in own name			
2549		Index	100	125
2550	Saw a crime movie in the theater - past 6 months			
2551		Index	100	125
2552	Consumed wine at someone else's home - past month			
2553		Index	100	125
2554	Household installed vinyl windows - past year			*
2555		Index	100	125
2556	Visited OB/Gyn - past year			
2557		Index	100	125
2558	Most recent home computer purchase was made 1-2 years ago			
2559		Index	100	125
2560	Total amount spent on software for home computer in past year: Under $100			
2561		Index	100	125
2562	Bought any board games - past year			
2563		Index	100	125
2564	VALS Statements: I like to lead others. Agree			
2565		Index	100	125
2566	Bought fragrance/perfume/cologne at discount store - past 6 months			*
2567		Index	100	125
2568	What level of photographer are you? Advanced amateur			
2569		Index	100	125
2570	Saw a PG-rated movie in the theater - past 6 months			
2571		Index	100	125
2572	Have ever used a check-cashing service			*
2573		Index	100	125
2574	Consumed any nutrition/energy bars - past 6 months			
2575		Index	100	125
2576	Personally carry 4 or more life insurance policies			*
2577		Index	100	125

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2578	Consumed nutrition/energy bars - past 6 months			
2579		Index	100	125
2580	Bathroom or kitchen plumbing fixtures (excluding faucets) installed by outside contractor - past year			*
2581		Index	100	125
2582	Used grocery store loyalty care in past month			
2583		Index	100	125
2584	Shopped Exxon/Mobil On the Run - past 6 months			
2585		Index	100	125
2586	Used T. Rowe Price brokerage firm - past year			*
2587		Index	100	125
2588	Banked at credit union - past year			
2589		Index	100	125
2590	Covered by Allstate homeowners or personal property insurance			
2591		Index	100	125
2592	Watched 2010 Winter Olympics programming on mobile phone/Smartphone or PDA			*
2593		Index	100	125
2594	Single parent			
2595		Index	100	125
2596	Bought breakfast at fast-casual, family restaurant or steakhouse - past 6 months			
2597		Index	100	125
2598	Household spent under $1000 on hardwood floors - past year			*
2599		Index	100	125
2600	Referred to Internet Yellow Pages for banking, finance, insurance - past year			*
2601		Index	100	125
2602	Household owns fax machine			*
2603		Index	100	125
2604	Connect to Internet from home through DSL connection			
2605		Index	100	125
2606	Household owns a glue gun			
2607		Index	100	125
2608	I used coupons to save on brands I use now in past year			
2609		Index	100	124
2610	Purchased any books by mail or phone - past year			*
2611		Index	100	124
2612	Household spends $150+ in food stores - average week			
2613		Index	100	124
2614	Household spends $150+ in food stores - average week			
2615		Index	100	124
2616	Ailments: Treated for muscle strain/sprain - past year			*
2617		Index	100	124
2618	Read print/paper/hard-copy of sports magazines			
2619		Index	100	124
2620	Watched any 2010 Winter Olympics programming			
2621		Index	100	124
2622	Purchased any women's sports bra - past year			
2623		Index	100	124

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2624	Household Income: $50,000-$59,999			
2625		Index	100	124
2626	Watch Summer Olympics on TV			
2627		Index	100	124
2628	Banked at Citibank - past year			*
2629		Index	100	124
2630	Household owns an electric slow-cooker			
2631		Index	100	124
2632	Redeemed a coupon received in the mail - past year			
2633		Index	100	124
2634	Visited acupuncturist - past year			*
2635		Index	100	124
2636	Visited msnbc.com Web site - past month			
2637		Index	100	124
2638	Ordered from travelocity.com - past year			*
2639		Index	100	124
2640	Total amount spent on sports apparel/athletic wear in past year: $100-$149			
2641		Index	100	124
2642	Bought any boat/deck shoes - past year			*
2643		Index	100	124
2644	Reused or recycled metal items other than aluminum beverage cans - past month			
2645		Index	100	124
2646	Uploaded or added video to website - past month			*
2647		Index	100	124
2648	Watched ESPN Classic cable - past week			*
2649		Index	100	124
2650	Bought any soccer shoes - past year			*
2651		Index	100	124
2652	Selected vehicle insurance based on rates			
2653		Index	100	124
2654	Personally rented truck or trailer - past year			
2655		Index	100	124
2656	Used TurboTax computer software program for tax preparation - past year			
2657		Index	100	124
2658	Personally own camera case			
2659		Index	100	124
2660	Total amount spent on men's low-ticket clothing items in past year: $50-$99			
2661		Index	100	124
2662	Household owns Uniden telephone equipment			
2663		Index	100	124
2664	Watched 2010 Winter Olympics programming on NBC			
2665		Index	100	124
2666	Used disposable diapers/underpants (adult) - past 6 months			
2667		Index	100	124
2668	Purchase music, other audio on iTunes			
2669		Index	100	124

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2670	Exercise regularly (2+ times per week) at club/gym			
2671		Index	100	124
2672	Had professional massage - past 6 months			
2673		Index	100	124
2674	Consumed liquor (not beer/wine) at a restaurant - past month			
2675		Index	100	124
2676	Viewed 4+ pay-per-view TV movies - past year			
2677		Index	100	124
2678	Saw a horror movie in the theater - past 6 months			
2679		Index	100	124
2680	Ever redeemed a mobile coupon on cellular/mobile/smartphone			*
2681		Index	100	124
2682	Participated in book clubs - past year			*
2683		Index	100	124
2684	Purchased housewares online - past year			*
2685		Index	100	124
2686	Personally own memory cards for camera/photo equipment			
2687		Index	100	124
2688	Household owns a portable workbench			
2689		Index	100	124
2690	Vehicle most recently purchased/leased (currently owned/leased) was acquired 1-2 years ago			
2691		Index	100	124
2692	Have American Express OPEN: Small Business Card in own name			*
2693		Index	100	124
2694	Watched Destination America (Planet Green) cable - past week			*
2695		Index	100	124
2696	TV show types watch: hockey			*
2697		Index	100	124
2698	Vehicle most recently purchased/leased (currently owned/leased) is a Nissan			*
2699		Index	100	124
2700	For me, advertising on the Internet has no credibility. (Agree strongly)			
2701		Index	100	123
2702	Consumed beer at a restaurant - past month			
2703		Index	100	123
2704	Printed digital photos in past 12 months			*
2705		Index	100	123
2706	Printed digital photos at Kodak Picture Maker kiosk - past year			*
2707		Index	100	123
2708	Engaged in backpacking - past year			*
2709		Index	100	123
2710	Have VISA Check Card (debit card) in own name			
2711		Index	100	123
2712	Patronized Little Caesars - past 6 months			
2713		Index	100	123
2714	Covered by State Farm homeowners or personal property insurance			
2715		Index	100	123

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2716	Amount spent on cellular/mobile/smartphone purchase in past year: $50 or less			
2717		Index	100	123
2718	Household bundles purchase of television, internet, telephone and/or cellphone services			
2719		Index	100	123
2720	Vacation Travel Attitude Segments - Logistics Of Travel Planning: "I'm my own travel agent"			
2721		Index	100	123
2722	Shopped Jennifer Leather/Convertibles - past year			*
2723		Index	100	123
2724	Household owns hand tools			
2725		Index	100	123
2726	Consulted TripAdvisor.com for information on sightseeing/activities - past year			*
2727		Index	100	123
2728	Engaged in fund raising - past year			
2729		Index	100	123
2730	Household owns an electric wok			*
2731		Index	100	123
2732	Total amount spent on home improvements in past year: $150-$499			
2733		Index	100	123
2734	Healthcare advertising actions taken - past year: Visited website other than product or drug website			*
2735		Index	100	123
2736	Used e-mail on Internet - past month			
2737		Index	100	123
2738	Utilized any banking services online - past year			
2739		Index	100	123
2740	Purchase music, other audio at music store			*
2741		Index	100	123
2742	Took any adult education courses - past year			
2743		Index	100	123
2744	Household owns any hand tools			
2745		Index	100	123
2746	Watched 2010 Winter Olympics programming on USA			
2747		Index	100	123
2748	Read print/paper/hard-copy of travel magazines			
2749		Index	100	123
2750	Entertained friends or relatives at home - past year			
2751		Index	100	123
2752	Currently enrolled in any hotel rewards program(s)			
2753		Index	100	123
2754	Household has digital video recorder (DVR) provided by satellite company			
2755		Index	100	123
2756	Personally own any preferred stock in any company (excluding company work for)			*
2757		Index	100	123
2758	5 children under age 18 currently living at home			*
2759		Index	100	123
2760	Visited a National Park on any domestic vacation/honeymoon trip - past year			
2761		Index	100	123

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2762	Invested in any 529 Plan (college savings plan)			*
2763		Index	100	123
2764	Household owns 3 TVs			
2765		Index	100	123
2766	Personally own any city/municipal or state bonds			*
2767		Index	100	123
2768	VALS Statements: I am really interested in only a few things. Agree			
2769		Index	100	123
2770	Most recently purchased/leased vehicle (currently owned/leased) has a V-6 engine			
2771		Index	100	123
2772	Computer owned at home has Blu-ray RE (Blu-ray Burner)			*
2773		Index	100	123
2774	Decision-maker for brand of tires purchased: Self (alone or with someone else)			
2775		Index	100	123
2776	Saw a comedy movie in the theater - past 6 months			
2777		Index	100	123
2778	Engaged in photography as leisure activity or hobby - past year			
2779		Index	100	122
2780	Accessed bank/financial services by mail - past year			*
2781		Index	100	122
2782	Bought any men's cologne for self - past year			
2783		Index	100	122
2784	Consumed wine at home - past month			
2785		Index	100	122
2786	Cellular/Mobile Phone/Smartphone has speakerphone feature			
2787		Index	100	122
2788	Learned about fees/travel arrangements from friends' or family recommendations - past year			
2789		Index	100	122
2790	Referred to paper Yellow Pages for Attorneys - past year			*
2791		Index	100	122
2792	Household owns DVD player			
2793		Index	100	122
2794	Cellular/Mobile Phone/Smartphone has Bluetooth feature			
2795		Index	100	122
2796	Watch motorcycle racing on TV			*
2797		Index	100	122
2798	Had paint job on vehicle currently owned/leased - past year			*
2799		Index	100	122
2800	Purchased women's cloth coat - past year			*
2801		Index	100	122
2802	Bought any plush dolls/stuffed animals - past year			
2803		Index	100	122
2804	Household owns cordless electric screwdriver			
2805		Index	100	122
2806	Cellular/Mobile Phone/Smartphone has MP3 player feature			
2807		Index	100	122

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2808	Engaged in general sightseeing on any domestic vacation/honeymoon trip - past year			
2809		Index	100	122
2810	Household owns a cordless electronic screwdriver			
2811		Index	100	122
2812	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): Under $10,000			
2813		Index	100	122
2814	Listen to professional wrestling play-by-play on radio			*
2815		Index	100	122
2816	Computer owned at home has wireless router			
2817		Index	100	122
2818	VALS Statements: I like doing things that are new and different. Agree			
2819		Index	100	122
2820	Played games online - past month			
2821		Index	100	122
2822	Patronized Joe's Crab Shack - past 6 months			*
2823		Index	100	122
2824	Banking method: "log-in banker" (bank online)			
2825		Index	100	122
2826	Spent $3000-$4999 on domestic vacation travel - past year			*
2827		Index	100	122
2828	Collect antiques as hobby			*
2829		Index	100	122
2830	Bought cosmetics online - past 6 months			*
2831		Index	100	122
2832	Bought any sleepwear for baby under 1 year old - past 6 months			*
2833		Index	100	122
2834	Made financial contribution to National Public Radio (NPR) - past year			*
2835		Index	100	122
2836	Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 door)			
2837		Index	100	122
2838	Consulted Hotels.com for information on fees/travel arrangements - past year			
2839		Index	100	122
2840	Personally or jointly have a home mortgage (1st)			
2841		Index	100	122
2842	Watched 2010 Winter Olympics programming on Internet			*
2843		Index	100	122
2844	Household used professional exterminator service for insects (ants, roaches, etc.) - past year			
2845		Index	100	122
2846	Vehicle currently owned/leased was serviced by self - past year			
2847		Index	100	122
2848	Obtained medical insurance through a place of work			
2849		Index	100	122
2850	Ordered from eBay.com - past year			
2851		Index	100	122
2852	Flew Delta/Northwest on any domestic trip - past year			
2853		Index	100	122

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2854	Have mortgage insurance coverage			
2855		Index	100	122
2856	Personally have mortgage insurance coverage			
2857		Index	100	122
2858	Watched TLC (The Learning Channel) cable - past week			
2859		Index	100	122
2860	Used travel agent/internet travel site for flight reservations for domestic trip - past year			
2861		Index	100	122
2862	Bought any work boots - past year			
2863		Index	100	121
2864	Household has DirecTV DVR with TiVo service			*
2865		Index	100	121
2866	Household has digital video recorder (DVR) from local cable company			
2867		Index	100	121
2868	Patronized Subway - past 6 months			
2869		Index	100	121
2870	Referred to Internet Yellow Pages for travel services other than airlines/airline tickets, hotels/motels - past year			*
2871		Index	100	121
2872	Bought any clothing for children 12 years old or younger - past 6 months			
2873		Index	100	121
2874	Used airline-specific internet site for domestic trip - past year			
2875		Index	100	121
2876	Reused or recycled plastic items other than bags, bottles - past month			
2877		Index	100	121
2878	Lawn and garden items bought - past year: potting soil			
2879		Index	100	121
2880	Bought lunch at fast-food/drive-in restaurant - past 6 months			
2881		Index	100	121
2882	Computer owned at home has MS Windows NT operating system			*
2883		Index	100	121
2884	Referred to paper Yellow Pages for hotels/motels - past year			*
2885		Index	100	121
2886	Bought books at warehouse/membership club store - past year			
2887		Index	100	121
2888	Referred to Internet Yellow Pages for real estate - past year			
2889		Index	100	121
2890	Household owns drive bits			
2891		Index	100	121
2892	Purchased Light Classical music recordings - past 6 months			*
2893		Index	100	121
2894	Future intentions: Likely to take vacation trip to Hawaii - coming year			
2895		Index	100	121
2896	Participated in bowling - past year			
2897		Index	100	121
2898	Engaged in cooking for fun - past year			
2899		Index	100	121

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2900	Flew commercial airline (scheduled flight) for any foreign trip (including Alaska, Hawaii) - past 3 years			
2901		Index	100	121
2902	Automotive Attitudes: My ideal car would feature luxury and style.			
2903		Index	100	121
2904	Rented vehicle for personal use - past year			
2905		Index	100	121
2906	Obtained medical insurance through the Internet			*
2907		Index	100	121
2908	Saw a PG-13 rated movie in the theater - past 6 months			
2909		Index	100	121
2910	Bill-paying methods used in past year: Bills automatically charged to credit card			
2911		Index	100	121
2912	Participated in football - past year			
2913		Index	100	121
2914	Household owns cordless electric drill			
2915		Index	100	121
2916	Patronized Uno Chicago Grill - past 6 months			*
2917		Index	100	121
2918	Healthcare advertising actions taken - past year: Discussed an ad with a friend or relative			*
2919		Index	100	121
2920	Household has digital video recorder (DVR) provided by cable company through a digital cable box			
2921		Index	100	121
2922	Patronized Jimmy John's - past 6 months			*
2923		Index	100	121
2924	Purchased any flowers by phone/online/Internet - past 6 months			*
2925		Index	100	121
2926	Currently drive a regular pick-up			
2927		Index	100	121
2928	Total value of life insurance coverage: $150,000-$249,999			*
2929		Index	100	121
2930	Stayed at Crowne Plaza on business trip - past year			*
2931		Index	100	121
2932	Media Trusted The Most: Internet			
2933		Index	100	121
2934	Spent $100-$249 on tires - past year			
2935		Index	100	121
2936	Purchased automotive products online - past year			*
2937		Index	100	121
2938	Shopped Lane Bryant - past 3 months			*
2939		Index	100	121
2940	Consulted TripAdvisor.com for information on fees/travel arrangements - past year			*
2941		Index	100	121
2942	Household owns a cordless drill			
2943		Index	100	121
2944	Used coupons at drug store/pharmacy - past year			
2945		Index	100	121

