RAB's Unique Prospecting Tool For :

HOT COUNTRY 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: HOT COUNTRY FORMAT

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2	U.S. Adults 18+			
3	Watched Great American Counry (GAC) cable - past week			
4		Index	100	329
5	Installation of garage doors done by self or other household member - past year			*
6		Index	100	293
7	Visited tanning salon/parlor - past 6 months			
8		Index	100	289
9	Participated in Motocross - past year			*
10		Index	100	287
11	Used any form of contraception (women only) (pill/ring/IUD/diaphraghm/cervical cap) - past year			
12		Index	100	276
13	Purchased Country music recordings - past 6 months			
14		Index	100	276
15	Watched CMT (Country Music Television) cable - past week			
16		Index	100	275
17	Had professional make-up application/makeover - past 6 months			*
18		Index	100	274
19	Attended country music performances/concerts - past year			
20		Index	100	270
21	Amount Of Time Married: 3 Months			*
22		Index	100	264
23	Personally did 5 home remodeling projects - past year			*
24		Index	100	264
25	Visited King's Island (Ohio) - past year			*
26		Index	100	263
27	Ordered from ae.com (American Eagle Outfitters) - past year			*
28		Index	100	261
29	Amount Of Time Married: 0-1 Years			*
30		Index	100	259
31	Shopped David's Bridal - past 3 months			*
32		Index	100	251
33	Vehicle most recently purchased/leased (currently owned/leased) is a Mitsubishi			*
34		Index	100	247
35	Ordered from sephora.com - past year			*
36		Index	100	247
37	Purchased maternity clothes - past year			
38		Index	100	246
39	Occupation: Healthcare Support Services			*
40		Index	100	244
41	Read print/paper/hard-copy of bridal magazines			
42		Index	100	242
43	Personally own Creative portable Mp3 player			*
44		Index	100	241
45	Service use for long-distance telephone calls (landline): IDT Long Distance			*
46		Index	100	240
47				

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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
48	Shopped Champs Sports - past 3 months			*
49		Index	100	236
50	Household spent under $1000 to add deck/porch/patio - past year			*
51		Index	100	234
52	Visited Cedar Point (Ohio) - past year			*
53		Index	100	233
54	Visited Silver Dollar City (Missouri) - past year			*
55		Index	100	233
56	Amount Of Time Married: 2 Months			*
57		Index	100	233
58	Used grocery store for photo/film processing - past year			*
59		Index	100	229
60	Stayed at Renaissance Hotels on personal/vacation trip - past year			*
61		Index	100	228
62	Shopped Haverty's Furniture - past year			*
63		Index	100	227
64	Took any domestic trip for honeymoon - past year			*
65		Index	100	225
66	Purchased Rap music recordings - past 6 months			
67		Index	100	225
68	Attend rodeos			*
69		Index	100	224
70	Purchased fine jewelry at Jared - past year			*
71		Index	100	223
72	Bought cosmetics at grocery store - past 6 months			
73		Index	100	223
74	Purchased Hip-Hop music recordings - past 6 months			
75		Index	100	222
76	Shopped American Eagle Outfitters - past 3 months			
77		Index	100	221
78	Amount Of Time Married: 9 Months		*	*
79		Index	100	221
80	Purchased R&B music recordings - past 6 months			
81		Index	100	221
82	Read print/paper/hard-copy of babies magazines			
83		Index	100	220
84	Visited iVillage.com Web site - past month			*
85		Index	100	219
86	ATV/UTV owned is used for both recreation and work			*
87		Index	100	219
88	Amount Of Time Married: 2 Years			
89		Index	100	219
90	Referred to Internet Yellow Pages for pharmacies - past year			*
91		Index	100	219
92	Purchased watch as gift for a man - past year			*
93		Index	100	218

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

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
94	Patronized Buffalo Wild Wings - past 6 months			
95		Index	100	217
96	Patronized Wienerschnitzel - past 6 months			*
97		Index	100	216
98	Amount Of Time Married: 7 Months		*	*
99		Index	100	216
100	Bought any basketball/softball shoes - past year			
101		Index	100	215
102	Patronized Orange Julius - past 6 months			*
103		Index	100	215
104	Amount Of Time Married: 0-1 Months			*
105		Index	100	214
106	Engaged in jet skiing - past year			
107		Index	100	213
108	Bought electric trains - past year			
109		Index	100	213
110	Stayed at Sleep Inn on personal/vacation trip - past year			*
111		Index	100	213
112	Personally did 4 home remodeling projects - past year			*
113		Index	100	212
114	Patronized Fazoli's - past 6 months			*
115		Index	100	210
116	Household spent under $1000 on ceramic tile floors - past year			*
117		Index	100	210
118	Wallpaper/wall-covering installed by self or other household member - past year			*
119		Index	100	208
120	Personally own Samsung portable Mp3 player			*
121		Index	100	207
122	Referred to Internet Yellow Pages for beauty salons - past year			
123		Index	100	207
124	Visited Wisconsin Dells - past year			*
125		Index	100	206
126	Purchased Dance Music recordings - past 6 months			
127		Index	100	206
128	Watched TeenNick cable - past week			
129		Index	100	206
130	Bought any children's swing sets - past year			*
131		Index	100	205
132	Patronized Jimmy John's - past 6 months			
133		Index	100	205
134	Used "cold turkey" method to stop smoking - past year			
135		Index	100	204
136	Purchased any women's sports bra - past year			
137		Index	100	204
138	Bought liquor at convenience store - past 6 months			
139		Index	100	203

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
140	Household spent under $1000 to remodel kitchen - past year			*
141		Index	100	203
142	Installation of ceramic tile floors done by self or other household member - past year			*
143		Index	100	203
144	Acquired auto loan - past year			
145		Index	100	203
146	Purchased women's swimsuit - past year			
147		Index	100	201
148	Bought any Western boots - past year			
149		Index	100	201
150	Engaged in making photo albums/scrapbooking - past year			
151		Index	100	201
152	Watched MTV cable - past week			
153		Index	100	201
154	Participated in volleyball - past year			
155		Index	100	201
156	Participated in lacrosse - past year			*
157		Index	100	200
158	Used department store for photo/film processing - past year			*
159		Index	100	199
160	Shopped Shoe Carnival - past 3 months			
161		Index	100	199
162	Household owns towable folding-tent camper (pop-up)			*
163		Index	100	199
164	Currently attend college or university			
165		Index	100	199
166	Rented/purchased DVDs or Blu-ray discs at f.y.e. - past month			*
167		Index	100	198
168	Ever downloaded a ringtone on cellular/mobile/smartphone			
169		Index	100	198
170	Participated in softball - past year			
171		Index	100	198
172	Engaged in snowmobiling - past year			*
173		Index	100	197
174	Flew Midwest Airlines on any domestic trip - past year			*
175		Index	100	197
176	Shopped Victoria's Secret - past 3 months			
177		Index	100	197
178	Shopped Finish Line - past 3 months			
179		Index	100	197
180	Ordered from bathandbodyworks.com - past year			*
181		Index	100	197
182	Used Re/Max real estate agent - past year			*
183		Index	100	197
184	Watched Vh1 cable - past week			
185		Index	100	196

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
186	Ordered from ediblearrangements.com - past year			*
187		Index	100	196
188	Used Internet/online service for photo/film processing - past year			*
189		Index	100	195
190	Patronized Logan's Roadhouse - past 6 months			
191		Index	100	195
192	Engaged in roller-blading/in-line skating - past year			*
193		Index	100	195
194	Ordered from oldnavy.com - past year			
195		Index	100	195
196	Own Honda ATV/UV			
197		Index	100	194
198	Visited Carowinds (North Carolina) - past year			*
199		Index	100	193
200	Work to remodel kitchen done by self or other household member - past year			
201		Index	100	192
202	Bought any fine jewelry engagement ring - past year			*
203		Index	100	192
204	Accessed bank/financial services on mobile device - past year			
205		Index	100	192
206	Used warehouse/membership club store for photo/film processing - past year			*
207		Index	100	192
208	Bill-paying methods used in past year: Paid by mobile phone			
209		Index	100	191
210	Household spent under $1000 to remodel bedroom - past year			*
211		Index	100	191
212	Referred to Internet Yellow Pages for household furnishings - past year			*
213		Index	100	190
214	Ever visited or used a Social Networking site on cellular/mobile/smartphone			
215		Index	100	190
216	Household owns snowmobile			*
217		Index	100	189
218	Household spent under $1000 on hardwood floors - past year			*
219		Index	100	189
220	Personally did 7-9 home remodeling projects - past year			*
221		Index	100	189
222	Currently reside with one or more parents			
223		Index	100	188
224	Amount Of Time Married: 1 Years			*
225		Index	100	188
226	Had professional face/body waxing - past 6 months			
227		Index	100	188
228	Patronized O'Charley's - past 6 months			
229		Index	100	187
230	Purchased women's sweatpants - past year			
231		Index	100	187

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
232	Read print/paper/hard-copy of parenthood magazines			
233		Index	100	187
234	Future intentions: Likely to become a parent - coming year			
235		Index	100	187
236	Purchased Pop/Top 40 music recordings - past 6 months			
237		Index	100	186
238	Own any Suzuki motorcycle			*
239		Index	100	186
240	Visited indoor water park - past year			
241		Index	100	186
242	Bought any stretchies for baby under 1 year old - past 6 months			
243		Index	100	186
244	Watched MTV2 cable - past week			
245		Index	100	185
246	Purchased utility ATV (All-Terrain Vehicle) - past year			
247		Index	100	185
248	Visited MTV.com Web site - past month			
249		Index	100	185
250	Patronized Zaxby's - past 6 months			
251		Index	100	185
252	Purchased fine jewelry at Kay Jewelers - past year			*
253		Index	100	185
254	Attend motorcycle races			*
255		Index	100	184
256	Shopped Sephora - past 3 months			
257		Index	100	184
258	Rented/purchased DVDs or Blu-ray discs from grocery store - past month			
259		Index	100	183
260	Visited pediatrician (with child) - past year			
261		Index	100	183
262	Visited Busch Gardens (Virginia) - past year			*
263		Index	100	183
264	Personally rented truck or trailer from Budget - past year			*
265		Index	100	183
266	Purchased women's belt - past year			
267		Index	100	183
268	Purchased fine jewelry at Zale's - past year			*
269		Index	100	183
270	Watched PBS Kids Sprout cable - past week			
271		Index	100	182
272	Visited Six Flags Magic Mountain (California) - past year			*
273		Index	100	182
274	Patronized Texas Roadhouse - past 6 months			
275		Index	100	182
276	Personally own RCA portable Mp3 player			*
277		Index	100	182

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
278	Patronized Little Caesars - past 6 months			
279		Index	100	182
280	Patronized Schlotzsky's Deli - past 6 months			
281		Index	100	182
282	Bought any clothing at grocery store - past 6 months			*
283		Index	100	181
284	Occupation: Food Preparation, Serving, Related Occupations			
285		Index	100	181
286	Stayed at Four Seasons on business trip - past year			*
287		Index	100	181
288	Stayed at Holiday Inn on personal/vacation trip - past year			
289		Index	100	181
290	Single parent			
291		Index	100	181
292	Participated in frisbee - past year			
293		Index	100	181
294	Participated in kick boxing - past year			*
295		Index	100	180
296	Viewed 2 video-on-demand movies - past month			
297		Index	100	180
298	Work to add deck/porch/patio done by self or other household member - past year			*
299		Index	100	180
300	Rented/purchased DVDs or Blu-ray discs from Redbox - past month			
301		Index	100	180
302	Watched E! (Entertainment Television) cable - past week			
303		Index	100	180
304	Shopped Hollister - past 3 months			
305		Index	100	180
306	Visited plastic surgeon - past year			*
307		Index	100	180
308	Watched 2010 Winter Olympics programming on mobile phone/Smartphone or PDA			*
309		Index	100	180
310	Motorcycle ownership: Own street bike - sport/performance			*
311		Index	100	179
312	Ever signed up for a text message "alert" service on cellular/mobile/smartphone			
313		Index	100	179
314	Viewed 2 sports events on pay-per-view TV - past year			*
315		Index	100	179
316	Bought any baby furniture and/or baby equipment - past 6 months			
317		Index	100	179
318	Patronized Sonic Drive-in - past 6 months			
319		Index	100	179
320	Ailments: Treated for migraine headaches - past year			
321		Index	100	179
322	Bought MagnaFlow brand muffler(s) - past year			*
323		Index	100	179

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
324	Ever searched for information about a product on cellular/mobile/smartphone			
325		Index	100	178
326	Referred to Internet Yellow Pages for pizza - past year			
327		Index	100	178
328	Read print/paper/hard-copy of motorcycle magazines			
329		Index	100	178
330	Work to remodel bedroom done by self or other household member - past year			
331		Index	100	178
332	Future intentions: Likely to get engaged - coming year			
333		Index	100	178
334	Purchased Discover gift card/prepaid card - past 6 months			*
335		Index	100	178
336	Purchased Discover gift cards/prepaid cards - past 6 months			*
337		Index	100	178
338	Carry any auto/other vehicle insurance through American Family			*
339		Index	100	178
340	Household spent $1000-$2999 to remodel kitchen - past year			*
341		Index	100	177
342	Played console video/electronic games as leisure activity - past year			
343		Index	100	177
344	Ever redeemed a mobile coupon on cellular/mobile/smartphone			
345		Index	100	177
346	Used TurboTax Internet/online program for tax preparation - past year			
347		Index	100	177
348	Purchased women's sweatshirt - past year			
349		Index	100	177
350	Participated in bowling - past year			
351		Index	100	177
352	Used Jackson Hewitt on-site professional service for tax preparation - past year			*
353		Index	100	177
354	Own Polaris ATV/UTV			*
355		Index	100	177
356	Installation of carpeting done by self or other household member - past year			*
357		Index	100	177
358	Visited Six Flags Over Georgia - past year			*
359		Index	100	177
360	Purchased wedding/occasion gifts online - past year			
361		Index	100	177
362	Engaged in jogging/running - past year			
363		Index	100	177
364	Find out about new video games from TV			
365		Index	100	176
366	Shopped Circle K convenience stores - past 6 months			
367		Index	100	176
368	Ordered food for home delivery from fast-food/drive-in restaurant - past 6 months			
369		Index	100	176

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
370	Patronized Damon's - past 6 months			*
371		Index	100	176
372	Household owns outboard motor (over 75 horsepower)			*
373		Index	100	176
374	Engaged in roller-skating - past year			
375		Index	100	176
376	Engaged in Pilates - past year			
377		Index	100	176
378	Purchased women's designer jeans - past year			
379		Index	100	176
380	ATV/UTV owned is used for recreation			
381		Index	100	175
382	Bought books at Google eBookstore - past year			*
383		Index	100	175
384	Ever downloaded a song on cellular/mobile/smartphone			
385		Index	100	175
386	Purchased women's fur coat, jacket, stole - past year			
387		Index	100	175
388	Viewed 3-5 video-on-demand TV shows - past month			
389		Index	100	175
390	Personally or jointly have a personal loan for education (student loan)			
391		Index	100	175
392	Listen to high-school sports play-by-play on radio			*
393		Index	100	174
394	Attend truck and tractor pulls/mud racing events			*
395		Index	100	174
396	Own any motorcycle with engine size 450-749cc			*
397		Index	100	174
398	Own an Alienware personal computer at home			*
399		Index	100	174
400	Consulted Hotels.com for information on fees/travel arrangements - past year			
401		Index	100	174
402	Bought liquor at drug store - past 6 months			*
403		Index	100	174
404	Patronized Chick-Fil-A - past 6 months			
405		Index	100	174
406	Purchased Alternative music recordings - past 6 months			
407		Index	100	174
408	Played portable video/electronic games as leisure activity - past year			
409		Index	100	174
410	Ailments: Treated for acne - past year			
411		Index	100	174
412	Referred to Internet Yellow Pages for sports and leisure activities, equipment - past year			*
413		Index	100	173
414	Bought fragrance/perfume/cologne at grocery store - past 6 months			*
415		Index	100	173

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
416	Purchased women's T-shirts - past year			
417		Index	100	173
418	Watched The Disney Channel cable - past week			
419		Index	100	173
420	Changed auto/other vehicle insurance 2 times - past 5 years			
421		Index	100	173
422	Purchased MP3 player by mail or phone - past year			*
423		Index	100	173
424	Acquired personal loan (not for education) - past year			*
425		Index	100	173
426	Patronized Rally's - past 6 months			*
427		Index	100	172
428	Played Bingo - past year			
429		Index	100	172
430	Patronized Tim Hortons - past 6 months			*
431		Index	100	172
432	Acquired personal line of credit - past year			*
433		Index	100	172
434	Watched Style cable - past week			
435		Index	100	172
436	Personally have 3+ working cellular phones			*
437		Index	100	171
438	Purchased fresh low-fat chocolate milk - past 6 months			
439		Index	100	171
440	Engaged in horseback riding - past year			
441		Index	100	171
442	Bought fountain soft drinks at convenience store - past month			
443		Index	100	171
444	Find out about new video games from family			
445		Index	100	171
446	Visited Knott's Berry Farm (California) - past year			*
447		Index	100	171
448	Ordered from bedbathandbeyond.com - past year			*
449		Index	100	171
450	Ever downloaded wallpaper on cellular/mobile/smartphone			
451		Index	100	171
452	Used H&R Block TaxCut Internet/online program for tax preparation - past year			*
453		Index	100	171
454	Ailments: Treated for ADD/ADHD - past year			
455		Index	100	171
456	Martial status: engaged to be married			
457		Index	100	170
458	Participated in karaoke - past year			
459		Index	100	170
460	Bought beer at convenience store - past 6 months			
461		Index	100	170

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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
462	Consumed any energy drinks - past 6 months			
463		Index	100	170
464	Household bought ready-made vertical blinds - past year			*
465		Index	100	170
466	Current employment status: Student			
467		Index	100	170
468	Bought any shoes at grocery store - past 6 months			*
469		Index	100	170
470	Used lozenges as method to stop smoking - past year			*
471		Index	100	170
472	Visited NASCAR.com Web site - past month			
473		Index	100	169
474	Bought wine at convenience store - past 6 months			
475		Index	100	169
476	Watched FUEL TV cable - past week			*
477		Index	100	169
478	Obtained childcare or parenting information on Internet - past month			
479		Index	100	169
480	Referred to Internet Yellow Pages for carpet cleaning - past year			*
481		Index	100	169
482	Visited Six Flags St. Louis - past year			*
483		Index	100	169
484	Engaged in skateboarding - past year			*
485		Index	100	169
486	Participated in football - past year			
487		Index	100	168
488	Shared photos through Internet website - past month			
489		Index	100	168
490	Used 1-hour service for photo/film processing - past year			*
491		Index	100	168
492	Watched ABC Family Channel - past week			
493		Index	100	168
494	Patronized TCBY - past 6 months			*
495		Index	100	168
496	Referred to Internet Yellow Pages for auto dealers/auto sales - past year			
497		Index	100	168
498	Ever accessed a search engine on cellular/mobile/smartphone			
499		Index	100	168
500	Ever visited a website for entertainment information on cellular/mobile/smartphone			
501		Index	100	168
502	Visited OB/Gyn - past year			
503		Index	100	168
504	Purchase music, other audio on iTunes			
505		Index	100	168
506	Number of veterinarian visits in past year: 4			
507		Index	100	168

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
508	Used USAA brokerage firm - past year			*
509		Index	100	168
510	Engaged in scuba diving - past year			*
511		Index	100	168
512	Future intentions: Likely to buy or lease a sport-utility vehicle (SUV) - coming year			
513		Index	100	167
514	Current employment status: Employed, secondary wage earner in household			
515		Index	100	167
516	Patronized Arby's - past 6 months			
517		Index	100	167
518	Personally play video games on handheld system			
519		Index	100	167
520	Household spent under $1000 on wall paneling - past year			*
521		Index	100	167
522	Bought any girl action figures - past year			
523		Index	100	167
524	Children under age 18 currently living in household are in single-parent household			
525		Index	100	167
526	Ever visited a website for financial information on cellular/mobile/smartphone			
527		Index	100	166
528	Reside in East South Central Census sub-region			
529		Index	100	166
530	Household bought wallpaper/wall-covering - past year			*
531		Index	100	166
532	Household spent $1000-$2999 on kitchen cabinets - past year			*
533		Index	100	166
534	Ordered from ToysRUs.com - past year			
535		Index	100	166
536	Purchased sport ATV (All-Terrain Vehicle) - past year			
537		Index	100	166
538	Number of veterianarian visits in past year: 7+			
539		Index	100	166
540	Read print/paper/hard-copy of women's fashion magazines			
541		Index	100	166
542	Played any board games as leisure activity - past year			
543		Index	100	166
544	Patronized CiCi's Pizza - past 6 months			
545		Index	100	166
546	Referred to Internet Yellow Pages for jewelers/jewelry - past year			*
547		Index	100	166
548	Purchased women's regular jeans (not designer jeans) - past year			
549		Index	100	165
550	Posted a comment or review on a blog, online forum, message or bulletin board - past month			
551		Index	100	165
552	Mode of transportation on average weekend is driving in a carpool			
553		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
554	Patronized Whataburger - past 6 months			
555		Index	100	165
556	Purchased Hard Rock music recordings - past 6 months			
557		Index	100	165
558	Patronized Taco John's - past 6 months			*
559		Index	100	165
560	Banking method: "phone-in banker" (bank over phone)			
561		Index	100	165
562	Referred to Internet Yellow Pages for department stores - past year			
563		Index	100	165
564	Personally did 3 home-improvement projects - past year			*
565		Index	100	165
566	Household spent $3000+ to convert garage/attic/basement into living space - past year			*
567		Index	100	165
568	Engaged in dancing as leisure activity - past year			
569		Index	100	165
570	Ever downloaded a game on cellular/mobile/smartphone			
571		Index	100	165
572	Visited Dollywood (Tennessee) - past year			*
573		Index	100	165
574	Visited WebMD.com Web site - past month			
575		Index	100	165
576	Household spent under $1000 on garage doors - past year			*
577		Index	100	165
578	Total amount spent on children's toys and games in past year: $500-$999			
579		Index	100	164
580	Business-to-Business: Involved in truck purchase/rental/lease			*
581		Index	100	164
582	Personally play video games on system attached to TV/computer			
583		Index	100	164
584	Ever received a text message "alert" on cellular/mobile/smartphone			
585		Index	100	164
586	Household owns any horses (as pets)			*
587		Index	100	164
588	Watched Nick at Nite cable - past week			
589		Index	100	164
590	Live rent free in home/residence			*
591		Index	100	163
592	Participated in karate - past year			*
593		Index	100	163
594	Ever visited a website for maps/directions on cellular/mobile/smartphone			
595		Index	100	163
596	Bought any model kits/model sets - past year			
597		Index	100	163
598	Member of LA Fitness			*
599		Index	100	163

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
600	Cellular/Mobile Phone/Smartphone has MP3 player feature			
601		Index	100	163
602	Purchase music, other audio at electronics store			
603		Index	100	163
604	Rented/purchased DVDs or Blu-ray discs from video store (excluding Blockbuster, f.y.e.) - past month			
605		Index	100	163
606	Bought beer at convenience store - past month			
607		Index	100	163
608	Stayed at EconoLodge on personal/vacation trip - past year			*
609		Index	100	163
610	Stayed at Residence Inn (by Marriott) on personal/vacation trip - past year			*
611		Index	100	163
612	Ever downloaded an app on cellular/mobile/smartphone			
613		Index	100	163
614	Patronized Papa John's - past 6 months			
615		Index	100	162
616	Looked up movie listings or showtimes on Internet - past month			
617		Index	100	162
618	Shopped Forever 21 - past 3 months			
619		Index	100	162
620	Listen to NASCAR auto racing play-by-play on radio			
621		Index	100	162
622	Watched 6+ video-on-demand TV shows - past month			
623		Index	100	162
624	3 children under age 18 currently living at home			
625		Index	100	162
626	Acquired home mortgage (1st) - past year			
627		Index	100	162
628	Personally or jointly have a personal loan (not for education)			
629		Index	100	162
630	Shopped Quiktrip convenience stores - past 6 months			
631		Index	100	162
632	Laminate flooring installation done by self or other household member - past year			*
633		Index	100	162
634	Bought any sleepwear for baby under 1 year old - past 6 months			
635		Index	100	162
636	Bought muffler(s) at gas station/garage - past year			*
637		Index	100	162
638	Purchased baby accessories online - past year			
639		Index	100	162
640	Patronized On The Border - past 6 months			
641		Index	100	161
642	Participated in baseball - past year			
643		Index	100	161
644	Use cellphone or Smartphone to look at or use Internet			
645		Index	100	161

