# RAB's Unique Prospecting Tool For:

# **CLASSIC ROCK FORMATS**



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 <sup>™</sup> 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 <sup>™</sup> 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 <sup>TM</sup> 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

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2				
3 4	U.S. Adults 18+	Index	100	
5 6	Personally own \$150,000+ in U.S. Government Bonds (excluding Treasury Notes)	Index	100	
7 8	Watched Palladia HD cable - past week	Index	100	
9 10	Went hunting on any domestic vacation/honeymoon trip - past year	Index	100	244
11 12	Household owns sailboat (16' or more)	Index	100	
13 14	Household spent \$3000+ on garage doors - past year	Index	100	
15 16	Business-to-Business: Involved in purchasing raw materials	Index	100	238
17 18	Business-to-Business: Involved in purchasing components or parts for machinery	Index	100	234
19 20	Visited Six Flags St. Louis - past year	Index	100	224
22	Business-to-Business: Involved in purchasing heavy machinery or equipment	Index	100	221
24	Business-to-Business: Involved in purchasing building/construction materials	Index	100	220
25 26	Occupation: Construction and Extraction	Index	100	217
27	Business-to-Business: Involved in selecting engineering/construction services	Index	100	217
30	Watched FUEL TV cable - past week	Index	100	217
31	Watched Vh1 Classic cable - past week	Index	100	215
33 34	Read print/paper/hard-copy of motorcycle magazines	Index	100	213
35 36	Household spent \$3000+ to remodel rooms other than bathroom/kitchen/bedroom - past year	Index	100	213
37 38	Purchased Hard Rock music recordings - past 6 months	Index	100	212
40	Business-to-Business: Involved in purchasing electrical or mechanical controls/systems	Index	100	205
41	Mode of transportation on average weekend is motorcycle	Index	100	203
43	Participated in archery - past year	Index	100	202
45 46	Business-to-Business: Involved in purchasing materials handling equipment	Index	100	200
47				

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
48 49	Visited NASCAR.com Web site - past month	Index	100	200
50 51	Occupation: Installation, Maintenance, and Repair Services	Index	100	198
52 53	Engaged in hunting with bow and arrow - past year	Index	100	198
54 55	Purchased hunting, fishing, camping equipment online - past year	Index	100	197
56 57	Business-to-Business: Involved in purchasing paints/industrial finishes	Index	100	197
58 59	Business-to-Business: Involved in purchasing operating supplies	Index	100	197
60 61	Purchased Classic Rock music recordings - past 6 months	Index	100	197
62 63	Engaged in motorcycling - past year	Index	100	196
64 65	Outside contractor did work in converting garage/attic/basement into living space - past year	Index	100	196
66 67	Attended rock music performances/concerts - past year	Index	100	195
68 69	Used chewing tobacco or smokeless tobacco - past 6 months	Index	100	194
70 71	Business-to-Business: Involved in truck purchase/rental/lease	Index	100	193
72 73	Motorcycle ownership: Own street bike - custom	Index	100	193
74 75	Household owns canoe	Index	100	193
76 77	Visited AOL.SportingNews/ (SportingNews.com/AOL FanHouse/FanHouse) Web site - past month	Index	100	191
78 79	Flew Midwest Airlines on any domestic trip - past year	Index	100	191
80 81	Rented a truck or trailer for commercial/business purposes - past year	Index	100	190
82 83	Stayed at Howard Johnson on business trip - past year	Index	100	189
84 85	Household owns power boat (under 16')	Index	100	188
86 87	Listen to NFL weekend games play-by-play on radio	Index	100	185
88 89	Watched NBC Sports Network (formerly VERSUS) cable - past week	Index	100	185
90 91	Watched Outdoor Channel cable - past week	Index	100	184
92 93	Wallpaper/wall-covering installed by self or other household member - past year	Index	100	183

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
94 95	Referred to Internet Yellow Pages for sports and leisure activities, equipment - past year	Index	100	182
96 97	Watched IFC (Independent Film Channel) cable - past week	Index	100	182
98 99	Own any Harley-Davidson motorcycle	Index	100	181
100 101	Mode of transportation on average weekday is motorcycle	Index	100	180
102 103	Participated in racquetball - past year	Index	100	180
104 105	Household owns snowmobile	Index	100	180
106 107	Household owns rowboat	Index	100	* 179
108 109	Attend NHL Ice Hockey regular season games	Index	100	178
110 111	Watched Speed Channel cable - past week	Index	100	177
112 113	Carry life insurance policy through Cigna	Index	100	* 177
114 115	Business-to-Business: Involved in purchasing packaging/containers	Index	100	177
116 117	Purchased hunting, fishing, camping equipment by mail or phone - past year	Index	100	177
118 119	Watched Adult Swim cable - past week	Index	100	177
120 121	Personally did 7-9 home remodeling projects - past year	Index	100	* 176
122 123	Bought any hiking/backpacking boots - past year	Index	100	176
124 125	Carry any auto/other vehicle insurance through American Family	Index	100	176
126 127	Household owns inboard/outboard power boat (sterndrive)	Index	100	175
128 129	Visited MLB.com Web site - past month	Index	100	175
130 131	Vinyl flooring installed by self or other household member - past year	Index	100	* 175
132 133	Used TaxACT Internet/online program for tax preparation - past year	Index	100	175
134 135	Purchased audio/stereo equipment online - past year	Index	100	175
136 137	Listen to NHL hockey regular season play-by-play on radio	Index	100	174
138 139	Consumed beer at a bar/club - past month	Index	100	174

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
140 141	Patronized Taco John's - past 6 months	Index	100	174
142 143	Read print/paper/hard-copy of music magazines	Index	100	174
144 145	Visited Wisconsin Dells - past year	Index	100	174
146 147	Vinyl or metal siding installation work done by self or other household member - past year	Index	100	174
148 149	Engaged in target shooting - past year	Index	100	174
150 151	Attend NHL Ice Hockey playoffs/Stanley Cup Finals	Index	100	173
152 153	Personally did 2 home remodeling projects - past year	Index	100	173
154 155	Personally rented truck or trailer from Penske - past year	Index	100	173
156 157	Read print/paper/hard-copy of fishing/hunting magazines	Index	100	173
158 159	Visited Dollywood (Tennessee) - past year	Index	100	172
160 161	Listen to NFL Monday or Thursday Night Games play-by-play on radio	Index	100	172
162 163	Stayed at Country Inns & Suites on business trip - past year	Index	100	172
164 165	Household owns power boat (16' or more)	Index	100	172
166 167	Engaged in hunting with a shotgun - past year	Index	100	172
168 169	Shopped SuperAmerica/Speedway - past 6 months	Index	100	172
170 171	Watched FSN cable - past week	Index	100	172
172 173	Own Polaris ATV/UTV	Index	100	171
174 175	Household owns hunting knife for camping	Index	100	171
176 177	Own any motorcycle with engine size 900cc or larger	Index	100	171
178 179	Listen to college football play-by-play on radio	Index	100	171
180 181	Read print/paper/hard-copy of boating magazines	Index	100	170
182 183	Personally did 4 or more home-improvement projects - past year	Index	100	170
184 185	Watch NHL Hockey playoff games/Stanley Cup Finals on TV	Index	100	169

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
186 187	Household owns bass/fishing boat (16' or more)	Index	100	169
188 189	Read print/paper/hard-copy of automotive magazines	Index	100	169
190 191	Work to add bathroom done by self or other household member - past year	Index	100	* 169
192 193	Business-to-Business: Involved in selection of freight/express services	Index	100	169
194 195	Household spent \$1000-\$2999 to convert garage/attic/basement into living space - past year	Index	100	168
196 197	Household spent \$1000-\$2999 on kitchen counter tops - past year	Index	100	168
198 199	Personally have small business insurance coverage	Index	100	168
200	Have small business insurance coverage	Index	100	168
202	Currently drive a heavy-duty truck	Index	100	167
204 205	Watch Mixed Martial Arts (MMA) competitions on TV	Index	100	167
206 207	Watch NHL Hockey regular season games on TV	Index	100	167
208 209	Listen to NASCAR auto racing play-by-play on radio	Index	100	167
210 211	Household owns inflatable boat	Index	100	167
212 213	Watched Comedy Central cable - past week	Index	100	
214 215	Stayed at Quality Inns on business trip - past year	Index	100	166
216 217	Household owns towable folding-tent camper (pop-up)	Index	100	166
218 219	Listen to NFL playoff games/Super Bowl play-by-play on radio	Index	100	166
220 221	Bought beer at convenience store - past month	Index	100	166
222 223	Participated in frisbee - past year	Index	100	166
224 225	Watched SCI (The Science Channel) cable - past week	Index	100	165
226 227	Household Internet service provider is Net Zero/Juno	Index	100	165
228 229	Viewed 1 video-on-demand TV show - past month	Index	100	165
230 231	Watched Biography Channel cable - past week	Index	100	165

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	Α	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
232 233	Participated in hockey - past year	Index	100	165
234 235	Attend auto races (excluding NASCAR)	Index	100	165
236 237	Engaged in fresh-water fishing - past year	Index	100	165
238 239	Household owns personal watercraft	Index	100	165
240 241	Attend NASCAR auto races	Index	100	165
242 243	Used Nicorette Lozenge/Commit Lozenge to stop smoking - past year	Index	100	* 164
244 245	Watched G4 cable - past week	Index	100	164
246 247	Listen to NHL hockey playoffs and Stanley Cup Finals play-by-play on radio	Index	100	164
248 249	Engaged in snowmobiling - past year	Index	100	164
250 251	Used coupons to buy tobacco products - past year	Index	100	164
252 253	Motorcycle ownership: Own dual-purpose bike (off-road/street)	Index	100	* 164
254 255	Engaged in downhill skiing - past year	Index	100	164
256 257	Purchased Blues music recordings - past 6 months	Index	100	164
258 259	Consumed any popular domestic beer/ale - past 6 months	Index	100	164
260 261	Interior door installation done by self or other household member - past year	Index	100	164
262 263	Household owns cooler or ice chest (24 quarts and over) for camping	Index	100	163
264 265	Watched Military Channel cable - past week	Index	100	163
266 267	Household owns boat trailer	Index	100	163
268 269	Currently drive a motorcycle	Index	100	162
270 271	Engaged in canoeing/kayaking - past year	Index	100	162
272 273	Household spent under \$1000 on interior doors - past year	Index	100	162
274 275	Personally did 5 home remodeling projects - past year	Index	100	* 162
276 277	Own any motorcycle with engine size 450-749cc	Index	100	162

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
278	Visited Hershey Park (Pennsylvania) - past year	Index	100	162
279		inuex	100	102
281	Household owns waterproof/breathable apparel for camping/hiking	Index	100	162
282	Carry life insurance policy through Guardian	Index	100	* 162
283 284		Index	100	*
285	Used a store-brand smoking cessation product to stop smoking - past year	Index	100	161
286	Household owns pneumatic tools	Index	100	161
287		muex	100	*
289	Household spent under \$1000 on vinyl flooring - past year	Index	100	161
290	Total amount spent on children's toys and games in past year: \$1000+	T	100	*
291 292		Index	100	161
293	Household owns tent(s) for camping	Index	100	160
294	Installation of ceramic tile floors done by self or other household member - past year			
295 296		Index	100	160
297	Household owns tent for camping	Index	100	160
298	Use truck(s) currently owned/leased for recreation			
299 300	(,, , , , , , , , , , , , , , , , , , ,	Index	100	160
301	Own any motorcycle with engine size under 100cc	Index	100	160
302	Bought any work boots - past year			
303		Index	100	160
304 305	Visited Walt Disney World (Florida): Blizzard Beach - past year	Index	100	160
306	Household owns camp cookware			
307		Index	100	160
308 309	Engaged in power boating - past year	Index	100	160
310	Bought beer at convenience store - past 6 months			
311		Index	100	160
312 313	Collect sports trading cards as hobby	Index	100	159
314	Visited Six Flags Great Adventure (New Jersey) - past year			
315	Tables 2 ago Steachardinate (Herr Sciency) page year	Index	100	159
316 317	Purchased automotive products by mail or phone - past year	Index	100	159
318	Motorcycle ownership: Own street bike - cruiser			
319	Trotorey de divincianip. Own adect bire duisci	Index	100	159
320 321	Visited foxsports.com Web site - past month	Index	100	159
322	Covered by American Family homeowners or personal property insurance			
323	Covered by American Family homeowners or personal property insurance	Index	100	159

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
324 325	Bought cigarettes at convenience store - past month	Index	100	159
326 327	Listen to college basketball play-by-play radio	Index	100	159
328 329	Amount Of Time Married: 2 Months	Index	100	* 158
330 331	Watched FX cable - past week	Index	100	158
332 333	Engaged in skateboarding - past year	Index	100	158
334 335	Personally did 10+ home remodeling jobs - past year	Index	100	158
336 337	Motorcycle ownership: Own street bike - sport/performance	Index	100	158
338 339	Exterior door installation done by self or other household member - past year	Index	100	158
340 341	Number of veterianarian visits in past year: 7+	Index	100	158
342 343	Household spent under \$1000 on ceramic tile floors - past year	Index	100	157
344 345	Own any Kawasaki motorcycle	Index	100	157
346 347	Household spent \$1000-\$2999 on exterior doors - past year	Index	100	157
348 349	Engaged in hunting with a rifle - past year	Index	100	157
350 351	TV show types watch: hockey	Index	100	157
352 353	Household owns gas lanterns for camping	Index	100	157
354 355	Household spent under \$1000 on laminate flooring - past year	Index	100	
356 357	Used Wellbutrin XL smoking cessation product to stop smoking - past year	Index	100	157
358 359	Household spent \$3000+ to remodel bedroom - past year	Index	100	157
360 361	Watch truck and tractor pulls/mud racing on TV	Index	100	157
362 363	Watched Spike TV cable - past week	Index	100	157
364 365	Household owns beverage containers for camping/hiking	Index	100	156
366 367	Watched 2010 Winter Olympics programming on mobile phone/Smartphone or PDA	Index	100	156
368 369	Watched Nat Geo Wild cable - past week	Index	100	156

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	Α	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
370	Engaged in mountain bicycling - past year	Index	100	156
371 372		muex	100	*
373	Used Nicorette gum to stop smoking - past year	Index	100	156
374 375	Listen to regular season Major League Baseball play-by-play on radio	Index	100	156
376 377	Type of medical insurance policy have: catastrophic/high deductible	Index	100	156
378 379	Household owns beverage containers for camping	Index	100	156
380 381	Watched Current TV cable - past week	Index	100	156
382 383	Rented/purchased DVDs or Blu-ray discs from Blockbuster.com - past month	Index	100	156
384 385	Listen to Major League Baseball playoffs/World Series play-by-play on radio	Index	100	155
386 387	Household owns compass for camping/hiking	Index	100	155
388 389	Participated in fantasy sports league - past year	Index	100	155
390 391	Household spent \$1000-\$2999 to add deck/porch/patio - past year	Index	100	* 155
392 393	Household owns sleeping bags for camping	Index	100	155
394 395	Household owns insulated picnic jug for camping	Index	100	155
396 397	Engaged in snowboarding - past year	Index	100	155
398 399	Household owns audio turntable	Index	100	155
400 401	Own any Yamaha motorcycle	Index	100	155
402 403	Listen to high-school sports play-by-play on radio	Index	100	155
404 405	Household owns insulated picnic jug for camping	Index	100	155
406 407	Mode of transportation on average weekend is bicycle	Index	100	155
408 409	Business-to-Business: Involved in purchasing air conditioning/heating equipment	Index	100	155
410 411	Viewed 2 video-on-demand TV shows - past month	Index	100	154
412 413	Purchased garden supplies online - past year	Index	100	154
414	Ceramic wall tile installation done by self or other household member - past year	Index	100	*

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
416 417	Household owns a stationary radial-arm saw	Index	100	154
418 419	Occupation: Transportation and Material Moving	Index	100	154
420 421	Insulation for ceiling, floor, and/or walls installed by self or other household member - past year	Index	100	154
422 423	Vinyl windows installed by self or other household member - past year	Index	100	* 154
424 425	Household owns cordless power ratchet	Index	100	154
426 427	Household owns inflatable air mattress for camping	Index	100	153
428 429	Listen to NCAA basketball tournament play-by-play on radio	Index	100	153
430 431	Occupation: Production	Index	100	153
432 433	Household spent under \$1000 on exterior doors - past year	Index	100	
434 435	Personally did 4 home remodeling projects - past year	Index	100	* 153
436 437	Household spent under \$1000 to convert garage/attic/basement into living space - past year	Index	100	153
438 439	Watch summer Extreme Sports events on TV	Index	100	153
440 441	Patronized Godfather's Pizza - past 6 months	Index	100	153
442 443	Household spent under \$1000 to remodel bedroom - past year	Index	100	153
444 445	Household owns inflatable air mattress for camping	Index	100	153
446 447	Household owns receiver-amplifier	Index	100	152
448 449	Household owns electric lantern for camping	Index	100	152
450 451	Household owns electric lanterns for camping	Index	100	152
452 453	Engaged in jet skiing - past year	Index	100	152
454 455	Household owns outboard motor (25-75 horsepower)	Index	100	152
456 457	Visited King's Island (Ohio) - past year	Index	100	* 152
458 459	Carry life insurance policy through American Family	Index	100	* 152
460 461	Stayed at Comfort Suites on business trip - past year	Index	100	152

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	Α	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
462 463	Purchased home-improvement items/tools online - past year	Index	100	152
464 465	Laminate flooring installation done by self or other household member - past year	Index	100	152
466 467	Attend NFL football Monday or Thursday night games	Index	100	152
468 469	Watch winter Extreme Sports events on TV	Index	100	152
470 471	Household owns cooler or ice chest (under 24 quarts) for camping	Index	100	152
472 473	Household owns backpacks for camping/hiking	Index	100	151
474 475	Bought men's swimsuit - past year	Index	100	151
476 477	Read print/paper/hard-copy of men's magazines	Index	100	151
478 479	Use truck(s) currently owned/leased for business hauling	Index	100	151
480 481	Visited AccuWeather.com Web site - past month	Index	100	151
482 483	Consumed beer at a restaurant - past month	Index	100	151
484 485	Household spent \$1000-\$2999 on hardwood floors - past year	Index	100	151
486 487	Total amount spent on home improvements in past year: \$1000-\$1999	Index	100	151
488 489	TV show types watch: auto racing specials	Index	100	151
490 491	Household owns an electric car polisher	Index	100	151
492 493	Household used portable GPS navigation device for navigation foot (hiking/walking)	Index	100	151
494 495	Household owns daypack for camping/hiking	Index	100	151
496 497	Household owns backpacks for camping	Index	100	151
498 499	Visited weatherbug.com Web site - past month	Index	100	151
500 501	Number of veterinarian visits in past year: 4	Index	100	151
502 503	Own or lease five vehicles	Index	100	151
504 505	Household spent \$3000+ to add deck/porch/patio - past year	Index	100	* 151
506 507	Household instaled vinyl flooring - past year	Index	100	150

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	Α	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
508 509	Played billiards/pool - past year	Index	100	150
510 511	Listen to auto racing play-by-play (excluding NASCAR) on radio	Index	100	150
512 513	Had brakes serviced at Monro Muffler/Brake - past year	Index	100	* 150
514 515	Household owns multi-component audio system	Index	100	150
516 517	Took any overnight camping trips - past year	Index	100	150
518 519	Business-to-Business: Involved in purchase of minicomputers, mainframes and related equipment, services	Index	100	150
520 521	Work to add deck/porch/patio done by outside contractor - past year	Index	100	* 150
522 523	Work to remodel rooms other than bathroom/kitchen/bedroom done by self or other household member - past year	Index	100	150
524 525	Purchased utility ATV (All-Terrain Vehicle) - past year	Index	100	150
526 527	Viewed 3-5 video-on-demand TV shows - past month	Index	100	150
528 529	Collect comic books as hobby	Index	100	150
530 531	Household owns a portable workbench	Index	100	149
532 533	Bought MagnaFlow brand muffler(s) - past year	Index	100	* 149
534 535	Household owns a paint sprayer	Index	100	149
536 537	Watched ESPN Classic cable - past week	Index	100	149
538 539	Watched H2 (History International) cable - past week	Index	100	149
540 541	Purchased collector's items (coins, stamps, etc.) online - past year	Index	100	149
542 543	Motorcycle ownership: Own street bike - touring	Index	100	149
544 545	Have boat owners insurance coverage	Index	100	149
546 547	Personally have identity theft insurance coverage	Index	100	149
548 549	Carry life insurance policy through Unum Group	Index	100	* 149
550 551	Used H&R Block TaxCut Internet/online program for tax preparation - past year	Index	100	149
552 553	Consumed beer at someone else's home - past month	Index	100	149

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
554 555	Personally did 3 home remodeling projects - past year	Index	100	149
556 557	Personally have boat insurance coverage	Index	100	149
558 559	Engaged in snorkeling/skin-diving - past year	Index	100	149
560 561	Have identity theft insurance coverage	Index	100	149
562 563	Attend Major League Baseball regular season games	Index	100	148
564 565	Household owns bass/fishing boat (under 16')	Index	100	148
566 567	Watched Syfy cable - past week	Index	100	148
568 569	Used Vanguard Group brokerage firm - past year	Index	100	148
570 571	Bought pet food online - past year	Index	100	148
572 573	Used Jenny Craig for dieting/weight control	Index	100	148
574 575	Household owns camp stove	Index	100	148
576 577	Attend NFL football weekend games	Index	100	148
578 579	Bought any basketball/softball shoes - past year	Index	100	148
580 581	Watch NASCAR races on TV	Index	100	148
582 583	Vehicle most recently purchased/leased (currently owned/leased) is an Audi	Index	100	148
584 585	Most recently purchased/leased vehicle (currently owned/leased) is a station wagon	Index	100	148
586 587	Bought pet food at pet specialty store (excluding PETCO, PetSmart) - past year	Index	100	148
588 589	Watch auto races on TV (excluding NASCAR)	Index	100	148
590 591	Watched Great American Counry (GAC) cable - past week	Index	100	148
592 593	Interior light fixtures installed by self or other household member - past year	Index	100	148
594 595	Bought men's gloves - past year	Index	100	148
596 597	Visited bars/nightclubs - past year	Index	100	148
598 599	Hardwood floor installation done by outside contractor - past year	Index	100	147

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	Α	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
600	Household owns a wet-dry shop vacuum	Inday	100	147
601		Index	100	147
603	Visited CBSSports.com Web site - past month	Index	100	147
604 605	Household owns home theater/entertainment system	Index	100	147
606 607	Bought any cross-training shoes - past year	Index	100	147
608 609	Hardwood floor installation done by self or other household member - past year	Index	100	147
610 611	Purchased automotive products online - past year	Index	100	147
612	Stayed at Super 8 on business trip - past year	Index	100	147
614 615	Engage in keeping tropical fish as hobby	Index	100	147
616 617	Personal cellular/mobile/smartphone most often used for business	Index	100	147
618 619	Referred to Internet Yellow Pages for electronic equipment, supplies, services - past year	Index	100	147
620 621	Vehicle most recently purchased/leased (currently owned/leased) is a Jeep	Index	100	147
622 623	Vehicle currently owned/leased was serviced by self - past year	Index	100	147
624 625	Engaged in road bicycling - past year	Index	100	147
626 627	Stayed at W Hotel on personal/vacation trip - past year	Index	100	* 147
628 629	Household owns decorative paint tools/kits	Index	100	147
630 631	Patronized Buffalo Wild Wings - past 6 months	Index	100	147
632 633	Participated in golf - past year	Index	100	147
634 635	Household owns decorative paint tools/kits	Index	100	147
636 637	Bought liquor at convenience store - past 6 months	Index	100	147
638 639	Work to remodel bathroom done by self or other household member - past year	Index	100	146
640 641	Household owns sailboat (under 16')	Index	100	146
642 643	Household spent under \$1000 on concrete or masonry work - past year	Index	100	146
644 645	Referred to paper Yellow Pages for sports and leisure activities, equipment - past year	Index	100	146

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
646 647	Viewed 2 video-on-demand movies - past month	Index	100	146
648 649	Referred to paper Yellow Pages for auto parts and supplies - past year	Index	100	146
650 651	Household installed hardwood floors - past year	Index	100	146
652 653	Household owns any camping equipment	Index	100	146
654 655	Patronized Famous Dave's - past 6 months	Index	100	146
656 657	Participated in baseball - past year	Index	100	146
658 659	Patronized Uno Chicago Grill - past 6 months	Index	100	146
660 661	Category Influentialism: My family/friends often ask for and trust my opinion on fishing.	Index	100	146
662 663	Own a motorcycle that was bought used	Index	100	146
664 665	Used Chantix smoking cessation product to stop smoking - past year	Index	100	146
666 667	Patronized Tim Hortons - past 6 months	Index	100	146
668 669	Participated in auto racing - past year	Index	100	146
670 671	Self or other household member did work in converting garage/attic/basement into living space - past year	Index	100	146
672 673	Household owns a stationary drill	Index	100	145
674 675	Household owns a portable circular saw	Index	100	145
676 677	Household owns stationary drill press	Index	100	145
678 679	Visited NFL.com Web site - past month	Index	100	145
680 681	Household owns any pet birds	Index	100	145
682 683	Household spent under \$1000 on vinyl windows - past year	Index	100	* 145
684 685	Household owns a wallpaper stripper	Index	100	145
686 687	Household owns wallpaper stripper	Index	100	145
688 689	Purchased sports equipment online - past year	Index	100	
690 691	Visited iVillage.com Web site - past month	Index	100	* 145

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Adults   A		A	В	С	D
Mark	1			Adults	Adults 18+ - Mon-Sun 24-
Most recently purchased/leased vehicle (currently owned/leased) is a coupe/sports coupe/2-door   Index   100   145		Vehicle most recently purchased/leased (currently owned/leased) is a Subaru	7 1	100	1.45
Social patients   Social pat			Index	100	145
Computer owned at home has Unix operating system   Index   100   144		Most recently purchased/leased vehicle (currently owned/leased) is a coupe/sports coupe/2-door	Index	100	145
100   100		Occupation: Military			*
Separation   Sep		occupation 1 means	Index	100	145
Arry life insurance policy through SBLI   Index   100   145   14		Vehicle most recently purchased/leased (currently owned/leased) is a Mitsubishi	Index	100	145
247   Mary line insurance policy through Self   148   100   145   147			macx	100	*
Transmitted		Carry life insurance policy through SBLI	Index	100	145
1973   1974   1975		Consumed beer at home - past month		100	4.5
Total   Tota		<u> </u>	Index	100	145
Computer owned at home has Unix operating system   Index		Read print/paper/hard-copy of computer magazines	Index	100	144
100		Computer award at home has Univ operating system			*
Total   Tota		Computer owned at nome has only operating system	Index	100	144
Primary reason personally drive is for work   Index   100   144		Use truck(s) currently owned/leased for personal hauling	Indov	100	144
Trimery reason personally drive is for work   Index   100   144     Table   Bathroom or kitchen plumbing fixtures (excluding faucets) installed by self or other household member - past year   Index   100   144     Table   Watch motorcycle racing on TV   Index   100   144     Table			inuex	100	144
713   year		Primary reason personally drive is for work	Index	100	144
Match motorcycle racing on TV	712	Bathroom or kitchen plumbing fixtures (excluding faucets) installed by self or other household member - past			
Tide		year	Index	100	144
Susiness-to-Business: Involved in purchasing web development services   Index   100   144		Watch motorcycle racing on TV	Index	100	144
Time	716		27.00%		
Time		Business-to-Business: Involved in purchasing web development services	Index	100	144
Household owns garden tiller		Own a motorcycle that was bought new		100	
Total   Tota		<u> </u>	Index	100	144
Time   Find out about new video games from magazines   Time   T		Household owns garden tiller	Index	100	144
Total   Attend any high-school sports games   Index   100   144		Find out about new video games from magazines			
Acquired any stocks or added to stock investments - past year  Acquired any stocks or added to stock investments - past year  Acquired any stocks or added to stock investments - past year  Tindex 100 144  Work to remodel bedroom done by self or other household member - past year  Tindex 100 144  Table Personally own Sansa/SanDisk portable Mp3 player  Tindex 100 144  Table Household owns saw blades  Tindex 100 144  Table Household owns a gas edger/trimmer  Tindex 100 144  Table Household owns a gas edger/trimmer  Tindex 100 144  Table Household owns a gas edger/trimmer		This out about new video games from magazines	Index	100	144
Acquired any stocks or added to stock investments - past year  Acquired any stocks or added to stock investments - past year  Index 100 144  Work to remodel bedroom done by self or other household member - past year  Index 100 144  Personally own Sansa/SanDisk portable Mp3 player  Index 100 144  Tas Household owns saw blades  Index 100 144  Tas Household owns a gas edger/trimmer  Index 100 144  Tas Household owns a gas edger/trimmer  Index 100 144  Tas Household owns a gas edger/trimmer		Attend any high-school sports games	Indev	100	144
Total   Tota	726		THUCK	100	144
Work to remodel bedroom done by self or other household member - past year    Today   Today		Acquired any stocks or added to stock investments - past year	Index	100	144
Table   Tabl	728	Work to remodel bedroom done by self or other household member - past year			
Time		publication and a publication of the publication of	Index	100	144
Total		Personally own Sansa/SanDisk portable Mp3 player	Index	100	144
733 Index 100 144 734 Household owns a gas edger/trimmer 735 Index 100 144 736 Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 door)			Index	100	1
735 Index 100 144  736 Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 door)		Household owns saw blades	Index	100	144
735 Index 100 144  736 Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 door)	734	Household owns a gas edger/trimmer			
Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 door)		JJ	Index	100	144
177   IIIUCA   100   1 <del>11</del>	736 737	Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 door)	Index	100	144

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
738 739	Used cigarette rolling papers - past 6 months	Index	100	144
740 741	Watched Travel Channel cable - past week	Index	100	144
742 743	Household bought pleated window shades - past year	Index	100	* 144
744 745	Most recently purchased/leased vehicle (currently owned/leased) is a full-size pickup	Index	100	144
746 747	Household installed exterior doors - past year	Index	100	144
748 749	Visited ESPN.com Web site - past month	Index	100	144
750 751	Houehold spent under \$1000 on kitchen counter tops - past year	Index	100	* 144
752 753	Most recently purchased/leased vehicle (currently owned/leased) was domestic vehicle purchased/leased used in past year	Index	100	144
754 755	Watch fishing competitions on TV	Index	100	144
756 757	Ordered from FTD.com - past year	Index	100	* 143
758 759	Business-to-Business: Involved in automobile purchase/rental/lease	Index	100	143
760 761	Visited Silver Dollar City (Missouri) - past year	Index	100	* 143
762 763	Attended auto shows - past year	Index	100	143
764 765	Played console video/electronic games as leisure activity - past year	Index	100	143
766 767	Business-to-Business: Involved in advertising/promotion	Index	100	143
768 769	Used pills as method to stop smoking - past year	Index	100	143
770 771	Shopped Citgo Quik Mart - past 6 months	Index	100	143
772 773	Patronized Jimmy John's - past 6 months	Index	100	143
774 775	Find out about new video games from TV	Index	100	143
776 777	Watched 2010 Winter Olympics programming on USA	Index	100	143
778 779	Household owns a portable jig/sabre saw	Index	100	143
780 781	Shopped Tractor Supply Company - past year	Index	100	143
782 783	Obtained information for new or used car purchase on Internet - past month	Index	100	