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2946	Wrote an online blog - past month			*
2947		Index	100	121
2948	Personally own 35mm point & shoot camera			*
2949		Index	100	121
2950	Vehicle most recently purchased/leased (currently owned/leased) has security/burglar alarm			
2951		Index	100	121
2952	Listen to NFL weekend games play-by-play on radio			
2953		Index	100	121
2954	Personally have a Smartphone			
2955		Index	100	121
2956	Diet control/eating habits: Buy food labeled as natural or organic			
2957		Index	100	121
2958	Household spent $3000+ on vinyl windows - past year			*
2959		Index	100	121
2960	Watched Military Channel cable - past week			
2961		Index	100	121
2962	Own Yamaha ATV/UTV			*
2963		Index	100	121
2964	Household owns a corded electric drill			
2965		Index	100	121
2966	Referred to Internet Yellow Pages for pizza - past year			*
2967		Index	100	121
2968	Personally or jointly have a savings account			
2969		Index	100	121
2970	Purchased women's T-shirts - past year			
2971		Index	100	121
2972	Ever downloaded an app on cellular/mobile/smartphone			
2973		Index	100	121
2974	Household owns an electric sander			
2975		Index	100	121
2976	Referred to Internet Yellow Pages for home improvement and repair - past year			*
2977		Index	100	121
2978	Read comic books as leisure activity - past year			*
2979		Index	100	120
2980	Engaged in furniture refinishing as leisure activity/hobby - past year			*
2981		Index	100	120
2982	Patronized Fuddruckers - past 6 months			*
2983		Index	100	120
2984	Household subscribes to Starz! premium cable channels			
2985		Index	100	120
2986	Purchased coffee/tea online - past year			*
2987		Index	100	120
2988	Vehicle most recently purchased/leased (currently owned/leased) was acquired with a credit union loan			
2989		Index	100	120
2990	Ever downloaded wallpaper on cellular/mobile/smartphone			
2991		Index	100	120

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
2992	Watched SOAPnet cable - past week			*
2993		Index	100	120
2994	Household spent $1000-$2999 on garage doors - past year			*
2995		Index	100	120
2996	Currently drive a van			*
2997		Index	100	120
2998	Personally have boat insurance coverage			*
2999		Index	100	120
3000	Have boat owners insurance coverage			*
3001		Index	100	120
3002	Bought tires at Firestone Complete Auto Care - past year			*
3003		Index	100	120
3004	Vehicle most recently acquired was bought/leased to replace another vehicle			
3005		Index	100	120
3006	Going online is one of my favorite things to do with my free time. (Agree completely)			
3007		Index	100	120
3008	Purchased soy milk - past 6 months			
3009		Index	100	120
3010	Used H&R Block on-site professional service for tax preparation - past year			*
3011		Index	100	120
3012	Total amount spent on most recent home computer purchase: $1500-$1999			*
3013		Index	100	120
3014	Watched 2010 Winter Olympics programming on CNBC			
3015		Index	100	120
3016	Purchased any products at a salon or dayspa - past 6 months			
3017		Index	100	120
3018	Use portable Mp3 player to listen to podcasts			*
3019		Index	100	120
3020	Member of Wyndham Rewards hotel rewards program			*
3021		Index	100	120
3022	For me, advertising on the Internet appears at inconvenient moments. (Agree strongly)			
3023		Index	100	120
3024	Own a dress watch			
3025		Index	100	120
3026	Participated in golf - past year			
3027		Index	100	120
3028	Future intentions: Likely to remodel kitchen - coming year			
3029		Index	100	120
3030	Shopped Best Buy - past year			
3031		Index	100	120
3032	Used artificial fire logs - past year			
3033		Index	100	120
3034	Source of life insurance coverage: Fraternal or other membership group			*
3035		Index	100	120
3036	Patronized TCBY - past 6 months			*
3037		Index	100	120

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3038	Watched MTV cable - past week			
3039		Index	100	120
3040	Purchased Rap music recordings - past 6 months			*
3041		Index	100	120
3042	Most recently purchased TV set has monitor input/output jacks			
3043		Index	100	120
3044	Household owns a toaster			
3045		Index	100	120
3046	Bought any running/jogging shoes - past year			
3047		Index	100	120
3048	Household owns pneumatic tools			
3049		Index	100	120
3050	Household subscribes to Encore premium cable channels			
3051		Index	100	120
3052	Total amount spent on most recent home computer purchase: $3000-$4999			*
3053		Index	100	120
3054	Household spent $3000+ on kitchen counter tops - past year			*
3055		Index	100	120
3056	Personally or jointly have business checking account			*
3057		Index	100	120
3058	VALS Statements: I like to learn about things that may never be of any use to me. Agree			
3059		Index	100	120
3060	Exercise regularly (2+ times per week) at home			
3061		Index	100	120
3062	Total amount spent on clothing in past year - $300-$499			
3063		Index	100	120
3064	Regular member of USAirways Dividend Miles frequent flyer program			*
3065		Index	100	120
3066	Personally own any privately held shares of companies or partnerships			*
3067		Index	100	120
3068	Shopped Hallmark Gold Crown - past 3 months			
3069		Index	100	120
3070	Advertising on the Internet provides me with meaningful information about the product use of other consumers. (Agree strongly)			
3071		Index	100	120
3072	Own or lease three vehicles			
3073		Index	100	120
3074	Visited a day spa - past 6 months			
3075		Index	100	120
3076	Primary reason personally drive is to do errands			
3077		Index	100	120
3078	Obtained medical information on Internet - past month			
3079		Index	100	120
3080	Total amount spent on most recent home computer purchase: $500-$999			
3081		Index	100	120
3082	VALS Statements: I am often interested in theories. Agree			
3083		Index	100	120

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3084	Patronized Pizza Inn - past 6 months			*
3085		Index	100	120
3086	Selected life insurance based on customer service reputation			
3087		Index	100	120
3088	Own stoneware tableware			
3089		Index	100	119
3090	Read print/paper/hard-copy of general editorial magazines			
3091		Index	100	119
3092	Vehicle most recently purchased/leased (currently owned/leased) has electronic fuel injection			
3093		Index	100	119
3094	Referred to Internet Yellow Pages for florists - past year			*
3095		Index	100	119
3096	Took any trip within the continental U.S. - past year			
3097		Index	100	119
3098	Bought any large dolls, baby dolls - past year			
3099		Index	100	119
3100	Purchased organic fresh milk - past 6 months			
3101		Index	100	119
3102	Used coupons to buy toiletry items - past year			
3103		Index	100	119
3104	Reside in West North Central Census sub-region			*
3105		Index	100	119
3106	Household owns TomTom portable GPS navigation device			
3107		Index	100	119
3108	Patronized Sonic Drive-in - past 6 months			
3109		Index	100	119
3110	For me, advertising in newspapers is repeated too often. (Agree strongly)			
3111		Index	100	119
3112	I used coupons to try new products in past year			
3113		Index	100	119
3114	Service use for long-distance telephone calls (landline): Comcast			*
3115		Index	100	119
3116	Household owns an electric fry pan			
3117		Index	100	119
3118	Purchased women's evening dress - past year			*
3119		Index	100	119
3120	I would feel disconnected without the Internet. (Agree completely)			
3121		Index	100	119
3122	Cellular/Mobile Phone/Smartphone has alarm clock featur			
3123		Index	100	119
3124	Watched Animal Planet cable - past week			
3125		Index	100	119
3126	Referred to Internet Yellow Pages for household furnishings - past year			*
3127		Index	100	119
3128	Visited fast-food/drive-in restaurant on weekend - past 6 months			
3129		Index	100	119

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3130	Household used professional carpet-cleaning service in past year			*
3131		Index	100	119
3132	Bill-paying methods used in past year: Paid by Internet/Online			
3133		Index	100	119
3134	Spent $150-$199 on gasoline - past 30 days			
3135		Index	100	119
3136	Bought any tricycles - past year			*
3137		Index	100	119
3138	Member of USAirways Dividend Miles frequent flyer program (any status level)			*
3139		Index	100	119
3140	Household owns an air compressor (not 12-volt inflator)			
3141		Index	100	119
3142	Purchased any type of camera - past year			
3143		Index	100	119
3144	Own hand-held massager(s)			
3145		Index	100	119
3146	Household owns gas grill			
3147		Index	100	119
3148	Personally make hotel/motel reservations for personal/vaction travel			
3149		Index	100	119
3150	Used ATM/financial services at convenience store - past month			*
3151		Index	100	119
3152	Household owns Panasonic telephone equipment			
3153		Index	100	119
3154	Future intentions: Likely to change jobs - coming year			
3155		Index	100	119
3156	Bought pizza/pasta at fast-food/drive-in restaurant - past 6 months			
3157		Index	100	119
3158	Watched PBS Kids Sprout cable - past week			*
3159		Index	100	119
3160	Most recently purchased TV set has LCD screen			
3161		Index	100	119
3162	Household has Dish DVR from Dish Network			*
3163		Index	100	119
3164	Saw a thriller movie in the theater - past 6 months			
3165		Index	100	119
3166	Watched ESPN2 cable - past week			
3167		Index	100	119
3168	Bought any baby furniture and/or baby equipment - past 6 months			*
3169		Index	100	119
3170	Most recently purchased/leased vehicle (currently owned/leased) has a V-8 engine			
3171		Index	100	119
3172	Most recently purchased TV set has giant screen (over 42")			
3173		Index	100	119
3174	Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone.			
3175		Index	100	119

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3176	Type of medical insurance policy have: POS (Point-of-Service)			*
3177		Index	100	119
3178	Type of auto/other vehicle insurance carry: liability-property damage			
3179		Index	100	119
3180	Downloaded a movie from Internet - past month			*
3181		Index	100	119
3182	Connect to Internet from home through any broanband or high-speed connection			
3183		Index	100	119
3184	Downloaded a video game on Internet - past month			
3185		Index	100	119
3186	Household owns non-electric garden shears			
3187		Index	100	119
3188	Household owns air compressor (not 12-volt inflator)			
3189		Index	100	119
3190	Watch gymnastics competitions on TV			
3191		Index	100	119
3192	Attended a specific event on any domestic vacation/honeymoon trip - past year			
3193		Index	100	118
3194	Medical insurance coverage includes self, other household members			
3195		Index	100	118
3196	Bought paint/stain at hardware store - past year			
3197		Index	100	118
3198	Visited physical therapist - past year			*
3199		Index	100	118
3200	Belong to any airline Frequent Flyer club			
3201		Index	100	118
3202	The Internet is a great way to gather information on products/services I'm considering purchasing. (Agree completely)			
3203		Index	100	118
3204	Stayed at Wingate Hotel on personal/vacation trip - past year			*
3205		Index	100	118
3206	Patronized Pizza Hut - past 6 months			
3207		Index	100	118
3208	Who uses personal computer at home: Adult other than self			
3209		Index	100	118
3210	Computer owned at home has MS Windows XP operating system			
3211		Index	100	118
3212	Bought non-prescription/OTC drugs at drug store - past 6 months			
3213		Index	100	118
3214	Engaged in running/jogging on any domestic vacation/honeymoon trip - past year			*
3215		Index	100	118
3216	Viewed 3-5 video-on-demand TV shows - past month			*
3217		Index	100	118
3218	Personally own batteries for camera/photo equipment			
3219		Index	100	118
3220	Purchased sports equipment by mail or phone - past year			*
3221		Index	100	118

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3222	Bought any construction toys - past year			*
3223		Index	100	118
3224	Use any computer to look at or use Internet			
3225		Index	100	118
3226	Traveled with spouse or mate on any domestic trip - past year			
3227		Index	100	118
3228	Cellular / Mobile Opinions: Text messaging is an important part of my daily life.			
3229		Index	100	118
3230	Purchased American Express gift cards/prepaid cards - past 6 months			*
3231		Index	100	118
3232	Purchased American Express gift card/prepaid card - past 6 months			*
3233		Index	100	118
3234	Consumed beer at a bar/club - past month			
3235		Index	100	118
3236	Total financial contributions to any organizations/institutions/groups/causes in past year: $250-$499			
3237		Index	100	118
3238	Most recently purchased TV set has big screen (36"-42")			
3239		Index	100	118
3240	Own a sports watch			
3241		Index	100	118
3242	Car/other vehicle batteries installed by self - past year			
3243		Index	100	118
3244	Shopped for groceries on Saturday - past week			
3245		Index	100	118
3246	Shopped Williams-Sonoma - past 3 months			*
3247		Index	100	118
3248	Learned about sightseeing/activities from friends' or family recommendations - past year			
3249		Index	100	118
3250	Household owns an electric outdoor blower			
3251		Index	100	118
3252	Visited Adventure Island (Florida) - past year			*
3253		Index	100	118
3254	Cellular/Mobile Phone/Smartphone has calendar/organizer features			
3255		Index	100	118
3256	Accessed Yahoo! Mail - past month			
3257		Index	100	118
3258	Household owns sewing machine			
3259		Index	100	118
3260	Shopped for groceries on Sunday - past week			
3261		Index	100	118
3262	Redeemed a coupon clipped from weekday newspaper inserts - past year			
3263		Index	100	118
3264	Household owns all-in-one printer-copier-scanner			
3265		Index	100	118
3266	Served on a committee for a local organization - past year			
3267		Index	100	118

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3268	Watched A&E Network - past week			
3269		Index	100	118
3270	Household owns battery flashlight (not rechargeable)			
3271		Index	100	118
3272	Vehicle most recently purchased/leased (currently owned/leased) was acquired 3-4 years ago			
3273		Index	100	118
3274	Consumed liquor (not beer/wine) at someone else's home - past month			
3275		Index	100	118
3276	Bought electric trains - past year			*
3277		Index	100	118
3278	Saw a family movie in the theater - past 6 months			
3279		Index	100	118
3280	Household added a bathroom - past year			*
3281		Index	100	118
3282	Cellular / Mobile Opinions: Having one mobile device that can do everything is very convenient.			
3283		Index	100	118
3284	Shopped for groceries on Monday - past week			
3285		Index	100	118
3286	Bought any clothing for children 3-5 years old - past 6 months			
3287		Index	100	118
3288	Selected homeowners/personal property insurance based on rates			
3289		Index	100	117
3290	Carry Bank of America credit and/or debit cards (issued in own name)			
3291		Index	100	117
3292	Tune in to traffic reports			
3293		Index	100	117
3294	Personally own photo albums			
3295		Index	100	117
3296	Purchased calcium-added/vitamin-fortified fresh milk - past 6 months			
3297		Index	100	117
3298	Bought lunch at fast-casual, family restaurant or steakhouse - past 6 months			
3299		Index	100	117
3300	Attended live theater performances - past year			
3301		Index	100	117
3302	Branch location is very important when choosing bank, financial services			
3303		Index	100	117
3304	Watched The Disney Channel cable - past week			
3305		Index	100	117
3306	Consumed any regular domestic beer/ale - past 6 months			
3307		Index	100	117
3308	Purchased any gift cards and/or prepaid cards - past 6 months			
3309		Index	100	117
3310	Bought paint/stain at home center store - past year			
3311		Index	100	117
3312	Bought men's overcoat - past year			*
3313		Index	100	117