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
646	Ordered from gap.com - past year			*
647		Index	100	161
648	Purchased watch as gift for any person - past year			
649		Index	100	161
650	Bought tops/shirts for children 1-2 years old - past 6 months			
651		Index	100	161
652	Category Influentialism: My family/friends often ask for and trust my advice on products for babies or children.			
653		Index	100	161
654	Purchased women's evening dress - past year			
655		Index	100	161
656	Watched Oxygen cable - past week			
657		Index	100	161
658	Vehicle most recently purchased/leased (currently owned/leased) is a Jeep			
659		Index	100	161
660	Most recently purchased/leased vehicle (currently owned/leased) was foreign/import vehicle purchased/leased used in past year			
661		Index	100	160
662	Vehicle most recently purchased/leased (currently owned/leased) is a Scion			*
663		Index	100	160
664	Own a Panasonic personal computer at home			*
665		Index	100	160
666	Had professional hair color/highlights - past 6 months			
667		Index	100	160
668	Cellular/Mobile Phone/Smartphone has video recorder feature			
669		Index	100	160
670	Bought any sleepwear for children 1-2 years old - past 6 months			
671		Index	100	160
672	Bought liquor at supermarket - past 6 months			
673		Index	100	160
674	Visited YP.com/YellowPages.com Web site - past month			
675		Index	100	160
676	Household owns outdoor electric grill			
677		Index	100	160
678	Recommendation of a friend or relative is very important when choosing bank, financial services			
679		Index	100	160
680	Used on-line gambling site - past month			*
681		Index	100	160
682	Attend college baseball games			*
683		Index	100	160
684	Audio/entertainment system in most recently purchased/leased vehicle (currently owned/leased) was an aftermarket purchase			
685		Index	100	160
686	Most recently purchased/leased vehicle (currently owned/leased) is a full-size SUV			
687		Index	100	160
688	Participated in tennis - past year			
689		Index	100	160
690	Household spent under $1000 on carpeting - past year			*
691		Index	100	160

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
692	Most recently purchased/leased vehicle (currently owned/leased) is a standard-size car			
693		Index	100	160
694	Used prepared infant formula - past 6 months			
695		Index	100	160
696	Engaged in power boating - past year			
697		Index	100	159
698	Used disposable diapers/underpants (adult) - past 6 months			
699		Index	100	159
700	Own a netbook computer at home			
701		Index	100	159
702	Own Yamaha ATV/UTV			*
703		Index	100	159
704	Household spent $1000-$2999 on interior doors - past year			*
705		Index	100	159
706	Uploaded or added video to website - past month			
707		Index	100	159
708	Viewed any video-on-demand TV shows - past month			
709		Index	100	159
710	Played billiards/pool - past year			
711		Index	100	159
712	Patronized Krispy Kreme Doughnuts - past 6 months			
713		Index	100	159
714	Stayed at Travelodge on business trip - past year			*
715		Index	100	159
716	Amount Of Time Married: 3-4 Years			
717		Index	100	159
718	Visited Six Flags Over Texas - past year			*
719		Index	100	159
720	Ever listened to music on cellular/mobile/smartphone			
721		Index	100	159
722	Referred to Internet Yellow Pages for banking, finance, insurance - past year			
723		Index	100	159
724	Attend college football games			
725		Index	100	159
726	Participated in hockey - past year			*
727		Index	100	159
728	Shopped SuperAmerica/Speedway - past 6 months			
729		Index	100	159
730	Bought pet food online - past year			*
731		Index	100	158
732	Used Wellbutrin XL smoking cessation product to stop smoking - past year			*
733		Index	100	158
734	Bought pet food at PetSmart - past year			
735		Index	100	158
736	Personally own Apple iPod Nano portable Mp3 player			
737		Index	100	158

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
738	Watched Disney XD cable - past week			
739		Index	100	158
740	Engaged in hunting with a handgun - past year			*
741		Index	100	158
742	Ordered from target.com - past year			
743		Index	100	158
744	Household spent under $1000 on concrete or masonry work - past year			*
745		Index	100	158
746	Marital status: single, never married			
747		Index	100	158
748	Most recent home computer purchase made at a department/discount store			
749		Index	100	158
750	Patronized Big Boy - past 6 months			
751		Index	100	158
752	Ever visited a website for weather on cellular/mobile/smartphone			
753		Index	100	158
754	Decision to visit theme park was made by self (alone or with someone else [not a child])			
755		Index	100	158
756	Vehicle currently owned/leased was serviced by self working with someone else - past year			
757		Index	100	158
758	Most recently purchased/leased vehicle (currently owned/leased) was domestic vehicle purchased/leased used in past year			
759		Index	100	158
760	Most recent home computer purchased from department/discount store			
761		Index	100	158
762	Attend NHL Ice Hockey regular season games			
763		Index	100	158
764	Total amount spent on children's clothing in past 6 months: $200-$399			
765		Index	100	158
766	Cellular/Mobile Phone/Smartphone has video player feature			
767		Index	100	158
768	Engaged in stationary/outdoor rowing - past year			*
769		Index	100	158
770	Attend any high-school sports games			
771		Index	100	157
772	Bought toiletries at grocery store - past 6 months			
773		Index	100	157
774	Printed digital photos at Kodak Picture Maker kiosk - past year			*
775		Index	100	157
776	Most recently purchased/leased vehicle (currently owned/leased) was purchased/leased used in past year			
777		Index	100	157
778	Banked at Fifth Third Bank - past year			*
779		Index	100	157
780	Find out about new video games from friends			
781		Index	100	157
782	Patronized Taco Bell - past 6 months			
783		Index	100	157

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
784	Obtained information for new or used car purchase on Internet - past month			
785		Index	100	157
786	Patronized Starbucks - past 6 months			
787		Index	100	157
788	Car/other vehicle batteries installed by another household member (not self) - past year			
789		Index	100	157
790	Household owns MP3 player docking station			
791		Index	100	157
792	Household spent $3000+ on laminate flooring - past year			*
793		Index	100	157
794	Purchased women's dress - past year			
795		Index	100	157
796	Bought any boy action figures - past year			
797		Index	100	157
798	Referred to Internet Yellow Pages for florists - past year			
799		Index	100	157
800	Visited bars/nightclubs - past year			
801		Index	100	157
802	Own an ASUS personal computer at home			*
803		Index	100	157
804	Muffler(s) installed on vehicle by another household member (not self) - past year			*
805		Index	100	157
806	Bought any construction toys - past year			
807		Index	100	156
808	Purchased movie tickets by mail or phone - past year			*
809		Index	100	156
810	Elite member of USAirways Dividend Miles frequent flyer program			*
811		Index	100	156
812	Bought 5-6 items of fine jewelry - past year			*
813		Index	100	156
814	Cellular/Mobile Phone/Smartphone has voice-activated dialing feature			
815		Index	100	156
816	Bought any tricycles - past year			*
817		Index	100	156
818	Participated in aerobics - past year			
819		Index	100	156
820	Most recently purchased/leased vehicle (currently owned/leased) is a van			*
821		Index	100	155
822	Total amount spent on clothing in past year - $1000-$1999			
823		Index	100	155
824	Ever watched a downloaded or streamed TV program on cellular/mobile/smartphone			
825		Index	100	155
826	Shopped Old Navy - past 3 months			
827		Index	100	155
828	Visited weatherbug.com Web site - past month			
829		Index	100	155

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
830	Referred to Internet Yellow Pages for theaters - past year			
831		Index	100	155
832	Occupation: Healthcare Practitioner, Health Technician			
833		Index	100	155
834	Shopped Express - past 3 months			
835		Index	100	155
836	Consulted Hotels.com for information on sightseeing/activities - past year			*
837		Index	100	155
838	Referred to Internet Yellow Pages for real estate - past year			*
839		Index	100	155
840	Engaged in cross-country skiing - past year			*
841		Index	100	155
842	Consulted Expedia for information on sightseeing/activites - past year			
843		Index	100	155
844	Purchased any products at a salon or dayspa - past 6 months			
845		Index	100	155
846	Total amount spent on most recent home computer purchase: $5000+			*
847		Index	100	155
848	Listen To Sports Events On Radio: Auto racing - Other Regularly or On Occasion			*
849		Index	100	154
850	Watched Nickelodeon cable - past week			
851		Index	100	154
852	Participated in basketball - past year			
853		Index	100	154
854	Read print/paper/hard-copy of music magazines			
855		Index	100	154
856	Service use for long-distance telephone calls (landline): Cox			*
857		Index	100	154
858	Bought any water toys - past year			
859		Index	100	154
860	Total amount spent on children's clothing in past 6 months: $400+			
861		Index	100	154
862	Patronized Pizza Inn - past 6 months			*
863		Index	100	154
864	Bought any running/jogging shoes - past year			
865		Index	100	154
866	Visited Six Flags Great America (Illinois) - past year			*
867		Index	100	154
868	Obtained medical insurance through the Internet			*
869		Index	100	154
870	Cellular/Mobile Phone/Smartphone has walkie-talkie/"push-to-talk" features			
871		Index	100	154
872	Rented/purchased DVDs or Blu-ray discs from Blockbuster.com - past month			*
873		Index	100	154
874	Engaged in swimming - past year			
875		Index	100	154

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
876	Bought frozen beverage at convenience store - past month			
877		Index	100	154
878	2 children under age 18 currently living at home			
879		Index	100	154
880	Visited abc.com Web site - past month			
881		Index	100	153
882	Type of video game system household owns: handlheld			
883		Index	100	153
884	Who uses personal computer at home: Child under age 18			
885		Index	100	153
886	Visited a radio station, radio program or radio personality's website - past month			
887		Index	100	153
888	Bought any women's perfume/cologne for self - past year			
889		Index	100	153
890	Household remodeled kitchen - past year			
891		Index	100	153
892	Visited iTunes.com Web site - past month			
893		Index	100	153
894	Ailments: Treated for anxiety/panic attack(s) - past year			
895		Index	100	153
896	Cellular / Mobile Opinions: I think of my mobile phone as a source of entertainment.			
897		Index	100	153
898	Household spent $1000-$2999 on kitchen counter tops - past year			*
899		Index	100	153
900	Bought any dress boots - past year			
901		Index	100	153
902	Bought men's swimsuit - past year			
903		Index	100	153
904	Other member of the household is the parent of children under age 18 currently living in household			
905		Index	100	153
906	Referred to Internet Yellow Pages for supermarkets/grocers - past year			*
907		Index	100	153
908	Consulted Priceline.com for information on fees/travel - past year			
909		Index	100	153
910	Category Influentialism: My family/friends often ask for and trust my advice on mobile/cellphones.			
911		Index	100	153
912	Household spent under $1000 to remodel bathroom - past year			
913		Index	100	153
914	Shopped New York & Company - past 3 months			
915		Index	100	153
916	Patronized Waffle House - past 6 months			
917		Index	100	152
918	Purchased cellular/mobile/smartphone online/on Internet			
919		Index	100	152
920	Utilized paperless statements from bank/financial services - past year			
921		Index	100	152

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
922	Purchased cellular/mobile phone/smartphone online/Internet			
923		Index	100	152
924	Bought cigarettes at convenience store - past month			
925		Index	100	152
926	Participated in marathon/triathlon (training and events) - past year			*
927		Index	100	152
928	Personally own $150,000+ in U.S. Treasury Notes		*	*
929		Index	100	152
930	Consumed beer at a bar/club - past month			
931		Index	100	152
932	Engaged in water skiing - past year			*
933		Index	100	152
934	Referred to Internet Yellow Pages for doctors, dentists, other medical services - past year			
935		Index	100	152
936	Household owns backpacks for camping/hiking			
937		Index	100	152
938	Personally did 1 home remodeling project - past year			
939		Index	100	152
940	Watched TLC (The Learning Channel) cable - past week			
941		Index	100	152
942	Purchased Soft Rock music recordings - past 6 months			
943		Index	100	152
944	Household owns backpacks for camping			
945		Index	100	152
946	Length of lease on vehicle currently leased is 48 months			*
947		Index	100	152
948	Visited WhitePages.com Web site - past month			
949		Index	100	152
950	Watched Logo cable - past week			*
951		Index	100	152
952	Attend NFL football weekend games			
953		Index	100	152
954	Purchased musical soundtrack recordings - past 6 months			*
955		Index	100	152
956	Used Nicorette Lozenge/Commit Lozenge to stop smoking - past year			*
957		Index	100	152
958	Bought cosmetics at department store - past 6 months			
959		Index	100	152
960	Bought toiletries at department store - past 6 months			
961		Index	100	152
962	Patronized Domino's Pizza - past 6 months			
963		Index	100	152
964	Carry PNC credit and/or debit cards (issued in own name)			
965		Index	100	152
966	Ever watched a video clip on cellular/mobile/smartphone			
967		Index	100	151

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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
968	Use portable Mp3 player to listen to music			
969		Index	100	151
970	Cellular/Mobile Phone/Smartphone has keypad (full alphabet/QWERTY)			
971		Index	100	151
972	Household used portable GPS navigation device for navigation foot (hiking/walking)			
973		Index	100	151
974	Downloaded Music from Internet - past month			
975		Index	100	151
976	Visited Six Flags Fiesta (Texas) - past year			*
977		Index	100	151
978	Bought 4 items of fine jewelry - past year			*
979		Index	100	151
980	Household spent $3000+ on vinyl windows - past year			*
981		Index	100	151
982	Household spent $1000-$2999 on vinyl or metal siding - past year			*
983		Index	100	151
984	Consumed liquor (not beer/wine) at a bar/club - past month			
985		Index	100	151
986	Use truck(s) currently owned/leased for recreation			
987		Index	100	151
988	Type of video game system household owns: attached to TV/computer			
989		Index	100	151
990	Work to remodel rooms other than bathroom/kitchen/bedroom done by self or other household member - past year			*
991		Index	100	151
992	Shopped BP/Amoco Food Mart - past 6 months			
993		Index	100	151
994	Bought any costume jewelry rings - past year			
995		Index	100	151
996	Patronized Einstein Bros. Bagel Shop - past 6 months			
997		Index	100	151
998	Used instant messenger/IM on Internet - past month			
999		Index	100	151
1000	Bought any doll accessories - past year			
1001		Index	100	151
1002	Printed digital photos at digital photo kiosk (excluding Kodak Picture Maker) - past year			*
1003		Index	100	151
1004	Watched Cartoon Network cable - past week			
1005		Index	100	151
1006	Business-to-Business: Involved in purchasing heavy machinery or equipment			
1007		Index	100	151
1008	Patronized Red Robin - past 6 months			
1009		Index	100	151
1010	Use portable Mp3 player to play video games			
1011		Index	100	151
1012	Listened to radio on the Internet - past month			
1013		Index	100	151

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1014	Saw a romance movie in the theater - past 6 months			
1015		Index	100	151
1016	Viewed 1 video-on-demand TV show - past month			*
1017		Index	100	151
1018	Engaged in snowboarding - past year			*
1019		Index	100	150
1020	Looked for employment on Internet - past month			
1021		Index	100	150
1022	Carry life insurance policy through Nationwide			*
1023		Index	100	150
1024	Visited a day spa - past 6 months			
1025		Index	100	150
1026	Household spent under $1000 on laminate flooring - past year			*
1027		Index	100	150
1028	Number of cellular phones in household: 4+			
1029		Index	100	150
1030	Total amount spent on sports apparel/athletic wear in past year: $150+			
1031		Index	100	150
1032	Future intentions: Likely to buy or lease a motorcycle - coming year			
1033		Index	100	150
1034	Current employment status: Employed part-time			
1035		Index	100	150
1036	Ever used text messaging on cellular/mobile/smartphone to vote in a contest, make a choice or give an opinion			
1037		Index	100	150
1038	Participated in auto racing - past year			*
1039		Index	100	150
1040	Occupation: Military			*
1041		Index	100	150
1042	Attend bowling competitions			*
1043		Index	100	150
1044	Bought juice drinks at convenience store - past month			
1045		Index	100	149
1046	Amount spent on cellular/mobile/smartphone purchase - past year: $101-$200			
1047		Index	100	149
1048	Took any overnight camping trips - past year			
1049		Index	100	149
1050	Engaged in whitewater rafting - past year			*
1051		Index	100	149
1052	Cellular / Mobile Opinions: Text messaging is an important part of my daily life.			
1053		Index	100	149
1054	Cellular/Mobile Phone/Smartphone has Wi-Fi features			
1055		Index	100	149
1056	Cellular/Mobile Phone/Smartphone has games features			
1057		Index	100	149
1058	Insulation for ceiling, floor, and/or walls installed by self or other household member - past year			*
1059		Index	100	149

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1060	Cellular/Mobile Phone/Smartphone has FM radio feature			
1061		Index	100	149
1062	Ordered from dillards.com - past year			*
1063		Index	100	149
1064	Bought any infant toys - past year			
1065		Index	100	149
1066	Attend summer Extreme Sports competitions			*
1067		Index	100	149
1068	Engaged in baking as leisure activity - past year			
1069		Index	100	149
1070	Number of veterinarian visits in past year: 5-6			
1071		Index	100	149
1072	Exterior light fixtures installed by self or other household member - past year			
1073		Index	100	149
1074	Purchased women's gloves - past year			
1075		Index	100	149
1076	Household bought lawn/porch furniture - past year			
1077		Index	100	149
1078	Bought soft drinks in cans/bottles at convenience store - past month			
1079		Index	100	149
1080	Patronized Panera Bread - past 6 months			
1081		Index	100	149
1082	Occupation: Office and Administrative Support Services			
1083		Index	100	149
1084	Watched Adult Swim cable - past week			
1085		Index	100	148
1086	Personally played any video games - past month			
1087		Index	100	148
1088	Obtained information about real estate on Internet - past month			
1089		Index	100	148
1090	Shopped Meijer - past 6 months			
1091		Index	100	148
1092	Household owns beverage containers for camping			
1093		Index	100	148
1094	Household bought ready-made horizontal blinds - past year			*
1095		Index	100	148
1096	Engaged in painting, drawing as leisure activity or hobby - past year			
1097		Index	100	148
1098	Ever visited a website for sports on cellular/mobile/smartphone			
1099		Index	100	148
1100	Household owns beverage containers for camping/hiking			
1101		Index	100	148
1102	Occupation: Personal Care and Personal Services			
1103		Index	100	148
1104	Working parent			
1105		Index	100	148

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1106	Bought any basketball shoes - past year			
1107		Index	100	148
1108	Played cards - past year			
1109		Index	100	148
1110	Banked at U.S. Bank - past year			
1111		Index	100	148
1112	Read comic books as leisure activity - past year			
1113		Index	100	148
1114	Used Internet/online program (excluding H&R Block TaxCut, TaxACT, or TurboTax) for tax preparation - past year			*
1115		Index	100	148
1116	Vehicle most recently purchased/leased (currently owned/leased) is an Infiniti			*
1117		Index	100	148
1118	Referred to Internet Yellow Pages for attorneys - past year			*
1119		Index	100	147
1120	Cellular / Mobile Opinions: My cell phone is an extension of my personality.			
1121		Index	100	147
1122	Bought any jeans/slacks/pants for children 1-2 years old - past 6 months			
1123		Index	100	147
1124	Consumed liquor (not beer/wine) at someone else's home - past month			
1125		Index	100	147
1126	Bought any costume jewelry necklaces - past year			
1127		Index	100	147
1128	Visited a TV network's or TV show's website - past month			
1129		Index	100	147
1130	Used Nicorette gum to stop smoking - past year			*
1131		Index	100	147
1132	Patronized A & W - past 6 months			
1133		Index	100	147
1134	Shopped Dick's Sporting Goods - past 3 months			
1135		Index	100	147
1136	Visited Ticketmaster.com Web site - past month			
1137		Index	100	147
1138	Use truck(s) currently owned/leased for personal hauling			
1139		Index	100	147
1140	Cellular/Mobile PhonesSmartphone has GPS/navigation features			
1141		Index	100	147
1142	Attended rock music performances/concerts - past year			
1143		Index	100	147
1144	Visited disney.com Web site - past month			
1145		Index	100	147
1146	Personally own any portable Mp3 player			
1147		Index	100	147
1148	Visited Yahoo! Movies Web site - past month			
1149		Index	100	147
1150	Find out about new video games from magazines			
1151		Index	100	147

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1152	Rented/purchased DVDs or Blu-ray discs at Blockbuster Video Store - past month			
1153		Index	100	147
1154	Shopped Fashion Bug - past 3 months			*
1155		Index	100	147
1156	Hardwood floor installation done by self or other household member - past year			*
1157		Index	100	146
1158	Participated in martial arts - past year			*
1159		Index	100	146
1160	Primary reason personally drive is to transport others			
1161		Index	100	146
1162	Ever visited a website for news on cellular/mobile/smartphone			
1163		Index	100	146
1164	Vehicle currently owned/leased has MP3 player connection			
1165		Index	100	146
1166	Shopped AM/PM convenience stores - past 6 months			
1167		Index	100	146
1168	Stayed at a bed and breakfast on personal/vacation trip - past year			*
1169		Index	100	146
1170	Amount spent on cellular/mobile/smartphone purchase - past year: $201-$400			
1171		Index	100	146
1172	Any child under age 18 currently living at home			
1173		Index	100	146
1174	Parent of child(ren) under age 18 living in household			
1175		Index	100	146
1176	Used H&R Block on-site professional service for tax preparation - past year			
1177		Index	100	146
1178	Ever used text messaging on cellular/mobile/smartphones to communicate with friends or family			
1179		Index	100	146
1180	Bought any mechanical toys - past year			
1181		Index	100	146
1182	Purchased women's sleepwear/nightwear - past year			
1183		Index	100	146
1184	Stayed at Quality Inns on personal/vacation trip - past year			*
1185		Index	100	146
1186	Referred to paper Yellow Pages for household furnishings - past year			*
1187		Index	100	146
1188	Personally the parent of children under age 18 currently living in household			
1189		Index	100	146
1190	Acquired personal loan for education (student loan) - past year			*
1191		Index	100	146
1192	Bought any board games - past year			
1193		Index	100	146
1194	Bought fragrance/perfume/cologne at department store - past 6 months			
1195		Index	100	146
1196	Watched Comedy Central cable - past week			
1197		Index	100	146

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1198	Watched FX cable - past week			
1199		Index	100	145
1200	Engaged in fund raising - past year			
1201		Index	100	145
1202	Visited Overstock.com Web site - past month			
1203		Index	100	145
1204	Total amount spent on children's clothing in past 6 months: $51-$99			
1205		Index	100	145
1206	Had professional pedicure - past 6 months			
1207		Index	100	145
1208	Read print/paper/hard-copy of video games/PC & consold magazines			
1209		Index	100	145
1210	Bought toiletries online - past 6 months			*
1211		Index	100	145
1212	Category Influentialism: My family/friends often ask for and trust my advice on beauty/beauty products.			
1213		Index	100	145
1214	Purchased women's socks - past year			
1215		Index	100	145
1216	Bought Mexican food at fast-food/drive-in restaurant - past 6 months			
1217		Index	100	145
1218	Visited a zoo - past year			
1219		Index	100	145
1220	Household is cellphone only (no landline)			
1221		Index	100	145
1222	Bought any electronic dolls/animals - past year			
1223		Index	100	145
1224	Bought any costume jewelry bracelets - past year			
1225		Index	100	145
1226	Covered by Safeco homeowners or personal property insurance			*
1227		Index	100	145
1228	VALS Statements: I am always looking for a new thrill. Agree			
1229		Index	100	145
1230	Patronized Sbarro - past 6 months			*
1231		Index	100	145
1232	Bought any shorts for children 1-2 years old - past 6 months			
1233		Index	100	145
1234	Stayed at Baymont Inns & Suites on business trip - past year			*
1235		Index	100	145
1236	Length of lease on vehicle currently leased is 60 months or longer			*
1237		Index	100	145
1238	Amount Of Time Married: 4 Months		*	*
1239		Index	100	145
1240	Vehicle most recently purhcased/leased (currently owned/leased) is 2010 model year			
1241		Index	100	145
1242	Watched any video-on-demand programs - past month			
1243		Index	100	145

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1244	Purchased women's sweater - past year			
1245		Index	100	145
1246	Patronized Wing-Stop - past 6 months			*
1247		Index	100	144
1248	Purchased women's underpants/panties - past year			
1249		Index	100	144
1250	Attend weightlifting competitions			*
1251		Index	100	144
1252	Saw a horror movie in the theater - past 6 months			
1253		Index	100	144
1254	Bought pet food through catalog/mail order - past year			*
1255		Index	100	144
1256	Bought any weight-lifting/training shoes - past year			*
1257		Index	100	144
1258	Vehicle most recently purchased/leased (currently owned/leased) is a Chrysler			
1259		Index	100	144
1260	Viewed any video-on-demand movies - past month			
1261		Index	100	144
1262	Listen to NHL hockey playoffs and Stanley Cup Finals play-by-play on radio			*
1263		Index	100	144
1264	Carry any auto/other vehicle insurance through Infinity			*
1265		Index	100	144
1266	Time of day typically go grocery shopping: evening			
1267		Index	100	144
1268	Viewed 4+ pay-per-view TV movies - past year			
1269		Index	100	144
1270	Bought any underwear (not diapers) for baby under 1 year old - past 6 months			*
1271		Index	100	144
1272	Total amount spent on watches purchased in past year: $100-$299			
1273		Index	100	144
1274	Watched WE tv cable - past week			
1275		Index	100	144
1276	Ever used cellular/mobile/smartphone to look at an advertisement sent with text message			
1277		Index	100	144
1278	Traveled with friends on any domestic trip - past year			
1279		Index	100	144
1280	Cellular/Mobile Phone/Smartphone has picture messaging features			
1281		Index	100	144
1282	Purchased any music/other audio in past 6 months (any form)			
1283		Index	100	144
1284	Bought any clothing for children 1-2 years old - past 6 months			
1285		Index	100	144
1286	Patronized Long John Silver's - past 6 months			
1287		Index	100	144
1288	Personally have a Smartphone			
1289		Index	100	144

