RAB's Unique Prospecting Tool For :

GOSPEL FORMATS

RADIO ADVERTISING BUREAU

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

GfK MRI GOLD DIGGER™

CONSUMER PROSPECTING REPORT

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

RAB'S PROSPECTING REPORTS WILL HELP YOU MAKE MONEY

Looking for new revenue streams?

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

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

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

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

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

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

RAB / GfK MRI Gold Digger PROSPECTING REPORTS

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

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

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

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2				
3	U.S. Adults 18+			
4		Index	100	100
5	Watched TV One cable - past week			
6		Index	100	593
7	Purchased Gospel music recordings - past 6 months			*
8		Index	100	555
9	Watched INSP (Inspiration Network) cable - past week			
10		Index	100	497
11	Watched BET (Black Entertainment TV) cable - past week			
12		Index	100	433
13	Watched FamilyNet cable - past week			*
14		Index	100	433
15	Patronized Church's Fried Chicken - past 6 months			
16		Index	100	431
17	Watched TBN cable - past week			
18		Index	100	430
19	Bought pet food through catalog/mail order - past year			*
20		Index	100	429
21	Shopped Fred's - past 3 months			
22		Index	100	426
23	Shipped BI-LO - past 6 months			
24		Index	100	416
25	Visited Six Flags Over Georgia - past year			*
26		Index	100	412
27	Bought muffler(s) at car dealer - past year			*
28		Index	100	399
29	Watched GMC cable - past week			*
30		Index	100	390
31	Listen to alpine skiing and ski jumping play-by-play on radio			*
32		Index	100	386
33	Shopped Piggly Wiggly - past 6 months			
34		Index	100	386
35	Visited Six Flags America (Maryland) - past year			*
36		Index	100	379
37	Muffler(s) installed on vehicle by another household member (not self) - past year			*
38		Index	100	374
39	Reside in East South Central Census sub-region			
40		Index	100	366
41	Bought muffler(s) at Pep Boys - past year			*
42		Index	100	355
43	Amount Of Time Married: 2 Months			*
44		Index	100	348
45	Patronized Shoney's - past 6 months			*
46		Index	100	345
47				

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

Radio Advertising Bureau, www.rab.com

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
48	Bought tires at Tire Kingdom - past year			*
49		Index	100	343
50	Patronized Ryan's restaurants - past 6 months			
51		Index	100	336
52	Carry life insurance policy through AIG American General			*
53		Index	100	332
54	Stayed at Country Inns & Suites on business trip - past year			*
55		Index	100	332
56	Shopped Food Lion - past 6 months			
57		Index	100	331
58	Household spent $3000+ on ceramic tile floors - past year			*
59		Index	100	329
60	Purchased women's suit (with skirt) - past year			
61		Index	100	322
62	Patronized Zaxby's - past 6 months			
63		Index	100	321
64	Visited Carowinds (North Carolina) - past year			*
65		Index	100	321
66	Patronized Krystal restaurants - past 6 months			*
67		Index	100	317
68	Muffler(s) installed on vehicle by auto repair chain store - past year			*
69		Index	100	313
70	Personally bought glassware as gift - past year			*
71		Index	100	312
72	Ceramic wall tile installation done by outside contractor - past year			*
73		Index	100	312
74	Used Jenny Craig for dieting/weight control			*
75		Index	100	309
76	Shopped Baker's - past 3 months			*
77		Index	100	308
78	Stayed at Wyndham Hotel on business trip - past year			*
79		Index	100	307
80	Listen to women's tennis play-by-play on radio			*
81		Index	100	306
82	Watched SOAPnet cable - past week			
83		Index	100	300
84	Patronized Bojangles - past 6 months			
85		Index	100	299
86	Listen to MLS soccer play-by-play on radio			*
87		Index	100	298
88	Patronized Captain D's - past 6 months			
89		Index	100	297
90	Patronized Checkers - past 6 months			
91		Index	100	295
92	Bought any costume jewelry pins - past year			*
93		Index	100	295

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
94	Stayed at Ritz-Carlton on business trip - past year			*
95		Index	100	294
96	Visited Wet 'n Wild (Florida) - past year			*
97		Index	100	292
98	Shopped Belk - past 3 months			
99		Index	100	291
100	Used Nutrisystem for dieting/weight control			*
101		Index	100	291
102	Personally bought fine china dinnerware as gift - past year			*
103		Index	100	289
104	Had professional perm/body wave - past 6 months			
105		Index	100	288
106	Purchased religious items/products by mail or phone - past year			*
107		Index	100	281
108	Shopped Jordan's Furniture - past year			*
109		Index	100	279
110	Listen to WNBA basketball play-by-play on radio			*
111		Index	100	276
112	Obtained information about ailment/prescription drug from patient support group - past year			*
113		Index	100	275
114	Obtained information about ailment/prescription drug through patient support group			*
115		Index	100	275
116	Member of church board			
117		Index	100	275
118	Bought tires at Goodyear - past year			*
119		Index	100	274
120	Bought NAPA brand muffler(s) - past year			*
121		Index	100	274
122	Watched HSN (Home Shopping Network) cable - past week			
123		Index	100	274
124	Patronized Popeyes Chicken - past 6 months			
125		Index	100	273
126	Patronized Krispy Kreme Doughnuts - past 6 months			
127		Index	100	271
128	Shopped Shoe Carnival - past 3 months			*
129		Index	100	269
130	Personally have considerable interest in seeing product placement in video games			*
131		Index	100	269
132	Invested in any Keogh plan			*
133		Index	100	268
134	Shopped Lady Foot Locker - past 3 months			*
135		Index	100	268
136	Listen to professional wrestling play-by-play on radio			*
137		Index	100	267
138	Shopped Burlington Coat Factory - past 3 months			
139		Index	100	262

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
140	Listen to men's tennis play-by-play on radio			*
141		Index	100	262
142	Acquired auto/other vehicle insurance at dealership where car/vehicle was purchased			*
143		Index	100	260
144	Have medical insurance coverage through Bankers Life & Casualty			*
145		Index	100	259
146	Ordered from belk.com - past year			*
147		Index	100	257
148	Personally have considerable interst in seeing ads on top of taxis			*
149		Index	100	257
150	Listen to boxing play-by-play on radio			*
151		Index	100	257
152	Bought muffler(s) at gas station/garage - past year			*
153		Index	100	256
154	Household spent $3000+ to remodel bedroom - past year			*
155		Index	100	254
156	Value of home owned: Under $75,000			
157		Index	100	254
158	Amount Of Time Married: 5 Months			*
159		Index	100	251
160	Read print/paper/hard-copy of bridal magazines			
161		Index	100	250
162	Banked at BB&T (Branch Banking & Trust) - past year			*
163		Index	100	249
164	Patronized O'Charley's - past 6 months			
165		Index	100	248
166	Shopped RAC Rent-A-Center - past year			*
167		Index	100	246
168	TV show types watch: late night network news/info (Mon-Fri)			*
169		Index	100	245
170	Purchased Faith & Inspiration music recordings - past 6 months			*
171		Index	100	244
172	Patronized Hardee's - past 6 months			
173		Index	100	244
174	Stayed at Howard Johnson on personal/vacation trip - past year			*
175		Index	100	242
176	Shopped Family Dollar - past 3 months			
177		Index	100	241
178	Caregiver/caretaker services/support personally provide: assist with personal care			
179		Index	100	241
180	Listen to horse racing play-by-play on radio			*
181		Index	100	241
182	Watched GSN (Game Show Network) - past week			*
183		Index	100	241
184	Caregiver/caretaker services/support personally provide: give medication			*
185		Index	100	239

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
186	Used diet control book for dieting/weight control			*
187		Index	100	239
188	Visited Sesame Place (Pennsylvania) - past year			*
189		Index	100	239
190	Purchased compact disks (CDs) by mail or phone - past year			*
191		Index	100	237
192	Number of pharmaceutical prescriptions filled in last 30 days: 6			*
193		Index	100	236
194	Had transmission serviced at Cottman - past year			*
195		Index	100	236
196	Patronized Waffle House - past 6 months			
197		Index	100	235
198	Bought Meineke brand muffler(s) - past year			*
199		Index	100	235
200	Listen to Summer Olympics play-by-play on radio			*
201		Index	100	234
202	Bought 4 items of fine jewelry - past year			*
203		Index	100	233
204	Watched Lifetime Movie Network (LMN) cable - past week			
205		Index	100	233
206	Reside in South Atlantic Census sub-region			
207		Index	100	232
208	Had transmission serviced at Aamco - past year			*
209		Index	100	231
210	Shopped Harris Teeter - past 6 months			*
211		Index	100	231
212	TV show types watch: primetime movies/films			*
213		Index	100	231
214	Personally have considerable interest in seeing ads on phone booths			*
215		Index	100	230
216	Household installed ceramic wall tile - past year			*
217		Index	100	230
218	Wired or sent money through Western Union - past year			
219		Index	100	230
220	Bought muffler(s) at Midas - past year			*
221		Index	100	229
222	Listen to Winter Olympics play-by-play on radio			*
223		Index	100	229
224	Acquired homeowners or personal property insurance in response to direct mail advertising			*
225		Index	100	229
226	Watched Ovation cable - past week			*
227		Index	100	229
228	Household spent $3000+ to remodel rooms other than bathroom/kitchen/bedroom - past year			*
229		Index	100	229
230	Covered by Foremost homeowners or personal property insurance			*
231		Index	100	228

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
232	Bought vitamins through in-home shopping - past year			*
233		Index	100	228
234	Used gum as method to stop smoking - past year			*
235		Index	100	228
236	Shopped Lane Bryant - past 3 months			*
237		Index	100	228
238	Used Atkins Diet for dieting/weight control			*
239		Index	100	227
240	Shopped Save-A-Lot - past 6 months			
241		Index	100	226
242	Purchased handbags/other fashion accessories by mail or phone - past year			*
243		Index	100	226
244	TV show types watch: track and field games			*
245		Index	100	225
246	Carry life insurance policy through Gerber			*
247		Index	100	224
248	Used camera store for photo/film processing - past year			*
249		Index	100	224
250	Single parent			
251		Index	100	223
252	Connect to Internet from home through dial-up modem			*
253		Index	100	223
254	Bought Midas brand muffler(s) - past year			*
255		Index	100	222
256	Watched Style cable - past week			
257		Index	100	220
258	Watched Flix cable - past week			*
259		Index	100	220
260	Carry life insurance policy through Mutual of Omaha			*
261		Index	100	220
262	Carry life insurance policy through AFLAC			*
263		Index	100	219
264	Watched The Tennis Channel cable - past week			*
265		Index	100	219
266	Referred to paper Yellow Pages for hotels/motels - past year			*
267		Index	100	218
268	Wired or sent money through MoneyGram - past year			
269		Index	100	218
270	TV show types watch: daytime dramas			*
271		Index	100	217
272	Watched WE tv cable - past week			
273		Index	100	217
274	Patronized Golden Corral - past 6 months			
275		Index	100	217
276	Carry any auto/other vehicle insurance through Farm Bureau			*
277		Index	100	217

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
278	TV show types watch: daytime game shows			*
279		Index	100	217
280	Visited Adventure Island (Florida) - past year			*
281		Index	100	217
282	Watched WGN America cable - past week			
283		Index	100	216
284	Attend pro beach volleyball competitions			*
285		Index	100	215
286	Bought tires at auto parts store - past year			*
287		Index	100	214
288	Household bought pleated window shades - past year			*
289		Index	100	213
290	Bought muffler(s) at auto parts store - past year			*
291		Index	100	212
292	Watched TV Guide Network cable - past week			
293		Index	100	212
294	Used Internet/online program (excluding H&R Block TaxCut, TaxACT, or TurboTax) for tax preparation - past year			*
295		Index	100	212
296	Member of Allstate Motor Club/roadside assistance			*
297		Index	100	211
298	Watch WNBA basketball on TV			
299		Index	100	211
300	Watched Cooking Channel cable - past week			
301		Index	100	211
302	Caregiver/caretaker services/support personally provide: make doctor's appointments			
303		Index	100	211
304	Acquired personal loan (not for education) - past year			*
305		Index	100	210
306	Number of grocery shopping trip in average week: 9+			*
307		Index	100	210
308	Healthcare advertising actions taken - past year: Called a toll-free number for information			*
309		Index	100	210
310	Carry life insurance policy through Colonial Penn			*
311		Index	100	209
312	Watched TeenNick cable - past week			*
313		Index	100	209
314	Purchased ice milk - past 6 months			*
315		Index	100	209
316	Own Arctic Cat ATV/UTV			*
317		Index	100	209
318	Bought seafood at fast-food/drive-in restaurant - past 6 months			
319		Index	100	208
320	Had brakes serviced at Meineke - past year			*
321		Index	100	206
322	Bought tires at gas station - past year			*
323		Index	100	205

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
324	Watched TV Land cable - past week			
325		Index	100	205
326	Bought paint/stain at department store - past year			*
327		Index	100	205
328	Bought paint/stain at department store - past year			*
329		Index	100	205
330	Shopped Winn-Dixie - past 6 months			
331		Index	100	204
332	What level of photographer are you? Professional			*
333		Index	100	203
334	Used Nicorette gum to stop smoking - past year			*
335		Index	100	203
336	Visited Six Flags Fiesta (Texas) - past year			*
337		Index	100	203
338	Ailments: Treated for ulcers - past year			*
339		Index	100	202
340	Bought clothing through in-home shopping - past year			*
341		Index	100	202
342	Used DHL overnight packages/letter delivery service for business purposes - past year			*
343		Index	100	201
344	Used Wellbutrin XL smoking cessation product to stop smoking - past year			*
345		Index	100	200
346	Obtained information about ailment/prescription drug from media advertisement other than TV, magazine - past year			*
347		Index	100	200
348	Under doctor's care for dieting/weight control			*
349		Index	100	200
350	Shopped Military Commissary - past 6 months			*
351		Index	100	200
352	Obtained information about ailment/prescription drug through advertisement (excluding TV or magazine ads)			*
353		Index	100	200
354	Watched Oxygen cable - past week			
355		Index	100	200
356	Attend WNBA basketball games			*
357		Index	100	199
358	Personally did 6 home remodeling projects - past year			*
359		Index	100	199
360	Caregiver/caretaker services/support provide: research medical information			*
361		Index	100	199
362	Personally have considerable interest in seeing ads on buses/trains			*
363		Index	100	197
364	Bought men's casual/non-business suit - past year			*
365		Index	100	197
366	Watched Logo cable - past week			*
367		Index	100	197
368	Used Jackson Hewitt on-site professional service for tax preparation - past year			*
369		Index	100	197

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
370	Carry life insurance policy through Cigna			*
371		Index	100	197
372	Household spent $1000-$2999 on ceramic tile floors - past year			*
373		Index	100	196
374	Ailments: Treated for yeast infection (women only) - past year			*
375		Index	100	195
376	Have medical insurance coverage through AFLAC			*
377		Index	100	195
378	Total value of homeowners or personal property insurance coverage is $25,000-$49,999			*
379		Index	100	194
380	Patronized Wing-Stop - past 6 months			*
381		Index	100	194
382	TV show types watch: primetime game shows			*
383		Index	100	193
384	Service use for long-distance telephone calls (landline): 10-10-220			*
385		Index	100	193
386	Purchased fresh buttermilk - past 6 months			*
387		Index	100	193
388	TV show types watch: early morning news			
389		Index	100	193
390	Watched QVC cable - past week			
391		Index	100	193
392	Watched OWN (Oprah Winfrey Network) cable - past week			
393		Index	100	192
394	Banked at Regions Bank - past year			*
395		Index	100	192
396	Watched HLN cable - past week			
397		Index	100	192
398	Visited Six Flags Great America (Illinois) - past year			*
399		Index	100	192
400	Watched Disney XD cable - past week			
401		Index	100	191
402	Caregiver/caretaker services/support personally provide: assist with chores			
403		Index	100	191
404	Referred to paper Yellow Pages for supermarkets/grocers - past year			*
405		Index	100	191
406	Shopped RAC Rent-A-Center - past year			*
407		Index	100	191
408	Bought any tires - past year			
409		Index	100	190
410	Most recently purchased/leased vehicle (currently owned/leased) uses electricity only, ethanol (E85), Hydrogen fuel (No gasoline, diesel fuel, not hyrid)			*
411		Index	100	190
412	Shopped Dollar General - past 3 months			
413		Index	100	190
414	Purchased women's leather coat, jacket - past year			*
415		Index	100	189

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
416	Average monthly bill for long-distance phone calls (landline) is $60-$99			*
417		Index	100	189
418	Consulted magazine (excluding travel magazine) for advice on fees/travel arrangements - past year			*
419		Index	100	188
420	Listen to PGA golf play-by-play on radio			*
421		Index	100	188
422	Reasons for diet control/food restrictions: Blood sugar level			
423		Index	100	188
424	Watched ESPN Classic cable - past week			
425		Index	100	187
426	Household spends $20-$39 in food stores - average week			*
427		Index	100	187
428	Listen to high-school sports play-by-play on radio			*
429		Index	100	187
430	Household spends $20-$39 in food stores - average week			*
431		Index	100	187
432	Smoked any pipe tobacco - past 6 months			*
433		Index	100	186
434	Total value of life insurance coverage: $20,000-$49,999			
435		Index	100	185
436	Shopped Dress Barn - past 3 months			*
437		Index	100	185
438	Future intentions: Likely to add rooms/exterior additions to home - coming year			*
439		Index	100	185
440	Advertising in newspapers provides me with meaningful information about the product use of other consumers. (Agree strongly)			
441		Index	100	184
442	Highest level of education completed/highest degree received: 12th grade, no diploma			*
443		Index	100	184
444	Visited Dollywood (Tennessee) - past year			*
445		Index	100	184
446	Installation of kitchen cabinets done by outside contractor - past year			*
447		Index	100	183
448	Visited Silver Dollar City (Missouri) - past year			*
449		Index	100	183
450	Reason for diet control/food restrictions: Salt restriction			
451		Index	100	182
452	Total value of homeowners or personal property insurance coverage is less than $10,000			*
453		Index	100	181
454	Viewed any programming on The Movie Channel - past week			*
455		Index	100	181
456	Watched Music Choice cable - past week			
457		Index	100	181
458	Bought housewares through in-home shopping - past year			*
459		Index	100	181
460	Diet control/eating habits: Buy food labeled as lactose-free			*
461		Index	100	180