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3314	Category Influentialism: My family/friends often ask for and trust my advice on home remodeling.			
3315		Index	100	117
3316	Cellular / Mobile Opinions: I understand how to use most of the features on my cell phone.			
3317		Index	100	117
3318	Household bought area rug(s) - past year			*
3319		Index	100	117
3320	Purchased wedding/occasion gifts online - past year			*
3321		Index	100	117
3322	Household installed ceramic tile floors - past year			*
3323		Index	100	117
3324	Cellular / Mobile Opinions: I would use the Internet on my cell phone more often, if the websites loaded more easily.			
3325		Index	100	117
3326	Caregiver/caretaker services/support personally provide: provide transportation			*
3327		Index	100	117
3328	Household treated by Orkin professional exterminators - past year			*
3329		Index	100	117
3330	Household owns outboard motor (over 75 horsepower)			*
3331		Index	100	117
3332	Decision-maker for vehicle most recently purchased/leased: Self with someone else			
3333		Index	100	117
3334	Played PC/computer games (played online with software) as leisure activity - past year			
3335		Index	100	117
3336	Referred to Internet Yellow Pages for airlines/airline tickets - past year			*
3337		Index	100	117
3338	Total amount spent on men's low-ticket clothing items in past year: $200-$299			
3339		Index	100	117
3340	Played 30+ hours of video games - past week			*
3341		Index	100	117
3342	Occupation: Transportation and Material Moving			*
3343		Index	100	117
3344	Watched Bloomberg Television cable - past week			*
3345		Index	100	117
3346	Read print/paper/hard-copy of business/finance magazines			
3347		Index	100	117
3348	Distance from home to most frequently shopped grocery store is 3-5 miles			
3349		Index	100	117
3350	Reused or recycled plastic bags - past month			
3351		Index	100	117
3352	Cellular / Mobile Opinions - Features Important To You: Phone models are very important to me.			
3353		Index	100	117
3354	Bought wine at supermarket - past 6 months			
3355		Index	100	117
3356	Use truck(s) currently owned/leased for recreation			
3357		Index	100	117
3358	Category Influentialism: My family/friends often ask for and trust my advice on new technologies.			
3359		Index	100	117

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3360	Cellular service on phone you personally use most often: AT&T			
3361		Index	100	117
3362	Household Internet service provider is Comcast/Xfinity			
3363		Index	100	117
3364	Spent $100-$199 for camera - past year			*
3365		Index	100	117
3366	Value of home owned is between $200,000-$499,999			
3367		Index	100	117
3368	Watched TBS cable - past week			
3369		Index	100	117
3370	Purchased video games/systems online - past year			*
3371		Index	100	117
3372	Total amount spent on children's clothing in past 6 months: $50 or less			*
3373		Index	100	117
3374	Purchase music, other audio at discount department store			
3375		Index	100	117
3376	Vehicle most recently purchased/leased (currently owned/leased) was acquired with cash			
3377		Index	100	117
3378	Purchased any bedding/linens online - past year			*
3379		Index	100	117
3380	Most recent home computer purchased direct from manufacturer			
3381		Index	100	117
3382	Vehicle currently owned/leased has MP3 player connection			
3383		Index	100	117
3384	Who uses personal computer at home: Self			
3385		Index	100	117
3386	TV show types watch: professional football pre-game shows			
3387		Index	100	117
3388	Household owns an electric car polisher			*
3389		Index	100	117
3390	Typically book a trip 3-6 months before traveling			
3391		Index	100	117
3392	Vehicle most recently purchased/leased (currently owned/leased) is 2005 model year			
3393		Index	100	117
3394	Most recently purchased/leased vehicle (currently owned/leased) is a luxury car			*
3395		Index	100	117
3396	Watched ESPN cable - past week			
3397		Index	100	117
3398	Referred to paper Yellow Pages for theaters - past year			*
3399		Index	100	117
3400	Currently reside with one or more parents			
3401		Index	100	117
3402	Household owns an electric blender			
3403		Index	100	117
3404	Most recent home computer purchase made direct from manufacturer			
3405		Index	100	117

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3406	Vehicle currently owned/leased was serviced by self working with someone else - past year			
3407		Index	100	117
3408	Used coupons to buy cosmetics - past year			
3409		Index	100	116
3410	Carry any auto/other vehicle insurance through Progressive			
3411		Index	100	116
3412	Ever listened to music on cellular/mobile/smartphone			
3413		Index	100	116
3414	Used coupons at grocery store/supermarket - past year			
3415		Index	100	116
3416	Amount Of Time Married: 3-4 Years			*
3417		Index	100	116
3418	Traveled with friends on any domestic trip - past year			
3419		Index	100	116
3420	Most recently purchased/leased vehicle (currently owned/leased) has manual transmission			
3421		Index	100	116
3422	Visited fast-food/drive-in restaurant on weekday - past 6 months			
3423		Index	100	116
3424	Watch Alpine skiing and ski jumping on TV			
3425		Index	100	116
3426	Attend boxing matches			*
3427		Index	100	116
3428	Automotive Attitudes: I am pumped up about cars.			
3429		Index	100	116
3430	Business-to-Business: Involved in purchase of video-conferencing equipment			*
3431		Index	100	116
3432	Bought any computer books - past year			*
3433		Index	100	116
3434	Cellular/Mobile Phone/Smartphone has voicemail features			
3435		Index	100	116
3436	Category Influentialism: My family/friends often ask for and trust my advice on alcoholic beverages (other than beer and wine).			
3437		Index	100	116
3438	Cellular/Mobile Phone/Smartphone has walkie-talkie/"push-to-talk" features			
3439		Index	100	116
3440	Carry any auto/other vehicle insurance through Encompass			*
3441		Index	100	116
3442	Printed digital photos at in-store photo center - past year			*
3443		Index	100	116
3444	Household owns an electric knife			
3445		Index	100	116
3446	Household owns broom(s)			
3447		Index	100	116
3448	Laminate flooring installation done by outside contractor - past year			*
3449		Index	100	116
3450	Used men's aftershave lotion/cologne - past 6 months			
3451		Index	100	116

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3452	VALS Statements: I love to make things I can use everyday. Agree			
3453		Index	100	116
3454	Watched USA Network cable - past week			
3455		Index	100	116
3456	Finance Attitudes: I only save for a specific purpose.			
3457		Index	100	116
3458	The Internet is a great way to communicate with family/friends. (Agree completely)			
3459		Index	100	116
3460	Cellular service on phone ryou personally use most often: Sprint			
3461		Index	100	116
3462	Consumed any beer/ale - past 6 months			
3463		Index	100	116
3464	Personally have considerable interest in seeing informercials			*
3465		Index	100	116
3466	Reside in West South Central Census sub-region			
3467		Index	100	116
3468	Purchased shoes/footwear online - past year			
3469		Index	100	116
3470	Viewed any programming on Starz! premium cable channels - past week			
3471		Index	100	116
3472	Carry life insurance policy through New York Life			*
3473		Index	100	116
3474	Vehicle currently owned/leased has CD Player (single CD)			
3475		Index	100	116
3476	Household did interior painting - past year			
3477		Index	100	116
3478	Technology Attitudes: When I find a technology or electronics product I like, I typically recommend it to people I know.			
3479		Index	100	116
3480	Type of auto/other vehicle insurance carry: collision			
3481		Index	100	116
3482	Had professional hair color/highlights - past 6 months			
3483		Index	100	116
3484	Cellular/Mobile Phone/Smartphone has camera feature			
3485		Index	100	116
3486	Most recently purchased TV set has closed-captioning feature			
3487		Index	100	116
3488	Household owns black-and-white computer printer			
3489		Index	100	116
3490	Used travel agent for any domestic trip - past year			*
3491		Index	100	116
3492	Engaged in fresh-water fishing - past year			
3493		Index	100	116
3494	Reused or recycled batteries - past month			
3495		Index	100	116
3496	Took any domestic trip in personal vehicle - past year			
3497		Index	100	116

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3498	Household owns Vtech telephone equipment			
3499		Index	100	116
3500	Cellular/Mobile Phone/Smartphone has text messaging features			
3501		Index	100	116
3502	VALS Statements: I often crave excitement. Agree			
3503		Index	100	116
3504	Personally or jointly have overdraft-protection on bank account			
3505		Index	100	116
3506	Purchased gift cards/prepaid cards at restaurant - past 6 months			
3507		Index	100	116
3508	Patronized Buffalo Wild Wings - past 6 months			
3509		Index	100	116
3510	Household owns an electric food processor			
3511		Index	100	116
3512	Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment.			
3513		Index	100	116
3514	Stayed at Motel 6 on business trip - past year			*
3515		Index	100	116
3516	Bought men's leather coat or jacket - past year			*
3517		Index	100	116
3518	Engaged in baking as leisure activity - past year			
3519		Index	100	116
3520	Ailments: Treated for migraine headaches - past year			
3521		Index	100	116
3522	Ceramic wall tile installation done by self or other household member - past year			*
3523		Index	100	116
3524	Type of cellular/mobile/smartphone agreement have: monthly plan with contract			
3525		Index	100	116
3526	Purchased gift cards/prepaid cards at discount store - past 6 months			*
3527		Index	100	115
3528	Bought men's swimsuit - past year			
3529		Index	100	115
3530	Obtained information about ailment/prescription drug from online/Internet site - past year			
3531		Index	100	115
3532	Type of auto/other vehicle insurance carry: uninsured motorist			
3533		Index	100	115
3534	Personally own $150,000+ in mutual funds (bonds)			*
3535		Index	100	115
3536	Purchased gift cards/prepaid cards on Internet/online - past 6 months			*
3537		Index	100	115
3538	Household installed exterior doors - past year			*
3539		Index	100	115
3540	Attended movies 2-3 times a month - past 6 months			
3541		Index	100	115
3542	Used instant messenger/IM on Internet - past month			
3543		Index	100	115

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3544	Bought any clothing at discount store - past 6 months			
3545		Index	100	115
3546	Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like I'm too available.			
3547		Index	100	115
3548	Computer owned at home has surge protector			
3549		Index	100	115
3550	Computer owned at home has CD-RW drive (CD burner)			
3551		Index	100	115
3552	Watched Oxygen cable - past week			
3553		Index	100	115
3554	Bought NAPA brand muffler(s) - past year			*
3555		Index	100	115
3556	Watched Style cable - past week			*
3557		Index	100	115
3558	Type of auto/other vehicle insurance carry: liability-bodily injury			
3559		Index	100	115
3560	Obtained information about ailment/prescription drug online/through Internet site			
3561		Index	100	115
3562	Cellular / Mobile Opinions: I am interested in watching live TV on my cell phone.			
3563		Index	100	115
3564	Vehicle most recently purchased/leased (currently owned/leased) is 2001 model year or earlier			
3565		Index	100	115
3566	Had professional face/body waxing - past 6 months			
3567		Index	100	115
3568	Bought food to take out from fast-casual, family restaurant or steakhouse - past 6 months			
3569		Index	100	115
3570	VALS Statements: I would rather make something than buy it. Agree			
3571		Index	100	115
3572	Attended movies less than once a month - past 6 months			
3573		Index	100	115
3574	Attended any movies - past 6 months			
3575		Index	100	115
3576	Cost of most recently purchased TV set: Less than $100			*
3577		Index	100	115
3578	Household owns noise-reduction headphones			
3579		Index	100	115
3580	Personally developed film - past year			*
3581		Index	100	115
3582	Purchased women's regular jeans (not designer jeans) - past year			
3583		Index	100	115
3584	Vehicle most recently purchased/leased (currently owned/leased) has anti-lock braking system (ABS)			
3585		Index	100	115
3586	Household owns garage door-opener			
3587		Index	100	115
3588	What level of photographer are you? Amateur			
3589		Index	100	115

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3590	Have seen product placments in movies - past 6 months			
3591		Index	100	115
3592	Spent $150+ on athletic shoes - past year			
3593		Index	100	115
3594	Bought any cellular phone in past year			
3595		Index	100	115
3596	Personally own tripod for photography			
3597		Index	100	115
3598	Source of life insurance coverage: Union			*
3599		Index	100	115
3600	Read print/paper/hard-copy of fishing/hunting magazines			
3601		Index	100	115
3602	Personally have personal liability insurance coverage (not automotive or homeowners/personal property insurance)			*
3603		Index	100	115
3604	Household owns color computer printer			
3605		Index	100	115
3606	Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions.			
3607		Index	100	115
3608	Household bought bathroom or kitchen faucets - past year			
3609		Index	100	115
3610	Consulted travel magazine for advice on sightseeing/activities - past year			*
3611		Index	100	115
3612	Future intentions: Likely to take vacation trip to Mexico - coming year			
3613		Index	100	115
3614	Hardwood floor installation done by self or other household member - past year			*
3615		Index	100	115
3616	Watched HGTV (Home & Garden Television) cable - past week			
3617		Index	100	115
3618	Household owns shovel(s)			
3619		Index	100	115
3620	Did any cross-stitch needlecraft - past 6 months			*
3621		Index	100	115
3622	Own an ACER personal computer at home			
3623		Index	100	115
3624	Household owns computer printer			
3625		Index	100	115
3626	Household owns an automatic drip coffee maker			
3627		Index	100	115
3628	Shopped CVS Pharmacy/Longs Drugs - past 6 months			
3629		Index	100	115
3630	Consulted Priceline.com for information on sightseeing/activities - past year			*
3631		Index	100	115
3632	Total value of life insurance coverage: $500,000+			
3633		Index	100	115
3634	Shopped RadioShack - past year			
3635		Index	100	115

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3636	Personally carry 2 life insurance policies			
3637		Index	100	115
3638	Personally own photo printer			
3639		Index	100	115
3640	Redeemed a coupon clipped from a magazine - past year			
3641		Index	100	115
3642	Redeemed a coupon clipped from Sunday newspaper inserts - past year			
3643		Index	100	115
3644	Most recent home computer purchase was made through Internet/online			
3645		Index	100	115
3646	Have personal liability insurance coverage (not vehicle or homeowners insurance)			*
3647		Index	100	115
3648	Mode of transportation on average weekend is driving (not in a carpool)			
3649		Index	100	115
3650	Household owns a deep fryer			
3651		Index	100	115
3652	Automotive Attitudes: My ideal car would be basic and functional.			
3653		Index	100	115
3654	Value of home owned: $250,000-$299,999			
3655		Index	100	115
3656	Acquired new or different auto/other vehicle insurance policy - past year			
3657		Index	100	115
3658	Personally own telephoto/zoom lens for camera			
3659		Index	100	115
3660	Cellular / Mobile Opinions: I would be willing to pay a monthly subscription fee to receive live TV on my cell phone.			
3661		Index	100	115
3662	Made a phone call on Internet - past month			
3663		Index	100	114
3664	Bought men's lightweight jacket - past year			
3665		Index	100	114
3666	Total amount spent on children's clothing in past 6 months: $200-$399			
3667		Index	100	114
3668	Computer owned at home has microphone			
3669		Index	100	114
3670	Bought cosmetics at discount stores - past 6 months			
3671		Index	100	114
3672	Flew first class on any domestic trip - past year			*
3673		Index	100	114
3674	Bought any children's toys, games in past year			
3675		Index	100	114
3676	Technology Attitudes: Technology helps make my life more organized.			
3677		Index	100	114
3678	Selected vehicle insurance based on customer service reputation			
3679		Index	100	114
3680	Marital status: divorced			
3681		Index	100	114