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1290	Engaged in target shooting - past year			
1291		Index	100	144
1292	Viewed 2-3 pay-per-view TV movies - past year			
1293		Index	100	144
1294	Shopped J.Crew - past 3 months			
1295		Index	100	143
1296	Bought any clothing for baby under 1 year old - past 6 months			
1297		Index	100	143
1298	Vehicle most recently purchased/leased (currently owned/leased) is a Volkswagen			*
1299		Index	100	143
1300	VALS Statements: I like a lot of excitement in my life. Agree			
1301		Index	100	143
1302	Shopped Famous Footwear - past 3 months			
1303		Index	100	143
1304	Household owns bass/fishing boat (16' or more)			*
1305		Index	100	143
1306	Personally own traditional (not digital) picture frames for photos			
1307		Index	100	143
1308	Shopped Citgo Quik Mart - past 6 months			
1309		Index	100	143
1310	Purchased any women's brassiere/bra - past year			
1311		Index	100	143
1312	Cellular/Mobile Phone/Smartphone has Web/Internet access feature			
1313		Index	100	143
1314	Use portable Mp3 player to watch videos/movies			
1315		Index	100	143
1316	Attend winter Extreme Sports competitions			*
1317		Index	100	143
1318	Shopped Lane Bryant - past 3 months			*
1319		Index	100	143
1320	Installation of wall paneling done by self or other household member - past year			*
1321		Index	100	143
1322	Future intentions: Likely to visit a theme park - coming year			
1323		Index	100	143
1324	Household owns inflatable air mattress for camping			
1325		Index	100	143
1326	Household owns inflatable air mattress for camping			
1327		Index	100	143
1328	Engaged in ice skating - past year			
1329		Index	100	143
1330	Cellular / Mobile Opinions: I enjoy customizing the look and sound of my cell phone.			
1331		Index	100	143
1332	Bought cosmetics online - past 6 months			
1333		Index	100	143
1334	Read print/paper/hard-copy of fishing/hunting magazines			
1335		Index	100	143

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1336	Average monthly cellular/mobile/smartphone bill: $200+			
1337		Index	100	143
1338	Used DHL overnight packages/letter delivery service for business purposes - past year			*
1339		Index	100	143
1340	Personally own Apple iPod Touch portable Mp3 player			
1341		Index	100	143
1342	Purchased women's hat - past year			
1343		Index	100	143
1344	Viewed any pay-per-view TV movies - past year			
1345		Index	100	143
1346	Personally played multi-player video game online in last 30 days using a video game system			
1347		Index	100	143
1348	Bought any clothing for children 3-5 years old - past 6 months			
1349		Index	100	143
1350	Bought any clothing for children 6-12 years old - past 6 months			
1351		Index	100	143
1352	Ever watched live television on cellular/mobile/smartphone			
1353		Index	100	143
1354	Own any Kawasaki motorcycle			*
1355		Index	100	143
1356	Patronized Baskin-Robbins - past 6 months			
1357		Index	100	143
1358	Patronized The Cheesecake Factory - past 6 months			
1359		Index	100	143
1360	Shopped The Disney Store - past 3 months			
1361		Index	100	143
1362	Covered by American Family homeowners or personal property insurance			*
1363		Index	100	143
1364	Household owns cooler or ice chest (24 quarts and over) for camping			
1365		Index	100	142
1366	Cellular / Mobile Opinions: I am interested in watching video clips on my cell phone.			
1367		Index	100	142
1368	Bought tires at Walmart - past year			*
1369		Index	100	142
1370	Connect to Internet from home through a wireless connection from computer or laptop (e.g., Wi-Fi, wireless router, etc.)			
1371		Index	100	142
1372	Cellular/Mobile Phone/Smartphone has Instant Messenger (IM) features			
1373		Index	100	142
1374	Saw a comedy movie in the theater - past 6 months			
1375		Index	100	142
1376	Vehicle most recently purchased/leased (currently owned/leased) was acquired in last 12 months			
1377		Index	100	142
1378	Category Influentialism: My family/friends often ask for and trust my advice on TV shows.			
1379		Index	100	142
1380	Household owns tent for camping			
1381		Index	100	142

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1382	Household bought any fan - past year			
1383		Index	100	142
1384	Household bought indoor/outdoor carpet - past year			*
1385		Index	100	142
1386	Flew Alaska Airlines on any domestic trip - past year			*
1387		Index	100	142
1388	Engaged in Sodoku puzzles as leisure activity - past year			
1389		Index	100	142
1390	Carry any auto/other vehicle insurance through Farm Bureau			
1391		Index	100	142
1392	Purchased fresh regular chocolate milk - past 6 months			
1393		Index	100	142
1394	Household owns tent(s) for camping			
1395		Index	100	142
1396	Accessed Yahoo! Mail - past month			
1397		Index	100	142
1398	Total amount spent on watches purchased in past year: $300-$499			*
1399		Index	100	142
1400	Had professional manicure - past 6 months			
1401		Index	100	142
1402	Watched truTV cable - past week			
1403		Index	100	142
1404	Work to remodel bathroom done by self or other household member - past year			
1405		Index	100	142
1406	Attend NFL football playoffs/Super Bowl			*
1407		Index	100	142
1408	Bought underwear (not diapers) for children 1-2 years old - past 6 months			
1409		Index	100	142
1410	Household installed laminate flooring - past year			*
1411		Index	100	142
1412	Personally have considerable interst in seeing ads on top of taxis			*
1413		Index	100	141
1414	Bought any outerwear for baby under 1 year old - past 6 months			
1415		Index	100	141
1416	Viewed 6+ video-on-demand movies - past month			
1417		Index	100	141
1418	Cellular service on phone ryou personally use most often: Sprint			
1419		Index	100	141
1420	Referred to Internet Yellow Pages for education, schools - past year			*
1421		Index	100	141
1422	Walked in to fast-food/drive-in restaurant to buy take-out food - past 6 months			
1423		Index	100	141
1424	Purchased women's purse/handbag - past year			
1425		Index	100	141
1426	Rented/purchased DVDs or Blu-ray discs from discount department store - past month			
1427		Index	100	141

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1428	Use truck(s) currently owned/leased for local transportation			
1429		Index	100	141
1430	Occupation: Community and Social Sciences			*
1431		Index	100	141
1432	Find out about new video games from Internet			
1433		Index	100	141
1434	Future intentions: Likely to change jobs - coming year			
1435		Index	100	141
1436	Purchased cellphone/accessories online - past year			
1437		Index	100	141
1438	Patronized LongHorn Steakhouse - past 6 months			
1439		Index	100	141
1440	Traveled with child(ren) under age 18 on any domestic trip - past year			
1441		Index	100	141
1442	Average monthly cellular/mobile/smartphone bill: $100+			
1443		Index	100	141
1444	1 child under age 18 currently living at home			
1445		Index	100	141
1446	Attended horse races as leisure activity - past year			
1447		Index	100	141
1448	Bought any electronic games for children - past year			
1449		Index	100	141
1450	Carry any auto/other vehicle insurance through Esurance			*
1451		Index	100	141
1452	Obtained information about ailment/prescription drug from friend or family member - past year			
1453		Index	100	140
1454	Household owns hunting knife for camping			
1455		Index	100	140
1456	Consulted Orbitz.com for information on sightseeing/activities - past year			*
1457		Index	100	140
1458	Own a Toshiba personal computer at home			
1459		Index	100	140
1460	Household bought room-size rug(s) - past year			*
1461		Index	100	140
1462	Have mortgage insurance coverage			
1463		Index	100	140
1464	Cellular/Mobile Phone/Smartphone has Bluetooth feature			
1465		Index	100	140
1466	Consulted Hotwire.com for information on sightseeing/activities - past year			*
1467		Index	100	140
1468	Purchased clothing/apparel online - past year			
1469		Index	100	140
1470	Participated in fantasy sports league - past year			
1471		Index	100	140
1472	Vehicle currently owned/leased was serviced by self - past year			
1473		Index	100	140

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1474	Bought non-prescription/OTC drugs at grocery store - past 6 months			
1475		Index	100	140
1476	Household owns inboard/outboard power boat (sterndrive)			*
1477		Index	100	140
1478	Visited Priceline.com Web site - past month			
1479		Index	100	140
1480	Bought any suits or dresses for children 1-2 years old - past 6 months			
1481		Index	100	140
1482	Household owns sleeping bags for camping			
1483		Index	100	140
1484	Ordered food for home delivery from fast-casual, family restaurant or steakhouse - past 6 months			
1485		Index	100	140
1486	Shopped Kroger - past 6 months			
1487		Index	100	140
1488	Average monthly cellular/mobile/smartphone bill: $100-$199			
1489		Index	100	140
1490	Patronized Benihana - past 6 months			*
1491		Index	100	140
1492	Patronized Hooters - past 6 months			
1493		Index	100	140
1494	Personally have mortgage insurance coverage			
1495		Index	100	140
1496	Patronized old Stone Creamery - past 6 months			
1497		Index	100	140
1498	Bought any clothing for children 12 years old or younger - past 6 months			
1499		Index	100	140
1500	Personally did 4 or more home-improvement projects - past year			*
1501		Index	100	140
1502	Consumed low-calorie domestic beer - past 6 months			
1503		Index	100	140
1504	Patronized Applebee's - past 6 months			
1505		Index	100	140
1506	Patronized Chili's Grill & Bar - past 6 months			
1507		Index	100	140
1508	Attend fishing competitions			*
1509		Index	100	140
1510	Obtained information about ailment/prescription drug through friends/family			
1511		Index	100	140
1512	Consulted Hotwire.com for information on fees/travel arrangements - past year			
1513		Index	100	140
1514	Prefer to see a new movie after opening weekend, but within the first 2 weeks			
1515		Index	100	140
1516	Visited CheapTickets.com Web site - past month			
1517		Index	100	140
1518	Cellular/Mobile Phone/Smartphone has e-mail features			
1519		Index	100	140

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1520	Used any baby foods - past 6 months			
1521		Index	100	139
1522	Viewed 1 pay-per-view TV movie - past year			*
1523		Index	100	139
1524	Bought supper/dinner at fast-food/drive-in restaurant - past 6 months			
1525		Index	100	139
1526	Redeemed a coupon received via Internet/e-mail - past year			
1527		Index	100	139
1528	Number of audio downloads (not music) in past 6 months: 1			*
1529		Index	100	139
1530	Patronized Dairy Queen - past 6 months			
1531		Index	100	139
1532	Rented/purchased DVDs or Blu-ray discs from electronics store - past month			*
1533		Index	100	139
1534	Occupation: Production			
1535		Index	100	139
1536	Accessed bank/financial services by phone - past year			
1537		Index	100	139
1538	Household owns any dogs			
1539		Index	100	139
1540	Patronized California Pizza Kitchen - past 6 months			
1541		Index	100	139
1542	Amount Of Time Married: 5 Months			*
1543		Index	100	139
1544	Watch summer Extreme Sports events on TV			
1545		Index	100	139
1546	Used Chantix smoking cessation product to stop smoking - past year			*
1547		Index	100	139
1548	Vehicle most recently purchased/leased (currently owned/leased) is a GMC			*
1549		Index	100	139
1550	Listen to college football play-by-play on radio			
1551		Index	100	139
1552	Played PC/computer games (played online without software) as leisure activity - past year			
1553		Index	100	139
1554	Purchased tickets to sports events online - past year			
1555		Index	100	139
1556	Household spent under $1000 to remodel rooms other than bathroom/kitchen/bedroom - past year			*
1557		Index	100	139
1558	Visited monster.com Web site - past month			
1559		Index	100	139
1560	Household remodeled bedroom - past year			
1561		Index	100	139
1562	Ordered from iTunes.com (Apple Store) - past year			
1563		Index	100	139
1564	Referred to Internet Yellow Pages for home appliance repairs - past year			*
1565		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1566	Ailments: Treated for yeast infection (women only) - past year			
1567		Index	100	138
1568	Personally own memory cards for camera/photo equipment			
1569		Index	100	138
1570	Shopped Ethan Allen - past year			*
1571		Index	100	138
1572	Category Influentialism: My family/friends often ask for and trust my advice on fashion/apparel.			
1573		Index	100	138
1574	Personally have 2 working cellular phones			
1575		Index	100	138
1576	Personally have considerable interest in seeing ads at the movies (cinema advertising)			
1577		Index	100	138
1578	Bought any large dolls, baby dolls - past year			
1579		Index	100	138
1580	Bought take-out food from fast-food/drive-in restaurant drive-in window - past 6 months			
1581		Index	100	138
1582	Bought any educational toys - past year			
1583		Index	100	138
1584	Purchased New Age music recordings - past 6 months			*
1585		Index	100	138
1586	Household added deck/porch/patio - past year			*
1587		Index	100	138
1588	Consumed beer at someone else's home - past month			
1589		Index	100	138
1590	Watched Fuse cable - past week			
1591		Index	100	138
1592	Banked at PNC - past year			
1593		Index	100	138
1594	Patronized Carrabba's Italian Grill - past 6 months			
1595		Index	100	138
1596	Carry life insurance policy through Genworth			*
1597		Index	100	138
1598	Purchased 80s Pop music recordings - past 6 months			
1599		Index	100	138
1600	Engaged in canoeing/kayaking - past year			
1601		Index	100	138
1602	Spent $200+ on gasoline - past 30 days			
1603		Index	100	138
1604	Bought pet food at grocery/supermarket - past year			
1605		Index	100	138
1606	Engage in raising pets as hobby			
1607		Index	100	138
1608	Own electronic ear thermometer			
1609		Index	100	137
1610	Highest level of education completed/highest degree received: some college, no degree			
1611		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1612	Most recently purchased TV set has DLP screen			*
1613		Index	100	137
1614	Shopped Exxon/Mobil On the Run - past 6 months			
1615		Index	100	137
1616	Shopped Toys 'R' Us - past 3 months			
1617		Index	100	137
1618	Read print/paper/hard-copy of women's magazines			
1619		Index	100	137
1620	Household owns headphones (ear buds)			
1621		Index	100	137
1622	Cellular/Mobile Phone/Smartphone has spreadsheet/text document features			
1623		Index	100	137
1624	Bought any toy builder sets - past year			
1625		Index	100	137
1626	Bought any doll clothing - past year			
1627		Index	100	137
1628	Patronized Blimpie Subs & Salads - past 6 months			*
1629		Index	100	137
1630	Mode of transportation on average weekday is driving in a carpool			
1631		Index	100	137
1632	Visited Ebay.com Web site - past month			
1633		Index	100	137
1634	Cellular/Mobile Phone/Smartphone has calendar/organizer features			
1635		Index	100	137
1636	Ailments: Treated for urinary tract infection (UTI) - past year			
1637		Index	100	137
1638	Bought snacks at fast-food/drive-in restaurant - past 6 months			
1639		Index	100	137
1640	Number of veterinarian visits in past year: 3			
1641		Index	100	137
1642	Attend NHL Ice Hockey playoffs/Stanley Cup Finals			*
1643		Index	100	137
1644	Carry any auto/other vehicle insurance through Progressive			
1645		Index	100	137
1646	Visited any theme park - past year			
1647		Index	100	137
1648	Visited nurse practitioner - past year			
1649		Index	100	137
1650	Purchased tickets to sports events by mail or phone - past year			*
1651		Index	100	137
1652	Watched a TV program online - past month			
1653		Index	100	137
1654	Cellular/Mobile Phone/Smartphone has speakerphone feature			
1655		Index	100	137
1656	Read print/paper/hard-copy of automotive magazines			
1657		Index	100	137

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1658	Purchased foreign language instructional audio - past 6 months			*
1659		Index	100	137
1660	Referred to Internet Yellow Pages for personal care services (excluding beauty salons) - past year			*
1661		Index	100	137
1662	Distance from home to most frequently shopped grocery store is 6-10 miles			
1663		Index	100	137
1664	Personally have considerable interest in seeing ads at sports or entertainment events			*
1665		Index	100	136
1666	Primary reason personally drive is for work			
1667		Index	100	136
1668	Purchased women's dress slacks - past year			
1669		Index	100	136
1670	Watched Spike TV cable - past week			
1671		Index	100	136
1672	Most recently purchased/leased vehicle (currently owned/leased) is a compact car			
1673		Index	100	136
1674	Household spent under $1000 on vinyl flooring - past year			*
1675		Index	100	136
1676	Obtained financial services information or advice from friends and/or family - past year			
1677		Index	100	136
1678	Had professional massage - past 6 months			
1679		Index	100	136
1680	Used ATM/financial services at convenience store - past month			
1681		Index	100	136
1682	Visited NFL.com Web site - past month			
1683		Index	100	136
1684	Computer owned at home has LAN/Network interface cards			
1685		Index	100	136
1686	Ailments: Treated for allergies/hay fever - past year			
1687		Index	100	136
1688	Own 2 motorcycles			*
1689		Index	100	136
1690	Bought any plush dolls/stuffed animals - past year			
1691		Index	100	136
1692	Own a Gateway personal computer at home			
1693		Index	100	136
1694	Stayed at Marriott Hotels, Resorts and Suites on personal/vacation trip - past year			
1695		Index	100	136
1696	Purchased gift cards/prepaid cards at bank - past 6 months			*
1697		Index	100	136
1698	Occupation: Sales and Related Services			
1699		Index	100	136
1700	Used coupons to buy tobacco products - past year			
1701		Index	100	136
1702	Total amount spent on most recent home computer purchase: Under $500			
1703		Index	100	136

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1704	Computer owned at home has CD-RW drive (CD burner)			
1705		Index	100	136
1706	Household Internet service provider is Net Zero/Juno			*
1707		Index	100	136
1708	Exterior door installation done by self or other household member - past year			*
1709		Index	100	136
1710	Household installed kitchen cabinets - past year			*
1711		Index	100	136
1712	Bill-paying methods used in past year: Paid by phone using credit card			
1713		Index	100	136
1714	Use truck(s) currently owned/leased for business hauling			*
1715		Index	100	136
1716	Primary reason personally drive is to commute to work			
1717		Index	100	136
1718	Future intentions: Likely to purchase a used/pre-owned vehicle - coming year			
1719		Index	100	135
1720	Patronized Subway - past 6 months			
1721		Index	100	135
1722	Total amount spent on sports apparel/athletic wear in past year: Under $100			
1723		Index	100	135
1724	Referred to Internet Yellow Pages for real estate - past year			
1725		Index	100	135
1726	Own or lease four vehicles			
1727		Index	100	135
1728	Attend auto races (excluding NASCAR)			*
1729		Index	100	135
1730	Own Kawasaki ATV/UTV			*
1731		Index	100	135
1732	Referred to Internet Yellow Pages for hotels/motels - past year			
1733		Index	100	135
1734	Personally own Apple iPod Classic portable Mp3 player			
1735		Index	100	135
1736	Business-to-Business: Involved in purchasing packaging/containers			
1737		Index	100	135
1738	Cellular/Mobile Phone/Smartphone has features to edit spreadsheets/text documents			
1739		Index	100	135
1740	Muffler(s) installed on vehicle by self - past year			*
1741		Index	100	135
1742	Future intentions: Likely to buy or lease a truck - coming year			
1743		Index	100	135
1744	Saw an R-rated movie in the theater - past 6 months			
1745		Index	100	135
1746	Printed digital photos at in-store photo center - past year			
1747		Index	100	135
1748	Carry U.S. Bank credit and/or debit cards (issued in own name)			
1749		Index	100	135

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1750	Bathroom or kitchen plumbing fixtures (excluding faucets) installed by self or other household member - past year			
1751		Index	100	135
1752	Used any perfume/cologne for women - past 6 months			
1753		Index	100	135
1754	Shopped Harris Teeter - past 6 months			
1755		Index	100	135
1756	Bought cosmetics through in-home shopping - past year			
1757		Index	100	135
1758	For me, advertising in magazines is amusing. (Agree strongly)			
1759		Index	100	135
1760	Attend NASCAR auto races			
1761		Index	100	135
1762	Down-spouts/gutters installed by self or other household member - past year			*
1763		Index	100	135
1764	Purchased any women's shapewear/girdle - past year			
1765		Index	100	135
1766	Patronized Bojangles - past 6 months			
1767		Index	100	135
1768	Shhopped Sherwin-Williams - past year			
1769		Index	100	135
1770	Total amount spent on sports apparel/athletic wear in past year: $100+			
1771		Index	100	135
1772	Future intentions: Likely to buy first house/residence - coming year			
1773		Index	100	135
1774	Wrote an online blog - past month			
1775		Index	100	135
1776	Watch winter Extreme Sports events on TV			
1777		Index	100	135
1778	Personally or jointly have an auto loan			
1779		Index	100	135
1780	Computer owned at home has CD ROM drive			
1781		Index	100	135
1782	Household owns cooler or ice chest (under 24 quarts) for camping			
1783		Index	100	135
1784	Learned about fees/travel arrangements from friends' or family recommendations - past year			
1785		Index	100	135
1786	Attend pro beach volleyball competitions			*
1787		Index	100	135
1788	Patronized Godfather's Pizza - past 6 months			*
1789		Index	100	135
1790	Installation of kitchen cabinets done by self or other household member - past year			*
1791		Index	100	135
1792	Decision-maker for vehicle most recently purchased/leased: Someone else			
1793		Index	100	134
1794	Shopped Bath & Body Works - past 3 months			
1795		Index	100	134

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1796	Visited ABCNews.com Web site - past month			
1797		Index	100	134
1798	Reside in West North Central Census sub-region			
1799		Index	100	134
1800	Amount household spent on exterior painting - past year: Under $100			*
1801		Index	100	134
1802	VALS Statements: I like outrageous people and things. Agree			
1803		Index	100	134
1804	Computer owned at home has Webcam			
1805		Index	100	134
1806	Bought any work shoes (excluding work boots) - past year			
1807		Index	100	134
1808	Category Influentialism: My family/friends often ask for and trust my advice on movies.			
1809		Index	100	134
1810	Have ever used a check-cashing service			*
1811		Index	100	134
1812	Patronized Culver's - past 6 months			
1813		Index	100	134
1814	Total amount spent on home remodeling - past year: $5000-$7499			*
1815		Index	100	134
1816	Bought any aerobic/fitness shoes - past year			
1817		Index	100	134
1818	Had paint job on vehicle currently owned/leased - past year			
1819		Index	100	134
1820	Household owns any camping equipment			
1821		Index	100	134
1822	Bought any shoes at department store - past 6 months			
1823		Index	100	134
1824	Category Influentialism: My family/friends often ask for and trust my advice on fashion/shoes.			
1825		Index	100	134
1826	Played games online - past month			
1827		Index	100	134
1828	Watch any high-school sports games on TV			
1829		Index	100	134
1830	Purchased women's skirt - past year			
1831		Index	100	134
1832	Invested in any Keogh plan			*
1833		Index	100	134
1834	Stayed at DoubleTree on personal/vacation trip - past year			*
1835		Index	100	134
1836	Total amount spent on software for home computer in past year: Under $100			
1837		Index	100	134
1838	Bought any fashion dolls - past year			
1839		Index	100	134
1840	Viewed 3-5 video-on-demand movies - past month			
1841		Index	100	134

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1842	Fashion & Style Attitudes: I'll buy trendy clothes even if they're not the highest quality.			
1843		Index	100	134
1844	Bought any sandals - past year			
1845		Index	100	134
1846	Car/other vehicle batteries installed by mobile battery service/tow truck - past year			*
1847		Index	100	134
1848	Used gum as method to stop smoking - past year			*
1849		Index	100	134
1850	Amount spent on cellular/mobile/smartphone purchase - past year: $401+			
1851		Index	100	134
1852	Engaged in hunting with a shotgun - past year			
1853		Index	100	134
1854	Visited Superpages.com Web site - past month			*
1855		Index	100	134
1856	Consulted Priceline.com for information on sightseeing/activities - past year			*
1857		Index	100	134
1858	Watched Speed Channel cable - past week			
1859		Index	100	134
1860	Household owns TomTom portable GPS navigation device			
1861		Index	100	134
1862	Attend NFL football Monday or Thursday night games			
1863		Index	100	134
1864	VALS Statements: I often crave excitement. Agree			
1865		Index	100	134
1866	Used pills as method to stop smoking - past year			*
1867		Index	100	134
1868	Patronized Ruth's Chris Steak House - past 6 months			*
1869		Index	100	134
1870	Looked for recipes on Internet - past month			
1871		Index	100	134
1872	Consumed liquor (not beer/wine) at a restaurant - past month			
1873		Index	100	133
1874	Attended movies once a week or more - past 6 months			
1875		Index	100	133
1876	Referred to paper Yellow Pages for education, schools - past year			*
1877		Index	100	133
1878	Stayed at Travelodge on personal/vacation trip - past year			*
1879		Index	100	133
1880	Participated in racquetball - past year			*
1881		Index	100	133
1882	Household has DirecTV Plus DVR			
1883		Index	100	133
1884	Bought pet food at discount store - past year			
1885		Index	100	133
1886	Bought any cellular phone in past year			
1887		Index	100	133

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1888	Computer owned at home has wireless router			
1889		Index	100	133
1890	Visited Yahoo! Maps Web site - past month			
1891		Index	100	133
1892	Engaged in photography as leisure activity or hobby - past year			
1893		Index	100	133
1894	Most recent home computer purchase was made within last 12 months			
1895		Index	100	133
1896	Acquired new or different auto/other vehicle insurance policy - past year			
1897		Index	100	133
1898	Bought pizza/pasta at fast-food/drive-in restaurant - past 6 months			
1899		Index	100	133
1900	Bought paint/stain at department store - past year			*
1901		Index	100	133
1902	Household owns outdoor speakers			
1903		Index	100	133
1904	Bought paint/stain at department store - past year			*
1905		Index	100	133
1906	Bought beer at drug store - past 6 months			*
1907		Index	100	133
1908	Bought gas at convenience store - past month			
1909		Index	100	133
1910	Household installed ceramic tile floors - past year			*
1911		Index	100	133
1912	Purchased women's blouse/shirt - past year			
1913		Index	100	133
1914	Had vehicle currently owned/leased serviced by discount department store - past year			
1915		Index	100	133
1916	Invested in any 403(b) plan			
1917		Index	100	133
1918	Shopped Aldi Supermarkets - past 6 months			
1919		Index	100	133
1920	Total amount spent on children's clothing in past 6 months: $100-$199			
1921		Index	100	133
1922	Bought pet food at wholesale membership club - past year			
1923		Index	100	132
1924	Stayed at Days Inn on personal/vacation trip - past year			*
1925		Index	100	132
1926	Saw a drama movie in the theater - past 6 months			
1927		Index	100	132
1928	Watched Bravo cable - past week			
1929		Index	100	132
1930	Shopped Michaels - past 3 months			
1931		Index	100	132
1932	Listen to NFL weekend games play-by-play on radio			
1933		Index	100	132