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

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
462	Selected life insurance based on location of company/agent			
463		Index	100	180
464	Bought any mufflers for vehicle - past year			
465		Index	100	180
466	Installation of ceramic tile floors done by outside contractor - past year			*
467		Index	100	180
468	Used ShareBuilder/ING Direct brokerage firm - past year			*
469		Index	100	180
470	For me, advertising in newspapers is amusing. (Agree strongly)			
471		Index	100	179
472	Children under age 18 currently living in household are in single-parent household			
473		Index	100	179
474	Patronized Rally's - past 6 months			*
475		Index	100	178
476	Bought 7+ items of fine jewelry - past year			*
477		Index	100	178
478	Have ever purchased a money order			
479		Index	100	178
480	Purchased fine jewelry at Zale's - past year			*
481		Index	100	178
482	Bought Flowmaster brand muffler(s) - past year			*
483		Index	100	178
484	Mode of transportation on average weekday is bus			
485		Index	100	177
486	Marital status: legally separated			*
487		Index	100	177
488	Interior door installation done by outside contractor - past year			*
489		Index	100	177
490	Referred to paper Yellow Pages for banking, finance, insurance - past year			*
491		Index	100	176
492	Carry credit life insurance policy			*
493		Index	100	176
494	Watch trrack and field events on TV			
495		Index	100	176
496	Referred to paper Yellow Pages for education, schools - past year			*
497		Index	100	176
498	Shopped Kroger - past 6 months			
499		Index	100	176
500	Worked for a political party - past year			*
501		Index	100	176
502	Purchased garden supplies by mail or phone - past year			*
503		Index	100	175
504	Total amount spent on fine jewelry in past year - $99 or less			
505		Index	100	175
506	Shopped Foot Locker - past 3 months			
507		Index	100	175

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
508	Mode of transportation on average weekend is bus			*
509		Index	100	175
510	Bought 5-6 items of fine jewelry - past year			*
511		Index	100	174
512	Parents of children under age 18 currently living in household are not in the household			*
513		Index	100	174
514	Bought any motor oil additives - past year			
515		Index	100	174
516	Vehicle most recently purchased/leased (currently owned/leased) is a Lincoln			*
517		Index	100	173
518	Work to remodel kitchen done by outside contractor - past year			*
519		Index	100	173
520	Shopped Thomasville Furnitute - past year			*
521		Index	100	173
522	Value of home owned: $75,000-$99,999			
523		Index	100	173
524	Purchased any women's shapewear/girdle - past year			*
525		Index	100	173
526	Car/other vehicle batteries installed by another household member (not self) - past year			*
527		Index	100	173
528	Personally carry 3 life insurance policies			*
529		Index	100	173
530	Read print/paper/hard-copy of health magazines			
531		Index	100	172
532	Obtained information about ailment/prescription drug from magazine advertisement - past year			*
533		Index	100	172
534	Obtained information about ailment/prescription drug through magazine advertisement			*
535		Index	100	172
536	Attend fishing competitions			*
537		Index	100	172
538	Have Dillard's store credit card in own name (not affiliated with major credit card)			*
539		Index	100	172
540	Shopped any Military Exchange - past 3 months			*
541		Index	100	172
542	Have medical insurance coverage through State Farm			*
543		Index	100	172
544	TV show types watch: early evening network news (weekend)			*
545		Index	100	172
546	Future intentions: Likely to buy a second house or a vacation home - coming year			
547		Index	100	172
548	Ordered from ae.com (American Eagle Outfitters) - past year			*
549		Index	100	172
550	Acquired 2nd home mortgage (home equity loan) - past year			*
551		Index	100	172
552	Bought any fashion dolls - past year			
553		Index	100	172

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
554	Vinyl or metal siding installation work done by outside contractor - past year			*
555		Index	100	171
556	Watched Hallmark Channel cable - past week			
557		Index	100	171
558	Shopped Publix - past 6 months			
559		Index	100	171
560	Personally have considerable interest in seeing product placement in movies			*
561		Index	100	171
562	Covered by Nationwide homeowners or personal property insurance			*
563		Index	100	170
564	Future intentions: Likely to subscribe to satellite radio - coming year			
565		Index	100	170
566	Attend gymnastics competitions			*
567		Index	100	170
568	Household spends less than $20 in food stores - average week			*
569		Index	100	170
570	Household spends less than $20 in food stores - average week			*
571		Index	100	170
572	Patronized Long John Silver's - past 6 months			
573		Index	100	170
574	Shopped Stop-N-Go convenience stores - past 6 months			*
575		Index	100	170
576	Attend women's tennis matches			*
577		Index	100	170
578	Personally have considerable interest in seeing product placement in TV shows			*
579		Index	100	170
580	Car/other vehicle batteries installed by mobile battery service/tow truck - past year			*
581		Index	100	170
582	Vehicle most recently purchased/leased (currently owned/leased) is a Cadillac			*
583		Index	100	170
584	Household uses three-way calling service (for landline phone)			
585		Index	100	169
586	Advertising in magazines provides me with meaningful information about the product use of other consumers. (Agree strongly)			
587		Index	100	169
588	Health Attitudes: I consult my pharmacist for health advice. (Agree strongly)			
589		Index	100	169
590	Bought pet food online - past year			*
591		Index	100	169
592	Ordered from cvs.com - past year			*
593		Index	100	169
594	Health Attitudes: I prefer popular brand-name drugs, even if they cost more Agree Strongly			
595		Index	100	169
596	Referred to paper Yellow Pages for household furnishings - past year			*
597		Index	100	169
598	Muffler(s) installed on vehicle by service center or dealer - past year			*
599		Index	100	169

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
600	Shopped Walmart Pharmacy - past 6 months			
601		Index	100	168
602	Bought muffler(s) at Meineke - past year			*
603		Index	100	168
604	Listen to auto racing play-by-play (excluding NASCAR) on radio			*
605		Index	100	168
606	Watched ESPNews cable - past week			
607		Index	100	168
608	Watched Lifetime cable - past week			
609		Index	100	168
610	Caregiver/caretaker services/support personally provide: provide transportation			
611		Index	100	168
612	Obtained medical insurance through Medicaid			
613		Index	100	167
614	Household income: Under $30,000			
615		Index	100	167
616	Patronized CiCi's Pizza - past 6 months			
617		Index	100	167
618	Advertising in magazines provides me with useful information about bargains. (Agree strongly)			
619		Index	100	167
620	Visited Six Flags Great Adventure (New Jersey) - past year			*
621		Index	100	167
622	Acquired life insurance policy from insurance company via phone (no agent)			*
623		Index	100	166
624	Personally have considerable interest in seeing ads on postcards			*
625		Index	100	166
626	Viewed any programming on Encore premium cable channels - past week			
627		Index	100	166
628	Shopped BP/Amoco Food Mart - past 6 months			
629		Index	100	166
630	Shopped Payless Shoes - past 3 months			
631		Index	100	166
632	Household uses call return service (for landline phone)			
633		Index	100	166
634	Future intentions: Likely to collect lump-sum from pension/IRA/401(k) - coming year			*
635		Index	100	165
636	Personally own investments in commodities/puts/callls			*
637		Index	100	165
638	Spent under $100 on tires - past year			*
639		Index	100	165
640	Watched Fuse cable - past week			*
641		Index	100	165
642	Household bought indoor/outdoor carpet - past year			*
643		Index	100	165
644	Vinyl flooring installed by outside contractor - past year			*
645		Index	100	165

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
646	Took 2 cruises - past 3 years			*
647		Index	100	165
648	Patronized Chuck E Cheese - past 6 months			*
649		Index	100	165
650	Personally have considerable interest in seeing ads at bus stops or train stations			*
651		Index	100	165
652	Watched Cartoon Network cable - past week			
653		Index	100	165
654	Bought any spark plugs - past year			
655		Index	100	164
656	Bought any fine jewelry engagement ring - past year			*
657		Index	100	164
658	Purchased sherbet - past 6 months			
659		Index	100	164
660	Bought any fine jewelry brooch/pin - past year			*
661		Index	100	164
662	Purchased women's hat - past year			
663		Index	100	164
664	Ailments: Treated for non-insulin-dependent diabetes - past year			
665		Index	100	164
666	Purchased religious items/products online - past year			*
667		Index	100	164
668	Watched The Disney Channel cable - past week			
669		Index	100	163
670	Patronized Dave & Buster's - past 6 months			*
671		Index	100	163
672	Covered by AIG homeowners or personal property insurance			*
673		Index	100	163
674	TV show types watch: daytime talk/variety shows			*
675		Index	100	163
676	Carry life insurance policy through Farm Bureau			*
677		Index	100	163
678	Watched CBS Sports Network (CBS College Sports Network) cable - past week			
679		Index	100	163
680	Personally own Coby portable Mp3 player			*
681		Index	100	163
682	TV show types watch: weekend sports anthologies			*
683		Index	100	162
684	Listen To Sports Events On Radio: Auto racing - Other Regularly or On Occasion			*
685		Index	100	162
686	Bought books at department store - past year			
687		Index	100	162
688	Total amount spent on most recent home computer purchase: $5000+			*
689		Index	100	162
690	Learned about fees/travel arrangements from radio - past year			*
691		Index	100	162

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
692	Spent $100-$249 on tires - past year			
693		Index	100	162
694	Healthcare advertising actions taken - past year: Consulted a pharmacist			*
695		Index	100	162
696	Referred to paper Yellow Pages for sports and leisure activities, equipment - past year			*
697		Index	100	161
698	Bought non-prescription/OTC drugs at convenience store - past month			*
699		Index	100	161
700	Shopped Haverty's Furniture - past year			*
701		Index	100	161
702	Visited CareerBuilder.com Web site - past month			
703		Index	100	161
704	Bought tires at Firestone Complete Auto Care - past year			*
705		Index	100	161
706	Bought any sound games - past year			*
707		Index	100	161
708	Healthcare advertising actions taken - past year: Asked doctor to prescribe a specific drug			*
709		Index	100	161
710	Household spent $3000+ on hardwood floors - past year			*
711		Index	100	161
712	Shopped Sam's Club - past 6 months			
713		Index	100	161
714	Patronized Smokey Bones - past 6 months			*
715		Index	100	161
716	Occupation: Community and Social Sciences			*
717		Index	100	161
718	Read print/paper/hard-copy of parenthood magazines			
719		Index	100	161
720	Mode of transportation on average weekday is subway/metro			*
721		Index	100	161
722	Length of lease on vehicle currently leased is 60 months or longer			*
723		Index	100	160
724	Purchased women's pants suit - past year			
725		Index	100	160
726	Member of any religious club			
727		Index	100	160
728	Had vehicle transmission serviced - past year			
729		Index	100	160
730	Patronized KFC (Kentucky Fried Chicken) - past 6 months			
731		Index	100	160
732	Most recently purchased/leased vehicle (currently owned/leased) is a standard-size car			*
733		Index	100	160
734	Personally or jointly have a personal loan (not for education)			*
735		Index	100	160
736	Referred to paper Yellow Pages for pharmacies - past year			*
737		Index	100	159

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
738	TV show types watch: professional basketball specials			*
739		Index	100	159
740	Prefer to see a new movie on opening weekend			
741		Index	100	159
742	Household cleaned by professional housekeeping service once a week			*
743		Index	100	159
744	Personally have considerable interest in seeing ads on billboards			*
745		Index	100	159
746	Purchased fresh regular chocolate milk - past 6 months			*
747		Index	100	159
748	Household bought ready-made horizontal blinds - past year			*
749		Index	100	159
750	TV show types watch: college basketball specials			*
751		Index	100	158
752	Attend track and field events			*
753		Index	100	158
754	Health Attitudes: Sometimes I skip a dose of my prescription drugs because I worry about the side effects. (Agree strongly)			
755		Index	100	158
756	Patronized Logan's Roadhouse - past 6 months			*
757		Index	100	158
758	Computer owned at home has MS Windows '98 operating system			*
759		Index	100	158
760	Took charter or tour bus for domestic trip - past year			*
761		Index	100	158
762	Referred to paper Yellow Pages for department stores - past year			
763		Index	100	157
764	Total value of life insurance coverage: $50,000-$99,999			
765		Index	100	157
766	Shopped Finish Line - past 3 months			*
767		Index	100	157
768	Watch professional wrestling matches on TV			
769		Index	100	157
770	Motorcycle ownership: Own off-road/dirt/trail bike (not competition)			*
771		Index	100	157
772	Have ever used a check-cashing service			*
773		Index	100	157
774	Personally have considerable interest in seeing informercials			*
775		Index	100	157
776	Future intentions: Likely to buy a portable DVD player - coming year			
777		Index	100	157
778	Shopped Citgo Quik Mart - past 6 months			*
779		Index	100	157
780	Watched Investigation Discovery cable - past week			
781		Index	100	157
782	Personally have considerable interest in seeing ads inside taxis			*
783		Index	100	157

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
784	Personally have 2 working cellular phones			
785		Index	100	157
786	Shopped Champs Sports - past 3 months			*
787		Index	100	156
788	Future intentions: Likely to buy a home theater system - coming year			
789		Index	100	156
790	Took cruise on Royal Caribbean Line - past 3 years			*
791		Index	100	156
792	Vehicle most recently purchased/leased (currently owned/leased) is a Chrysler			*
793		Index	100	156
794	Attend men's tennis matches			*
795		Index	100	155
796	Household spent under $1000 on kitchen cabinets - past year			*
797		Index	100	155
798	Total value of homeowners or personal property insurance coverage is $10,000-$24,999			*
799		Index	100	155
800	Category Influentialism: My family/friends often ask for and trust my advice on radio.			
801		Index	100	155
802	Visited Six Flags St. Louis - past year			*
803		Index	100	155
804	Patronized Chick-Fil-A - past 6 months			
805		Index	100	155
806	Shopped IGA - past 6 months			*
807		Index	100	155
808	Ailments: Treated for hypertension/high blood pressure - past year			
809		Index	100	155
810	Referred to paper Yellow Pages for personal care services (excluding beauty salons) - past year			*
811		Index	100	154
812	Purchased any bedding/linens by mail or phone - past year			*
813		Index	100	154
814	Bought any anti-freeze/coolant for vehice - past year			
815		Index	100	154
816	Total amount spent on children's clothing in past 6 months: $50 or less			*
817		Index	100	154
818	Watched CNN (Cable News Network) - past week			
819		Index	100	154
820	Source of life insurance coverage: With loan, mortgage or installment payments			*
821		Index	100	154
822	Household owns Navigon portable GPS navigation device			*
823		Index	100	154
824	Purchased a TV by mail or phone - past year			*
825		Index	100	154
826	Visited Hotels.com Web site - past month			
827		Index	100	154
828	Watch weightlifting competitions on TV			*
829		Index	100	154

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RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
830	Carry life insurance policy through Bankers Life & Casualty			*
831		Index	100	154
832	Visited CheapTickets.com Web site - past month			
833		Index	100	153
834	Watched Nickelodeon cable - past week			
835		Index	100	153
836	TV show types watch: Sunday news/interview shows			*
837		Index	100	153
838	Attended a public meeting on town or school affairs - past year			
839		Index	100	153
840	Bought jewelry through in-home shopping - past year			*
841		Index	100	153
842	Bought books at supermarket/grocery store - past year			*
843		Index	100	152
844	Grandparent or great-grandparent of child(ren) under age 18			
845		Index	100	152
846	General Attitudes: I attend religious services regularly.			
847		Index	100	152
848	TV show types watch: late evening local news (Mon-Fri)			
849		Index	100	152
850	Shopped Naturalizer - past 3 months			*
851		Index	100	152
852	Category Influentialism: My family/friends often ask for and trust my advice on fashion/shoes.			
853		Index	100	152
854	Vehicle most recently purchased/leased (currently owned/leased) is a Kia			*
855		Index	100	152
856	Future intentions: Likely to become a grarndparent - coming year			
857		Index	100	152
858	Bought food to take out from fast-casual, family restaurant or steakhouse - past 6 months			
859		Index	100	151
860	Bought any costume jewelry rings - past year			
861		Index	100	151
862	Listen to World Cup socceer play-by-play on radio			*
863		Index	100	151
864	Category Influentialism: My family/friends often ask for and trust my advice on business travel.			
865		Index	100	151
866	Marital status: widow/widower			
867		Index	100	151
868	Member of AARP Roadside Assistance			*
869		Index	100	151
870	Advertising on TV provides me with meaningful information about the product use of other consumers. (Agree strongly)			
871		Index	100	151
872	Did any needlepoint - past 6 months			*
873		Index	100	151
874	Listen to NHL hockey playoffs and Stanley Cup Finals play-by-play on radio			*
875		Index	100	151

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Radio Advertising Bureau, www.rab.com

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
876	Referred to paper Yellow Pages for beauty salons - past year			*
877		Index	100	151
878	3 children under age 18 currently living at home			
879		Index	100	151
880	Visited ear, nose and throat specialist - past year			
881		Index	100	151
882	Attend NFL football playoffs/Super Bowl			*
883		Index	100	151
884	Household uses call-forwarding service (for landline phone)			
885		Index	100	151
886	Used TaxACT computer software program for tax preparation - past year			*
887		Index	100	150
888	Bought any tricycles - past year			*
889		Index	100	150
890	Watched Current TV cable - past week			*
891		Index	100	150
892	Aluminum windows installed by outside contractor - past year			*
893		Index	100	150
894	Advertising on TV provides me with useful information about bargains. (Agree strongly)			
895		Index	100	150
896	Member of Wyndham Rewards hotel rewards program			*
897		Index	100	150
898	Total amount spent on fine jewelry in past year - $1000-$1499			*
899		Index	100	150
900	Took cruise on Carnival Cruise Lines - past 3 years			*
901		Index	100	150
902	Number of pharmaceutical prescriptions filled in last 30 days: 7+			*
903		Index	100	150
904	Household bought draperies - past year			*
905		Index	100	149
906	Purchased fine jewelry at Kay Jewelers - past year			*
907		Index	100	149
908	Bought tires at Walmart - past year			*
909		Index	100	149
910	Own a Compaq personal computer at home			
911		Index	100	149
912	TV show types watch: early morning talk/informational/news programming			
913		Index	100	149
914	Bought juice drinks at convenience store - past month			
915		Index	100	149
916	Watched Reelz Channel cable - past week			*
917		Index	100	149
918	Ailments: Treated for hair loss - past year			*
919		Index	100	149
920	Future intentions: Likely to take out a 2nd mortgage or equity loan - coming year			*
921		Index	100	148