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
784	Concrete or masonry work done by self or other household member - past year		100	*
785		Index	100	143
786 787	Referred to paper Yellow Pages for auto dealers/auto sales - past year	Index	100	143
788	Carry life insurance policy through Pacific Life	T., J.,	100	*
789 790		Index	100	143
791	Bought pet food at wholesale membership club - past year	Index	100	143
792	Amount Of Time Married: 7 Months		*	*
793	Amount of Time Harred. 7 Honard	Index	100	143
794 795	Viewed any video-on-demand TV shows - past month	Index	100	143
796	Own Yamaha ATV/UTV			
797	OWIT Talliana ATV/OTV	Index	100	143
798 799	Visited monster.com Web site - past month	Index	100	143
800		Index	100	113
801	Patronized Hooters - past 6 months	Index	100	143
802	Engaged in hiking - past year	Indov	100	142
803 804		Index	100	142
805	Household owns an electric router	Index	100	142
806	Exterior door installation done by outside contractor - past year			
807	,	Index	100	142
808 809	Visited Kings Dominion (Virginia) - past year	Index	100	142
810	Watched CMT (Country Music Television) cable - past week			
811	Wateried Grif (Country Flusic Felevision) cable past week	Index	100	142
812 813	Cellular/mobile/smartphone plan type have: corporate plan	Index	100	142
814	Channel Dialla Creating Conde and 2 yearths	211001		
815	Shopped Dick's Sporting Goods - past 3 months	Index	100	
816	Personally own any U.S. Government Bonds (excluding Treasury Notes)	Index	100	* 142
817 818		inuex	100	142
819	Household owns towable trailer camper	Index	100	142
820	Member of any union			
821		Index	100	142
822 823	Purchased Reggae music recordings - past 6 months	Index	100	142
824	Participated in softball - past year			
825	- a. asipates sociosii puot yeur	Index	100	142
826 827	Used Jackson Hewitt on-site professional service for tax preparation - past year	Index	100	
828	Languard phone Coop / burner of a management of the coop of the co	Index	100	*
829	Learned about fees/travel arrangements from radio - past year	Index	100	142

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
830 831	Engaged in hunting with a handgun - past year	Index	100	142
832 833	Bought pet food through catalog/mail order - past year	Index	100	* 142
834 835	Household owns drive bits	Index	100	142
836 837	Own 1 motorcycle	Index	100	142
838 839	Bought pool chemicals - past year	Index	100	142
840 841	Viewed 1 video-on-demand movie - past month	Index	100	142
842 843	Household spent under \$1000 on vinyl or metal siding - past year	Index	100	141
844 845	Watched Reelz Channel cable - past week	Index	100	141
846 847	Own any Suzuki motorcycle	Index	100	141
848 849	Total amount spent on watches purchased in past year: \$300-\$499	Index	100	141
851	Rented/purchased DVDs or Blu-ray discs from grocery store - past month	Index	100	141
852 853	Invested in any 401(k) plan	Index	100	141
854 855	Engaged in salt-water fishing - past year	Index	100	141
856 857	Bought any boat/deck shoes - past year	Index	100	141
858 859	Shopped Circle K convenience stores - past 6 months	Index	100	141
860 861	Household owns a gas outdoor blower	Index	100	141
863	Shopped King Soopers - past 6 months	Index	100	141
864 865	Shopped Sweetbay - past 6 months	Index	100	141
866 867	Participated in football - past year	Index	100	141
868 869	Computer owned at home has MS Windows NT operating system	Index	100	141
871	Bought men's hat - past year	Index	100	141
872 873	Household owns an air compressor (not 12-volt inflator)	Index	100	141
874 875	Household owns any motorcycle(s)	Index	100	141

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
876 877	Carry life insurance policy through Veterans Group Life (VGLI)	Index	100	* 141
878 879	Household owns air compressor (not 12-volt inflator)	Index	100	141
880 881	Attend college football games	Index	100	141
882 883	Watched CBS Sports Network (CBS College Sports Network) cable - past week	Index	100	141
884 885	Household owns outdoor speakers	Index	100	141
886 887	Household owns Motorola telephone equipment	Index	100	140
888 889	Consulted newspaper for advice on sightseeing/activities - past year	Index	100	140
890 891	Listen To Sports Events On Radio: Auto racing - Other Regularly or On Occasion	Index	100	140
892 893	Attend truck and tractor pulls/mud racing events	Index	100	140
894 895	Consumed any super-premium domestic beer/ale - past 6 months	Index	100	140
896 897	ATV/UTV owned is used for recreation	Index	100	140
898 899	Obtained sports news/information on Internet - past month	Index	100	140
900 901	Household owns a gas chain saw	Index	100	140
902 903	Household spent \$1000-\$2999 to remodel bathroom - past year	Index	100	140
904 905	Household owns any cats	Index	100	140
906 907	Most recently purchased/leased vehicle (currently owned/leased) was purchased/leased used in past year	Index	100	140
908 909	Use truck(s) currently owned/leased for local transportation	Index	100	140
910 911	Watch professional wrestling matches on TV	Index	100	140
912 913	Patronized Texas Roadhouse - past 6 months	Index	100	140
914 915	Watched ESPN2 cable - past week	Index	100	140
916 917	Car/other vehicle batteries installed by self - past year	Index	100	140
918 919	Engaged in weight lifting - past year	Index	100	140
920 921	Watched Fuse cable - past week	Index	100	140

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
922 923	Bought men's T-shirts (not undershirts) - past year	Index	100	140
924 925	TV show types watch: professional football pre-game shows	Index	100	140
926 927	Currently drive a recreation vehicle (RV)	Index	100	140
928 929	Consulted Expedia for information on sightseeing/activites - past year	Index	100	140
930 931	Own any motorcycle with engine size 750-899cc	Index	100	140
932 933	Own 2 motorcycles	Index	100	140
934 935	Bought beer at drug store - past 6 months	Index	100	139
936 937	Household bought wallpaper/wall-covering - past year	Index	100	139
938 939	Number of veterinarian visits in past year: 5-6	Index	100	139
940 941	Read print/paper/hard-copy of science/technology magazines	Index	100	139
942 943	Own Kawasaki ATV/UTV	Index	100	139
944 945	Currently drive a regular pick-up	Index	100	139
946 947	Watched AMC (American Movie Classics) cable - past week	Index	100	139
948 949	Household spent under \$1000 on roofing - past year	Index	100	139
950 951	Watch poker competitions on TV	Index	100	139
952 953	Business-to-Business: Involved in scontracting temporary help	Index	100	139
954 955	Household owns stationary band saw	Index	100	139
956 957	Cellular service on phone you personally use most often: Cellular One	Index	100	139
958 959	Occupation: Protective Services	Index	100	139
960 961	Purchase music, other audio at discount department store	Index	100	139
962 963	Purchased '50s & '60s Oldies music recordings - past 6 months	Index	100	139
964 965	Most recently purchased/leased vehicle (currently owned/leased) has manual transmission	Index	100	139
966 967	Bought beer at liquor store - past 6 months	Index	100	139

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
968 969	Rented/purchased DVDs or Blu-ray discs from kiosk (excluding Redbox) - past month	Index	100	* 139
970 971	Have mortgage insurance coverage	Index	100	139
972 973	Acquired personal line of credit - past year	Index	100	139
974 975	Used NicoDerm CQ to stop smoking - past year	Index	100	139
976 977	Read comic books as leisure activity - past year	Index	100	139
978 979	Personally have mortgage insurance coverage	Index	100	139
980 981	Bought pet food at discount store - past year	Index	100	139
982 983	Used any environmentally friendly/"green" products in home-improvement projects - past year	Index	100	139
984 985	Household owns lawn sprinkler	Index	100	139
986 987	Total amount spent on sports apparel/athletic wear in past year: \$150+	Index	100	139
988 989	Household owns surround-sound speakers	Index	100	138
990 991	Watched History Channel cable - past week	Index	100	138
992 993	Household spent \$1000-\$2999 on kitchen cabinets - past year	Index	100	138
994 995	Household spent under \$1000 to remodel bathroom - past year	Index	100	138
996 997	Household installed ceramic tile floors - past year	Index	100	138
998 999	Household owns a lawn or garden tractor	Index	100	138
1000 1001	Amount Of Time Married: 20-24 Years	Index	100	138
1002 1003	Household owns staple gun	Index	100	138
1004 1005	Household owns staple gun(s) (tools)	Index	100	138
1006 1007	Consumed liquor (not beer/wine) at a bar/club - past month	Index	100	138
1008 1009	Purchased Folk music recordings - past 6 months	Index	100	138
1010 1011	Total value of life insurance coverage: \$250,000-\$499,999	Index	100	138
1012 1013	Business-to-Business: Involved in selection of convention/meeting sites	Index	100	138

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1014 1015	TV show types watch: primetime situation comedies/sitcoms	Index	100	138
1016 1017	Household spent under \$1000 on ceramic wall tile - past year	Index	100	* 138
1018 1019	Muffler(s) installed on vehicle by self - past year	Index	100	138
1020 1021	Carry life insurance policy through Northwestern Mutual	Index	100	138
1022 1023	Acquired credit card online - past year	Index	100	138
1024 1025	Visited msnbc.com Web site - past month	Index	100	138
1026 1027	Own any Honda motorcycle	Index	100	138
1028 1029	Household owns a cordless electronic screwdriver	Index	100	138
1030 1031	Rented/purchased DVDs or Blu-ray discs from video store (excluding Blockbuster, f.y.e.) - past month	Index	100	138
1032 1033	Attend college baseball games	Index	100	138
1034 1035	Watched 2010 Winter Olympics programming on MSNBC	Index	100	138
1036 1037	Household owns automotive tools	Index	100	138
1038 1039	Purchased Soft Rock music recordings - past 6 months	Index	100	138
1040 1041	Household owns cordless electric screwdriver	Index	100	138
1042 1043	Read print/paper/hard-copy of video games/PC & consold magazines	Index	100	138
1044 1045	Household has stand-alone TiVo brand DVR	Index	100	138
1046 1047	Attend college basketball games	Index	100	138
1048 1049	Household spent \$3000+ to convert garage/attic/basement into living space - past year	Index	100	138
1050 1051	Bought beer at supermarket - past 6 months	Index	100	137
1052 1053	Watched Ovation cable - past week	Index	100	137
1054 1055	Amount household spent on interior painting - past year: \$100-\$199	Index	100	137
1056 1057	Household bought ready-made vertical blinds - past year	Index	100	137
1058 1059	Household owns water softener	Index	100	137

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1060 1061	Parent of child(ren) under age 18 not currently living in household	Index	100	137
1062 1063	Personally own any common or preferred stock in company work for	Index	100	137
1064 1065	Number of audio downloads (not music) in past 6 months: 10+	Index	100	137
1066 1067	Find out about new video games from friends	Index	100	137
1068 1069	Household owns a riding lawn mower	Index	100	137
1070 1071	Used "cold turkey" method to stop smoking - past year	Index	100	137
1072 1073	Bathroom or kitchen faucets installed by self or other household member - past year	Index	100	137
1074 1075	Bought pet food at grocery/supermarket - past year	Index	100	137
1076 1077	Collect electric trains as hobby	Index	100	137
1078 1079	Consumed any premium domestic beer/ale - past 6 months	Index	100	137
1080 1081	Household owns MP3 player docking station	Index	100	137
1082 1083	Patronized White Castle - past 6 months	Index	100	137
1084 1085	Household owns a gas walk-behind lawn mower	Index	100	137
1086 1087	Find out about new video games from Internet	Index	100	137
1088 1089	Bought any model kits/model sets - past year	Index	100	137
1090 1091	Personally own Samsung portable Mp3 player	Index	100	137
1092 1093	Watched MLB Network cable - past week	Index	100	137
1094 1095	Exterior light fixtures installed by self or other household member - past year	Index	100	137
1096 1097	Household owns non-electric garden shears	Index	100	136
1098 1099	Motorcycle ownership: Own street bike - standard	Index	100	136
1100 1101	Household installed interior doors - past year	Index	100	136
1102 1103	Personally play video games on system attached to TV/computer	Index	100	136
1104 1105	Played golf on any domestic vacation/honeymoon trip - past year	Index	100	136

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1106 1107	Occupation: Computer and Mathematical Sciences	Index	100	136
1108 1109	Household owns an electric sander	Index	100	136
1110 1111	Consumed low-calorie domestic beer - past 6 months	Index	100	136
1112 1113	Household owns a snowblower	Index	100	136
1114 1115	Visited IMDb.com Web site - past month	Index	100	136
1116 1117	Attended horse races as leisure activity - past year	Index	100	136
1118 1119	Purchased video games/systems online - past year	Index	100	136
1120 1121	Referred to Internet Yellow Pages for auto parts and supplies - past year	Index	100	136
1122 1123	Patronized Papa Murphy's - past 6 months	Index	100	136
1124 1125	Banked at TD Bank - past year	Index	100	136
1126 1127	Consumed any whisky - past 6 months	Index	100	136
1128 1129	Household owns a corded electric drill	Index	100	136
1130 1131	Household owns shovel(s)	Index	100	136
1132 1133	Rented/purchased DVDs or Blu-ray discs from electronics store - past month	Index	100	136
1134 1135	Kitchen counter tops installed by self or other household member - past year	Index	100	136
1136 1137	Household owns any hand tools	Index	100	135
1138 1139	Took any domestic trip for business reasons (paid for by company) - past year	Index	100	135
1140 1141	Household owns outboard motor (over 75 horsepower)	Index	100	135
1142 1143	Visited Walt Disney World (Florida): Typhoon Lagoon - past year	Index	100	135
1144 1145	Household spent \$1000-\$2999 on vinyl windows - past year	Index	100	135
1146 1147	Total amount spent on home remodeling - past year: \$2500-\$4999	Index	100	135
1148 1149	Participated in sailing - past year	Index	100	135
	Most recently purchased/leased vehicle (currently owned/leased) was foreign/import vehicle purchased/leased used in past year	Index	100	135

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1152	Household spent under \$1000 to convert room to home office - past year			*
1153		Index	100	135
1154 1155	Watched 2010 Winter Olympics programming on CNBC	Index	100	135
1156 1157	Number of veterinarian visits in past year: 3	Index	100	135
1158 1159	Personally own \$150,000+ in mutual funds (stocks)	Index	100	135
1160 1161	Visited Ticketmaster.com Web site - past month	Index	100	135
1162 1163	Household owns hand tools	Index	100	135
1164 1165	Utilized Internet for financial services or advice - past year	Index	100	135
1166 1167	Business-to-Business: Involved in purchase of personal computer hardware	Index	100	135
1168 1169	Audio/entertainment system in most recently purchased/leased vehicle (currently owned/leased) was an aftermarket purchase	Index	100	135
1170 1171	Visited Six Flags Over Texas - past year	Index	100	* 135
1172 1173	VALS Statements: I like to look through hardware or automotive stores. Agree	Index	100	135
1174 1175	Visited a radio station, radio program or radio personality's website - past month	Index	100	135
1176 1177	Total amount spent on sports apparel/athletic wear in past year: \$100+	Index	100	135
1178 1179	Attend fishing competitions	Index	100	135
1180 1181	Household bought insulation for ceiling, floor and/or walls - past year	Index	100	135
1182 1183	TV show types watch: professional football games (weekend)	Index	100	135
1184 1185	Rented/purchased DVDs or Blu-ray discs from discount department store - past month	Index	100	135
1186 1187	Carry ING Direct credit and/or debit cards (issued in own name)	Index	100	134
1188 1189	Total amount spent on children's clothing in past 6 months: \$400+	Index	100	134
1190 1191	Visited Hulu.com Web site - past month	Index	100	134
1192 1193	Category Influentialism: My family/friends often ask for and trust my advice on automobiles.	Index	100	134
1194 1195	TV show types watch: baseball specials	Index	100	134
1196 1197	Future intentions: Likely to take out a 2nd mortgage or equity loan - coming year	Index	100	134

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1198 1199	Used men's aftershave lotion/cologne - past 6 months	Index	100	134
1200 1201	Watched Sundance cable - past week	Index	100	134
1202 1203	Participated in bowling - past year	Index	100	134
1204 1205	VALS Statements: I like outrageous people and things. Agree	Index	100	134
1206 1207	Viewed 2-3 pay-per-view TV movies - past year	Index	100	134
1208 1209	Stayed at Hilton Garden Inn on personal/vacation trip - past year	Index	100	134
1210 1211	Purchased compact disks (CDs) online - past year	Index	100	134
1212 1213	Covered by Liberty Mutual homeowners or personal property insurance	Index	100	134
1214 1215	Engage in raising pets as hobby	Index	100	134
1216 1217	Carry TD Bank credit and/or debit card (issued in own name)	Index	100	134
1218 1219	Household owns pliers	Index	100	134
1220 1221	Household owns portable generator	Index	100	134
1222 1223	Business-to-Business: Involved in purchasing real estate/plant site location	Index	100	134
1224 1225	Watched any video-on-demand programs - past month	Index	100	134
1226 1227	Flew Frontier on any domestic trip - past year	Index	100	134
1228 1229	Watched truTV cable - past week	Index	100	134
1230 1231	Reside in West North Central Census sub-region	Index	100	134
1232 1233	Purchased sports apparel/memorabilia online - past year	Index	100	134
1234 1235	ATV/UTV owned is used for both recreation and work	Index	100	134
1236 1237	Stayed at Days Inn on personal/vacation trip - past year	Index	100	134
1238 1239	Consumed any regular domestic beer/ale - past 6 months	Index	100	134
1240 1241	Smoked any cigarettes - past year	Index	100	134
1242 1243	Personally played multi-player video game online in last 30 days using a video game system	Index	100	134

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1244 1245	Household remodeled rooms other than bathroom/kitchen/bedrom - past year	Index	100	134
1246 1247	Watched ESPNews cable - past week	Index	100	134
1248 1249	Bought liquor at liquor store - past 6 months	Index	100	133
1250 1251	Interior door installation done by outside contractor - past year	Index	100	133
1252 1253	Find out about new video games from family	Index	100	133
1254 1255	Household owns General Electric telephone equipment	Index	100	133
1256	Purchased New Age music recordings - past 6 months	Index	100	133
1258 1259	Household owns speakers other than surround-sound or outdoor speakers	Index	100	133
1260 1261	Used Coldwell Banker real estate agent - past year	Index	100	133
1262 1263	Use portable Mp3 player to watch videos/movies	Index	100	133
1264 1265	Have VISA Business Card (small business) in own name	Index	100	133
1266 1267	Participated in ping-pong/table tennis - past year	Index	100	133
1268 1269	Household owns cordless electric drill	Index	100	133
1270 1271	Bought men's socks - past year	Index	100	133
1272 1273	Household bought interior light fixtures - past year	Index	100	133
1274 1275	Bought men's underwear - past year	Index	100	133
1276 1277	Purchased tickets to sports events online - past year	Index	100	133
1278 1279	Watch MLB baseball regular season games on TV	Index	100	133
1280 1281	Consumed liquor (not beer/wine) at home - past month	Index	100	133
1282 1283	Carry any auto/other vehicle insurance through Progressive	Index	100	133
1284 1285	Bought paint/stain at discount store - past year	Index	100	133
1286	Bought men's regular jeans (not designer) - past year	Index	100	133
1288 1289	Watch any high-school sports games on TV	Index	100	133

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1290 1291	Bought paint/stain at discount store - past year	Index	100	133
1292 1293	Household owns a cordless drill	Index	100	133
1294 1295	Visited fox.com Web site - past month	Index	100	133
1296 1297	Read sports section in Sunday/weekend newspaper	Index	100	133
1298 1299	Engaged in reading comic books as leisure activity - past year	Index	100	133
1300 1301	Engaged in swimming - past year	Index	100	133
1302 1303	Own 3 or more motorcycles	Index	100	133
1304 1305	Household has 3+ vehicles covered by auto/other vehicle insurance	Index	100	133
1306 1307	TV show types watch: college football games (weekend)	Index	100	133
1308 1309	Category Influentialism: My family/friends often ask for and trust my advice on hunting.	Index	100	133
1310 1311	Total amount spent on home remodeling - past year: \$500-\$2499	Index	100	133
1312 1313	Bought liquor at supermarket - past 6 months	Index	100	133
1314 1315	Household owns coal or wood stove	Index	100	133
1316 1317	Covered by Country homeowners or personal property insurance	Index	100	133
1318 1319	Primary reason personally drive is to commute to work	Index	100	133
1320 1321	Household owns coal or wood stove	Index	100	133
1322 1323	Current employment status: Employed, primary wage earner in household	Index	100	132
1324 1325	Watch pro bull riding events on TV	Index	100	132
1327	Purchased educational materials online - past year	Index	100	132
1328 1329	Own or lease three vehicles	Index	100	132
1330 1331	Read print/paper/hard-copy of outdoor-recreation magazines	Index	100	132
1332 1333	Visited CNET.com Web site - past month	Index	100	132
1334 1335	Household owns compact disc player	Index	100	132

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1336 1337	Purchased Country music recordings - past 6 months	Index	100	132
1338 1339	Listen to NBA basketball playoffs/finals on radio	Index	100	132
1340 1341	Household spent \$3000+ to add rooms/exterior addition to home - past year	Index	100	132
1343	Personally own Sony portable Mp3 player	Index	100	132
1344 1345	Played chess as leisure activity - past year	Index	100	132
1346 1347	Went fishing on any domestic vacation/honeymoon trip - past year	Index	100	132
1348 1349	Motorcycle ownership: Own off-road/dirt bike (competition)	Index	100	132
1350 1351	Personally did 2 home-improvement projects - past year	Index	100	132
1352 1353	Household income: \$75,000-\$99,999	Index	100	132
1354 1355	Household owns headphones other than ear buds, noise-reduction headphones	Index	100	132
1356 1357	Bought lottery tickets at convenience store - past month	Index	100	132
1358 1359	Household owns attic/whole-house fan	Index	100	132
1360 1361	Consumed liquor (not beer/wine) at someone else's home - past month	Index	100	132
1362 1363	Household owns noise-reduction headphones	Index	100	132
1364 1365	Household owns dehumidifier(s)	Index	100	132
1366 1367	Ordered from petsmart.com - past year	Index	100	132
1368 1369	Patronized Culver's - past 6 months	Index	100	
1370 1371	Household spent \$3000+ on hardwood floors - past year	Index	100	132
1372 1373	Household spent under \$1000 on hardwood floors - past year	Index	100	132
1374 1375	Referred to paper Yellow Pages for pizza - past year	Index	100	132
1376 1377	Personally own Apple iPod Shuffle portable Mp3 player	Index	100	132
1378 1379	Clad-wood/wood windows installed by outside contractor - past year	Index	100	132
1380 1381	TV show types watch: football Bowl games/specials	Index	100	132

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1382 1383	Engaged in rock climbing - past year	Index	100	132
1384 1385	Clean-air filters installed by self or other household members - past year	Index	100	132
1386 1387	Household owns attic/whole-house fan	Index	100	132
1388 1389	Household owns camper/trailer (excluding towable trailer camper or towable pop-up folding-tent camper)	Index	100	132
1390 1391	Referred to Internet Yellow Pages for jewelers/jewelry - past year	Index	100	132
1392 1393	Visited CareerBuilder.com Web site - past month	Index	100	132
1394 1395	Visited foxnews.com Web site - past month	Index	100	132
1396 1397	Visited Yahoo! Sports Web site - past month	Index	100	132
1398 1399	Visited Universal Studios (Florida) - past year	Index	100	132
1400 1401	Viewed any video-on-demand movies - past month	Index	100	132
1402 1403	Shopped Wegman's - past 6 months	Index	100	132
1404 1405	Watched Cartoon Network cable - past week	Index	100	132
1406 1407	Watch college football on TV	Index	100	132
1408 1409	VALS Statements: I like making things from wood, metal, or other such material. Agree	Index	100	132
1410 1411	Watched 2010 Winter Olympics programming on Internet	Index	100	131
1412 1413	Future intentions: Likely to buy or lease a truck - coming year	Index	100	131
1414 1415	Lawn and garden items bought - past year: lawn seed	Index	100	131
1416 1417	Engaged in woodworking as leisure activity or hobby - past year	Index	100	131
1418 1419	Used any environmentally friendly/"green" products in home remodeling projects - past year	Index	100	131
1420 1421	Most recently purchased TV set has stereo broadcast capability	Index	100	131
1422 1423	Business-to-Business: Involved in purchase of video-conferencing equipment	Index	100	131
1424 1425	Household owns gas grill	Index	100	131
1426 1427	Watch college basketball on TV	Index	100	131

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	А	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1428	Watch NFL football weekend games on TV			
1429		Index	100	131
1430 1431	Viewed 4+ pay-per-view TV movies - past year	Index	100	131
1432 1433	Purchased sport ATV (All-Terrain Vehicle) - past year	Index	100	131
1434 1435	Ordered from iTunes.com (Apple Store) - past year	Index	100	131
1436 1437	Bought fountain soft drinks at convenience store - past month	Index	100	131
1438 1439	Total amount spent on sports apparel/athletic wear in past year: \$100-\$149	Index	100	131
1440 1441	Consulted Priceline.com for information on sightseeing/activities - past year	Index	100	131
1442 1443	Business-to-Business: Involved in purchase of personal computers (PCs)	Index	100	131
1444 1445	Engaged in bicycle riding on any domestic vacation/honeymoon trip - past year	Index	100	131
1446 1447	Watched TBS cable - past week	Index	100	131
1448 1449	Watched National Geographic Channel cable - past week	Index	100	131
1450 1451	Covered by Foremost homeowners or personal property insurance	Index	100	* 131
1452 1453	Own an ASUS personal computer at home	Index	100	131
1454 1455	Most recently purchased/leased vehicle (currently owned/leased) is a compact pickup	Index	100	131
1456 1457	Personally own \$150,000+ in privately held shares of companies or partnerships	Index	100	* 131
1458 1459	Personally or jointly have a mortgage refinance/consolidation loan	Index	100	131
1460 1461	Business-to-Business: Involved in purchasing telephones/communications equipment or services	Index	100	131
1462 1463	Category Influentialism: My family/friends often ask for and trust my advice on beer.	Index	100	131
1464 1465	Work to add deck/porch/patio done by self or other household member - past year	Index	100	131
1466 1467	Visited YP.com/YellowPages.com Web site - past month	Index	100	131
1468 1469	Bought soft drinks in cans/bottles at convenience store - past month	Index	100	131
1470 1471	Watch bicycle racing on TV	Index	100	131
1472 1473	Listened to radio on the Internet - past month	Index	100	131

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1474 1475	Current employment status: Employed full-time	Index	100	131
1476 1477	Watched Golf Channel - past week	Index	100	131
1478 1479	Personally have disability/loss of income through medical causes insurance coverage	Index	100	131
1480 1481	Most recently purchased/leased vehicle (currently owned/leased) is a compact SUV	Index	100	131
1482 1483	Household owns outboard motor (under 25 horsepower)	Index	100	131
1484 1485	Smoked any cigars - past year	Index	100	131
1486 1487	Most recently purchased/leased vehicle (currently owned/leased) is a van	Index	100	130
1488 1489	Category Influentialism: My family/friends often ask for and trust my advice on automotive products.	Index	100	130
1490 1491	TV show types watch: professional football specials	Index	100	130
1492 1493	Used patch as method to stop smoking past year	Index	100	130
1494 1495	Household owns hot tub/whirlpool spa	Index	100	130
1496 1497	Shopped Exxon/Mobil On the Run - past 6 months	Index	100	130
1498 1499	Purchased Alternative music recordings - past 6 months	Index	100	130
1500 1501	Bought any Western boots - past year	Index	100	130
1502 1503	Watched Animal Planet cable - past week	Index	100	130
1504 1505	Read science and technology news in Sunday/weekend newspaper	Index	100	130
1506 1507	Bought any running/jogging shoes - past year	Index	100	130
1508 1509	Bought wine at convenience store - past 6 months	Index	100	130
1510 1511	Watched DIY (Do It Yourself Network) cable - past week	Index	100	130
1512 1513	Consumed any beer/ale - past 6 months	Index	100	130
1514 1515	Current employment status: Employed, secondary wage earner in household	Index	100	130
1516 1517	Patronized Big Boy - past 6 months	Index	100	130
1518 1519	Number of cellular phones in household: 3	Index	100	130

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1520	Work to convert room to home office done by self or other household member - past year			
1521	<u> </u>	Index	100	130
1522 1523	Redeemed a coupon received from preferred customer/loyalty card - past year	Index	100	130
1524 1525	Bought brewed coffee at convenience store - past month	Index	100	130
1526 1527	Category Influentialism: My family/friends often ask for and trust my advice on sports.	Index	100	130
1528 1529	Watched The Discovery Channel cable - past week	Index	100	130
1530 1531	Referred to Internet Yellow Pages for home improvement and repair - past year	Index	100	130
1532 1533	Business-to-Business: Involved in purchasing property/grouip insurance	Index	100	130
1534 1535	Visited About.com Web site - past month	Index	100	130
1536 1537	Value of home owned: \$100,000-\$124,999	Index	100	130
1538 1539	Used on-line gambling site - past month	Index	100	130
1540 1541	Viewed 6+ video-on-demand movies - past month	Index	100	130
1542 1543	Working parent	Index	100	130
1544 1545	Computer owned at home has surge protector	Index	100	130
1546 1547	Use portable Mp3 player to play video games	Index	100	130
1548 1549	Bought paint/stain at home center store - past year	Index	100	130
1550 1551	Watch NFL football Monday or Thursday night games on TV	Index	100	130
1552 1553	Reside in East North Central Census sub-region	Index	100	130
1554 1555	Watch pro beach volleyball competitions on TV	Index	100	130
1556 1557	Engaged in roller-blading/in-line skating - past year	Index	100	130
1558 1559	Household owns an indoor electric grill	Index	100	130
1560 1561	Computer owned at home has LAN/Network interface cards	Index	100	130
1562 1563	Purchased gift cards/prepaid cards on Internet/online - past 6 months	Index	100	130
1564 1565	Visited Wikipedia.org Web site - past month	Index	100	130

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1566 1567	Shopped IGA - past 6 months	Index	100	130
1568 1569	Household installed vinyl windows - past year	Index	100	130
1570 1571	Purchase music, other audio at music store	Index	100	130
1572 1573	Watched A&E Network - past week	Index	100	130
1574 1575	Used ATM/financial services at convenience store - past month	Index	100	129
1577	Shopped Sports Authority - past 3 months	Index	100	129
1578 1579	Invested in any 529 Plan (college savings plan)	Index	100	129
1580 1581	Household owns a glue gun	Index	100	129
1582 1583	Visited Ebay.com Web site - past month	Index	100	129
1584 1585	Household bought inflatable air mattress - past year	Index	100	129
1586 1587	Downloaded any audio (not music) - past 6 months	Index	100	129
1588 1589	Referred to Internet Yellow Pages for department stores - past year	Index	100	129
1590 1591	Acquired or added to any stocks, other market instruments - past year	Index	100	129
1592 1593	Household remodeled bedroom - past year	Index	100	129
1594 1595	Household income: \$100,000-\$149,999	Index	100	129
1596 1597	Mode of transportation on average weekday is bicycle	Index	100	129
1598 1599	Spent \$500+ on tires - past year	Index	100	129
1600 1601	Engaged in whitewater rafting - past year	Index	100	129
1602 1603	Purchase music, other audio through Internet/online site (excluding iTunes)	Index	100	129
1604 1605	Watched 6+ video-on-demand TV shows - past month	Index	100	129
1606 1607	Read print/paper/hard-copy of sports magazines	Index	100	129
1608 1609	Participated in soccer - past year	Index	100	129
1610 1611	Bought any spark plugs - past year	Index	100	129