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1934	Computer owned at home has microphone			
1935		Index	100	132
1936	Read classified advertising in Sunday/weekend newspaper			
1937		Index	100	132
1938	Attended dance performances - past year			
1939		Index	100	132
1940	Bought any sweatshirts/sweatpants for children 1-2 years old - past 6 months			
1941		Index	100	132
1942	Patronized T.G.I. Friday's - past 6 months			
1943		Index	100	132
1944	Engaged in motorcycling - past year			
1945		Index	100	132
1946	Used chewing tobacco or smokeless tobacco - past 6 months			
1947		Index	100	132
1948	Bought food to take out from fast-casual, family restaurant or steakhouse - past 6 months			
1949		Index	100	132
1950	Stayed at Ritz-Carlton on business trip - past year			*
1951		Index	100	132
1952	Engaged in surfing/windsurfing - past year			*
1953		Index	100	132
1954	Cellular/Mobile Phone/Smartphone has alarm clock featur			
1955		Index	100	132
1956	Household Internet service provider is Cox			
1957		Index	100	132
1958	Bought any women's perfume/cologne as gift - past year			
1959		Index	100	132
1960	I like to keep my personal Internet pages updated with information about my life. (Agree completely)			
1961		Index	100	132
1962	Visited Yahoo! News Web site - past month			
1963		Index	100	132
1964	Consulted Kayak.com for information on sightseeing/activities - past year			*
1965		Index	100	132
1966	Participated in ping-pong/table tennis - past year			
1967		Index	100	132
1968	Purchase music, other audio at discount department store			
1969		Index	100	132
1970	Purchased Spanish/Latin music recordings - past 6 months			*
1971		Index	100	132
1972	Computer owned at home has Flash drive			
1973		Index	100	132
1974	Patronized Olive Garden - past 6 months			
1975		Index	100	132
1976	Used Coldwell Banker real estate agent - past year			*
1977		Index	100	132
1978	Shopped Pottery Barn - past 3 months			
1979		Index	100	132

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

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: HOT COUNTRY FORMAT

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
1980	Ailments: Treated for sinus congestion/sinus headache - past year			
1981		Index	100	132
1982	Saw a crime movie in the theater - past 6 months			
1983		Index	100	131
1984	Accessed bank/financial services online/via Internet - past year			
1985		Index	100	131
1986	Motorcycle ownership: Own street bike - cruiser			*
1987		Index	100	131
1988	Visited Six Flags New England (Massachusetts) - past year			*
1989		Index	100	131
1990	Most recent home computer purchased from electronics store			
1991		Index	100	131
1992	Amount spent on cellular/mobile/smartphone purchase in past year: $50 or less			
1993		Index	100	131
1994	Most recently purchased TV set has picture-in-picture feature			
1995		Index	100	131
1996	Personally own camera case			
1997		Index	100	131
1998	Visited MLB.com Web site - past month			
1999		Index	100	131
2000	Purchased tickets to concerts, shows, other entertainment online - past year			
2001		Index	100	131
2002	Personally own Sony portable Mp3 player			*
2003		Index	100	131
2004	Watched NBC Sports Network (formerly VERSUS) cable - past week			
2005		Index	100	131
2006	Personally bought any camera/photo-developing accessories - past year			
2007		Index	100	131
2008	Stayed a Ramada Inn on personal/vacation trip - past year			*
2009		Index	100	131
2010	Patronized Panda Express - past 6 months			
2011		Index	100	131
2012	Bought men's hat - past year			
2013		Index	100	131
2014	Visited Weather.com Web site - past month			
2015		Index	100	131
2016	Purchased cellular/mobile phone/smartphone at carrier-owned store			
2017		Index	100	131
2018	Visited Orbitz.com Web site - past month			
2019		Index	100	131
2020	Listen to auto racing play-by-play (excluding NASCAR) on radio			*
2021		Index	100	131
2022	Most recent home computer purchase made from electronics store			
2023		Index	100	131
2024	Purchased cellular/mobile/smartphone at carrier-owned store			
2025		Index	100	131

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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Radio Advertising Bureau, www.rab.com

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: HOT COUNTRY FORMAT

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2026	Patronized Hardee's - past 6 months			
2027		Index	100	131
2028	Healthcare advertising actions taken - past year: Visited a product or drug website			
2029		Index	100	131
2030	Personally did 6 home remodeling projects - past year			*
2031		Index	100	131
2032	Selected homeowners/personal property insurance based on simplicity of application			
2033		Index	100	131
2034	Vehicle most recently purchased/leased (currently owned/leased) is a Dodge			
2035		Index	100	131
2036	Engaged in weight lifting - past year			
2037		Index	100	131
2038	Had brakes serviced at Sears - past year			*
2039		Index	100	131
2040	Personally own digital picture frrames			
2041		Index	100	131
2042	Read print/paper/hard-copy of news-and-entertainment weeklies			
2043		Index	100	131
2044	Patronized Chipotle Mexican Grill - past 6 months			
2045		Index	100	131
2046	Engaged in cooking for fun - past year			
2047		Index	100	131
2048	Took cruise on Carnival Cruise Lines - past 3 years			
2049		Index	100	131
2050	Cellular / Mobile Opinions: I would be willing to receive advertisements on my cell phone in exchange for lower monthly costs.			
2051		Index	100	131
2052	Purchased movie tickets online - past year			
2053		Index	100	131
2054	Saw a fantasy movie in the theater - past 6 months			
2055		Index	100	131
2056	Patronized Wendy's - past 6 months			
2057		Index	100	131
2058	Bought any action games - past year			
2059		Index	100	131
2060	Household bought table/floor lamps - past year			
2061		Index	100	131
2062	Patronized Famous Dave's - past 6 months			
2063		Index	100	130
2064	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): Under $10,000			
2065		Index	100	130
2066	Consumed any regular carbonated soft drinks (excluding colas) - past 6 months			
2067		Index	100	130
2068	Personally own Coby portable Mp3 player			*
2069		Index	100	130
2070	Watched any pay-per-view television - past year			
2071		Index	100	130

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2072	Household owns any cats			
2073		Index	100	130
2074	Bought prescription drugs at grocery store - past 6 months			
2075		Index	100	130
2076	VALS Statements: I follow the latest trends and fashions. Agree			
2077		Index	100	130
2078	Visited About.com Web site - past month			
2079		Index	100	130
2080	Visited Hulu.com Web site - past month			
2081		Index	100	130
2082	Bought any toy cars - past year			
2083		Index	100	130
2084	Bought liquor at liquor store - past 6 months			
2085		Index	100	130
2086	Bought sandwiches at fast-food/drive-in restaurant - past 6 months			
2087		Index	100	130
2088	Watched Lifetime cable - past week			
2089		Index	100	130
2090	Bought food at fast-casual, family restaurant or steakhouse on weekend - past 6 months			
2091		Index	100	130
2092	Computer owned at home has MS Windows Vista operating system			
2093		Index	100	130
2094	Bought any waterproof pants for baby under 1 year old - past year			*
2095		Index	100	130
2096	Own an e Machines personal computer at home			
2097		Index	100	130
2098	Household bought curtains - past year			
2099		Index	100	130
2100	General Attitudes: Risk-taking is exciting to me.			
2101		Index	100	130
2102	Cellular / Mobile Opinions: I would be willing to receive advertisements on my cell phone in exchange for services, like live TV or Text Messaging.			
2103		Index	100	130
2104	Shopped IGA - past 6 months			
2105		Index	100	130
2106	TV show types watch: primetime situation comedies/sitcoms			*
2107		Index	100	130
2108	Cellular / Mobile Opinions: I am interested in watching live TV on my cell phone.			
2109		Index	100	130
2110	Referred to Internet Yellow Pages for plumbers, electricians - past year			*
2111		Index	100	130
2112	Number of grocery shopping trips in average week: 5			*
2113		Index	100	130
2114	VALS Statements: I must admit I like to show off. Agree			
2115		Index	100	130
2116	Interior painting done by self or other household member - past year			
2117		Index	100	130

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2118	Engaged in furniture refinishing as leisure activity/hobby - past year			
2119		Index	100	130
2120	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)			
2121		Index	100	130
2122	Consumed wine at someone else's home - past month			
2123		Index	100	130
2124	Used Keller Williams real estate agent - past year			*
2125		Index	100	130
2126	Computer owned at home has DVD drive			
2127		Index	100	130
2128	Obtained financial information on Internet - past month			
2129		Index	100	130
2130	Total amount spent on children's toys and games in past year: $1000+			*
2131		Index	100	130
2132	Highest level of education completed/highest degree received: associate degree, academic			
2133		Index	100	129
2134	Most recently purchased/leased vehicle (currently owned/leased) is a mid-size sport-utlitiy vehicle			
2135		Index	100	129
2136	VALS Statements: I like to dress in the latest fashions. Agree			
2137		Index	100	129
2138	Visited a chat room on Internet - past month			
2139		Index	100	129
2140	Household owns pager/beeper			*
2141		Index	100	129
2142	Ordered from Kmart.com - past year			*
2143		Index	100	129
2144	Went hunting on any domestic vacation/honeymoon trip - past year			*
2145		Index	100	129
2146	Cost of most recently purchased TV set: Less than $100			
2147		Index	100	129
2148	Have seen ads sent to a cellphone or other mobile device - past 6 months			
2149		Index	100	129
2150	Size of company is very important when choosing bank, financial services			
2151		Index	100	129
2152	Category Influentialism: My family/friends often ask for and trust my advice on parenting.			
2153		Index	100	129
2154	Ailments: Treated for insomnia - past year			
2155		Index	100	129
2156	Have seen ads at sports or entertainment events - past 6 months			
2157		Index	100	129
2158	Purchased jewelry/watches online - past year			
2159		Index	100	129
2160	Computer owned at home has Windows 7 operating system			
2161		Index	100	129
2162	Listen to NFL playoff games/Super Bowl play-by-play on radio			
2163		Index	100	129

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2164	Ever called directory assistance on cellular/mobile/smartphone			
2165		Index	100	129
2166	Bought any diamond fine jewelry - past year			
2167		Index	100	129
2168	Patronized Steak 'N Shake - past 6 months			
2169		Index	100	129
2170	Engaged in fresh-water fishing - past year			
2171		Index	100	129
2172	Listen to NCAA basketball tournament play-by-play on radio			
2173		Index	100	129
2174	Learned about sightseeing/activities from friends' or family recommendations - past year			
2175		Index	100	129
2176	Category Influentialism: My family/friends often ask for and trust my advice on the Internet.			
2177		Index	100	129
2178	Saw a PG-13 rated movie in the theater - past 6 months			
2179		Index	100	129
2180	Total amount spent on watches purchased in past year: $50-$99			*
2181		Index	100	129
2182	Shopped Sheetz convenience stores - past 6 months			
2183		Index	100	129
2184	Bought any soccer shoes - past year			*
2185		Index	100	129
2186	Ailments: Treated for muscle strain/sprain - past year			
2187		Index	100	129
2188	Consumed any regular cola drinks (not diet colas) - past 6 months			
2189		Index	100	129
2190	Bought beer at supermarket - past 6 months			
2191		Index	100	129
2192	Referred to paper Yellow Pages for pizza - past year			
2193		Index	100	129
2194	Healthcare advertising actions taken - past year: Bought a non-prescription product			
2195		Index	100	129
2196	Currently drive a sport-utility vehicle			
2197		Index	100	129
2198	Watched SOAPnet cable - past week			
2199		Index	100	129
2200	Patronized Outback Steakhouse - past 6 months			
2201		Index	100	129
2202	Patronized Ben & Jerry's - past 6 months			*
2203		Index	100	129
2204	Used a store-brand smoking cessation product to stop smoking - past year			*
2205		Index	100	129
2206	Ordered from zappos.com - past year			
2207		Index	100	129
2208	Ceramic wall tile installation done by self or other household member - past year			*
2209		Index	100	128

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2210	Category Influentialism: My family/friends often ask for and trust my advice on alcoholic beverages (other than beer and wine).			
2211		Index	100	128
2212	Business-to-Business: Involved in purchasing security systems			*
2213		Index	100	128
2214	Category Influentialism: My family/friends often ask for and trust my advice on snacks.			
2215		Index	100	128
2216	Bought any fine jewelry rings (excluding engagement ring) - past year			
2217		Index	100	128
2218	Referred to Internet Yellow Pages for airlines/airline tickets - past year			
2219		Index	100	128
2220	Total amount spent on children's toys and games in past year: $100-$199			
2221		Index	100	128
2222	Rented/purchased DVDs or Blu-ray discs from Netflix.com - past month			
2223		Index	100	128
2224	Bought books at supermarket/grocery store - past year			
2225		Index	100	128
2226	Personally played multi-player video game online in last 30 days using a computer			
2227		Index	100	128
2228	Interior light fixtures installed by self or other household member - past year			
2229		Index	100	128
2230	Visited fast-food/drive-in restaurant on weekend - past 6 months			
2231		Index	100	128
2232	Bought pet food at veterinarian - past year			
2233		Index	100	128
2234	Watched TBS cable - past week			
2235		Index	100	128
2236	Bill-paying methods used in past year: Paid by Internet/Online			
2237		Index	100	128
2238	Computer owned at home has DVD-RW drive (DVD burner)			
2239		Index	100	128
2240	Bought supper/dinner at fast-casual, family restaurant or steakhouse - past 6 months			
2241		Index	100	128
2242	Bought any clothing at department store - past 6 months			
2243		Index	100	128
2244	Attended movies once a month - past 6 months			
2245		Index	100	128
2246	Category Influentialism: My family/friends often ask for and trust my advice on new food items.			
2247		Index	100	128
2248	Personally did 1 home-improvement project - past year			
2249		Index	100	128
2250	Category Influentialism: My family/friends often ask for and trust my advice on grocery shopping.			
2251		Index	100	128
2252	Went to the beach as leisure activity - past year			
2253		Index	100	128
2254	Used patch as method to stop smoking past year			*
2255		Index	100	128

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2256	Had vehicle currently owned/leased serviced by auto repair chain store - past year			
2257		Index	100	128
2258	Number of cellular phones in household: 3			
2259		Index	100	128
2260	Stayed at Super 8 on business trip - past year			*
2261		Index	100	128
2262	Amount spent on cellular/mobile/smartphone purchase - past year: $51-$100			
2263		Index	100	128
2264	Amount household spent on interior painting - past year: $100-$199			
2265		Index	100	128
2266	Patronized Village Inn Restaurant - past 6 months			*
2267		Index	100	128
2268	Purchased toys/games online - past year			
2269		Index	100	128
2270	Category Influentialism: My family/friends often ask for and trust my advice on music.			
2271		Index	100	128
2272	Saw a PG-rated movie in the theater - past 6 months			
2273		Index	100	128
2274	Listen to NHL hockey regular season play-by-play on radio			
2275		Index	100	128
2276	Shopped Kohl's - past 3 months			
2277		Index	100	128
2278	Cellular / Mobile Opinions: I would use the Internet on my cell phone more often, if the websites loaded more easily.			
2279		Index	100	128
2280	Most recently purchased TV set has giant screen (over 42")			
2281		Index	100	128
2282	Engaged in barbecuing as leisure activity - past year			
2283		Index	100	127
2284	Purchased Classic Rock music recordings - past 6 months			
2285		Index	100	127
2286	Personally own instant-developing camera			*
2287		Index	100	127
2288	Personally own photo albums			
2289		Index	100	127
2290	Have seen ads at the movies (cinema advertising) - past 6 months			
2291		Index	100	127
2292	Shopped Tractor Supply Company - past year			
2293		Index	100	127
2294	Bought jewelry through in-home shopping - past year			*
2295		Index	100	127
2296	Future intentions: Likely to buy or lease a 4-door car - coming year			
2297		Index	100	127
2298	Consumed any popular domestic beer/ale - past 6 months			
2299		Index	100	127
2300	Attend pro bull-riding events			*
2301		Index	100	127

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2302	Patronized Fuddruckers - past 6 months			*
2303		Index	100	127
2304	Invested in any 457(b) plan			*
2305		Index	100	127
2306	Banked through an Internet bank - past year			*
2307		Index	100	127
2308	Household owns combination range/microwave			
2309		Index	100	127
2310	Most recently purchased/leased vehicle (currently owned/leased) is a 3-door hatchback/runabout			*
2311		Index	100	127
2312	Stayed at America's Best Value Inn on personal/vacation trip - past year			*
2313		Index	100	127
2314	Had brake lining or pad replacement on vehicle currently owned/leased - past year			
2315		Index	100	127
2316	Household installed garage doors - past year			*
2317		Index	100	127
2318	Household owns waterproof/breathable apparel for camping/hiking			
2319		Index	100	127
2320	Bought wine at supermarket - past 6 months			
2321		Index	100	127
2322	Have seen video ads in bars/pubs - past 6 months			
2323		Index	100	127
2324	Engaged in hiking - past year			
2325		Index	100	127
2326	Printed digital photos in past 12 months			
2327		Index	100	127
2328	Most recently purchased/leased vehicle (currently owned/leased) is a compact SUV			
2329		Index	100	127
2330	Cellular / Mobile Opinions: I would use Text Messaging if I knew how to do it.			
2331		Index	100	127
2332	Household owns electric lanterns for camping			
2333		Index	100	127
2334	Household owns electric lantern for camping			
2335		Index	100	127
2336	Who uses personal computer at home: Adult other than self			
2337		Index	100	127
2338	Bought non-prescription/OTC drugs at convenience store - past month			*
2339		Index	100	127
2340	Shopped Dollar Tree - past 3 months			
2341		Index	100	127
2342	Engage in keeping tropical fish as hobby			
2343		Index	100	127
2344	Personally bought glassware as gift - past year			*
2345		Index	100	126
2346	Smoked any pipe tobacco - past 6 months			*
2347		Index	100	126

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2348	Patronized Bennigan's - past 6 months			*
2349		Index	100	126
2350	Purchased sports apparel/memorabilia online - past year			
2351		Index	100	126
2352	Occupation: Installation, Maintenance, and Repair Services			
2353		Index	100	126
2354	Shopped Piggly Wiggly - past 6 months			
2355		Index	100	126
2356	Have seen product placements in video games - past 6 months			
2357		Index	100	126
2358	Watch pro bull riding events on TV			
2359		Index	100	126
2360	Saw a family movie in the theater - past 6 months			
2361		Index	100	126
2362	5 children under age 18 currently living at home			*
2363		Index	100	126
2364	Watched GSN (Game Show Network) - past week			*
2365		Index	100	126
2366	Shopped 7-Eleven - past 6 months			
2367		Index	100	126
2368	Media read on e-readers/tablets - past 6 months: Magazines			
2369		Index	100	126
2370	Viewed any sports event on pay-per-view TV - past year			
2371		Index	100	126
2372	Bought any sports sandals - past year			
2373		Index	100	126
2374	Visited Universal Studios Islands of Adventure (Florida) - past year			*
2375		Index	100	126
2376	Household owns surround-sound speakers			
2377		Index	100	126
2378	Rented/purchased DVDs or Blu-ray discs through mail order - past month			*
2379		Index	100	126
2380	Personally own Apple iPod Shuffle portable Mp3 player			
2381		Index	100	126
2382	Ordered from sears.com - past year			*
2383		Index	100	126
2384	Ordered from walmart.com - past year			
2385		Index	100	126
2386	Patronized Joe's Crab Shack - past 6 months			*
2387		Index	100	126
2388	Household owns home theater/entertainment system			
2389		Index	100	126
2390	Visited a National Park on any domestic vacation/honeymoon trip - past year			
2391		Index	100	126
2392	Spent under $100 for camera - past year			
2393		Index	100	126

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2394	Most recently purchased TV set has monitor input/output jacks			
2395		Index	100	126
2396	Learned about fees/travel arrangements from radio - past year			*
2397		Index	100	126
2398	Bought any outerwear for children 1-2 years old - past 6 months			
2399		Index	100	126
2400	Amount Of Time Married: 5-9 Years			
2401		Index	100	126
2402	Total amount spent on men's low-ticket clothing items in past year: $1000 or more			*
2403		Index	100	126
2404	The Internet is a main source of entertainment for me. (Agree completely)			
2405		Index	100	126
2406	Cellular/Mobile Phone/Smartphone has camera feature			
2407		Index	100	126
2408	Consumed liquor (not beer/wine) at home - past month			
2409		Index	100	126
2410	Patronized Chuck E Cheese - past 6 months			
2411		Index	100	126
2412	Shopped Walmart Supercenter (for food/groceries) - past 6 months			
2413		Index	100	126
2414	Cellular/mobile/smartphone plan type have: family or shared plan			
2415		Index	100	126
2416	Referred to Internet Yellow Pages for auto parts and supplies - past year			
2417		Index	100	125
2418	Purchased household/small appliances by mail or phone - past year			*
2419		Index	100	125
2420	Spent $75-$149 on athletic shoes - past year			
2421		Index	100	125
2422	Purchased any bedding/linens online - past year			
2423		Index	100	125
2424	Most recent home computer purchase was made over phone			*
2425		Index	100	125
2426	Bought fragrance/perfume/cologne online - past 6 months			*
2427		Index	100	125
2428	Purchased any flowers by phone/online/Internet - past 6 months			
2429		Index	100	125
2430	Patronized Pizza Hut - past 6 months			
2431		Index	100	125
2432	Spent under $1000 on domestic vacation travel - past year			
2433		Index	100	125
2434	Engaged in salt-water fishing - past year			
2435		Index	100	125
2436	Cellular / Mobile Opinions: I would use the Internet on my cell phone more often, if it were less expensive.			
2437		Index	100	125
2438	Personally own batteries for camera/photo equipment			
2439		Index	100	125

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2440	Watched USA Network cable - past week			
2441		Index	100	125
2442	Own a motorcycle that was bought used			
2443		Index	100	125
2444	Personally own digital point & shoot camera			
2445		Index	100	125
2446	Accessed Windows Live Hotmail - past month			
2447		Index	100	125
2448	Have seen video ads in restaurants - past 6 months			
2449		Index	100	125
2450	Ever watched a full-length movie on cellular/mobile/smartphone			
2451		Index	100	125
2452	Amount household spent on interior painting - past year: Under $100			
2453		Index	100	125
2454	Category Influentialism: My family/friends often ask for and trust my advice on pets.			
2455		Index	100	125
2456	Consulted Travelocity.com for information on sightseeing/activities - past year			*
2457		Index	100	125
2458	Value of home owned: $125,000-$149,999			
2459		Index	100	125
2460	Purchased fine jewelry as gift for someone else - past year			
2461		Index	100	125
2462	Attend Major League Baseball regular season games			
2463		Index	100	125
2464	Prefer to see a new movie on opening weekend			
2465		Index	100	125
2466	Purchased gift cards/prepaid cards at coffee shop/store - past 6 months			
2467		Index	100	125
2468	Paid bills on-line - past month			
2469		Index	100	125
2470	Patronized Baja Fresh Mexican Grill - past 6 months			*
2471		Index	100	125
2472	Shopped Dillard's - past 3 months			
2473		Index	100	125
2474	Patronized Burger King - past 6 months			
2475		Index	100	125
2476	Bought gift cards/prepaid cards for self - past 6 months			
2477		Index	100	125
2478	Tax preparation in past year done by friend or family member			
2479		Index	100	125
2480	Ordered from FTD.com - past year			*
2481		Index	100	125
2482	Used TaxACT Internet/online program for tax preparation - past year			*
2483		Index	100	125
2484	Acquired credit card online - past year			
2485		Index	100	125

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2486	Have seen informercials - past 6 months			
2487		Index	100	125
2488	Bought lunch at fast-food/drive-in restaurant - past 6 months			
2489		Index	100	125
2490	Shopped Target - past 3 months			
2491		Index	100	125
2492	Smoked any cigarettes - past year			
2493		Index	100	125
2494	Carry auto/other vehicle insurance through USAA			
2495		Index	100	125
2496	Engaged in road bicycling - past year			
2497		Index	100	125
2498	Motorcycle ownership: Own off-road/dirt bike (competition)			*
2499		Index	100	124
2500	Most recently purchased/leased vehicle (currently owned/leased) is a sport-utility vehicle (SUV)			
2501		Index	100	124
2502	Patronized Shoney's - past 6 months			*
2503		Index	100	124
2504	Family member other than self makes hotel/motel reservations for personal/vacation travel			
2505		Index	100	124
2506	Patronized Checkers - past 6 months			
2507		Index	100	124
2508	Invested in any 529 Plan (college savings plan)			
2509		Index	100	124
2510	Spent $50-$74 on athletic shoes - past year			
2511		Index	100	124
2512	Clean-air filters installed by self or other household members - past year			
2513		Index	100	124
2514	Dined at fast-casual, family restaurant or steakhouse - past 6 months			
2515		Index	100	124
2516	VALS Statements: I dress more fashionably than most people. Agree			
2517		Index	100	124
2518	Household owns DVD player			
2519		Index	100	124
2520	Bought beer at liquor store - past 6 months			
2521		Index	100	124
2522	VALS Statements: I want to be considered fashionable. Agree			
2523		Index	100	124
2524	Visited MapQuest.com Web site - past month			
2525		Index	100	124
2526	Most recently acquired vehicle (currently owned/leased) was a certified pre-owned vehicle			
2527		Index	100	124
2528	Redeemed a coupon from instant coupon machine/shelf coupons - past year			
2529		Index	100	124
2530	Purchased handbags/other fashion accessories online - past year			
2531		Index	100	124