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
922	Advertising on radio provides me with meaningful information about the product use of other consumers. (Agree strongly)			
923		Index	100	148
924	Advertising on TV provides me with useful information about new products and services. (Agree strongly)			
925		Index	100	148
926	Household spent $3000+ to remodel kitchen - past year			*
927		Index	100	148
928	Source of life insurance coverage: Veterans life insurance			*
929		Index	100	148
930	Occupation: Military			*
931		Index	100	148
932	Category Influentialism: My family/friends often ask for and trust my advice on fashion/apparel.			
933		Index	100	148
934	Ailments: Treated for insulin-dependent diabetes - past year			*
935		Index	100	148
936	Bought any fine jewelry earrings - past year			
937		Index	100	148
938	Referred to paper Yellow Pages for electronic equipment, supplies, services - past year			*
939		Index	100	148
940	TV show types watch: syndicated general programming for adults			*
941		Index	100	148
942	Bought chicken at fast-food/drive-in restaurant - past 6 months			
943		Index	100	148
944	Purchased cellular/mobile phone/smartphone at discount store			*
945		Index	100	147
946	Attend MLS soccer games			*
947		Index	100	147
948	Visited NBA.com Web site - past month			*
949		Index	100	147
950	Type of cellular/mobile/smartphone agreement have: monthly plan with no contract			
951		Index	100	147
952	Purchased cellular/mobile/smartphone at discount store			*
953		Index	100	147
954	Purchased cellular/mobile/smartphone at department store			*
955		Index	100	147
956	Ordered gift baskets by mail or phone - past year			*
957		Index	100	147
958	Distance from home to most frequently shopped grocery store is 6-10 miles			
959		Index	100	147
960	Watched PBS Kids Sprout cable - past week			*
961		Index	100	147
962	Purchased cellular/mobile phone/smartphone at department store			*
963		Index	100	147
964	Occupation: Healthcare Support Services			*
965		Index	100	146
966	Carry combination term/whole life insurance policy			
967		Index	100	146

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

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
968	Houehold spent under $1000 on kitchen counter tops - past year			*
969		Index	100	146
970	Cellular service on phone you personally use most often: Alltel			*
971		Index	100	146
972	Purchased fine jewelry at department store - past year			
973		Index	100	146
974	Purchased coffee/tea by mail or phone - past year			*
975		Index	100	146
976	Household Internet service provider is Net Zero/Juno			*
977		Index	100	146
978	Category Influentialism: My family/friends often ask for and trust my advice on insurance.			
979		Index	100	145
980	Work to remodel rooms other than bathroom/kitchen/bedroom done by outside contractor - past year			*
981		Index	100	145
982	Read print/paper/hard-copy of babies magazines			*
983		Index	100	145
984	Visited MSN Movies Web site - past month			*
985		Index	100	145
986	Advertising in newspapers provides me with useful information about new products and services. (Agree strongly)			
987		Index	100	145
988	Advertising in magazines provides me with useful information about new products and services. (Agree strongly)			
989		Index	100	145
990	Watched Nick at Nite cable - past week			
991		Index	100	145
992	Personally bought cloth tablecloth/napkins as gift - past year			*
993		Index	100	145
994	Listen to NBA basketball playoffs/finals on radio			*
995		Index	100	145
996	Learned about fees/travel arrangements from TV - past year			*
997		Index	100	145
998	Advertising on radio provides me with useful information about bargains. (Agree strongly)			
999		Index	100	145
1000	Total value of homeowners or personal property insurance coverage is $75,000-$99,999			*
1001		Index	100	145
1002	Household subscribes to Playboy premium cable channel			*
1003		Index	100	145
1004	Bought tires at Pep Boys - past year			*
1005		Index	100	145
1006	Computer owned at home has tape/cartridge drive			*
1007		Index	100	144
1008	Ever used text messaging on cellular/mobile/smartphone to respond to an advertisement or make a purchase			
1009		Index	100	144
1010	Watched Destination America (Planet Green) cable - past week			*
1011		Index	100	144
1012	Roofing installation work done by self or other household member - past year			*
1013		Index	100	144

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

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1014	Bought any doll accessories - past year			*
1015		Index	100	144
1016	Watched MTV2 cable - past week			
1017		Index	100	144
1018	Shopped Dillard's - past 3 months			
1019		Index	100	144
1020	Took railroad/train for domestic trip - past year			*
1021		Index	100	144
1022	Have seen ads on phone booths - past 6 months			
1023		Index	100	144
1024	Shopped David's Bridal - past 3 months			*
1025		Index	100	144
1026	Bought leather and vinyl protectants - past year			
1027		Index	100	144
1028	Listen to regular season NBA basketball play-by-play on radio			*
1029		Index	100	144
1030	Referred to paper Yellow Pages for auto service and repair - past year			
1031		Index	100	144
1032	Computer owned at home has MS Windows 2000 operating system			*
1033		Index	100	143
1034	Had professional hair removal treatment (excluding waxing) - past 6 months			*
1035		Index	100	143
1036	Household owns trash compactor			*
1037		Index	100	143
1038	Health Attitudes: Over the counter medications are safer than prescription drugs. (Agree strongly)			
1039		Index	100	143
1040	Engaged in reading comic books as leisure activity - past year			*
1041		Index	100	143
1042	Watched Vh1 Classic cable - past week			*
1043		Index	100	143
1044	Obtained information about ailment/prescription drug from TV advertisement - past year			
1045		Index	100	143
1046	Furniture Stores - Times Shopped: RAC Rent-A-Center In last 12 months: Any			*
1047		Index	100	143
1048	Ever used cellular/mobile/smartphone to look at an advertisement sent with text message			
1049		Index	100	143
1050	Bought men's cloth handkerchiefs - past year			*
1051		Index	100	143
1052	Viewed any programming on Starz! premium cable channels - past week			
1053		Index	100	143
1054	Visited Kings Dominion (Virginia) - past year			*
1055		Index	100	143
1056	Patronized Red Lobster - past 6 months			
1057		Index	100	143
1058	Total value of life insurance coverage: Less than $20,000			
1059		Index	100	143

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1060	Obtained information about ailment/prescription drug through TV advertisement			
1061		Index	100	143
1062	Purchased frozen boneless turkey - past 6 months			*
1063		Index	100	143
1064	Healthcare advertising actions taken - past year: Discussed an ad with a friend or relative			*
1065		Index	100	143
1066	Selected life insurance based on simplicity of application			*
1067		Index	100	143
1068	Patronized Ruby Tuesday - past 6 months			
1069		Index	100	142
1070	Health Attitudes: In general, newer drug brands work better than older brands. (Agree strongly)			
1071		Index	100	142
1072	Household spent $1000-$2999 on kitchen counter tops - past year			*
1073		Index	100	142
1074	For me, advertising in magazines is amusing. (Agree strongly)			
1075		Index	100	142
1076	Ailments: Treated for fibromyalgia - past year			*
1077		Index	100	142
1078	Household used professional exterminator service for pests (mice, rats, etc.) - past year			*
1079		Index	100	142
1080	Service use for long-distance telephone calls (landline): MCI			*
1081		Index	100	142
1082	Household installed vinyl or metal siding - past year			*
1083		Index	100	142
1084	Referred to paper Yellow Pages for auto dealers/auto sales - past year			*
1085		Index	100	142
1086	5 children under age 18 currently living at home			*
1087		Index	100	141
1088	Shopped Acme Supermarkets - past 6 months			*
1089		Index	100	141
1090	Shopped Wawa convenience stores - past 6 months			
1091		Index	100	141
1092	Shopped A&P - past 6 months			*
1093		Index	100	141
1094	Selected vehicle insurance based on location of company/agent			
1095		Index	100	141
1096	Referred to paper Yellow Pages for auto parts and supplies - past year			
1097		Index	100	141
1098	Bought men's sleepwear/nightwear - past year			*
1099		Index	100	141
1100	Reside in County Size C or D			
1101		Index	100	141
1102	TV show types watch: primetime documentary/informational programming			*
1103		Index	100	141
1104	Purchased watch as gift for a man - past year			*
1105		Index	100	141

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1106	Healthcare advertising actions taken - past year: Requested a free sample			*
1107		Index	100	140
1108	Bought any gasoline additives - past year			
1109		Index	100	140
1110	VALS Statements: Just as the Bible says, the world literally was created in six days. Agree			
1111		Index	100	140
1112	TV show types watch: early evening network news (Monday-Friday)			
1113		Index	100	140
1114	Number of cellular phones in household: 1			
1115		Index	100	140
1116	Household spent under $1000 on interior doors - past year			*
1117		Index	100	140
1118	Health Attitudes: My medical conditions limit my lifestyle somewhat. (Agree strongly)			
1119		Index	100	140
1120	Healthcare advertising actions taken - past year: refilled a prescription			
1121		Index	100	140
1122	Highest level of education completed/highest degree received: 11th grade or less			
1123		Index	100	140
1124	Computer owned at home has MS Windows '95 operating system			*
1125		Index	100	140
1126	Household spent $3000+ on vinyl or metal siding - past year			*
1127		Index	100	140
1128	Bought any costume jewelry bracelets - past year			
1129		Index	100	140
1130	Selected life insurance based on company's years in business			
1131		Index	100	140
1132	Vacation Travel Attitude Segments - Preferred Vacation Types: Ever the Spring Breakers			
1133		Index	100	140
1134	Future intentions: Likely to start or buy a new business - coming year			
1135		Index	100	140
1136	Watched TCM (Turner Classic Movies) cable - past week			
1137		Index	100	139
1138	Finance Attitudes: I find the ups and downs of the financial markets exciting.			
1139		Index	100	139
1140	Bought any costume jewelry necklaces - past year			
1141		Index	100	139
1142	Patronized Cracker Barrel - past 6 months			
1143		Index	100	139
1144	Watch any high-school sports games on TV			
1145		Index	100	139
1146	Patronized Pizza Hut - past 6 months			
1147		Index	100	139
1148	Total amount spent on watches purchased in past year: $500 or more			*
1149		Index	100	139
1150	Read classified advertising in weekday newspaper			
1151		Index	100	139

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1152	VALS Statements: The federal government should encourage prayer in public schools. Agree			
1153		Index	100	139
1154	Bought any basketball shoes - past year			
1155		Index	100	139
1156	Bought underwear (not diapers) for children 1-2 years old - past 6 months			*
1157		Index	100	139
1158	Occupation: Protective Services			*
1159		Index	100	139
1160	Bought car wax/polish - past year			
1161		Index	100	139
1162	Bought any fine jewelry bracelets - past year			
1163		Index	100	138
1164	Shopped Big Lots - past 3 months			
1165		Index	100	138
1166	Fashion & Style Attitudes: When a celebrity designs a product, I am more likely to buy it.			
1167		Index	100	138
1168	Used laundry/laundromat - past 6 months			
1169		Index	100	138
1170	Vacation Travel Attitudes: I prefer guided tours to traveling independently.			
1171		Index	100	138
1172	Read print/paper/hard-copy of women's magazines			
1173		Index	100	138
1174	Bought any costume jewelry earrings - past year			
1175		Index	100	138
1176	Household spent under $1000 on ceramic wall tile - past year			*
1177		Index	100	138
1178	Future intentions: Likely to buy or lease a motorcycle - coming year			*
1179		Index	100	138
1180	Vinyl flooring installed by self or other household member - past year			*
1181		Index	100	138
1182	Bought any women's perfume/cologne for self - past year			
1183		Index	100	138
1184	Stayed at Wyndham Hotel on personal/vacation trip - past year			*
1185		Index	100	138
1186	Diet control/eating habits: Buy food labeled as sugar-free			
1187		Index	100	138
1188	Personally have 3+ working cellular phones			*
1189		Index	100	138
1190	Used any perfume/cologne for women - past 6 months			
1191		Index	100	138
1192	Stayed at Motel 6 on business trip - past year			*
1193		Index	100	138
1194	Obtained information about ailment/prescription drug from pharmacist - past year			
1195		Index	100	137
1196	Patronized Sonic Drive-in - past 6 months			
1197		Index	100	137

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1198	Attend bicycle races			*
1199		Index	100	137
1200	Watched ABC Family Channel - past week			
1201		Index	100	137
1202	Health Attitudes: I am always looking for new ways to live a healthier life. (Agree strongly)			
1203		Index	100	137
1204	Healthcare advertising action taken - past year: Made an appointment to see a doctor			
1205		Index	100	137
1206	Category Influentialism: My family/friends often ask for and trust my advice on soft drinks.			
1207		Index	100	137
1208	Listen to NCAA basketball tournament play-by-play on radio			*
1209		Index	100	137
1210	Selected homeowners/personal property insurance based on simplicity of application			
1211		Index	100	137
1212	Obtained information about ailment/prescription drug through pharmacist			
1213		Index	100	137
1214	Typically book a trip 1 week or less before traveling			*
1215		Index	100	137
1216	Purchased women's skirt - past year			
1217		Index	100	137
1218	Bought any shock absorbers/struts - past year			*
1219		Index	100	137
1220	Watched The Weather Channel cable - past week			
1221		Index	100	137
1222	Ordered food for home delivery from fast-casual, family restaurant or steakhouse - past 6 months			*
1223		Index	100	137
1224	Attend PGA Golf events			*
1225		Index	100	137
1226	Personally did 2 home remodeling projects - past year			*
1227		Index	100	137
1228	Current employment status: Employed, sole wage earner in household			
1229		Index	100	136
1230	Read print/paper/hard-copy of business/finance magazines			
1231		Index	100	136
1232	Have seen ads inside taxis - past 6 months			
1233		Index	100	136
1234	Member of school or college board			*
1235		Index	100	136
1236	Household spent $3000+ on concrete or masonry work - past year			*
1237		Index	100	136
1238	Ordered food for home delivery from fast-food/drive-in restaurant - past 6 months			
1239		Index	100	136
1240	Fashion & Style Attitudes: I often try different ways to style my hair.			
1241		Index	100	136
1242	Future intentions: Likely to take vacation trip to South America - coming year			
1243		Index	100	136

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1244	Shopped Dollar Tree - past 3 months			
1245		Index	100	136
1246	Purchased women's dress - past year			
1247		Index	100	136
1248	Watched Syfy cable - past week			
1249		Index	100	136
1250	Referred to paper Yellow Pages for doctors, dentists, other medical services - past year			
1251		Index	100	136
1252	Category Influentialism: My family/friends often ask for and trust my advice on business.			
1253		Index	100	135
1254	Reason for diet control/food restrictions: Food allergy			*
1255		Index	100	135
1256	Bought car cleaner wash/wipes - past year			
1257		Index	100	135
1258	Used Wells Fargo Advisors brokerage firm - past year			*
1259		Index	100	135
1260	Have seen video ads in medical offices - past 6 months			
1261		Index	100	135
1262	Ever watched a full-length movie on cellular/mobile/smartphone			*
1263		Index	100	135
1264	Read print/paper/hard-copy of Epicurean magazines			
1265		Index	100	135
1266	Shopped Ross Stores - past 3 months			
1267		Index	100	135
1268	Patronized Orange Julius - past 6 months			*
1269		Index	100	135
1270	Healthcare advertising actions taken - past year: Visited a product or drug website			
1271		Index	100	135
1272	Amount Of Time Married: 9 Months		*	*
1273		Index	100	135
1274	Had paint job on vehicle currently owned/leased - past year			*
1275		Index	100	135
1276	Ever watched live television on cellular/mobile/smartphone			*
1277		Index	100	135
1278	Vehicle most recently purchased/leased (currently owned/leased) has radar detector			*
1279		Index	100	134
1280	Collect figurines as hobby			*
1281		Index	100	134
1282	Used T. Rowe Price brokerage firm - past year			*
1283		Index	100	134
1284	Category Influentialism: My family/friends often ask for and trust my advice on grocery shopping.			
1285		Index	100	134
1286	Shopped Men's Wearhouse - past 3 months			*
1287		Index	100	134
1288	Visited Six Flags Discovery Kingdom (California) - past year			*
1289		Index	100	134

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1290	General Attitudes: I strive to achieve a high social status.			
1291		Index	100	134
1292	Diet control/eating habits: Buy food labeled as low-sodium			
1293		Index	100	134
1294	Purchased fresh whole milk - past 6 months			
1295		Index	100	134
1296	Vehicle most recently purchased/leased (currently owned/leased) is an Acura			*
1297		Index	100	134
1298	Vehicle most recently purchased/leased (currently owned/leased) is a Buick			*
1299		Index	100	134
1300	Household installed ceramic tile floors - past year			*
1301		Index	100	134
1302	Carry life insurance policy through Veterans Group Life (VGLI)			*
1303		Index	100	133
1304	Future intentions: Likely to buy first house/residence - coming year			
1305		Index	100	133
1306	Household spends $40-$59 in food stores - average week			
1307		Index	100	133
1308	Household spends $80-$99 in food stores - average week			*
1309		Index	100	133
1310	Watched G4 cable - past week			
1311		Index	100	133
1312	Service use for long-distance telephone calls (landline): AT&T			
1313		Index	100	133
1314	Household spends $80-$99 in food stores - average week			*
1315		Index	100	133
1316	Occupation: Personal Care and Personal Services			*
1317		Index	100	133
1318	Household has 1 vehicle covered by auto/other vehicle insurance			
1319		Index	100	133
1320	Household spends $40-$59 in food stores - average week			
1321		Index	100	133
1322	Personally did 10+ home remodeling jobs - past year		*	*
1323		Index	100	133
1324	Healthcare advertising actions taken - past year: Visited website other than product or drug website			*
1325		Index	100	132
1326	Watched TNT (Turner Network Television) cable - past week			
1327		Index	100	132
1328	Health Attitudes: Before I begin taking any drug, I look for as much information about it as possible. (Agree strongly)			
1329		Index	100	132
1330	Purchased women's designer jeans - past year			
1331		Index	100	132
1332	Car/other vehicle batteries installed by service center or dealership - past year			
1333		Index	100	132
1334	VALS Statements: I like to dress in the latest fashions. Agree			
1335		Index	100	132