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	А	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1612	Used lozenges as method to stop smoking - past year			*
1613		Index	100	129
1614 1615	Looked for employment on Internet - past month	Index	100	129
1616 1617	Viewed any pay-per-view TV movies - past year	Index	100	129
1618 1619	Shopped Hannaford - past 6 months	Index	100	129
1620 1621	Watched WGN America cable - past week	Index	100	129
1622 1623	Personally have accidental death and dismemberment insurance coverage	Index	100	129
1624 1625	Have accidental death and dismemberment insurance coverage	Index	100	129
1626 1627	Household installed clad-wood/wood windows - past year	Index	100	* 129
1628 1629	Own an e Machines personal computer at home	Index	100	129
1630 1631	Referred to Internet Yellow Pages for banking, finance, insurance - past year	Index	100	129
1632 1633	Amount Of Time Married: 1 Years	Index	100	129
1634 1635	Household spent under \$1000 on carpeting - past year	Index	100	129
1636 1637	Purchased tickets to concerts, shows, other entertainment online - past year	Index	100	129
1638 1639	Household spent under \$1000 on garage doors - past year	Index	100	129
1640 1641	Household owns glue gun	Index	100	129
1642 1643	Household owns a vacuum sealer	Index	100	129
1644 1645	Number of veterinarian visits in past year: 1	Index	100	129
1646 1647	Visited MapQuest.com Web site - past month	Index	100	129
1648 1649	Visited Maps.google.com (Google Maps) Web site - past month	Index	100	129
1650 1651	Acquired home mortgage (1st) - past year	Index	100	129
1652 1653	Watched GSN (Game Show Network) - past week	Index	100	129
1654 1655	Total value of life insurance coverage: \$500,000+	Index	100	129
1656 1657	Business-to-Business: Involved in purchase of office furniture/furnishings	Index	100	129

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	А	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1658	Personally or jointly have a 2nd home mortgage (home equity loan)		100	400
1659		Index	100	129
1660 1661	Tracked investments/traded stocks, bonds or mutual funds on Internet - past month	Index	100	129
1662 1663	Watch NCAA Basketball Tournament on TV	Index	100	129
1664 1665	Household Internet service provider is Charter	Index	100	129
1666 1667	Stayed at EconoLodge on personal/vacation trip - past year	Index	100	129
1668 1669	Bought tires at Tire Kingdom - past year	Index	100	* 129
1670 1671	Total amount spent on men's low-ticket clothing items in past year: \$100-\$199	Index	100	128
1672 1673	Engaged in water skiing - past year	Index	100	128
1674 1675	Viewed 2 sports events on pay-per-view TV - past year	Index	100	128
1676 1677	Ordered from eBay.com - past year	Index	100	128
1678 1679	Participated in martial arts - past year	Index	100	128
1680 1681	Engaged in scuba diving - past year	Index	100	128
1682 1683	Bought men's ski jacket - past year	Index	100	128
1684 1685	Stayed at Red Roof Inn on business trip - past year	Index	100	* 128
1686 1687	Watch NFL football playoffs/Super Bowl on TV	Index	100	128
1688 1689	Watch weightlifting competitions on TV	Index	100	128
1690 1691	Bought muffler(s) at Midas - past year	Index	100	* 128
1692 1693	Category Influentialism: My family/friends often ask for and trust my advice on home remodeling.	Index	100	128
1694 1695	Carry any auto/other vehicle insurance through Encompass	Index	100	* 128
1696 1697	Vehicle most recently purchased/leased (currently owned/leased) was acquired in last 12 months	Index	100	128
1698 1699	Rented/purchased DVDs or Blu-ray discs at Blockbuster Video Store - past month	Index	100	128
1700 1701	Personally own traditional (not digital) picture frames for photos	Index	100	128
1702 1703	Household installed laminate flooring - past year	Index	100	128

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1704 1705	TV show types watch: late night talk/variety shows	Index	100	128
1706 1707	Household added deck/porch/patio - past year	Index	100	128
1708 1709	Used TurboTax Internet/online program for tax preparation - past year	Index	100	128
1710 1711	Number of audio downloads (not music) in past 6 months: 1	Index	100	128
1713	Purchased 80s Pop music recordings - past 6 months	Index	100	128
1714 1715	VALS Statements: I am very interested in how mechanical things such as engines work. Agree	Index	100	128
1716 1717	Watched Vh1 cable - past week	Index	100	128
1718 1719	Kitchen counter tops installed by outside contractor - past year	Index	100	128
1720 1721	Interior painting done by self or other household member - past year	Index	100	128
1722 1723	Patronized A & W - past 6 months	Index	100	128
1724 1725	Household spent \$1000-\$2999 on vinyl or metal siding - past year	Index	100	128
1727	Banked at Fifth Third Bank - past year	Index	100	128
1728 1729	Participated in basketball - past year	Index	100	128
1730 1731	Household converted garage/attic/basement into living space - past year	Index	100	128
1733	Personally enrolled in gift rewards program assocated with major credit/debit cards (in own name)	Index	100	128
1734 1735	Obtained financial services information or advice from friends and/or family - past year	Index	100	128
1736 1737	Watch MLB baseball playoff games/World Series on TV	Index	100	128
1738 1739	Household owns carpet steam cleaner	Index	100	128
1740 1741	Referred to paper Yellow Pages for Attorneys - past year	Index	100	128
1742 1743	Watched E! (Entertainment Television) cable - past week	Index	100	128
1744 1745	Consumed any imported beer/ale - past 6 months	Index	100	128
1746 1747	Attend pro bull-riding events	Index	100	128
1748 1749	Personally played any video games - past month	Index	100	128

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1750 1751	Type of video game system household owns: attached to TV/computer	Index	100	128
1752 1753	Watched TNT (Turner Network Television) cable - past week	Index	100	127
1754 1755	Spent \$100-\$199 for camera - past year	Index	100	127
1756 1757	VALS Statements: I often crave excitement. Agree	Index	100	127
1758 1759	Most recently purchased TV set has monitor input/output jacks	Index	100	127
1760 1761	Decision-maker for car/other vehicle batteries purchased in past year was self (alone or with someone else)	Index	100	127
1762 1763	Household spent \$1000-\$2999 on concrete or masonry work - past year	Index	100	* 127
1764 1765	Purchased hobby or craft supplies online - past year	Index	100	127
1766 1767	Computer owned at home has LCD/flat-panel monitor	Index	100	127
1768 1769	Purchased fresh low-fat chocolate milk - past 6 months	Index	100	127
1770 1771	Household owns kerosene heater(s)	Index	100	127
1772 1773	Roofing installation work done by self or other household member - past year	Index	100	127
1774 1775	Total amount spent on men's low-ticket clothing items in past year: \$200-\$299	Index	100	127
1776 1777	Highest level of education completed/highest degree received: associate degree, academic	Index	100	127
1778 1779	Lawn and garden items bought - past year: trees	Index	100	127
1780 1781	Work to remodel kitchen done by self or other household member - past year	Index	100	127
1782 1783	Engaged in barbecuing as leisure activity - past year	Index	100	127
1784 1785	Household owns a car vacuum	Index	100	127
1786 1787	Obtained financial services information or advice from newspaper and/or magazine - past year	Index	100	127
1788 1789	Business-to-Business: Involved in making travel arrangements	Index	100	127
1790 1791	Watched Flix cable - past week	Index	100	127
1792 1793	Total amount spent on most recent home computer purchase: \$500-\$999	Index	100	127
1794 1795	Shopped BP/Amoco Food Mart - past 6 months	Index	100	127

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1796	Used H&R Block on-site professional service for tax preparation - past year		100	407
1797		Index	100	127
1798 1799	Household owns 4 or more TVs	Index	100	127
1800	Business-to-Business: Involved in purchase of networking hardware/software			
1801	business to business. Involved in parchase of networking hardware/software	Index	100	127
1802	Stayed at Ritz-Carlton on business trip - past year	Index	100	127
1803 1804		Index	100	12,
1805	Ever received a text message "alert" on cellular/mobile/smartphone	Index	100	127
1806	Own or lease four vehicles		100	107
1807		Index	100	127
1808 1809	Stayed at Holiday Inn on personal/vacation trip - past year	Index	100	127
1810	Household spent under \$1000 to add deck/porch/patio - past year			*
1811	Tiouseriola sperit under \$1000 to add deckyporchypatio - past year	Index	100	127
1812	Acquired personal loan (not for education) - past year	Index	100	127
1813 1814		Index	100	127
1815	Purchase music, other audio at electronics store	Index	100	127
1816	Referred to paper Yellow Pages for banking, finance, insurance - past year			
1817	3, , , p , ,	Index	100	127
1818 1819	Occupation: Architecture and Engineering	Index	100	127
1820	TV show types watch: college basketball specials			
1821	1 v snow types wateri. conege basketban specials	Index	100	127
1822 1823	Stayed at Comfort Inns on business trip - past year	Index	100	127
1824		mucx	100	127
1825	Shopped Wawa convenience stores - past 6 months	Index	100	127
1826	Purchased Dance Music recordings - past 6 months			
1827		Index	100	127
1828 1829	Stayed at Comfort Suites on personal/vacation trip - past year	Index	100	127
1830	Rented/purchased DVDs or Blu-ray discs from Netflix.com - past month			
1831	Refreed, paremased 2003 or bid ray dises from Neurikicom - past month	Index	100	127
1832	Future intentions: Likely to add rooms/exterior additions to home - coming year	Index	100	127
1833 1834		Index	100	127
1835	Shopped Hy-Vee - past 6 months	Index	100	127
1836	Occupation: Management			
1837		Index	100	127
1838 1839	Ordered from barnes&noble.com - past year	Index	100	126
1840	Ailments: Treated for muscle strain/sprain, past year			
1841	Ailments: Treated for muscle strain/sprain - past year	Index	100	126

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1842	Household spent \$1000-\$2999 on ceramic tile floors - past year		100	*
1843		Index	100	126
1844 1845	Vehicle most recently purchased/leased (currently owned/leased) is a GMC	Index	100	126
1846	Service use for long-distance telephone calls (landline): Time Warner			
1847	Service use for long distance telephone cans (landame). Time warner	Index	100	126
1848	Participated in karaoke - past year	Index	100	126
1849 1850		Index	100	120
1851	Shopped Meijer - past 6 months	Index	100	126
1852	Made hotel/motel reservations online - past year	T . I	100	126
1853		Index	100	126
1854 1855	Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 or 4 door)	Index	100	126
1856	Obtained the latest news/current events on Internet - past month			
1857	Obtained the latest news/current events on internet - past month	Index	100	126
1858	Watch Alpine skiing and ski jumping on TV	Index	100	126
1859 1860		ITIUCX	100	120
1861	Visited a National Park on any domestic vacation/honeymoon trip - past year	Index	100	126
1862	Installation of garage doors done by self or other household member - past year			*
1863		Index	100	126
1864 1865	Watch boxing matches on TV	Index	100	126
1866	Future intentions: Likely to remodel bathroom - coming year			
1867	Tuture intentions. Likely to remodel butiliooni Coming year	Index	100	126
1868 1869	Acquired mortgage refinance/conoslidation loan - past year	Index	100	126
1870		Index	100	120
1871	Listen to regular season NBA basketball play-by-play on radio	Index	100	126
1872	Acquired any market instrument or added to any market instrument (excluding stocks) - past year		165	155
1873		Index	100	126
1874 1875	Personally rented truck or trailer - past year	Index	100	126
1876	Spent \$200+ on gasoline - past 30 days			
1877	Spent \$200 i On gasonine past 50 days	Index	100	126
1878	Watched USA Network cable - past week	Index	100	126
1879 1880		ITIUCX	100	120
1881	Vinyl windows installed by outside contractor - past year	Index	100	126
1882	Number of grocery shopping trips in average week: 5			
1883	- · · · · · · · · · · · · · · · · · · ·	Index	100	126
1884 1885	Bought any men's cologne for self - past year	Index	100	126
1886	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): Under \$10,000			
1887	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): Offder \$10,000	Index	100	126

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1888 1889	Stayed at Residence Inn (by Marriott) on business trip - past year	Index	100	126
1890 1891	Total amount spent on men's low-ticket clothing items in past year: \$1000 or more	Index	100	126
1892 1893	Consulted Orbitz.com for information on fees/travel arrangements - past year	Index	100	126
1894 1895	VALS Statements: I am always looking for a new thrill. Agree	Index	100	126
1896 1897	Occupation: Lawyer/Legal	Index	100	126
1898 1899	Personally or jointly have a personal loan (not for education)	Index	100	126
1900 1901	Cellular service on phone you personally use most often: Verizon Wireless	Index	100	126
1902 1903	Vehicle most recently purchased/leased (currently owned/leased) is a Mazda	Index	100	126
1904 1905	Ordered from kohls.com - past year	Index	100	126
1906 1907	Patronized Arby's - past 6 months	Index	100	126
1908 1909	Currently drive a sport-utility vehicle	Index	100	126
1910 1911	Referred to Internet Yellow Pages for pizza - past year	Index	100	126
1912 1913	Watch college baseball on TV	Index	100	126
1914 1915	Watch equestrian events on TV	Index	100	126
1916 1917	Played portable video/electronic games as leisure activity - past year	Index	100	126
1918 1919	Referred to paper Yellow Pages for personal care services (excluding beauty salons) - past year	Index	100	126
1920 1921	Visited HuffingtonPost.com Web site - past month	Index	100	126
1922 1923	Patronized Carino's Italian Grill - past 6 months	Index	100	126
1924 1925	Viewed any programming on The Movie Channel - past week	Index	100	126
1926 1927	Attend Major League Baseball playff games/World Series	Index	100	126
1928 1929	Purchased sports equipment by mail or phone - past year	Index	100	* 126
1930 1931	Personally own Philips portable Mp3 player	Index	100	126
1932 1933	Bought gas at convenience store - past month	Index	100	126

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1934	Visited Six Flags Great America (Illinois) - past year			*
1935	Timed on Tago of eact the low (aminoto) page year	Index	100	126
1936 1937	Shopped True Value - past year	Index	100	125
1937		mucx	100	123
1939	Total value of life insurance coverage: \$100,000-\$149,999	Index	100	125
1940	Watched any nay per view televicion, pact year			
1941	Watched any pay-per-view television - past year	Index	100	125
1942	Total amount spent on home remodeling - past year: Under \$500			
1943		Index	100	125
1944	Household owns headphones (ear buds)	Index	100	125
1945 1946		mucx	100	123
1947	Engaged in birdwatching as leisure activity - past year	Index	100	125
1948	Acquired auto loan - past year			
1949	Acquired auto loan - past year	Index	100	125
1950	Purchased gift cards/prepaid cards at electronics store - past 6 months			
1951	5	Index	100	125
1952	Bought tires at Walmart - past year	Index	100	125
1953 1954		ITIUEX	100	*
1955	Personally own Coby portable Mp3 player	Index	100	125
1956	Vahiela moet recently nurshaced/leaced (currently award/leaced) has electronic fuel injection			
1957	Vehicle most recently purchased/leased (currently owned/leased) has electronic fuel injection	Index	100	125
1958	Computer owned at home has standard/tube monitor			
1959	<u>'</u>	Index	100	125
1960 1961	Personally own Apple iPod Classic portable Mp3 player	Index	100	125
1961		mucx	100	123
1963	Purchased electronics store gift card/prepaid card - past 6 months	Index	100	125
1964	Engaged in ice skating - past year			
1965	Engaged in ice skating - past year	Index	100	125
1966	Bought toiletries at grocery store - past 6 months	T 1	100	105
1967		Index	100	125
1968 1969	Amount Of Time Married: 10-19 Years	Index	100	125
1970		тисх	100	123
1971	VALS Statements: I am often interested in theories. Agree	Index	100	125
1972	Patronized Rally's - past 6 months			
1973	radonized rany 5 past o mondis	Index	100	125
1974	Referred to paper Yellow Pages for education, schools - past year			
1975		Index	100	125
1976	Carry any auto/other vehicle insurance through GEICO	Index	100	125
1977 1978		ITIUEX	100	123
1979	Collect coins as hobby	Index	100	125

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
1980 1981	Watch PGA Golf events on TV	Index	100	125
1982 1983	Obtained information about real estate on Internet - past month	Index	100	125
1984 1985	Patronized Whataburger - past 6 months	Index	100	125
1986 1987	Had minor engine repair on vehicle currently owned/leased - past year	Index	100	125
1988 1989	Bought paint/stain at paint store - past year	Index	100	125
1990 1991	Household owns oil central heating system	Index	100	125
1992 1993	Attend NFL football playoffs/Super Bowl	Index	100	125
1994 1995	Traveled with child(ren) under age 18 on any domestic trip - past year	Index	100	125
1996 1997	Business-to-Business: Involved in purchasing printing services	Index	100	125
1998 1999	Vehicle most recently purchased/leased (currently owned/leased) is a Chevrolet	Index	100	125
2000 2001	Learned about sightseeing/activities from friends' or family recommendations - past year	Index	100	125
2002 2003	Household converted room to home office - past year	Index	100	125
2004 2005	Purchased any music/other audio in past 6 months (any form)	Index	100	125
2006 2007	Personally played multi-player video game online in last 30 days using a computer	Index	100	125
	Job title: Top Management - Professional/Managerial with an individual employment income of \$35,000 or more	Index	100	125
2010 2011	Bought pet food at veterinarian - past year	Index	100	125
2012 2013	Personally own Apple iPod Nano portable Mp3 player	Index	100	125
2014 2015	Household owns an electric outdoor blower	Index	100	125
2016 2017	Personally own any investments in gold, precious metals, or gems	Index	100	* 125
2018 2019	Computer owned at home has CD-RW drive (CD burner)	Index	100	125
2020 2021	Patronized LongHorn Steakhouse - past 6 months	Index	100	125
2022 2023	Visited WhitePages.com Web site - past month	Index	100	125
2024 2025	Category Influentialism: My family/friends often ask for and trust my advice on pets.	Index	100	125

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2026 2027	Who uses personal computer at home: Child under age 18	Index	100	125
2028 2029	Patronized Lone Star Steakhouse - past 6 months	Index	100	125
2030 2031	Mode of transportation on average weekend is taxi	Index	100	* 125
2032 2033	Watched BBC America cable - past week	Index	100	125
2034 2035	Exterior painting done by self or other household member - past year	Index	100	125
2036 2037	Watched TV Land cable - past week	Index	100	125
2038 2039	Consumed any energy drinks - past 6 months	Index	100	125
2040 2041	Household owns home fire extinguisher	Index	100	125
2042 2043	Bought any action games - past year	Index	100	125
2044 2045	Played a musical instrument as leisure activity or hobby - past year	Index	100	125
2046 2047	Redeemed a coupon from instant coupon machine/shelf coupons - past year	Index	100	125
2048 2049	Carry separate term life insurance policy	Index	100	125
2050 2051	Household owns any dogs	Index	100	125
2052 2053	Total amount spent on men's low-ticket clothing items in past year: \$50-\$99	Index	100	125
2054 2055	Future intentions: Likely to change jobs - coming year	Index	100	124
2056 2057	Ordered from expedia.com - past year	Index	100	124
2058 2059	Flew first class on any domestic trip - past year	Index	100	124
2060 2061	Household owns charcoal grill	Index	100	124
2062 2063	Consulted Priceline.com for information on fees/travel - past year	Index	100	124
2064 2065	Computer owned at home has DVD-RW drive (DVD burner)	Index	100	124
2066 2067	Total amount spent on home remodeling - past year: \$7500+	Index	100	124
2068 2069	Watch Summer Olympics on TV	Index	100	124
2070 2071	Used H&R Block TaxCut computer software program for tax preparation - past year	Index	100	124

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	А	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
	Most recently acquired vehicle (currently owned/leased) was purchased/leased used (excludes certified pre-			
	owned)	Index	100	124
2074 2075	Purchased pet products/supplies online - past year	Index	100	124
2076 2077	Ordered from bestbuy.com - past year	Index	100	124
2078 2079	Most recently purchased TV set is Internet connectable	Index	100	124
2080 2081	Bought men's sweatshirt - past year	Index	100	124
2082 2083	Bought men's sports shirt - past year	Index	100	124
2084 2085	Total amount spent on home improvements in past year: Under \$150	Index	100	124
2086 2087	Engaged in backpacking - past year	Index	100	124
2088 2089	Computer owned at home has external hard drive	Index	100	124
2090 2091	Total spent on men's big-ticket clothing items in past year: \$100-\$199	Index	100	124
2092 2093	Household Internet service provider is Cablevision	Index	100	124
2094 2095	Redeemed a coupon received via Internet/e-mail - past year	Index	100	124
2096 2097	Bought any golf shoes - past year	Index	100	124
2098 2099	Shopped Cub Foods - past 6 months	Index	100	124
2100 2101	Most recent home computer purchase made from online-only retailer	Index	100	124
2102 2103	Watch Winter Olympics on TV	Index	100	124
2104 2105	Business-to-Business: Involved in purchase of copiers/fax machines	Index	100	124
2106 2107	Used H&R Block TaxCut tax prep computer software program	Index	100	124
2108 2109	Prefer to see a new movie after opening weekend, but within the first 2 weeks	Index	100	124
2110 2111	Took cruise on Norwegian Cruise Line - past 3 years	Index	100	124
2112 2113	Average monthly cellular/mobile/smartphone bill: \$100-\$199	Index	100	124
2114 2115	Bought muffler(s) at auto parts store - past year	Index	100	* 124
2116 2117	Learned about sightseeing/activities from TV - past year	Index	100	124

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	А	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2118	Personally did 1 home remodeling project - past year			
2119		Index	100	124
2120 2121	Used Scottrade brokerage firm - past year	Index	100	124
<ul><li>2122</li><li>2123</li></ul>	Acquired auto/other vehicle insurance direct from insurance company via website	Index	100	124
2124 2125	Engaged in horseback riding - past year	Index	100	124
2126 2127	Most recently purchased TV set has projection screen	Index	100	124
2128 2129	Purchased MP3 player online - past year	Index	100	124
2130 2131	Banked at Capital One - past year	Index	100	124
2132 2133	Currently drive a compact pick-up	Index	100	124
<ul><li>2134</li><li>2135</li></ul>	Household bought exterior light fixtures - past year	Index	100	124
<ul><li>2136</li><li>2137</li></ul>	Administrative assistant/secretary makes hotel/motel reservations for business travel	Index	100	124
<ul><li>2138</li><li>2139</li></ul>	Most recently purchased TV set has closed-captioning feature	Index	100	124
2140 2141	Household owns a leaf shredder	Index	100	124
2142 2143	Most recent home computer purchased from online-only retailer	Index	100	124
2144 2145	Computer owned at home has wireless router	Index	100	124
2146 2147	Personally own 35mm single lens reflex camera	Index	100	124
2148 2149	Computer owned at home has speakers	Index	100	123
2150 2151	Signed a petition - past year	Index	100	123
2152 2153	Bought take-out food from fast-food/drive-in restaurant drive-in window - past 6 months	Index	100	123
2154 2155	Instatllation of garage doors done by outside contractor - past year	Index	100	123
2156 2157	Used gum as method to stop smoking - past year	Index	100	123
2158 2159	Downloaded a video game on Internet - past month	Index	100	123
2160 2161	Household bought lawn/porch furniture - past year	Index	100	123
2162 2163	Traveled with friends on any domestic trip - past year	Index	100	123

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2164 2165	Household owns a non-power lawn mower	Index	100	123
2166 2167	Visited cbs.com Web site - past month	Index	100	123
2168 2169	Watched other online video (not TV or movie) - past month	Index	100	123
2170 2171	Purchased fitness apparel/equipment online - past year	Index	100	123
2172 2173	Household owns humidifier	Index	100	123
2174 2175	Consumed any white goods (alcholic beverage) - past 6 months	Index	100	123
2176 2177	Type of video game system household owns: handlheld	Index	100	123
2178 2179	Ever used text messaging on cellular/mobile/smartphones to communicate with friends or family	Index	100	123
2180 2181	Purchased cameras/photography equipment online - past year	Index	100	123
2182 2183	Occupation: Office and Administrative Support Services	Index	100	123
2184 2185	Visited a zoo - past year	Index	100	123
2186 2187	Personally did 1 home-improvement project - past year	Index	100	123
2188 2189	Consumed any brown goods (alcholic beverages) - past 6 months	Index	100	123
2190 2191	Personally have 2 working cellular phones	Index	100	123
2192 2193	Patronized Wienerschnitzel - past 6 months	Index	100	123
2194 2195	Consulted Expedia for information on fees/travel arrangements - past year	Index	100	123
2196 2197	Shopped Ace Hardware - past year	Index	100	123
2198 2199	Household owns humidifier(s)	Index	100	123
2200 2201	Cellular/Mobile Phone/Smartphone has voice-activated dialing feature	Index	100	123
2202 2203	Use portable Mp3 player to listen to music	Index	100	123
2204 2205	Household owns locks or lock sets	Index	100	123
2206 2207	Spent \$500+ for camera - past year	Index	100	123
2208 2209	Own Honda ATV/UV	Index	100	123

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2210 2211	Household owns Blu-ray player	Index	100	123
2212 2213	Engaged in backpacking/hiking on any domestic vacation/honeymoon trip - past year	Index	100	123
2214 2215	Watch MLL Lacrosse games on TV	Index	100	123
2216 2217	Visited Weather.com Web site - past month	Index	100	123
2218 2219	Referred to Internet Yellow Pages for theaters - past year	Index	100	123
2220 2221	Household owns heat pump	Index	100	123
	Referred to Internet Yellow Pages for travel services other than airlines/airline tickets, hotels/motels - past year	Index	100	123
2224 2225	Bought pet food at PETCO - past year	Index	100	123
2226 2227	Purchase music, other audio on iTunes	Index	100	123
2228 2229	Learned about sightseeing/activites from radio - past year	Index	100	123
2230 2231	Bought any windshield wipers - past year	Index	100	123
2232 2233	Bought muffler(s) at muffler specialty shop - past year	Index	100	123
2234 2235	Lawn and garden items bought - past year: top soil	Index	100	123
2236 2237	Most recently purchased/leased vehicle (currently owned/leased) is a convertible	Index	100	
2238 2239	Household spent \$1000-\$2999 on garage doors - past year	Index	100	123
2240 2241	Carry credit life insurance policy	Index	100	123
2242 2243	Attended country music performances/concerts - past year	Index	100	123
2244 2245	Household owns gas clothes dryer	Index	100	123
2246 2247	Elite member of Continental OnePass frequent flyer program	Index	100	123
2248 2249	Total amount spent on men's low-ticket clothing items in past year: \$500-\$999	Index	100	123
2250 2251	Purchased DVDs/Blu-ray discs by mail or phone - past year	Index	100	123
2252 2253	Personally have 3+ working cellular phones	Index	100	123
2254 2255	Ordered from dell.com - past year	Index	100	123

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2256 2257	Bought pet food at PetSmart - past year	Index	100	123
2258 2259	Average monthly cellular/mobile/smartphone bill: \$100+	Index	100	123
2260 2261	Household owns electric space heater(s)	Index	100	123
2262 2263	Vehicle most recently purchased/leased (currently owned/leased) is a Volkswagen	Index	100	123
2264 2265	Purchased computer software/accessories by mail or phone - past year	Index	100	123
2266 2267	Member of Planet Fitness	Index	100	123
2269	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)	Index	100	123
2270 2271	Category Influentialism: My family/friends often ask for and trust my advice on music.	Index	100	123
2272 2273	Had brake lining or pad replacement on vehicle currently owned/leased - past year	Index	100	122
2274 2275	Find out about new video games from radio	Index	100	122
2276 2277	Visited Overstock.com Web site - past month	Index	100	122
2278 2279	Ordered from lowes.com - past year	Index	100	122
2280 2281	Business-to-Business: Involved in purchasing banking services	Index	100	122
2282 2283	Computer owned at home has CD ROM drive	Index	100	122
2284 2285	Number of cellular phones in household: 4+	Index	100	122
2286 2287	VALS Statements: I like a lot of excitement in my life. Agree	Index	100	122
2288 2289	Carry combination term/whole life insurance policy	Index	100	122
2290 2291	Healthcare advertising actions taken - past year: Requested a free sample	Index	100	122
2292 2293	Personally own memory cards for camera/photo equipment	Index	100	122
2294 2295	Computer owned at home has scanner	Index	100	122
2296 2297	Ailments: Treated for anxiety/panic attack(s) - past year	Index	100	122
2298 2299	Attend professional wrestling matches	Index	100	122
2300 2301	Source of life insurance coverage: Place of work	Index	100	122

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	Α	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2302 2303	Installation of kitchen cabinets done by self or other household member - past year	Index	100	* 122
2304 2305	Patronized Schlotzsky's Deli - past 6 months	Index	100	122
2306 2307	Computer owned at home has Windows 7 operating system	Index	100	122
2308 2309	Carry Capital One credit and/or debit cards (issued in own name)	Index	100	122
2310 2311	Most recently purchased/leased vehicle (currently owned/leased) has a 5 cylinder engine	Index	100	122
2312 2313	Household owns Garmin portable GPS navigation device	Index	100	122
2314 2315	Personally bought any camera/photo-developing accessories - past year	Index	100	122
2316 2317	Household owns canister vacuum cleaner	Index	100	122
2318 2319	Stayed at Holiday Inn Express on personal/vacation trip - past year	Index	100	122
2320 2321	Business-to-Business: Involved in purchasing security systems	Index	100	122
2322 2323	Business-to-Business: Involved in purchase of personal computer software	Index	100	122
2324 2325	Personally own digital picture frrames	Index	100	122
2326 2327	Personally own any portable Mp3 player	Index	100	122
2328 2329	Listen to music as hobby	Index	100	122
2330 2331	Household installed kitchen counter tops - past year	Index	100	122
2332 2333	Bought paint/stain at lumber/building supply - past year	Index	100	122
2334 2335	Visited a TV network's or TV show's website - past month	Index	100	122
2336 2337	Member of a body of local government	Index	100	122
2338 2339	Engaged in running/jogging on any domestic vacation/honeymoon trip - past year	Index	100	122
2340 2341	Bought paint/stain at lumber/building supply store - past year	Index	100	122
2342 2343	Household owns gas central heating system	Index	100	122
2344 2345	Participated in karate - past year	Index	100	* 122
2346 2347	Household owns gas central heating	Index	100	122

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2348 2349	Household spent under \$1000 to remodel rooms other than bathroom/kitchen/bedroom - past year	Index	100	122
2350 2351	Participated in environmental groups/causes - past year	Index	100	122
2352 2353	Mode of transportation on average weekend is driving (not in a carpool)	Index	100	122
2354 2355	Patronized Tony Roma's - past 6 months	Index	100	122
2356 2357	Personally rented truck or trailer from U-Haul - past year	Index	100	122
2358 2359	Downloaded a movie from Internet - past month	Index	100	122
2360 2361	Referred to Internet Yellow Pages for florists - past year	Index	100	122
2362 2363	Read science and technology news in weekday newspaper	Index	100	122
2364 2365	Spent under \$1000 on domestic vacation travel - past year	Index	100	122
2366 2367	Number of audio downloads (not music) in past 6 months: 2-9	Index	100	122
2368 2369	Vehicle currently owned/leased has MP3 player connection	Index	100	122
2370 2371	Bought tires at gas station - past year	Index	100	122
2372 2373	Wired or sent money through PayPal - past year	Index	100	122
2374 2375	Referred to paper Yellow Pages for electronic equipment, supplies, services - past year	Index	100	122
2376 2377	Participated in paddle tennis - past year	Index	100	122
2378 2379	Referred to paper Yellow Pages for auto service and repair - past year	Index	100	122
2380 2381	Household spent \$3000+ to remodel kitchen - past year	Index	100	122
2382 2383	Amount household spent on exterior painting - past year: Under \$100	Index	100	122
2384 2385	Referred to Internet Yellow Pages for real estate - past year	Index	100	122
2386 2387	Size of company is very important when choosing bank, financial services	Index	100	122
2388 2389	Made a purchase for business use on Internet - past month	Index	100	
2390 2391	Own Arctic Cat ATV/UTV	Index	100	* 122
2392 2393	Personally or jointly have a home mortgage (1st)	Index	100	122