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2532	Used artificial fire logs - past year			
2533		Index	100	124
2534	Buying Styles: I am influenced by what's hot and what's not.			
2535		Index	100	124
2536	Shopped Target Pharmacy - past 6 months			
2537		Index	100	124
2538	Most recently purchased/leased vehicle (currently owned/leased) has manual transmission			
2539		Index	100	124
2540	Ailments: Treated for cold sores - past year			
2541		Index	100	124
2542	Shopped Best Buy - past year			
2543		Index	100	124
2544	Selected life insurance based on simplicity of application			
2545		Index	100	124
2546	Cellular/Mobile Phone/Smartphone has text messaging features			
2547		Index	100	124
2548	Total amount spent on shoes in past year: $250+			
2549		Index	100	124
2550	Spent $150+ on athletic shoes - past year			
2551		Index	100	124
2552	Patronized Ryan's restaurants - past 6 months			*
2553		Index	100	124
2554	Member of Gold's Gym			*
2555		Index	100	124
2556	Own a laptop/notebook/tablet at home			
2557		Index	100	124
2558	Participated in paddle tennis - past year			*
2559		Index	100	124
2560	Household owns Blu-ray player			
2561		Index	100	123
2562	Attend Winter Olympics			*
2563		Index	100	123
2564	Bought any children's bicycles - past year			
2565		Index	100	123
2566	Bought any costume jewelry earrings - past year			
2567		Index	100	123
2568	Wired or sent money through MoneyGram - past year			*
2569		Index	100	123
2570	Cellular / Mobile Opinions: I understand how to use most of the features on my cell phone.			
2571		Index	100	123
2572	Watch college baseball on TV			
2573		Index	100	123
2574	Have MasterCard debit card in own name			
2575		Index	100	123
2576	Have American Express One Card in own name			*
2577		Index	100	123

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2578	Purchased cellular/mobile phone/smartphone at electronics store			
2579		Index	100	123
2580	Bought any tennis shoes - past year			
2581		Index	100	123
2582	Bought men's gloves - past year			
2583		Index	100	123
2584	Personally have dental insurance coverage			
2585		Index	100	123
2586	Saw an action movie in the theater - past 6 months			
2587		Index	100	123
2588	Visited Walt Disney World (Florida): Magic Kingdom - past year			
2589		Index	100	123
2590	Participated in golf - past year			
2591		Index	100	123
2592	Engaged in downhill skiing - past year			
2593		Index	100	123
2594	Visited CareerBuilder.com Web site - past month			
2595		Index	100	123
2596	Househod owns electric clothes dryer			
2597		Index	100	123
2598	Future intentions: Likely to add rooms/exterior additions to home - coming year			
2599		Index	100	123
2600	Saw a G-rated movie in the theater - past 6 months			
2601		Index	100	123
2602	Number of veterinarian visits in past year: 1			
2603		Index	100	123
2604	Downloaded a TV program on Internet - past month			
2605		Index	100	123
2606	VALS Statements: I like a lot of variety in my life. Agree			
2607		Index	100	123
2608	Watch truck and tractor pulls/mud racing on TV			
2609		Index	100	123
2610	Attended movies less than once a month - past 6 months			
2611		Index	100	123
2612	General Attitudes: My goal is to make it to the top of my profession.			
2613		Index	100	123
2614	Watch pro beach volleyball competitions on TV			
2615		Index	100	123
2616	Vehicle most recently purchased/leased (currently owned/leased) is a Hyundai			*
2617		Index	100	123
2618	Household owns 4 or more TVs			
2619		Index	100	123
2620	Shopped Banana Republic - past 3 months			
2621		Index	100	123
2622	Household used professional exterminator service for termites - past year			
2623		Index	100	123

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2624	Purchased cellular/mobile/smartphone at electronics store			
2625		Index	100	123
2626	Most recently purchased/leased vehicle (currently owned/leased) has a V-6 engine			
2627		Index	100	123
2628	Bill-paying methods used in past year: Bills automatically deducted from bank account			
2629		Index	100	123
2630	What level of photographer are you? Advanced amateur			
2631		Index	100	123
2632	Most recently acquired vehicle (currently owned/leased) was purchased/leased used (excludes certified pre-owned)			
2633		Index	100	123
2634	Have seen video ads in office building elevators - past 6 months			
2635		Index	100	123
2636	Used ATM/cash machine - past year			
2637		Index	100	123
2638	Personally or jointly have a small business loan			*
2639		Index	100	123
2640	Own an ACER personal computer at home			
2641		Index	100	122
2642	Viewed 2 video-on-demand TV shows - past month			*
2643		Index	100	122
2644	Ailments: Treated for irritable bowel syndrome (IBS) - past year			
2645		Index	100	122
2646	Household income: $150,000-$199,999			
2647		Index	100	122
2648	Value of home owned: $150,000-$199,999			
2649		Index	100	122
2650	Ailments: Treated for fibromyalgia - past year			*
2651		Index	100	122
2652	Have VISA Regular/Classic Card in own name			
2653		Index	100	122
2654	Total value of homeowners or personal property insurance coverage is $10,000-$24,999			*
2655		Index	100	122
2656	Vehicle most recently purchased/leased (currently owned/leased) is 2003 model year			
2657		Index	100	122
2658	Type of medical insurance policy have: PPO (Preferred Provider Organization)			
2659		Index	100	122
2660	Computer owned at home has MS Windows XP operating system			
2661		Index	100	122
2662	Bought any children's toys, games in past year			
2663		Index	100	122
2664	TV show types watch: awards specials			*
2665		Index	100	122
2666	Purchased sherbet - past 6 months			
2667		Index	100	122
2668	Stayed at Country Inns & Suites on personal/vacation trip - past year			*
2669		Index	100	122

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2670	Visited Walt Disney World (Florida): Disney's Animal Kingdom - past year			
2671		Index	100	122
2672	Most recently purchased/leased vehicle (currently owned/leased) is a minivan			
2673		Index	100	122
2674	Referred to Internet Yellow Pages for home improvement and repair - past year			*
2675		Index	100	122
2676	Consumed beer at a restaurant - past month			
2677		Index	100	122
2678	VALS Statements: I like to lead others. Agree			
2679		Index	100	122
2680	Own a MacBook personal computer at home			
2681		Index	100	122
2682	Obtained sports news/information on Internet - past month			
2683		Index	100	122
2684	Instant messenger keeps me in touch with my friends. (Agree completely)			
2685		Index	100	122
2686	Made a purchase for personal use on Internet - past month			
2687		Index	100	122
2688	Watch college football on TV			
2689		Index	100	122
2690	Concrete or masonry work done by self or other household member - past year			*
2691		Index	100	122
2692	Have seen video ads in gym/health club - past 6 months			
2693		Index	100	122
2694	Watched GMC cable - past week			*
2695		Index	100	122
2696	Stayed at Wyndham Hotel on business trip - past year			*
2697		Index	100	122
2698	Category Influentialism: My family/friends often ask for and trust my advice on video games.			
2699		Index	100	122
2700	Household accesses programming through DirecTV satellite dish			
2701		Index	100	122
2702	Viewed 1 video-on-demand movie - past month			
2703		Index	100	122
2704	Engaged in Yoga - past year			
2705		Index	100	122
2706	Patronized Cracker Barrel - past 6 months			
2707		Index	100	122
2708	Spent $150-$199 on gasoline - past 30 days			
2709		Index	100	122
2710	Took any domestic trip in rental vehicle - past year			
2711		Index	100	122
2712	Patronized McDonald's - past 6 months			
2713		Index	100	122
2714	Household spent $3000+ to add deck/porch/patio - past year			*
2715		Index	100	122

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2716	Cellular/Mobile Phone/Smartphone has voicemail features			
2717		Index	100	122
2718	Bought breakfast at fast-food/drive-in restaurant - past 6 months			
2719		Index	100	122
2720	Household owns automotive tools			
2721		Index	100	122
2722	Acquired homeowners or personal property insurance direct from insurance company via website			*
2723		Index	100	122
2724	Own Suzuki ATV/UTV			*
2725		Index	100	122
2726	Ailments: Treated for constipation - past year			
2727		Index	100	122
2728	Bought seafood at fast-food/drive-in restaurant - past 6 months			
2729		Index	100	122
2730	VALS Statements: I like being in charge of a group. Agree			
2731		Index	100	122
2732	Consulted Orbitz.com for information on fees/travel arrangements - past year			
2733		Index	100	122
2734	Personally have considerable interest in seeing product placement in movies			*
2735		Index	100	122
2736	Household cleaned by professional housekeeping service once a week			*
2737		Index	100	122
2738	Future intentions: Likely to purchase a new vehicle - coming year			
2739		Index	100	122
2740	Have Target store credit card in own name (not affiliated with major credit card)			
2741		Index	100	122
2742	Reward programs are very important when choosing bank, financial services			
2743		Index	100	122
2744	Future intentions: Likely to buy or lease a van or mini-van - coming year			
2745		Index	100	122
2746	Saw an adventure movie in the theater - past 6 months			
2747		Index	100	122
2748	Household bought any climate-control appliance - past year			
2749		Index	100	122
2750	Category Influentialism: My family/friends often ask for and trust my advice on radio.			
2751		Index	100	122
2752	Bought any word games - past year			
2753		Index	100	122
2754	Shopped Giant Eagle - past 6 months			*
2755		Index	100	121
2756	Used coupons to buy cosmetics - past year			
2757		Index	100	121
2758	Bought food at fast-casual, family restaurant or steakhouse on weekday - past 6 months			
2759		Index	100	121
2760	Attended auto shows - past year			
2761		Index	100	121

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2762	The Internet is a great way to communicate with family/friends. (Agree completely)			
2763		Index	100	121
2764	Bought any sterling fine jewelry - past year			
2765		Index	100	121
2766	Selected vehicle insurance based on simplicity of application			
2767		Index	100	121
2768	Visited online blogs - past month			
2769		Index	100	121
2770	Shopped Big Lots - past 3 months			
2771		Index	100	121
2772	Have seen product placments in movies - past 6 months			
2773		Index	100	121
2774	Watch gymnastics competitions on TV			
2775		Index	100	121
2776	Have ever purchased a money order			
2777		Index	100	121
2778	Type of medical insurance policy have: catastrophic/high deductible			*
2779		Index	100	121
2780	Reside in County Size B			
2781		Index	100	121
2782	Used e-mail on Internet - past month			
2783		Index	100	121
2784	Household owns built-in electric range oen			
2785		Index	100	121
2786	Buying Styles: I smell personal care and household products in the store before I buy them.			
2787		Index	100	121
2788	Personally own photo developming papers			
2789		Index	100	121
2790	Cost of most recently purchased TV set: $1000-$2999			
2791		Index	100	121
2792	Total amount spent on fine jewelry in past year - $99 or less			
2793		Index	100	121
2794	Carry any auto/other vehicle insurance through State Farm			
2795		Index	100	121
2796	Personally have considerable interest in seeing informercials			*
2797		Index	100	121
2798	VALS Statements: I like doing things that are new and different. Agree			
2799		Index	100	121
2800	Have seen video ads in shopping malls - past 6 months			
2801		Index	100	121
2802	Banked through a mutual funds company - past year			*
2803		Index	100	121
2804	Most recently purchased TV set is Internet connectable			
2805		Index	100	121
2806	Bought men's dress shirt - past year			
2807		Index	100	121

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2808	Future intentions: Likely to buy a home theater system - coming year			
2809		Index	100	121
2810	Household remodeled rooms other than bathroom/kitchen/bedrom - past year			
2811		Index	100	121
2812	Attended any movies - past 6 months			
2813		Index	100	121
2814	Total amount spent on most recent home computer purchase: $1000-$1499			
2815		Index	100	121
2816	Bought men's sleepwear/nightwear - past year			
2817		Index	100	121
2818	Buying Styles: My children have a significant impact on the brands I choose.			
2819		Index	100	121
2820	Business-to-Business: Involved in advertising/promotion			
2821		Index	100	121
2822	Personally have disability/loss of income through medical causes insurance coverage			
2823		Index	100	121
2824	Bought any men's cologne as gift - past year			
2825		Index	100	121
2826	Took any domestic trip in personal vehicle - past year			
2827		Index	100	121
2828	Downloaded any audio (not music) - past 6 months			*
2829		Index	100	121
2830	Purchased women's cloth coat - past year			
2831		Index	100	121
2832	Number of grocery shopping trip in average week: 9+			*
2833		Index	100	121
2834	Patronized Krystal restaurants - past 6 months			*
2835		Index	100	121
2836	Referred to Internet Yellow Pages for auto service and repair - past year			
2837		Index	100	121
2838	Carry life insurance policy through Unum Group			*
2839		Index	100	121
2840	Own a Dell personal computer at home			
2841		Index	100	121
2842	Bought snacks at fast-casual, family restaurant or steakhouse - past 6 months			*
2843		Index	100	121
2844	Bought any costume jewelry - past year			
2845		Index	100	121
2846	Watch Mixed Martial Arts (MMA) competitions on TV			
2847		Index	100	120
2848	Household remodeled bathroom - past year			
2849		Index	100	120
2850	Cellular / Mobile Opinions: I only answer my cell phone when I know who is calling.			
2851		Index	100	120
2852	Automotive Attitudes: My ideal car would feature luxury and style.			
2853		Index	100	120

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2854	Have vision care insurance coverage			
2855		Index	100	120
2856	Obtained information about ailment/prescription drug online/through Internet site			
2857		Index	100	120
2858	Saw a thriller movie in the theater - past 6 months			
2859		Index	100	120
2860	Wallpaper/wall-covering installed by outside contractor - past year			*
2861		Index	100	120
2862	Exercise regularly (2+ times per week) at club/gym			
2863		Index	100	120
2864	Played backgammon - past year			*
2865		Index	100	120
2866	Vehicle most recently acquired was leased			
2867		Index	100	120
2868	Own hand-held massager(s)			
2869		Index	100	120
2870	Personally have vision care insurance coverage			
2871		Index	100	120
2872	Personal Computers - Computer Peripherals: Other Own at home			
2873		Index	100	120
2874	Visited Great America (California) - past year			*
2875		Index	100	120
2876	Total value of homeowners or personal property insurance coverage is $200,000-$299,999			
2877		Index	100	120
2878	Category Influentialism: My family/friends often ask for and trust my advice on cleaning products.			
2879		Index	100	120
2880	Engaged in home decoration and furnishing as leisure activity/hobby - past year			
2881		Index	100	120
2882	Bought books at barnes&noble.com - past year			
2883		Index	100	120
2884	Bought books at department store - past year			
2885		Index	100	120
2886	Went shopping on any domestic vacation/honeymoon trip - past year			
2887		Index	100	120
2888	Patronized Ruby Tuesday - past 6 months			
2889		Index	100	120
2890	Household has digital video recorder (DVR) provided by satellite company			
2891		Index	100	120
2892	Typically book a trip more than 6 months before traveling			
2893		Index	100	120
2894	Technology Attitudes: I want others to say "wow" when they see my electronics.			
2895		Index	100	120
2896	Have medical insurance coverage through AFLAC			*
2897		Index	100	120
2898	Household spent $1000-$2999 to remodel bedroom - past year			*
2899		Index	100	120

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2900	Computer owned at home has standard/tube monitor			
2901		Index	100	120
2902	Acquired auto/other vehicle insurance direct from insurance company via website			
2903		Index	100	120
2904	Cellular / Mobile Opinions: I would use Text Messaging more often, if it were less expensive.			
2905		Index	100	120
2906	Bought cosmetics at discount stores - past 6 months			
2907		Index	100	120
2908	Personally own Sansa/SanDisk portable Mp3 player			
2909		Index	100	120
2910	Fashion & Style Attitudes: I consider my fashion style to be trendy.			
2911		Index	100	120
2912	Future intentions: Likely to buy a digital video camera or digital camera - coming year			
2913		Index	100	120
2914	Household has 3+ vehicles covered by auto/other vehicle insurance			
2915		Index	100	120
2916	Shopped T.J.Maxx - past 3 months			
2917		Index	100	120
2918	Future intentions: Likely to buy a laptop computer - coming year			
2919		Index	100	120
2920	Read print/paper/hard-copy of Epicurean magazines			
2921		Index	100	120
2922	Cellular / Mobile Opinions: I would use the Internet on my cell phone more often, if the screen were easier to read.			
2923		Index	100	120
2924	Stayed at Hilton Garden Inn on personal/vacation trip - past year			*
2925		Index	100	120
2926	Household bought inflatable air mattress - past year			
2927		Index	100	120
2928	Patronized Papa Murphy's - past 6 months			
2929		Index	100	120
2930	Visited AccuWeather.com Web site - past month			
2931		Index	100	120
2932	Obtained information about ailment/prescription drug through pharmacist			
2933		Index	100	120
2934	Visited Maps.google.com (Google Maps) Web site - past month			
2935		Index	100	120
2936	Total value of homeowners or personal property insurance coverage is $50,000-$74,999			*
2937		Index	100	120
2938	Obtained information about ailment/prescription drug from pharmacist - past year			
2939		Index	100	120
2940	Obtained information about ailment/prescription drug from online/Internet site - past year			
2941		Index	100	120
2942	Obtained the latest news/current events on Internet - past month			
2943		Index	100	120
2944	Decision to visit theme park was made by someone else (not a child)			
2945		Index	100	119

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

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2946	Saw a science fiction movie in the theater - past 6 months			
2947		Index	100	119
2948	Household owns a deep fryer			
2949		Index	100	119
2950	Ordered flowers online - past year			
2951		Index	100	119
2952	Watched DIY (Do It Yourself Network) cable - past week			
2953		Index	100	119
2954	Total value of life insurance coverage: $250,000-$499,999			
2955		Index	100	119
2956	Stayed at Comfort Suites on personal/vacation trip - past year			*
2957		Index	100	119
2958	Consumed any white goods (alcholic beverage) - past 6 months			
2959		Index	100	119
2960	Shopped Baker's - past 3 months			*
2961		Index	100	119
2962	Purchased hunting, fishing, camping equipment online - past year			
2963		Index	100	119
2964	Household owns Magellan portable GPS navigation device			
2965		Index	100	119
2966	Took any adult education courses - past year			
2967		Index	100	119
2968	Computer owned at home has external hard drive			
2969		Index	100	119
2970	Watched a movie online - past month			
2971		Index	100	119
2972	Purchased fresh 1% low-fat milk - past 6 months			
2973		Index	100	119
2974	Tax preparation in past year done by self, manually			
2975		Index	100	119
2976	Vehicle currently owned/leased has CD Player (single CD)			
2977		Index	100	119
2978	Vacation Travel Attitude Segments - Logistics Of Travel Planning: "I'm my own travel agent"			
2979		Index	100	119
2980	Cellular / Mobile Opinions: I often use my cell phone to make phone calls from my home.			
2981		Index	100	119
2982	Purchased VISA gift cards/prepaid cards - past 6 months			
2983		Index	100	119
2984	Watched HGTV (Home & Garden Television) cable - past week			
2985		Index	100	119
2986	Personally make hotel/motel reservations for personal/vaction travel			
2987		Index	100	119
2988	Ordered from petsmart.com - past year			*
2989		Index	100	119
2990	Purchased VISA gift card/prepaid card - past 6 months			
2991		Index	100	119

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
2992	Visited ESPN.com Web site - past month			
2993		Index	100	119
2994	Vehicle most recently purchased (currently owned/leased) is a Ford			
2995		Index	100	119
2996	Household owns boat trailer			
2997		Index	100	119
2998	Purchased watch as gift for a woman - past year			*
2999		Index	100	119
3000	Household added/extended garage - past year			*
3001		Index	100	119
3002	Bought any clothing at discount store - past 6 months			
3003		Index	100	119
3004	Attended a specific event on any domestic vacation/honeymoon trip - past year			
3005		Index	100	119
3006	Watch motorcycle racing on TV			
3007		Index	100	119
3008	Vehicle most recently purchased/leased (currently owned/leased) is a Chevrolet			
3009		Index	100	119
3010	Reside in East North Central Census sub-region			
3011		Index	100	119
3012	Read print/paper/hard-copy of home service magazines			
3013		Index	100	119
3014	Bought men's ski jacket - past year			*
3015		Index	100	119
3016	Took domestic trip in motor home/RV - past year			*
3017		Index	100	119
3018	Business-to-Business: Involved in purchase of computer printers			
3019		Index	100	119
3020	Reside in West South Central Census sub-region			
3021		Index	100	119
3022	Mode of transportation on average weekend is driving (not in a carpool)			
3023		Index	100	119
3024	Had major engine repair on vehicle currently owned/leased - past year			
3025		Index	100	119
3026	Service use for long-distance telephone calls (landline): Sprint			*
3027		Index	100	119
3028	Cellular / Mobile Opinions: I would use Text Messaging more often, if it were easier to type the messages.			
3029		Index	100	119
3030	Household owns a wallpaper stripper			*
3031		Index	100	118
3032	Most recent home computer purchase was made through Internet/online			
3033		Index	100	118
3034	Watch NASCAR races on TV			
3035		Index	100	118
3036	Cost of most recently purchased TV set: $700-$999			
3037		Index	100	118