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1336	Cellular service on phone you personally use most often: MetroPCS			*
1337		Index	100	132
1338	VALS Statements: A woman's life is fulfilled only if she can provide a happy home for her family. Agree			
1339		Index	100	132
1340	Household treated by Orkin professional exterminators - past year			*
1341		Index	100	132
1342	Patronized Wendy's - past 6 months			
1343		Index	100	132
1344	Watched A&E Network - past week			
1345		Index	100	132
1346	Purchased women's belt - past year			
1347		Index	100	132
1348	Patronized LongHorn Steakhouse - past 6 months			*
1349		Index	100	132
1350	Category Influentialism: My family/friends often ask for and trust my advice on beauty/beauty products.			
1351		Index	100	132
1352	Number of pharmaceutical prescriptions filled in last 30 days: 3			
1353		Index	100	132
1354	Bought any men's cologne as gift - past year			
1355		Index	100	132
1356	Future intentions: Likely to have a child graduate from college - coming year			
1357		Index	100	132
1358	General Attitudes: Religion should be the pillar of our society.			
1359		Index	100	132
1360	Amount Of Time Married: 0-1 Months			*
1361		Index	100	132
1362	Watched Outdoor Channel cable - past week			*
1363		Index	100	131
1364	Banked at HSBC - past year			*
1365		Index	100	131
1366	Watch NBA basketball regular season games on TV			
1367		Index	100	131
1368	Bought tires at Discount Tire Co. - past year			*
1369		Index	100	131
1370	Shopped Foot Action - past 3 months			*
1371		Index	100	131
1372	Cooking/Food Shopping Attitude: "Cooking Up an Image"			
1373		Index	100	131
1374	Viewed 2 sports events on pay-per-view TV - past year			*
1375		Index	100	131
1376	Automotive Attitudes: My ideal car would be green and trendy.			
1377		Index	100	131
1378	Advertising on radio provides me with useful information about new products and services. (Agree strongly)			
1379		Index	100	131
1380	Most recent home computer purchased from department/discount store			
1381		Index	100	131

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1382	Ailments: Treated for arthritis/rheumatoid arthritis (RA) - past year			
1383		Index	100	131
1384	Bill-paying methods used in past year: Paid in person			
1385		Index	100	131
1386	Watched NFL Network cable - past week			
1387		Index	100	131
1388	Used Internet/online service for photo/film processing - past year			*
1389		Index	100	131
1390	Ailments: Treated for restless legs syndrome (RLS) - past year			*
1391		Index	100	131
1392	Most recent home computer purchase made at a department/discount store			
1393		Index	100	131
1394	Ailments: Treated for urinary tract infection (UTI) - past year			*
1395		Index	100	131
1396	Household accesses programming through DirecTV satellite dish			
1397		Index	100	131
1398	Took 1 cruise - past 3 years			*
1399		Index	100	130
1400	Category Influentialism: My family/friends often ask for and trust my advice on new food items.			
1401		Index	100	130
1402	Purchased household telephone/accessories at department store			
1403		Index	100	130
1404	Flew AirTran Airways on any domestic trip - past year			*
1405		Index	100	130
1406	Bought any costume jewelry - past year			
1407		Index	100	130
1408	Have seen video ads in gym/health club - past 6 months			
1409		Index	100	130
1410	Watched Food Network cable - past week			
1411		Index	100	130
1412	Watched Bravo cable - past week			
1413		Index	100	130
1414	Referred to paper Yellow Pages for theaters - past year			
1415		Index	100	130
1416	General Attitudes: Prayer is a part of my daily life.			
1417		Index	100	130
1418	Average monthly cellular/mobile/smartphone bill: $50-$74			
1419		Index	100	130
1420	Patronized Steak 'N Shake - past 6 months			*
1421		Index	100	130
1422	Carry any auto/other vehicle insurance through Nationwide			*
1423		Index	100	130
1424	Watched Vh1 cable - past week			
1425		Index	100	130
1426	Category Influentialism: My family/friends often ask for and trust my advice on household furnishings.			
1427		Index	100	130

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

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1428	Future intentions: Likely to buy a Blu-ray player - coming year			
1429		Index	100	130
1430	Currently drive a compact pick-up			*
1431		Index	100	130
1432	Visited podiatrist - past year			*
1433		Index	100	130
1434	Health Attitudes: I go to the doctor regularly for check-ups. (Agree strongly)			
1435		Index	100	130
1436	Attend Summer Olympics			*
1437		Index	100	130
1438	Member of Planet Fitness			*
1439		Index	100	130
1440	Future intentions: Likely to convert room to home office - coming year			*
1441		Index	100	130
1442	Listen to college basketball play-by-play radio			*
1443		Index	100	130
1444	Attend figure-skating competitions/demonstrations			*
1445		Index	100	130
1446	Watched Fox News Channel cable - past week			
1447		Index	100	129
1448	Household treated by Terminix professional exterminators - past year			*
1449		Index	100	129
1450	Consulted newspaper for advice on fees/travel arrangements - past year			*
1451		Index	100	129
1452	Purchased groceries over the Internet/online - past month			*
1453		Index	100	129
1454	Personally own RCA portable Mp3 player			*
1455		Index	100	129
1456	Category Influentialism: My family/friends often ask for and trust my advice on cleaning products.			
1457		Index	100	129
1458	Future intentions: Likely to get engaged - coming year			
1459		Index	100	129
1460	Patronized International House of Pancakes (IHOP) - past 6 months			
1461		Index	100	129
1462	Shopped GNC - past 6 months			*
1463		Index	100	129
1464	Ailments: Treated for sleep apnea - past year			*
1465		Index	100	129
1466	Carry separate whole life insurance policy			
1467		Index	100	129
1468	Obtained medical insurance through Medicare			
1469		Index	100	129
1470	Household spent $1000-$2999 to remodel kitchen - past year			*
1471		Index	100	129
1472	Had professional manicure - past 6 months			
1473		Index	100	129

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1474	Banking methods: "not-in bankers" (unbanked)			
1475		Index	100	129
1476	Ever downloaded wallpaper on cellular/mobile/smartphone			
1477		Index	100	129
1478	Household installed interior doors - past year			*
1479		Index	100	128
1480	Future intentions: Likely to purchase life insurance - coming year			
1481		Index	100	128
1482	Cellular / Mobile Opinions: I would be willing to pay a monthly subscription fee to receive live TV on my cell phone.			
1483		Index	100	128
1484	Amount spent out of pocket on prescription drugs in average month: $150+			*
1485		Index	100	128
1486	Vacation Travel Attitudes: The Internet is not a secure way to make travel plans.			
1487		Index	100	128
1488	Bought tires at Sears - past year			*
1489		Index	100	128
1490	Future intentions: Likely to have a child go away to college - coming year			
1491		Index	100	128
1492	Have Walmart store credit card in own name (not affiliated with major credit card)			*
1493		Index	100	128
1494	Own blood glucose monitor			
1495		Index	100	128
1496	Obtained medical insurance through mail advertising or phone contact (no agent)			*
1497		Index	100	128
1498	Read print/paper/hard-copy of women's fashion magazines			
1499		Index	100	128
1500	TV show types watch: early evening local news (Monday-Friday)			
1501		Index	100	128
1502	Visited AOL.SportingNews/ (SportingNews.com/AOL FanHouse/FanHouse) Web site - past month			*
1503		Index	100	128
1504	Stayed at Embassy Suites on personal/vacation trip - past year			*
1505		Index	100	128
1506	Stayed at InterContinental Hotels on personal/vacation trip - past year			*
1507		Index	100	128
1508	Food Attitudes: I only buy food items that are name-brand, not generic brands.			
1509		Index	100	128
1510	Have medical insurance coverage through Group Health Cooperative			*
1511		Index	100	128
1512	Used indoor insecticides - past 6 months			
1513		Index	100	128
1514	Food Attitudes: I only buy food items that are name-brand, not generic brands.			
1515		Index	100	128
1516	Had brakes on vehicle serviced - past year			
1517		Index	100	128
1518	Martial status: engaged to be married			*
1519		Index	100	128

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1520	Referred to paper Yellow Pages for Attorneys - past year			*
1521		Index	100	128
1522	Cost of most recently purchased TV set: Less than $100			*
1523		Index	100	128
1524	Viewed any programming on Cinemax premium cable channels - past week			
1525		Index	100	127
1526	Media Trusted The Most: TV			
1527		Index	100	127
1528	Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit.			
1529		Index	100	127
1530	Ailments: Treated for constipation - past year			
1531		Index	100	127
1532	Household bought ready-made vertical blinds - past year			*
1533		Index	100	127
1534	General Attitudes: Marriage should only be legal between a man and a woman Agree somewhat or Agree completely			
1535		Index	100	127
1536	Fashion & Style Attitudes: I consider my fashion style to be trendy.			
1537		Index	100	127
1538	Bought any children's bicycles - past year			
1539		Index	100	127
1540	Patronized Papa John's - past 6 months			
1541		Index	100	127
1542	Household spent $1000-$2999 to remodel bedroom - past year			*
1543		Index	100	127
1544	Visited Busch Gardens (Virginia) - past year			*
1545		Index	100	127
1546	Health Attitude Segments - Medicine/Drugs: "Brand-Name Traditionalist"			
1547		Index	100	127
1548	Bought car/other vehicle batteries - past year			
1549		Index	100	127
1550	Shopped Art Van Furniture - past year			*
1551		Index	100	127
1552	Referred to paper Yellow Pages for carpet cleaning - past year			*
1553		Index	100	127
1554	Walked in to fast-food/drive-in restaurant to buy take-out food - past 6 months			
1555		Index	100	127
1556	The Internet has little impact on my daily life. (Agree completely)			
1557		Index	100	127
1558	Bought books at drug store - past year			*
1559		Index	100	127
1560	Shopped New York & Company - past 3 months			*
1561		Index	100	127
1562	Cellular/mobile/smartphone plan type have: individual plan			
1563		Index	100	127
1564	Finance Attitudes: People often ask my advice when it comes to financial matters.			
1565		Index	100	127

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1566	Mode of transportation on average weekend is train			*
1567		Index	100	127
1568	Total amount spent on children's toys and games in past year: $50-$99			*
1569		Index	100	126
1570	Watch women's tennis matches on TV			
1571		Index	100	126
1572	Current employment status: Retired			
1573		Index	100	126
1574	Watched Nat Geo Wild cable - past week			
1575		Index	100	126
1576	Own or lease one vehicle			
1577		Index	100	126
1578	Bought men's designer jeans - past year			*
1579		Index	100	126
1580	Occupation: Food Preparation, Serving, Related Occupations			*
1581		Index	100	126
1582	Visited nurse practitioner - past year			*
1583		Index	100	126
1584	Selected vehicle insurance based on simplicity of application			
1585		Index	100	126
1586	Read print/paper/hard-copy of home service magazines			
1587		Index	100	126
1588	Diet control/eating habits: Buy food labeled as gluten-free			*
1589		Index	100	126
1590	Watched AMC (American Movie Classics) cable - past week			
1591		Index	100	126
1592	Stayed at Ritz-Carlton on personal/vacation trip - past year			*
1593		Index	100	126
1594	Ailments: Treated for macular degeneration - past year			*
1595		Index	100	126
1596	Watched USA Network cable - past week			
1597		Index	100	126
1598	Carry life insurance policy through Nationwide			*
1599		Index	100	126
1600	Own any Suzuki motorcycle			*
1601		Index	100	126
1602	Household subscribes to Encore premium cable channels			
1603		Index	100	126
1604	Amount spent out of pocket on prescription drugs in average month: $30-$49			
1605		Index	100	126
1606	Number of pharmaceutical prescriptions filled in last 30 days: 5			*
1607		Index	100	126
1608	Household Internet service provider is AT&T			
1609		Index	100	126
1610	Member of Bally Total Fitness			*
1611		Index	100	126

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1612	Selected homeowners/personal property insurance based on location of company/agent			
1613		Index	100	126
1614	Future intentions: Likely to remodel kitchen - coming year			
1615		Index	100	126
1616	Have medical insurance coverage through Humana			*
1617		Index	100	126
1618	Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline.			
1619		Index	100	126
1620	Listen to NFL playoff games/Super Bowl play-by-play on radio			*
1621		Index	100	126
1622	Had professional pedicure - past 6 months			
1623		Index	100	126
1624	Most recently purchased/leased vehicle (currently owned/leased) is a luxury car			
1625		Index	100	125
1626	Healthcare advertising actions taken - past year: Discussed an ad with doctor			*
1627		Index	100	125
1628	Listen to NFL Monday or Thursday Night Games play-by-play on radio			*
1629		Index	100	125
1630	Patronized Damon's - past 6 months			*
1631		Index	100	125
1632	Household has purchased in-home telephone - past year			
1633		Index	100	125
1634	Most recently purchased TV set has DLP screen			*
1635		Index	100	125
1636	Watched truTV cable - past week			
1637		Index	100	125
1638	Future intentions: Likely to buy a giant flat-screen/HDTV (43" or more) - coming year			
1639		Index	100	125
1640	Ailments: Treated for kidney ailments - past year			*
1641		Index	100	125
1642	Used discount store for photo/film processing - past year			*
1643		Index	100	125
1644	Watched Sundance cable - past week			*
1645		Index	100	125
1646	Purchase music, other audio at music store			*
1647		Index	100	125
1648	Reason for diet control/food restrictions: Cholesterol level			
1649		Index	100	125
1650	Food Attitudes: Eating at a fast food restaurant is fun.			
1651		Index	100	125
1652	Carry life insurance policy through Principal Financial			*
1653		Index	100	125
1654	Household spends $60-$79 in food stores - average week			
1655		Index	100	125
1656	Highest level of education completed/highest degree received: associate degree, occupational/vocational			
1657		Index	100	125

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1658	Read print/paper/hard-copy of general editorial magazines			
1659		Index	100	125
1660	Banked at SunTrust - past year			*
1661		Index	100	125
1662	Household spends $60-$79 in food stores - average week			
1663		Index	100	125
1664	Visited eye doctor - past year			
1665		Index	100	125
1666	Watched TBS cable - past week			
1667		Index	100	125
1668	Work to remodel bedroom done by outside contractor - past year			*
1669		Index	100	125
1670	Buying Styles: I like to change brands often for the sake of variety and novelty.			
1671		Index	100	125
1672	Attitudes Toward Advertising: Advertising helps me keep up-to-date about products and services that I need or would like to have.			
1673		Index	100	125
1674	Viewed 6+ video-on-demand movies - past month			*
1675		Index	100	125
1676	Environmentally Friendly/"Green" products buy: recycled-content paper products: facial tissues/paper napkins/paper plates/paper towels/toilet paper/other			
1677		Index	100	125
1678	Future intentions: Likely to retire from full-time work - coming year			
1679		Index	100	125
1680	Yard fence installed by outside contractor - past year			*
1681		Index	100	125
1682	Used department store for photo/film processing - past year			*
1683		Index	100	125
1684	Category Influentialism: My family/friends often ask for and trust my advice on sporting equipment.			
1685		Index	100	125
1686	Vacation Travel Attitude Segments - Logistics Of Travel Planning: "I'm staying close to home"			
1687		Index	100	125
1688	Food Attitudes: Eating at a fast food restaurant is fun. A			
1689		Index	100	125
1690	Ever downloaded a ringtone on cellular/mobile/smartphone			
1691		Index	100	124
1692	Purchased watch as gift for a woman - past year			*
1693		Index	100	124
1694	Watch NBA basketball playoffs/finals on TV			
1695		Index	100	124
1696	Household instaled vinyl flooring - past year			*
1697		Index	100	124
1698	Health Attitudes: I prefer alternative medicine to traditional medical practices. (Agree strongly)			
1699		Index	100	124
1700	Carry life insurance policy through American Family			*
1701		Index	100	124
1702	Visited Dorney Park & Wild Water Kingdom (Pennsylvania) - past year			*
1703		Index	100	124

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1704	Personally have considerable interest in seeing ads sent to a cellphone or other mobile device			*
1705		Index	100	124
1706	TV show types watch: reality-based shows			*
1707		Index	100	124
1708	Purchased R&B music recordings - past 6 months			
1709		Index	100	124
1710	Bought any sterling fine jewelry - past year			
1711		Index	100	124
1712	Health Attitudes: I take medicine as soon as I don't feel well. (Agree strongly)			
1713		Index	100	124
1714	Made financial contribution to religious institution/group - past year			
1715		Index	100	124
1716	Category Influentialism: My family/friends often ask for and trust my advice on the news.			
1717		Index	100	124
1718	Category Influentialism: My family/friends often ask for and trust my advice on real estate.			
1719		Index	100	124
1720	Patronized Little Caesars - past 6 months			
1721		Index	100	124
1722	TV show types watch: pageants/specials			*
1723		Index	100	124
1724	Downloaded a video game on Internet - past month			
1725		Index	100	124
1726	Viewed 1 sports event on pay-per-view TV - past year			*
1727		Index	100	124
1728	Patronized Ponderosa - past 6 months			*
1729		Index	100	124
1730	General Attitudes: My cultural/ethnic heritage is an important part of who I am.			
1731		Index	100	124
1732	Number of pharmaceutical prescriptions filled in last 30 days: 4			*
1733		Index	100	123
1734	Referred to Internet Yellow Pages for hotels/motels - past year			*
1735		Index	100	123
1736	Served on a committee for a local organization - past year			
1737		Index	100	123
1738	Visited physical therapist - past year			*
1739		Index	100	123
1740	Advertising in newspapers provides me with useful information about bargains. (Agree strongly)			
1741		Index	100	123
1742	Occupation: Transportation and Material Moving			*
1743		Index	100	123
1744	TV show types watch: news specials			
1745		Index	100	123
1746	For me, all ads in newspapers are alike. (Agree strongly)			
1747		Index	100	123
1748	Viewed 2 video-on-demand TV shows - past month			*
1749		Index	100	123