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2394 2395	Purchased fine jewelry at Kay Jewelers - past year	Index	100	122
2396 2397	Household owns an electric chain saw	Index	100	122
2398 2399	Household has DirecTV Plus DVR	Index	100	122
2400 2401	Household Internet service provider is CenturyLink	Index	100	122
2402 2403	Visited CNN.com Web site - past month	Index	100	122
2404 2405	Redeemed a coupon that was in or on a package - past year	Index	100	121
2406 2407	Spent \$50-\$74 on athletic shoes - past year	Index	100	121
2408 2409	Personally bought glassware as gift - past year	Index	100	121
2410 2411	Attend NCAA Basketball Tournament games	Index	100	121
2412 2413	Banked at U.S. Bank - past year	Index	100	121
2414 2415	Most recent home computer purchase made from electronics store	Index	100	121
2416 2417	Bought books at barnes&noble.com - past year	Index	100	121
2418 2419	Length of lease on vehicle currently leased is 60 months or longer	Index	100	121
2420 2421	Purchased cellular/mobile/smartphone at wholesale/club store	Index	100	121
2422 2423	Rented truck or trailer for moving personal/household goods - past year	Index	100	121
2424 2425	Participated in marathon/triathlon (training and events) - past year	Index	100	121
2426 2427	Computer owned at home has DVD drive	Index	100	121
2428 2429	Family member other than self makes hotel/motel reservations for business travel	Index	100	121
2430 2431	Personally own \$150,000+ in common stock in any company (excluding company work for)	Index	100	121
2432 2433	Vehicle currently owned/leased was serviced by self working with someone else - past year	Index	100	121
2434 2435	Read classified advertising in Sunday/weekend newspaper	Index	100	121
2436 2437	Household owns TomTom portable GPS navigation device	Index	100	121
2438 2439	Purchased cellular/mobile phone/smartphone at wholesale/membership club store	Index	100	121

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2440	Watched ESPN cable - past week	Index	100	121
2441 2442		Index	100	121
2443	Bought beer at wholesale club - past 6 months	Index	100	121
2444 2445	Total amount spent on software for home computer in past year: \$300-\$499	Index	100	121
2446 2447	Recommendation of a friend or relative is very important when choosing bank, financial services	Index	100	121
2448 2449	Stayed at Courtyard by Marriott on business trip - past year	Index	100	121
2450 2451	Shopped Aldi Supermarkets - past 6 months	Index	100	121
2452 2453	Visited Cedar Point (Ohio) - past year	Index	100	121
2454 2455	Ever visited a website for sports on cellular/mobile/smartphone	Index	100	121
2456 2457	Played 30+ hours of video games - past week	Index	100	121
2458 2459	Patronized old Stone Creamery - past 6 months	Index	100	121
2460 2461	Total value of homeowners or personal property insurance coverage is \$50,000-\$74,999	Index	100	121
2462 2463	Purchased UTV (utility vehicle) - past year	Index	100	121
2464 2465	Household spent \$1000-\$2999 to remodel kitchen - past year	Index	100	121
2466 2467	Most recent home computer purchased from electronics store	Index	100	121
2468 2469	Consulted Orbitz.com for information on sightseeing/activities - past year	Index	100	121
2470 2471	Vacation Travel Attitude Segments - Preferred Vacation Types: Active Adventurers	Index	100	121
2472 2473	Own electronic ear thermometer	Index	100	121
2474 2475	Used Fidelity brokerage firm - past year	Index	100	121
2476 2477	Reward programs are very important when choosing bank, financial services	Index	100	121
2478 2479	Category Influentialism: My family/friends often ask for and trust my advice on movies.	Index	100	121
2480 2481	Accessed AOL Mail - past month	Index	100	121
2482 2483	Household owns ceiling fan(s) (not bathroom vents)	Index	100	121
2484 2485	Total financial contributions to any organizations/institutions/groups/causes in past year: \$250-\$499	Index	100	121

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	А	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2486	Utilized any banking services online - past year			
2487		Index	100	121
2488 2489	Own a Gateway personal computer at home	Index	100	121
2490 2491	Viewed any sports event on pay-per-view TV - past year	Index	100	121
2492 2493	Ordered from walgreens.com - past year	Index	100	121
2494 2495	Patronized Chili's Grill & Bar - past 6 months	Index	100	121
2496 2497	Concrete or masonry work done by outside contractor - past year	Index	100	121
2498 2499	Most recently purchased TV set has giant screen (over 42")	Index	100	121
2500 2501	Consulted Travelocity.com for information on fees/travel arrangements - past year	Index	100	121
2502 2503	Mode of transportation on average weekend is walking	Index	100	121
2504 2505	Lawn and garden items bought - past year: weed killer	Index	100	121
2506 2507	Read sports section in weekday newspaper	Index	100	121
2508 2509	Marital status: divorced	Index	100	121
2510 2511	VALS Statements: I like the challenge of doing something I have never done before. Agree	Index	100	121
2512 2513	Viewed 1 sports event on pay-per-view TV - past year	Index	100	121
2515	Household owns ceiling fan (not bathroom vent fan)	Index	100	121
2516 2517	Lawn and garden items bought - past year: organic soil additives	Index	100	121
2518 2519	Used coupons to buy beverages - past year	Index	100	121
2520 2521	Used decorative light bulbs - past 6 months	Index	100	121
2522 2523	Computer owned at home has Flash drive	Index	100	121
2524 2525	Personally have dental insurance coverage	Index	100	121
2526 2527	Household remodeled bathroom - past year	Index	100	121
2528 2529	Watch MLS Socceer games on TV	Index	100	121
2530 2531	Shopped Stop-N-Go convenience stores - past 6 months	Index	100	121

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2532 2533	Ailments: Treated for athlete's foot - past year	Index	100	121
2534 2535	Read weather in Sunday/weekend newspaper	Index	100	121
2536 2537	Vehicle most recently purhcased/leased (currently owned/leased) is 2010 model year	Index	100	121
2538 2539	Household owns an electric slow-cooker	Index	100	121
2540 2541	Currently reside with one or more parents	Index	100	121
2542 2543	Personally or jointly have small-business banking services (excluding business checking account)	Index	100	121
2544 2545	Used T. Rowe Price brokerage firm - past year	Index	100	121
2546 2547	Rented/purchased DVDs or Blu-ray discs from Redbox - past month	Index	100	121
2548 2549	Bill-paying methods used in past year: Paid by phone using credit card	Index	100	121
2550 2551	Visited bankrate.com Web site - past month	Index	100	121
2552 2553	Household has digital video recorder (DVR) from phone company or fiber optic service	Index	100	120
2554 2555	Who uses personal computer at home: Adult other than self	Index	100	120
2556 2557	Category Influentialism: My family/friends often ask for and trust my advice on sporting equipment.	Index	100	120
2559	Shopped Thomasville Furnitute - past year	Index	100	120
2560 2561	Business-to-Business: Involved in purchase of computer printers	Index	100	120
2562 2563	Future intentions: Likely to buy or lease a 2-door car - coming year	Index	100	120
2564 2565	Personally carry 4 or more life insurance policies	Index	100	120
2566 2567	Household owns rangehood	Index	100	120
2568 2569	Household owns smoke/fire detector	Index	100	120
2570 2571	Own electric clock radio	Index	100	120
2572 2573	Category Influentialism: My family/friends often ask for and trust my advice on home electronics.	Index	100	120
2574 2575	Computer owned at home has MS Windows '98 operating system	Index	100	120
2576 2577	Purchased fine jewelry as gift for someone else - past year	Index	100	120

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2578 2579	Bought tires at Big O Tires - past year	Index	100	120
2580 2581	Household owns central air-conditioning system	Index	100	120
2582 2583	Purchased audiobooks - past 6 months	Index	100	120
2584 2585	Used 1-hour service for photo/film processing - past year	Index	100	120
2586 2587	Watched Investigation Discovery cable - past week	Index	100	120
2588 2589	Own an ACER personal computer at home	Index	100	120
2590 2591	Bought men's belt - past year	Index	100	120
2592 2593	Household owns Navigon portable GPS navigation device	Index	100	120
2594 2595	Ever downloaded a game on cellular/mobile/smartphone	Index	100	120
2596 2597	Consumed liquor (not beer/wine) at a restaurant - past month	Index	100	120
2598 2599	Attend poker competitions	Index	100	120
2600 2601	VALS Statements: I like to lead others. Agree	Index	100	120
2602 2603	Patronized Perkins restaurants - past 6 months	Index	100	120
2604 2605	Visited Universal Studios Islands of Adventure (Florida) - past year	Index	100	120
2606 2607	Watched a movie online - past month	Index	100	120
2608 2609	Made car/vehicle rental reservations online - past year	Index	100	120
2610 2611	VALS Statements: I would like to understand more about how the universe works. Agree	Index	100	120
2612 2613	Most recent home computer purchase made at a department/discount store	Index	100	120
2614 2615	Personally or jointly have an auto loan	Index	100	120
2616 2617	Value of home owned: \$125,000-\$149,999	Index	100	120
2618 2619	Used Federal Express overnight packages/letter delivery service for business purposes - past year	Index	100	120
2620 2621	Personally own digital point & shoot camera	Index	100	120
2622 2623	TV show types watch: soccer	Index	100	120

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2624 2625	Purchased musical soundtrack recordings - past 6 months	Index	100	120
2626 2627	Patronized Hardee's - past 6 months	Index	100	120
2628 2629	Household owns a bread-making machine	Index	100	120
2630 2631	Category Influentialism: My family/friends often ask for and trust my advice on vehicles other than automobiles.	Index	100	120
2632 2633	Ailments: Treated for snoring - past year	Index	100	120
2634 2635	Spent \$75-\$149 on athletic shoes - past year	Index	100	120
2636 2637	Household owns computer printer	Index	100	120
2638 2639	Used ATM/cash machine - past year	Index	100	120
2640 2641	Stayed at Homewood Suites (by Hilton) on business trip - past year	Index	100	120
2642 2643	Most recent home computer purchased from department/discount store	Index	100	120
2644 2645	VALS Statements: I like doing things that are new and different. Agree	Index	100	120
2646 2647	Household owns built-in gas range oven	Index	100	120
2648 2649	Visited MSN Movies Web site - past month	Index	100	120
2650 2651	Household owns rechargeable flashlight	Index	100	120
2652 2653	Spent \$49 or less on athletic shoes - past year	Index	100	120
2654 2655	Household bought clean-air filter(s) - past year	Index	100	120
2656 2657	Personally carry 3 life insurance policies	Index	100	120
2658 2659	Spent \$100-\$149 on gasoline - past 30 days	Index	100	120
2660 2661	Watched NFL Network cable - past week	Index	100	120
2662 2663	Amount household spent on interior painting - past year: Under \$100	Index	100	119
2664 2665	Lawn and garden items bought - past year: bulbs	Index	100	119
2666 2667	Household uses portable GPS navigation device for navigation in vehicle	Index	100	119
2668 2669	Bought milk at convenience store - past month	Index	100	119

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2670 2671	Ordered from homedepot.com - past year	Index	100	119
2672 2673	Computer owned at home has MS Windows Vista operating system	Index	100	119
2674 2675	Decision-maker for brand of tires purchased: Self (alone or with someone else)	Index	100	119
2676 2677	Referred to Internet Yellow Pages for pharmacies - past year	Index	100	119
2678 2679	Ordered from travelocity.com - past year	Index	100	119
2680 2681	Distance from home to most frequently shopped grocery store is 6-10 miles	Index	100	119
2682 2683	Household owns an electric wok	Index	100	119
2684 2685	Household owns built-in dishwasher	Index	100	119
2686 2687	Accessed bank/financial services by phone - past year	Index	100	119
2688 2689	Household owns an electric edger/trimmer	Index	100	119
2690 2691	Most recent home computer purchase was made through Internet/online	Index	100	119
2693	Purchased computer software/accessories online - past year	Index	100	119
2694 2695	Household owns any portable GPS navigation device	Index	100	119
2696 2697	Type of medical insurance policy have: POS (Point-of-Service)	Index	100	119
2698 2699	Patronized Sonic Drive-in - past 6 months	Index	100	119
2700 2701	Patronized Taco Bell - past 6 months	Index	100	119
2703	Engaged in jogging/running - past year	Index	100	119
2704 2705	Personally or jointly have a non-interest checking account	Index	100	119
2706 2707	Future intentions: Likely to sell house/residence - coming year	Index	100	119
2708 2709	Occupation: Food Preparation, Serving, Related Occupations	Index	100	119
2710 2711	Carry HSBC credit and/or debit cards (issued in own name)	Index	100	119
2712 2713	Bought any toy builder sets - past year	Index	100	
2714 2715	Attend bicycle races	Index	100	* 119

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2716 2717	Have medical insurance coverage through Cigna	Index	100	119
2718 2719	Household did interior painting - past year	Index	100	119
2720 2721	Household bought bathroom or kitchen plumbing fixtures (excluding faucets) - past year	Index	100	119
2723	Purchased office supplies online - past year	Index	100	119
2724 2725	Patronized Dairy Queen - past 6 months	Index	100	119
2726 2727	Bought supper/dinner at fast-food/drive-in restaurant - past 6 months	Index	100	119
2728 2729 2730	VALS Statements: I must admit I like to show off. Agree	Index	100	119
2731 2732	Lawn and garden items bought - past year: outdoor shrubs and plants	Index	100	119
2733	Visited Adventure Island (Florida) - past year	Index	100	119
2735 2736	Household bought table/floor lamps - past year	Index	100	119
2737	Obtained financial information on Internet - past month	Index	100	119
2739 2740	Reside in County Size B	Index	100	119
2741	Ordered from cvs.com - past year	Index	100	119
2743 2744	Stayed at Days Inn on business trip - past year	Index	100	119
2745	Bought men's leather coat or jacket - past year	Index	100	119
2747 2748	Engaged in furniture refinishing as leisure activity/hobby - past year  Computer owned at home has modem/fax modem	Index	100	119
2749 2750	Personally own camera lens filter(s)	Index	100	119
2751 2752	VALS Statements: I have more ability than most people. Agree	Index	100	119
2753 2754	Watched 2010 Winter Olympics programming on NBC	Index	100	119
2755 2756	Household bought bathroom or kitchen faucets - past year	Index	100	119
2757 2758	Business-to-Business: Involved in selecting consultation services	Index	100	119
2759 2760	Bought wine at drug store - past 6 months	Index	100	119
2761	Dought wine at any store past o monais	Index	100	119

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2762 2763	Viewed 3+ sports events on pay-per-view TV - past year	Index	100	119
2764 2765	Personally own photo printer	Index	100	119
2766 2767	Vehicle most recently purchased (currently owned/leased) is a Ford	Index	100	119
2768 2769	Used outdoor light bulbs - past 6 months	Index	100	119
2770 2771	Muffler(s) installed on vehicle by auto repair chain store - past year	Index	100	119
2772 2773	Household owns battery flashlight (not rechargeable)	Index	100	119
2774 2775	Patronized Orange Julius - past 6 months	Index	100	119
2776 2777	Bought toiletries at discount store - past 6 months	Index	100	119
2778 2779	Most recent home computer purchase was made through mail order	Index	100	119
2780 2781	Household owns an automatic drip coffee maker	Index	100	119
2782 2783	Lawn and garden items bought - past year: lawn insecticides	Index	100	119
2784 2785	Obtained medical insurance through a place of work	Index	100	119
2786 2787	Went to the beach as leisure activity - past year	Index	100	119
2788 2789	Total value of life insurance coverage: \$150,000-\$249,999	Index	100	119
2790 2791	Consulted travel guidebook for advice on fees/travel arrangements - past year	Index	100	119
2792 2793	Household owns Magellan portable GPS navigation device	Index	100	119
2794 2795	Acquired personal loan for education (student loan) - past year	Index	100	119
2796 2797	Number of veterinarian visits in past year: 2	Index	100	118
2798 2799	Utilized paperless statements from bank/financial services - past year	Index	100	118
2800 2801	Total value of homeowners or personal property insurance coverage is \$10,000-\$24,999	Index	100	118
2802 2803	Total amount spent on software for home computer in past year: \$200-\$299	Index	100	118
2804 2805	Used services of barber shop - past 6 months	Index	100	118
2806 2807	Carry life insurance policy through Farmers Insurance Group	Index	100	* 118

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2808 2809	Bought food to take out from fast-casual, family restaurant or steakhouse - past 6 months	Index	100	118
2810 2811	Watched TCM (Turner Classic Movies) cable - past week	Index	100	118
2812 2813	Computer owned at home has Webcam	Index	100	118
2814 2815	Most recently purchased TV set has LCD screen	Index	100	118
2816 2817	Watched TLC (The Learning Channel) cable - past week	Index	100	118
2818 2819	Bought any air filters for vehicle - past year	Index	100	118
2820 2821	Purchased Discover gift cards/prepaid cards - past 6 months	Index	100	118
2822 2823	Purchased Discover gift card/prepaid card - past 6 months	Index	100	* 118
2824 2825	Watch rodeos on TV	Index	100	118
2826 2827	Computer owned at home has MS Windows XP operating system	Index	100	118
2828 2829	Total amount spent on children's clothing in past 6 months: \$50 or less	Index	100	118
2830 2831	Lawn and garden items bought - past year: flower seeds	Index	100	118
2832 2833	Selected life insurance based on simplicity of application	Index	100	118
2834 2835	Referred to paper Yellow Pages for real estate - past year	Index	100	* 118
2836 2837	Shopped Sears Appliance & Hardware - past year	Index	100	118
2838 2839	Selected homeowners/personal property insurance based on simplicity of application	Index	100	118
2840 2841	Household installed in-ground swimming pool - past year	Index	100	118
2842 2843	Purchased MP3 player by mail or phone - past year	Index	100	* 118
2844 2845	Category Influentialism: My family/friends often ask for and trust my advice on video games.	Index	100	118
2846 2847	Bought any oil filters for vehicle - past year	Index	100	118
2848 2849	Household owns hot water heater	Index	100	118
2850 2851	Household owns standard washing machine	Index	100	118
2852 2853	Future intentions: Likely to buy or lease a sport-utility vehicle (SUV) - coming year	Index	100	118

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2854 2855	Vehicle most recently purchased/leased (currently owned/leased) has anti-lock braking system (ABS)	Index	100	118
2856 2857	Have standard MasterCard in own name	Index	100	118
2858 2859	Consulted TripAdvisor.com for information on fees/travel arrangements - past year	Index	100	118
2860 2861	Most recently purchased TV set was HDTV ready	Index	100	118
2862 2863	1 child under age 18 currently living at home	Index	100	118
2864 2865	Total amount spent on home improvements in past year: \$150-\$499	Index	100	118
2866 2867	Most recently purchased/leased vehicle (currently owned/leased) is a compact car	Index	100	118
2868 2869	Cellular/Mobile Phone/Smartphone has video recorder feature	Index	100	118
2870 2871	Purchased movie tickets online - past year	Index	100	118
2872 2873	Accessed bank/financial services online/via Internet - past year	Index	100	118
2874 2875	Redeemed a coupon from in-store circular - past year	Index	100	118
2876 2877	Lawn and garden items bought - past year: vegetable seeds	Index	100	118
2878 2879	Ordered from hotwire.com - past year	Index	100	118
2880 2881	Cellular/Mobile Phone/Smartphone has speakerphone feature	Index	100	118
2882 2883	Personally play video games on handheld system	Index	100	118
2884 2885	Personally own batteries for camera/photo equipment	Index	100	118
2886 2887	Reused or recycled metal items other than aluminum beverage cans - past month	Index	100	118
2888 2889	Viewed any programming on Encore premium cable channels - past week	Index	100	118
2890 2891	Played games online - past month	Index	100	118
2892 2893	Had vehicle currently owned/leased serviced by gas station/garage - past year	Index	100	118
2894 2895	Eating/Nutrition Attitude: "Blase About Edibles"	Index	100	118
2896 2897	Lawn and garden items bought - past year: vegetable plants	Index	100	118
2898 2899	Household owns a pasta machine	Index	100	118

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2900 2901	Have VISA Check Card (debit card) in own name	Index	100	118
2902 2903	Banking method: "log-in banker" (bank online)	Index	100	118
2904 2905	Household owns upright vacuum cleaner	Index	100	118
2906 2907	Used discount store for photo/film processing - past year	Index	100	118
2908 2909	Stayed at Fairmont Hotels on business trip - past year	Index	100	118
2910 2911	Purchased cellphone/accessories online - past year	Index	100	118
2912 2913	Typically book a trip 1 week or less before traveling	Index	100	118
2914 2915	Patronized Houlihan's - past 6 months	Index	100	118
2916 2917	Own oral irrigation device	Index	100	118
2918 2919	Personally own photo albums	Index	100	118
2920 2921	Referred to Internet Yellow Pages for airlines/airline tickets - past year	Index	100	118
2922 2923	Computer owned at home has microphone	Index	100	118
2924 2925	Vehicle currently owned/leased has CD Player (single CD)	Index	100	118
2926 2927	Source of life insurance coverage: Bank	Index	100	118
2928 2929	Played any board games as leisure activity - past year	Index	100	118
2930 2931	Ordered flowers online - past year	Index	100	118
2932 2933	Household owns an electric can opener	Index	100	117
2934 2935	Stayed at Hilton Garden Inn on business trip - past year	Index	100	117
2936 2937	Total value of homeowners or personal property insurance coverage is \$200,000-\$299,999	Index	100	117
2938 2939	Ordered from samsclub.com - past year	Index	100	* 117
2940 2941	Reside in East South Central Census sub-region	Index	100	117
2942 2943	Watched MSNBC News cable - past week	Index	100	117
2944 2945	Household owns built-in fireplace	Index	100	117

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
2946 2947	Watch marathon/road running, triathlon and other endurance competitons on TV	Index	100	117
2948 2949	Household owns cook top	Index	100	117
2950 2951	Have seen video ads in bars/pubs - past 6 months	Index	100	117
2952 2953	Household spent \$1000-\$2999 on roofing - past year	Index	100	* 117
	Personally enrolled in retail discounts rewards program assocated with major credit/debit cards (in own name)	Index	100	117
2956 2957	Household owns fireplace(s)	Index	100	117
2958 2959	Average monthly cellular/mobile/smartphone bill: \$200+	Index	100	117
2960 2961	Vinyl flooring installed by outside contractor - past year	Index	100	* 117
2962 2963	Consumed any distilled liquor - past 6 months	Index	100	117
2964 2965	Household owns a deep fryer	Index	100	117
2966 2967	Selected homeowners/property insurance based on agent recommendation	Index	100	117
2968 2969	Watched MTV2 cable - past week	Index	100	117
2970 2971	Referred to Internet Yellow Pages for hotels/motels - past year	Index	100	117
2972 2973	Parent of child(ren) under age 18 living in household	Index	100	117
2974 2975	Household owns electric central heating system	Index	100	117
2976 2977	Visited psychiatrist - past year	Index	100	117
2978 2979	Personally or jointly have a small business loan	Index	100	117
2980 2981	Household owns electric central heating	Index	100	117
2982 2983	Household owns DVD player	Index	100	117
2985	Shopped Lowe's - past year	Index	100	117
2986 2987	Have seen product placments in movies - past 6 months	Index	100	117
2988 2989	Flew Continental on any domestic trip - past year	Index	100	117
2990 2991	Cellular/Mobile Phone/Smartphone has spreadsheet/text document features	Index	100	117

<sup>\*</sup>Indicates projection relatively unstable, use with caution

Adults   Formation   18+		A	В	С	D
1995   1996   1997   1998   1998   1998   1999	1			Adults	Adults 18+ - Mon-Sun 24-
		Personally the parent of children under age 18 currently living in household			
Index   100   117   11		, , ,	Index	100	117
100   117   100   117   100   117   100   117   100   117   100   117   100   117   100   117   100   117   100   117   100   117   100   117   100   117   100   117   100		Engaged in fund raising - past year	Index	100	117
Second   Constitution   Constituti	2997	Most recently purchased/leased vehicle (currently owned/leased) has a V-6 engine	Index	100	117
South   Most recently purchased IV set has picture-in-picture reature   Index   100   117   11		Household owns garage door-opener	Index	100	117
Ordered from sears.com - past year   Index   100   117   1		Most recently purchased TV set has picture-in-picture feature	Index	100	117
Index   100   117   11	3003	Consulted Hotels.com for information on sightseeing/activities - past year	Index	100	117
Sought any gasoline additives - past year   Index   100   117   3008   Motorcycle ownership: Own off-road/dirt/trail bike (not competition)   Index   100   117   3010	3005	Ordered from sears.com - past year	Index	100	117
Mark		Bought any gasoline additives - past year	Index	100	117
3011   3012   3013   3014   3015   3014   3015   3015   3016   3017   3016   3017   3016   3017   3016   3017   3016   3017   3016   3017   3018   3019   3019   3019   3019   3019   3019   3019   3019   3010		Motorcycle ownership: Own off-road/dirt/trail bike (not competition)	Index	100	* 117
		Ordered food for home delivery from fast-food/drive-in restaurant - past 6 months	Index	100	117
Solid   Soli		Visited Yahoo! News Web site - past month	Index	100	117
Same as science fiction movie in the theater - past 6 months   Index   100   117		Future intentions: Likely to purchase a used/pre-owned vehicle - coming year	Index	100	117
Salva   Science incloin movie in the theater - past 6 months   Index   100   117		Used UPS overnight packages/letter delivery service for business purposes - past year	Index	100	117
Solid   Soli		Saw a science fiction movie in the theater - past 6 months	Index	100	117
3022   3023   3024   3024   3025   3026   3027   3026   3027   3028   3028   3029	3020	Ever watched a video clip on cellular/mobile/smartphone	Index	100	117
Acquired new or different auto/other vehicle insurance policy - past year   Index   100   117   117   102   117	3022	Bought any motor oil - past year	Index	100	117
3026 3027 Ever signed up for a text message "alert" service on cellular/mobile/smartphone  Index 100 117  3028 3029 Amount spent on cellular/mobile/smartphone purchase in past year: \$50 or less  Index 100 117  3030 VALS Statements: I like being in charge of a group. Agree  Index 100 117  3031 Bill-paying methods used in past year: Paid by Internet/Online  Index 100 117  3032 Invested in any 457(b) plan  3034 Carry any auto/other vehicle insurance through Liberty Mutual	3024	Acquired new or different auto/other vehicle insurance policy - past year	Index	100	117
3028	3026	Ever signed up for a text message "alert" service on cellular/mobile/smartphone	Index	100	117
3030   VALS Statements: I like being in charge of a group. Agree   Index   100   117   1	3028	Amount spent on cellular/mobile/smartphone purchase in past year: \$50 or less			
3032   3033   Bill-paying methods used in past year: Paid by Internet/Online   Index   100   117   13034   100   117   100   100   117   100	3030	VALS Statements: I like being in charge of a group. Agree	Index		
3034   Invested in any 457(b) plan   3035   Index   100   117	3032	Bill-paying methods used in past year: Paid by Internet/Online	Index	100	117
3036 Carry any auto/other vehicle insurance through Liberty Mutual	3034	Invested in any 457(b) plan		100	*
		Carry any auto/other vehicle insurance through Liberty Mutual	Index	100	

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3038 3039	Vacation Travel Attitude Segments - Logistics Of Travel Planning: "I'm my own travel agent"	Index	100	117
3040 3041	Bought any clothing at discount store - past 6 months	Index	100	117
3042 3043	Selected homeowners/personal property insurance based on reputation of company	Index	100	117
3044 3045	Most recently purchased/leased vehicle (currently owned/leased) is a subcompact car	Index	100	117
3046 3047	Patronized Bob Evans Farms - past 6 months	Index	100	117
3048 3049	Accessed Windows Live Hotmail - past month	Index	100	
3050 3051	Category Influentialism: My family/friends often ask for and trust my advice on alcoholic beverages (other than beer and wine).	Index	100	
3052 3053	Total amount spent on men's low-ticket clothing items in past year: \$300-\$499	Index	100	
3054 3055	Made a purchase for personal use on Internet - past month	Index	100	
3056 3057	Time of day typically go grocery shopping: evening	Index	100	117
3058 3059	Have seen ads at sports or entertainment events - past 6 months	Index	100	117
3060 3061	What level of photographer are you? Amateur	Index	100	117
3062 3063	Walked in to fast-food/drive-in restaurant to buy take-out food - past 6 months	Index	100	117
3064 3065	Lawn and garden items bought - past year: lawn fertilizer with weed control	Index	100	117
	Personally enrolled in hotel- or car-rental awards program associated with major credit/debit cards (in own name)	Index	100	117
3068 3069	Stayed at Crowne Plaza on business trip - past year	Index	100	*
3070 3071	Personally or jointly have overdraft-protection on bank account	Index	100	
3072 3073	Household owns automatic setback thermostat	Index	100	
3074 3075	Household owns automatic setback thermostat	Index	100	
3076 3077	Household owns color computer printer	Index	100	
3078 3079	Own any motorcycle with engine size 100-499cc	Index	100	
3080 3081	Carry any auto/other vehicle insurance through MetLife	Index	100	
3082 3083	Household converted room to home theater - past year	Index	100	*

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3084 3085	Martial status: engaged to be married	Index	100	117
3086 3087	Carry life insurance policy through Aetna	Index	100	117
3088 3089	Have MasterCard Platinum in own name	Index	100	117
3090 3091	VALS Statements: I like to learn about art, culture, and history. Agree	Index	100	117
3092 3093	Patronized Subway - past 6 months	Index	100	117
3094 3095	Bought leather and vinyl protectants - past year	Index	100	116
3096 3097	Bought Mexican food at fast-food/drive-in restaurant - past 6 months	Index	100	116
3099	Purchased toys/games online - past year	Index	100	116
3100 3101	Consulted travel magazine for advice on sightseeing/activities - past year	Index	100	116
3102 3103	Own a Dell personal computer at home	Index	100	116
3104 3105	Bought any tennis shoes - past year	Index	100	116
3106 3107	Bought books online (excluding amazon.com, barnes&noble.com, Google eBookstore) - past year	Index	100	116
3108 3109	VALS Statements: I like to learn about things that may never be of any use to me. Agree	Index	100	116
3110 3111	Health Attitudes: I only go to the doctor when I'm very ill. (Agree strongly)	Index	100	116
3112 3113	Bill-paying methods used in past year: Paid by mobile phone	Index	100	116
3115	Smoked any pipe tobacco - past 6 months	Index	100	116
3116 3117	Played PC/computer games (played online without software) as leisure activity - past year	Index	100	116
3118 3119	Carry U.S. Bank credit and/or debit cards (issued in own name)	Index	100	116
3120 3121	Vehicle most recently purchased/leased (currently owned/leased) is 2001 model year or earlier	Index	100	116
3122 3123	Consumed any alcoholic beverages - past 6 months	Index	100	116
3124 3125	Household owns air purifier	Index	100	116
3126 3127	Patronized Friendly's - past 6 months	Index	100	116
3128 3129	Made any purchase at flower shop - past 6 months	Index	100	116