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

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3038	Cellular / Mobile Opinions: I would be willing to pay a monthly subscription fee to receive live TV on my cell phone.			
3039		Index	100	118
3040	Acquired mortgage refinance/conoslidation loan - past year			*
3041		Index	100	118
3042	Patronized Golden Corral - past 6 months			
3043		Index	100	118
3044	Visited fast-food/drive-in restaurant on weekday - past 6 months			
3045		Index	100	118
3046	Personally or jointly have overdraft-protection on bank account			
3047		Index	100	118
3048	Bill-paying methods used in past year: Paid in person			
3049		Index	100	118
3050	Bought lunch at fast-casual, family restaurant or steakhouse - past 6 months			
3051		Index	100	118
3052	Household owns camper/trailer (excluding towable trailer camper or towable pop-up folding-tent camper)			*
3053		Index	100	118
3054	Consulted travel magazine for advice on fees/travel arrangements - past year			*
3055		Index	100	118
3056	Entertained friends or relatives at home - past year			
3057		Index	100	118
3058	Purchased DVDs/Blu-ray discs by mail or phone - past year			*
3059		Index	100	118
3060	Household owns electric central heating			
3061		Index	100	118
3062	Household owns stationary drill press			
3063		Index	100	118
3064	Shopped Giant food stores - past 6 months			
3065		Index	100	118
3066	Own or lease five vehicles			*
3067		Index	100	118
3068	Bought any clothing online - past 6 months			
3069		Index	100	118
3070	Patronized Romano's Macaroni Grill - past 6 months			*
3071		Index	100	118
3072	Household did interior painting - past year			
3073		Index	100	118
3074	Total amount spent on shoes in past year: $100+			
3075		Index	100	118
3076	Personally own photo printer			
3077		Index	100	118
3078	Household owns a gas outdoor blower			
3079		Index	100	118
3080	Used a professional moving van line - past year			*
3081		Index	100	118
3082	Household owns electric central heating system			
3083		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3084	Bought pet food at PETCO - past year			
3085		Index	100	118
3086	Self or other household member did work in converting garage/attic/basement into living space - past year			*
3087		Index	100	118
3088	Type of cellular/mobile/smartphone agreement have: monthly plan with contract			
3089		Index	100	118
3090	Household owns drive bits			
3091		Index	100	118
3092	Shopped Dollar General - past 3 months			
3093		Index	100	118
3094	Bought tires at NTB National Tire & Battery - past year			*
3095		Index	100	118
3096	Own or lease three vehicles			
3097		Index	100	118
3098	Collect sports trading cards as hobby			
3099		Index	100	118
3100	Household bought area rug(s) - past year			
3101		Index	100	118
3102	Shopped GNC - past 6 months			
3103		Index	100	118
3104	Patronized Red Lobster - past 6 months			
3105		Index	100	118
3106	Household spends $150+ in food stores - average week			
3107		Index	100	118
3108	Use any computer to look at or use Internet			
3109		Index	100	118
3110	Went to the beach on any domestic vacation/honeymoon trip - past year			
3111		Index	100	118
3112	Vehicle most recently purchased/leased (currently owned/leased) was acquired with a credit union loan			
3113		Index	100	118
3114	Watched Animal Planet cable - past week			
3115		Index	100	118
3116	Bought men's T-shirts (not undershirts) - past year			
3117		Index	100	118
3118	Household bought exterior light fixtures - past year			
3119		Index	100	118
3120	Category Influentialism: My family/friends often ask for and trust my advice on restaurants.			
3121		Index	100	118
3122	Household owns a stationary drill			
3123		Index	100	118
3124	Cellular / Mobile Opinions: I expect the quality of video on my cell phone to be as good as that on my TV.			
3125		Index	100	118
3126	Household owns wallpaper stripper			*
3127		Index	100	118
3128	Vehicle most recently purchased/leased (currently owned/leased) has Bluetooth/hands-free phne capability			
3129		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3130	Household spends $150+ in food stores - average week			
3131		Index	100	118
3132	Most recent home computer purchase was made in a store			
3133		Index	100	118
3134	TV show types watch: primetime game shows			*
3135		Index	100	118
3136	Highest level of education completed/highest degree received: associate degree, occupational/vocational			
3137		Index	100	118
3138	Bathroom or kitchen faucets installed by self or other household member - past year			
3139		Index	100	118
3140	Purchase music, other audio at music store			
3141		Index	100	118
3142	Flew USAirways on any domestic trip - past year			
3143		Index	100	118
3144	Bought paint/stain at hardware store - past year			
3145		Index	100	118
3146	Consumed beer at home - past month			
3147		Index	100	118
3148	Total amount spent on home improvements in past year: $150-$499			
3149		Index	100	118
3150	Most recently purchased/leased vehicle (currently owned/leased) is any domesitc vehicle			
3151		Index	100	118
3152	Household spent $3000+ on garage doors - past year		*	*
3153		Index	100	117
3154	Rented truck or trailer for moving personal/household goods - past year			
3155		Index	100	117
3156	Vehicle most recently purchased/leased (currently owned/leased) is 2005 model year			
3157		Index	100	117
3158	Category Influentialism: My family/friends often ask for and trust my advice on books.			
3159		Index	100	117
3160	Furniture Stores - Times Shopped: RAC Rent-A-Center In last 12 months: Any			*
3161		Index	100	117
3162	Bought any pre-school toys - past year			
3163		Index	100	117
3164	Visited psychiatrist - past year			
3165		Index	100	117
3166	Listen to music as hobby			
3167		Index	100	117
3168	Consumed any ready-to-drink iced tea - past 6 months			
3169		Index	100	117
3170	Interior door installation done by self or other household member - past year			*
3171		Index	100	117
3172	Obtained medical insurance through a place of work			
3173		Index	100	117
3174	Spent $100-$199 for camera - past year			
3175		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3176	Purchased sports apparel/memorabilia by mail or phone - past year			*
3177		Index	100	117
3178	Carry life insurance policy through TIAA-CREF			*
3179		Index	100	117
3180	Shopped The Gap - past 3 months			
3181		Index	100	117
3182	Total amount spent on clothing in past year - $500-$999			
3183		Index	100	117
3184	Total amount spent on shoes in past year: $49 or less			
3185		Index	100	117
3186	Watched Lifetime Movie Network (LMN) cable - past week			
3187		Index	100	117
3188	Personally or jointly have a personal line of credit			
3189		Index	100	117
3190	Visited Hotwire.com Web site - past month			
3191		Index	100	117
3192	Future intentions: Likely to buy a Blu-ray player - coming year			
3193		Index	100	117
3194	Bought any shoes online - past 6 months			
3195		Index	100	117
3196	Engaged in word games as leisure activity - past year			
3197		Index	100	117
3198	Household owns camp cookware			
3199		Index	100	117
3200	I would feel disconnected without the Internet. (Agree completely)			
3201		Index	100	117
3202	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.			
3203		Index	100	117
3204	Household used professional exterminator service for pests (mice, rats, etc.) - past year			
3205		Index	100	117
3206	Most recently purchased TV set was HDTV ready			
3207		Index	100	117
3208	Number of veterinarian visits in past year: 2			
3209		Index	100	117
3210	Purchased shoes/footwear online - past year			
3211		Index	100	117
3212	Business-to-Business: Involved in purchasing building/construction materials			
3213		Index	100	117
3214	Computer owned at home has Apple/Mac OS 9.x operating system			
3215		Index	100	117
3216	Finance Attitudes: I would be happy to use the Internet to carry out day to day banking transactions.			
3217		Index	100	117
3218	Personally or jointly have a non-interest checking account			
3219		Index	100	117
3220	Member of Planet Fitness			*
3221		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3222	Household uses portable GPS navigation device for navigation in vehicle			
3223		Index	100	117
3224	Listen to NFL Monday or Thursday Night Games play-by-play on radio			
3225		Index	100	117
3226	Took any domestic trip for personal reasons (not vacation) - past year			
3227		Index	100	117
3228	Patronized Chevy's - past 6 months			*
3229		Index	100	117
3230	Most recently purchased/leased vehicle (currently owned/leased) is a coupe/sports coupe/2-door			
3231		Index	100	117
3232	Carry life insurance policy through Farmers Insurance Group			*
3233		Index	100	117
3234	Ailments: Treated for eczema/skin itch/skin rash - past year			
3235		Index	100	117
3236	Used cigarette rolling papers - past 6 months			
3237		Index	100	117
3238	Purchased home furnishings online - past year			
3239		Index	100	117
3240	Total amount spent on fine jewelry in past year - $100-$399			
3241		Index	100	117
3242	Played chess as leisure activity - past year			
3243		Index	100	117
3244	Vehicle most recently purchased/leased (currently owned/leased) is 2004 model year			
3245		Index	100	117
3246	Most recently purchased TV set has closed-captioning feature			
3247		Index	100	117
3248	Computer owned at home has speakers			
3249		Index	100	117
3250	Fashion & Style Attitudes: I'm willing to use the Internet to shop for fashion products.			
3251		Index	100	117
3252	VALS Statements: I like trying new things. Agree			
3253		Index	100	117
3254	General Attitudes: I enjoy being the center of attention.			
3255		Index	100	117
3256	TV show types watch: pageants/specials			
3257		Index	100	117
3258	Have seen video ads in stores - past 6 months			
3259		Index	100	117
3260	Decision to visit theme park was made by child(ren)			
3261		Index	100	117
3262	Media Trusted The Most: Internet			
3263		Index	100	117
3264	Printed digital photos in last 12 months: Other			*
3265		Index	100	116
3266	Selected vehicle insurance based on location of company/agent			
3267		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3268	Household owns water softener			
3269		Index	100	116
3270	Have seen video ads at gas stations - past 6 months			
3271		Index	100	116
3272	Purchase music, other audio through Internet/online site (excluding iTunes)			
3273		Index	100	116
3274	Household owns a glue gun			
3275		Index	100	116
3276	Decision-maker for vehicle most recently purchased/leased: Self with someone else			
3277		Index	100	116
3278	TV show types watch: college football games (weekend)			
3279		Index	100	116
3280	Future intentions: Likely to take vacation trip to Florida - coming year			
3281		Index	100	116
3282	Cellular / Mobile Opinions: Having one mobile device that can do everything is very convenient.			
3283		Index	100	116
3284	Purchased video games/systems online - past year			
3285		Index	100	116
3286	What level of photographer are you? Amateur			
3287		Index	100	116
3288	Current employment status: Employed full-time			
3289		Index	100	116
3290	Total amount spent on men's low-ticket clothing items in past year: $500-$999			
3291		Index	100	116
3292	Have seen video ads in medical offices - past 6 months			
3293		Index	100	116
3294	Cellular / Mobile Opinions - Features Important To You: Phone models are very important to me.			
3295		Index	100	116
3296	Health Attitudes: I only go to the doctor when I'm very ill. (Agree strongly)			
3297		Index	100	116
3298	Household owns glue gun			
3299		Index	100	116
3300	Accessed Gmail.com - past month			
3301		Index	100	116
3302	Bought any spark plugs - past year			
3303		Index	100	116
3304	Occupation: Protective Services			*
3305		Index	100	116
3306	Bought cosmetics at drug store - past 6 months			
3307		Index	100	116
3308	Bought men's sweatshirt - past year			
3309		Index	100	116
3310	Own a Lenovo/IBM personal computer at home			*
3311		Index	100	116
3312	Obtained medical insurance through Medicaid			
3313		Index	100	116

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3314	Listen to professional wrestling play-by-play on radio			*
3315		Index	100	116
3316	Cellular / Mobile Opinions: I carry my cell phone everywhere I go.			
3317		Index	100	116
3318	Household owns a gas walk-behind lawn mower			
3319		Index	100	116
3320	Stayed at Comfort Inns on personal/vacation trip - past year			
3321		Index	100	116
3322	Personally have considerable interest in seeing ads in stores (not video ads)			
3323		Index	100	116
3324	Buying Styles: I tend to make impulse purchases.			
3325		Index	100	116
3326	Future intentions: Likely to buy or lease a 2-door car - coming year			
3327		Index	100	116
3328	Have VISA Check Card (debit card) in own name			
3329		Index	100	116
3330	Most recently purchased/leased vehicle (currently owned/leased) was domestic vehicle purchased/leased new in past year			
3331		Index	100	116
3332	General Attitudes: I like to live a lifestyle that impresses others.			
3333		Index	100	116
3334	Prefer to see a new movie after the second week			
3335		Index	100	116
3336	Household owns air compressor (not 12-volt inflator)			
3337		Index	100	116
3338	Total amount spent on sports apparel/athletic wear in past year: $100-$149			
3339		Index	100	116
3340	Currently drive a minivan			
3341		Index	100	116
3342	Household owns an air compressor (not 12-volt inflator)			
3343		Index	100	116
3344	Amount spent out of pocket on prescription drugs in average month: Less than $10			
3345		Index	100	116
3346	Business-to-Business: Involved in investment of corporate/employees' funds			*
3347		Index	100	116
3348	Household owns noise-reduction headphones			
3349		Index	100	116
3350	Listen to NBA basketball playoffs/finals on radio			
3351		Index	100	116
3352	Selected vehicle insurance based on size of company			
3353		Index	100	116
3354	Household owns any portable GPS navigation device			
3355		Index	100	116
3356	Stayed at Fairfield Inn (by Marriott) on personal/vacation trip - past year			*
3357		Index	100	116
3358	Used Century 21 real estate agent - past year			*
3359		Index	100	116

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3360	Printed digital photos using online/Internet service - past year			*
3361		Index	100	116
3362	TV show types watch: entertainment specials			*
3363		Index	100	116
3364	Shopped Wegman's - past 6 months			
3365		Index	100	116
3366	Ailments: Treated for dandruff/dry scalp - past year			
3367		Index	100	116
3368	Household owns black-and-white computer printer			
3369		Index	100	116
3370	Vehicle currently owned/leased has DVD player			
3371		Index	100	116
3372	Category Influentialism: My family/friends often ask for and trust my advice on magazines.			
3373		Index	100	116
3374	VALS Statements: I consider myself an intellectual. Agree			
3375		Index	100	116
3376	Total amount spent on software for home computer in past year: $200-$299			
3377		Index	100	116
3378	Used any environmentally friendly/"green" products in home-improvement projects - past year			
3379		Index	100	116
3380	Reside in County Size C or D			
3381		Index	100	116
3382	Patronized El Torito - past 6 months			*
3383		Index	100	116
3384	Have seen ads in a store (not video ads) - past 6 months			
3385		Index	100	116
3386	Consulted Expedia for information on fees/travel arrangements - past year			
3387		Index	100	116
3388	Shopped Cub Foods - past 6 months			*
3389		Index	100	116
3390	Food Attitudes: Often, I eat my meals on the run.			
3391		Index	100	116
3392	Shopped Hallmark Gold Crown - past 3 months			
3393		Index	100	116
3394	Total amount spent on shoes in past year: $100-$249			
3395		Index	100	116
3396	Selected life insurance based on rates			
3397		Index	100	116
3398	Food Attitudes: Often, I eat my meals on the run.			
3399		Index	100	116
3400	Category Influentialism: My family/friends often ask for and trust my advice on maintaining a healthy lifestyle.			
3401		Index	100	116
3402	Watched A&E Network - past week			
3403		Index	100	115
3404	Took 1 cruise - past 3 years			
3405		Index	100	115

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3406	Visited USAToday.com Web site - past month			
3407		Index	100	115
3408	Banked at Capital One - past year			
3409		Index	100	115
3410	Fashion & Style Attitudes: I often try different ways to style my hair.			
3411		Index	100	115
3412	TV show types watch: hockey			
3413		Index	100	115
3414	Vehicle most recently purchased/leased (currently owned/leased) is 2011 model year			
3415		Index	100	115
3416	General Attitudes: I would continue working even if I won the lottery.			
3417		Index	100	115
3418	Engaged in general sightseeing on any domestic vacation/honeymoon trip - past year			
3419		Index	100	115
3420	Selected vehicle insurance based on customer service reputation			
3421		Index	100	115
3422	Engaged in backpacking - past year			
3423		Index	100	115
3424	Personally or jointly have a mortgage refinance/consolidation loan			*
3425		Index	100	115
3426	Total amount spent on home improvements in past year: $1000-$1999			*
3427		Index	100	115
3428	Read print/paper/hard-copy of sports magazines			
3429		Index	100	115
3430	Food Attitudes: If generic brands are on sale, I will purchase them over my normal name-brand.			
3431		Index	100	115
3432	Technology Attitudes: When I find a technology or electronics product I like, I typically recommend it to people I know.			
3433		Index	100	115
3434	Spent $300-$499 for camera - past year			*
3435		Index	100	115
3436	Shopped H&M - past 3 months			
3437		Index	100	115
3438	Engaged in running/jogging on any domestic vacation/honeymoon trip - past year			*
3439		Index	100	115
3440	Primary reason personally drive is to do errands			
3441		Index	100	115
3442	Visited Travelocity.com Web site - past month			
3443		Index	100	115
3444	Bought any windshield wipers - past year			
3445		Index	100	115
3446	Bought books online (excluding amazon.com, barnes&noble.com, Google eBookstore) - past year			
3447		Index	100	115
3448	Ordered from homedepot.com - past year			*
3449		Index	100	115
3450	Category Influentialism: My family/friends often ask for and trust my advice on computers.			
3451		Index	100	115

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

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3452	Buying Styles: I will gladly switch brands to use a coupon.			
3453		Index	100	115
3454	Vacation Travel Attitudes: I'd rather book a trip over the Internet than meet with a travel agent.			
3455		Index	100	115
3456	Spent $500+ on tires - past year			
3457		Index	100	115
3458	Total amount spent on vehicle most recently purchased/leased (currently owned/leased): $10,000-$14,999			
3459		Index	100	115
3460	Selected vehicle insurance based on rates			
3461		Index	100	115
3462	Personal cellular/mobile/smartphone most often used for personal calls			
3463		Index	100	115
3464	Work to remodel kitchen done by outside contractor - past year			*
3465		Index	100	115
3466	Buying Styles: I enjoy wandering the store looking for new, interesting products.			
3467		Index	100	115
3468	Personally have considerable interest in seeing ads on billboards			
3469		Index	100	115
3470	Wired or sent money through U.S. Postal Service - past year			
3471		Index	100	115
3472	Food Attitudes: If generic brands are on sale, I will purchase them over my normal name-brand.			
3473		Index	100	115
3474	Household owns all-in-one printer-copier-scanner			
3475		Index	100	115
3476	Household owns cordless electric screwdriver			
3477		Index	100	115
3478	Total amount spent on home remodeling - past year: $2500-$4999			
3479		Index	100	115
3480	Household owns a cordless electronic screwdriver			
3481		Index	100	115
3482	Household owns cordless electric drill			
3483		Index	100	115
3484	Household owns a cordless drill			
3485		Index	100	115
3486	Ailments: Treated for depression - past year			
3487		Index	100	115
3488	Purchased cosmetics/toiletries online - past year			
3489		Index	100	115
3490	Purchased cellular/mobile phone/smartphone at wholesale/membership club store			*
3491		Index	100	115
3492	Purchased cellular/mobile/smartphone at wholesale/club store			*
3493		Index	100	115
3494	Cellular / Mobile Opinions: Advertisements on cell phones are annoying.			
3495		Index	100	115
3496	Have medical insurance coverage through Delta Dental			
3497		Index	100	115

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

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3498	Household owns humidifier			
3499		Index	100	115
3500	Ever used text messaging on cellular/mobile/smartphone to respond to an advertisement or make a purchase			
3501		Index	100	115
3502	Have accidental death and dismemberment insurance coverage			
3503		Index	100	115
3504	Household owns humidifier(s)			
3505		Index	100	115
3506	Skylights installed by outside contractor - past year			*
3507		Index	100	115
3508	Consumed any diet soft drinks (excluding diet colas) - past 6 months			
3509		Index	100	115
3510	Household income: $75,000-$99,999			
3511		Index	100	115
3512	Shopped Pier 1 Imports - past 3 months			
3513		Index	100	115
3514	Personally have accidental death and dismemberment insurance coverage			
3515		Index	100	115
3516	For me, advertising in newspapers appears at inconvenient moments. (Agree strongly)			
3517		Index	100	115
3518	Watched NFL Network cable - past week			
3519		Index	100	115
3520	Attended movies 2-3 times a month - past 6 months			
3521		Index	100	115
3522	Patronized International House of Pancakes (IHOP) - past 6 months			
3523		Index	100	115
3524	Vacation Travel Attitudes: I frequently choose active vacations with lots to do.			
3525		Index	100	115
3526	Fashion & Style Attitudes: I would consider having a cosmetic surgery or procedure to improve my appearance.			
3527		Index	100	115
3528	Household owns compass for camping/hiking			
3529		Index	100	115
3530	Ordered from barnes&noble.com - past year			
3531		Index	100	115
3532	Most recent home computer purchase was made 1-2 years ago			
3533		Index	100	115
3534	Category Influentialism: My family/friends often ask for and trust my advice on physical fitness.			
3535		Index	100	115
3536	Number of grocery shopping trips in average week: 2			
3537		Index	100	114
3538	Purchased gift cards/prepaid cards at restaurant - past 6 months			
3539		Index	100	114
3540	Computer owned at home has LCD/flat-panel monitor			
3541		Index	100	114
3542	Household owns standard washing machine			
3543		Index	100	114

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3544	Household owns broom(s)			
3545		Index	100	114
3546	Mode of transportation on average weekday is driving (not in a carpool)			
3547		Index	100	114
3548	Patronized Friendly's - past 6 months			
3549		Index	100	114
3550	Future intentions: Likely to buy a desktop computer - coming year			
3551		Index	100	114
3552	Household Internet service provider is Charter			
3553		Index	100	114
3554	Consumed nutrition/energy bars - past 6 months			
3555		Index	100	114
3556	Household owns hand tools			
3557		Index	100	114
3558	Connect to Internet from home through dial-up modem			
3559		Index	100	114
3560	Who uses personal computer at home: Self			
3561		Index	100	114
3562	VALS Statements: I like the challenge of doing something I have never done before. Agree			
3563		Index	100	114
3564	Household income: $60,000-$74,999			
3565		Index	100	114
3566	Used services of beauty parlor - past 6 months			
3567		Index	100	114
3568	Household owns decorative paint tools/kits			
3569		Index	100	114
3570	Length of lease on vehicle currently leased is 36 months			*
3571		Index	100	114
3572	Sent an electronic greeting card - past month			
3573		Index	100	114
3574	Occupation: Construction and Extraction			
3575		Index	100	114
3576	Finance Attitudes: I'm happy to use the phone to carry out day to day banking transactions.			
3577		Index	100	114
3578	Going online is one of my favorite things to do with my free time. (Agree completely)			
3579		Index	100	114
3580	Consumed any nutrition/energy bars - past 6 months			
3581		Index	100	114
3582	Engaged in dining out as leisure activity - past year			
3583		Index	100	114
3584	Redeemed a coupon received from preferred customer/loyalty card - past year			
3585		Index	100	114
3586	Total amount spent on home improvements in past year: Under $150			
3587		Index	100	114
3588	Vinyl flooring installed by self or other household member - past year			*
3589		Index	100	114

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3590	Bought any shoes at discount store - past 6 months			
3591		Index	100	114
3592	Household owns central air-conditioning system			
3593		Index	100	114
3594	Health Attitude Segments - Medicine/Drugs: "Alternatives"			
3595		Index	100	114
3596	Household owns garbage disposer			
3597		Index	100	114
3598	Vehicle most recently purchased/leased (currently owned/leased) has anti-lock braking system (ABS)			
3599		Index	100	114
3600	Purchased fine jewelry at retail chain (excluding Jared, Kay Jewelers, Zale's) - past year			
3601		Index	100	114
3602	Buying Styles: I only purchase products online when I have a coupon or promotional code for the site.			
3603		Index	100	114
3604	Household bought clean-air filter(s) - past year			
3605		Index	100	114
3606	Category Influentialism: My family/friends often ask for and trust my advice on soft drinks.			
3607		Index	100	114
3608	Household owns any hand tools			
3609		Index	100	114
3610	Household owns decorative paint tools/kits			
3611		Index	100	114
3612	Bought any motor oil additives - past year			
3613		Index	100	114
3614	Played 30+ hours of video games - past week			
3615		Index	100	114
3616	Utilized any banking services online - past year			
3617		Index	100	114
3618	Purchased Contemporary Christian music recordings - past 6 months			*
3619		Index	100	114
3620	Patronized Bertucci's - past 6 months			*
3621		Index	100	114
3622	General Attitudes: Juggling family and work demands is very stressful for me.			
3623		Index	100	114
3624	Watched Outdoor Channel cable - past week			
3625		Index	100	114
3626	Spent $49 or less on athletic shoes - past year			
3627		Index	100	114
3628	Buying Styles: I often save money by buying previously used items online.			
3629		Index	100	114
3630	Member of any union			
3631		Index	100	114
3632	Consulted Travelocity.com for information on fees/travel arrangements - past year			
3633		Index	100	114
3634	Business-to-Business: Involved in selection of freight/express services			
3635		Index	100	114

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3636	Bought pool chemicals - past year			
3637		Index	100	114
3638	Household bought interior light fixtures - past year			
3639		Index	100	114
3640	Exercise regularly (2+ times per week) at home			
3641		Index	100	114
3642	Vehicle currently owned/leased has multi-disc CD player			
3643		Index	100	114
3644	Accessed AOL Mail - past month			
3645		Index	100	114
3646	Vehicle most recently purchased/leased (currently owned/leased) has side-impact air bags			
3647		Index	100	114
3648	Watched G4 cable - past week			
3649		Index	100	114
3650	Future intentions: Likely to subscribe to satellite radio - coming year			
3651		Index	100	114
3652	Household owns color computer printer			
3653		Index	100	114
3654	Computer owned at home has MS Windows 2000 operating system			
3655		Index	100	114
3656	Have medical insurance coverage through Aetna			
3657		Index	100	114
3658	Buying Styles: I'm always one of the first of my friends to try new products or services.			
3659		Index	100	114
3660	Shopped Walmart Pharmacy - past 6 months			
3661		Index	100	114
3662	Used Raymond James brokerage firm - past year			*
3663		Index	100	114
3664	Visited chiropractor - past year			
3665		Index	100	114
3666	Total amount spent on clothing in past year - $300-$499			
3667		Index	100	113
3668	Household bought bathroom or kitchen plumbing fixtures (excluding faucets) - past year			
3669		Index	100	113
3670	Household owns a riding lawn mower			
3671		Index	100	113
3672	Smoked any cigars - past year			
3673		Index	100	113
3674	Number of pharmaceutical prescriptions filled in last 30 days: 1			
3675		Index	100	113
3676	Personally did 3 home remodeling projects - past year			*
3677		Index	100	113
3678	Most recent home computer purchase made from online-only retailer			
3679		Index	100	113
3680	Used grocery store loyalty care in past month			
3681		Index	100	113

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3682	Actions taken after seeing newspaper advertising: Requested additionaal information on an advertised product			
3683		Index	100	113
3684	Total amount spent on fine jewelry in past year - $1000-$1499			*
3685		Index	100	113
3686	Most recent home computer purchased from online-only retailer			
3687		Index	100	113
3688	Patronized Round Table Pizza - past 6 months			*
3689		Index	100	113
3690	Dined in fast-food/drive-in restaurant - past 6 months			
3691		Index	100	113
3692	Vehicle most recently purchased/leased (currently owned/leased) is 2007 model year			
3693		Index	100	113
3694	Own an HP (Hewlett-Packard) personal computer at home			
3695		Index	100	113
3696	Had tune-up on vehicle currently owned/leased - past year			
3697		Index	100	113
3698	Purchased fine jewelry at department store - past year			
3699		Index	100	113
3700	Buying Styles: I'm a "spender" rather than a "saver".			
3701		Index	100	113
3702	Total financial contributions to any organizations/institutions/groups/causes in past year: Under $50			
3703		Index	100	113
3704	Requested additional information about a product advertised in the newspaper - past 30 days			
3705		Index	100	113
3706	Read print/paper/hard-copy of health magazines			
3707		Index	100	113
3708	Household installed hardwood floors - past year			
3709		Index	100	113
3710	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.			
3711		Index	100	113
3712	Attend Major League Baseball playff games/World Series			
3713		Index	100	113
3714	Dined at fine restaurants on any domestic vacation/honeymoon trip - past year			
3715		Index	100	113
3716	Referred to Internet Yellow Pages for travel services other than airlines/airline tickets, hotels/motels - past year			*
3717		Index	100	113
3718	VALS Statements: I would like to spend a year or more in a foreign country. Agree			
3719		Index	100	113
3720	Rented/purchased DVD or Blu-ray discs from warehouse/membership club store - past month			*
3721		Index	100	113
3722	Purchased Easy Listening music recordings - past 6 months			*
3723		Index	100	113
3724	Household owns gas grill			
3725		Index	100	113
3726	Wired or sent money through PayPal - past year			
3727		Index	100	113