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3682	Have access to Internet at home using a computer			
3683		Index	100	114
3684	Vehicle most recently purchased/leased (currently owned/leased) has turbo charger			*
3685		Index	100	114
3686	Household owns stationary drill press			*
3687		Index	100	114
3688	Household owns a stationary drill			*
3689		Index	100	114
3690	VALS Statements: I like being in charge of a group. Agree			
3691		Index	100	114
3692	Saw a drama movie in the theater - past 6 months			
3693		Index	100	114
3694	Viewed any programming on Encore premium cable channels - past week			
3695		Index	100	114
3696	Reused or recycled electronic equipment - past month			
3697		Index	100	114
3698	Participated in sailing - past year			*
3699		Index	100	114
3700	Had professional hair removal treatment (excluding waxing) - past 6 months			*
3701		Index	100	114
3702	Consumed any energy drinks - past 6 months			
3703		Index	100	114
3704	Patronized Wing-Stop - past 6 months			*
3705		Index	100	114
3706	Selected vehicle insurance based on location of company/agent			
3707		Index	100	114
3708	Carry life insurance policy through State Farm			*
3709		Index	100	114
3710	Visited pediatrician (with child) - past year			
3711		Index	100	114
3712	Total financial contributions to any organizations/institutions/groups/causes in past year: Under $50			
3713		Index	100	114
3714	Carry Chase credit and/or debit cards (issues in own name)			
3715		Index	100	114
3716	VALS Statements: I must admit I like to show off. Agree			
3717		Index	100	114
3718	Household spent $3000+ to remodel bathroom - past year			*
3719		Index	100	114
3720	Visited Yahoo! News Web site - past month			
3721		Index	100	114
3722	Most recently purchased TV set has plasma sceen			
3723		Index	100	114
3724	Most recently purchased TV set has HDTV feature			
3725		Index	100	114
3726	Vehicle most recently purchased/leased (currently owned/leased) is 2003 model year			*
3727		Index	100	114

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3728	Cellular / Mobile Opinions: I am interested in watching video clips on my cell phone.			
3729		Index	100	114
3730	Watched ESPNews cable - past week			
3731		Index	100	114
3732	Have seen video ads in stores - past 6 months			
3733		Index	100	114
3734	Buying Styles: I like to compare prices across different sites before purchasing something online.			
3735		Index	100	114
3736	Household treated by professional exterminator - past year			
3737		Index	100	114
3738	TV show types watch: baseball specials			
3739		Index	100	114
3740	Household is cellphone only (no landline)			
3741		Index	100	114
3742	Occupation: Production			*
3743		Index	100	114
3744	Distance from home to most frequently shopped grocery store is 1-2 miles			
3745		Index	100	114
3746	Ordered from target.com - past year			*
3747		Index	100	114
3748	TV show types watch: professional football games (weekend)			
3749		Index	100	114
3750	Number of years in business is very important when choosing bank, financial services			
3751		Index	100	114
3752	Read print/paper/hard-copy of news-and-entertainment weeklies			
3753		Index	100	114
3754	Vehicle currently owned/leased has multi-disc CD player			
3755		Index	100	114
3756	Attend NFL football Monday or Thursday night games			*
3757		Index	100	114
3758	Bought any clothing for baby under 1 year old - past 6 months			
3759		Index	100	114
3760	Carry HSBC credit and/or debit cards (issued in own name)			*
3761		Index	100	114
3762	Purchased women's sweatshirt - past year			*
3763		Index	100	114
3764	Total amount spent on children's toys and games in past year: $50-$99			*
3765		Index	100	113
3766	Purchased gift cards/prepaid cards at bank - past 6 months			*
3767		Index	100	113
3768	Total amount spent on shoes in past year: $50-$99			
3769		Index	100	113
3770	Have VISA Platinum Card in own name			
3771		Index	100	113
3772	Household owns home fire extinguisher			
3773		Index	100	113

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3774	Bought cosmetics at grocery store - past 6 months			*
3775		Index	100	113
3776	Consumed any white goods (alcholic beverage) - past 6 months			
3777		Index	100	113
3778	Read print/paper/hard-copy of science/technology magazines			
3779		Index	100	113
3780	Category Influentialism: My family/friends often ask for and trust my advice on pets.			
3781		Index	100	113
3782	Had brake lining or pad replacement on vehicle currently owned/leased - past year			
3783		Index	100	113
3784	Own a desktop computer at home			
3785		Index	100	113
3786	Eating/Nutrition Attitude: "Blase About Edibles"			
3787		Index	100	113
3788	Household bought any air conditioner in past year			*
3789		Index	100	113
3790	Engaged in Yoga - past year			
3791		Index	100	113
3792	Watched OWN (Oprah Winfrey Network) cable - past week			
3793		Index	100	113
3794	Watched FSC (Fox Soccer Channel) - past week			*
3795		Index	100	113
3796	Cellular/mobile/smartphone plan type have: family or shared plan			
3797		Index	100	113
3798	Referred to paper Yellow Pages for sports and leisure activities, equipment - past year			*
3799		Index	100	113
3800	Personally own Coby portable Mp3 player			*
3801		Index	100	113
3802	Household owns upright vacuum cleaner			
3803		Index	100	113
3804	Watch poker competitions on TV			
3805		Index	100	113
3806	Watch MLB baseball regular season games on TV			
3807		Index	100	113
3808	Watch marathon/road running, triathlon and other endurance competitons on TV			*
3809		Index	100	113
3810	Took any domestic vacation trip - past year			
3811		Index	100	113
3812	Personally own digital SLR (single lens reflex) camera			
3813		Index	100	113
3814	Watched 2010 Winter Olympics programming on MSNBC			
3815		Index	100	113
3816	Mode of transportation on average weekday is driving (not in a carpool)			
3817		Index	100	113
3818	Purchased cooking/kitchen accessories online - past year			*
3819		Index	100	113

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3820	Ailments: Treated for menopause/had hormone replacement (women only) - past year			*
3821		Index	100	113
3822	Food Attitudes: I indulge my cravings for sweets.			
3823		Index	100	113
3824	Food Attitudes: I indulge my cravings for sweets.			
3825		Index	100	113
3826	Have not changed auto/other vehicle insurance - past 5 years			
3827		Index	100	113
3828	Bought snacks at fast-food/drive-in restaurant - past 6 months			
3829		Index	100	113
3830	Stayed at Holiday Inn on business trip - past year			*
3831		Index	100	113
3832	Have seen video ads in airports - past 6 months			
3833		Index	100	113
3834	Mode of transportation on average weekend is walking			
3835		Index	100	113
3836	Most recently purchased/leased vehicle (currently owned/leased) is a compact SUV			
3837		Index	100	113
3838	Ailments: Treated for athlete's foot - past year			*
3839		Index	100	113
3840	Invested in any Keogh plan			*
3841		Index	100	113
3842	Spent $75-$149 on athletic shoes - past year			
3843		Index	100	113
3844	Carry any auto/other vehicle insurance through GEICO			
3845		Index	100	113
3846	Personally bought any camera/photo-developing accessories - past year			
3847		Index	100	113
3848	Bought toiletries at discount store - past 6 months			
3849		Index	100	113
3850	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): $30,000-$39,999			
3851		Index	100	113
3852	Watch bicycle racing on TV			*
3853		Index	100	113
3854	Buying Styles: My spouse has a significant impact on the brands I choose.			
3855		Index	100	113
3856	Category Influentialism: My family/friends often ask for and trust my advice on beer.			
3857		Index	100	113
3858	Belong to any auto club/roadside assistance program			
3859		Index	100	113
3860	Rented truck or trailer for moving personal/household goods - past year			*
3861		Index	100	113
3862	The Internet has allowed me to learn things I probably wouldn't have learned otherwise. (Agree completely)			
3863		Index	100	113
3864	Occupation: Personal Care and Personal Services			*
3865		Index	100	113

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3866	Selected homeowners/personal property insurance based on customer service reputation			
3867		Index	100	113
3868	Purchased women's swimsuit - past year			
3869		Index	100	113
3870	Buying Styles: Before purchasing a product online, I typically read online reviews submitted by others.			
3871		Index	100	113
3872	Attended auto shows - past year			
3873		Index	100	113
3874	Bought men's underwear - past year			
3875		Index	100	113
3876	Connect to Internet from home through cable modem			
3877		Index	100	113
3878	Engaged in dining out as leisure activity - past year			
3879		Index	100	113
3880	Played portable video/electronic games as leisure activity - past year			*
3881		Index	100	113
3882	Obtained medical insurance through government source (excluding Medicaid, Medicare)			*
3883		Index	100	113
3884	Household bought wallpaper/wall-covering - past year			*
3885		Index	100	113
3886	Household owns smoke/fire detector			
3887		Index	100	112
3888	Bill-paying methods used in past year: Bills automatically deducted from bank account			
3889		Index	100	112
3890	Household owns refrigerator			
3891		Index	100	112
3892	Household owns a personal computer			
3893		Index	100	112
3894	Participated in martial arts - past year			*
3895		Index	100	112
3896	Source of life insurance coverage: Place of work			
3897		Index	100	112
3898	Purchased women's dress - past year			
3899		Index	100	112
3900	Automotive Attitudes: People often ask my advice when it comes to automobiles.			
3901		Index	100	112
3902	The Internet is a great way to actually buy products. (Agree completely)			
3903		Index	100	112
3904	Watched Cooking Channel cable - past week			
3905		Index	100	112
3906	Household owns canister vacuum cleaner			
3907		Index	100	112
3908	Hold a valid passport			
3909		Index	100	112
3910	Vehicle currently owned/leased has DVD player			
3911		Index	100	112

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3912	Audio/entertainment system in most recently purchased/leased vehicle (currently owned/leased) was standard equipment on vehicle			
3913		Index	100	112
3914	Watched INSP (Inspiration Network) cable - past week			*
3915		Index	100	112
3916	Reused or recycled paper other than newspapers - past month			
3917		Index	100	112
3918	Watch NFL football weekend games on TV			
3919		Index	100	112
3920	Used coupons to buy food products - past year			
3921		Index	100	112
3922	Highest level of education completed/highest degree received: associate degree, occupational/vocational			*
3923		Index	100	112
3924	Bought any shoes at department store - past 6 months			
3925		Index	100	112
3926	Read print/paper/hard-copy of outdoor-recreation magazines			*
3927		Index	100	112
3928	Own lead crystal stemware			
3929		Index	100	112
3930	Own a laptop/notebook/tablet at home			
3931		Index	100	112
3932	Vacation Travel Attitudes: I'd rather book a trip over the Internet than meet with a travel agent.			
3933		Index	100	112
3934	Bought sandwiches at fast-food/drive-in restaurant - past 6 months			
3935		Index	100	112
3936	Most recent home computer purchase was made in a store			
3937		Index	100	112
3938	Spent $75-$99 on gasoline - past 30 days			
3939		Index	100	112
3940	Number of veterinarian visits in past year: 3			*
3941		Index	100	112
3942	Played cards - past year			
3943		Index	100	112
3944	Member of a body of local government			*
3945		Index	100	112
3946	Played PC/computer games (played offline with software) as leisure activity - past year			
3947		Index	100	112
3948	Type of auto/other vehicle insurance carry: comprehensive			
3949		Index	100	112
3950	Ever used text messaging on cellular/mobile/smartphone to vote in a contest, make a choice or give an opinion			
3951		Index	100	112
3952	Watch NFL football Monday or Thursday night games on TV			
3953		Index	100	112
3954	Personally did 1 home-improvement project - past year			
3955		Index	100	112
3956	Visited pbs.org Web site - past month			*
3957		Index	100	112

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
3958	Visited HuffingtonPost.com Web site - past month			*
3959		Index	100	112
3960	Took any domestic trip for personal reasons (not vacation) - past year			
3961		Index	100	112
3962	Total amount spent on home improvements in past year: $500-$999			*
3963		Index	100	112
3964	Household owns any dogs			
3965		Index	100	112
3966	Total amount spent on men's low-ticket clothing items in past year: $300-$499			
3967		Index	100	112
3968	Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling.			
3969		Index	100	112
3970	Household spent under $1000 on vinyl or metal siding - past year			*
3971		Index	100	112
3972	Household owns a wet-dry shop vacuum			
3973		Index	100	112
3974	Household owns cook top			
3975		Index	100	112
3976	Household owns microwave oven			
3977		Index	100	112
3978	Read print/paper/hard-copy of video games/PC & consold magazines			
3979		Index	100	112
3980	Family member other than self makes hotel/motel reservations for business travel			*
3981		Index	100	112
3982	Have seen ads at the movies (cinema advertising) - past 6 months			
3983		Index	100	112
3984	Have seen video ads in bars/pubs - past 6 months			
3985		Index	100	112
3986	Household did exterior painting - past year			*
3987		Index	100	112
3988	Ordered from 1800flowers.com - past year			*
3989		Index	100	112
3990	Diet control/eating habits: Buy food labeled as probiotic			*
3991		Index	100	112
3992	Wrote a letter to the editor of a newspaper or magazine or called a live radio or TV show - past year			*
3993		Index	100	112
3994	Bill-paying methods used in past year: Paid by mobile phone			
3995		Index	100	112
3996	Diet control/eating habits: Buy food labeled as high fiber			
3997		Index	100	111
3998	Household owns an iron			
3999		Index	100	111
4000	Computer owned at home has modem/fax modem			
4001		Index	100	111
4002	Listen to boxing play-by-play on radio			*
4003		Index	100	111

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4004	Bought men's regular jeans (not designer) - past year			
4005		Index	100	111
4006	Finance Attitudes: I hate having to go to the branch of my bank or savings institution.			
4007		Index	100	111
4008	Personally did 2 home remodeling projects - past year			*
4009		Index	100	111
4010	Fashion & Style Attitudes: I generally wear sunscreen.			
4011		Index	100	111
4012	Made financial contribution to educational institution/group - past year			
4013		Index	100	111
4014	Amount spent out of pocket on prescription drugs in average month: $10-$19			
4015		Index	100	111
4016	Bought car/other vehicle batteries - past year			
4017		Index	100	111
4018	Cellular / Mobile Opinions: I carry my cell phone everywhere I go.			
4019		Index	100	111
4020	Health Attitudes: I only go to the doctor when I'm very ill. (Agree strongly)			
4021		Index	100	111
4022	Interest rates are very important when choosing bank, financial services			
4023		Index	100	111
4024	Most recent home computer purchase was made 3-4 years ago			
4025		Index	100	111
4026	Stayed at Hilton Garden Inn on business trip - past year			*
4027		Index	100	111
4028	Watched TCM (Turner Classic Movies) cable - past week			
4029		Index	100	111
4030	Household owns built-in dishwasher			
4031		Index	100	111
4032	Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV.			
4033		Index	100	111
4034	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.			
4035		Index	100	111
4036	Cellular service on phone you personally use most often: Verizon Wireless			
4037		Index	100	111
4038	Own sterling silver flatware			
4039		Index	100	111
4040	Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance.			
4041		Index	100	111
4042	Took cruise on Carnival Cruise Lines - past 3 years			*
4043		Index	100	111
4044	Consumed any diet cola drinks - past 6 months			
4045		Index	100	111
4046	Have seen product placements in video games - past 6 months			
4047		Index	100	111
4048	Health Attitude Segments - Medicine/Drugs: "Generic Traditionalist"			
4049		Index	100	111

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4050	Ordered from hotwire.com - past year			*
4051		Index	100	111
4052	Used coupons at discount stores - past year			
4053		Index	100	111
4054	Covered by Travelers homeowners or personal property insurance			*
4055		Index	100	111
4056	Purchased tickets to concerts, shows, other entertainment by mail or phone - past year			*
4057		Index	100	111
4058	Consumed any distilled liquor - past 6 months			
4059		Index	100	111
4060	Most recently purchased TV set was HDTV ready			
4061		Index	100	111
4062	Household owns telephone headset			*
4063		Index	100	111
4064	Category Influentialsim: My family/friends often ask for and trust my advice on dieting.			
4065		Index	100	111
4066	Bought muffler(s) at Midas - past year			*
4067		Index	100	111
4068	Bought supper/dinner at fast-casual, family restaurant or steakhouse - past 6 months			
4069		Index	100	111
4070	Technology Attitudes: I like to read reviews before buying technology or electronics.			
4071		Index	100	111
4072	Own any Kawasaki motorcycle			*
4073		Index	100	111
4074	Houshold income: $250,000+			*
4075		Index	100	111
4076	Consumed any brown goods (alcholic beverages) - past 6 months			
4077		Index	100	111
4078	Bought breakfast at fast-food/drive-in restaurant - past 6 months			
4079		Index	100	111
4080	Most recently purchased/leased vehicle (currently owned/leased) has automatic transmission			
4081		Index	100	111
4082	Ailments: Treated for yeast infection (women only) - past year			*
4083		Index	100	111
4084	Made 3-4 long-distance phone calls (landline) within the U.S. - past month			*
4085		Index	100	111
4086	Stayed at Comfort Inns on personal/vacation trip - past year			*
4087		Index	100	111
4088	Carry Citibank credit and/or debit cards (issued in own name)			
4089		Index	100	111
4090	For me, all ads on the Internet are alike. (Agree strongly)			
4091		Index	100	111
4092	Current employment status: Principal shopper, not employed			*
4093		Index	100	111
4094	Household owns 4 or more TVs			
4095		Index	100	111