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3130 3131	Cellular/Mobile Phone/Smartphone has calendar/organizer features	Index	100	116
3132 3133	Household owns sewing machine	Index	100	116
3134 3135	Reused or recycled glass items other than bottles - past month	Index	100	116
3136 3137	Shhopped Sherwin-Williams - past year	Index	100	116
3138 3139	Tax preparation in past year done by self, manually	Index	100	116
3140 3141	Selected life insurance based on reputation of company	Index	100	116
3142 3143	Branch location is very important when choosing bank, financial services	Index	100	116
3144 3145	Type of medical insurance policy have: EPO (Exclusive Provider Organization)	Index	100	116
3146 3147	Selected life insurance based on rates	Index	100	116
3148 3149	Had vehicle currently owned/leased serviced by auto repair chain store - past year	Index	100	116
3150 3151	Carry combined home/auto insurance policy	Index	100	116
3152 3153	Have seen informercials - past 6 months	Index	100	116
3154 3155	Cellular/Mobile Phone/Smartphone has alarm clock featur	Index	100	116
3156 3157	Played PC/computer games (played online with software) as leisure activity - past year	Index	100	116
3158 3159	Have vision care insurance coverage	Index	100	116
3160 3161	Covered by combined home/auto insurance policy	Index	100	116
3162 3163	Purchased computer online - past year	Index	100	116
3164 3165	Personally own camera lenses (excluding telephoto/zoom and wideangle lenses)	Index	100	116
3166 3167	VALS Statements: I like to make things with my hands. Agree	Index	100	116
3168 3169	Purchased cellular/mobile phone/smartphone at carrier-owned store	Index	100	116
3170 3171	Paid bills on-line - past month	Index	100	116
3172 3173	Visited Moviefone.com Web site - past month	Index	100	116
3174 3175	Personal Computers - Computer Peripherals: Other Own at home	Index	100	116

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3176 3177	2 children under age 18 currently living at home	Index	100	116
3178 3179	Purchased cellular/mobile/smartphone at carrier-owned store	Index	100	116
3180 3181	Cost of most recently purchased TV set: Less than \$100	Index	100	116
3182 3183	Consulted newspaper for advice on fees/travel arrangements - past year	Index	100	116
3184 3185	Cellular/mobile/smartphone plan type have: family or shared plan	Index	100	116
3186 3187	Listen to PGA golf play-by-play on radio	Index	100	116
3188 3189	Had major engine repair on vehicle currently owned/leased - past year	Index	100	116
3190 3191	Watched any 2010 Winter Olympics programming	Index	100	116
3192 3193	Carry life insurance policy through MetLife	Index	100	116
3194 3195	Bought any fine jewelry engagement ring - past year	Index	100	116
3196 3197	Mode of transportation on average weekday is driving (not in a carpool)	Index	100	116
3198 3199	Vehicle most recently purchased/leased (currently owned/leased) has security/burglar alarm	Index	100	116
3200 3201	VALS Statements: I like trying new things. Agree	Index	100	116
3202 3203	I used coupons to try new products in past year	Index	100	116
3204 3205	Household spent \$3000+ on vinyl windows - past year	Index	100	* 116
3206 3207	Purchased educational programs by mail or phone - past year	Index	100	* 116
3208 3209	Patronized Wendy's - past 6 months	Index	100	116
3210 3211	Vehicle most recently purchased/leased (currently owned/leased) has 4-wheel drive/all-wheel drive (AWD)	Index	100	116
3212 3213	Purchased gift cards/prepaid cards at restaurant - past 6 months	Index	100	116
3214 3215	Most recently purchased/leased vehicle (currently owned/leased) is a sport-utility vehicle (SUV)	Index	100	116
3216 3217	Bought sandwiches at fast-food/drive-in restaurant - past 6 months	Index	100	116
3218 3219	Took any domestic trip in personal vehicle - past year	Index	100	116
3220 3221	Purchased fine jewelry at retail chain (excluding Jared, Kay Jewelers, Zale's) - past year	Index	100	116

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3222	Personally have vision care insurance coverage	Indov	100	116
3223 3224		Index	100	110
3225	Vehicle currently owned/leased has custom speakers	Index	100	116
3226 3227	Reused or recycled aluminum beverage cans - past month	Index	100	116
3228 3229	Vehicle most recently purchased/leased (currently owned/leased) was acquired with a credit union loan	Index	100	116
3230 3231	Member of any business club	Index	100	116
3232 3233	Took any adult education courses - past year	Index	100	116
3234 3235	Amount spent on cellular/mobile/smartphone purchase - past year: \$51-\$100	Index	100	116
3236 3237	Most recently purchased/leased vehicle (currently owned/leased) is a standard-size car	Index	100	116
3238 3239	Household installed carpeting - past year	Index	100	116
3240 3241	Member of Gold's Gym	Index	100	116
3242 3243	Carry life insurance policy through State Farm	Index	100	116
3244 3245	Bought fragrance/perfume/cologne at grocery store - past 6 months	Index	100	115
3246 3247	Used Century 21 real estate agent - past year	Index	100	* 115
3248 3249	Requested additional information about a product advertised in the newspaper - past 30 days	Index	100	115
3250 3251	Category Influentialism: My family/friends often ask for and trust my advice on new technologies.	Index	100	115
3252 3253	VALS Statements: I consider myself an intellectual. Agree	Index	100	115
3254 3255	Most recently purchased TV set has DLP screen	Index	100	115
3256 3257	Selected homeowners/personal property insurance based on customer service reputation	Index	100	115
3258 3259	Used grocery store loyalty care in past month	Index	100	115
3260 3261	Ever used text messaging on cellular/mobile/smartphone to vote in a contest, make a choice or give an opinion	Index	100	115
3262 3263	Ever accessed a search engine on cellular/mobile/smartphone	Index	100	115
3264 3265	Visited WebMD.com Web site - past month	Index	100	115
3266 3267	Household subscribes to Encore premium cable channels	Index	100	115

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3268 3269	Obtained medical insurance through a union	Index	100	115
3270 3271	Household subscribes to The Movie Channel premium cable channel	Index	100	115
3272 3273	Watched Nick at Nite cable - past week	Index	100	115
3274 3275	Bought lunch at fast-food/drive-in restaurant - past 6 months	Index	100	115
3276 3277	Household owns motor home	Index	100	115
3278	Primary reason personally drive is to transport others	Index	100	115
3280 3281	TV show types watch: primetime game shows	Index	100	115
3282 3283	Engaged in dining out as leisure activity - past year	Index	100	115
3284 3285	Cellular/Mobile Phone/Smartphone has Wi-Fi features	Index	100	115
3286	Actions taken after seeing newspaper advertising: Requested additionaal information on an advertised product	Index	100	115
3288 3289	Read comics in Sunday/weekend newspaper	Index	100	115
3290 3291	Personally own camera case	Index	100	115
3292 3293	Personally own \$150,000+ in money market funds	Index	100	* 115
3294 3295	Average monthly bill for long-distance phone calls (landline) is under \$15	Index	100	115
3296 3297	Watch NBA basketball playoffs/finals on TV	Index	100	115
3298 3299	Automotive Attitudes: I consider myself to be an automotive enthusiast.	Index	100	115
3300 3301	Bought men's wallet - past year	Index	100	115
3302 3303	Total value of homeowners or personal property insurance is \$300,000-\$499,999	Index	100	115
3304 3305	Household bought any fan - past year	Index	100	115
3306 3307	Watched a TV program online - past month	Index	100	115
3308 3309	Household owns separate freezer	Index	100	115
3310 3311	Stayed at Country Inns & Suites on personal/vacation trip - past year	Index	100	115
3312 3313	Redeemed a coupon received at cash register - past year	Index	100	

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3314	Occupation: Sales and Related Services	Today	100	115
3315 3316		Index	100	115
3317	Referred to paper Yellow Pages for restaurants - past year	Index	100	115
3318 3319	Bought food at fast-casual, family restaurant or steakhouse on weekend - past 6 months	Index	100	115
3320 3321	Stayed at Residence Inn (by Marriott) on personal/vacation trip - past year	Index	100	115
3322 3323	Cost of most recently purchased TV set: \$1000-\$2999	Index	100	115
3324 3325	Spent under \$100 for camera - past year	Index	100	115
3326 3327	Decision to visit theme park was made by self (alone or with someone else [not a child])	Index	100	115
3328 3329	Most recent home computer purchase was made 1-2 years ago	Index	100	115
3330 3331	Purchased Pop/Top 40 music recordings - past 6 months	Index	100	115
3332 3333	Total value of homeowners or personal property insurance coverage is \$100,000-\$199,999	Index	100	115
3334 3335	Selected homeowners/personal property insurance based on rates	Index	100	115
3336 3337	Consulted Hotwire.com for information on sightseeing/activities - past year	Index	100	115
3338 3339	Personally own photo developming papers	Index	100	115
3340 3341	Amount spent on cellular/mobile/smartphone purchase - past year: \$401+	Index	100	115
3342 3343	Household Internet service provider is Verizon Online	Index	100	115
3344 3345	Household had concrete or masonry work done - past year	Index	100	115
3346 3347	Posted a comment or review on a blog, online forum, message or bulletin board - past month	Index	100	115
3348 3349	Bought any baby furniture and/or baby equipment - past 6 months	Index	100	115
3350 3351	Patronized Outback Steakhouse - past 6 months	Index	100	115
3352 3353	Highest level of education completed/highest degree received: some college, no degree	Index	100	115
3354 3355	Used Re/Max real estate agent - past year	Index	100	115
3356 3357	Reused or recycled electronic equipment - past month	Index	100	115
3358 3359	Bought men's dress shirt - past year	Index	100	115
2223		acx	130	

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3360 3361	Lawn and garden items bought - past year: potting soil	Index	100	115
3362 3363	Type of auto/other vehicle insurance carry: comprehensive	Index	100	115
3364 3365	Cellular/Mobile Phone/Smartphone has text messaging features	Index	100	115
3366 3367	Personally own tripod for photography	Index	100	115
3368 3369	Most recently purchased/leased vehicle (currently owned/leased) is a mid-size sport-utility vehicle	Index	100	115
3370 3371	Bought any electronic games for children - past year	Index	100	115
3372 3373	Ever watched a downloaded or streamed TV program on cellular/mobile/smartphone	Index	100	115
3374 3375	Referred to Internet Yellow Pages for doctors, dentists, other medical services - past year	Index	100	115
3376 3377	Most recently purchased/leased vehicle (currently owned/leased) is any domesitc vehicle	Index	100	115
3378 3379	Watched MTV cable - past week	Index	100	115
3380 3381	Household owns mop(s)	Index	100	115
3382 3383	Ailments: Treated for chronic/severe pain - past year	Index	100	115
3384 3385	Bought non-prescription/OTC drugs at grocery store - past 6 months	Index	100	115
3386 3387	Accessed bank/financial services on mobile device - past year	Index	100	115
3388 3389	Bill-paying methods used in past year: Bills automatically charged to credit card	Index	100	115
3390 3391	Made 3 long-distance phone calls (landline) to a foreign country - past month	Index	100	115
3392 3393	Personally make hotel/motel reservations for business travel	Index	100	115
3394 3395	Household Internet service provider is Cox	Index	100	115
3396 3397	Household owns any horses (as pets)	Index	100	115
3398 3399	Personally did 6 home remodeling projects - past year	Index	100	* 115
3400 3401	Typically book a trip 3-6 months before traveling	Index	100	115
3402 3403	Bought supper/dinner at fast-casual, family restaurant or steakhouse - past 6 months	Index	100	115
3404 3405	Traveled alone on any domestic trip - past year	Index	100	115

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3406 3407	Bought any boy action figures - past year	Index	100	115
3408 3409	Printed digital photos at home/using personal photo printer - past year	Index	100	115
3410 3411	Engaged in cooking for fun - past year	Index	100	115
3412 3413	Purchased fresh skim milk - past 6 months	Index	100	115
3414 3415	Household owns an electric food processor	Index	100	115
3416 3417	Most recent home computer purchase was made within last 12 months	Index	100	115
3418 3419	Carry life insurance policy through Principal Financial	Index	100	115
3420 3421	Visited chiropractor - past year	Index	100	114
3422 3423	Ever visited a website for financial information on cellular/mobile/smartphone	Index	100	
3424 3425	Attend equestrian events	Index	100	114
3426 3427	Used TaxACT computer software program for tax preparation - past year	Index	100	114
3428 3429	Made a speech - past year	Index	100	114
3430 3431	Personally carry 2 life insurance policies	Index	100	114
3432 3433	Participated in volleyball - past year	Index	100	114
3434 3435	Purchased Jazz music recordings - past 6 months	Index	100	114
3436 3437	Bought any aerobic/fitness shoes - past year	Index	100	114
3438 3439	Made 3 or fewer long-distance phone calls (landline) within the U.S past month	Index	100	114
3440 3441	Went to the beach on any domestic vacation/honeymoon trip - past year	Index	100	114
3442 3443	Vehicle most recently purchased/leased (currently owned/leased) has custom aluminum wheels	Index	100	114
3444 3445	Obtained financial services information or advice from TV or radio show - past year	Index	100	114
3446 3447	Engaged in general sightseeing on any domestic vacation/honeymoon trip - past year	Index	100	114
3448 3449	Most recently purchased/leased vehicle (currently owned/leased) was foreign/import vehicle purchased/leased new in past year	Index	100	114
3450 3451	Cellular/Mobile Phone/Smartphone has features to edit spreadsheets/text documents	Index	100	114

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3452 3453	Purchased gift cards/prepaid cards at discount store - past 6 months	Index	100	114
3454 3455	Selected vehicle insurance based on simplicity of application	Index	100	114
3456 3457	Personally own Creative portable Mp3 player	Index	100	114
3458 3459	Purchased VISA gift cards/prepaid cards - past 6 months	Index	100	114
3460 3461	Purchased VISA gift card/prepaid card - past 6 months	Index	100	114
3462 3463	Spent \$1500-\$1999 on domestic vacation travel - past year	Index	100	114
3464 3465	Selected homeowners/personal property insurance based on location of company/agent	Index	100	114
3466 3467	Selected vehicle insurance based on customer service reputation	Index	100	114
3468 3469	Interest rates are very important when choosing bank, financial services	Index	100	114
3470 3471	Looked up movie listings or showtimes on Internet - past month	Index	100	114
3472 3473	Decision-maker for vehicle most recently purchased/leased: Someone else	Index	100	114
3474 3475	Tune in to traffic reports	Index	100	114
3476 3477	Have medical insurance coverage through BlueCross BlueShield	Index	100	114
3478 3479	Member of Continental OnePass frequent flyer program (any status level)	Index	100	114
3480 3481	Lawn and garden items bought - past year: outdoor plant food	Index	100	114
3482 3483	Acquired homeowners or personal property insurance direct from insurance company via website	Index	100	114
3484 3485	Viewed 3-5 video-on-demand movies - past month	Index	100	114
3486 3487	Visited tanning salon/parlor - past 6 months	Index	100	114
3488 3489	Total amount spent on software for home computer in past year: Under \$100	Index	100	114
3490 3491	Occupation: Business and Financial Operations	Index	100	114
3492 3493	Installation of ceramic tile floors done by outside contractor - past year	Index	100	* 114
3494 3495	Reused or recycled plastic items other than bags, bottles - past month	Index	100	114
3496 3497	Use any computer to look at or use Internet	Index	100	114

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3498	Stayed at Holiday Inn Express on business trip - past year	Index	100	114
3499 3500		muex	100	114
3501	Visited fast-food/drive-in restaurant on weekend - past 6 months	Index	100	114
3502	Changed auto/other vehicle insurance 1 time - past 5 years	Total acco	100	114
3503 3504		Index	100	114
3505	Listen to Summer Olympics play-by-play on radio	Index	100	114
3506	Selected life insurance based on customer service reputation			
3507		Index	100	114
3508 3509	Mode of transportation on average weekend is train	Index	100	114
3510	Visited fast-food/drive-in restaurant on weekday - past 6 months			
3511	visited fast 1994/drive in restaurant on weekday past o monars	Index	100	114
3512 3513	Watched HLN cable - past week	Index	100	114
3514	Used instant messenger/IM on Internet - past month			
3515	Osed instant messenger/114 on internet - past month	Index	100	114
3516 3517	Household Internet service provider is Road Runner (Time Warner Cable)	Index	100	114
3518	Askings belong of the control of the			
3519	Actions taken after seeing newspaper advertising: Purchased an advertised product	Index	100	114
3520	Purchased a product seen in a newspaper advertisement - past 30 days	Index	100	114
3521 3522		Index	100	114
3523	Vehicle most recently purchased/leased (currently owned/leased) has turbo charger	Index	100	114
3524	Watched Destination America (Planet Green) cable - past week	Indov	100	114
3525 3526		Index	100	114
3527	Household owns high-efficiency washing machine	Index	100	114
3528	Attend rodeos		100	
3529 3530		Index	100	114
3531	Used TurboTax computer software program for tax preparation - past year	Index	100	114
3532	Selected homeowners/personal property insurance based on financial stability of company			
3533	,,	Index	100	114
3534 3535	Category Influentialism: My family/friends often ask for and trust my advice on TV shows.	Index	100	114
3536	Household owns built-in electric range oen			
3537		Index	100	114
3538 3539	Bought men's lightweight jacket - past year	Index	100	114
3540	Stayed at Padiscon Hotels on business trip - past year		150	*
3541	Stayed at Radisson Hotels on business trip - past year	Index	100	114
3542	Household owns electric stove/range	Index	100	114
3543		THUCK	100	117

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3544 3545	What level of photographer are you? Advanced amateur	Index	100	114
3546 3547	Carry any auto/other vehicle insurance through SafeAuto	Index	100	* 114
3548 3549	Visited NBC Sports Web site - past month	Index	100	114
3550 3551	Bought gift cards/prepaid cards for/to give to child under 18 in family - past 6 months	Index	100	114
3552 3553	Household owns an electric walk-behind lawn mower	Index	100	114
3554 3555	Own a MacBook personal computer at home	Index	100	114
3556 3557	Have seen advertising on buses/trains - past 6 months	Index	100	114
3558 3559	Reputation of company is very important when choosing bank, financial services	Index	100	114
3560 3561	Vehicle most recently purchased/leased (currently owned/leased) was acquired with a bank loan	Index	100	114
3562 3563	Total amount spent on most recent home computer purchase: Under \$500	Index	100	114
3564 3565	Learned about fees/travel arrangements from friends' or family recommendations - past year	Index	100	114
3566 3567	Selected vehicle insurance based on reputation of company	Index	100	114
3568 3569	Household owns walk-behind electric lawnmower	Index	100	114
3570 3571	Connect to Internet from home through a wireless connection from computer or laptop (e.g., Wi-Fi, wireless router, etc.)	Index	100	114
3572 3573	Bought any mechanical toys - past year	Index	100	114
3574 3575	Patronized Logan's Roadhouse - past 6 months	Index	100	114
3576 3577	Any child under age 18 currently living at home	Index	100	114
3578 3579	Patronized Applebee's - past 6 months	Index	100	114
3581	Played PC/computer games (played offline with software) as leisure activity - past year	Index	100	114
3582 3583	Purchased home furnishings online - past year	Index	100	114
3584 3585	Watch men's tennis matches on TV	Index	100	114
3586 3587	Cellular/Mobile Phone/Smartphone has Bluetooth feature	Index	100	114
3588 3589	Took cruise on Disney Cruise Line - past 3 years	Index	100	* 114

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3590 3591	Household owns outdoor electric grill	Index	100	114
3592	Visited USAToday.com Web site - past month	Index	100	
3593 3594	Category Influentialism: My family/friends often ask for and trust my advice on computers.	Index	100	
3595 3596	Stayed at Courtyard by Marriott on personal/vacation trip - past year			
3597 3598	Purchased sports apparel/memorabilia by mail or phone - past year	Index	100	*
3599 3600	Ailments: Treated for sinus congestion/sinus headache - past year	Index	100	114
3601 3602		Index	100	113
3603 3604	Have medical insurance coverage through Aetna	Index	100	113
3605	Cellular/Mobile Phone/Smartphone has keypad (full alphabet/QWERTY)	Index	100	113
3606 3607	Personally own any mutual funds (stocks)	Index	100	113
3608 3609	Ever searched for information about a product on cellular/mobile/smartphone	Index	100	113
3610 3611	Value of home owned: \$200,000-\$249,999	Index	100	113
3612 3613	Bought any cellular phone in past year	Index	100	113
3614 3615	Family member other than self makes hotel/motel reservations for personal/vacation travel	Index	100	113
3616 3617	Read circulars/inserts/fliers in Sunday/weekend newspaper	Index	100	113
3618 3619	Read travel section in Sunday/weekend newspaper	Index	100	
3620	Clean-air filters installed by outside contractor - past year	Index	100	*
3621 3622	Read classified advertising in weekday newspaper	Index	100	
3623 3624	Purchased any books online - past year			
3625 3626	Watch World Cup Soccer games on TV	Index	100	
3627 3628		Index	100	113
3629 3630	Selected life insurance based on agent recommendation	Index	100	113
3631	Personally rented truck or trailer from Enterprise - past year	Index	100	113
3632	Cellular/Mobile Phone/Smartphone has picture messaging features	Index	100	113
3634 3635	Future intentions: Likely to remodel kitchen - coming year	Index	100	113

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3636	Bought any anti-freeze/coolant for vehice - past year			
3637		Index	100	113
3638 3639	Watch NBA basketball regular season games on TV	Index	100	113
3640 3641	Category Influentialism: My family/friends often ask for and trust my advice on the Internet.	Index	100	113
3642 3643	Consumed any brandy, cognac, cordials, liqueurs - past 6 months	Index	100	113
3644 3645	Cellular/Mobile Phone/Smartphone has camera feature	Index	100	113
3646 3647	Househod owns electric clothes dryer	Index	100	113
3648 3649 3650	Personally or jointly have a home equity line of credit	Index	100	113
3651	Household is cellphone only (no landline)	Index	100	113
3652 3653	Computer owned at home has Linux operating system	Index	100	* 113
3654 3655	Most recent home computer purchase was made in a store	Index	100	113
3656 3657	Own lighted make-up mirror	Index	100	113
3658 3659	Selected vehicle insurance based on rates	Index	100	113
3660 3661	Bill-paying methods used in past year: Bills automatically deducted from bank account	Index	100	113
3662 3663	Vehicle most recently acquired was bought/leased to replace another vehicle	Index	100	113
3664 3665	Vehicle most recently purchased/leased (currently owned/leased) is a Hyundai	Index	100	113
3666 3667	Used coupons to buy toiletry items - past year	Index	100	113
3668 3669	Bought frozen beverage at convenience store - past month	Index	100	113
3670 3671	Highest level of education completed/highest degree received: associate degree, occupational/vocational	Index	100	113
3672 3673	Reason for diet control/food restrictions: Physical fitness	Index	100	113
3674 3675	Current employment status: Employed, sole wage earner in household	Index	100	113
3676 3677	Visited Walt Disney World (Florida): Disney's Animal Kingdom - past year	Index	100	113
3678 3679	Amount spent on cellular/mobile/smartphone purchase - past year: \$101-\$200	Index	100	113
3680 3681	Obtained information about ailment/prescription drug through magazine advertisement	Index	100	113

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3682 3683	Spent \$1000-\$1499 on domestic vacation travel - past year	Index	100	113
3684 3685	Obtained information about ailment/prescription drug from magazine advertisement - past year	Index	100	113
3686 3687	Household income: \$150,000-\$199,999	Index	100	113
3688 3689	Source of life insurance coverage: With loan, mortgage or installment payments	Index	100	113
3690 3691	Category Influentialism: My family/friends often ask for and trust my advice on business.	Index	100	113
3692 3693	Personally did 3 home-improvement projects - past year	Index	100	113
3694 3695	Number of grocery shopping trips in average week: 1	Index	100	113
3696 3697	Highest level of education completed/highest degree received: high-school graduate (high-school diploma or equivalent, such as GED)	Index	100	113
3698 3699	Personally own photo flash unit	Index	100	113
3700 3701	Ever used cellular/mobile/smartphone to look at an advertisement sent with text message	Index	100	113
3702 3703	Financial stability of the company is very important when choosing bank, financial services	Index	100	113
3704 3705	Lawn and garden items bought - past year: garden soil	Index	100	113
3706 3707	Exercise regularly (2+ times per week) at club/gym	Index	100	113
3708 3709	Used Morgan Stanley Smith Barney brokerage firm - past year	Index	100	113
3710 3711	Down-spouts/gutters installed by self or other household member - past year	Index	100	113
3712 3713	TV show types watch: horse racing	Index	100	113
3714 3715	Household owns a stationary electric mixer	Index	100	113
3716 3717	Cellular / Mobile Opinions: Advertisements on cell phones are annoying.	Index	100	113
3718 3719	Cellular/Mobile Phone/Smartphone has video player feature	Index	100	113
3720 3721	Used e-mail on Internet - past month	Index	100	113
3722 3723	Visited wsj.com Web site - past month	Index	100	113
3724 3725	Household owns broom(s)	Index	100	113
3726 3727	Purchased any flowers by phone/online/Internet - past 6 months	Index	100	113

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3728 3729	Total value of life insurance coverage: \$50,000-\$99,999	Index	100	113
3730 3731	Bought any board games - past year	Index	100	113
3732 3733	Saw an adventure movie in the theater - past 6 months	Index	100	113
3734 3735	Consumed wine at someone else's home - past month	Index	100	113
3736 3737	Household owns garbage disposer	Index	100	113
3738 3739	Referred to Internet Yellow Pages for home appliance repairs - past year	Index	100	113
3740 3741	General Attitudes: Risk-taking is exciting to me.	Index	100	113
3742 3743	Shopped Best Buy - past year	Index	100	113
3744 3745	Used artificial fire logs - past year	Index	100	113
3746 3747	VALS Statements: I would like to spend a year or more in a foreign country. Agree	Index	100	113
3748 3749	Patronized Chevy's - past 6 months	Index	100	113
3750 3751	Automotive Attitudes: I am pumped up about cars.	Index	100	113
3752 3753	Looked for recipes on Internet - past month	Index	100	113
3754 3755	Type of cellular/mobile/smartphone agreement have: monthly plan with contract	Index	100	113
3756 3757	Cellular / Mobile Opinions: I would use the Internet on my cell phone more often, if it were less expensive.	Index	100	113
3758 3759	Shopped Quiktrip convenience stores - past 6 months	Index	100	113
3760 3761	Bought toiletries at department store - past 6 months	Index	100	113
3762 3763	Future intentions: Likely to convert room to home office - coming year	Index	100	113
3764 3765	Bought tires at Firestone Complete Auto Care - past year	Index	100	113
3766 3767	Bought tires at Goodyear - past year	Index	100	113
3768 3769	Stayed at Homewood Suites (by Hilton) on personal/vacation trip - past year	Index	100	* 113
3770 3771	Saw a horror movie in the theater - past 6 months	Index	100	113
3772 3773	Shared photos through Internet website - past month	Index	100	113

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	А	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3774	Household owns massaging shower head			
3775		Index	100	113
3776 3777	Purchased food/groceries online - past year	Index	100	113
3778 3779	Media Trusted The Most: Internet	Index	100	113
3780 3781	Accessed bank/financial services in person - past year	Index	100	113
3782 3783	Engaged in photography as leisure activity or hobby - past year	Index	100	113
3784 3785	Household owns an electric blender	Index	100	113
3786 3787	Household owns an electric knife	Index	100	113
3788 3789	Ailments: Treated for ADD/ADHD - past year	Index	100	113
3790 3791	VALS Statements: I like a lot of variety in my life. Agree	Index	100	112
3792 3793	Lawn and garden items bought - past year: garden insecticides	Index	100	112
3794 3795	Viewed any premium cable channel(s) - past month	Index	100	112
3796 3797	Purchased tickets to concerts, shows, other entertainment by mail or phone - past year	Index	100	112
3798 3799	Lawn and garden items bought - past year: lawn fertilizer without weed control	Index	100	112
3800 3801	Reused or recycled newspapers - past month	Index	100	112
3802 3803	Patronized Fazoli's - past 6 months	Index	100	112
3804 3805	Cellular / Mobile Opinions: Text messaging is an important part of my daily life.	Index	100	112
3806 3807	Watch golf events on TV (excluding PGA and LPGA)	Index	100	112
3808 3809	Patronized Carrabba's Italian Grill - past 6 months	Index	100	112
3810 3811	Ordered from walmart.com - past year	Index	100	112
3812 3813	Personally own wideangle camera lens	Index	100	112
3814 3815	Recycled any products - past year	Index	100	112
3816 3817	Vehicle most recently purchased/leased (currently owned/leased) is 2008 model year	Index	100	112
3818 3819	Read international/national news in Sunday/weekend newspaper	Index	100	112

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3820 3821	Cellular / Mobile Opinions: I would use the Internet on my cell phone more often, if the websites loaded more easily.	Index	100	112
3822 3823	Visited indoor water park - past year	Index	100	112
3824 3825	Household owns microwave oven	Index	100	112
3826 3827	Patronized Ruby Tuesday - past 6 months	Index	100	112
3828 3829	Diet control/eating habits: Buy food labeled as high protein	Index	100	112
3830 3831	Bought any computer books - past year	Index	100	112
3832 3833	Read local news in Sunday/weekend newspaper	Index	100	112
3834 3835	Source of life insurance coverage: Union	Index	100	112
3836 3837	Personally own \$150,000+ in common or preferred stock in company work for	Index	100	* 112
3838 3839	Had tune-up on vehicle currently owned/leased - past year	Index	100	112
3840 3841	Vehicle most recently purchased/leased (currently owned/leased) was acquired with cash	Index	100	112
3842 3843	Bought any clothing online - past 6 months	Index	100	112
3844 3845	Audio/entertainment system in most recently purchased/leased vehicle (currently owned/leased) was upgraded with vehicle purchase	Index	100	112
3846 3847	Occupation: Community and Social Sciences	Index	100	* 112
3848 3849	Consulted Hotwire.com for information on fees/travel arrangements - past year	Index	100	112
3850 3851	Future intentions: Likely to take vacation trip within U.S. (excluding Florida, Hawaii) - coming year	Index	100	112
3852 3853	Bought non-prescription/OTC drugs at discount store - past 6 months	Index	100	112
3854 3855	Used exercise program for dieting/weight control	Index	100	112
3856 3857	4 children under age 18 currently living at home	Index	100	112
3858 3859	Household owns all-in-one printer-copier-scanner with fax capability	Index	100	112
3860 3861	Bought prescription drugs at discount store - past 6 months	Index	100	112
3862 3863	Have seen ads in a store (not video ads) - past 6 months	Index	100	112
3864 3865	Household owns an electric popcorn maker	Index	100	112

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3866 3867	Have prescription drug insurance coverage	Index	100	112
3868 3869	Number of grocery shopping trips in average week: 3	Index	100	112
3870 3871	Personally have prescription drug insurance coverage	Index	100	112
3872 3873	Most recently purchased/leased vehicle (currently owned/leased) is a truck (4 door)	Index	100	112
3874 3875	Ever visited a website for weather on cellular/mobile/smartphone	Index	100	112
3876 3877	Reside in Mid-Atlantic Census sub-regiion	Index	100	112
3878 3879	Read main news/front page in Sunday/weekend newspaper	Index	100	112
3880 3881	Patronized Domino's Pizza - past 6 months	Index	100	112
3882 3883	Total value of homeowners or personal property insurance is \$500,000+	Index	100	112
3884 3885	Use portable Mp3 player to listen to podcasts	Index	100	112
3886 3887	Regular member of Continental OnePass frequent flyer program	Index	100	112
3888 3889	Attend NBA basketball regular season games	Index	100	112
3890 3891	Attended movies less than once a month - past 6 months	Index	100	112
3892 3893	Invested in any IRA plan	Index	100	112
3894 3895	Household installed ceramic wall tile - past year	Index	100	* 112
3896 3897	Stayed at America's Best Value Inn on business trip - past year	Index	100	* 112
3898 3899	Personally own Apple iPod Touch portable Mp3 player	Index	100	112
3900 3901	Bought liquor online - past 6 months	Index	100	112
3902 3903	Stayed at Hilton Hotels on busines trip - past year	Index	100	112
3904 3905	Roofing installation work done by outside contractor - past year	Index	100	112
3906 3907	Ailments: Treated for allergies/hay fever - past year	Index	100	112
3908 3909	Cellular/Mobile Phone/Smartphone has Web/Internet access feature	Index	100	112
3910 3911	Household spends \$120-\$149 in food stores - average week	Index	100	112