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1750	Personally carry 2 life insurance policies			
1751		Index	100	123
1752	Purchased fine jewelry for self - past year			
1753		Index	100	123
1754	Bought breakfast at fast-food/drive-in restaurant - past 6 months			
1755		Index	100	123
1756	Patronized Burger King - past 6 months			
1757		Index	100	123
1758	Own home blood-pressure monitor			
1759		Index	100	123
1760	Environmentally Friendly/"Green" products buy: non-toxic/biodegradable dish-washing liquid/detergent			
1761		Index	100	123
1762	Category Influentialism: My family/friends often ask for and trust my advice on newspapers.			
1763		Index	100	123
1764	Buying Styles: A celebrity endorsement may influence me to consider or buy a product.			
1765		Index	100	123
1766	Purchased food/groceries by mail or phone - past year			*
1767		Index	100	123
1768	Watched MSNBC News cable - past week			
1769		Index	100	123
1770	Ailments: Treated for prostate (men only) - past year			*
1771		Index	100	123
1772	Vacation Travel Attitudes: Group tours are fun and a good way to meet people.			
1773		Index	100	123
1774	Wired or sent money through U.S. Postal Service - past year			
1775		Index	100	123
1776	Bought any work shoes (excluding work boots) - past year			*
1777		Index	100	122
1778	Technology Attitudes: I am among the first of my friends and colleagues to try new technology products.			
1779		Index	100	122
1780	Attend MMA (Mixed Martial Arts) competitions			*
1781		Index	100	122
1782	Vacation Travel Attitudes: Planning a vacation is just as much fun as the trip itself.			
1783		Index	100	122
1784	Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings.			
1785		Index	100	122
1786	Reason for diet control/food restrictions: Maintain weight			
1787		Index	100	122
1788	Carry life insurance policy through MassMutual			*
1789		Index	100	122
1790	Purchased any fine jewelry - past year			
1791		Index	100	122
1792	Listen to NHL hockey regular season play-by-play on radio			*
1793		Index	100	122
1794	Future intentions: Likely to buy a large flat-screen/HDTV (27"-42") - coming year			
1795		Index	100	122

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RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1796	The Internet is a good way to meet new people. (Agree completely)			
1797		Index	100	122
1798	Fashion & Style Attitudes: I'll buy trendy clothes even if they're not the highest quality.			
1799		Index	100	122
1800	Decision-maker for brand of tires purchased: Someone else (not self)			
1801		Index	100	122
1802	Most recently purchased TV set has regular size screen (13"-26")			
1803		Index	100	122
1804	Concrete or masonry work done by self or other household member - past year			*
1805		Index	100	122
1806	Household owns 4 or more TVs			
1807		Index	100	122
1808	Decision-maker for car/other vehicle batteries purchased in past year was self (alone or with someone else)			
1809		Index	100	122
1810	Bought any platinum fine jewelry - past year			*
1811		Index	100	122
1812	Attend boxing matches			*
1813		Index	100	122
1814	Used NicoDerm CQ to stop smoking - past year			*
1815		Index	100	122
1816	Viewed any programming on Showtime premium cable channels - past week			
1817		Index	100	122
1818	TV show types watch: primetime general drama shows			*
1819		Index	100	122
1820	Ailments: Treated for osteoporosis - past year			*
1821		Index	100	122
1822	Household installed aluminum windows - past year			*
1823		Index	100	122
1824	Purchased fine jewelry as gift for someone else - past year			
1825		Index	100	122
1826	Bought any large dolls, baby dolls - past year			
1827		Index	100	122
1828	Cellular / Mobile Opinions: I would be willing to receive advertisements on my cell phone in exchange for services, like live TV or Text Messaging.			
1829		Index	100	122
1830	Bought men's fur coat or jacket - past year			*
1831		Index	100	122
1832	Learned about sightseeing/activites from radio - past year			*
1833		Index	100	122
1834	Total amount spent on men's low-ticket clothing items in past year: $50-$99			
1835		Index	100	122
1836	Category Influentialism: My family/friends often ask for and trust my advice on fashion (excluding clothes, shoes).			
1837		Index	100	122
1838	Have seen product placements in video games - past 6 months			
1839		Index	100	122
1840	Purchased women's dress slacks - past year			
1841		Index	100	121

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1842	Shopped Bath & Body Works - past 3 months			
1843		Index	100	121
1844	Viewed any programming on Playboy TV premium cable channels - past week			*
1845		Index	100	121
1846	Shopped Sheetz convenience stores - past 6 months			*
1847		Index	100	121
1848	Diet control/eating habits: Buy food labeled as low-cholesterol			
1849		Index	100	121
1850	Member of any charitable organization			
1851		Index	100	121
1852	Bought any suits or dresses for children 1-2 years old - past 6 months			*
1853		Index	100	121
1854	Computer owned at home has Blu-ray RE (Blu-ray Burner)			*
1855		Index	100	121
1856	Household uses repeat dialing service (for landline phone)			
1857		Index	100	121
1858	Purchased MasterCard gift cards/prepaid cards - past 6 months			*
1859		Index	100	121
1860	Bought any air filters for vehicle - past year			
1861		Index	100	121
1862	Ever used text messaging on cellular/mobile/smartphone to vote in a contest, make a choice or give an opinion			
1863		Index	100	121
1864	Household used professional exterminator service for termites - past year			
1865		Index	100	121
1866	Household used professional exterminator service for insects (ants, roaches, etc.) - past year			
1867		Index	100	121
1868	Watched HGTV (Home & Garden Television) cable - past week			
1869		Index	100	121
1870	Attend LPGA Golf events			*
1871		Index	100	121
1872	Reason for diet control/food restrictions: Lactose intolerance			*
1873		Index	100	121
1874	Purchased MasterCard gift card/prepaid card - past 6 months			*
1875		Index	100	121
1876	Household uses home delivery service for bottled water/seltzer			*
1877		Index	100	121
1878	Bought boxed chocolates for self - past 6 months			
1879		Index	100	121
1880	Future intentions: Likely to buy a digital video camera or digital camera - coming year			
1881		Index	100	121
1882	Insulation for ceiling, floor, and/or walls installed by outside contractor - past year			*
1883		Index	100	121
1884	Exterior light fixtures installed by outside contractor - past year			*
1885		Index	100	121
1886	Household subscribes to The Movie Channel premium cable channel			
1887		Index	100	121

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1888	Visited disney.com Web site - past month			*
1889		Index	100	121
1890	Household owns AT&T telephone equipment			
1891		Index	100	121
1892	Vehicle most recently purchased/leased (currently owned/leased) is a Scion			*
1893		Index	100	121
1894	Ailments: Treated for asthma - past year			
1895		Index	100	121
1896	Fill pharmaceutical prescriptions at drug store/pharmacy			
1897		Index	100	121
1898	Category Influentialism: My family/friends often ask for and trust my advice on interior decorating			
1899		Index	100	120
1900	Cellular service on phone you personally use most often: Cellular One			*
1901		Index	100	120
1902	Have seen video ads in shopping malls - past 6 months			
1903		Index	100	120
1904	Had professional make-up application/makeover - past 6 months			*
1905		Index	100	120
1906	Watched MTV Tr3s cable - past week			*
1907		Index	100	120
1908	Watched Biography Channel cable - past week			*
1909		Index	100	120
1910	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): $15,000-$19,999			
1911		Index	100	120
1912	Acquired life insurance policy through an agent representing one company			
1913		Index	100	120
1914	Category Influentialism: My family/friends often ask for and trust my advice on vehicles other than automobiles.			
1915		Index	100	120
1916	Read classified advertising in Sunday/weekend newspaper			
1917		Index	100	120
1918	Cellular / Mobile Opinions: My cell phone is an extension of my personality.			
1919		Index	100	120
1920	Amount Of Time Married: 25+ Years			
1921		Index	100	120
1922	Household income: $40,000-$49,999			
1923		Index	100	120
1924	Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion.			
1925		Index	100	120
1926	Total amount spent on home improvements in past year: $2000+			*
1927		Index	100	120
1928	Cellular / Mobile Opinions: I am interested in watching live TV on my cell phone.			
1929		Index	100	120
1930	Future intentions: Likely to purchase a new vehicle - coming year			
1931		Index	100	120
1932	Personally played multi-player video game online in last 30 days using a computer			*
1933		Index	100	120

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

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1934	Household owns any horses (as pets)			*
1935		Index	100	120
1936	Most recently purchased/leased vehicle (currently owned/leased) is a van/minivan			
1937		Index	100	120
1938	Bought any tennis shoes - past year			
1939		Index	100	120
1940	Consumed any regular carbonated soft drinks (excluding colas) - past 6 months			
1941		Index	100	120
1942	Attend golf events (excluding PGA or LPGA)			*
1943		Index	100	120
1944	Attend weightlifting competitions			*
1945		Index	100	119
1946	Shopped Victoria's Secret - past 3 months			
1947		Index	100	119
1948	Visited ABCNews.com Web site - past month			*
1949		Index	100	119
1950	Patronized Joe's Crab Shack - past 6 months			*
1951		Index	100	119
1952	Watched CMT (Country Music Television) cable - past week			
1953		Index	100	119
1954	Purchased UTV (utility vehicle) - past year			*
1955		Index	100	119
1956	Vacation Travel Attitudes: People often ask my advice when it comes to vacation travel.			
1957		Index	100	119
1958	Technology Attitudes: Technology has little impact on my daily life.			
1959		Index	100	119
1960	Mode of transportation on average weekday is taxi			*
1961		Index	100	119
1962	General Attitudes: Children have a right to be spoiled.			
1963		Index	100	119
1964	Vacation Travel Attitudes: I'm happy to do very little, if any, sightseeing on my vacations.			
1965		Index	100	119
1966	Printed digital photos in last 12 months: Other			*
1967		Index	100	119
1968	Media Trusted The Most: Newspapers			
1969		Index	100	119
1970	Household subscribes to Showtime premium cable channels			
1971		Index	100	119
1972	Mode of transportation on average weekend is subway/metro			*
1973		Index	100	119
1974	Rented/purchased DVDs or Blu-ray discs from discount department store - past month			
1975		Index	100	119
1976	Future intentions: Likely to buy a desktop computer - coming year			
1977		Index	100	119
1978	General Attitudes: My goal is to make it to the top of my profession.			
1979		Index	100	119

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
1980	VALS Statements: I want to be considered fashionable. Agree			
1981		Index	100	119
1982	Current employment status: Not employed			
1983		Index	100	119
1984	Took a cruise of more than one day - past 3 years			
1985		Index	100	119
1986	TV show types watch: football Bowl games/specials			*
1987		Index	100	119
1988	Decision-maker for car/other vehicle batteries purchased in past year was another person (not self)			*
1989		Index	100	119
1990	Ailments: Treated for erectile dysfunction (ED)(men only) - past year			*
1991		Index	100	119
1992	General Attitudes: I like to live a lifestyle that impresses others.			
1993		Index	100	119
1994	Bought books at warehouse/membership club store - past year			*
1995		Index	100	118
1996	Read print/paper/hard-copy of news-and-entertainment weeklies			
1997		Index	100	118
1998	Cellular / Mobile Opinions: The primary reason I have my cell phone is for safety.			
1999		Index	100	118
2000	Watched ESPN2 cable - past week			
2001		Index	100	118
2002	Bought any slippers/house-shoes - past year			
2003		Index	100	118
2004	Household owns telephone headset			*
2005		Index	100	118
2006	Currently carry life insurance			
2007		Index	100	118
2008	Carry any auto/other vehicle insurance through GEICO			
2009		Index	100	118
2010	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.			
2011		Index	100	118
2012	Finance Attitudes: I often take the opportunity to discuss my knowledge of financial products or services with others.			
2013		Index	100	118
2014	Watch college basketball on TV			
2015		Index	100	118
2016	Total financial contributins to any organizations/institutions/groups/causes in past year: $500+			
2017		Index	100	118
2018	Flew Midwest Airlines on any domestic trip - past year			*
2019		Index	100	118
2020	Own an e Machines personal computer at home			*
2021		Index	100	118
2022	Selected life insurance based on agent recommendation			
2023		Index	100	118
2024	Bought any women's perfume/cologne as gift - past year			
2025		Index	100	118

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2026	Technology Attitudes: At first, I was nervous about using computers, but now I'm much more comfortable.			
2027		Index	100	118
2028	Engaged in fund raising - past year			
2029		Index	100	118
2030	Amount Of Time Married: 0-1 Years			*
2031		Index	100	118
2032	Shopped Giant food stores - past 6 months			
2033		Index	100	118
2034	Bought any oil filters for vehicle - past year			
2035		Index	100	118
2036	Ailments: Treated for depression - past year			
2037		Index	100	118
2038	Category Influentialism: My family/friends often ask for and trust my advice on shopping.			
2039		Index	100	118
2040	Have seen ads on postcards - past 6 months			
2041		Index	100	118
2042	Finance Attitudes: I'm happy to use the phone to carry out day to day banking transactions.			
2043		Index	100	118
2044	Vinyl or metal siding installation work done by self or other household member - past year			*
2045		Index	100	118
2046	Accessed Yahoo! Mail - past month			
2047		Index	100	118
2048	Bought any fine jewelry rings (excluding engagement ring) - past year			
2049		Index	100	118
2050	Attend professional wrestling matches			*
2051		Index	100	118
2052	Attend summer Extreme Sports competitions			*
2053		Index	100	118
2054	Purchased fine jewelry at retail chain (excluding Jared, Kay Jewelers, Zale's) - past year			*
2055		Index	100	118
2056	VALS Statements: I dress more fashionably than most people. Agree			
2057		Index	100	118
2058	Shopped Walmart Supercenter (for food/groceries) - past 6 months			
2059		Index	100	118
2060	Selected homeowners/personal property insurance based on company's years in business			
2061		Index	100	118
2062	Health Attitudes: Vitamin supplements improve one's health. (Agree strongly)			
2063		Index	100	118
2064	Used exercise program for dieting/weight control			
2065		Index	100	118
2066	Motorcycle ownership: Own dual-purpose bike (off-road/street)			*
2067		Index	100	118
2068	Household spent under $1000 on vinyl or metal siding - past year			*
2069		Index	100	118
2070	Vehicle most recently purchased/leased (currently owned/leased) is a Dodge			*
2071		Index	100	118

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2072	Obtained information about ailment/prescription drug through pamphlets/brochures			*
2073		Index	100	117
2074	Bought toiletries at discount store - past 6 months			
2075		Index	100	117
2076	Referred to paper Yellow Pages for pizza - past year			
2077		Index	100	117
2078	Engaged in roller-skating - past year			*
2079		Index	100	117
2080	Cellular / Mobile Opinions: There are some features on my cell phone I'd like to use, but I don't know how to use them.			
2081		Index	100	117
2082	Cellular / Mobile Opinions: I would use Text Messaging if I knew how to do it.			
2083		Index	100	117
2084	Ailments: Treated for arthritis/osteoarthritis - past year			
2085		Index	100	117
2086	Printed digital photos at Kodak Picture Maker kiosk - past year			*
2087		Index	100	117
2088	Household owns a deep fryer			
2089		Index	100	117
2090	Household owns outdoor electric grill			*
2091		Index	100	117
2092	Consumed any ready-to-drink iced tea - past 6 months			
2093		Index	100	117
2094	Purchased movie tickets by mail or phone - past year			*
2095		Index	100	117
2096	Have seen video ads in restaurants - past 6 months			
2097		Index	100	117
2098	Bought soft drinks in cans/bottles at convenience store - past month			
2099		Index	100	117
2100	Household remodeled kitchen - past year			*
2101		Index	100	117
2102	Personally did 3 home-improvement projects - past year			*
2103		Index	100	117
2104	General Attitudes: I see myself as somewhat of a loner.			
2105		Index	100	117
2106	Future intentions: Likely to take vacation trip to Caribbean - coming year			
2107		Index	100	117
2108	Read TV listings in weekday newspaper			
2109		Index	100	117
2110	Accessed AOL Mail - past month			
2111		Index	100	117
2112	Food Attitudes: People often ask my advice when it comes to food.			
2113		Index	100	117
2114	Bought any work boots - past year			
2115		Index	100	117
2116	Health Attitudes: In general, I think herbal supplements are effective. (Agree strongly)			
2117		Index	100	117

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2118	Bought any clothing for children 6-12 years old - past 6 months			
2119		Index	100	117
2120	Food Attitudes: People often ask my advice when it comes to food.			
2121		Index	100	117
2122	Watched H2 (History International) cable - past week			*
2123		Index	100	116
2124	Shopped Marshall's - past 3 months			
2125		Index	100	116
2126	Bought any fine jewelry necklace - past year			
2127		Index	100	116
2128	Voted in Federal, state or local election - past year			
2129		Index	100	116
2130	Technology Attitudes: I want others to say "wow" when they see my electronics.			
2131		Index	100	116
2132	Bill-paying methods used in past year: Paid by phone using credit card			
2133		Index	100	116
2134	Future intentions: Likely to sell house/residence - coming year			
2135		Index	100	116
2136	Household installed hardwood floors - past year			*
2137		Index	100	116
2138	Vehicle most recently purchased/leased (currently owned/leased) is a Chevrolet			
2139		Index	100	116
2140	Used outdoor insecticides - past 6 months			
2141		Index	100	116
2142	Category Influentialism: My family/friends often ask for and trust my advice on music.			
2143		Index	100	116
2144	Referred to paper Yellow Pages for jewelers/jewelery - past year			*
2145		Index	100	116
2146	Finance Attitudes: I hate having to go to the branch of my bank or savings institution.			
2147		Index	100	116
2148	Mode of transportation on average weekday is train			*
2149		Index	100	116
2150	Decision-maker for vehicle most recently purchased/leased (currently owned/leased): Self			
2151		Index	100	116
2152	Ailments: Treated for sinus congestion/sinus headache - past year			
2153		Index	100	116
2154	Used outdoor insecticides - past 6 months			
2155		Index	100	116
2156	Bought any underwear (not diapers) for baby under 1 year old - past 6 months			*
2157		Index	100	116
2158	Finance Attitudes: I regularly read financial news or financial publications.			
2159		Index	100	116
2160	Patronized Houlihan's - past 6 months			*
2161		Index	100	116
2162	Decision-maker for brand of tires purchased: Self (alone or with someone else)			
2163		Index	100	116