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4096	Healthcare advertising actions taken - past year: Asked doctor to prescribe a specific drug			*
4097		Index	100	111
4098	I used coupons to save as much money as I can in past year			
4099		Index	100	111
4100	Household owns a gas walk-behind lawn mower			
4101		Index	100	111
4102	Category Influentialism: My family/friends often ask for and trust my advice on parenting.			
4103		Index	100	111
4104	Future intentions: Likely to remodel bathroom - coming year			
4105		Index	100	111
4106	Have seen ads at bus stops or train stations - past 6 months			
4107		Index	100	111
4108	Personally own photo developming papers			
4109		Index	100	111
4110	Most recently purchased/leased vehicle (currently owned/leased) is an intermediate-size car			
4111		Index	100	111
4112	Total amount spent on home improvements in past year: Under $150			
4113		Index	100	111
4114	Bought boxed chocolates as a gift - past 6 months			
4115		Index	100	110
4116	Attended movies once a week or more - past 6 months			*
4117		Index	100	110
4118	Have American Express One Card in own name			*
4119		Index	100	110
4120	Prepared food from scratch - past 6 months			
4121		Index	100	110
4122	Household owns burglar alarm			
4123		Index	100	110
4124	Visited Superpages.com Web site - past month			*
4125		Index	100	110
4126	Work to remodel bedroom done by outside contractor - past year			*
4127		Index	100	110
4128	Bought food at fast-casual, family restaurant or steakhouse on weekday - past 6 months			
4129		Index	100	110
4130	Cellular / Mobile Opinions: I often use my cell phone to make phone calls from my home.			
4131		Index	100	110
4132	VALS Statements: I must admit that my interests are somewhat narrow and limited. Agree			
4133		Index	100	110
4134	For me, advertising on the Internet is repeated too often. (Agree strongly)			
4135		Index	100	110
4136	Used dry-cleaning services - past 6 months			
4137		Index	100	110
4138	Stayed at Days Inn on business trip - past year			*
4139		Index	100	110
4140	Personally have considerable interest in seeing ads at the movies (cinema advertising)			*
4141		Index	100	110

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4142	Business-to-Business: Involved in purchasing real estate/plant site location			*
4143		Index	100	110
4144	Most recently purchased TV set is Internet connectable			
4145		Index	100	110
4146	Visited nbc.com Web site - past month			*
4147		Index	100	110
4148	Household owns an electric chain saw			
4149		Index	100	110
4150	Household owns electric space heater(s)			
4151		Index	100	110
4152	Personally or jointly have a non-interest checking account			
4153		Index	100	110
4154	Used Federal Express overnight packages/letter delivery service for business purposes - past year			
4155		Index	100	110
4156	Read two or more Sunday newspapers (print/paper/hard-copy)			*
4157		Index	100	110
4158	Referred to Internet Yellow Pages for department stores - past year			*
4159		Index	100	110
4160	Own a Dell personal computer at home			
4161		Index	100	110
4162	Have seen ads in a store (not video ads) - past 6 months			
4163		Index	100	110
4164	Collect electric trains as hobby			*
4165		Index	100	110
4166	TV show types watch: awards specials			*
4167		Index	100	110
4168	Personal cellular/mobile/smartphone most often used for personal calls			
4169		Index	100	110
4170	Purchased cellular/mobile/smartphone at electronics store			
4171		Index	100	110
4172	Category Influentialism: My family/friends often ask for and trust my advice on interior decorating			
4173		Index	100	110
4174	Purchased cellular/mobile phone/smartphone at electronics store			
4175		Index	100	110
4176	Purchased women's casual slacks - past year			
4177		Index	100	110
4178	Household owns locks or lock sets			
4179		Index	100	110
4180	Own or lease two vehicles			
4181		Index	100	110
4182	Cellular / Mobile Opinions: I would be willing to receive advertisements on my cell phone in exchange for lower monthly costs.			
4183		Index	100	110
4184	Listened to any Hispanic format radio - past 7 days			*
4185		Index	100	110
4186	VALS Statements: There is too much sex on television today. Agree			
4187		Index	100	110

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4188	Household spends $100-$119 in food stores - average week			
4189		Index	100	110
4190	Personally did 2 home-improvement projects - past year			*
4191		Index	100	110
4192	Technology Attitudes: I enjoy learning about technology or electronic products from others.			
4193		Index	100	110
4194	Vehicle currently owned/leased has satellite radio			
4195		Index	100	110
4196	Lawn and garden items bought - past year: outdoor plant food			
4197		Index	100	110
4198	Purchased fresh 1% low-fat milk - past 6 months			
4199		Index	100	110
4200	Household spends $100-$119 in food stores - average week			
4201		Index	100	110
4202	Vacation Travel Attitude Segments - Preferred Vacation Types: Kickin' Back Vacationers			
4203		Index	100	110
4204	Watch MLS Socceer games on TV			*
4205		Index	100	110
4206	Engaged in power boating - past year			*
4207		Index	100	110
4208	Food Attitudes: I typically celebrate special occasions at restaurants.			
4209		Index	100	110
4210	Used U.S. Postal Service overnight packages/letter delivery service for business reasons - past year			
4211		Index	100	110
4212	Used direct deposit for payroll check - past year			
4213		Index	100	110
4214	Muffler(s) installed on vehicle by auto repair chain store - past year			*
4215		Index	100	110
4216	TV show types watch: professional football specials			
4217		Index	100	110
4218	Vehicle most recently purchased/leased (currently owned/leased) has side-impact air bags			
4219		Index	100	110
4220	Watched Disney XD cable - past week			*
4221		Index	100	110
4222	Food Attitudes: I typically celebrate special occasions at restaurants.			
4223		Index	100	110
4224	Watch MLB baseball playoff games/World Series on TV			
4225		Index	100	110
4226	Patronized Taco John's - past 6 months			*
4227		Index	100	110
4228	Visited Walt Disney World (Florida): Typhoon Lagoon - past year			*
4229		Index	100	110
4230	Lawn and garden items bought - past year: organic soil additives			*
4231		Index	100	110
4232	Personally have long-term care insurance coverage			*
4233		Index	100	110

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4234	Technology Attitudes: I'm fascinated by new technology.			
4235		Index	100	110
4236	Own cloth tablecloth/napkins			
4237		Index	100	110
4238	Decision-maker for vehicle most recently purchased/leased: Someone else			
4239		Index	100	110
4240	Bought paint/stain at department store - past year			*
4241		Index	100	110
4242	Bought any foods/takeout foods at convenience store - pst month (breakfast or lunch sandwich, hot dog, other grill food, ice cream, candy, snack foods, dairy product, bread or other bakery items)			
4243		Index	100	110
4244	Attitudes Toward Advertising: Too many products do not perform as well as the ads claim. (Agree)			
4245		Index	100	110
4246	Vehicle most recently acquired was purchased			
4247		Index	100	110
4248	Vehicle most recently purchased/leased (currently owned/leased) has front-wheel drive			
4249		Index	100	110
4250	Carry any auto/other vehicle insurance through State Farm			
4251		Index	100	110
4252	Had alignment service/repair on vehicle currently owned/leased - past year			
4253		Index	100	110
4254	Purchased ice milk - past 6 months			*
4255		Index	100	110
4256	Bought paint/stain at department store - past year			*
4257		Index	100	110
4258	Had home computer professionally serviced or upgraded - past year			
4259		Index	100	110
4260	Financial stability of the company is very important when choosing bank, financial services			
4261		Index	100	110
4262	Have long-term care insurance coverage			*
4263		Index	100	110
4264	Personally own glassware			
4265		Index	100	110
4266	Utilized stock rating service for financial services or advice - past year			*
4267		Index	100	110
4268	Carry life insurance policy through Guardian			*
4269		Index	100	110
4270	Bought any TV set in past year			
4271		Index	100	110
4272	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.			
4273		Index	100	110
4274	Bought tops/shirts for children 1-2 years old - past 6 months			*
4275		Index	100	109
4276	Connect to Internet from home through a wireless connection from computer or laptop (e.g., Wi-Fi, wireless router, etc.)			
4277		Index	100	109
4278	Have seen advertising on billboards - past 6 months			
4279		Index	100	109

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4280	Purchased women's socks - past year			
4281		Index	100	109
4282	Rented any large kitchen/cooking appliances - past year			*
4283		Index	100	109
4284	Most recently purchased/leased vehicle (currently owned/leased) is a foreign/import vehicle bought/leased new			
4285		Index	100	109
4286	Engaged in canoeing/kayaking - past year			*
4287		Index	100	109
4288	Bought any infant toys - past year			
4289		Index	100	109
4290	Bought any sandals - past year			
4291		Index	100	109
4292	Read print/paper/hard-copy of Epicurean magazines			
4293		Index	100	109
4294	Consumed any dinner/table wines - past 6 months			
4295		Index	100	109
4296	Number of grocery shopping trips in average week: 6			*
4297		Index	100	109
4298	Bought food at fast-casual, family restaurant or steakhouse on weekend - past 6 months			
4299		Index	100	109
4300	Fashion & Style Attitudes: I'm willing to use the Internet to shop for fashion products.			
4301		Index	100	109
4302	Buying Styles: My children have a significant impact on the brands I choose.			
4303		Index	100	109
4304	Have seen video ads in shopping malls - past 6 months			
4305		Index	100	109
4306	Household owns an indoor electric grill			
4307		Index	100	109
4308	Selected homeowners/personal property insurance based on location of company/agent			*
4309		Index	100	109
4310	Household spent $3000+ on roofing - past year			*
4311		Index	100	109
4312	For me, advertising in magazines appears at inconvenient moments. (Agree strongly)			
4313		Index	100	109
4314	Bought men's socks - past year			
4315		Index	100	109
4316	Personally have disability/loss of income through medical causes insurance coverage			
4317		Index	100	109
4318	Consulted travel magazine for advice on fees/travel arrangements - past year			*
4319		Index	100	109
4320	Have medical insurance coverage through BlueCross BlueShield			
4321		Index	100	109
4322	Purchased computer software/accessories online - past year			
4323		Index	100	109
4324	Changed auto/other vehicle insurance 2 times - past 5 years			*
4325		Index	100	109

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4326	Most recently purchased/leased vehicle (currently owned/leased) uses gasoline (non-diesel) only			
4327		Index	100	109
4328	Personally own Philips portable Mp3 player			*
4329		Index	100	109
4330	Have seen advertising on buses/trains - past 6 months			
4331		Index	100	109
4332	Household owns outdoor electric grill			*
4333		Index	100	109
4334	Total amount spent on clothing in past year - $2000-$2999			*
4335		Index	100	109
4336	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.			
4337		Index	100	109
4338	Consumed any alcoholic beverages - past 6 months			
4339		Index	100	109
4340	Used Wells Fargo Advisors brokerage firm - past year			*
4341		Index	100	109
4342	Own electric clock radio			
4343		Index	100	109
4344	Purchased household telephone/accessories at electronics store			
4345		Index	100	109
4346	Have seen ads on top of taxis - past 6 months			
4347		Index	100	109
4348	Lawn and garden items bought - past year: garden fertilizer			
4349		Index	100	109
4350	Stayed at Marriott Hotels, Resorts and Suites on personal/vacation trip - past year			*
4351		Index	100	109
4352	Purchased any music/other audio in past 6 months (any form)			
4353		Index	100	109
4354	Occupation: Healthcare Practitioner, Health Technician			*
4355		Index	100	109
4356	Time of day typically go grocery shopping: evening			
4357		Index	100	109
4358	Engaged in word games as leisure activity - past year			
4359		Index	100	109
4360	Patronized Domino's Pizza - past 6 months			
4361		Index	100	109
4362	Purchased regular ice cream (not diet/low-fat/light) - past 6 months			
4363		Index	100	109
4364	Household bought inflatable air mattress - past year			*
4365		Index	100	109
4366	Bought soft drinks in cans/bottles at convenience store - past month			
4367		Index	100	109
4368	Selected life insurance based on financial stability of company			
4369		Index	100	109
4370	Lawn and garden items bought - past year: top soil			
4371		Index	100	109

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4372	Watched TNT (Turner Network Television) cable - past week			
4373		Index	100	109
4374	Member of Starwood Preferred Guest hotel rewards program			*
4375		Index	100	109
4376	Requested additional information about a product advertised in the newspaper - past 30 days			*
4377		Index	100	109
4378	Category Influentialsim: My family/friends often ask for and trust my advice on wines.			
4379		Index	100	109
4380	Purchased cellphone/accessories online - past year			
4381		Index	100	109
4382	Actions taken after seeing newspaper advertising: Requested additionaal information on an advertised product			*
4383		Index	100	109
4384	Watched TV Land cable - past week			
4385		Index	100	109
4386	Bought prescription drugs at discount store - past 6 months			
4387		Index	100	109
4388	Have medical insurance coverage through Humana			*
4389		Index	100	109
4390	Buying Styles: I prefer purchasing things online for a fixed price, as opposed to bidding in online auctions.			
4391		Index	100	109
4392	For me, advertising in newspapers appears at inconvenient moments. (Agree strongly)			
4393		Index	100	109
4394	Purchased home furnishings online - past year			*
4395		Index	100	109
4396	Bought any clothing online - past 6 months			
4397		Index	100	109
4398	Watch NFL football playoffs/Super Bowl on TV			
4399		Index	100	109
4400	Bought any gold fine jewelry - past year			*
4401		Index	100	109
4402	Bought any dress boots - past year			
4403		Index	100	109
4404	Bill-paying methods used in past year: Paid by phone using credit card			
4405		Index	100	109
4406	Vehicle most recently purchased/leased (currently owned/leased) was acquired with financing from a dealer			
4407		Index	100	109
4408	Purchased collector's items (coins, stamps, etc.) online - past year			*
4409		Index	100	109
4410	Bought any clothing at department store - past 6 months			
4411		Index	100	109
4412	Cellular / Mobile Opinions - Features Important To You: Service coverage area is very important to me.			
4413		Index	100	109
4414	Purchased R&B music recordings - past 6 months			*
4415		Index	100	109
4416	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.			
4417		Index	100	109