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3912 3913	Type of auto/other vehicle insurance carry: liability-bodily injury	Index	100	112
3914 3915	Cellular / Mobile Opinions: I would use the Internet on my cell phone more often, if the screen were easier to read.	Index	100	112
3916 3917	Have MasterCard debit card in own name	Index	100	112
3918 3919	Watched The Weather Channel cable - past week	Index	100	112
3920 3921	Reused or recycled paper other than newspapers - past month	Index	100	112
3922 3923	Watch bowling competitions on TV	Index	100	112
3925	Shopped Kohl's - past 3 months	Index	100	112
3926 3927	Own a laptop/notebook/tablet at home	Index	100	112
3928 3929	Used E*Trade brokerage firm - past year	Index	100	
3930 3931	Saw an action movie in the theater - past 6 months	Index	100	112
3932 3933	Cellular/Mobile PhonesSmartphone has GPS/navigation features	Index	100	112
3934 3935	Aluminum windows installed by outside contractor - past year	Index	100	112
3936 3937 3938	Most recently purchased TV set has HDTV feature	Index	100	112
3939 3940	Household bought any climate-control appliance - past year	Index	100	112
3941	Ordered from buy.com - past year	Index	100	112
3942 3943 3944	Type of auto/other vehicle insurance carry: uninsured motorist	Index	100	112
3945 3946	Vehicle most recently purchased/leased (currently owned/leased) was acquired with financing from a dealer	Index	100	112
3947	Stayed at Hyatt Hotels on personal/vacation trip - past year	Index	100	112
3948 3949 3950	Most recent home computer purchased direct from manufacturer	Index	100	112
3951 3952	Household owns a toaster	Index	100	112
3953 3954	Most recent home computer purchase made direct from manufacturer	Index	100	112
3955 3956	Stayed at Best Western on business trip - past year	Index	100	112
3956	Viewed any programming on Starz! premium cable channels - past week	Index	100	112

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
3958	Cellular/Mobile Phone/Smartphone has voicemail features	To do.	100	112
3959 3960		Index	100	112
3961	Household spent \$1000-\$2999 to remodel rooms other than bathroom/kitchen/bedroom - past year	Index	100	112
3962	Use cellphone or Smartphone to look at or use Internet			
3963 3964		Index	100	112
3965	Household has digital video recorder (DVR) provided by satellite company	Index	100	112
3966	Household spends \$120-\$149 in food stores - average week			
3967		Index	100	112
3968 3969	Vehicle most recently purchased/leased (currently owned/leased) is 2002 model year	Index	100	112
3970	Stayed at Crowne Plaza on personal/vacation trip - past year			*
3971	Stayed at Govine Field on personal, racadon dip past year	Index	100	112
3972 3973	Utilized stock rating service for financial services or advice - past year	Index	100	112
3974	Household spent \$1000-\$2999 on carpeting - past year			
3975	Trouseriola speric \$1000 \$2555 on carpeting past year	Index	100	112
3976 3977	Have seen product placements in TV shows - past 6 months	Index	100	112
3978	Pought spacks at fact casual family restaurant or steakhouse, pact 6 months			
3979	Bought snacks at fast-casual, family restaurant or steakhouse - past 6 months	Index	100	112
3980 3981	Obtained medical information on Internet - past month	Index	100	112
3982		Index	100	112
3983	Entertained friends or relatives at home - past year	Index	100	112
3984	Household owns a hand-held electric mixer	Index	100	112
3985 3986		Index	100	112
3987	Household owns electric air cleaner	Index	100	112
3988	Household remodeled kitchen - past year	Indov	100	112
3989 3990		Index	100	112
3991	Total financial contributions to any organizations/institutions/groups/causes in past year: \$50-\$99	Index	100	112
3992	Type of auto/other vehicle insurance carry: liability-property damage	Tn d	100	110
3993 3994		Index	100	112
3995	Source of life insurance coverage: Veterans life insurance	Index	100	112
3996	Household bundles purchase of television, internet, telephone and/or cellphone services	T .	100	
3997 3998		Index	100	112
3999	Personally or jointly have a personal loan for education (student loan)	Index	100	112
4000	Who uses personal computer at home: Self			
4001	,	Index	100	111
4002	Household owns stacked washer/dryer	Index	100	111

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4004	Bought any TV set in past year	T 1	100	444
4005 4006		Index	100	111
4007	Ever visited a website for news on cellular/mobile/smartphone	Index	100	111
4008	Read advertisements in Sunday/weekend newspaper			
4009		Index	100	111
4010 4011	Bought prescription drugs at grocery store - past 6 months	Index	100	111
4012	Dought any skildysple his sleet anget year			
4013	Bought any children's bicycles - past year	Index	100	111
4014	Used general Internet travel site for domestic trip - past year	Index	100	111
4015 4016		muex	100	111
4017	Reused or recycled glass bottles - past month	Index	100	111
4018	Consulted Hotels.com for information on fees/travel arrangements - past year			
4019	constituted notes.com for information on reces, travel arrangements - past year	Index	100	111
4020 4021	Cellular / Mobile Opinions: I am interested in watching video clips on my cell phone.	Index	100	111
4021		Index	100	111
4023	Household has digital video recorder (DVR) from local cable company	Index	100	111
4024	Ever listened to music on cellular/mobile/smartphone	T 1	100	444
4025 4026		Index	100	111
4027	Ailments: Treated for sleep apnea - past year	Index	100	111
4028	Household spent \$1000-\$2999 on laminate flooring - past year			*
4029	Trouseriola sperit \$1000 \$2555 of familiate flooring past year	Index	100	111
4030 4031	Visited Walt Disney World (Florida): Magic Kingdom - past year	Index	100	111
4032		писх	100	
4033	Household has digital video recorder (DVR) provided by cable company through a digital cable box	Index	100	111
4034	Ordered from amazon.com - past year	T 1	100	444
4035 4036		Index	100	111
4036	Household owns all-in-one printer-copier-scanner	Index	100	111
4038	Banked at credit union - past year			
4039	burned de d'edit dillott past year	Index	100	111
4040 4041	Future intentions: Likely to visit a theme park - coming year	Index	100	111
4041	District the second of the sec	11.00	150	-111
4043	Printed digital photos in past 12 months	Index	100	111
4044	Automotive Attitudes: People often ask my advice when it comes to automobiles.	T., 1	100	
4045		Index	100	111
4046 4047	Bought paint/stain at hardware store - past year	Index	100	111
4048	Bought food at fast-casual, family restaurant or steakhouse on weekday - past 6 months			
4049	bought food at fast-casual, family restaurant of steakhouse on weekday - past o months	Index	100	111

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4050	Connect to Internet from home through Fiber Optic service (such as Verizon FiOS or AT&T U-verse)	7 1	100	444
4051		Index	100	111
4052 4053	Shopped GNC - past 6 months	Index	100	111
4054	Household has digital video recorder (DVR)			
4055	Trouberiora had digital video recorder (5444)	Index	100	111
4056 4057	Shopped Finish Line - past 3 months	Index	100	111
4058		тиск	100	
4059	Personally own digital SLR (single lens reflex) camera	Index	100	111
4060	Category Influentialism: My family/friends often ask for and trust my advice on restaurants.		100	
4061		Index	100	111
4062 4063	Visited Bing Maps Web site - past month	Index	100	111
4064	Have seen product placements in video games - past 6 months			
4065	Trave Seen product placements in video games - past o mondis	Index	100	111
4066	Watched Food Network cable - past week	Index	100	111
4067 4068		Index	100	111
4069	Shopped 7-Eleven - past 6 months	Index	100	111
4070	Bought men's dress slacks - past year			
4071	bought men o dress states past year	Index	100	111
4072 4073	Household spends \$150+ in food stores - average week	Index	100	111
4074	Downloaded a TM and annual and Tabana de la cada annual b			
4075	Downloaded a TV program on Internet - past month	Index	100	111
4076	Household spends \$150+ in food stores - average week	To do.	100	111
4077 4078		Index	100	111
4079	Currently enrolled in any hotel rewards program(s)	Index	100	111
4080	Carry auto/other vehicle insurance through USAA			
4081	Carry auto/outer vertice insurance dirough osaa	Index	100	111
4082	Ever redeemed a mobile coupon on cellular/mobile/smartphone	Index	100	111
4083 4084		1. IGEX	100	111
4085	Viewed 1 pay-per-view TV movie - past year	Index	100	111
4086	Had home computer professionally serviced or upgraded - past year			
4087		Index	100	111
4088 4089	Engaged in surfing/windsurfing - past year	Index	100	111
4090	Connect to Internet from home through cable modem			
4091	Connect to Internet from nome through cable modern	Index	100	111
4092	Visited Amazon.com Web site - past month	Inda	100	444
4093 4094		Index	100	111
4094	Took any domestic vacation trip - past year	Index	100	111

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4096	Used direct deposit for payroll check - past year		100	444
4097		Index	100	111
4098 4099	Average monthly cellular/mobile/smartphone bill: \$75-\$99	Index	100	111
4100	Reused or recycled batteries - past month			
4101	Reused of recycled batteries - past month	Index	100	111
4102	Connect to Internet from home through any broanband or high-speed connection	Index	100	111
4103 4104		muex	100	111
4105	Source of life insurance coverage: Fraternal or other membership group	Index	100	111
4106	Mode of transportation on average weekday is driving in a carpool			
4107	Trode of dataportation of diverge freeday is diffing in a carpool	Index	100	111
4108 4109	Household owns Uniden telephone equipment	Index	100	111
<b>4110</b>		21100/1		
4111	Attended a specific event on any domestic vacation/honeymoon trip - past year	Index	100	111
4112	Number of grocery shopping trips in average week: 8		*	*
4113		Index	100	111
4114 4115	Redeemed a coupon received in the mail - past year	Index	100	111
4116	Spent \$2000-\$2999 on domestic vacation travel - past year			
4117	Sperit \$2000-\$2999 On domestic vacation traver - past year	Index	100	111
4118	Exercise regularly (2+ times per week) at home	Index	100	111
4119 4120		Index	100	111
4121	Acquired homeowners or personal property insurance from an agent	Index	100	111
4122	Value of home owned: \$150,000-\$199,999			
4123		Index	100	111
4124 4125	Typically book a trip more than 6 months before traveling	Index	100	111
4126	TV shows how as weakers, and and since and an arising	211001		
4127	TV show types watch: entertainment specials	Index	100	111
4128	Buying Styles: I often save money by buying previously used items online.	Index	100	444
4129 4130		maex	100	111
4131	Dined at fast-casual, family restaurant or steakhouse - past 6 months	Index	100	111
4132	Type of auto/other vehicle insurance carry: collision			
4133	Type of date/outer verifice industries curry, combien	Index	100	111
4134 4135	Spent \$75-\$99 on gasoline - past 30 days	Index	100	111
4135		THUCK	100	111
4137	Cellular/Mobile Phone/Smartphone has games features	Index	100	111
4138	Ordered from 1800flowers.com - past year			
4139		Index	100	111
4140 4141	Amount spent out of pocket on prescription drugs in average month: Less than \$10	Index	100	111
		1		1

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4142	Stayed at Holiday Inn on business trip - past year	Index	100	111
4143 4144		muex	100	111
4145	Most recently acquired vehicle (currently owned/leased) was a certified pre-owned vehicle	Index	100	111
4146 4147	Bought breakfast at fast-food/drive-in restaurant - past 6 months	Index	100	111
4148 4149	Ever visited a website for maps/directions on cellular/mobile/smartphone	Index	100	111
4150 4151	Household income: \$60,000-\$74,999	Index	100	111
4152 4153	Selected vehicle insurance based on agent recommendation	Index	100	111
4154 4155	Vehicle most recently purchased/leased (currently owned/leased) has front-wheel drive	Index	100	111
4156 4157	Referred to Internet Yellow Pages for education, schools - past year	Index	100	111
4158 4159	Flew Delta/Northwest on any domestic trip - past year	Index	100	111
4160 4161	Total amount spent on shoes in past year: \$100-\$249	Index	100	111
4162 4163	Saw a fantasy movie in the theater - past 6 months	Index	100	111
4164 4165	Obtained information about ailment/prescription drug from online/Internet site - past year	Index	100	111
4166 4167	Household owns refrigerator	Index	100	111
4168 4169	Obtained information about ailment/prescription drug online/through Internet site	Index	100	111
4170 4171	Vehicle most recently purchased/leased (currently owned/leased) is 2006 model year	Index	100	111
4172 4173	Have VISA Regular/Classic Card in own name	Index	100	111
4174 4175	Have VISA Platinum Card in own name	Index	100	111
4176 4177	Watched Nickelodeon cable - past week	Index	100	111
4178 4179	Referred to Internet Yellow Pages for auto service and repair - past year	Index	100	111
4180 4181	Viewed any programming on Showtime premium cable channels - past week	Index	100	111
4182 4183	Own a Toshiba personal computer at home	Index	100	111
4184 4185	VALS Statements: I would rather make something than buy it. Agree	Index	100	111
4186 4187	Type of medical insurance policy have: PPO (Preferred Provider Organization)	Index	100	111

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4188	Computer owned at home has Blu-ray RE (Blu-ray Burner)			
4189	, , , ,	Index	100	111
4190 4191	Most recently purchased/leased vehicle (currently owned/leased) is a 3-door hatchback/runabout	Index	100	111
4192 4193	Member of a Fraternal order	Index	100	111
4194 4195	Most recently purchased/leased vehicle (currently owned/leased) has a V-8 engine	Index	100	111
4196 4197	Consumed wine at home - past month	Index	100	111
4198 4199	Own stoneware tableware	Index	100	111
4200 4201	Automotive Attitudes: My ideal car would be basic and functional.	Index	100	110
4202 4203	Purchased gift cards/prepaid cards at mall - past 6 months	Index	100	110
4204 4205	Played cards - past year	Index	100	110
4206 4207	Ordered gift baskets online - past year	Index	100	110
4208 4209	Customer service is very important when choosing bank, financial services	Index	100	110
4210 4211	Service use for long-distance telephone calls (landline): MCI	Index	100	* 110
4212	Household owns an electric fry pan	Index	100	110
4214 4215	Own hand-held massager(s)	Index	100	110
1216	Shopped Home Depot - past year	Index	100	110
4218 4219	Had vehicle currently owned/leased serviced by discount department store - past year	Index	100	110
4220 4221	Cellular/Mobile Phone/Smartphone has MP3 player feature	Index	100	110
4222 4223	Personal cellular/mobile/smartphone most often used for personal calls	Index	100	110
4224 4225	Used coupons to buy cosmetics - past year	Index	100	110
4226 4227	Vehicle currently owned/leased has satellite radio	Index	100	110
4228 4229	Installation of carpeting done by self or other household member - past year	Index	100	* 110
4230 4231	Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like I'm too available.	Index	100	110
4232 4233	Visited iTunes.com Web site - past month	Index	100	110

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	А	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4234	Have seen video ads in stores - past 6 months			
4235		Index	100	110
4236 4237	Banking method: "phone-in banker" (bank over phone)	Index	100	110
4238 4239	Shopped for groceries on Sunday - past week	Index	100	110
4240 4241	Household owns gas stove/range	Index	100	110
4242 4243	Ailments: Treated for backache/back pain - past year	Index	100	110
4244 4245	Invested in any Keogh plan	Index	100	* 110
4246 4247	Purchased Hip-Hop music recordings - past 6 months	Index	100	110
4248 4249	Household has Dish DVR from Dish Network	Index	100	110
4250 4251	Ever downloaded an app on cellular/mobile/smartphone	Index	100	110
4252 4253	Member of Wyndham Rewards hotel rewards program	Index	100	110
4254 4255	Have medical insurance coverage through AFLAC	Index	100	110
4256 4257	Medical insurance coverage includes self, other household members	Index	100	110
4258 4259	Cellular / Mobile Opinions: I often use my cell phone to make phone calls from my home.	Index	100	110
4260 4261	Health Attitude Segments - Medicine/Drugs: "Generic Traditionalist"	Index	100	110
4262 4263	Stayed at Marriott Hotels, Resorts and Suites on business trip - past year	Index	100	110
4264 4265	Patronized Dunkin' Donuts - past 6 months	Index	100	110
4266 4267	Carry any auto/other vehicle insurance through State Farm	Index	100	110
4268 4269	Personally own telephoto/zoom lens for camera	Index	100	110
4270 4271	Ordered from target.com - past year	Index	100	110
4272 4273	Patronized T.G.I. Friday's - past 6 months	Index	100	110
4274 4275	Have seen ads at the movies (cinema advertising) - past 6 months	Index	100	110
4276 4277	Watched Logo cable - past week	Index	100	* 110
4278 4279	Vehicle most recently purchased/leased (currently owned/leased) has driver-side air bags	Index	100	110

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4280 4281	Reused or recycled plastic bags - past month	Index	100	110
4282 4283	Shopped 7-Eleven - past 6 months	Index	100	110
4284 4285	Watch horse racing on TV	Index	100	110
4286 4287	Bought gift cards/prepaid cards for/to give to adult in family - past 6 months	Index	100	110
4288 4289	Vehicle most recently purchased/leased (currently owned/leased) has passenger-side air bags	Index	100	110
4290 4291	Visited Walt Disney World (Florida): Disney's Hollywood Studio - past year	Index	100	110
4202	Bought men's all-weather coat - past year	Index	100	110
4294 4295	Acquired auto/other vehicle insurance through an agent	Index	100	110
4296 4297	Automotive Attitudes: I enjoy learning about automobiles from others.	Index	100	110
4298 4299	Cost of most recently purchased TV set: \$700-\$999	Index	100	110
4300 4301	The Internet is a great way to actually buy products. (Agree completely)	Index	100	110
4302 4303	Have seen advertising on billboards - past 6 months	Index	100	110
4304 4305	Purchased cellular/mobile phone/smartphone online/Internet	Index	100	110
4306 4307	Amount household spent on exterior painting - past year: \$100-\$499	Index	100	110
4308 4309	Banked at a local/community bank (not national bank) - past year	Index	100	110
4310 4311	Own a desktop computer at home	Index	100	110
4312 4313	Made hotel/motel reservations by mail or phone - past year	Index	100	110
4314 4315	Member of Marriott Rewards hotel rewards program	Index	100	110
4316 4317	Purchased jewelry/watches online - past year	Index	100	110
4318 4319	Future intentions: Likely to invest in stocks, bonds, or mutual funds - coming year	Index	100	110
4320 4321	Referred to paper Yellow Pages for theaters - past year	Index	100	110
4322 4323	Household spent \$3000+ on roofing - past year	Index	100	110
4324 4325	Personally own 35mm point & shoot camera	Index	100	110

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4326	Watched CNBC cable - past week	Index	100	110
4327 4328		Index	100	110
4329	Went shopping on any domestic vacation/honeymoon trip - past year	Index	100	110
4330 4331	Purchased cellular/mobile/smartphone online/on Internet	Index	100	110
4332 4333	Total amount spent on children's toys and games in past year: \$200-\$499	Index	100	110
4334 4335	Acquired 2nd home mortgage (home equity loan) - past year	Index	100	*
4336	Household subscribes to Starz! premium cable channels	Index	100	
4337 4338		Index	100	110
4339	Participated in tennis - past year	Index	100	110
4340 4341	Mode of transportation on average weekday is walking	Index	100	110
4342 4343	Patronized Burger King - past 6 months	Index	100	110
4344 4345	Took any trip within the continental U.S past year	Index	100	110
4346 4347	Carry PNC credit and/or debit cards (issued in own name)	Index	100	110
4348 4349	Looked at TV listings online - past month	Index	100	110
4350 4351	Lawn and garden items bought - past year: garden fertilizer	Index	100	
4352	Technology Attitudes: When I find a technology or electronics product I like, I typically recommend it to people I know.	Index	100	
4353	Household owns a farm			
4355 4356	Bought car wax/polish - past year	Index	100	110
4357	200g.10 ca	Index	100	110
4358 4359	Used Merrill Lynch/Banc of America Investment Services brokerage firm - past year	Index	100	110
4360 4361	Household owns an ice cream machine	Index	100	110
4362 4363	Spent \$150+ on athletic shoes - past year	Index	100	110
4364 4365	Household owns convection oven	Index	100	110
4366 4367	Ordered from ae.com (American Eagle Outfitters) - past year	Index	100	110
4368 4369	Attended a political rally, speech, or organized protest of any kind - past year	Index	100	
4370	Amount spent on cellular/mobile/smartphone purchase - past year: \$201-\$400	Index	100	
4371		THUCK	100	110

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4372 4373	Stayed at Hyatt Hotels on business trip - past year	Index	100	110
4374 4375	Bought car/other vehicle batteries - past year	Index	100	110
4376 4377	Referred to paper Yellow Pages for pharmacies - past year	Index	100	110
4378 4379	Participated in Motocross - past year	Index	100	* 110
4380 4381	Cellular / Mobile Opinions: I understand how to use most of the features on my cell phone.	Index	100	110
4382 4383	Vehicle most recently purchased/leased (currently owned/leased) is 2009 model year	Index	100	110
4384 4385	Bought wine at liquor store - past 6 months	Index	100	110
4386 4387	Visited online blogs - past month	Index	100	110
4388 4389	Collect art as hobby	Index	100	110
4390 4391	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Index	100	110
4392 4393	Ever downloaded wallpaper on cellular/mobile/smartphone	Index	100	110
4394 4395	Patronized Little Caesars - past 6 months	Index	100	110
4396 4397	Cellular/Mobile Phone/Smartphone has e-mail features	Index	100	110
4398 4399	Total amount spent on fine jewelry in past year - \$1000-\$1499	Index	100	* 110
4400 4401	Acquired homeowners or personal property insurance direct from insurance company via phone	Index	100	110
4402 4403	Shopped Piggly Wiggly - past 6 months	Index	100	110
4404 4405	Patronized Village Inn Restaurant - past 6 months	Index	100	110
4406 4407	Played backgammon - past year	Index	100	109
4408 4409	General Attitudes: I work primarily for the salary.	Index	100	109
4410 4411	Reused or recycled plastic bottles - past month	Index	100	109
4412 4413	5 children under age 18 currently living at home	Index	100	* 109
4414 4415	Personally or jointly have a savings account	Index	100	109
4416 4417	Acquired life insurance policy through an agent (broker) for many companies	Index	100	

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4418 4419	Administrative assistant/secretary makes hotel/motel reservations for personal/vacation travel	Index	100	* 109
4420 4421	Shopped American Eagle Outfitters - past 3 months	Index	100	109
4422 4423	Consulted Kayak.com for information on fees/travel arrangements - past year	Index	100	109
4424	Category Influentialism: My family/friends often ask for and trust my advice on physical fitness.	Index	100	109
4426 4427	Traveled with spouse or mate on any domestic trip - past year	Index	100	109
4428 4429	Household installed garage doors - past year	Index	100	109
4430 4431 4432	Collect antiques as hobby	Index	100	109
4433 4434	Patronized Romano's Macaroni Grill - past 6 months	Index	100	109
4435 4436	Type of auto/other vehicle insurance carry: medical payments	Index	100	109
4437 4438	Ordered from hotels.com - past year	Index	100	109
4439 4440	Household owns fax machine	Index	100	109
4441 4442	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): \$10,000-\$14,999	Index	100	109
4443 4444	Served as an officer for a club or organization - past year	Index	100	109
4445 4446	Household installed roofing - past year	Index	100	109
4447 4448	Watch LPGA Golf events on TV  Connect to Internet from home through DSL connection	Index	100	109
4449 4450	TV show types watch: golf	Index	100	*
4451 4452	Buying Styles: I use the Internet to buy hard-to-find products.	Index	100	
4453 4454	Made 3-4 long-distance phone calls (landline) within the U.S past month	Index	100	
4455 4456	Typically book a trip less than 3 months, but more than 1 week before traveling	Index	100	
4457 4458	Household owns an iron	Index	100	
4459 4460	Selected homeowners/personal property insurance based on size of company	Index	100	
4461 4462 4463	Read print/paper/hard-copy of photography magazines	Index	100	

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4464 4465	Used U.S. Postal Service overnight packages/letter delivery service for business reasons - past year	Index	100	109
4466 4467	Participated in on-line dating - past month	Index	100	109
4468 4469	Engaged in Pilates - past year	Index	100	109
4470 4471	Bought any shoes at discount store - past 6 months	Index	100	109
4472 4473	Household spent \$3000+ on vinyl or metal siding - past year	Index	100	* 109
4474 4475	Environmentally Friendly/"Green" products purchase: light bulbs	Index	100	109
4476 4477	Purchased calcium-added/vitamin-fortified fresh milk - past 6 months	Index	100	109
4478 4479	Downloaded Music from Internet - past month	Index	100	109
4480 4481	Purchased pet products/supplies by mail or phone - past year	Index	100	109
4482 4483	Patronized Taco Time - past 6 months	Index	100	109
4484 4485	Future intentions: Likely to buy or lease a motorcycle - coming year	Index	100	109
4486 4487	Most recently purchased/leased vehicle (currently owned/leased) uses gasoline (non-diesel) only	Index	100	109
4488 4489	Read movie listings and movie reviews in Sunday/weekend newspaper	Index	100	109
4490 4491	Bought liquor at drug store - past 6 months	Index	100	109
4492 4493	Ordered from bathandbodyworks.com - past year	Index	100	109
4494 4495	Used energy-saving/energy-efficient light bulbs - past 6 months	Index	100	109
4496 4497	Used coupons to buy food products - past year	Index	100	109
4498 4499	Amount Of Time Married: 3-4 Years	Index	100	109
4500 4501	Bought wine at supermarket - past 6 months	Index	100	109
4502 4503	Most recent home computer purchase was made 3-4 years ago	Index	100	109
4504 4505	Patronized McDonald's - past 6 months	Index	100	109
4506 4507	Total amount spent on shoes in past year: \$100+	Index	100	109
4508 4509	Watched TV Guide Network cable - past week	Index	100	109

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4510	Installation of carpeting done by outside contractor - past year			
4511		Index	100	109
4512 4513	Made financial contribution to environmental institution/group/cause - past year	Index	100	109
	Personally have personal liability insurance coverage (not automotive or homeowners/personal property			
4515	insurance)	Index	100	109
4516	Rented/purchased DVDs or Blu-ray discs from Amazon.com - past month			
4517	· · · · · · · · · · · · · · · · · · ·	Index	100	109
4518 4519	Cooking/Food Shopping Attitude: "Food-to-Go"	Index	100	109
4520	Coursed by Cofees house our surround arrows to income			*
4521	Covered by Safeco homeowners or personal property insurance	Index	100	109
4522	Have seen offers or ads sent to home by mail - past 6 months	To do.	100	100
4523		Index	100	109
4524 4525	Furniture Stores - Times Shopped: RAC Rent-A-Center In last 12 months: Any	Index	100	109
4526	Covered by Metlife hamoguners or personal property incurance			
4527	Covered by MetLife homeowners or personal property insurance	Index	100	109
4528	Household installed vinyl or metal siding - past year	Indov	100	100
4529 4530		Index	100	109
4531	Healthcare advertising actions taken - past year: Visited a product or drug website	Index	100	109
4532	Vehicle most recently purchased/leased (currently owned/leased) has sunroof/moonroof			
4533	verificie most recently parchased/leased (currently owned/leased/ has sumod/modificon	Index	100	109
4534	Referred to paper Yellow Pages for doctors, dentists, other medical services - past year	Index	100	109
4535 4536		Triuex	100	103
4537	Decision to visit theme park was made by child(ren)	Index	100	109
4538	Have personal liability insurance coverage (not vehicle or homeowners insurance)			
4539	That's personal hability insurance corollage (not remain of notificon insurance)	Index	100	109
4540 4541	Bought men's casual slacks - past year	Index	100	109
4541		1.100	100	*
4543	Exterior light fixtures installed by outside contractor - past year	Index	100	109
4544	Banked at Citizens bank - past year			
4545	· · · · · · · · · · · · · · · · ·	Index	100	109
4546 4547	Engaged in painting, drawing as leisure activity or hobby - past year	Index	100	109
4548	Alles onte: Two tod fou depugation and your		===	
4549	Ailments: Treated for depression - past year	Index	100	109
4550	Household owns a single-cup/pod coffee brewing system		155	100
4551		Index	100	109
4552 4553	Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something.	Index	100	109
4554	Viewed any programming on HPO promises cable sharpels, most used.			
4555	Viewed any programming on HBO premium cable channels - past week	Index	100	109

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4556 4557	Own a netbook computer at home	Index	100	109
4558 4559	Own home/residence	Index	100	108
4560 4561	I used coupons to save on brands I use now in past year	Index	100	108
4562 4563	Member of a country club	Index	100	108
4564 4565	Made car/vehicle rental reservations by mail or phone - past year	Index	100	108
4566 4567	Made financial contribution to health organization/group/cause - past year	Index	100	108
4568 4569	Household spends \$100-\$119 in food stores - average week	Index	100	108
4570 4571	Have American Express Blue Card in own name	Index	100	108
4572 4573	Purchase music, other audio through mail order	Index	100	108
4574 4575	Food Attitudes: Often, I eat my meals on the run.	Index	100	108
4576 4577	Buying Styles: Buying American products is important to me.	Index	100	108
4578 4579	Cellular/Mobile Phone/Smartphone has Instant Messenger (IM) features	Index	100	108
4580 4581	Personally own glassware	Index	100	108
4582 4583	TV show types watch: comedy/variety shows	Index	100	108
4584 4585	Service use for long-distance telephone calls (landline): Cox	Index	100	108
4586 4587	Number of years in business is very important when choosing bank, financial services	Index	100	108
4588 4589	Future intentions: Likely to buy a laptop computer - coming year	Index	100	108
4590 4591	Have not changed auto/other vehicle insurance - past 5 years	Index	100	108
4592 4593	Ordered food for home delivery from fast-casual, family restaurant or steakhouse - past 6 months	Index	100	108
4594 4595	Personally own camera gadget bags	Index	100	108
4596 4597	Household spends \$100-\$119 in food stores - average week	Index	100	108
4598 4599	Total amount spent on software for home computer in past year: \$100-\$199	Index	100	108
4600 4601	Rented vehicle for business use - past year	Index	100	108

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4602 4603	Personally carry 1 life insurance policy	Index	100	108
4604 4605	Decision-maker for vehicle most recently purchased/leased: Self with someone else	Index	100	108
4606 4607	Total amount spent on clothing in past year - \$500-\$999	Index	100	108
4608 4609	TV show types watch: primetime general drama shows	Index	100	108
4610 4611	Own an HP (Hewlett-Packard) personal computer at home	Index	100	108
4612 4613	Made financial contribution to educational institution/group - past year	Index	100	108
4614 4615	Used quick-service copy/printing services - past 6 months	Index	100	108
4616 4617	Ever called directory assistance on cellular/mobile/smartphone	Index	100	108
4618 4619	Category Influentialism: My family/friends often ask for and trust my advice on radio.	Index	100	108
4620 4621	Household subscribes to Showtime premium cable channels	Index	100	108
4622 4623	Marital status: single, never married	Index	100	108
4624 4625	Purchased clothing/apparel online - past year	Index	100	108
4626 4627	Ever visited or used a Social Networking site on cellular/mobile/smartphone	Index	100	108
4628 4629	Purchased fresh 1% low-fat milk - past 6 months	Index	100	108
4630 4631	Ordered from sephora.com - past year	Index	100	* 108
4632 4633	Visited any museums - past year	Index	100	108
4634 4635	Vehicle currently owned/leased has multi-disc CD player	Index	100	108
4636 4637	Watch trrack and field events on TV	Index	100	108
4638 4639	Vehicle most recently purchased/leased (currently owned/leased) was acquired 1-2 years ago	Index	100	108
4640 4641	Number of grocery shopping trips in average week: 4	Index	100	108
4642 4643	Category Influentialism: My family/friends often ask for and trust my advice on soft drinks.	Index	100	108
4644 4645	Purchased vitamins online - past year	Index	100	108
4646 4647	Vehicle most recently acquired was purchased	Index	100	108