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2164	Household has DirecTV Plus DVR			
2165		Index	100	116
2166	VALS Statements: There is too much sex on television today. Agree			
2167		Index	100	116
2168	Most recently purchased/leased vehicle (currently owned/leased) uses diesel gasoline only			*
2169		Index	100	116
2170	Attend winter Extreme Sports competitions			*
2171		Index	100	116
2172	For me, advertising in newspapers appears at inconvenient moments. (Agree strongly)			
2173		Index	100	116
2174	Health Attitudes: I rely on my physician to recommend drug brands. (Agree strongly)			
2175		Index	100	116
2176	Source of life insurance coverage: Place of work			
2177		Index	100	116
2178	Household cleaned by professional housekeeping service once a month			*
2179		Index	100	116
2180	Future intentions: Likely to have a child get married - coming year			
2181		Index	100	116
2182	Category Influentialsim: My family/friends often ask for and trust my advice on dieting.			
2183		Index	100	116
2184	Referred to paper Yellow Pages for real estate - past year			*
2185		Index	100	116
2186	Fashion & Style Attitudes: Clothes made by fashion designers are more appealing.			
2187		Index	100	116
2188	Total spent on men's big-ticket clothing items in past year: $100-$199			
2189		Index	100	116
2190	Length of lease on vehicle currently leased is 24 months or less			*
2191		Index	100	116
2192	Health Attitudes: I'm often first to try the most advanced medicines. (Agree strongly)			
2193		Index	100	116
2194	Attended a political rally, speech, or organized protest of any kind - past year			*
2195		Index	100	116
2196	Carry life insurance policy through New York Life			*
2197		Index	100	115
2198	Personally own Philips portable Mp3 player			*
2199		Index	100	115
2200	Shopped Quiktrip convenience stores - past 6 months			
2201		Index	100	115
2202	Cellular/Mobile Phone/Smartphone has FM radio feature			
2203		Index	100	115
2204	Bought tires at NTB National Tire & Battery - past year			*
2205		Index	100	115
2206	Bought fragrance/perfume/cologne at department store - past 6 months			
2207		Index	100	115
2208	Finance Attitudes: I enjoy learning about financial products or services from others.			
2209		Index	100	115

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2210	Decision to visit theme park was made by child(ren)			*
2211		Index	100	115
2212	Had brakes serviced at Midas - past year			*
2213		Index	100	115
2214	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.			
2215		Index	100	115
2216	Total amount spent on children's clothing in past 6 months: $400+			*
2217		Index	100	115
2218	Amount spent out of pocket on prescription drugs in average month: $20-$29			
2219		Index	100	115
2220	General Attitudes: I consider myself outspoken.			
2221		Index	100	115
2222	Made 16 or more long-distance phone calls (landline) within the U.S. - past month			
2223		Index	100	115
2224	Bought frozen beverage at convenience store - past month			*
2225		Index	100	115
2226	Sewed any garments from patterns - past 6 months			*
2227		Index	100	115
2228	Healthcare advertising actions taken - past year: Bought a non-prescription product			
2229		Index	100	115
2230	Had brakes serviced at Monro Muffler/Brake - past year			*
2231		Index	100	115
2232	Finance Attitudes: I like to take risks when investing for the chance of a high return.			
2233		Index	100	115
2234	Personally have considerable interest in seeing ads in stores (not video ads)			
2235		Index	100	115
2236	Total amount spent on shoes in past year: $50-$99			
2237		Index	100	115
2238	Watched FX cable - past week			
2239		Index	100	115
2240	Category Influentialism: My family/friends often ask for and trust my advice on finance/investments.			
2241		Index	100	115
2242	Household installed exterior doors - past year			*
2243		Index	100	115
2244	Used drug store for photo/film processing - past year			*
2245		Index	100	115
2246	Household treated by professional exterminator - past year			
2247		Index	100	115
2248	Food Attitudes: I prefer picking up quick meals to cooking meals.			
2249		Index	100	115
2250	Visited USAToday.com Web site - past month			*
2251		Index	100	115
2252	Fashion & Style Attitudes: I often use natural or organic beauty products.			
2253		Index	100	115
2254	Highest level of education completed/highest degree received: high-school graduate (high-school diploma or equivalent, such as GED)			
2255		Index	100	115

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2256	Food Attitudes: I prefer picking up quick meals to cooking meals.			
2257		Index	100	115
2258	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.			
2259		Index	100	115
2260	Own a netbook computer at home			*
2261		Index	100	115
2262	Cellular / Mobile Opinions: I would be willing to receive advertisements on my cell phone in exchange for lower monthly costs.			
2263		Index	100	115
2264	Household has DirecTV DVR with TiVo service			*
2265		Index	100	115
2266	Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV.			
2267		Index	100	115
2268	Attitudes Toward Advertising: On average, brands that are advertised are better in quality than brands that are not advertised. (Agree)			
2269		Index	100	115
2270	Value of home owned: $125,000-$149,999			
2271		Index	100	115
2272	Category Influentialism: My family/friends often ask for and trust my advice on vacation travel.			
2273		Index	100	115
2274	Household owns electric central heating			
2275		Index	100	115
2276	Total amount spent on clothing in past year - $99 or less			
2277		Index	100	115
2278	Household owns electric central heating system			
2279		Index	100	115
2280	Own any Yamaha motorcycle			*
2281		Index	100	114
2282	Amount spent out of pocket on prescription drugs in average month: Less than $10			
2283		Index	100	114
2284	Stayed at Wingate Hotel on personal/vacation trip - past year			*
2285		Index	100	114
2286	Buying Styles: Brand name is the best indication of quality.			
2287		Index	100	114
2288	Stayed at Fairmont Hotels on business trip - past year			*
2289		Index	100	114
2290	Consumed any low/no alcohol beer - past 6 months			*
2291		Index	100	114
2292	Read print/paper/hard-copy of video games/PC & consold magazines			
2293		Index	100	114
2294	Attend Winter Olympics			*
2295		Index	100	114
2296	Average monthly bill for long-distance phone calls (landline) is $100+			*
2297		Index	100	114
2298	Household uses call waiting service (for landline phone)			
2299		Index	100	114
2300	General Attitudes: I consider myself a spiritual person.			
2301		Index	100	114

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2302	Total spent on men's big-ticket clothing items in past year: $99 or less			
2303		Index	100	114
2304	Purchased watch as gift for any person - past year			*
2305		Index	100	114
2306	Vehicle most recently purchased/leased (currently owned/leased) was acquired with a bank loan			
2307		Index	100	114
2308	Category Influentialism: My family/friends often ask for and trust my advice on TV shows.			
2309		Index	100	114
2310	Patronized Buffalo Wild Wings - past 6 months			
2311		Index	100	114
2312	Health Attitudes: I am willing to take prescription drugs even if my insurance company doesn't cover them. (Agree strongly)			
2313		Index	100	114
2314	Referred to paper Yellow Pages for florists - past year			*
2315		Index	100	114
2316	Number of grocery shopping trips in average week: 5			*
2317		Index	100	114
2318	Have seen video ads in bars/pubs - past 6 months			
2319		Index	100	114
2320	Household income: $30,000-$39,999			
2321		Index	100	114
2322	Bought snacks at fast-casual, family restaurant or steakhouse - past 6 months			*
2323		Index	100	114
2324	Future intentions: Likely to take vacation trip to Florida - coming year			
2325		Index	100	114
2326	Future intentions: Likely to take a cruise vacation (longer than 1 day) - coming year			
2327		Index	100	114
2328	Finance Attitudes: I only save for a specific purpose.			
2329		Index	100	114
2330	Category Influentialism: My family/friends often ask for and trust my advice on magazines.			
2331		Index	100	114
2332	Total amount spent on children's clothing in past 6 months: $100-$199			
2333		Index	100	114
2334	Attend NBA basketball playoff games/finals			*
2335		Index	100	114
2336	Shopped Exxon/Mobil On the Run - past 6 months			
2337		Index	100	114
2338	Have seen video ads in office building elevators - past 6 months			
2339		Index	100	114
2340	Watched TLC (The Learning Channel) cable - past week			
2341		Index	100	114
2342	Future intentions: Likely to buy a laptop computer - coming year			
2343		Index	100	114
2344	Diet control/eating habits: Buy food labeled as low-carb			
2345		Index	100	114
2346	Vacation Travel Attitudes: It's worth it to me to pay more for high quality hotel accomodations.			
2347		Index	100	114

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2348	Fashion & Style Attitudes: I follow a strict skin-care routine.			
2349		Index	100	114
2350	Future intentions: Likely to lease a vehicle - coming year			
2351		Index	100	113
2352	Watch boxing matches on TV			
2353		Index	100	113
2354	Category Influentialism: My family/friends often ask for and trust my advice on environmentally-friendly products.			
2355		Index	100	113
2356	Personally have AT&T prepaid telephone card			*
2357		Index	100	113
2358	Household owns burglar alarm			
2359		Index	100	113
2360	For me, advertising on TV is amusing. (Agree strongly)			
2361		Index	100	113
2362	Parent of child(ren) under age 18 not currently living in household			
2363		Index	100	113
2364	Type of medical insurance policy have: Traditional indemnity/fee-for-service			*
2365		Index	100	113
2366	Shopped Walmart - past 3 months			
2367		Index	100	113
2368	Banking method: "drop-in banker" (visit physical bank facility)			
2369		Index	100	113
2370	Have seen ads at bus stops or train stations - past 6 months			
2371		Index	100	113
2372	Selected vehicle insurance based on company's years in business			
2373		Index	100	113
2374	Attend MLL Lacrosse games			*
2375		Index	100	113
2376	Watched MTV cable - past week			
2377		Index	100	113
2378	Read print/paper/hard-copy of sports magazines			
2379		Index	100	113
2380	Amount spent on cellular/mobile/smartphone purchase - past year: $101-$200			
2381		Index	100	113
2382	Obtained information about ailment/prescription drug from doctor or healthcare professional - past year			
2383		Index	100	113
2384	Obtained information about ailment/prescription drug through doctor or healthcare professional			
2385		Index	100	113
2386	Used Raymond James brokerage firm - past year			*
2387		Index	100	113
2388	Visited cardiologist - past year			
2389		Index	100	113
2390	Vacation Travel Attitudes: Concerns about security issues have made me less likely to travel.			
2391		Index	100	113
2392	Utilized personal money manager for financial services or advice - past year			*
2393		Index	100	113

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

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2394	Purchased wines/champagnes by mail or phone - past year			*
2395		Index	100	113
2396	Read print/paper/hard-copy of newspaper-distributed magazines			
2397		Index	100	113
2398	Category Influentialism: My family/friends often ask for and trust my advice on hunting.			
2399		Index	100	113
2400	Ailments: Treated for backache/back pain - past year			
2401		Index	100	113
2402	Bought any word games - past year			*
2403		Index	100	113
2404	Household has a satellite dish			
2405		Index	100	113
2406	Buying Styles: I think shopping is a great way to relax.			
2407		Index	100	113
2408	Bought any sleepwear for baby under 1 year old - past 6 months			
2409		Index	100	113
2410	Amount spent out of pocket on prescription drugs in average month: $10-$19			
2411		Index	100	113
2412	Total amount spent on watches purchased in past year: $49 or less			*
2413		Index	100	113
2414	Household spent under $1000 on exterior doors - past year			*
2415		Index	100	113
2416	Household Income: $50,000-$59,999			
2417		Index	100	113
2418	Total amount spent on fine jewelry in past year - $400-$749			*
2419		Index	100	113
2420	Most recently purchased/leased vehicle (currently owned/leased) is a sedan/hard top/2-door			*
2421		Index	100	113
2422	Shopped Sears Appliance & Hardware - past year			
2423		Index	100	113
2424	Purchased fruit sorbet - past 6 months			*
2425		Index	100	113
2426	Shopped Kmart - past 3 months			
2427		Index	100	113
2428	Watched National Geographic Channel cable - past week			
2429		Index	100	113
2430	Household spent under $1000 on vinyl flooring - past year			*
2431		Index	100	113
2432	Most recently purchased/leased vehicle (currently owned/leased) was purchased/leased used in past year			
2433		Index	100	112
2434	Read print/paper/hard-copy of music magazines			*
2435		Index	100	112
2436	Purchased home-improvement items/tools by mail or phone - past year			*
2437		Index	100	112
2438	Carry universal life insurance policy			*
2439		Index	100	112

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

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2440	For me, advertising on the Internet is amusing. (Agree strongly)			
2441		Index	100	112
2442	Visited indoor water park - past year			*
2443		Index	100	112
2444	Visited gastroenterologist - past year			*
2445		Index	100	112
2446	Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it.			
2447		Index	100	112
2448	Referred to paper Yellow Pages for home appliance repairs - past year			*
2449		Index	100	112
2450	Referred to paper Yellow Pages for travel services other than airlines/airline tickets, hotels/motels - past year			*
2451		Index	100	112
2452	Watched Bloomberg Television cable - past week			*
2453		Index	100	112
2454	TV show types watch: professional football pre-game shows			
2455		Index	100	112
2456	Watched E! (Entertainment Television) cable - past week			
2457		Index	100	112
2458	Attend NBA basketball regular season games			*
2459		Index	100	112
2460	Technology Attitudes: Computers are too confusing to be of much use to me.			
2461		Index	100	112
2462	Vacation Travel Attitudes: I'd rather travel in the U.S. than to a foreign location.			
2463		Index	100	112
2464	Watched Animal Planet cable - past week			
2465		Index	100	112
2466	Shopped CVS Pharmacy/Longs Drugs - past 6 months			
2467		Index	100	112
2468	Average monthly cellular/mobile/smartphone bill: $24 or less			
2469		Index	100	112
2470	Value of home owned: $150,000-$199,999			
2471		Index	100	112
2472	Most recently acquired vehicle (currently owned/leased) was a certified pre-owned vehicle			
2473		Index	100	112
2474	Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online.			
2475		Index	100	112
2476	Vehicle most recently purchased/leased (currently owned/leased) is a BMW			*
2477		Index	100	112
2478	Have seen video ads in stores - past 6 months			
2479		Index	100	112
2480	Shopped for groceries on Saturday - past week			
2481		Index	100	112
2482	Personally have any prepaid telephone card			
2483		Index	100	112
2484	Bought any diamond fine jewelry - past year			
2485		Index	100	112

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

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2486	Patronized White Castle - past 6 months			*
2487		Index	100	112
2488	Finance Attitudes: I feel overwhelmed by financial burdens.			
2489		Index	100	112
2490	General Attitudes: I often feel like my life is slipping out of control.			
2491		Index	100	112
2492	Bought any doll clothing - past year			*
2493		Index	100	112
2494	Have seen ads on top of taxis - past 6 months			
2495		Index	100	112
2496	Cellular / Mobile Opinions - Features Important To You: Customer service is very important to me.			
2497		Index	100	111
2498	Participated in lacrosse - past year			*
2499		Index	100	111
2500	Purchased toys/games by mail or phone - past year			*
2501		Index	100	111
2502	Vacation Travel Attitudes: I often take the opportunity to discuss my knowledge of vacation options with others.			
2503		Index	100	111
2504	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.			
2505		Index	100	111
2506	Finance Attitudes: I often ask the advice of others when it comes to financial products or services.			
2507		Index	100	111
2508	Food Attitudes: I don't have very much interest in cooking.			
2509		Index	100	111
2510	General Attitudes: People who are worried about the environment are overreacting.			
2511		Index	100	111
2512	Bought milk at convenience store - past month			
2513		Index	100	111
2514	Cellular / Mobile Opinions: Cell phones are too complicated these days.			
2515		Index	100	111
2516	Bought books through book club - past year			*
2517		Index	100	111
2518	Buying Styles: I prefer to shop at stores that specialize in a specific type or style of product.			
2519		Index	100	111
2520	Exterior door installation done by self or other household member - past year			*
2521		Index	100	111
2522	Purchased women's raincoat - past year			*
2523		Index	100	111
2524	Food Attitudes: I don't have very much interest in cooking.			
2525		Index	100	111
2526	Bought men's leather coat or jacket - past year			*
2527		Index	100	111
2528	Shopped JC Penney - past 3 months			
2529		Index	100	111
2530	Time of day typically go grocery shopping: shop at various times			
2531		Index	100	111

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2532	Number of pharmaceutical prescriptions filled in last 30 days: 2			
2533		Index	100	111
2534	Vacation Travel Attitudes: The best vacation is restful without too much physical exercise.			
2535		Index	100	111
2536	VALS Statements: I am really interested in only a few things. Agree			
2537		Index	100	111
2538	Collect antiques as hobby			*
2539		Index	100	111
2540	Food Attitudes: I don't pay much attention to my intake of fat.			
2541		Index	100	111
2542	Spent $50-$74 on gasoline - past 30 days			
2543		Index	100	111
2544	Food Attitudes: I don't pay much attention to my intake of fat.			
2545		Index	100	111
2546	Watched ESPN cable - past week			
2547		Index	100	111
2548	Ailments: Treated for epilepsy/seizures - past year			*
2549		Index	100	111
2550	Read print/paper/hard-copy of automotive magazines			
2551		Index	100	111
2552	Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone.			
2553		Index	100	110
2554	Read any Sunday newspaper (print/paper/hard-copy)			
2555		Index	100	110
2556	Purchased wedding/occasion gifts by mail or phone - past year			*
2557		Index	100	110
2558	Purchased watch for self - past year			
2559		Index	100	110
2560	Spent $250-$499 on tires - past year			
2561		Index	100	110
2562	Fashion & Style Attitudes: I am loyal to only a few fashion brands and stick with them.			
2563		Index	100	110
2564	Watched DIY (Do It Yourself Network) cable - past week			
2565		Index	100	110
2566	Purchased women's socks - past year			
2567		Index	100	110
2568	Category Influentialism: My family/friends often ask for and trust my advice on education.			
2569		Index	100	110
2570	Ailments: Treated for obesity/overweight - past year			
2571		Index	100	110
2572	Buying Styles: People often come to me for advice before making a purchase.			
2573		Index	100	110
2574	General Attitudes: A company's environmental record is important to me in my purchasing decisions.			
2575		Index	100	110
2576	Hardwood floor installation done by self or other household member - past year			*
2577		Index	100	110

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2578	Most recently purchased/leased vehicle (currently owned/leased) was domestic vehicle purchased/leased used in past year			
2579		Index	100	110
2580	Category Influentialism: My family/friends often ask for and trust my advice on politics.			
2581		Index	100	110
2582	Amount spent on cellular/mobile/smartphone purchase - past year: $401+			*
2583		Index	100	110
2584	Cellular / Mobile Opinions: I would use Text Messaging more often, if it were less expensive.			
2585		Index	100	110
2586	Household subscribes to Starz! premium cable channels			
2587		Index	100	110
2588	Buying Styles: I buy natural products because I am concerned about my and my family's health.			
2589		Index	100	110
2590	Purchased VISA gift cards/prepaid cards - past 6 months			
2591		Index	100	110
2592	Purchased VISA gift card/prepaid card - past 6 months			
2593		Index	100	110
2594	Visited Universal Studios (Florida) - past year			*
2595		Index	100	110
2596	Fashion & Style Attitudes: I buy new clothes at the beginning of each season.			
2597		Index	100	110
2598	Service use for long-distance telephone calls (landline): Sprint			*
2599		Index	100	110
2600	General Attitudes: Family is important to me, but I have other interests that are equally important.			
2601		Index	100	110
2602	Read weather in weekday newspaper			
2603		Index	100	110
2604	Patronized Taco Bell - past 6 months			
2605		Index	100	110
2606	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)			
2607		Index	100	110
2608	Smoked any cigars - past year			*
2609		Index	100	110
2610	Marital status: divorced			
2611		Index	100	110
2612	General Attitudes: Keeping a neat, organized home is a top priority for me.			
2613		Index	100	110
2614	Household subscribes to Cinemax premium cable channels			
2615		Index	100	110
2616	Car/other vehicle batteries installed by self - past year			
2617		Index	100	110
2618	Own a Gateway personal computer at home			
2619		Index	100	110
2620	Shopped RadioShack - past year			
2621		Index	100	110
2622	Cellular / Mobile Opinions: I just want to use my cell phone to make and receive calls and don't care about any other features.			
2623		Index	100	110