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

Radio Advertising Bureau, www.rab.com

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4418	Purchased any books online - past year			
4419		Index	100	109
4420	Watched NFL Network cable - past week			
4421		Index	100	108
4422	Consumed any low/no alcohol beer - past 6 months			*
4423		Index	100	108
4424	Patronized Quiznos - past 6 months			
4425		Index	100	108
4426	General Attitudes: My goal is to make it to the top of my profession.			
4427		Index	100	108
4428	Obtained information about ailment/prescription drug from TV advertisement - past year			
4429		Index	100	108
4430	Purchased pet products/supplies online - past year			*
4431		Index	100	108
4432	Household owns massaging shower head			
4433		Index	100	108
4434	Ailments: Treated for allergies/hay fever - past year			
4435		Index	100	108
4436	Household spends $120-$149 in food stores - average week			*
4437		Index	100	108
4438	Watched MSNBC News cable - past week			
4439		Index	100	108
4440	Customer service is very important when choosing bank, financial services			
4441		Index	100	108
4442	Own lighted make-up mirror			
4443		Index	100	108
4444	Household owns ceiling fan(s) (not bathroom vents)			
4445		Index	100	108
4446	Attended music performances/concerts (excluding country, rock, classical music/opera) - past year			
4447		Index	100	108
4448	Carry life insurance policy through MassMutual			*
4449		Index	100	108
4450	Cellular/Mobile Phone/Smartphone has FM radio feature			
4451		Index	100	108
4452	Vehicle most recently purchased/leased (currently owned/leased) has custom aluminum wheels			
4453		Index	100	108
4454	Shopped Dick's Sporting Goods - past 3 months			
4455		Index	100	108
4456	Personally own any CD (Certificate of Deposit) - more than 6 months			*
4457		Index	100	108
4458	Household owns ceiling fan (not bathroom vent fan)			
4459		Index	100	108
4460	Watched Golf Channel - past week			
4461		Index	100	108
4462	Purchased Hip-Hop music recordings - past 6 months			*
4463		Index	100	108

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4464	Have seen ads at sports or entertainment events - past 6 months			
4465		Index	100	108
4466	Bought books at drug store - past year			*
4467		Index	100	108
4468	Marital status: currently married			
4469		Index	100	108
4470	Obtained information about ailment/prescription drug through TV advertisement			
4471		Index	100	108
4472	Had professional body treatments (excluding massage) - past 6 months			*
4473		Index	100	108
4474	Cellular / Mobile Opinions - Features Important To You: Service plans available are very important to me.			
4475		Index	100	108
4476	Own an iMac personal computer at home			*
4477		Index	100	108
4478	Consumed any wines - past 6 months			
4479		Index	100	108
4480	Have seen ads sent to a cellphone or other mobile device - past 6 months			
4481		Index	100	108
4482	Have a valid driver's license			
4483		Index	100	108
4484	Live rent free in home/residence			*
4485		Index	100	108
4486	Buying Styles: I prefer products that offer the latest in new technology.			
4487		Index	100	108
4488	Visited YP.com/YellowPages.com Web site - past month			
4489		Index	100	108
4490	Bought cigarettes at convenience store - past month			
4491		Index	100	108
4492	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): $20,000-$29,999			
4493		Index	100	108
4494	Household owns wallpaper stripper			*
4495		Index	100	108
4496	Engaged in home decoration and furnishing as leisure activity/hobby - past year			
4497		Index	100	108
4498	Type of auto/other vehicle insurance carry: towing			
4499		Index	100	108
4500	Engaged in making photo albums/scrapbooking - past year			*
4501		Index	100	108
4502	Current employment status: Employed, sole wage earner in household			
4503		Index	100	108
4504	Household owns a wallpaper stripper			*
4505		Index	100	108
4506	Changed auto/other vehicle insurance 1 time - past 5 years			
4507		Index	100	108
4508	Member of Hilton HHonors hotel rewards program			
4509		Index	100	108

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4510	VALS Statements: I like my life to be pretty much the same from week to week. Agree			
4511		Index	100	108
4512	Shopped Kohl's - past 3 months			
4513		Index	100	108
4514	Vehicle most recently purchased/leased (currently owned/leased) is 2007 model year			
4515		Index	100	108
4516	TV show types watch: auto racing specials			*
4517		Index	100	108
4518	Finance Attitudes: I feel overwhelmed by financial burdens.			
4519		Index	100	108
4520	Fashion & Style Attitudes: I prefer fashion that is classic and timeless as opposed to trendy.			
4521		Index	100	108
4522	Household spends $120-$149 in food stores - average week			*
4523		Index	100	108
4524	Buying Styles: I use the Internet to buy hard-to-find products.			
4525		Index	100	108
4526	Most recently purchased/leased vehicle (currently owned/leased) is a subcompact car			
4527		Index	100	108
4528	Voted in Federal, state or local election - past year			
4529		Index	100	108
4530	Bought pet food at grocery/supermarket - past year			
4531		Index	100	108
4532	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.			
4533		Index	100	108
4534	Accessed bank/financial services in person - past year			
4535		Index	100	108
4536	Shopped Payless Shoes - past 3 months			
4537		Index	100	108
4538	Automotive Attitudes: I enjoy learning about automobiles from others.			
4539		Index	100	108
4540	Buying Styles: I often save money by buying previously used items online.			
4541		Index	100	108
4542	Type of auto/other vehicle insurance carry: medical payments			
4543		Index	100	108
4544	Tax preparation in past year done by self, manually			
4545		Index	100	108
4546	Vehicle most rercently purchased/leased (currently owned/leased) has built-in (not portable) GPS/Navigation system			
4547		Index	100	108
4548	Household owns portable generator			
4549		Index	100	108
4550	Spent $100-$149 on gasoline - past 30 days			
4551		Index	100	108
4552	Bought any educational toys - past year			
4553		Index	100	107
4554	Media read on e-readers/tablets - past 6 months: Books			
4555		Index	100	107

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4556	Patronized A & W - past 6 months			*
4557		Index	100	107
4558	Type of cellular/mobile/smartphone agreement have: prepaid			*
4559		Index	100	107
4560	For me, advertising on the Internet is amusing. (Agree strongly)			*
4561		Index	100	107
4562	Bought books at Barnes & Noble Book Store - past year			
4563		Index	100	107
4564	Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (Agree strongly)			
4565		Index	100	107
4566	Bought 6+ books - past year			
4567		Index	100	107
4568	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): $10,000-$14,999			
4569		Index	100	107
4570	Purchased pet products/supplies by mail or phone - past year			*
4571		Index	100	107
4572	Average monthly cellular/mobile/smartphone bill: $75-$99			
4573		Index	100	107
4574	Purchased household/small appliances online - past year			*
4575		Index	100	107
4576	Category Influentialism: My family/friends often ask for and trust my advice on sports.			
4577		Index	100	107
4578	Vehicle most recently purchased/leased (currently owned/leased) has driver-side air bags			
4579		Index	100	107
4580	Personally have any working cellular phone			
4581		Index	100	107
4582	Referred to Internet Yellow Pages for sports and leisure activities, equipment - past year			*
4583		Index	100	107
4584	Cellular / Mobile Opinions: I would use the Internet on my cell phone more often, if the screen were easier to read.			
4585		Index	100	107
4586	Total amount spent on children's toys and games in past year: $100-$199			
4587		Index	100	107
4588	Technology Attitudes: Before buying electronics, I do as much research as possible.			
4589		Index	100	107
4590	Engaged in dancing as leisure activity - past year			
4591		Index	100	107
4592	Spent under $1000 on foreign vacation travel - past year			*
4593		Index	100	107
4594	Ailments: Treated for snoring - past year			
4595		Index	100	107
4596	Cellular / Mobile Opinions - Features Important To You: Customer service is very important to me.			
4597		Index	100	107
4598	I like to keep my personal Internet pages updated with information about my life. (Agree completely)			
4599		Index	100	107
4600	Category Influentialism: My family/friends often ask for and trust my advice on maintaining a healthy lifestyle.			
4601		Index	100	107

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4602	Purchased watch for self - past year			
4603		Index	100	107
4604	Bought brewed coffee at convenience store - past month			
4605		Index	100	107
4606	Most recently purchased/leased vehicle (currently owned/leased) was purchased/leased used in past year			
4607		Index	100	107
4608	Purchased discount store gift card/prepaid card - past 6 months			*
4609		Index	100	107
4610	Vehicle most recently purchased/leased (currently owned/leased) is 2009 model year			*
4611		Index	100	107
4612	Bought beer at convenience store - past 6 months			
4613		Index	100	107
4614	Cellular / Mobile Opinions: Advertisements on cell phones are annoying.			
4615		Index	100	107
4616	Purchased women's underpants/panties - past year			
4617		Index	100	107
4618	Purchased any women's brassiere/bra - past year			
4619		Index	100	107
4620	Diet control/eating habits: Buy food labeled as low-calorie			
4621		Index	100	107
4622	Have VISA Gold Card in own name			*
4623		Index	100	107
4624	Acquired homeowners or personal property insurance from an agent			
4625		Index	100	107
4626	Selected life insurance based on company's years in business			
4627		Index	100	107
4628	Engaged in salt-water fishing - past year			*
4629		Index	100	107
4630	Purchased women's skirt - past year			
4631		Index	100	107
4632	Future intentions: Likely to buy or lease a truck - coming year			
4633		Index	100	107
4634	Diet control/eating habits: Buy food labeled as low-fat			
4635		Index	100	107
4636	Purchased computer online - past year			*
4637		Index	100	107
4638	Decision-maker for vehicle most recently purchased/leased (currently owned/leased): Self			
4639		Index	100	107
4640	Household owns cordless power ratchet			*
4641		Index	100	107
4642	Bought any word games - past year			*
4643		Index	100	107
4644	Motorcycle ownership: Own street bike - custom			*
4645		Index	100	107
4646	Reason for diet control/food restrictions: Maintain weight			
4647		Index	100	107

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4648	Technology Attitudes: I often take the opportunity to discuss my knowledge of technology or electronic products with others.			
4649		Index	100	107
4650	Computer owned at home has Apple/Mac OS X (10.x) operating system			*
4651		Index	100	107
4652	Vacation Travel Attitudes: Packaged deals are great, because I don't have to plan out the details too much.			
4653		Index	100	107
4654	Watch men's tennis matches on TV			
4655		Index	100	107
4656	Played PC/computer games (played online without software) as leisure activity - past year			
4657		Index	100	107
4658	Own stainless flatware			
4659		Index	100	107
4660	Had professional facial - past 6 months			*
4661		Index	100	107
4662	Automotive Attitudes: My ideal car would be green and suitable.			
4663		Index	100	107
4664	Reused or recycled newspapers - past month			
4665		Index	100	106
4666	For me, advertising on radio has no credibility. (Agree strongly)			
4667		Index	100	106
4668	Total value of homeowners or personal property insurance coverage is $75,000-$99,999			*
4669		Index	100	106
4670	Household owns central air-conditioning system			
4671		Index	100	106
4672	Household spent under $1000 on ceramic wall tile - past year			*
4673		Index	100	106
4674	Watch boxing matches on TV			
4675		Index	100	106
4676	General Attitudes: I'd rather prepare a meal than eat in a restaurant.			
4677		Index	100	106
4678	Household owns mop(s)			
4679		Index	100	106
4680	Purchased fine jewelry at independent jeweler - past year			*
4681		Index	100	106
4682	Bought chicken at fast-food/drive-in restaurant - past 6 months			
4683		Index	100	106
4684	General Attitudes: I prefer a set routine in my daily life.			
4685		Index	100	106
4686	ATV/UTV owned is used for recreation			*
4687		Index	100	106
4688	Reputation of company is very important when choosing bank, financial services			
4689		Index	100	106
4690	Children under age 18 currently living in household are in single-parent household			
4691		Index	100	106
4692	General Attitudes: I work primarily for the salary.			
4693		Index	100	106

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4694	Shopped La-Z-Boy Furniture - past year			*
4695		Index	100	106
4696	Bought liquor at liquor store - past 6 months			
4697		Index	100	106
4698	Patronized Chick-Fil-A - past 6 months			
4699		Index	100	106
4700	Total amount spent on children's toys and games in past year: $1000+			*
4701		Index	100	106
4702	Household owns a hand-held electric mixer			
4703		Index	100	106
4704	Most recent home computer purchase made at a department/discount store			
4705		Index	100	106
4706	Most recent home computer purchased from department/discount store			
4707		Index	100	106
4708	Watched Nickelodeon cable - past week			
4709		Index	100	106
4710	Personally played multi-player video game online in last 30 days using a video game system			*
4711		Index	100	106
4712	Total financial contributions to any organizations/institutions/groups/causes in past year: $50-$99			
4713		Index	100	106
4714	Used coupons to buy cleaning products - past year			
4715		Index	100	106
4716	Fashion & Style Attitudes: When buying fashion products, the overall look is more important than the brand.			
4717		Index	100	106
4718	Bought 1 item of fine jewelry - past year			
4719		Index	100	106
4720	Have seen product placements in TV shows - past 6 months			
4721		Index	100	106
4722	Own Honda ATV/UV			*
4723		Index	100	106
4724	Total value of homeowners or personal property insurance coverage is $200,000-$299,999			
4725		Index	100	106
4726	Consumed any regular carbonated soft drinks (excluding colas) - past 6 months			
4727		Index	100	106
4728	Personally own any insured money market bank accounts			*
4729		Index	100	106
4730	Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase.			
4731		Index	100	106
4732	Engaged in reading comic books as leisure activity - past year			*
4733		Index	100	106
4734	Had transmission serviced at Cottman - past year			*
4735		Index	100	106
4736	Ailments: Treated for backache/back pain - past year			
4737		Index	100	106
4738	Carry USAA credit and/or debit cards (issued in own name)			*
4739		Index	100	106

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4740	Attitudes Toward Advertising: Much of advertising is way too annoying. (Agree)			
4741		Index	100	106
4742	Household has 2 vehicles covered by auto/other vehicle insurance			
4743		Index	100	106
4744	Household bought upholstery fabric - past year			*
4745		Index	100	106
4746	Visited weatherbug.com Web site - past month			*
4747		Index	100	106
4748	For me, advertising on radio appears at inconvenient moments. (Agree strongly)			
4749		Index	100	106
4750	Household owns a gas edger/trimmer			
4751		Index	100	106
4752	Bought prescription drugs at grocery store - past 6 months			*
4753		Index	100	106
4754	Purchase music, other audio through Internet/online site (excluding iTunes)			
4755		Index	100	106
4756	VALS Statements: I am always looking for a new thrill. Agree			
4757		Index	100	106
4758	Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear.			
4759		Index	100	106
4760	Downloaded podcasts/podcasting from Internet - past month			*
4761		Index	100	106
4762	Bought any outerwear for baby under 1 year old - past 6 months			*
4763		Index	100	106
4764	Technology Attitudes: I give others advice when they are looking to buy technology or electronics products.			
4765		Index	100	106
4766	Bought burgers/hot dogs at fast-food/drive-in restaurant - past 6 months			
4767		Index	100	106
4768	Vacation Travel Attitude Segments - Preferred Vacation Types: Active Adventurers			
4769		Index	100	106
4770	Bought any motor oil - past year			
4771		Index	100	106
4772	Selected life insurance based on reputation of company			
4773		Index	100	106
4774	Advertising on the Internet provides me with useful information about new products and services. (Agree strongly)			
4775		Index	100	105
4776	Selected vehicle insurance based on reputation of company			
4777		Index	100	105
4778	Work to add bathroom done by outside contractor - past year			*
4779		Index	100	105
4780	Future intentions: Likely to buy or lease a sport-utility vehicle (SUV) - coming year			
4781		Index	100	105
4782	Bought any casual/leisure shoes - past year			
4783		Index	100	105
4784	General Attitudes: I am very interested in the fine arts.			
4785		Index	100	105