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4648 4649	Personally have a Smartphone	Index	100	
4650 4651	Listen to Winter Olympics play-by-play on radio	Index	100	108
4652 4653	Amount Of Time Married: 2 Years	Index	100	108
4654 4655	Total amount spent on sports apparel/athletic wear in past year: Under \$100	Index	100	108
	Audio/entertainment system in most recently purchased/leased vehicle (currently owned/leased) was standard equipment on vehicle	Index	100	108
4659	Read main news/front page in weekday newspaper	Index	100	108
4661	Stayed at Renaissance Hotels on personal/vacation trip - past year	Index	100	108
4662 4663	Went on a picnic - past year	Index	100	108
4664 4665	Changed auto/other vehicle insurance 3 or more times - past 5 years	Index	100	108
4667	Food Attitudes: Often, I eat my meals on the run.	Index	100	108
4668 4669	Bought any weight-lifting/training shoes - past year	Index	100	108
4670 4671	Household subscribes to digital cable TV	Index	100	108
4672 4673	Household owns a toaster oven	Index	100	108
4674 4675	Shopped Cumberland Farms - past 6 months	Index	100	108
4676 4677	Selected vehicle insurance based on size of company	Index	100	
4678 4679	Household spent \$3000+ on kitchen cabinets - past year	Index	100	108
4681	Purchased light ice cream - past 6 months	Index	100	108
4683	Have access to Internet at home using a computer	Index	100	108
4684 4685	Consumed any regular carbonated soft drinks (excluding colas) - past 6 months	Index	100	108
4686 4687	Total amount spent on most recent home computer purchase: \$2000-\$2999	Index	100	108
4688 4689	VALS Statements: I love to make things I can use everyday. Agree	Index	100	108
4690 4691	Listened to any concerts on radio - past year	Index	100	108
4692 4693	Bought any construction toys - past year	Index	100	108

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4694 4695	Ever visited a website for entertainment information on cellular/mobile/smartphone	Index	100	108
4696 4697	Own stainless flatware	Index	100	108
4698 4699	Bought any clothing for children 6-12 years old - past 6 months	Index	100	108
4700 4701	Vehicle currently owned/leased has AM/FM radio	Index	100	108
4702 4703	Value of home owned is between \$200,000-\$499,999	Index	100	108
4704 4705	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.	Index	100	108
4706 4707	Selected vehicle insurance based on financial stability of company	Index	100	108
4708 4709	Buying Styles: Before purchasing a product online, I typically read online reviews submitted by others.	Index	100	108
4710 4711	Cellular / Mobile Opinions: I would use Text Messaging more often, if it were less expensive.	Index	100	108
4712 4713	Most recently purchased/leased vehicle (currently owned/leased) has a 6 cylinder engine	Index	100	108
4714 4715	Acquired auto/other vehicle insurance direct from insurance company via phone	Index	100	108
4716 4717	Carry Chase credit and/or debit cards (issues in own name)	Index	100	108
4718 4719	Engage in indoor gardening and plants as hobby	Index	100	108
4720 4721	Purchased regular ice cream (not diet/low-fat/light) - past 6 months	Index	100	108
4722 4723	Total amount spent on most recent home computer purchase: \$1000-\$1499	Index	100	108
4724 4725	Visited plastic surgeon - past year	Index	100	108
4726 4727	Purchased gift cards/prepaid cards at coffee shop/store - past 6 months	Index	100	108
4728 4729	Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions.	Index	100	108
4730 4731	Category Influentialism: My family/friends often ask for and trust my advice on gardening.	Index	100	107
4732 4733	Most recently purchased/leased vehicle (currently owned/leased) is an intermediate-size car	Index	100	107
4734 4735	Flew Alaska Airlines on any domestic trip - past year	Index	100	107
4736 4737	Prepared food from scratch - past 6 months	Index	100	107
4738 4739	Bill-paying methods used in past year: Paid in person	Index	100	107

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4740	Technology Attitudes: I'm fascinated by new technology.		100	107
4741		Index	100	107
4742 4743	Referred to Internet Yellow Pages for attorneys - past year	Index	100	107
4744 4745	Decision-maker for vehicle most recently purchased/leased (currently owned/leased): Self	Index	100	107
4747	Future intentions: Likely to get engaged - coming year	Index	100	107
4749	Referred to Internet Yellow Pages for plumbers, electricians - past year	Index	100	107
4750 4751	Most recently purchased TV set has big screen (36"-42")	Index	100	107
4752 4753	Watched Fox News Channel cable - past week	Index	100	107
4754 4755	Saw a PG-13 rated movie in the theater - past 6 months	Index	100	107
4756 4757	Shopped Stop & Shop - past 6 months	Index	100	107
4758 4759	Currently drive a van	Index	100	107
4760 4761	Wrote or called any politician at the state, local, or national level - past year	Index	100	107
4762 4763	Bought any diamond fine jewelry - past year	Index	100	107
	Cellular / Mobile Opinions: I would be willing to receive advertisements on my cell phone in exchange for lower monthly costs.	Index	100	107
4766 4767	Value of home owned: \$75,000-\$99,999	Index	100	107
4768 4769	Bought non-prescription/OTC drugs at convenience store - past month	Index	100	107
4770 4771	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): \$20,000-\$29,999	Index	100	107
4773	Future intentions: Likely to buy a Blu-ray player - coming year	Index	100	107
4775	Read print/paper/hard-copy of news-and-entertainment weeklies	Index	100	107
4776 4777	Total amount spent on fine jewelry in past year - \$750-\$999	Index	100	107
4778 4779	Most recent home computer purchase was made 5+ years ago	Index	100	107
4780 4781	Read international/national news in weekday newspaper	Index	100	107
4782 4783	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.	Index	100	107
4784 4785	Bought any plush dolls/stuffed animals - past year	Index	100	107

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4786 4787	Viewed any programming on Cinemax premium cable channels - past week	Index	100	107
4788 4789	Total amount spent on fine jewelry in past year - \$1500+	Index	100	107
4790 4791	Most recently purchased/leased vehicle (currently owned/leased) was purchased/leased new in past year	Index	100	107
4792 4793	Patronized Baja Fresh Mexican Grill - past 6 months	Index	100	107
4795	Amount Of Time Married: 6 Months	Index	100	107
4796 4797	Learned about fees/travel arrangements from TV - past year	Index	100	107
4798 4799	Purchased shopping center/mall gift card/prepaid card - past 6 months	Index	100	107
4800 4801	Shopped for groceries on Monday - past week	Index	100	107
4802 4803	Type of auto/other vehicle insurance carry: towing	Index	100	107
4804 4805	Patronized Ponderosa - past 6 months	Index	100	107
4806 4807	Prefer to see a new movie after the second week	Index	100	107
4808 4809	Bought pizza/pasta at fast-food/drive-in restaurant - past 6 months	Index	100	107
4810 4811	Member of IHG Priority Club hotel rewards club	Index	100	107
4812 4813	Value of home owned: \$300,000-\$399,999	Index	100	107
4814 4815	Accessed Yahoo! Mail - past month	Index	100	107
4816 4817	Personally called any 800/toll-free number - past 6 months	Index	100	107
4818 4819	Time of day typically go grocery shopping: afternoon	Index	100	107
4820 4821	Personally own investments in commodities/puts/callls	Index	100	107
4822 4823	Saw a thriller movie in the theater - past 6 months	Index	100	107
4824 4825	Bought books at department store - past year	Index	100	107
4826 4827	Stayed at a bed and breakfast on business trip - past year	Index	100	* 107
4828 4829	Household owns a personal computer	Index	100	107
4830 4831	Have seen ads sent to a cellphone or other mobile device - past 6 months	Index	100	107

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4832 4833	Household subscribes to fiber optic service (such as Verizon FiOSs or AT&T U-Verse)	Index	100	107
4834 4835	Spent \$150-\$199 on gasoline - past 30 days	Index	100	107
4836 4837	Shopped Hallmark Gold Crown - past 3 months	Index	100	107
4838 4839	Saw an R-rated movie in the theater - past 6 months	Index	100	
4840 4841	Type of medical insurance policy have: HMO (Health Maintenance Organization)	Index	100	
4842	Automotive Attitudes: My ideal car would be green and suitable.	Index	100	
4843 4844 4845	Selected life insurance based on financial stability of company	Index	100	
4846 4847	Bought car cleaner wash/wipes - past year	Index	100	107
4848	Read print/paper/hard-copy of newspaper-distributed magazines	Index	100	
4849 4850 4851	Most recently purchased/leased vehicle (currently owned/leased) has automatic transmission	Index	100	
4852 4853	Used any overnight packages/letter delivery services - past year	Index	100	
4854 4855	Member of Starwood Preferred Guest hotel rewards program	Index	100	107
4856 4857	Bought any shoes at department store - past 6 months	Index	100	
4858 4859	Rented/purchased DVDs or Blu-ray discs through mail order - past month	Index	100	107
4860 4861	Utilized financial advisor/broker for financial services or advice - past year	Index	100	
4862	Bought snacks at fast-food/drive-in restaurant - past 6 months	Index	100	
4863 4864 4865	Read comics in weekday newspaper	Index	100	
4865 4866 4867	Consulted travel guidebook for advice on sightseeing/activities - past year	Index	100	
4868 4869	Consumed any regular cola drinks (not diet colas) - past 6 months	Index	100	
4870 4871	Attended a public meeting on town or school affairs - past year	Index	100	
4872	Category Influentialsim: My family/friends often ask for and trust my advice on wines.	Index	100	
4873 4874	Fashion & Style Attitudes: I'm willing to use the Internet to shop for fashion products.	Index	100	
4875 4876	Household owns an electric steam cooker	Index	100	
4877		THUCK	100	107

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4878 4879	Visited Carowinds (North Carolina) - past year	Index	100	* 107
4880 4881	Total spent on men's big-ticket clothing items in past year: \$99 or less	Index	100	107
4882 4883	Used coupons to buy cleaning products - past year	Index	100	107
4884 4885	Bought burgers/hot dogs at fast-food/drive-in restaurant - past 6 months	Index	100	107
4886 4887	Patronized Pizza Hut - past 6 months	Index	100	107
4888 4889	Patronized Chipotle Mexican Grill - past 6 months	Index	100	107
4890 4891	Shopped Walgreens - past 3 months	Index	100	107
4892 4893	Patronized Papa John's - past 6 months	Index	100	107
4894 4895	Obtained childcare or parenting information on Internet - past month	Index	100	107
4896 4897	Vacation Travel Attitudes: I'd rather book a trip over the Internet than meet with a travel agent.	Index	100	107
4898 4899	Vacation Travel Attitude Segments - Preferred Vacation Types: Kickin' Back Vacationers	Index	100	107
4900 4901	Cellular / Mobile Opinions: Having one mobile device that can do everything is very convenient.	Index	100	107
4902 4903	Used coupons at grocery store/supermarket - past year	Index	100	107
4904 4905	Reside in Mountain Census sub-region	Index	100	107
4906 4907	Bought any fine jewelry rings (excluding engagement ring) - past year	Index	100	107
4908 4909	Buying Styles: I like to compare prices across different sites before purchasing something online.	Index	100	107
4910 4911	Visited Hotwire.com Web site - past month	Index	100	107
4912 4913	The Internet is a great way to gather information on products/services I'm considering purchasing. (Agree completely)	Index	100	107
4914 4915	Collect figurines as hobby	Index	100	107
4916 4917	Buying Styles: My spouse has a significant impact on the brands I choose.	Index	100	107
4918 4919	Primary reason personally drive is for leisure	Index	100	107
4920 4921	Household owns an electric coffee grinder	Index	100	107
4922 4923	Purchased shoes/footwear online - past year	Index	100	107

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4924	Uploaded or added video to website - past month	Index	100	107
4925 4926		muex	100	107
4927	Read weather in weekday newspaper	Index	100	107
4928 4929	Bill-paying methods used in past year: Paid by mail	Index	100	107
4930 4931	Computer owned at home has Blu-ray ROM drive	Index	100	107
4932 4933	Changed auto/other vehicle insurance 2 times - past 5 years	Index	100	107
4934 4935	Shopped Walmart Supercenter (for food/groceries) - past 6 months	Index	100	106
4936 4937	I used coupons to save as much money as I can in past year	Index	100	106
4938 4939	Household owns an espresso/cappucino maker	Index	100	106
4940 4941	Health Attitude Segments - Medicine/Drugs: "Alternatives"	Index	100	106
4942 4943	Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling.	Index	100	106
4944 4945	Total amount spent on men's low-ticket clothing items in past year: \$49 or less	Index	100	106
4946 4947	Vehicle most recently purchased/leased (currently owned/leased) has side-impact air bags	Index	100	106
4948 4949	Used coupons at drug store/pharmacy - past year	Index	100	106
4950 4951	Personally or jointly have a personal line of credit	Index	100	106
4952 4953	Redeemed a coupon clipped from Sunday newspaper inserts - past year	Index	100	106
4954 4955	Most recently purchased/leased vehicle (currently owned/leased) is a sedan/hard top/2-door	Index	100	106
4956 4957	Had alignment service/repair on vehicle currently owned/leased - past year	Index	100	106
4958 4959	Household owns vacation/weekend home	Index	100	106
4960 4961	Purchased any type of camera - past year	Index	100	106
4962 4963	Voted in Federal, state or local election - past year	Index	100	106
4964 4965	Have VISA Signature Card in own name	Index	100	106
4966 4967	Banked at SunTrust - past year	Index	100	106
4968 4969	Visited Six Flags America (Maryland) - past year	Index	100	106

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
4970 4971	Personally rented truck or trailer from Budget - past year	Index	100	106
4972 4973	Bought any work shoes (excluding work boots) - past year	Index	100	106
4974 4975	Buying Styles: My children have a significant impact on the brands I choose.	Index	100	106
4976 4977	Buying Styles: I prefer purchasing things online for a fixed price, as opposed to bidding in online auctions.	Index	100	106
4978 4979	Bought 1 item of fine jewelry - past year	Index	100	106
4980 4981	Patronized Quiznos - past 6 months	Index	100	106
4982 4983	Bought men's business suit - past year	Index	100	106
4984 4985	Most recently purchased/leased vehicle (currently owned/leased) has a 4 cylinder engine	Index	100	106
4986 4987	Total amount spent on clothing in past year - \$100-\$299	Index	100	106
4988 4989	Banked at HSBC - past year	Index	100	106
4990 4991	Ailments: Treated for migraine headaches - past year	Index	100	106
4992 4993	Stayed at Four Seasons on personal/vacation trip - past year	Index	100	106
4994 4995	Ordered flowers by mail or phone - past year	Index	100	106
4996 4997	Cellular / Mobile Opinions: I carry my cell phone everywhere I go.	Index	100	106
4998 4999	Personally or jointly have an interest-bearing checking account	Index	100	106
5000 5001	Ever downloaded a ringtone on cellular/mobile/smartphone	Index	100	106
5002 5003	Made a phone call on Internet - past month	Index	100	106
5004 5005	Wrote a letter to the editor of a newspaper or magazine or called a live radio or TV show - past year	Index	100	106
5006 5007	Took any domestic trip for personal reasons (not vacation) - past year	Index	100	106
5008 5009	Household bought any air conditioner in past year	Index	100	106
5010 5011	Listen to professional wrestling play-by-play on radio	Index	100	* 106
5012 5013	Own or lease two vehicles	Index	100	106
5014 5015	Value of home owned: \$400,000-\$499,999	Index	100	106

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5016 5017	Was an active member of any group that tries to influence public policy or government - past year	Index	100	106
5018 5019	Most recent home computer purchased from computer superstore	Index	100	106
5020 5021	Primary reason personally drive is to do errands	Index	100	106
5022 5023	Used U.S. Postal Service overnight packages/letter delivery service for business reasons - past year	Index	100	106
5024 5025	Purchased fresh or frozen beef - past 6 months	Index	100	106
5026 5027	Most recent home computer purchase made at a computer superstore	Index	100	106
5028 5029	Attend PGA Golf events	Index	100	106
5030 5031	Spent \$1000-\$2999 on foreign vacation travel - past year	Index	100	106
5032 5033	Bought any clothing at department store - past 6 months	Index	100	106
5034 5035	Own bathroom scale	Index	100	106
5036 5037	Technology Attitudes: I enjoy learning about technology or electronic products from others.	Index	100	106
5038 5039	Had brakes on vehicle serviced - past year	Index	100	106
5040 5041	Patronized Waffle House - past 6 months	Index	100	106
5042 5043	Used Federal Express overnight packages/letter delivery service for personal reasons - past year	Index	100	106
5044 5045	Currently carry life insurance	Index	100	106
5046 5047	Distance from home to most frequently shopped grocery store is 3-5 miles	Index	100	106
5048 5049	Cost of most recently purchased TV set: \$3000+	Index	100	106
5050 5051	Currently drive an automobile	Index	100	106
5052 5053	Cellular service on phone ryou personally use most often: Sprint	Index	100	106
5054 5055	Obtained information about ailment/prescription drug through TV advertisement	Index	100	106
5056 5057	Cellular / Mobile Opinions: I would use Text Messaging more often, if it were easier to type the messages.	Index	100	106
5058 5059	Ailments: Treated for dandruff/dry scalp - past year	Index	100	106
5060 5061	Obtained information about ailment/prescription drug from TV advertisement - past year	Index	100	106

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5062 5063	Actions taken after seeing newspaper advertising: Shopped at an advertised store	Index	100	106
5064 5065	Shopped at a store after seeing a newspaper advertisement - past 30 days	Index	100	106
5066 5067	Cellular/Mobile Phone/Smartphone has FM radio feature	Index	100	106
5068 5069	Acquired life insurance policy through an agent representing one company	Index	100	106
5071	Purchased cellular/mobile/smartphone at electronics store	Index	100	106
5072 5073	General Attitudes: I often find myself in a leadership position.	Index	100	106
5074 5075	Cellular/Mobile Phone/Smartphone has walkie-talkie/"push-to-talk" features	Index	100	106
5077	Visited any theme park - past year	Index	100	106
5078 5079	Used travel agent/internet travel site for flight reservations for domestic trip - past year	Index	100	106
5081	Saw a PG-rated movie in the theater - past 6 months	Index	100	106
5082 5083	Have a valid driver's license	Index	100	106
5084 5085	The Internet has allowed me to learn things I probably wouldn't have learned otherwise. (Agree completely)	Index	100	106
5086 5087	Shopped RAC Rent-A-Center - past year	Index	100	106
5088 5089	Purchased cellular/mobile phone/smartphone at electronics store	Index	100	106
5090 5091	Vehicle most recently purchased/leased (currently owned/leased) was acquired 3-4 years ago	Index	100	106
5092 5093	Personally have any working cellular phone	Index	100	105
5095	Purchased gift cards/prepaid cards at bank - past 6 months	Index	100	105
5096 5097	Member of USAirways Dividend Miles frequent flyer program (any status level)	Index	100	105
5098 5099	Watched The Disney Channel cable - past week	Index	100	105
5100 5101	Banked at ING Direct - past year	Index	100	105
5103	Purchased household telephone/accessories at discount store	Index	100	105
5104 5105	Household has 2 vehicles covered by auto/other vehicle insurance	Index	100	105
5106 5107	Value of home owned: \$250,000-\$299,999	Index	100	105

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5108	Household spends \$60-\$79 in food stores - average week			
5109		Index	100	105
5110 5111	Selected vehicle insurance based on location of company/agent	Index	100	105
5112 5113	Vehicle most recently purchased/leased (currently owned/leased) is 2007 model year	Index	100	105
5114 5115	Yard fence installed by self or other household member - past year	Index	100	105
5116 5117	Accessed Gmail.com - past month	Index	100	105
5118 5119	Occupation: Life, Physical, Social Sciences	Index	100	* 105
5120 5121	General Attitudes: Juggling family and work demands is very stressful for me.	Index	100	105
5122 5123	Regular member of USAirways Dividend Miles frequent flyer program	Index	100	105
5124 5125	Member of Hilton HHonors hotel rewards program	Index	100	105
5126 5127	Technology Attitudes: Computers can be a good source of entertainment.	Index	100	105
5128 5129	Purchased any gift cards and/or prepaid cards - past 6 months	Index	100	105
5130 5131	Attended any movies - past 6 months	Index	100	105
5132 5133	Household spends \$60-\$79 in food stores - average week	Index	100	105
5134 5135	Ordered from Kmart.com - past year	Index	100	105
5136 5137	Ailments: Treated for heartburn/acid reflux - past year	Index	100	105
5138 5139	Total amount spent on home remodeling - past year: \$5000-\$7499	Index	100	105
5140 5141	Engaged in walking for exercise - past year	Index	100	105
5142 5143	Used CPA or other accountanting professional for tax preparation - past year	Index	100	105
5144 5145	Technology Attitudes: I enjoy reading about new technology products.	Index	100	105
5146 5147	Patronized Long John Silver's - past 6 months	Index	100	105
5148 5149	Bought books at amazon.com - past year	Index	100	105
5150 5151	Bought liquor at wholesale membership club - past 6 months	Index	100	105
5152 5153	3 children under age 18 currently living at home	Index	100	105

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5154 5155	Banked at PNC - past year	Index	100	105
5156 5157	Distance from home to most frequently shopped grocery store is 11+ miles	Index	100	105
5158 5159	Category Influentialism: My family/friends often ask for and trust my advice on coffee.	Index	100	105
5160 5161	For me, advertising on radio is repeated too often. (Agree strongly)	Index	100	105
5162 5163	Visited Walt Disney World (Florida): Epcot Center - past year	Index	100	105
5164 5165	Cost of most recently purchased TV set: \$300-\$699	Index	100	105
5166 5167	Referred to paper Yellow Pages for home appliance repairs - past year	Index	100	105
5168 5169	Bought any clothing for children 12 years old or younger - past 6 months	Index	100	105
5170 5171	Attitudes Toward Advertising: Much of advertising is way too annoying. (Agree)	Index	100	105
5172 5173	TV show types watch: professional basketball specials	Index	100	105
5174 5175	Patronized Panera Bread - past 6 months	Index	100	105
5176 5177	Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment.	Index	100	105
5178 5179	Used coupons at discount stores - past year	Index	100	105
5180 5181	Long-distance telephone service use: CentruryLink/Qwest	Index	100	105
5182 5183	Member of insurance company roadside assistance club (excluding Allstate)	Index	100	105
5184 5185	Category Influentialism: My family/friends often ask for and trust my advice on finance/investments.	Index	100	105
5186 5187	Wired or sent money through U.S. Postal Service - past year	Index	100	105
5188 5189	Category Influentialism: My family/friends often ask for and trust my advice on cooking.	Index	100	105
5190 5191	Total amount spent on home improvements in past year: \$500-\$999	Index	100	105
5192 5193	Vehicle most recently purchased/leased (currently owned/leased) was acquired with financing from the auto manufacturer	Index	100	105
5194 5195	For me, advertising on the Internet appears at inconvenient moments. (Agree strongly)	Index	100	105
5196 5197	Bought non-prescription/OTC drugs online - past 6 months	Index	100	*
5198 5199	Referred to Internet Yellow Pages for auto dealers/auto sales - past year	Index	100	

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5200 5201	Attend horse races	Index	100	105
5202 5203	Visited Orbitz.com Web site - past month	Index	100	105
5204 5205	Purchased household telephone/accessories at electronics store	Index	100	105
5206 5207	Consumed any diet soft drinks (excluding diet colas) - past 6 months	Index	100	105
5208 5209	Stayed at Sleep Inn on personal/vacation trip - past year	Index	100	* 105
5210 5211	Household owns burglar alarm	Index	100	105
5212 5213	Future intentions: Likely to buy or lease a van or mini-van - coming year	Index	100	105
5214 5215	Shopped Walmart - past 3 months	Index	100	105
5216 5217	Have medical insurance coverage through Delta Dental	Index	100	105
5218 5219	Category Influentialism: My family/friends often ask for and trust my advice on mobile/cellphones.	Index	100	105
5220 5221	Engaged in skiing (cross country/downhill) on any domestic vacation/honeymoon trip - past year	Index	100	* 105
5222 5223	Used Nutrisystem for dieting/weight control	Index	100	* 105
5224 5225	Buying Styles: I buy the brands I grew up with, the ones my parents used.	Index	100	105
5226 5227	Purchased airline tickets online - past year	Index	100	105
5228 5229	Have seen video ads at gas stations - past 6 months	Index	100	105
5230 5231	Engaged in baking as leisure activity - past year	Index	100	105
5232 5233	Watched HGTV (Home & Garden Television) cable - past week	Index	100	105
5234 5235	Carry life insurance policy through New York Life	Index	100	105
5236 5237	Own a Samsung personal computer at home	Index	100	* 105
5238 5239	Bought breakfast at fast-casual, family restaurant or steakhouse - past 6 months	Index	100	105
5240 5241	Had paint job on vehicle currently owned/leased - past year	Index	100	105
5242 5243	Saw a crime movie in the theater - past 6 months	Index	100	105
5244 5245	Obtained information about ailment/prescription drug through pamphlets/brochures	Index	100	105

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5246 5247	Spent \$100-\$249 on tires - past year	Index	100	105
5248 5249	Ailments: Treated for insomnia - past year	Index	100	105
5250 5251	Travel agent makes hotel/motel reservations for business travel	Index	100	105
5252 5253	Buying Styles: I don't have time to bother clipping or saving coupons.	Index	100	105
5254 5255	Household cleaned by professional housekeeping service once a week	Index	100	105
5256 5257	Read any Sunday newspaper (print/paper/hard-copy)	Index	100	105
	Cellular / Mobile Opinions: I am frequently annoyed at people talking too loudly on their cell phones in public places.	Index	100	105
5260 5261	TV show types watch: early evening local news (Monday-Friday)	Index	100	104
5262 5263	Fill pharmaceutical prescriptions at discount/department store	Index	100	104
5264 5265	Obtained information about ailment/prescription drug from medical journals - past year	Index	100	104
5266 5267	Carry life insurance policy through MassMutual	Index	100	* 104
5268 5269	Household spent \$3000+ on carpeting - past year	Index	100	* 104
5270 5271	Purchased household telephone/accessories on Internet/online	Index	100	104
5272 5273	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.	Index	100	104
5274 5275	Amount Of Time Married: 5-9 Years	Index	100	104
5276 5277	Had professional hair cut - past 6 months	Index	100	104
5278 5279	Bought toiletries at drug store - past 6 months	Index	100	104
5280 5281	Live rent free in home/residence	Index	100	* 104
5282 5283	Total amount spent on clothing in past year - \$99 or less	Index	100	104
5284 5285	Consulted Travelocity.com for information on sightseeing/activities - past year	Index	100	104
5286 5287	Service use for long-distance telephone calls (landline): Sprint	Index	100	104
5288 5289	Shopped for groceries on Thursday - past week	Index	100	104
5290 5291	Personally make hotel/motel reservations for personal/vaction travel	Index	100	104

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1 5292 S293 Most recent home computer purchase was made over phone		U.S. Adults 18+	Classic Rock Format -
Most recent nome computer purchase was made over phone			Adults 18+ - Mon-Sun 24- Hr Cume
[ 5293 ]			
	Inde	x 100	104
5294 5295 Shopped Target - past 3 months	Inde	x 100	104
5296 Consumed nutrition/energy bars - past 6 months	Inde	x 100	104
5298 Watched Bravo cable - past week	Inde	x 100	104
5300 Future intentions: Likely to take vacation trip to Florida - coming year	Inde	x 100	104
5302 Bought any outerwear for baby under 1 year old - past 6 months	Inde	x 100	104
5304 Consumed any nutrition/energy bars - past 6 months	Inde	x 100	104
5306 5307 Shopped Sheetz convenience stores - past 6 months	Inde	x 100	104
5308 Vehicle most recently purchased/leased (currently owned/leased) has Bluetooth/hands-free ph	nne capability Inde	x 100	104
5310 5311 Fashion & Style Attitudes: I am content with my appearance.	Inde	x 100	104
5312 5313 Watched OWN (Oprah Winfrey Network) cable - past week	Inde	x 100	104
5314 Household owns hand-held vacuum cleaner	Inde	x 100	104
Amount spent out of pocket on prescription drugs in average month: \$30-\$49	Inde	x 100	104
5318 Diet control/eating habits: Buy food labeled as low-calorie	Inde	x 100	104
5320 5321 Visited Sea World Florida - past year	Inde	x 100	* 104
5322 Obtained information about ailment/prescription drug through medical journals	Inde	x 100	104
5324 Household owns black-and-white computer printer	Inde	x 100	104
5326 5327 Service use for long-distance telephone calls (landline): Verizon	Inde	x 100	104
5328 Traveled in rental vehicle on any foreign trip (including Alaska, Hawaii) - past 3 years	Inde	x 100	104
5330 Visited Discovery Cove (California) - past year	Inde	x 100	104
5332 Ever used text messaging on cellular/mobile/smartphone to respond to an advertisement or m	ake a purchase Inde	x 100	104
5334 Technology Attitudes: Before buying electronics, I do as much research as possible.	Inde	x 100	104
5336 Household added/extended garage - past year	Inde	x 100	104

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5338	Household installed kitchen cabinets - past year	Toolse	100	104
5339 5340		Index	100	104
5341	General Attitudes: I like to give the impression that my life is under control.	Index	100	104
5342 5343	General Attitudes: I am so busy, I often can't finish everything I need to in a day.	Index	100	104
5344 5345	Personally own any preferred stock in any company (excluding company work for)	Index	100	104
	Most recently purchased/leased vehicle (currently owned/leased) uses electricity only, ethanol (E85), Hydrogen fuel (No gasoline, diesel fuel, not hyrid)	Index	100	* 104
5348 5349	Obtained information about ailment/prescription drug through friends/family	Index	100	104
5350 5351	Work to remodel kitchen done by outside contractor - past year	Index	100	104
5352 5353	Consulted travel magazine for advice on fees/travel arrangements - past year	Index	100	104
5354 5355	Have Discover Card in own name	Index	100	104
5356 5357	Carry universal life insurance policy	Index	100	
5358 5359	Bought juice drinks at convenience store - past month	Index	100	104
5360 5361	Future intentions: Likely to buy a giant flat-screen/HDTV (43" or more) - coming year	Index	100	104
5362 5363	Obtained information about ailment/prescription drug from friend or family member - past year	Index	100	104
5364 5365	Household owns cordless telephone	Index	100	104
5366	Read entertainment/lifestyle in Sunday/weekend newspaper	Index	100	104
5368	Technology Attitudes: I often take the opportunity to discuss my knowledge of technology or electronic products with others.	Index	100	
5370 5371	Selected life insurance based on size of company	Index	100	
5371 5372 5373	Ailments: Treated for cold sores - past year	Index	100	
5374	Number of pharmaceutical prescriptions filled in last 30 days: 1	Index	100	
5375 5376	Used microwave oven - past 6 months	Index		
5377 5378	Rented any household furnishings - past year		100	*
5379 5380	Time of day typically go grocery shopping: shop at various times	Index	100	
5381 5382	Utilized any banking services by mail or phone - past year	Index	100	
5383	odnized driy burnking services by mail or prione - past year	Index	100	104