Source: GfK MRI 2012 Doublebase - Adults 18+ - Weighted to Population
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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3728	Attend MMA (Mixed Martial Arts) competitions			*
3729		Index	100	113
3730	Shopped Abercrombie & Fitch - past 3 months			
3731		Index	100	113
3732	Engaged in mountain bicycling - past year			
3733		Index	100	113
3734	Environmentally Friendly/"Green"products buy: non-toxic/biodegradable all-purpose household cleaner			
3735		Index	100	113
3736	Had professional hair cut - past 6 months			
3737		Index	100	113
3738	Future intentions: Likely to buy a portable DVD player - coming year			
3739		Index	100	113
3740	Household owns electric stove/range			
3741		Index	100	113
3742	Rent home/residence			
3743		Index	100	113
3744	Household owns towable trailer camper			*
3745		Index	100	113
3746	Member of insurance company roadside assistance club (excluding Allstate)			
3747		Index	100	113
3748	Spent $1000-$2999 on foreign vacation travel - past year			
3749		Index	100	113
3750	Category Influentialsim: My family/friends often ask for and trust my advice on wines.			
3751		Index	100	113
3752	Purchased fruit sorbet - past 6 months			*
3753		Index	100	113
3754	Cellular service on phone you personally use most often: Verizon Wireless			
3755		Index	100	113
3756	Bought any dress shoes - past year			
3757		Index	100	113
3758	Spent $3000-$4999 on domestic vacation travel - past year			
3759		Index	100	113
3760	Purchased fine jewelry for self - past year			
3761		Index	100	113
3762	Watched Investigation Discovery cable - past week			
3763		Index	100	113
3764	Fashion & Style Attitudes: I often spend more money than I expected to on my fashion purchases.			
3765		Index	100	113
3766	Fashion & Style Attitudes: I must admit I wear designer brands partially to impress other people.			
3767		Index	100	113
3768	Household owns Motorola telephone equipment			*
3769		Index	100	113
3770	Bought fragrance/perfume/cologne at discount store - past 6 months			
3771		Index	100	113
3772	Acquired auto/other vehicle insurance at dealership where car/vehicle was purchased			*
3773		Index	100	113

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3774	Visited Walt Disney World (Florida): Disney's Hollywood Studio - past year			
3775		Index	100	113
3776	Watched Food Network cable - past week			
3777		Index	100	113
3778	Stayed at Holiday Inn Express on personal/vacation trip - past year			
3779		Index	100	113
3780	Household spends $120-$149 in food stores - average week			
3781		Index	100	112
3782	Computer owned at home has scanner			
3783		Index	100	112
3784	Total amount spent on most recent home computer purchase: $1500-$1999			
3785		Index	100	112
3786	Carry Capital One credit and/or debit cards (issued in own name)			
3787		Index	100	112
3788	Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 door)			
3789		Index	100	112
3790	Category Influentialsim: My family/friends often ask for and trust my advice on dieting.			
3791		Index	100	112
3792	Healthcare advertising actions taken - past year: Discussed an ad with a friend or relative			
3793		Index	100	112
3794	Household owns mop(s)			
3795		Index	100	112
3796	Referred to paper Yellow Pages for auto parts and supplies - past year			
3797		Index	100	112
3798	Household owns canister vacuum cleaner			
3799		Index	100	112
3800	Most recently purchased/leased vehicle (currently owned/leased) was purchased/leased new in past year			
3801		Index	100	112
3802	Purchased electronics store gift card/prepaid card - past 6 months			*
3803		Index	100	112
3804	Had minor engine repair on vehicle currently owned/leased - past year			
3805		Index	100	112
3806	Shopped Ross Stores - past 3 months			
3807		Index	100	112
3808	Household owns an indoor electric grill			
3809		Index	100	112
3810	Personally did 2 home-improvement projects - past year			
3811		Index	100	112
3812	Household has 2 vehicles covered by auto/other vehicle insurance			
3813		Index	100	112
3814	Household spends $120-$149 in food stores - average week			
3815		Index	100	112
3816	Eating/Nutrition Attitude: "Convenience Over Health"			
3817		Index	100	112
3818	Ailments: Treated for backache/back pain - past year			
3819		Index	100	112

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3820	Made a purchase for business use on Internet - past month			
3821		Index	100	112
3822	Visited Hotels.com Web site - past month			
3823		Index	100	112
3824	Visited foxnews.com Web site - past month			
3825		Index	100	112
3826	Shopped Body Shop - past 3 months			*
3827		Index	100	112
3828	Covered by USAA homeowners or personal property insurance			
3829		Index	100	112
3830	Visited CBSNews.com Web site - past month			*
3831		Index	100	112
3832	For me, advertising in magazines appears at inconvenient moments. (Agree strongly)			
3833		Index	100	112
3834	Reason for diet control/food restrictions: Regularity			*
3835		Index	100	112
3836	Bought chicken at fast-food/drive-in restaurant - past 6 months			
3837		Index	100	112
3838	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.			
3839		Index	100	112
3840	Total amount spent on most recent home computer purchase: $500-$999			
3841		Index	100	112
3842	Selected life insurance based on customer service reputation			
3843		Index	100	112
3844	Redeemed a coupon that was in or on a package - past year			
3845		Index	100	112
3846	Vehicle most rercently purchased/leased (currently owned/leased) has built-in (not portable) GPS/Navigation system			
3847		Index	100	112
3848	Purchased gift cards/prepaid cards at electronics store - past 6 months			*
3849		Index	100	112
3850	Vehicle most recently purchased/leased (currently owned/leased) is 2002 model year			
3851		Index	100	112
3852	Shopped Walmart - past 3 months			
3853		Index	100	112
3854	Had alignment service/repair on vehicle currently owned/leased - past year			
3855		Index	100	112
3856	Used H&R Block TaxCut tax prep computer software program			
3857		Index	100	112
3858	Carry USAA credit and/or debit cards (issued in own name)			*
3859		Index	100	112
3860	General Attitudes: Children have a right to be spoiled.			
3861		Index	100	112
3862	Cellular / Mobile Opinions - Features Important To You: Service plans available are very important to me.			
3863		Index	100	112
3864	Household owns upright vacuum cleaner			
3865		Index	100	112

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3866	Used H&R Block TaxCut computer software program for tax preparation - past year			
3867		Index	100	112
3868	Patronized Houlihan's - past 6 months			*
3869		Index	100	112
3870	General Attitudes: I must admit, I work most weekends.			
3871		Index	100	112
3872	Category Influentialism: My family/friends often ask for and trust my advice on sporting equipment.			
3873		Index	100	112
3874	For me, advertising on radio appears at inconvenient moments. (Agree strongly)			
3875		Index	100	112
3876	Watch NFL football weekend games on TV			
3877		Index	100	112
3878	Bought fragrance/perfume/cologne at drug store - past 6 months			
3879		Index	100	112
3880	Shopped Art Van Furniture - past year			*
3881		Index	100	112
3882	Patronized Quiznos - past 6 months			
3883		Index	100	112
3884	Have seen ads on postcards - past 6 months			
3885		Index	100	112
3886	Personally own any tablet or e-reader			
3887		Index	100	112
3888	Total spent on men's big-ticket clothing items in past year: $99 or less			
3889		Index	100	112
3890	Computer owned at home has modem/fax modem			
3891		Index	100	112
3892	Total amount spent on clothing in past year - $100-$299			
3893		Index	100	112
3894	Most recently purchased TV set has LCD screen			
3895		Index	100	112
3896	Purchased Reggae music recordings - past 6 months			*
3897		Index	100	112
3898	Watch NHL Hockey regular season games on TV			
3899		Index	100	112
3900	Category Influentialism: My family/friends often ask for and trust my advice on interior decorating			
3901		Index	100	112
3902	Used coupons to buy beverages - past year			
3903		Index	100	112
3904	Vehicle most recently purchased/leased (currently owned/leased) has front-wheel drive			
3905		Index	100	112
3906	Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit.			
3907		Index	100	112
3908	Shopped Eddie Bauer - past 3 months			*
3909		Index	100	112
3910	Vehicle most recently purchased/leased (currently owned/leased) has passenger-side air bags			
3911		Index	100	112

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

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3912	Number of years in business is very important when choosing bank, financial services			
3913		Index	100	112
3914	Total amount spent on children's toys and games in past year: $200-$499			
3915		Index	100	112
3916	Household owns a gas chain saw			
3917		Index	100	112
3918	Shopped Shop 'N Save - pst 6 months			*
3919		Index	100	111
3920	Household owns an electric slow-cooker			
3921		Index	100	111
3922	TV show types watch: reality-based shows			*
3923		Index	100	111
3924	Personally enrolled in gift rewards program assocated with major credit/debit cards (in own name)			
3925		Index	100	111
3926	Healthcare advertising actions taken - past year: Requested a free sample			*
3927		Index	100	111
3928	Made a phone call on Internet - past month			
3929		Index	100	111
3930	Wired or sent money through Western Union - past year			
3931		Index	100	111
3932	Number of grocery shopping trips in average week: 6			*
3933		Index	100	111
3934	Finance Attitudes: I feel overwhelmed by financial burdens.			
3935		Index	100	111
3936	Use portable Mp3 player to listen to podcasts			
3937		Index	100	111
3938	Personally have considerable interest in seeing ads sent to a cellphone or other mobile device			*
3939		Index	100	111
3940	Household owns any motorcycle(s)			
3941		Index	100	111
3942	Number of grocery shopping trips in average week: 1			
3943		Index	100	111
3944	Bought toiletries at discount store - past 6 months			
3945		Index	100	111
3946	Household bundles purchase of television, internet, telephone and/or cellphone services			
3947		Index	100	111
3948	Bought car cleaner wash/wipes - past year			
3949		Index	100	111
3950	Household owns ceiling fan (not bathroom vent fan)			
3951		Index	100	111
3952	Purchased self-improvement audio - past 6 months			*
3953		Index	100	111
3954	Have medical insurance coverage through BlueCross BlueShield			
3955		Index	100	111
3956	Engaged in rock climbing - past year			*
3957		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
3958	Personally have considerable interest in seeing offers or ads sent to home by mail			
3959		Index	100	111
3960	Watch NFL football playoffs/Super Bowl on TV			
3961		Index	100	111
3962	Listen to Winter Olympics play-by-play on radio			*
3963		Index	100	111
3964	Total amount spent on men's low-ticket clothing items in past year: $200-$299			
3965		Index	100	111
3966	Referred to paper Yellow Pages for banking, finance, insurance - past year			*
3967		Index	100	111
3968	Household owns ceiling fan(s) (not bathroom vents)			
3969		Index	100	111
3970	Buying Styles: I buy the brands I grew up with, the ones my parents used.			
3971		Index	100	111
3972	Vehicle most recently purchased/leased (currently owned/leased) has driver-side air bags			
3973		Index	100	111
3974	Household owns garage door-opener			
3975		Index	100	111
3976	Household owns a gas edger/trimmer			
3977		Index	100	111
3978	Consumed any whisky - past 6 months			
3979		Index	100	111
3980	Vehicle most recently purchased/leased (currently owned/leased) was acquired 1-2 years ago			
3981		Index	100	111
3982	Personally or jointly have a savings account			
3983		Index	100	111
3984	Parent of child(ren) under age 18 not currently living in household			
3985		Index	100	111
3986	Health Attitude Segments - Medicine/Drugs: "Generic Traditionalist"			
3987		Index	100	111
3988	Purchased watch for self - past year			
3989		Index	100	111
3990	Viewed 3+ sports events on pay-per-view TV - past year			
3991		Index	100	111
3992	Cellular / Mobile Opinions - Features Important To You: Service coverage area is very important to me.			
3993		Index	100	111
3994	Vacation Travel Attitudes: I often ask the advice of others when it comes to vacation travel.			
3995		Index	100	111
3996	Household uses three-way calling service (for landline phone)			
3997		Index	100	111
3998	Spent $2000-$2999 on domestic vacation travel - past year			
3999		Index	100	111
4000	Vehicle most recently purchased/leased (currently owned/leased) was acquired with a bank loan			
4001		Index	100	111
4002	Total amount spent on children's toys and games in past year: $50-$99			
4003		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4004	Medical insurance coverage includes self, other household members			
4005		Index	100	111
4006	Household owns a portable workbench			
4007		Index	100	111
4008	Bought wine at liquor store - past 6 months			
4009		Index	100	111
4010	Ever listened to a podcast on mobile/cellular/smartphone			
4011		Index	100	111
4012	Went fishing on any domestic vacation/honeymoon trip - past year			
4013		Index	100	111
4014	Visited Amazon.com Web site - past month			
4015		Index	100	111
4016	General Attitudes: I am so busy, I often can't finish everything I need to in a day.			
4017		Index	100	111
4018	Read print/paper/hard-copy of men's magazines			
4019		Index	100	111
4020	Typically book a trip 3-6 months before traveling			
4021		Index	100	111
4022	Household has DirecTV DVR with TiVo service			*
4023		Index	100	111
4024	Spent $7000+ on domestic vacation travel - past year			*
4025		Index	100	111
4026	Personally bought fine china dinnerware as gift - past year			*
4027		Index	100	111
4028	Patronized Jack in the Box - past 6 months			
4029		Index	100	111
4030	Used energy-saving/energy-efficient light bulbs - past 6 months			
4031		Index	100	111
4032	Visited Wikipedia.org Web site - past month			
4033		Index	100	111
4034	Household spent $1000-$2999 to remodel bathroom - past year			*
4035		Index	100	111
4036	For me, advertising in newspapers is amusing. (Agree strongly)			
4037		Index	100	111
4038	Vacation Travel Attitudes: In general, price is more important to me than convenience when making travel plans.			
4039		Index	100	111
4040	Watch MLL Lacrosse games on TV			*
4041		Index	100	111
4042	Buying Styles: I like to share my opinions about products and services by posting reviews and ratings online.			
4043		Index	100	111
4044	Food Attitudes: Frozen dinners are a convenient alternative for a meal.			
4045		Index	100	111
4046	Watch NHL Hockey playoff games/Stanley Cup Finals on TV			
4047		Index	100	111
4048	Household owns a portable jig/sabre saw			
4049		Index	100	111

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4050	Shopped Price Chopper - past 6 months			*
4051		Index	100	111
4052	Shopped for groceries on Sunday - past week			
4053		Index	100	111
4054	Bought burgers/hot dogs at fast-food/drive-in restaurant - past 6 months			
4055		Index	100	111
4056	Future intentions: Likely to buy a giant flat-screen/HDTV (43" or more) - coming year			
4057		Index	100	111
4058	Bought 2 items of fine jewelry - past year			
4059		Index	100	111
4060	For me, advertising on radio is amusing. (Agree strongly)			
4061		Index	100	111
4062	Rented/purchased DVDs or Blu-ray discs from Amazon.com - past month			*
4063		Index	100	111
4064	Cellular / Mobile Opinions: Sometimes my cell phone makes me feel like I'm too available.			
4065		Index	100	111
4066	Carry life insurance policy through Colonial Penn			*
4067		Index	100	111
4068	Bought lottery tickets at convenience store - past month			
4069		Index	100	111
4070	Purchased MP3 player online - past year			*
4071		Index	100	111
4072	Own or lease two vehicles			
4073		Index	100	111
4074	Bought prescription drugs at drug store - past 6 months			
4075		Index	100	111
4076	Watch NFL football Monday or Thursday night games on TV			
4077		Index	100	111
4078	Future intentions: Likely to purchase life insurance - coming year			
4079		Index	100	111
4080	Patronized Del Taco - past 6 months			
4081		Index	100	111
4082	Changed banks in past year			
4083		Index	100	111
4084	Total amount spent on men's low-ticket clothing items in past year: $300-$499			
4085		Index	100	111
4086	Ailments: Treated for asthma - past year			
4087		Index	100	111
4088	Food Attitudes: Frozen dinners are a convenient alternative for a meal.			
4089		Index	100	111
4090	Visited Yahoo! Sports Web site - past month			
4091		Index	100	111
4092	Shopped Save-A-Lot - past 6 months			
4093		Index	100	111
4094	Household bought insulation for ceiling, floor and/or walls - past year			
4095		Index	100	110

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4096	Personally rented truck or trailer from U-Haul - past year			
4097		Index	100	110
4098	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.			
4099		Index	100	110
4100	Technology Attitudes: I am among the first of my friends and colleagues to try new technology products.			
4101		Index	100	110
4102	Total financial contributions to any organizations/institutions/groups/causes in past year: $50-$99			
4103		Index	100	110
4104	Household owns Garmin portable GPS navigation device			
4105		Index	100	110
4106	Acquired 2nd home mortgage (home equity loan) - past year			*
4107		Index	100	110
4108	Business-to-Business: Involved in purchase of office furniture/furnishings			
4109		Index	100	110
4110	Visited Walt Disney World (Florida): Epcot Center - past year			
4111		Index	100	110
4112	Banking method: "log-in banker" (bank online)			
4113		Index	100	110
4114	Household has digital video recorder (DVR)			
4115		Index	100	110
4116	Visited nbc.com Web site - past month			
4117		Index	100	110
4118	Diet control/eating habits: Buy food labeled as high protein			
4119		Index	100	110
4120	Member of car dealers/manufacturer/dealer warranty roadside assistance program			
4121		Index	100	110
4122	Went on a picnic - past year			
4123		Index	100	110
4124	Household owns shovel(s)			
4125		Index	100	110
4126	Vehicle most recently acquired was bought/leased to replace another vehicle			
4127		Index	100	110
4128	Carry any auto/other vehicle insurance through Allstate			
4129		Index	100	110
4130	Have seen offers or ads sent to home by mail - past 6 months			
4131		Index	100	110
4132	Purchased gift cards/prepaid cards at supermarket - past 6 months			
4133		Index	100	110
4134	Own any Honda motorcycle			*
4135		Index	100	110
4136	General Attitudes: I like to give the impression that my life is under control.			
4137		Index	100	110
4138	Purchased regular ice cream (not diet/low-fat/light) - past 6 months			
4139		Index	100	110
4140	Purchased fresh skim milk - past 6 months			
4141		Index	100	110

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4142	Consumed wine at home - past month			
4143		Index	100	110
4144	Consumed any distilled liquor - past 6 months			
4145		Index	100	110
4146	Consumed any super-premium domestic beer/ale - past 6 months			
4147		Index	100	110
4148	Fashion & Style Attitudes: I buy new clothes at the beginning of each season.			
4149		Index	100	110
4150	Own 3 or more motorcycles			*
4151		Index	100	110
4152	Occupation: Business and Financial Operations			
4153		Index	100	110
4154	Have seen advertising on billboards - past 6 months			
4155		Index	100	110
4156	Eating/Nutrition Attitude: "Blase About Edibles"			
4157		Index	100	110
4158	Food Attitudes: I don't pay much attention to my intake of fat.			
4159		Index	100	110
4160	Bought any work boots - past year			
4161		Index	100	110
4162	Flew Frontier on any domestic trip - past year			*
4163		Index	100	110
4164	Shopped Walgreens - past 3 months			
4165		Index	100	110
4166	Household owns an espresso/cappucino maker			
4167		Index	100	110
4168	Engaged in hunting with a rifle - past year			
4169		Index	100	110
4170	Bought men's all-weather coat - past year			
4171		Index	100	110
4172	Purchased women's blazer - past year			
4173		Index	100	110
4174	Household has digital video recorder (DVR) provided by cable company through a digital cable box			
4175		Index	100	110
4176	Shopped Fred's - past 3 months			*
4177		Index	100	110
4178	Covered by Encompass homeowners or personal property insurance			*
4179		Index	100	110
4180	Household has digital video recorder (DVR) from local cable company			
4181		Index	100	110
4182	Household has a satellite dish			
4183		Index	100	110
4184	Own electric clock radio			
4185		Index	100	110
4186	General Attitudes: I often feel like my life is slipping out of control.			
4187		Index	100	110

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4188	Flew AirTran Airways on any domestic trip - past year			*
4189		Index	100	110
4190	Household owns a personal computer			
4191		Index	100	110
4192	Had transmission serviced at Cottman - past year			*
4193		Index	100	110
4194	Stayed at Embassy Suites on personal/vacation trip - past year			*
4195		Index	100	110
4196	Distance from home to most frequently shopped grocery store is 11+ miles			
4197		Index	100	110
4198	Shopped Foot Action - past 3 months			*
4199		Index	100	110
4200	Business-to-Business: Involved in purchase of personal computer hardware			
4201		Index	100	110
4202	Vacation Travel Attitude Segments - Preferred Vacation Types: Ever the Spring Breakers			
4203		Index	100	110
4204	Selected homeowners/personal property insurance based on rates			
4205		Index	100	110
4206	Distance from home to most frequently shopped grocery store is 3-5 miles			
4207		Index	100	110
4208	Have seen ads at bus stops or train stations - past 6 months			
4209		Index	100	110
4210	Took any domestic vacation trip - past year			
4211		Index	100	110
4212	Food Attitudes: I don't pay much attention to my intake of fat.			
4213		Index	100	110
4214	Advertising on radio provides me with useful information about bargains. (Agree strongly)			
4215		Index	100	110
4216	Have prescription drug insurance coverage			
4217		Index	100	110
4218	Ailments: Treated for heartburn/acid reflux - past year			
4219		Index	100	110
4220	Personally have prescription drug insurance coverage			
4221		Index	100	110
4222	Shopped Sears Appliance & Hardware - past year			
4223		Index	100	110
4224	Household owns charcoal grill			
4225		Index	100	110
4226	Household owns cordless power ratchet			
4227		Index	100	110
4228	Buying Styles: I like to change brands often for the sake of variety and novelty.			
4229		Index	100	110
4230	VALS Statements: I like to learn about things that may never be of any use to me. Agree			
4231		Index	100	110
4232	Bought books at book store other than Barnes & Noble - past year			
4233		Index	100	110

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4234	Shopped Payless Shoes - past 3 months			
4235		Index	100	110
4236	Attended a public meeting on town or school affairs - past year			
4237		Index	100	110
4238	Participated in archery - past year			
4239		Index	100	110
4240	Household owns built-in dishwasher			
4241		Index	100	110
4242	Find out about new video games from radio			*
4243		Index	100	110
4244	Food Attitudes: I indulge my cravings for sweets.			
4245		Index	100	109
4246	Used TurboTax computer software program for tax preparation - past year			
4247		Index	100	109
4248	Buying Styles: I prefer to buy things my friends or neighbors would approve of.			
4249		Index	100	109
4250	Spent $200-$299 for camera - past year			
4251		Index	100	109
4252	Bought leather and vinyl protectants - past year			
4253		Index	100	109
4254	Decision-maker for brand of tires purchased: Someone else (not self)			
4255		Index	100	109
4256	General Attitudes: I seek out variety in my everyday life.			
4257		Index	100	109
4258	General Attitudes: I consider myself sophisticated.			
4259		Index	100	109
4260	Bought men's sweatpants - past year			
4261		Index	100	109
4262	Vacation Travel Attitudes: Packaged deals are great, because I don't have to plan out the details too much.			
4263		Index	100	109
4264	Accessed bank/financial services in person - past year			
4265		Index	100	109
4266	Viewed any programming on Playboy TV premium cable channels - past week			*
4267		Index	100	109
4268	Branch location is very important when choosing bank, financial services			
4269		Index	100	109
4270	Watched CBS Sports Network (CBS College Sports Network) cable - past week			
4271		Index	100	109
4272	Traveled with spouse or mate on any domestic trip - past year			
4273		Index	100	109
4274	Household owns an electric blender			
4275		Index	100	109
4276	Viewed 1 sports event on pay-per-view TV - past year			*
4277		Index	100	109
4278	Selected homeowners/personal property insurance based on customer service reputation			
4279		Index	100	109

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4280	Bought men's designer jeans - past year			
4281		Index	100	109
4282	Purchased housewares online - past year			*
4283		Index	100	109
4284	Cooking/Food Shopping Attitude: "Home Cooking Virtuoso"			
4285		Index	100	109
4286	Household spent under $1000 on kitchen cabinets - past year			*
4287		Index	100	109
4288	Attend MLL Lacrosse games			*
4289		Index	100	109
4290	Buying Styles: I use the Internet to buy hard-to-find products.			
4291		Index	100	109
4292	Purchased fresh whole milk - past 6 months			
4293		Index	100	109
4294	Household owns gas lanterns for camping			
4295		Index	100	109
4296	Visited foxsports.com Web site - past month			
4297		Index	100	109
4298	Obtained medical information on Internet - past month			
4299		Index	100	109
4300	Most recently purchased TV set has stereo broadcast capability			
4301		Index	100	109
4302	Household owns an electric wok			
4303		Index	100	109
4304	Buying Styles: I buy brands that reflect my style.			
4305		Index	100	109
4306	Household owns convection oven			
4307		Index	100	109
4308	Household owns battery flashlight (not rechargeable)			
4309		Index	100	109
4310	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.			
4311		Index	100	109
4312	Used outdoor light bulbs - past 6 months			
4313		Index	100	109
4314	Decision-maker for car/other vehicle batteries purchased in past year was self (alone or with someone else)			
4315		Index	100	109
4316	Most recently purchased TV set has HDTV feature			
4317		Index	100	109
4318	Vehicle most recently purchased/leased (currently owned/leased) has sunroof/moonroof			
4319		Index	100	109
4320	Purchased any fine jewelry - past year			
4321		Index	100	109
4322	Household owns carpet steam cleaner			
4323		Index	100	109
4324	Bought any TV set in past year			
4325		Index	100	109