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4786	Kitchen counter tops installed by outside contractor - past year			*
4787		Index	100	105
4788	Have seen informercials - past 6 months			
4789		Index	100	105
4790	Vehicle currently owned/leased has AM/FM radio			
4791		Index	100	105
4792	Purchased women's purse/handbag - past year			
4793		Index	100	105
4794	Watched truTV cable - past week			
4795		Index	100	105
4796	Referred to Internet Yellow Pages for theaters - past year			*
4797		Index	100	105
4798	Spent $6000-$7999 on foreign vacation travel - past year			*
4799		Index	100	105
4800	Shopped Ace Hardware - past year			
4801		Index	100	105
4802	Work to add rooms/exterior addition to home done by outside contractor - past year			*
4803		Index	100	105
4804	Time of day typically go grocery shopping: shop at various times			
4805		Index	100	105
4806	Bought any electronic games for children - past year			
4807		Index	100	105
4808	Reside in Mountain Census sub-region			*
4809		Index	100	105
4810	Household spent $3000+ to add bathroom - past year			*
4811		Index	100	105
4812	Acquired auto/other vehicle insurance through an agent			
4813		Index	100	105
4814	Buying Styles: Price is more important to me than brand names.			
4815		Index	100	105
4816	Instant messenger keeps me in touch with my friends. (Agree completely)			
4817		Index	100	105
4818	Most recently purchased/leased vehicle (currently owned/leased) has a 4 cylinder engine			
4819		Index	100	105
4820	Future intentions: Likely to add rooms/exterior additions to home - coming year			*
4821		Index	100	105
4822	Made car/vehicle rental reservations by mail or phone - past year			*
4823		Index	100	105
4824	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.			
4825		Index	100	105
4826	Engaged in crossword puzzles as leisure activity - past year			
4827		Index	100	105
4828	Fashion & Style Attitudes: I dress more to please myself than others.			
4829		Index	100	105
4830	Household subscribes to digital cable TV			
4831		Index	100	105

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4832	Ailments: Treated for sinus congestion/sinus headache - past year			
4833		Index	100	105
4834	Number of veterinarian visits in past year: 4			*
4835		Index	100	105
4836	Household converted garage/attic/basement into living space - past year			*
4837		Index	100	105
4838	Ever received a text message "alert" on cellular/mobile/smartphone			
4839		Index	100	105
4840	Installation of kitchen cabinets done by self or other household member - past year			*
4841		Index	100	105
4842	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.			
4843		Index	100	105
4844	Household accesses programming through DirecTV satellite dish			
4845		Index	100	105
4846	Primary reason personally drive is for leisure			
4847		Index	100	105
4848	Bought men's necktie - past year			*
4849		Index	100	105
4850	Purchased fresh low-fat chocolate milk - past 6 months			*
4851		Index	100	105
4852	Own bathroom scale			
4853		Index	100	105
4854	Household owns hot water heater			
4855		Index	100	105
4856	Own a Toshiba personal computer at home			
4857		Index	100	105
4858	Watch women's tennis matches on TV			
4859		Index	100	105
4860	Bought books at amazon.com - past year			
4861		Index	100	105
4862	Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit.			
4863		Index	100	105
4864	Bought juice drinks at convenience store - past month			
4865		Index	100	105
4866	Purchased Soft Rock music recordings - past 6 months			*
4867		Index	100	105
4868	Cellular service on phone you personally use most often: MetroPCS			*
4869		Index	100	105
4870	Buying Styles: I smell personal care and household products in the store before I buy them.			
4871		Index	100	105
4872	Fashion & Style Attitudes: I only spend what I budget on fashion items.			
4873		Index	100	105
4874	Category Influentialism: My family/friends often ask for and trust my advice on automobiles.			
4875		Index	100	105
4876	Cellular / Mobile Opinions: I would use the Internet on my cell phone more often, if it were less expensive.			
4877		Index	100	105

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4878	Used any overnight packages/letter delivery services - past year			
4879		Index	100	105
4880	Went on a picnic - past year			
4881		Index	100	105
4882	Bought men's dress shirt - past year			
4883		Index	100	105
4884	Total value of life insurance coverage: $250,000-$499,999			*
4885		Index	100	105
4886	Category Influentialism: My family/friends often ask for and trust my advice on music.			
4887		Index	100	105
4888	Automotive Attitudes: I consider myself to be an automotive enthusiast.			
4889		Index	100	105
4890	Dined at fast-casual, family restaurant or steakhouse - past 6 months			
4891		Index	100	105
4892	Purchased clothing/apparel online - past year			
4893		Index	100	105
4894	Cellular / Mobile Opinions: I am frequently annoyed at people talking too loudly on their cell phones in public places.			
4895		Index	100	105
4896	Attitudes Toward Advertising: Advertising is more manipulative than it is informative. (Agree)			
4897		Index	100	105
4898	Health Attitudes: I follow a regular exercise routine. (Agree strongly)			
4899		Index	100	105
4900	Future intentions: Likely to visit a theme park - coming year			
4901		Index	100	105
4902	Health Attitudes: I take medicine as soon as I don't feel well. (Agree strongly)			
4903		Index	100	105
4904	Advertising on TV provides me with useful information about new products and services. (Agree strongly)			
4905		Index	100	105
4906	Shopped for groceries on Wednesday - past week			
4907		Index	100	105
4908	Household owns cordless telephone			
4909		Index	100	105
4910	Vehicle most recently purchased/leased (currently owned/leased) has passenger-side air bags			
4911		Index	100	104
4912	Consumed wine at a restaurant - past month			
4913		Index	100	104
4914	Most recent home computer purchase was made within last 12 months			
4915		Index	100	104
4916	Read print/paper/hard-copy of home service magazines			
4917		Index	100	104
4918	Household uses portable GPS navigation device for navigation in vehicle			
4919		Index	100	104
4920	Household owns electric central heating			
4921		Index	100	104
4922	Caregiver/caretaker services/support provide: research medical information			*
4923		Index	100	104

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4924	Health Attitude Segments - Medicine/Drugs: "Alternatives"			
4925		Index	100	104
4926	Patronized International House of Pancakes (IHOP) - past 6 months			
4927		Index	100	104
4928	Household owns electric central heating system			
4929		Index	100	104
4930	Any cellular phones in household			
4931		Index	100	104
4932	Time of day typically go grocery shopping: afternoon			
4933		Index	100	104
4934	Category Influentialism: My family/friends often ask for and trust my advice on snacks.			
4935		Index	100	104
4936	Bought men's casual slacks - past year			
4937		Index	100	104
4938	Watch pro bull riding events on TV			*
4939		Index	100	104
4940	Purchased cellular/mobile/smartphone at carrier-owned store			
4941		Index	100	104
4942	Purchased cellular/mobile phone/smartphone at carrier-owned store			
4943		Index	100	104
4944	Covered by combined home/auto insurance policy			
4945		Index	100	104
4946	Played a musical instrument as leisure activity or hobby - past year			
4947		Index	100	104
4948	Cellular / Mobile Opinions: I would be willing to receive advertisements on my cell phone in exchange for services,			
4949	like live TV or Text Messaging.	Index	100	104
4950	Consumed any brandy, cognac, cordials, liqueurs - past 6 months			
4951		Index	100	104
4952	Carry combined home/auto insurance policy			
4953		Index	100	104
4954	General Attitudes: Given the choice, I would be my own boss.			
4955		Index	100	104
4956	Household owns an electric can opener			
4957		Index	100	104
4958	Purchased gift cards/prepaid cards at bookstore - past 6 months			*
4959		Index	100	104
4960	Have Target store credit card in own name (not affiliated with major credit card)			*
4961		Index	100	104
4962	Most recently purchased/leased vehicle (currently owned/leased) has a 6 cylinder engine			
4963		Index	100	104
4964	General Attitudes: I like to give the impression that my life is under control.			
4965		Index	100	104
4966	Purchased fresh or frozen chicken or turkey - past 6 months			
4967		Index	100	104
4968	Bought any oil filters for vehicle - past year			
4969		Index	100	104

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
4970	Stayed at Fairmont Hotels on business trip - past year			*
4971		Index	100	104
4972	Automotive Attitudes: I look forward to technology advances in new vehicles.			
4973		Index	100	104
4974	Shopped Military Commissary - past 6 months			*
4975		Index	100	104
4976	Watch golf events on TV (excluding PGA and LPGA)			*
4977		Index	100	104
4978	Used Chase Investment Services brokerage firm - past year			*
4979		Index	100	104
4980	TV show types watch: entertainment specials			*
4981		Index	100	104
4982	Listen to World Cup socceer play-by-play on radio			*
4983		Index	100	104
4984	Consulted Expedia for information on sightseeing/activites - past year			*
4985		Index	100	104
4986	Used discount store for photo/film processing - past year			*
4987		Index	100	104
4988	Household spent $3000+ on vinyl or metal siding - past year			*
4989		Index	100	104
4990	Business-to-Business: Involved in automobile purchase/rental/lease			*
4991		Index	100	104
4992	Computer owned at home has Windows 7 operating system			
4993		Index	100	104
4994	Bought 2 items of fine jewelry - past year			*
4995		Index	100	104
4996	Purchased automotive products by mail or phone - past year			*
4997		Index	100	104
4998	Vehicle most recently purchased/leased (currently owned/leased) is a Mazda			*
4999		Index	100	104
5000	Referred to Internet Yellow Pages for auto service and repair - past year			*
5001		Index	100	104
5002	Ever signed up for a text message "alert" service on cellular/mobile/smartphone			
5003		Index	100	104
5004	Used services of barber shop - past 6 months			
5005		Index	100	104
5006	Purchased gift cards/prepaid cards at department store - past 6 months			
5007		Index	100	104
5008	Vacation Travel Attitudes: On my vacations, I prefer traveling to places I've never been.			
5009		Index	100	104
5010	Household spent $3000+ to add rooms/exterior addition to home - past year			*
5011		Index	100	104
5012	Vehicle most recently purchased/leased (currently owned/leased) has heated/cooled seats			
5013		Index	100	104
5014	Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures.			
5015		Index	100	104

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5016	Patronized Burger King - past 6 months			
5017		Index	100	104
5018	Technology Attitudes: Computers can be a good source of entertainment.			
5019		Index	100	104
5020	Technology Attitudes: I'm willing to pay more for top quality electronics.			
5021		Index	100	104
5022	Cost of most recently purchased TV set: $3000+			*
5023		Index	100	104
5024	Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something.			
5025		Index	100	104
5026	Purchased women's sweatpants - past year			
5027		Index	100	104
5028	Finance Attitudes: When I find a financial product or service that I like, I typically recommend it to people I know.			
5029		Index	100	104
5030	Selected life insurance based on simplicity of application			*
5031		Index	100	104
5032	Purchased coffee/tea by mail or phone - past year			*
5033		Index	100	104
5034	Currently drive an automobile			
5035		Index	100	104
5036	Purchase music, other audio through mail order			*
5037		Index	100	104
5038	Patronized T.G.I. Friday's - past 6 months			
5039		Index	100	104
5040	Made any purchase at flower shop - past 6 months			*
5041		Index	100	104
5042	Redeemed any frequent flyer miles - past year			*
5043		Index	100	104
5044	Utilized financial advisor/broker for financial services or advice - past year			
5045		Index	100	104
5046	Finance Attitudes: Borrowing money makes me feel uncomfortable.			
5047		Index	100	104
5048	Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain.			
5049		Index	100	104
5050	Personally own any mutual funds (bonds)			
5051		Index	100	104
5052	Amount spent on cellular/mobile/smartphone purchase - past year: $101-$200			
5053		Index	100	103
5054	TV show types watch: comedy/variety shows			*
5055		Index	100	103
5056	Total amount spent on shoes in past year: $49 or less			
5057		Index	100	103
5058	Food Attitudes: If generic brands are on sale, I will purchase them over my normal name-brand.			
5059		Index	100	103
5060	Food Attitudes: If generic brands are on sale, I will purchase them over my normal name-brand.			
5061		Index	100	103

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5062	Consumed any regular cola drinks (not diet colas) - past 6 months			
5063		Index	100	103
5064	Personally own any money market funds			*
5065		Index	100	103
5066	Went hunting on any domestic vacation/honeymoon trip - past year			*
5067		Index	100	103
5068	Purchased shopping center/mall gift card/prepaid card - past 6 months			*
5069		Index	100	103
5070	Household owns an electric edger/trimmer			
5071		Index	100	103
5072	Own battery-operated clock(s)			
5073		Index	100	103
5074	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): $40,000-$49,999			*
5075		Index	100	103
5076	General Attitudes: Juggling family and work demands is very stressful for me.			
5077		Index	100	103
5078	Food Attitudes: I only eat fast food when I'm in a rush.			
5079		Index	100	103
5080	Participated in karaoke - past year			*
5081		Index	100	103
5082	Food Attitudes: I only eat fast food when I'm in a rush.			
5083		Index	100	103
5084	Participated in aerobics - past year			
5085		Index	100	103
5086	Patronized McDonald's - past 6 months			
5087		Index	100	103
5088	Read books as leisure activity - past year			
5089		Index	100	103
5090	Vehicle currently owned/leased has custom speakers			
5091		Index	100	103
5092	Total amount spent on most recent home computer purchase: Under $500			
5093		Index	100	103
5094	Participated in baseball - past year			*
5095		Index	100	103
5096	Purchased fresh or frozen beef - past 6 months			
5097		Index	100	103
5098	Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant.			
5099		Index	100	103
5100	Bought any tires - past year			
5101		Index	100	103
5102	Bought men's business suit - past year			*
5103		Index	100	103
5104	General Attitudes: I like to live a lifestyle that impresses others.			
5105		Index	100	103
5106	Read entertainment/lifestyle in Sunday/weekend newspaper			
5107		Index	100	103

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5108	Vehicle most recently purchased/leased (currently owned/leased) has 4-wheel drive/all-wheel drive (AWD)			
5109		Index	100	103
5110	Bought any golf shoes - past year			*
5111		Index	100	103
5112	Household used professional service for property/garden maintenance - past year			
5113		Index	100	103
5114	For me, all ads in magazines are alike. (Agree strongly)			
5115		Index	100	103
5116	Time of day typically go grocery shopping: morning			
5117		Index	100	103
5118	Personally own 35mm single lens reflex camera			*
5119		Index	100	103
5120	General Attitudes: Spending time with my family is my top priority.			
5121		Index	100	103
5122	Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it.			
5123		Index	100	103
5124	Total amount spent on most recent home computer purchase: $1000-$1499			
5125		Index	100	103
5126	Personally have 1 working cellular phone			
5127		Index	100	103
5128	Consumed any popular domestic beer/ale - past 6 months			*
5129		Index	100	103
5130	Used chewing tobacco or smokeless tobacco - past 6 months			*
5131		Index	100	103
5132	Bought fragrance/perfume/cologne at department store - past 6 months			
5133		Index	100	103
5134	General Attitudes: I try to eat dinner with my family almost every night.			
5135		Index	100	103
5136	General Attitudes: My philosophy is "Life should be as much fun as possible."			
5137		Index	100	103
5138	Average monthly bill for long-distance phone calls (landline) is $100+			*
5139		Index	100	103
5140	Shopped any Military Exchange - past 3 months			*
5141		Index	100	103
5142	Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant.			
5143		Index	100	103
5144	Finance Attitudes: My parents tend/tended to be savers.			
5145		Index	100	103
5146	Shopped True Value - past year			*
5147		Index	100	103
5148	Fashion & Style Attitudes: Clothes made by fashion designers are more appealing.			
5149		Index	100	103
5150	Personally called any 800/toll-free number - past 6 months			
5151		Index	100	103
5152	Used services of beauty parlor - past 6 months			
5153		Index	100	103

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5154	Household owns hand-held vacuum cleaner			
5155		Index	100	103
5156	Buying Styles: I know the price I pay for most of the foods and packaged goods I buy.			
5157		Index	100	103
5158	Total amount spent on home remodeling - past year: $500-$2499			*
5159		Index	100	103
5160	Bought wine at liquor store - past 6 months			
5161		Index	100	103
5162	Food Attitudes: I'm a creature of habit, and stick to the food I know I like.			
5163		Index	100	103
5164	Food Attitudes: I'm a creature of habit, and stick to the food I know I like.			
5165		Index	100	103
5166	Category Influentialism: My family/friends often ask for and trust my advice on the Internet.			
5167		Index	100	103
5168	Number of grocery shopping trips in average week: 2			
5169		Index	100	103
5170	Referred to Internet Yellow Pages for carpet cleaning - past year			*
5171		Index	100	103
5172	For me, all ads in newspapers are alike. (Agree strongly)			*
5173		Index	100	103
5174	Cooking/Food Shopping Attitude: "Home Cooking Virtuoso"			
5175		Index	100	103
5176	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.			
5177		Index	100	103
5178	Household owns an electric popcorn maker			
5179		Index	100	103
5180	Ailments: Treated for insomnia - past year			*
5181		Index	100	103
5182	Attended country music performances/concerts - past year			*
5183		Index	100	103
5184	Referred to paper Yellow Pages for auto dealers/auto sales - past year			*
5185		Index	100	103
5186	Food Attitudes: I enjoy trying different types of food.			
5187		Index	100	103
5188	Food Attitudes: I enjoy trying different types of food.			
5189		Index	100	103
5190	Shopped Ann Taylor - past 3 months			*
5191		Index	100	103
5192	Purchased fresh skim milk - past 6 months			
5193		Index	100	103
5194	Household owns any portable GPS navigation device			
5195		Index	100	103
5196	Ordered flowers by mail or phone - past year			*
5197		Index	100	103
5198	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.			
5199		Index	100	103