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2624	Vehicle most recently purchased/leased (currently owned/leased) is 2001 model year or earlier			
2625		Index	100	110
2626	TV show types watch: college football games (weekend)			*
2627		Index	100	110
2628	Cellular / Mobile Opinions: I would use Text Messaging more often, if it were easier to type the messages.			
2629		Index	100	110
2630	General Attitudes: I often find myself in a leadership position.			
2631		Index	100	110
2632	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.			
2633		Index	100	109
2634	Used outdoor light bulbs - past 6 months			
2635		Index	100	109
2636	TV show types watch: entertainment specials			*
2637		Index	100	109
2638	Type of cellular/mobile/smartphone agreement have: prepaid			*
2639		Index	100	109
2640	Food Attitudes: I typically drink wine with dinner.			
2641		Index	100	109
2642	Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 door)			*
2643		Index	100	109
2644	Vacation Travel Attitudes: I frequently choose active vacations with lots to do.			
2645		Index	100	109
2646	Food Attitudes: I typically drink wine with dinner.			
2647		Index	100	109
2648	Health Attitudes: To save money, I would buy prescription drugs from countries other than the United States. (Agree strongly)			
2649		Index	100	109
2650	Stayed at Westin Hotel on personal/vacation trip - past year			*
2651		Index	100	109
2652	Food Attitudes: Often, I eat my meals on the run.			
2653		Index	100	109
2654	Future intentions: Likely to buy or lease a 4-door car - coming year			
2655		Index	100	109
2656	Buying Styles: I am willing to give up convenience in return for a product that is environmentally safe.			
2657		Index	100	109
2658	Attitudes Toward Advertising: I like to look at advertising. (Agree)			
2659		Index	100	109
2660	Household bought patio/deck cover - past year			*
2661		Index	100	109
2662	Technology Attitudes: I often take the opportunity to discuss my knowledge of technology or electronic products with others.			
2663		Index	100	109
2664	Have seen video ads at gas stations - past 6 months			
2665		Index	100	109
2666	Bought 1 item of fine jewelry - past year			
2667		Index	100	109
2668	Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases.			
2669		Index	100	109

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2670	Food Attitudes: Often, I eat my meals on the run.			
2671		Index	100	109
2672	Selected homeowners/personal property insurance based on size of company			*
2673		Index	100	109
2674	Shopped Toys 'R' Us - past 3 months			
2675		Index	100	109
2676	Watch NCAA Basketball Tournament on TV			
2677		Index	100	109
2678	Referred to paper Yellow Pages for plumbers, electricians - past year			*
2679		Index	100	109
2680	Household spent $3000+ on vinyl windows - past year			*
2681		Index	100	109
2682	Buying Styles: I'm always one of the first of my friends to try new products or services.			
2683		Index	100	109
2684	Food Attitudes: I'm fine with eating at a restaurant by myself.			
2685		Index	100	109
2686	Parent of child(ren) under age 18 living in household			
2687		Index	100	109
2688	Personally the parent of children under age 18 currently living in household			
2689		Index	100	109
2690	Bought pizza/pasta at fast-food/drive-in restaurant - past 6 months			
2691		Index	100	109
2692	Shopped T.J.Maxx - past 3 months			
2693		Index	100	109
2694	Food Attitudes: I'm fine with eating at a restaurant by myself.			
2695		Index	100	109
2696	For me, all ads in magazines are alike. (Agree strongly)			
2697		Index	100	109
2698	Used on-site professional tax service (excluding H&R Block, Jackson Hewitt) for tax preparation - past year			*
2699		Index	100	109
2700	Buying Styles: My children have a significant impact on the brands I choose.			
2701		Index	100	109
2702	Bought any girl action figures - past year			*
2703		Index	100	109
2704	Future intentions: Likely to buy or lease a 2-door car - coming year			
2705		Index	100	108
2706	Purchased women's sweatpants - past year			
2707		Index	100	108
2708	General Attitudes: I seek out variety in my everyday life.			
2709		Index	100	108
2710	Finance Attitudes: The economy has a direct effect on my spending habits.			
2711		Index	100	108
2712	Looked for employment on Internet - past month			
2713		Index	100	108
2714	Food Attitudes: Frozen dinners are a convenient alternative for a meal.			
2715		Index	100	108

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2716	Buying Styles: I will gladly switch brands to use a coupon.			
2717		Index	100	108
2718	Category Influentialism: My family/friends often ask for and trust my advice on video games.			
2719		Index	100	108
2720	Food Attitudes: Frozen dinners are a convenient alternative for a meal.			
2721		Index	100	108
2722	Selected life insurance based on rates			
2723		Index	100	108
2724	Fill pharmaceutical prescriptions at discount/department store			*
2725		Index	100	108
2726	Used "cold turkey" method to stop smoking - past year			*
2727		Index	100	108
2728	Household owns pager/beeper			*
2729		Index	100	108
2730	Selected life insurance based on customer service reputation			
2731		Index	100	108
2732	Visited Busch Gardens (Florida) - past year			*
2733		Index	100	108
2734	Finance Attitudes: Investing in the stock market is too risky for me.			
2735		Index	100	108
2736	Visited NBC Sports Web site - past month			*
2737		Index	100	108
2738	Visited Yahoo! Movies Web site - past month			*
2739		Index	100	108
2740	Most recently purchased TV set has miniature screen (under 13")			*
2741		Index	100	108
2742	Category Influentialism: My family/friends often ask for and trust my advice on prescription drugs.			
2743		Index	100	108
2744	Amount Of Time Married: 6 Months			*
2745		Index	100	108
2746	Computer owned at home has Blu-ray ROM drive			*
2747		Index	100	108
2748	Time of day typically go grocery shopping: evening			
2749		Index	100	108
2750	Shopped BJ's Wholesale Club - past 6 months			
2751		Index	100	108
2752	Automotive Attitudes: People often ask my advice when it comes to automobiles.			
2753		Index	100	108
2754	General Attitudes: My philosophy is "Life should be as much fun as possible."			
2755		Index	100	108
2756	Consumed any regular cola drinks (not diet colas) - past 6 months			
2757		Index	100	108
2758	Vacation Travel Attitudes: Travel and hotel discounts have a strong influence on where I choose to travel and where I choose to stay.			
2759		Index	100	108
2760	Current employment status: Temporarily unemployed			
2761		Index	100	108

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2762	Health Attitudes: If a drug brand works, I stick with it .(Agree strongly)			
2763		Index	100	108
2764	Bought any gold fine jewelry - past year			
2765		Index	100	108
2766	Patronized Applebee's - past 6 months			
2767		Index	100	108
2768	Vacation Travel Attitude Segments - Logistics Of Travel Planning: "Take me away please"			
2769		Index	100	108
2770	Bought any shorts for children 1-2 years old - past 6 months			*
2771		Index	100	108
2772	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.			
2773		Index	100	108
2774	Automotive Attitudes: I always follow the advice of my mechanic.			
2775		Index	100	107
2776	Visited Priceline.com Web site - past month			
2777		Index	100	107
2778	Most recently purchased TV set is combination TV/DVD player			
2779		Index	100	107
2780	Cellular / Mobile Opinions: I will always keep a household (landline) telephone, no matter how much cell phone service improves.			
2781		Index	100	107
2782	Household spent under $1000 to remodel kitchen - past year			*
2783		Index	100	107
2784	Bought men's wallet - past year			
2785		Index	100	107
2786	Laminate flooring installation done by outside contractor - past year			*
2787		Index	100	107
2788	Household bought exterior light fixtures - past year			*
2789		Index	100	107
2790	Any child under age 18 currently living at home			
2791		Index	100	107
2792	Future intentions: Likely to change jobs - coming year			
2793		Index	100	107
2794	Household spends $100-$119 in food stores - average week			
2795		Index	100	107
2796	General Attitudes: I enjoy being the center of attention.			
2797		Index	100	107
2798	Stayed at Super 8 on business trip - past year			*
2799		Index	100	107
2800	Personally own 35mm single lens reflex camera			*
2801		Index	100	107
2802	Fashion & Style Attitudes: I only spend what I budget on fashion items.			
2803		Index	100	107
2804	Value of home owned: $100,000-$124,999			
2805		Index	100	107
2806	Covered by Farmers Insurance Group homeowners or personal property insurance			*
2807		Index	100	107

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2808	For me, advertising on radio is amusing. (Agree strongly)			
2809		Index	100	107
2810	Purchased any books by mail or phone - past year			*
2811		Index	100	107
2812	Visited Sea World Florida - past year			*
2813		Index	100	107
2814	Bought any motor oil - past year			
2815		Index	100	107
2816	Ailments: Treated for dry eyes - past year			
2817		Index	100	107
2818	Buying Styles: I buy the brands I grew up with, the ones my parents used.			
2819		Index	100	107
2820	Own any motorcycle with engine size under 100cc			*
2821		Index	100	107
2822	Purchased women's cloth coat - past year			
2823		Index	100	107
2824	Cellular / Mobile Opinions - Features Important To You: Service plans available are very important to me.			
2825		Index	100	107
2826	Household spends $100-$119 in food stores - average week			
2827		Index	100	107
2828	Carry life insurance policy through The Hartford			*
2829		Index	100	107
2830	General Attitudes: I like to shower my loved ones with gifts.			
2831		Index	100	107
2832	Have seen advertising on buses/trains - past 6 months			
2833		Index	100	107
2834	Ailments: Treated for hearing loss - past year			*
2835		Index	100	107
2836	Used DHL overnight packages/letter delivery service for personal reasons - past year			*
2837		Index	100	107
2838	Technology Attitudes: I give others advice when they are looking to buy technology or electronics products.			
2839		Index	100	107
2840	Visited Overstock.com Web site - past month			
2841		Index	100	107
2842	Bought cosmetics through in-home shopping - past year			*
2843		Index	100	107
2844	Buying Styles: I am influenced by what's hot and what's not.			
2845		Index	100	107
2846	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.			
2847		Index	100	107
2848	Bought men's dress slacks - past year			
2849		Index	100	107
2850	Vacation Travel Attitudes: In general, price is more important to me than convenience when making travel plans.			
2851		Index	100	107
2852	Buying Styles: I expect the brands I buy to support social causes.			
2853		Index	100	107

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

Radio Advertising Bureau, www.rab.com

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2854	Purchased no-sugar-added ice cream - past 6 months			*
2855		Index	100	107
2856	Personally own instant-developing camera			*
2857		Index	100	107
2858	Referred to paper Yellow Pages for home improvement and repairs - past year			*
2859		Index	100	106
2860	Shopped Aldi Supermarkets - past 6 months			
2861		Index	100	106
2862	Buying Styles: I am more likely to purchase brands that support a cause I care about.			
2863		Index	100	106
2864	Total amount spent on clothing in past year - $100-$299			
2865		Index	100	106
2866	General Attitudes: I enjoy maintaining traditions.			
2867		Index	100	106
2868	Any doctor visits - past year			
2869		Index	100	106
2870	Stayed at Fairfield Inn (by Marriott) on business trip - past year			*
2871		Index	100	106
2872	Watched Spike TV cable - past week			
2873		Index	100	106
2874	Buying Styles: I always check the ingredients and nutritional content of food products before I buy them.			
2875		Index	100	106
2876	Purchased regular ice cream (not diet/low-fat/light) - past 6 months			
2877		Index	100	106
2878	Bought burgers/hot dogs at fast-food/drive-in restaurant - past 6 months			
2879		Index	100	106
2880	Watch pro beach volleyball competitions on TV			*
2881		Index	100	106
2882	Advertising on the Internet provides me with meaningful information about the product use of other consumers. (Agree strongly)			
2883		Index	100	106
2884	Cellular / Mobile Opinions - Features Important To You: Phone models are very important to me.			
2885		Index	100	106
2886	General Attitudes: I consider myself to be very sociable.			
2887		Index	100	106
2888	Buying Styles: I often save money by buying previously used items online.			
2889		Index	100	106
2890	Purchased women's T-shirts - past year			
2891		Index	100	106
2892	For me, advertising in newspapers has no credibility. (Agree strongly)			*
2893		Index	100	106
2894	Bought men's necktie - past year			*
2895		Index	100	106
2896	Obtained information about ailment/prescription drug through medical journals			*
2897		Index	100	106
2898	Obtained information about ailment/prescription drug from medical journals - past year			*
2899		Index	100	106

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

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2900	Vehicle most recently purchased/leased (currently owned/leased) was acquired 3-4 years ago			
2901		Index	100	106
2902	Visited allergist - past year			*
2903		Index	100	106
2904	Current employment status: Principal shopper, not employed			*
2905		Index	100	106
2906	Bought any dress shoes - past year			
2907		Index	100	106
2908	Automotive Attitudes: I enjoy learning about automobiles from others.			
2909		Index	100	106
2910	Fill pharmaceutical prescriptions through Internet/online			*
2911		Index	100	106
2912	Household owns an electric can opener			
2913		Index	100	106
2914	Purchased women's purse/handbag - past year			
2915		Index	100	106
2916	Bought any clothing for children 12 years old or younger - past 6 months			
2917		Index	100	106
2918	Bought toiletries at department store - past 6 months			
2919		Index	100	106
2920	Most recently purchased/leased vehicle (currently owned/leased) is a sedan/hard top/4-door			
2921		Index	100	106
2922	Took cruise on Celebrity Cruise Lines - past 3 years			*
2923		Index	100	106
2924	Most recently purchased/leased vehicle (currently owned/leased) was foreign/import vehicle purchased/leased used in past year			*
2925		Index	100	106
2926	Number of grocery shopping trips in average week: 6			*
2927		Index	100	106
2928	Patronized McDonald's - past 6 months			
2929		Index	100	106
2930	General Attitudes: My home is an expression of my personal style.			
2931		Index	100	106
2932	General Attitudes: I must admit, I work most weekends.			
2933		Index	100	106
2934	Lawn and garden items bought - past year: garden insecticides			
2935		Index	100	106
2936	Ailments: Treated for migraine headaches - past year			*
2937		Index	100	106
2938	Eating/Nutrition Attitude: "Blase About Edibles"			
2939		Index	100	106
2940	Household spent $1000-$2999 on roofing - past year			*
2941		Index	100	106
2942	Purchased cellular/mobile/smartphone online/on Internet			
2943		Index	100	106
2944	Spent $49 or less on athletic shoes - past year			
2945		Index	100	106

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

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2946	Purchased cellular/mobile phone/smartphone online/Internet			
2947		Index	100	106
2948	Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant.			
2949		Index	100	106
2950	Used any environmentally friendly/"green" products in home-improvement projects - past year			*
2951		Index	100	106
2952	Buying Styles: My number one goal when shopping is to save as much money as possible.			
2953		Index	100	106
2954	Household bought clean-air filter(s) - past year			*
2955		Index	100	106
2956	Food Attitudes: I evaluate the nutrition of menu items when ordering at a restaurant.			
2957		Index	100	106
2958	Cost of most recently purchased TV set: $100-$299			
2959		Index	100	106
2960	Took scheduled bus for domestic travel - past year			*
2961		Index	100	106
2962	Read home/home design/furnishings/gardening section in weekday newspaper			
2963		Index	100	105
2964	Visited Moviefone.com Web site - past month			*
2965		Index	100	105
2966	Hardwood floor installation done by outside contractor - past year			*
2967		Index	100	105
2968	Attend motorcycle races			*
2969		Index	100	105
2970	Sent an electronic greeting card - past month			
2971		Index	100	105
2972	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.			
2973		Index	100	105
2974	Ever signed up for a text message "alert" service on cellular/mobile/smartphone			
2975		Index	100	105
2976	Average monthly cellular/mobile/smartphone bill: $200+			
2977		Index	100	105
2978	Attend NCAA Basketball Tournament games			*
2979		Index	100	105
2980	Purchased cellular/mobile/smartphone at electronics store			
2981		Index	100	105
2982	General Attitudes: I frequently wish I had more time to spend with my family.			
2983		Index	100	105
2984	Food Attitudes: I let my children make their own decision when ordering at a restaurant.			
2985		Index	100	105
2986	Cellular service on phone you personally use most often: AT&T			
2987		Index	100	105
2988	Reason for diet control/food restrictions: Weight loss			
2989		Index	100	105
2990	Took cruise on Holland America Line - past 3 years			*
2991		Index	100	105

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: GOSPEL FORMATS

	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
2992	Service use for long-distance telephone calls (landline): Comcast			*
2993		Index	100	105
2994	Member of AARP			
2995		Index	100	105
2996	Environmentally Friendly/"Green" products buy: non-toxic/biodegradable glass/surface cleaners			
2997		Index	100	105
2998	Work to convert room to home office done by self or other household member - past year			*
2999		Index	100	105
3000	Advertising on the Internet provides me with useful information about new products and services. (Agree strongly)			
3001		Index	100	105
3002	Medical insurance coverage includes only self			
3003		Index	100	105
3004	Diet control/eating habits: Buy food labeled as probiotic			*
3005		Index	100	105
3006	Food Attitudes: I let my children make their own decision when ordering at a restaurant.			
3007		Index	100	105
3008	Purchased cellular/mobile phone/smartphone at electronics store			
3009		Index	100	105
3010	Viewed any premium cable channel(s) - past month			
3011		Index	100	105
3012	Category Influentialism: My family/friends often ask for and trust my advice on healthcare.			
3013		Index	100	105
3014	Buying Styles: I enjoy wandering the store looking for new, interesting products.			
3015		Index	100	105
3016	Shopped Sears - past 3 months			
3017		Index	100	105
3018	Watched CNBC cable - past week			
3019		Index	100	105
3020	Buying Styles: I would pay extra for a product that is consistent with the image I want to convey.			
3021		Index	100	105
3022	Referred to Internet Yellow Pages for travel services other than airlines/airline tickets, hotels/motels - past year			*
3023		Index	100	105
3024	Average monthly cellular/mobile/smartphone bill: $25-$49			
3025		Index	100	105
3026	Rented any household furnishings - past year			*
3027		Index	100	105
3028	General Attitudes: Global warming is a serious threat.			
3029		Index	100	105
3030	Buying Styles: Shopping used to be more enjoyable.			
3031		Index	100	105
3032	Household used voice messaging/voice mail service (for landline phone)			
3033		Index	100	105
3034	Category Influentialism: My family/friends often ask for and trust my advice on parenting.			
3035		Index	100	105
3036	Banked at credit union - past year			
3037		Index	100	105