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5384 5385	Have American Express Platinum Card in own name	Index	100	104
5386 5387	Referred to Internet Yellow Pages for household furnishings - past year	Index	100	104
5388 5389	Spent \$250-\$499 on tires - past year	Index	100	104
5390 5391	Household installed wall paneling - past year	Index	100	104
5392 5393	Bought wine at wholesale membership club - past 6 months	Index	100	104
5394 5395	Total amount spent on shoes in past year: \$49 or less	Index	100	104
5396 5397	Made 10-15 long-distance phone calls (landline) within the U.S past month	Index	100	104
5398 5399	Ailments: Treated for epilepsy/seizures - past year	Index	100	104
5400 5401	Personally have 1 working cellular phone	Index	100	104
5402 5403	Personally own any mutual funds (bonds)	Index	100	104
5404 5405	Future intentions: Likely to have a child go away to college - coming year	Index	100	104
5406 5407	Read health news in Sunday/weekend newspaper	Index	100	104
5408 5409	Patronized The Cheesecake Factory - past 6 months	Index	100	104
5410 5411	Household uses call waiting service (for landline phone)	Index	100	104
5412 5413	Covered by USAA homeowners or personal property insurance	Index	100	104
5414 5415	Used TD Ameritrade brokerage firm - past year	Index	100	104
5416 5417	Vacation Travel Attitudes: I frequently choose active vacations with lots to do.	Index	100	104
5418 5419	Bought books at book store other than Barnes & Noble - past year	Index	100	104
5420 5421	VALS Statements: I like my life to be pretty much the same from week to week. Agree	Index	100	104
5422 5423	Took any domestic trip in rental vehicle - past year	Index	100	104
5424 5425	Changed banks in past year	Index	100	104
5426 5427	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Index	100	104
5428 5429	Food Attitudes: Fast food is junk food. Agree somewhat or Agree completely	Index	100	104

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5430 5431	Cost of most recently purchased TV set: \$100-\$299	Index	100	104
5432 5433	Bought any sports sandals - past year	Index	100	104
5434 5435	Flew AirTran Airways on any domestic trip - past year	Index	100	104
5436 5437	Watch gymnastics competitions on TV	Index	100	104
5438 5439	Buying Styles: I think if a manufacturer offers a coupon, I am probably overcharged to begin with.	Index	100	104
5440 5441	Stayed at Hampton Inn on business trip - past year	Index	100	104
5442 5443	Media Trusted The Most: Magazines	Index	100	104
5444 5445	Carry any auto/other vehicle insurance through Travelers	Index	100	104
5446 5447	Household uses caller ID service (for landline phone)	Index	100	104
5448 5449	Household did exterior painting - past year	Index	100	104
5450 5451	Household subscribes to HBO premium cable channels	Index	100	104
5452 5453	Purchased ice cream, ice milk, sherbet - past 6 months	Index	100	104
5454 5455	Read business/finance in Sunday/weekend newspaper	Index	100	104
5456 5457	Shopped Fred Meyer - past 6 months	Index	100	104
5458 5459	Cellular / Mobile Opinions: I am interested in watching live TV on my cell phone.	Index	100	104
5460 5461	Purchased fine jewelry at Zale's - past year	Index	100	* 104
5462 5463	Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone.	Index	100	104
5464 5465	Food Attitudes: Fast food is junk food.	Index	100	104
5466 5467	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.	Index	100	104
5468 5469	Technology Attitudes: Technology helps make my life more organized.	Index	100	104
5470 5471	Household bought area rug(s) - past year	Index	100	104
5472 5473	Healthcare advertising actions taken - past year: Visited website other than product or drug website	Index	100	104
5474 5475	Technology Attitudes: I'm willing to pay more for top quality electronics.	Index	100	104

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5476 5477	Purchased a TV online - past year	Index	100	104
5478 5479	Have seen ads on top of taxis - past 6 months	Index	100	
5480 5481	Read two or more daily newspapers (print/paper/hard-copy)	Index	100	
5482 5483	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.	Index	100	104
5484 5485	Took bus for any foreign travel (including Alaska, Hawaii) - past 3 years	Index	100	104
5486 5487	Buying Styles: The offer of "free shipping" attracts me to a shopping website.	Index	100	104
5488 5489	Household owns retirement real estate	Index	100	* 104
5490 5491	Patronized Don Pablo's - past 6 months	Index	100	104
5492 5493	Household subscribes to Cinemax premium cable channels	Index	100	104
5494 5495	Stayed at Embassy Suites on business trip - past year	Index	100	104
	Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase.	Index	100	103
5498 5499	Bought men's sports jacket - past year	Index	100	103
5500 5501	Buying Styles: I smell personal care and household products in the store before I buy them.	Index	100	103
5502 5503	Bought any walking shows - past year	Index	100	103
5504 5505	Utilized financial planner/certified financial planner (CFP) for financial services or advice - past year	Index	100	103
5506 5507	Bought any mufflers for vehicle - past year	Index	100	103
5508 5509	Flew Southwest on any domestic trip - past year	Index	100	103
5510 5511	Most recently purchased/leased vehicle (currently owned/leased) was domestic vehicle purchased/leased new in past year	Index	100	103
5512 5513	Read circulars/inserts/fliers in weekday newspaper	Index	100	103
5514 5515	Technology Attitudes: I give others advice when they are looking to buy technology or electronics products.	Index	100	103
5517	Future intentions: Likely to buy a digital video camera or digital camera - coming year	Index	100	103
5518 5519	Bought gift cards/prepaid cards for self - past 6 months	Index	100	103
5520 5521	Patronized Dave & Buster's - past 6 months	Index	100	103

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5522 5523	Total amount spent on children's clothing in past 6 months: \$200-\$399	Index	100	103
5524 5525	Visited Expedia.com Web site - past month	Index	100	103
5526 5527	General Attitudes: I am typically willing to pay more for high-quality items.	Index	100	103
5528 5529	Number of grocery shopping trips in average week: 2	Index	100	103
5530 5531	Have ever used a check-cashing service	Index	100	103
5532 5533	Engaged in Yoga - past year	Index	100	103
5534 5535	Bought any large dolls, baby dolls - past year	Index	100	103
5536 5537	Buying Styles: I know the price I pay for most of the foods and packaged goods I buy.	Index	100	103
5538 5539	Own battery-operated clock(s)	Index	100	103
5540 5541	Redeemed a coupon clipped from a magazine - past year	Index	100	103
5542 5543	Personally enrolled in cash-back rewards program associated with major credit/debit cards (in own name)	Index	100	103
5544 5545	Current employment status: Employed part-time	Index	100	103
5546 5547	Purchased cooking/kitchen accessories by mail or phone - past year	Index	100	103
5548 5549	Future intentions: Likely to purchase homeowner or personal property insurance - coming year	Index	100	103
5550 5551	Household owns separate room air conditioner(s)	Index	100	103
5552 5553	Currently drive a minivan	Index	100	103
5554 5555	For me, advertising on radio is amusing. (Agree strongly)	Index	100	103
5556 5557	General Attitudes: My philosophy is "Life should be as much fun as possible."	Index	100	103
5558 5559	Buying Styles: Generic or store brand products are as effective as brand-name products.	Index	100	103
5560 5561	Covered by State Farm homeowners or personal property insurance	Index	100	103
5562 5563	Cellular / Mobile Opinions - Features Important To You: Service coverage area is very important to me.	Index	100	103
5564 5565	Household owns a pressure cooker	Index	100	103
5566 5567	Healthcare advertising actions taken - past year: Bought a non-prescription product	Index	100	103

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5568 5569	Visited general/family practitioner - past year	Index	100	103
5570 5571	Referred to paper Yellow Pages for travel services other than airlines/airline tickets, hotels/motels - past year	Index	100	103
5572 5573	Vehicle most recently purchased/leased (currently owned/leased) is a Dodge	Index	100	103
5574 5575	Banked at Chase - past year	Index	100	103
5576 5577	Read print/paper/hard-copy of travel magazines	Index	100	103
5578 5579	Patronized Ryan's restaurants - past 6 months	Index	100	103
5580 5581	Health Attitudes: To save money, I would buy prescription drugs from countries other than the United States. (Agree strongly)	Index	100	103
5582 5583	Food Attitudes: I enjoy trying different types of food.	Index	100	103
5584 5585	Patronized Chick-Fil-A - past 6 months	Index	100	103
5586 5587	Stayed at Comfort Inns on personal/vacation trip - past year	Index	100	103
5588 5589	Household owns separate room air conditioner	Index	100	103
5590 5591	Food Attitudes: If generic brands are on sale, I will purchase them over my normal name-brand.	Index	100	103
5592 5593	Bought men's parka - past year	Index	100	103
5594 5595	Engaged in home decoration and furnishing as leisure activity/hobby - past year	Index	100	103
5596 5597	Attended music performances/concerts (excluding country, rock, classical music/opera) - past year	Index	100	103
5598 5599	Technology Attitudes: I like to read reviews before buying technology or electronics.	Index	100	103
5600 5601	Future intentions: Likely to buy a portable DVD player - coming year	Index	100	103
5602 5603	Attend NBA basketball playoff games/finals	Index	100	103
5604 5605	Household owns telephone answering machine	Index	100	103
5606 5607	Service use for long-distance telephone calls (landline): Vonage	Index	100	103
5608 5609	Ailments: Treated for kidney ailments - past year	Index	100	103
5610 5611	Fashion & Style Attitudes: When I find a haircut that suits me, I stick with it.	Index	100	103
5612 5613	Bought any toy cars - past year	Index	100	103

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	Α	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5614 5615	Shopped Haverty's Furniture - past year	Index	100	* 103
5616 5617	Total amount spent on shoes in past year: \$250+	Index	100	103
5618 5619	Food Attitudes: I enjoy trying different types of food.	Index	100	103
5620 5621	Consumed wine at a restaurant - past month	Index	100	103
5622 5623	Food Attitudes: If generic brands are on sale, I will purchase them over my normal name-brand.	Index	100	103
5624 5625	Total amount spent on watches purchased in past year: \$500 or more	Index	100	103
5626 5627	Read books as leisure activity - past year	Index	100	103
5628 5629	Finance Attitudes: I feel overwhelmed by financial burdens.	Index	100	103
5630 5631	Reason for diet control/food restrictions: Weight loss	Index	100	103
5632 5633	Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (Agree strongly)	Index	100	103
5634 5635	Total amount spent on clothing in past year - \$300-\$499	Index	100	103
5636 5637	Carry Citibank credit and/or debit cards (issued in own name)	Index	100	103
5638 5639	Spent under \$1000 on foreign vacation travel - past year	Index	100	103
5640 5641	Household owns combination range/microwave	Index	100	103
5642 5643	Household owns pager/beeper	Index	100	103
5644 5645	Patronized Olive Garden - past 6 months	Index	100	103
5646 5647	Acquired homeowners or personal property insurance in response to direct mail advertising	Index	100	103
5648 5649	Children under age 18 currently living in household are in single-parent household	Index	100	103
5650 5651	Household owns Panasonic telephone equipment	Index	100	103
5652 5653	Carry life insurance policy through The Hartford	Index	100	103
5654 5655	Patronized Starbucks - past 6 months	Index	100	103
5656 5657	Purchased cosmetics/toiletries online - past year	Index	100	103
5658 5659	Bought any children's toys, games in past year	Index	100	103

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5660 5661	Stayed at Super 8 on personal/vacation trip - past year	Index	100	103
5662 5663	Attitudes Toward Advertising: Too many products do not perform as well as the ads claim. (Agree)	Index	100	103
5664 5665	Future intentions: Likely to buy or lease a hybrid/alternative-fuel vehicle - coming year	Index	100	103
5666 5667	Flew coach class on any domestic trip - past year	Index	100	103
5668 5669	Used Edward Jones brokerage firm - past year	Index	100	103
5670 5671	Read local news in weekday newspaper	Index	100	103
5673	Purchased cellular/mobile phone/smartphone at discount store	Index	100	103
5674 5675	Visited physical therapist - past year	Index	100	103
5677	Household spent under \$1000 to remodel kitchen - past year	Index	100	103
5679	Purchased cellular/mobile/smartphone at discount store	Index	100	103
5680 5681	Purchased Contemporary Christian music recordings - past 6 months	Index	100	103
5682 5683	Shopped for groceries on Wednesday - past week	Index	100	103
5684 5685	Currently attend college or university	Index	100	103
5687	Bought tires at Discount Tire Co past year	Index	100	103
5688 5689	Dined in fast-food/drive-in restaurant - past 6 months	Index	100	103
5690 5691	Acquired life insurance policy in response to mail advertisement (no agent)	Index	100	103
5692 5693	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Index	100	103
5694 5695	Household Internet service provider is Comcast/Xfinity	Index	100	103
5696 5697	Household owns continuous-cleaning oven	Index	100	102
5698 5699	Stayed a Ramada Inn on personal/vacation trip - past year	Index	100	102
5700 5701	Attitudes Toward Advertising: Advertising is more manipulative than it is informative. (Agree)	Index	100	102
5702 5703	TV show types watch: syndicated general programming for adults	Index	100	* 102
5704 5705	Purchased tickets to sports events by mail or phone - past year	Index	100	* 102

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5706 5707	Purchased any fresh milk - past 6 months	Index	100	102
5708 5709	Household owns TiVo digital video recorder (DVR)	Index	100	102
5710 5711	Own cloth tablecloth/napkins	Index	100	102
5712 5713	Buying Styles: If a product is made by a company I trust, I'll buy it even if it is slightly more expensive.	Index	100	102
5714 5715	Purchased wedding/occasion gifts by mail or phone - past year	Index	100	102
5716 5717	Shopped Michaels - past 3 months	Index	100	102
5718 5719	Travel agent provided advice on sightseeing/activities - past year	Index	100	102
5720 5721	Household has a satellite dish	Index	100	102
5722 5723	Have seen ads at bus stops or train stations - past 6 months	Index	100	102
5724 5725	Saw a comedy movie in the theater - past 6 months	Index	100	102
5726 5727	Purchased household telephone/accessories at department store	Index	100	102
5728 5729	Read movie listings and movie reviews in weekday newspaper	Index	100	102
5730 5731	Stayed at Fairfield Inn (by Marriott) on business trip - past year	Index	100	102
5732 5733	Have Walmart store credit card in own name (not affiliated with major credit card)	Index	100	102
5734 5735	Purchased gift cards/prepaid cards at department store - past 6 months	Index	100	102
5736 5737	Carry any auto/other vehicle insurance through Farmers Insurance Group	Index	100	102
5738 5739	Vacation Travel Attitudes: Last-minute travel specials are a great way to get a bargain.	Index	100	102
5740 5741	Reside in County Size C or D	Index	100	102
5742 5743	Had vehicle currently owned/leased serviced by car dealer - past year	Index	100	102
5744 5745	Carry any auto/other vehicle insurance through Allstate	Index	100	102
5746 5747	Bought Flowmaster brand muffler(s) - past year	Index	100	* 102
5748 5749	Used on-site professional tax service (excluding H&R Block, Jackson Hewitt) for tax preparation - past year	Index	100	102
5750 5751	Purchased women's ski jacket - past year	Index	100	102

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	А	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5752	Buying Styles: When I find a brand I like, I stick to it.		100	100
5753		Index	100	102
5754 5755	VALS Statements: I am really interested in only a few things. Agree	Index	100	102
5756 5757	Buying Styles: It's important to me that salespeople be knowledgeable about the products they sell.	Index	100	102
5758 5759	Bought any doll accessories - past year	Index	100	102
5760 5761	Have seen video ads in restaurants - past 6 months	Index	100	102
5762 5763	Member of Allstate Motor Club/roadside assistance	Index	100	102
5764 5765	Food Attitudes: I don't pay much attention to my intake of fat.	Index	100	102
5766 5767	Total amount spent on fine jewelry in past year - \$100-\$399	Index	100	102
5768 5769	Stayed at Wyndham Hotel on business trip - past year	Index	100	* 102
5770 5771	Vehicle most recently purchased/leased (currently owned/leased) is 2004 model year	Index	100	102
5772 5773	Food Attitudes: I let my children make their own decision when ordering at a restaurant.	Index	100	102
5774 5775	Bought prescription drugs at drug store - past 6 months	Index	100	102
5776 5777	Food Attitudes: I indulge my cravings for sweets.	Index	100	102
5778 5779	Utilized personal money manager for financial services or advice - past year	Index	100	102
5780 5781	Bought lunch at fast-casual, family restaurant or steakhouse - past 6 months	Index	100	102
5782 5783	Food Attitudes: When I find a restaurant I like, I stick with it.	Index	100	102
5784 5785	Vacation Travel Attitudes: On my vacations, I prefer traveling to places I've never been.	Index	100	102
5786 5787	Consumed any diet cola drinks - past 6 months	Index	100	102
5788 5789	Used warehouse/membership club store for photo/film processing - past year	Index	100	102
5790 5791	Food Attitudes: I'm willing to spend more for a quality bottle of wine.	Index	100	102
5792 5793	Food Attitudes: I'm willing to spend more for a quality bottle of wine.	Index	100	102
5794 5795	Household used voice messaging/voice mail service (for landline phone)	Index	100	102
5796 5797	General Attitudes: I frequently wish I had more time to spend with my family.	Index	100	102

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5798	Amount spent out of pocket on prescription drugs in average month: \$100-\$149	Index	100	102
5799 5800	Patrianized On The Bardey, most Consenting	Index	100	102
5801	Patronized On The Border - past 6 months	Index	100	102
5802 5803	Own fine china dinnerware	Index	100	102
5804	Referred to paper Yellow Pages for plumbers, electricians - past year			
5805 5806		Index	100	102
5807	Wired or sent money through overnight courier - past year	Index	100	102
5808	Any cellular phones in household	7 1	100	103
5809 5810	Vacation Travel Attitudes: In general, price is more important to me than convenience when making travel	Index	100	102
-	plans.	Index	100	102
5812 5813	Buying Styles: I often seek the advice of others before making a purchase.	Index	100	102
5814	Household accesses programming through DirecTV satellite dish	Index	100	102
5815	Tiouseriola accesses programming unrough Directiv satellite dish	Index	100	102
5816 5817	Food Attitudes: I don't pay much attention to my intake of fat.	Index	100	102
5818	Buying Styles: People often come to me for advice before making a purchase.			
5819	-a,g -a,	Index	100	102
5820 5821	Engaged in Sodoku puzzles as leisure activity - past year	Index	100	102
5822	General Attitudes: The government should pay more attention to environmental issues.	To do.	100	100
5823 5824		Index	100	102
5825	Made personal or business travel plans on Internet - past month	Index	100	102
5826 5827	Total financial contributions to any organizations/institutions/groups/causes in past year: Under \$50	Index	100	102
5828	Category Influentialism: My family/friends often ask for and trust my advice on parenting.	Index	100	102
5829	Category Influentialism: My family/menus often ask for and trust my advice on parenting.	Index	100	102
5830 5831	Have ever purchased a money order	Index	100	102
5832	Cooking/Food Shopping Attitude: "Home Cooking Virtuoso"			
5833		Index	100	102
5834 5835	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Index	100	102
5836 5837	Finance Attitudes: Borrowing money makes me feel uncomfortable.	Index	100	102
5838 5839	Vacation Travel Attitudes: When I learn about a great vacation, I typically recommend it to people I know.	Index	100	102
5840	Referred to paper Yellow Pages for beauty salons - past year	Index	100	
5841 5842	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything	THUCK	100	102
5843	else.	Index	100	102

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5844	Banked through a mutual funds company - past year	7 1	100	*
5845		Index	100	102
5846 5847	Household Income: \$50,000-\$59,999	Index	100	102
5848 5849	Took any domestic trip for business reasons (paid for by self) - past year	Index	100	102
5850 5851	Visited Busch Gardens (Florida) - past year	Index	100	* 102
5852 5853	Finance Attitudes: I always know broadly how much is in my bank account at any one time.	Index	100	102
5854 5855	Bought any water toys - past year	Index	100	102
5856 5857 5858	Read any daily newspaper (print/paper/hard-copy)	Index	100	102
5859	Redeemed any frequent flyer miles - past year	Index	100	102
5860 5861	Automotive Attitudes: My ideal car would feature luxury and style.	Index	100	102
5862 5863	Buying Styles: I prefer a store that has a large selection of familiar brands.	Index	100	102
5864 5865	Household bought down-spouts/gutters - past year	Index	100	102
5866 5867	Read print/paper/hard-copy of general editorial magazines	Index	100	102
5868 5869	Food Attitudes: I indulge my cravings for sweets.	Index	100	102
5870 5871	Finance Attitudes: I hate having to go to the branch of my bank or savings institution.	Index	100	102
5872 5873	Stayed at La Quinta Inns & Suites on business trip - past year	Index	100	102
5874 5875	Visited art galleries or attended art shows - past year	Index	100	102
5876 5877	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.	Index	100	102
5878 5879	Automotive Attitudes: I look forward to technology advances in new vehicles.	Index	100	102
5880 5881	Current employment status: Temporarily unemployed	Index	100	102
5882 5883	Buying Styles: I'd rather receive a sample of a product than a coupon.	Index	100	102
5884 5885	Vacation Travel Attitudes: I'd rather travel myself or with just a small group of people.	Index	100	102
5886 5887	Selected life insurance based on location of company/agent	Index	100	102
5888 5889	Total financial contributions to any organizations/institutions/groups/causes in past year: \$100-\$249	Index	100	102

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5890	Purchased fresh or frozen chicken or turkey - past 6 months	To do	100	102
5891 5892		Index	100	102
5893	Other member of the household is the parent of children under age 18 currently living in household	Index	100	102
5894	Food Attitudes: When I find a restaurant I like, I stick with it.			
5895	Tota Attitudes. When I find a restaurant I like, I stak with th	Index	100	102
5896	Ailments: Treated for asthma - past year	Index	100	102
5897 5898		Index	100	102
5899	Ailments: Treated for obesity/overweight - past year	Index	100	102
5900	Consumed any wines - past 6 months			
5901	Consumed any times past of monais	Index	100	102
5902 5903	Household accesses programming through Dish Network satellite dish	Index	100	102
5903		Index	100	102
5905	Regular member of Delta SkyMiles frequent flyer program	Index	100	102
5906	Flew commercial airline (scheduled plane) for any doemstic trip - past year			
5907		Index	100	102
5908 5909	I would feel disconnected without the Internet. (Agree completely)	Index	100	102
5910		211001		
5911	Visited MTV.com Web site - past month	Index	100	102
5912	Personally carry medical/hospital/accident insurance			
5913	, , , , ,	Index	100	102
5914 5915	General Attitudes: My goal is to make it to the top of my profession.	Index	100	102
5916	Dought accompting at average stage and Compaths			
5917	Bought cosmetics at grocery store - past 6 months	Index	100	102
5918	Used UPS overnight packages/letter delivery service for personal reasons - past year	Inday	100	102
5919 5920		Index	100	102
5921	Member of car dealers/manufacturer/dealer warranty roadside assistance program	Index	100	102
5922	General Attitudes: Given the choice, I would be my own boss.			
5923	General Actuates. Given the choice, I would be my own boss.	Index	100	102
5924 5925	Used disposable diapers/underpants (adult) - past 6 months	Index	100	102
5925		Index	100	102
5927	Consumed wine at a bar/club - past month	Index	100	102
5928	Food Attitudes: I let my children make their own decision when ordering at a restaurant.			
5929	,	Index	100	102
5930 5931	Diet control/eating habits: Buy food labeled as low-carb	Index	100	102
5932			100	*
5933	Used a home decorating service - past year	Index	100	102
5934	Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it.			
5935	,	Index	100	101

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5936 5937	TV show types watch: weekend sports anthologies	Index	100	101
5938 5939	Shopped Acme Supermarkets - past 6 months	Index	100	101
5940 5941	Vehicle most recently purchased/leased (currently owned/leased) has OnStar, TeleAid or other vehicle- monitoring system	Index	100	101
5942 5943	Visited nytimes.com Web site - past month	Index	100	101
5944 5945	Fill pharmaceutical prescriptions through Internet/online	Index	100	101
5946 5947	Watched ABC Family Channel - past week	Index	100	101
5948 5949	Finance Attitudes: I only save for a specific purpose.	Index	100	101
5950 5951	Going online is one of my favorite things to do with my free time. (Agree completely)	Index	100	101
5952 5953	Media Trusted The Most: Radio	Index	100	101
5954 5955	Regular member of American AAdvantage frequent flyer program	Index	100	101
5956 5957	Food Attitudes: I'm fine with eating at a restaurant by myself.	Index	100	101
5958 5959	Rented vehicle for personal use - past year	Index	100	101
5960 5961	Cellular / Mobile Opinions - Features Important To You: Service plans available are very important to me.	Index	100	101
5962 5963	Ordered from priceline.com - past year	Index	100	101
5964 5965	Patronized KFC (Kentucky Fried Chicken) - past 6 months	Index	100	101
5966 5967	Flew JetBlue on any domestic trip - past year	Index	100	101
5968 5969	Buying Styles: I usually like to wait until other people have tried things before I try them myself.	Index	100	101
5970 5971	General Attitudes: I'd rather prepare a meal than eat in a restaurant.	Index	100	101
5972 5973	Bought any shoes online - past 6 months	Index	100	101
5974 5975	Bought 6+ books - past year	Index	100	101
5976 5977	Household added a bathroom - past year	Index	100	* 101
5978 5979	Buying Styles: I prefer products that offer the latest in new technology.	Index	100	101
5980 5981	Installation of kitchen cabinets done by outside contractor - past year	Index	100	* 101

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
5982	Shopped Toys 'R' Us - past 3 months	To do.	100	101
5983 5984		Index	100	101
5985	Consumed any dinner/table wines - past 6 months	Index	100	101
5986 5987	TV show types watch: late evening local news (Mon-Fri)	Index	100	101
5988 5989	Visited Busch Gardens (Virginia) - past year	Index	100	* 101
5990 5991	Used ShareBuilder/ING Direct brokerage firm - past year	Index	100	101
5992 5993	Buying Styles: I don't make purchase decisions based on advertising.	Index	100	101
5994 5995	Bought any infant toys - past year	Index	100	101
5996 5997	Household owns a chipper/shredder	Index	100	101
5998 5999	Carry Citizens Bank credit and/or debit cards (issued in own name)	Index	100	101
6000 6001	Bought any girl action figures - past year	Index	100	101
6002 6003	Read food/cooking section in Sunday/weekend newspaper	Index	100	101
6004 6005	Buying Styles: I buy based on quality, not price.	Index	100	101
6006	Have Sears store credit card in own name (not affiliated with major credit card)	Index	100	101
6008 6009	Personally or jointly have business checking account	Index	100	101
6010 6011	Food Attitudes: If a food item is on sale, I buy multiple units to stock up.	Index	100	101
6012 6013	Future intentions: Likely to buy a home theater system - coming year	Index	100	101
6014 6015	Reason for diet control/food restrictions: Maintain weight	Index	100	101
6016 6017	Vehicle most recently purchased/leased (currently owned/leased) is a Volvo	Index	100	101
6018 6019	Highest level of education completed/highest degree received: bachelor's degree	Index	100	101
6020 6021	Fashion & Style Attitudes: I generally wear sunscreen.	Index	100	101
6022 6023	Buying Styles: I'm a "spender" rather than a "saver".	Index	100	101
6024 6025	Printed digital photos in last 12 months: Other	Index	100	* 101
6026 6027	Food Attitudes: If a food item is on sale, I buy multiple units to stock up.	Index	100	101

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
6028	Food Attitudes: I only eat fast food when I'm in a rush.		100	101
6029		Index	100	101
6030	Spent \$200-\$299 for camera - past year	Index	100	101
	Personally enrolled in airline-mileage rewards program associated with major credit/debit cards (in own			
6033	name)	Index	100	101
6034	Food Attitudes: I only eat fast food when I'm in a rush.	Index	100	101
6035		muex	100	101
6037	Household owns 3 TVs	Index	100	101
6038	General Attitudes: I feel I am more environmentally conscious than most people.			
6039	deficial Additions. Tree I am more environmentally conscious than most people.	Index	100	101
6040	Member of Delta SkyMiles frequent flyer program (any status level)	Index	100	101
6041 6042		Index	100	101
6043	Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them.	Index	100	101
6044	Attended dance performances - past year			
6045	Accessed dance performances past year	Index	100	101
6046 6047	Shopped for groceries on Saturday - past week	Index	100	101
6048		2.1.0.0.1		
6049	Finance Attitudes: Investing for the future is very important to me.	Index	100	101
6050	Referred to paper Yellow Pages for department stores - past year			
6051		Index	100	101
6052 6053	Shopped Fashion Bug - past 3 months	Index	100	101
6054	Personally have considerable interest in seeing ads at the movies (cinema advertising)			
6055	reisonally flave considerable interest in seeing aus at the movies (chieffia advertising)	Index	100	101
6056	Carry life insurance policy through Prudential	Index	100	101
6057 6058		Index	100	*
6059	Took cruise on Celebrity Cruise Lines - past 3 years	Index	100	101
6060	Total value of homeowners or personal property insurance coverage is \$75,000-\$99,999			
6061	The state of the s	Index	100	101
6062 6063	Covered by Allstate homeowners or personal property insurance	Index	100	101
6064	EL HON	2.100	100	101
6065	Flew USAirways on any domestic trip - past year	Index	100	101
6066	Fashion & Style Attitudes: I dress more to please myself than others.			
6067	7 1	Index	100	101
6068 6069	Buying Styles: I buy brands that reflect my style.	Index	100	101
6070	Visited CDCNesses and Web sites much month			
6071	Visited CBSNews.com Web site - past month	Index	100	101
6072	Vehicle most recently purchased/leased (currently owned/leased) has heated/cooled seats	Tps =1	100	101
6073		Index	100	101

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	A	В	С	D
1			U.S. Adults 18+	Classic Rock Format - Adults 18+ - Mon-Sun 24- Hr Cume
6074 6075	Carry USAA credit and/or debit cards (issued in own name)	Index	100	101
6076 6077	Marital status: currently married	Index	100	101
	Personally enrolled in charitable contribution rewards program associated with major credit/debit cards (in own name)	Index	100	101
6080 6081	Patronized Boston Market - past 6 months	Index	100	101
6082 6083	Category Influentialism: My family/friends often ask for and trust my advice on vacation travel.	Index	100	101
6084 6085	General Attitudes: I enjoy being the center of attention.	Index	100	101
6086 6087	Patronized Blimpie Subs & Salads - past 6 months	Index	100	101
6088 6089	Total amount spent on most recent home computer purchase: \$1500-\$1999	Index	100	101
6090 6091	Vacation Travel Attitudes: I'd rather travel in the U.S. than to a foreign location.	Index	100	101
6092 6093	Total amount spent on watches purchased in past year: \$50-\$99	Index	100	101
6094 6095	Finance Attitudes: There are one or two financial institutions that I always turn to first.	Index	100	101
6096 6097	Engaged in word games as leisure activity - past year	Index	100	101
6098 6099	General Attitudes: I must admit, I work most weekends.	Index	100	101
6100 6101	Own fine china serving pieces	Index	100	
6102 6103	Find out about new video games from newspapers	Index	100	* 101
6104 6105	Length of lease on vehicle currently leased is 36 months	Index	100	101
6106 6107	Bought non-prescription/OTC drugs at drug store - past 6 months	Index	100	101
6108 6109	Cellular / Mobile Opinions: My cell phone is an extension of my personality.	Index	100	101
6110 6111	Patronized Red Lobster - past 6 months	Index	100	101
6112 6113	Attend motorcycle races	Index	100	101
6114 6115	Food Attitudes: I'm fine with eating at a restaurant by myself.	Index	100	101
6116 6117	Bought men's sweatpants - past year	Index	100	101
6118 6119	Used travel agent/internet travel site for hotel reservations for domestic trip - past year	Index	100	101

<sup>\*</sup>Indicates projection relatively unstable, use with caution

	A	В	С	D
			U.S.	Classic Rock
			Adults	Format -
			18+	Adults 18+ -
				Mon-Sun 24-
1				Hr Cume
6120	Household spent \$3000+ on concrete or masonry work - past year			*
6121		Index	100	101

<sup>\*</sup>Indicates projection relatively unstable, use with caution