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5200	Selected vehicle insurance based on financial stability of company			
5201		Index	100	103
5202	Obtained financial services information or advice from newspaper and/or magazine - past year			*
5203		Index	100	103
5204	Bought any shoes online - past 6 months			
5205		Index	100	103
5206	Clean-air filters installed by self or other household members - past year			*
5207		Index	100	103
5208	Selected homeowners/personal property insurance based on reputation of company			
5209		Index	100	103
5210	VALS Statements: A woman's life is fulfilled only if she can provide a happy home for her family. Agree			
5211		Index	100	103
5212	Vehicle most recently purchased/leased (currently owned/leased) has sunroof/moonroof			
5213		Index	100	103
5214	Watch NASCAR races on TV			
5215		Index	100	103
5216	The Internet is a main source of entertainment for me. (Agree completely)			
5217		Index	100	103
5218	Ever downloaded a song on cellular/mobile/smartphone			
5219		Index	100	103
5220	Personally carry medical/hospital/accident insurance			
5221		Index	100	103
5222	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country			
5223	it is produced.	Index	100	102
5224	Household bought any fan - past year			*
5225		Index	100	102
5226	Purchased any fresh milk - past 6 months			
5227		Index	100	102
5228	Bought any children's bicycles - past year			
5229		Index	100	102
5230	Fashion & Style Attitudes: When I find a haircut that suits me, I stick with it.			
5231		Index	100	102
5232	Rent home/residence			
5233		Index	100	102
5234	Shopped Big Lots - past 3 months			
5235		Index	100	102
5236	Watch NBA basketball playoffs/finals on TV			
5237		Index	100	102
5238	Shopped Bath & Body Works - past 3 months			
5239		Index	100	102
5240	Media Trusted The Most: Newspapers			
5241		Index	100	102
5242	Stayed at Hilton Hotels on busines trip - past year			*
5243		Index	100	102
5244	Purchased baby accessories online - past year			*
5245		Index	100	102

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5246	Vehicle most recently purchased/leased (currently owned/leased) was acquired 5+ years ago			
5247		Index	100	102
5248	Selected vehicle insurance based on company's years in business			
5249		Index	100	102
5250	Personally own Apple iPod Touch portable Mp3 player			
5251		Index	100	102
5252	General Attitudes: I am typically willing to pay more for high-quality items.			
5253		Index	100	102
5254	VALS Statements: I want to be considered fashionable. Agree			
5255		Index	100	102
5256	Finance Attitudes: Investing for the future is very important to me.			
5257		Index	100	102
5258	Household owns rangehood			
5259		Index	100	102
5260	Visited nytimes.com Web site - past month			
5261		Index	100	102
5262	Buying Styles: The offer of "free shipping" attracts me to a shopping website.			
5263		Index	100	102
5264	Bought any motor oil additives - past year			*
5265		Index	100	102
5266	Watched ABC Family Channel - past week			
5267		Index	100	102
5268	Obtained medical insurance through a union			*
5269		Index	100	102
5270	Dined in fast-food/drive-in restaurant - past 6 months			
5271		Index	100	102
5272	Decision-maker for new vehicle purchased/leased most recently (currently owned/leased)			
5273		Index	100	102
5274	For me, advertising on TV appears at inconvenient moments. (Agree strongly)			
5275		Index	100	102
5276	Finance Attitudes: I always know broadly how much is in my bank account at any one time.			
5277		Index	100	102
5278	Use truck(s) currently owned/leased for local transportation			
5279		Index	100	102
5280	Ordered from walgreens.com - past year			*
5281		Index	100	102
5282	Visited NBC Sports Web site - past month			*
5283		Index	100	102
5284	Ever listened to a podcast on mobile/cellular/smartphone			*
5285		Index	100	102
5286	General Attitudes: I would continue working even if I won the lottery.			
5287		Index	100	102
5288	Visited relatives or friends on any domestic vacation/honeymoon trip - past year			
5289		Index	100	102
5290	Buying Styles: When I find a brand I like, I stick to it.			
5291		Index	100	102

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5292	Technology Attitudes: I often ask the advice of others when it comes to technology or electronic products.			
5293		Index	100	102
5294	Patronized Schlotzsky's Deli - past 6 months			*
5295		Index	100	102
5296	Average monthly cellular/mobile/smartphone bill: $50-$74			
5297		Index	100	102
5298	General Attitudes: I frequently wish I had more time to spend with my family.			
5299		Index	100	102
5300	Purchased jewelry/watches online - past year			*
5301		Index	100	102
5302	Shopped H-E-B - past 6 months			*
5303		Index	100	102
5304	Total amount spent on fine jewelry in past year - $400-$749			*
5305		Index	100	102
5306	Buying Styles: I enjoy wandering the store looking for new, interesting products.			
5307		Index	100	102
5308	Most recently acquired vehicle (currently owned/leased) was purchased/leased new			
5309		Index	100	102
5310	Stayed at Hilton Garden Inn on personal/vacation trip - past year			*
5311		Index	100	102
5312	Fashion & Style Attitudes: I prefer to shop for fashion products on my own, rather than with friends.			
5313		Index	100	102
5314	Smoked any cigarettes - past year			
5315		Index	100	102
5316	Had vehicle currently owned/leased serviced by discount department store - past year			*
5317		Index	100	102
5318	Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases.			
5319		Index	100	102
5320	Own an HP (Hewlett-Packard) personal computer at home			
5321		Index	100	102
5322	Cost of most recently purchased TV set: $100-$299			
5323		Index	100	102
5324	Most recently purchased/leased vehicle (currently owned/leased) is any domesitc vehicle			
5325		Index	100	102
5326	Watched Great American Counry (GAC) cable - past week			*
5327		Index	100	102
5328	Occupation: Arts, Design, Entertainment, Sports and Media			*
5329		Index	100	102
5330	Have VISA Regular/Classic Card in own name			
5331		Index	100	102
5332	Food Attitudes: Eating at a fast food restaurant is fun.			
5333		Index	100	102
5334	Engaged in walking for exercise - past year			
5335		Index	100	102
5336	Engaged in target shooting - past year			*
5337		Index	100	102

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5338	Personally enrolled in gift rewards program assocated with major credit/debit cards (in own name)			
5339		Index	100	102
5340	Total amount spent on shoes in past year: $100+			
5341		Index	100	102
5342	Cooking/Food Shopping Attitude: "Food-to-Go"			
5343		Index	100	102
5344	Member of Gold's Gym			*
5345		Index	100	102
5346	Technology Attitudes: At first, I was nervous about using computers, but now I'm much more comfortable.			
5347		Index	100	102
5348	Food Attitudes: I regularly eat organic foods.			
5349		Index	100	102
5350	Household owns boat trailer			*
5351		Index	100	102
5352	Lawn and garden items bought - past year: outdoor shrubs and plants			
5353		Index	100	102
5354	General Attitudes: Risk-taking is exciting to me.			
5355		Index	100	102
5356	Food Attitudes: I rely on product labels to help me make decisions when food shopping.			
5357		Index	100	102
5358	Household subscribes to SiriusXM Satellite Radio			
5359		Index	100	102
5360	Bought 7+ items of fine jewelry - past year			*
5361		Index	100	102
5362	Food Attitudes: I regularly eat organic foods.			
5363		Index	100	102
5364	Bought any pre-school toys - past year			
5365		Index	100	102
5366	Consumed any ready-to-drink iced tea - past 6 months			
5367		Index	100	102
5368	Used grocery store for photo/film processing - past year			*
5369		Index	100	102
5370	Patronized Benihana - past 6 months			*
5371		Index	100	102
5372	Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them.			
5373		Index	100	102
5374	Household owns towable trailer camper			*
5375		Index	100	102
5376	Utilized financial planner/certified financial planner (CFP) for financial services or advice - past year			
5377		Index	100	102
5378	General Attitudes: I often find myself in a leadership position.			
5379		Index	100	102
5380	Food Attitudes: I rely on product labels to help me make decisions when food shopping.			
5381		Index	100	102
5382	Food Attitudes: Eating at a fast food restaurant is fun. A			
5383		Index	100	102

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5384	Purchased cameras/photography equipment online - past year			*
5385		Index	100	102
5386	General Attitudes: I enjoy showing off my home to guests.			
5387		Index	100	101
5388	Buying Styles: I prefer a store that has a large selection of familiar brands.			
5389		Index	100	101
5390	Cellular / Mobile Opinions: I would use Text Messaging more often, if it were easier to type the messages.			
5391		Index	100	101
5392	Purchased educational materials online - past year			*
5393		Index	100	101
5394	Ailments: Treated for depression - past year			
5395		Index	100	101
5396	Future intentions: Likely to take vacation trip abroad (excluding Europe, Caribbean, Mexico, South America) - coming year			
5397		Index	100	101
5398	Most recently purchased/leased vehicle (currently owned/leased) is a domestic vehicle bought/leased new			
5399		Index	100	101
5400	Distance from home to most frequently shopped grocery store is less than 1 mile			
5401		Index	100	101
5402	Food Attitudes: When I find a restaurant I like, I stick with it.			
5403		Index	100	101
5404	Advertising on TV provides me with useful information about bargains. (Agree strongly)			
5405		Index	100	101
5406	Most recently purchased/leased vehicle (currently owned/leased) was foreign/import vehicle purchased/leased new in past year			*
5407		Index	100	101
5408	Food Attitudes: When I find a restaurant I like, I stick with it.			
5409		Index	100	101
5410	Purchased ice cream, ice milk, sherbet - past 6 months			
5411		Index	100	101
5412	General Attitudes: I must admit, I work most weekends.			
5413		Index	100	101
5414	For me, advertising in newspapers has no credibility. (Agree strongly)			*
5415		Index	100	101
5416	Referred to Internet Yellow Pages for attorneys - past year			*
5417		Index	100	101
5418	Smoked any pipe tobacco - past 6 months			*
5419		Index	100	101
5420	Buying Styles: How a personal care or household product smells is very important to me.			
5421		Index	100	101
5422	Bought any slippers/house-shoes - past year			
5423		Index	100	101
5424	Lawn and garden items bought - past year: lawn fertilizer with weed control			
5425		Index	100	101
5426	Had vehicle currently owned/leased serviced by gas station/garage - past year			
5427		Index	100	101
5428	Redeemed a coupon handed out by a person in a store - past year			
5429		Index	100	101

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5430	Food Attitudes: I prefer cooking with fresh food rather than canned or frozen.			
5431		Index	100	101
5432	Vehicle most recently purchased (currently owned/leased) is a Ford			
5433		Index	100	101
5434	Finance Attitudes: I'm happy to use the phone to carry out day to day banking transactions.			
5435		Index	100	101
5436	Food Attitudes: I let my children make their own decision when ordering at a restaurant.			
5437		Index	100	101
5438	Shopped Toys 'R' Us - past 3 months			
5439		Index	100	101
5440	Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel.			
5441		Index	100	101
5442	Ever downloaded a ringtone on cellular/mobile/smartphone			
5443		Index	100	101
5444	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.			
5445		Index	100	101
5446	Buying Styles: I only purchase products online when I have a coupon or promotional code for the site.			
5447		Index	100	101
5448	Household owns automatic setback thermostat			
5449		Index	100	101
5450	Selected homeowners/personal property insurance based on financial stability of company			
5451		Index	100	101
5452	Food Attitudes: I let my children make their own decision when ordering at a restaurant.			
5453		Index	100	101
5454	Buying Styles: If a product is made by a company I trust, I'll buy it even if it is slightly more expensive.			
5455		Index	100	101
5456	Cellular/mobile/smartphone plan type have: individual plan			
5457		Index	100	101
5458	Went fishing on any domestic vacation/honeymoon trip - past year			*
5459		Index	100	101
5460	Food Attitudes: Fast food is junk food. Agree somewhat or Agree completely			
5461		Index	100	101
5462	Bought pet food at discount store - past year			
5463		Index	100	101
5464	Fashion & Style Attitudes: I am content with my appearance.			
5465		Index	100	101
5466	Buying Styles: I usually like to wait until other people have tried things before I try them myself.			
5467		Index	100	101
5468	Purchased VISA gift card/prepaid card - past 6 months			*
5469		Index	100	101
5470	Food Attitudes: Often, I eat my meals on the run.			
5471		Index	100	101
5472	Food Attitudes: Fast food is junk food.			
5473		Index	100	101
5474	Household owns rechargeable flashlight			
5475		Index	100	101

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5476	Bought gift cards/prepaid cards for/to give to adult in family - past 6 months			
5477		Index	100	101
5478	Bought men's dress slacks - past year			
5479		Index	100	101
5480	Bought fragrance/perfume/cologne online - past 6 months			*
5481		Index	100	101
5482	Personally own any mutual funds (stocks)			
5483		Index	100	101
5484	Bought any women's perfume/cologne as gift - past year			
5485		Index	100	101
5486	Household owns automatic setback thermostat			
5487		Index	100	101
5488	Had brakes on vehicle serviced - past year			
5489		Index	100	101
5490	General Attitudes: The government should pay more attention to environmental issues.			
5491		Index	100	101
5492	Stayed at Holiday Inn Express on personal/vacation trip - past year			*
5493		Index	100	101
5494	Carry separate term life insurance policy			
5495		Index	100	101
5496	For me, advertising on TV is amusing. (Agree strongly)			
5497		Index	100	101
5498	I think people put too much private information about their lives on the Internet . (Agree completely)			
5499		Index	100	101
5500	Highest level of education completed/highest degree received: some college, no degree			
5501		Index	100	101
5502	Automotive Attitudes: The vehicle a person owns says a lot about him or her.			
5503		Index	100	101
5504	Patronized Olive Garden - past 6 months			
5505		Index	100	101
5506	Buying Styles: Generic or store brand products are as effective as brand-name products.			
5507		Index	100	101
5508	Have VISA Signature Card in own name			*
5509		Index	100	101
5510	Mode of transportation on average weekday is walking			
5511		Index	100	101
5512	Read classified advertising in Sunday/weekend newspaper			
5513		Index	100	101
5514	Food Attitudes: I prefer cooking with fresh food rather than canned or frozen.			
5515		Index	100	101
5516	Referred to paper Yellow Pages for home appliance repairs - past year			*
5517		Index	100	101
5518	Purchased VISA gift cards/prepaid cards - past 6 months			*
5519		Index	100	101
5520	Number of cellular phones in household: 2			
5521		Index	100	101

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: ADULT HITS FORMAT ("JACK," ETC.)

	A	B	C	D
1			U.S. Adults 18+	Adult Hits Format ("Jack," etc.) - Adults 18+ - Mon-Sun 24-Hr Cume
5522	Bought any windshield wipers - past year			
5523		Index	100	101
5524	Selected life insurance based on location of company/agent			*
5525		Index	100	101
5526	Buying Styles: It's important to me that salespeople be knowledgeable about the products they sell.			
5527		Index	100	101

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
*Indicates projection relatively unstable, use with caution