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
3038	Visited urologist - past year			*
3039		Index	100	105
3040	Fashion & Style Attitudes: I am more likely to buy a brand that I know supports a charity.			
3041		Index	100	105
3042	Purchased women's underpants/panties - past year			
3043		Index	100	105
3044	Food Attitudes: I don't allow junk food in my home.			
3045		Index	100	105
3046	Attend bowling competitions			*
3047		Index	100	105
3048	VALS Statements: I follow the latest trends and fashions. Agree			
3049		Index	100	105
3050	VALS Statements: I must admit that my interests are somewhat narrow and limited. Agree			
3051		Index	100	105
3052	Number of grocery shopping trips in average week: 4			*
3053		Index	100	105
3054	Occupation: Healthcare Practitioner, Health Technician			*
3055		Index	100	105
3056	Bought gas at convenience store - past month			
3057		Index	100	105
3058	Food Attitudes: I don't allow junk food in my home.			
3059		Index	100	105
3060	Bought any shoes at discount store - past 6 months			
3061		Index	100	104
3062	Lawn and garden items bought - past year: vegetable seeds			
3063		Index	100	104
3064	Finance Attitudes: When I find a financial product or service that I like, I typically recommend it to people I know.			
3065		Index	100	104
3066	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.			
3067		Index	100	104
3068	General Attitudes: I'd rather prepare a meal than eat in a restaurant.			
3069		Index	100	104
3070	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.			
3071		Index	100	104
3072	Automotive Attitudes: I consider safety first when shopping for a new vehicle.			
3073		Index	100	104
3074	Visited general/family practitioner - past year			
3075		Index	100	104
3076	Eating/Nutrition Attitude: "Convenience Over Health"			
3077		Index	100	104
3078	Total amount spent on children's toys and games in past year: $100-$199			
3079		Index	100	104
3080	TV show types watch: tennis			*
3081		Index	100	104
3082	Bought books through mail order - past year			*
3083		Index	100	104

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
3084	Purchased gift cards/prepaid cards at pharmacy - past 6 months			*
3085		Index	100	104
3086	Viewed any programming on HBO premium cable channels - past week			
3087		Index	100	104
3088	Made any purchase at flower shop - past 6 months			*
3089		Index	100	104
3090	Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance.			
3091		Index	100	104
3092	General Attitudes: I make sure I take time for myself each day.			
3093		Index	100	104
3094	Personally carry 1 life insurance policy			
3095		Index	100	104
3096	Bought any electronic games for children - past year			
3097		Index	100	104
3098	Have VISA Gold Card in own name			*
3099		Index	100	104
3100	Bought any clothing for baby under 1 year old - past 6 months			
3101		Index	100	104
3102	Vacation Travel Attitude Segments - Preferred Vacation Types: Tour Groupies			
3103		Index	100	104
3104	Purchased soy milk - past 6 months			
3105		Index	100	104
3106	Category Influentialism: My family/friends often ask for and trust my advice on coffee.			
3107		Index	100	104
3108	Ailments: Treated for heartburn/acid reflux - past year			
3109		Index	100	104
3110	Total amount spent on watches purchased in past year: $300-$499			*
3111		Index	100	104
3112	Watch golf events on TV (excluding PGA and LPGA)			*
3113		Index	100	104
3114	Household bought bathroom or kitchen faucets - past year			
3115		Index	100	104
3116	Bought snacks at fast-food/drive-in restaurant - past 6 months			
3117		Index	100	104
3118	Ailments: Treated for eczema/skin itch/skin rash - past year			*
3119		Index	100	104
3120	Read local news in weekday newspaper			
3121		Index	100	104
3122	Own Honda ATV/UV			*
3123		Index	100	104
3124	Selected life insurance based on size of company			*
3125		Index	100	104
3126	Used U.S. Postal Service overnight packages/letter delivery service for business reasons - past year			
3127		Index	100	104
3128	Read print/paper/hard-copy of photography magazines			*
3129		Index	100	104

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
3130	Played games online - past month			
3131		Index	100	104
3132	Work to remodel kitchen done by self or other household member - past year			*
3133		Index	100	104
3134	Household has a landline telephone			
3135		Index	100	104
3136	Who uses personal computer at home: Child under age 18			
3137		Index	100	104
3138	Most recently purchased/leased vehicle (currently owned/leased) is a minivan			*
3139		Index	100	103
3140	Category Influentialism: My family/friends often ask for and trust my advice on the Internet.			
3141		Index	100	103
3142	Typically book a trip more than 6 months before traveling			*
3143		Index	100	103
3144	Vacation Travel Attitudes: I'd rather take a few weekend vacations than one long vacation.			
3145		Index	100	103
3146	Purchased American Express gift card/prepaid card - past 6 months			*
3147		Index	100	103
3148	Shopped Body Shop - past 3 months			*
3149		Index	100	103
3150	Carry any auto/other vehicle insurance through AARP from The Hartford			*
3151		Index	100	103
3152	Purchased American Express gift cards/prepaid cards - past 6 months			*
3153		Index	100	103
3154	TV show types watch: comedy/variety shows			*
3155		Index	100	103
3156	Number of grocery shopping trips in average week: 1			
3157		Index	100	103
3158	Read any daily newspaper (print/paper/hard-copy)			
3159		Index	100	103
3160	I think people put too much private information about their lives on the Internet . (Agree completely)			
3161		Index	100	103
3162	Referred to Internet Yellow Pages for auto dealers/auto sales - past year			*
3163		Index	100	103
3164	Buying Styles: How a personal care or household product smells is very important to me.			
3165		Index	100	103
3166	Vehicle most recently purchased/leased (currently owned/leased) has OnStar, TeleAid or other vehicle-monitoring system			*
3167		Index	100	103
3168	Future intentions: Likely to buy or lease a truck - coming year			
3169		Index	100	103
3170	Category Influentialism: My family/friends often ask for and trust my opinion on fishing.			
3171		Index	100	103
3172	Amount spent on cellular/mobile/smartphone purchase in past year: $50 or less			
3173		Index	100	103
3174	Category Influentialism: My family/friends often ask for and trust my advice on automobiles.			
3175		Index	100	103

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
3176	Food Attitudes: I'm a creature of habit, and stick to the food I know I like.			
3177		Index	100	103
3178	Exercise regularly (2+ times per week) at facility other than club/gym			
3179		Index	100	103
3180	General Attitudes: I don't mind giving up my personal time for work.			
3181		Index	100	103
3182	General Attitudes: I am interested in finding out how I can help the environment.			
3183		Index	100	103
3184	Most recently purchased TV set has tube screen			
3185		Index	100	103
3186	Was an active member of any group that tries to influence public policy or government - past year			*
3187		Index	100	103
3188	Purchased fresh 2% low-fat milk - past 6 months			
3189		Index	100	103
3190	Food Attitudes: I'm a creature of habit, and stick to the food I know I like.			
3191		Index	100	103
3192	Held or ran for political office - past year			*
3193		Index	100	103
3194	Diet control/eating habits: Buy food labeled as high fiber			
3195		Index	100	103
3196	Technology Attitudes: I enjoy learning about technology or electronic products from others.			
3197		Index	100	103
3198	Bought any dress boots - past year			
3199		Index	100	103
3200	General Attitudes: The government should pay more attention to environmental issues.			
3201		Index	100	103
3202	Viewed any sports event on pay-per-view TV - past year			*
3203		Index	100	103
3204	General Attitudes: I consider myself sophisticated.			
3205		Index	100	102
3206	Time of day typically go grocery shopping: morning			
3207		Index	100	102
3208	Own a casual watch			
3209		Index	100	102
3210	Advertising on the Internet provides me with useful information about bargains. (Agree strongly)			
3211		Index	100	102
3212	Food Attitudes: I regularly eat organic foods.			
3213		Index	100	102
3214	Technology Attitudes: When I find a technology or electronics product I like, I typically recommend it to people I know.			
3215		Index	100	102
3216	Shopped for groceries on Friday - past week			
3217		Index	100	102
3218	Ever redeemed a mobile coupon on cellular/mobile/smartphone			*
3219		Index	100	102
3220	Bought breakfast at fast-casual, family restaurant or steakhouse - past 6 months			
3221		Index	100	102

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
3222	TV show types watch: awards specials			*
3223		Index	100	102
3224	Category Influentialism: My family/friends often ask for and trust my advice on gardening.			
3225		Index	100	102
3226	Read print/paper/hard-copy of travel magazines			
3227		Index	100	102
3228	Vacation Travel Attitudes: I love doing research on a location before I go on vacation.			
3229		Index	100	102
3230	Food Attitudes: I prefer cooking with fresh food rather than canned or frozen.			
3231		Index	100	102
3232	Food Attitudes: I regularly eat organic foods.			
3233		Index	100	102
3234	Food Attitudes: I try to eat a healthy breakfast every day.			
3235		Index	100	102
3236	Buying Styles: Buying American products is important to me.			
3237		Index	100	102
3238	For me, advertising in magazines appears at inconvenient moments. (Agree strongly)			
3239		Index	100	102
3240	Carry life insurance policy through Lincoln Financial Group			*
3241		Index	100	102
3242	Ailments: Treated for snoring - past year			
3243		Index	100	102
3244	Buying Styles: I only purchase products online when I have a coupon or promotional code for the site.			
3245		Index	100	102
3246	Bought any cellular phone in past year			
3247		Index	100	102
3248	Technology Attitudes: I'm fascinated by new technology.			
3249		Index	100	102
3250	Buying Styles: I'd rather receive a sample of a product than a coupon.			
3251		Index	100	102
3252	Vacation Travel Attitudes: When I learn about a great vacation, I typically recommend it to people I know.			
3253		Index	100	102
3254	Environmentally Friendly/"Green" products buy: non-toxic/biodegradable laundry detergent			
3255		Index	100	102
3256	Purchased educational programs by mail or phone - past year			*
3257		Index	100	102
3258	Working parent			
3259		Index	100	102
3260	Have medical insurance coverage through United HealthCare			
3261		Index	100	102
3262	Bill-paying methods used in past year: Paid by mobile phone			
3263		Index	100	102
3264	Category Influentialism: My family/friends often ask for and trust my advice on cooking.			
3265		Index	100	102
3266	Food Attitudes: I try to eat a healthy breakfast every day.			
3267		Index	100	102

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
3268	Attend poker competitions			*
3269		Index	100	102
3270	Total amount spent on children's toys and games in past year: $200-$499			
3271		Index	100	102
3272	Used any Environmentally Friendly/"Green" Products - past 6 months			
3273		Index	100	102
3274	Reason for diet control/food restrictions: Physical fitness			
3275		Index	100	102
3276	Total amount spent on children's clothing in past 6 months: $51-$99			*
3277		Index	100	102
3278	Food Attitudes: I enjoy being creative in the kitchen.			
3279		Index	100	102
3280	Utilized any banking services by mail or phone - past year			*
3281		Index	100	102
3282	Patronized T.G.I. Friday's - past 6 months			
3283		Index	100	102
3284	Own home/residence			
3285		Index	100	102
3286	Own a dress watch			
3287		Index	100	102
3288	Cellular service on phone service you personally use most often: Virgin Mobile			*
3289		Index	100	102
3290	Travel agent makes hotel/motel reservations for business travel			*
3291		Index	100	102
3292	Food Attitudes: I enjoy being creative in the kitchen.			
3293		Index	100	102
3294	Made 3 or fewer long-distance phone calls (landline) within the U.S. - past month			
3295		Index	100	102
3296	Mode of transportation on average weekday is driving in a carpool			*
3297		Index	100	102
3298	Total value of homeowners or personal property insurance coverage is $50,000-$74,999			*
3299		Index	100	102
3300	General Attitudes: I feel I am more environmentally conscious than most people.			
3301		Index	100	102
3302	Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual.			
3303		Index	100	102
3304	Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel.			
3305		Index	100	102
3306	Spent $200+ on gasoline - past 30 days			
3307		Index	100	102
3308	Most recently purchased/leased vehicle (currently owned/leased) is any domesitc vehicle			
3309		Index	100	102
3310	Cellular/Mobile Phone/Smartphone has voice-activated dialing feature			
3311		Index	100	102
3312	Buying Styles: I am annoyed by all of the signs in the stores.			
3313		Index	100	102

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
3314	Food Attitudes: I prefer cooking with fresh food rather than canned or frozen.			
3315		Index	100	102
3316	Have seen ads at sports or entertainment events - past 6 months			
3317		Index	100	102
3318	Ailments: Treated for overactive bladder - past year			*
3319		Index	100	102
3320	Patronized Carrabba's Italian Grill - past 6 months			*
3321		Index	100	101
3322	Food Attitudes: During a given week, I cook meals frequently.			
3323		Index	100	101
3324	Fashion & Style Attitudes: When buying fashion products, the overall look is more important than the brand.			
3325		Index	100	101
3326	Category Influentialism: My family/friends often ask for and trust my advice on automotive products.			
3327		Index	100	101
3328	Environmentally Friendly/"Green"products buy: non-toxic/biodegradable all-purpose household cleaner			
3329		Index	100	101
3330	Bought books at book store other than Barnes & Noble - past year			
3331		Index	100	101
3332	Household owns an electric perk coffee maker			
3333		Index	100	101
3334	Vacation Travel Attitudes: Packaged deals are great, because I don't have to plan out the details too much.			
3335		Index	100	101
3336	Accessed bank/financial services by phone - past year			
3337		Index	100	101
3338	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.			
3339		Index	100	101
3340	Vehicle most recently purchased/leased (currently owned/leased) is a Mitsubishi			*
3341		Index	100	101
3342	Consumed any diet soft drinks (excluding diet colas) - past 6 months			
3343		Index	100	101
3344	Purchased ice cream, ice milk, sherbet - past 6 months			
3345		Index	100	101
3346	Buying Styles: I tend to make impulse purchases.			
3347		Index	100	101
3348	Motorcycle ownership: Own street bike - standard			*
3349		Index	100	101
3350	Future intentions: Likely to purchase homeowner or personal property insurance - coming year			
3351		Index	100	101
3352	Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 or 4 door)			
3353		Index	100	101
3354	Shopped for groceries on Wednesday - past week			
3355		Index	100	101
3356	Household does not own a TV			*
3357		Index	100	101
3358	Purchased women's blazer - past year			*
3359		Index	100	101

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
3360	Did any quilting - past 6 months			*
3361		Index	100	101
3362	Vehicle most recently purchased/leased (currently owned/leased) is 2005 model year			*
3363		Index	100	101
3364	Automotive Attitudes: I think of vehicles as basic transportation.			
3365		Index	100	101
3366	Most recently purchased/leased vehicle (currently owned/leased) has a 6 cylinder engine			
3367		Index	100	101
3368	Business-to-Business: Involved in purchase of copiers/fax machines			*
3369		Index	100	101
3370	Purchased women's sleepwear/nightwear - past year			
3371		Index	100	101
3372	Own lead crystal hollowware			*
3373		Index	100	101
3374	Ailments: Treated for insomnia - past year			
3375		Index	100	101
3376	Automotive Attitudes: I am pumped up about cars.			
3377		Index	100	101
3378	Number of veterianarian visits in past year: 7+			*
3379		Index	100	101
3380	Buying Styles: I smell personal care and household products in the store before I buy them.			
3381		Index	100	101
3382	Vacation Travel Attitudes: I'd rather travel myself or with just a small group of people.			
3383		Index	100	101
3384	Buying Styles: I prefer to buy things my friends or neighbors would approve of.			
3385		Index	100	101
3386	Household spent $1000-$2999 to convert garage/attic/basement into living space - past year			*
3387		Index	100	101
3388	Ordered from hotwire.com - past year			*
3389		Index	100	101
3390	Read print/paper/hard-copy of men's magazines			
3391		Index	100	101
3392	Automotive Attitudes: My ideal car would be basic and functional.			
3393		Index	100	101
3394	Cellular / Mobile Opinions: I am frequently annoyed at people talking too loudly on their cell phones in public places.			
3395		Index	100	101
3396	Shopped Walgreens - past 3 months			
3397		Index	100	101
3398	Food Attitudes: During a given week, I cook meals frequently.			
3399		Index	100	101
3400	Household subscribes to HBO premium cable channels			
3401		Index	100	101
3402	Bought men's sports jacket - past year			*
3403		Index	100	101
3404	Fashion & Style Attitudes: I dress more to please myself than others.			
3405		Index	100	101

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	A	B	C	D
1			U.S. Adults 18+	Gospel Formats - Adults 18+ - Mon-Sun 24-Hr Cume
3406	Personally called any 800/toll-free number - past 6 months			
3407		Index	100	101
3408	Bought lunch at fast-casual, family restaurant or steakhouse - past 6 months			
3409		Index	100	101
3410	Fashion & Style Attitudes: I only buy shoes and clothing when I have to replace something.			
3411		Index	100	101
3412	Vehicle most recently purchased/leased (currently owned/leased) is 2006 model year			*
3413		Index	100	101
3414	Bought fragrance/perfume/cologne at discount store - past 6 months			*
3415		Index	100	101
3416	Food Attitudes: I try to eat healthy these days and pay attention to my nutrition.			
3417		Index	100	101
3418	Shopped for groceries on Monday - past week			
3419		Index	100	101
3420	Food Attitudes: I try to eat healthy these days and pay attention to my nutrition.			
3421		Index	100	101
3422	Household cleaned by professional housekeeping service less than once a month			*
3423		Index	100	101

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