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4326	Viewed any premium cable channel(s) - past month			
4327		Index	100	109
4328	Watch auto races on TV (excluding NASCAR)			
4329		Index	100	109
4330	Buying Styles: I think shopping is a great way to relax.			
4331		Index	100	109
4332	Covered by State Farm homeowners or personal property insurance			
4333		Index	100	109
4334	Buying Styles: People often come to me for advice before making a purchase.			
4335		Index	100	109
4336	Took any trip within the continental U.S. - past year			
4337		Index	100	109
4338	Purchased fresh or frozen beef - past 6 months			
4339		Index	100	109
4340	Had brakes serviced at Midas - past year			*
4341		Index	100	109
4342	Selected vehicle insurance based on company's years in business			
4343		Index	100	109
4344	Watched TNT (Turner Network Television) cable - past week			
4345		Index	100	109
4346	Vehicle currently owned/leased has custom speakers			
4347		Index	100	109
4348	Household has Dish DVR from Dish Network			
4349		Index	100	109
4350	Ailments: Treated for kidney ailments - past year			*
4351		Index	100	109
4352	Future intentions: Likely to lease a vehicle - coming year			
4353		Index	100	109
4354	Household has purchased in-home telephone - past year			
4355		Index	100	109
4356	Bought any fine jewelry necklace - past year			
4357		Index	100	109
4358	Primary reason personally drive is for leisure			
4359		Index	100	109
4360	Carry life insurance policy through Cigna			*
4361		Index	100	109
4362	Carry variable life insurance policy			*
4363		Index	100	109
4364	Spent $75-$99 on gasoline - past 30 days			
4365		Index	100	109
4366	Personally rented truck or trailer - past year			
4367		Index	100	109
4368	Category Influentialism: My family/friends often ask for and trust my advice on beer.			
4369		Index	100	109
4370	Most recently purchased/leased vehicle (currently owned/leased) is a full-size pickup			
4371		Index	100	109

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4372	Household owns rechargeable flashlight			
4373		Index	100	109
4374	For me, all ads on the Internet are alike. (Agree strongly)			
4375		Index	100	109
4376	Purchased any gift cards and/or prepaid cards - past 6 months			
4377		Index	100	109
4378	Shopped RAC Rent-A-Center - past year			*
4379		Index	100	109
4380	TV show types watch: auto racing specials			*
4381		Index	100	109
4382	Carry life insurance policy through Guardian			*
4383		Index	100	109
4384	Household owns speakers other than surround-sound or outdoor speakers			
4385		Index	100	109
4386	Food Attitudes: I indulge my cravings for sweets.			
4387		Index	100	109
4388	Personally have any working cellular phone			
4389		Index	100	108
4390	Household owns portable dishwasher			*
4391		Index	100	108
4392	Healthcare advertising actions taken - past year: Visited website other than product or drug website			*
4393		Index	100	108
4394	Visited a health spa/retreat on any domestic vacation/honeymoon trip - past year			*
4395		Index	100	108
4396	Category Influentialism: My family/friends often ask for and trust my advice on shopping.			
4397		Index	100	108
4398	Banked at credit union - past year			
4399		Index	100	108
4400	Watch equestrian events on TV			
4401		Index	100	108
4402	Business-to-Business: Involved in purchase of personal computers (PCs)			
4403		Index	100	108
4404	Own a SONY personal computer at home			
4405		Index	100	108
4406	Consulted newspaper for advice on fees/travel arrangements - past year			*
4407		Index	100	108
4408	Personally did 2 home remodeling projects - past year			*
4409		Index	100	108
4410	Most recently purchased/leased vehicle (currently owned/leased) has a 4 cylinder engine			
4411		Index	100	108
4412	Purchased gift cards/prepaid cards at discount store - past 6 months			
4413		Index	100	108
4414	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.			
4415		Index	100	108
4416	Bought housewares through in-home shopping - past year			*
4417		Index	100	108

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

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4418	Carry any auto/other vehicle insurance through The Hartford			*
4419		Index	100	108
4420	Visited IMDb.com Web site - past month			
4421		Index	100	108
4422	Bought gift cards/prepaid cards for/to give to adult in family - past 6 months			
4423		Index	100	108
4424	Referred to paper Yellow Pages for personal care services (excluding beauty salons) - past year			*
4425		Index	100	108
4426	Time of day typically go grocery shopping: shop at various times			
4427		Index	100	108
4428	Reason for diet control/food restrictions: Weight loss			
4429		Index	100	108
4430	Food Attitudes: Fast food is junk food.			
4431		Index	100	108
4432	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.			
4433		Index	100	108
4434	Business-to-Business: Involved in purchasing materials handling equipment			
4435		Index	100	108
4436	General Attitudes: My friends are the most important thing in my life.			
4437		Index	100	108
4438	Technology Attitudes: Computers can be a good source of entertainment.			
4439		Index	100	108
4440	VALS Statements: I have more ability than most people. Agree			
4441		Index	100	108
4442	Household owns camp stove			
4443		Index	100	108
4444	Household owns compact disc player			
4445		Index	100	108
4446	Food Attitudes: Fast food is junk food. Agree somewhat or Agree completely			
4447		Index	100	108
4448	Buying Styles: Before purchasing a product online, I typically read online reviews submitted by others.			
4449		Index	100	108
4450	Used UPS overnight packages/letter delivery service for business purposes - past year			
4451		Index	100	108
4452	Used direct deposit for payroll check - past year			
4453		Index	100	108
4454	Spent under $1000 on foreign vacation travel - past year			
4455		Index	100	108
4456	Purchased fitness apparel/equipment by mail or phone - past year			*
4457		Index	100	108
4458	Referred to paper Yellow Pages for auto dealers/auto sales - past year			*
4459		Index	100	108
4460	Vehicle most recently purchased/leased (currently owned/leased) has 4-wheel drive/all-wheel drive (AWD)			
4461		Index	100	108
4462	Purchased any books online - past year			
4463		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4464	Watched other online video (not TV or movie) - past month			
4465		Index	100	108
4466	Household treated by Terminix professional exterminators - past year			
4467		Index	100	108
4468	Highest level of education completed/highest degree received: high-school graduate (high-school diploma or equivalent, such as GED)			
4469		Index	100	108
4470	Bought milk at convenience store - past month			
4471		Index	100	108
4472	Most recently purchased/leased vehicle (currently owned/leased) is a subcompact car			
4473		Index	100	108
4474	Purchased baby accessories by mail or phone - past year			*
4475		Index	100	108
4476	Read print/paper/hard-copy of boating magazines			*
4477		Index	100	108
4478	Vehicle most recently purchased/leased (currently owned/leased) was acquired with trade-in			
4479		Index	100	108
4480	Household owns locks or lock sets			
4481		Index	100	108
4482	Health Attitudes: Generic medications are as effective as brand-name prescription drugs. (Agree strongly)			
4483		Index	100	108
4484	Purchased household telephone/accessories on Internet/online			*
4485		Index	100	108
4486	Category Influentialism: My family/friends often ask for and trust my advice on sports.			
4487		Index	100	108
4488	Buying Styles: How a personal care or household product smells is very important to me.			
4489		Index	100	108
4490	Shopped Bed Bath & Beyond - past 3 months			
4491		Index	100	108
4492	Vacation Travel Attitudes: Travel and hotel discounts have a strong influence on where I choose to travel and where I choose to stay.			
4493		Index	100	108
4494	Customer service is very important when choosing bank, financial services			
4495		Index	100	108
4496	Category Influentialism: My family/friends often ask for and trust my advice on education.			
4497		Index	100	108
4498	Watched ESPN cable - past week			
4499		Index	100	108
4500	Finance Attitudes: I only save for a specific purpose.			
4501		Index	100	108
4502	Carry life insurance policy through Gerber			*
4503		Index	100	108
4504	Referred to paper Yellow Pages for real estate - past year			*
4505		Index	100	108
4506	Bought men's sweater - past year			
4507		Index	100	108
4508	Purchased '50s & '60s Oldies music recordings - past 6 months			*
4509		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4510	Bought gift cards/prepaid cards for/to give to child under 18 in family - past 6 months			
4511		Index	100	108
4512	Watched Vh1 Classic cable - past week			
4513		Index	100	108
4514	Visited CBSSports.com Web site - past month			
4515		Index	100	108
4516	Referred to paper Yellow Pages for Attorneys - past year			
4517		Index	100	108
4518	Vehicle most recently purchased/leased (currently owned/leased) is 2008 model year			
4519		Index	100	108
4520	Own stoneware tableware			
4521		Index	100	108
4522	Vacation Travel Attitudes: When I find a vacation spot I like, I go back whenever I can.			
4523		Index	100	107
4524	Stayed at Wyndham Hotel on personal/vacation trip - past year			*
4525		Index	100	107
4526	Purchased calcium-added/vitamin-fortified fresh milk - past 6 months			
4527		Index	100	107
4528	Rented/purchased DVDs or Blu-ray discs from kiosk (excluding Redbox) - past month			*
4529		Index	100	107
4530	Household owns hot water heater			
4531		Index	100	107
4532	Cellular service on phone you personally use most often: AT&T			
4533		Index	100	107
4534	Buying Styles: I like to compare prices across different sites before purchasing something online.			
4535		Index	100	107
4536	Patronized Denny's - past 6 months			
4537		Index	100	107
4538	VALS Statements: Just as the Bible says, the world literally was created in six days. Agree			
4539		Index	100	107
4540	Household owns a stationary electric mixer			
4541		Index	100	107
4542	Carry life insurance policy through Lincoln Financial Group			*
4543		Index	100	107
4544	Audio/entertainment system in most recently purchased/leased vehicle (currently owned/leased) was standard equipment on vehicle			
4545		Index	100	107
4546	Most recently purchased/leased vehicle (currently owned/leased) was foreign/import vehicle purchased/leased new in past year			
4547		Index	100	107
4548	Vacation Travel Attitudes: When I learn about a great vacation, I typically recommend it to people I know.			
4549		Index	100	107
4550	Have Walmart store credit card in own name (not affiliated with major credit card)			
4551		Index	100	107
4552	Bought men's wallet - past year			
4553		Index	100	107
4554	Listen to Summer Olympics play-by-play on radio			*
4555		Index	100	107

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4556	Vehicle most recently purchased/leased (currently owned/leased) has security/burglar alarm			
4557		Index	100	107
4558	Most recently purchased/leased vehicle (currently owned/leased) uses electricity only, ethanol (E85), Hydrogen fuel (No gasoline, diesel fuel, not hyrid)			*
4559		Index	100	107
4560	Viewed any programming on HBO premium cable channels - past week			
4561		Index	100	107
4562	Vehicle most recently purchased/leased (currently owned/leased) was acquired with financing from a dealer			
4563		Index	100	107
4564	Personally enrolled in retail discounts rewards program assocated with major credit/debit cards (in own name)			
4565		Index	100	107
4566	Bought waterproof pants for children 1-2 years old - past 6 months			*
4567		Index	100	107
4568	Total amount spent on clothing in past year - $2000-$2999			*
4569		Index	100	107
4570	Exercise regularly (2+ times per week) at facility other than club/gym			
4571		Index	100	107
4572	Cellular / Mobile Opinions: I am frequently annoyed at people talking too loudly on their cell phones in public places.			
4573		Index	100	107
4574	Shopped Hy-Vee - past 6 months			
4575		Index	100	107
4576	Bought boxed chocolates for self - past 6 months			
4577		Index	100	107
4578	Bought any fine jewelry earrings - past year			
4579		Index	100	107
4580	Household income: $100,000-$149,999			
4581		Index	100	107
4582	Downloaded a movie from Internet - past month			
4583		Index	100	107
4584	Finance Attitudes: You are better off having what you want now as you never know what tomorrow brings.			
4585		Index	100	107
4586	Ailments: Treated for epilepsy/seizures - past year			*
4587		Index	100	107
4588	Most recently purchased/leased vehicle (currently owned/leased) uses gasoline (non-diesel) only			
4589		Index	100	107
4590	Household owns a toaster			
4591		Index	100	107
4592	Bought non-prescription/OTC drugs at drug store - past 6 months			
4593		Index	100	107
4594	Buying Styles: My favorite grocery store offers low prices on all products every day.			
4595		Index	100	107
4596	Changed auto/other vehicle insurance 3 or more times - past 5 years			*
4597		Index	100	107
4598	Vehicle currently owned/leased has satellite radio			
4599		Index	100	107
4600	Bought any fine jewelry bracelets - past year			
4601		Index	100	107

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4602	Visited Hershey Park (Pennsylvania) - past year			*
4603		Index	100	107
4604	I used coupons to try new products in past year			
4605		Index	100	107
4606	Computer owned at home has Blu-ray RE (Blu-ray Burner)			*
4607		Index	100	107
4608	Connect to Internet from home through any broanband or high-speed connection			
4609		Index	100	107
4610	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.			
4611		Index	100	107
4612	Buying Styles: The offer of "free shipping" attracts me to a shopping website.			
4613		Index	100	107
4614	Source of life insurance coverage: With loan, mortgage or installment payments			*
4615		Index	100	107
4616	Bought men's regular jeans (not designer) - past year			
4617		Index	100	107
4618	VALS Statements: I love to make things I can use everyday. Agree			
4619		Index	100	107
4620	Spent $1000-$1499 on domestic vacation travel - past year			
4621		Index	100	107
4622	Bought books at Barnes & Noble Book Store - past year			
4623		Index	100	107
4624	General Attitudes: I work primarily for the salary.			
4625		Index	100	107
4626	Household owns smoke/fire detector			
4627		Index	100	107
4628	Visited any museums - past year			
4629		Index	100	107
4630	Food Attitudes: I prefer picking up quick meals to cooking meals.			
4631		Index	100	107
4632	Yard fence installed by self or other household member - past year			*
4633		Index	100	107
4634	Category Influentialism: My family/friends often ask for and trust my advice on vacation travel.			
4635		Index	100	107
4636	For me, advertising on radio is repeated too often. (Agree strongly)			
4637		Index	100	107
4638	Shopped Lowe's - past year			
4639		Index	100	107
4640	Bought any casual/leisure shoes - past year			
4641		Index	100	107
4642	Purchased department store gift card/prepaid card - past 6 months			
4643		Index	100	107
4644	Interest rates are very important when choosing bank, financial services			
4645		Index	100	107
4646	Household spent under $1000 on ceramic wall tile - past year			*
4647		Index	100	107

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4648	Used Weight Watchers for dieting/weight control			
4649		Index	100	107
4650	Engaged in hunting with bow and arrow - past year			*
4651		Index	100	107
4652	Future intentions: Likely to take vacation trip to Mexico - coming year			
4653		Index	100	107
4654	Redeemed a coupon clipped from Sunday newspaper inserts - past year			
4655		Index	100	107
4656	Shopped JC Penney - past 3 months			
4657		Index	100	107
4658	Food Attitudes: I prefer picking up quick meals to cooking meals.			
4659		Index	100	107
4660	Had vehicle currently owned/leased serviced by gas station/garage - past year			
4661		Index	100	107
4662	The Internet is a great way to actually buy products. (Agree completely)			
4663		Index	100	107
4664	Total amount spent on children's toys and games in past year: $49 or less			
4665		Index	100	106
4666	Visited Moviefone.com Web site - past month			*
4667		Index	100	106
4668	Personally have 1 working cellular phone			
4669		Index	100	106
4670	Carry any auto/other vehicle insurance through Nationwide			
4671		Index	100	106
4672	Shopped Food Lion - past 6 months			
4673		Index	100	106
4674	Selected homeowners/property insurance based on agent recommendation			
4675		Index	100	106
4676	Bought any hiking/backpacking boots - past year			*
4677		Index	100	106
4678	TV show types watch: professional football pre-game shows			
4679		Index	100	106
4680	Purchased video games/systems by mail or phone - past year			*
4681		Index	100	106
4682	General Attitudes: I frequently wish I had more time to spend with my family.			
4683		Index	100	106
4684	Have seen product placements in TV shows - past 6 months			
4685		Index	100	106
4686	Read fashion news in Sunday/weekend section			
4687		Index	100	106
4688	Type of auto/other vehicle insurance carry: collision			
4689		Index	100	106
4690	Buying Styles: Price is more important to me than brand names.			
4691		Index	100	106
4692	Financial stability of the company is very important when choosing bank, financial services			
4693		Index	100	106

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4694	Computer owned at home has Blu-ray ROM drive			
4695		Index	100	106
4696	Fashion & Style Attitudes: When buying fashion products, the overall look is more important than the brand.			
4697		Index	100	106
4698	Buying Styles: I often seek the advice of others before making a purchase.			
4699		Index	100	106
4700	Took cruise on Royal Caribbean Line - past 3 years			*
4701		Index	100	106
4702	Household owns an automatic drip coffee maker			
4703		Index	100	106
4704	Purchased audiobooks - past 6 months			*
4705		Index	100	106
4706	Read comics in Sunday/weekend newspaper			
4707		Index	100	106
4708	Printed digital photos at home/using personal photo printer - past year			*
4709		Index	100	106
4710	Visited Expedia.com Web site - past month			
4711		Index	100	106
4712	Household owns multi-component audio system			
4713		Index	100	106
4714	Watch college basketball on TV			
4715		Index	100	106
4716	General Attitudes: I consider myself outspoken.			
4717		Index	100	106
4718	Vehicle most recently purchased/leased (currently owned/leased) has radar detector			*
4719		Index	100	106
4720	Category Influentialism: My family/friends often ask for and trust my advice on healthcare.			
4721		Index	100	106
4722	Purchased fresh 2% low-fat milk - past 6 months			
4723		Index	100	106
4724	Shopped Sam's Club - past 6 months			
4725		Index	100	106
4726	Acquired auto/other vehicle insurance through an agent			
4727		Index	100	106
4728	Currently drive an automobile			
4729		Index	100	106
4730	Have medical insurance coverage through Humana			*
4731		Index	100	106
4732	Used microwave oven - past 6 months			
4733		Index	100	106
4734	Household owns a leaf shredder			*
4735		Index	100	106
4736	Watch MLB baseball regular season games on TV			
4737		Index	100	106
4738	Have seen ads on phone booths - past 6 months			
4739		Index	100	106

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4740	Visited Sesame Place (Pennsylvania) - past year			*
4741		Index	100	106
4742	Bill-paying methods used in past year: Bills automatically charged to credit card			
4743		Index	100	106
4744	Made hotel/motel reservations online - past year			
4745		Index	100	106
4746	Vacation Travel Attitudes: On my vacations, I prefer traveling to places I've never been.			
4747		Index	100	106
4748	Made personal or business travel plans on Internet - past month			
4749		Index	100	106
4750	The Internet is a good way to meet new people. (Agree completely)			
4751		Index	100	106
4752	Have seen advertising on buses/trains - past 6 months			
4753		Index	100	106
4754	Personally own digital SLR (single lens reflex) camera			
4755		Index	100	106
4756	Engaged in reading comic books as leisure activity - past year			*
4757		Index	100	106
4758	Cost of most recently purchased TV set: $100-$299			
4759		Index	100	106
4760	Vehicle currently owned/leased has AM/FM radio			
4761		Index	100	106
4762	Watch MLS Socceer games on TV			
4763		Index	100	106
4764	Ordered from eBay.com - past year			
4765		Index	100	106
4766	Personally have considerable interest in seeing product placement in TV shows			*
4767		Index	100	106
4768	Household owns an electric steam cooker			
4769		Index	100	106
4770	Bought 1 item of fine jewelry - past year			
4771		Index	100	106
4772	Redeemed a coupon clipped from a magazine - past year			
4773		Index	100	106
4774	Bought any oil filters for vehicle - past year			
4775		Index	100	106
4776	Selected life insurance based on company's years in business			
4777		Index	100	106
4778	Household owns high-efficiency washing machine			
4779		Index	100	106
4780	Viewed any programming on Showtime premium cable channels - past week			
4781		Index	100	106
4782	Household owns receiver-amplifier			
4783		Index	100	106
4784	Media read on e-readers/tablets - past 6 months: Books			
4785		Index	100	106

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4786	Redeemed a coupon received in the mail - past year			
4787		Index	100	106
4788	Learned about fees/travel arrangements from TV - past year			*
4789		Index	100	106
4790	Played a musical instrument as leisure activity or hobby - past year			
4791		Index	100	106
4792	Watched ESPNews cable - past week			
4793		Index	100	106
4794	Patronized Lone Star Steakhouse - past 6 months			*
4795		Index	100	106
4796	Technology Attitudes: I give others advice when they are looking to buy technology or electronics products.			
4797		Index	100	106
4798	TV show types watch: football Bowl games/specials			
4799		Index	100	106
4800	Occupation: Education, Training, Library			
4801		Index	100	106
4802	Have access to Internet at home using a computer			
4803		Index	100	106
4804	Household owns a wet-dry shop vacuum			
4805		Index	100	106
4806	Household installed carpeting - past year			
4807		Index	100	106
4808	Watch rodeos on TV			
4809		Index	100	106
4810	TV show types watch: professional football specials			
4811		Index	100	106
4812	Purchased gift cards/prepaid cards at department store - past 6 months			
4813		Index	100	106
4814	Technology Attitudes: Technology helps make my life more organized.			
4815		Index	100	106
4816	Shopped Marshall's - past 3 months			
4817		Index	100	106
4818	Vacation Travel Attitudes: I enjoy learning about vacation options from others.			
4819		Index	100	106
4820	Obtained information about ailment/prescription drug through advertisement (excluding TV or magazine ads)			*
4821		Index	100	106
4822	Shopped Crate & Barrel - past 3 months			*
4823		Index	100	106
4824	Watched MLB Network cable - past week			
4825		Index	100	106
4826	Ordered from 1800flowers.com - past year			
4827		Index	100	106
4828	Household spent $1000-$2999 on laminate flooring - past year			*
4829		Index	100	106
4830	Did any cross-stitch needlecraft - past 6 months			*
4831		Index	100	106

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4832	Computer owned at home has surge protector			
4833		Index	100	106
4834	Household spent $3000+ to remodel bedroom - past year			*
4835		Index	100	106
4836	Selected vehicle insurance based on agent recommendation			
4837		Index	100	106
4838	Obtained information about ailment/prescription drug from media advertisement other than TV, magazine - past year			*
4839		Index	100	106
4840	Buying Styles: A celebrity endorsement may influence me to consider or buy a product.			
4841		Index	100	106
4842	Shopped 7-Eleven - past 6 months			
4843		Index	100	106
4844	Automotive Attitudes: My ideal car would be basic and functional.			
4845		Index	100	106
4846	Watched 2014 Winter Olympics programming on video-on-demand			*
4847		Index	100	106
4848	Future intentions: Likely to buy a large flat-screen/HDTV (27"-42") - coming year			
4849		Index	100	106
4850	Read advertisements in Sunday/weekend newspaper			
4851		Index	100	106
4852	Most recently purchased/leased vehicle (currently owned/leased) has automatic transmission			
4853		Index	100	106
4854	Covered by combined home/auto insurance policy			
4855		Index	100	105
4856	Obtained information about ailment/prescription drug through magazine advertisement			
4857		Index	100	105
4858	Bought any cross-training shoes - past year			
4859		Index	100	105
4860	Made any purchase at flower shop - past 6 months			
4861		Index	100	105
4862	Obtained information about ailment/prescription drug from magazine advertisement - past year			
4863		Index	100	105
4864	Bought gift cards/prepaid cards for/to give to a friend - past 6 months			
4865		Index	100	105
4866	Have seen ads on top of taxis - past 6 months			
4867		Index	100	105
4868	Watched HSN (Home Shopping Network) cable - past week			
4869		Index	100	105
4870	Carry combined home/auto insurance policy			
4871		Index	100	105
4872	Household owns a car vacuum			
4873		Index	100	105
4874	Have a valid driver's license			
4875		Index	100	105
4876	Category Influentialism: My family/friends often ask for and trust my advice on cooking.			
4877		Index	100	105

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

	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4878	Buying Styles: Generic or store brand products are as effective as brand-name products.			
4879		Index	100	105
4880	For me, advertising on TV is amusing. (Agree strongly)			
4881		Index	100	105
4882	Household Internet service provider is Comcast/Xfinity			
4883		Index	100	105
4884	Bought any books - past year			
4885		Index	100	105
4886	Purchased MasterCard gift card/prepaid card - past 6 months			*
4887		Index	100	105
4888	Household owns personal watercraft			*
4889		Index	100	105
4890	Stayed at Hilton Hotels on personal/vacation trip - past year			
4891		Index	100	105
4892	Shopped IKEA - past year			
4893		Index	100	105
4894	General Attitudes: I try to eat dinner with my family almost every night.			
4895		Index	100	105
4896	Shopped H-E-B - past 6 months			
4897		Index	100	105
4898	Purchased MasterCard gift cards/prepaid cards - past 6 months			*
4899		Index	100	105
4900	TV show types watch: professional football games (weekend)			
4901		Index	100	105
4902	Average monthly cellular/mobile/smartphone bill: $75-$99			
4903		Index	100	105
4904	Spent under $100 on tires - past year			*
4905		Index	100	105
4906	Household owns refrigerator			
4907		Index	100	105
4908	Watched TV Guide Network cable - past week			
4909		Index	100	105
4910	Patronized Tony Roma's - past 6 months			*
4911		Index	100	105
4912	Played PC/computer games (played offline with software) as leisure activity - past year			
4913		Index	100	105
4914	Decision-maker for car/other vehicle batteries purchased in past year was another person (not self)			
4915		Index	100	105
4916	General Attitudes: I like to shower my loved ones with gifts.			
4917		Index	100	105
4918	Household owns separate freezer			
4919		Index	100	105
4920	Purchased cooking/kitchen accessories online - past year			
4921		Index	100	105
4922	Shopped Albertson's - past 6 months			
4923		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4924	Engaged in crossword puzzles as leisure activity - past year			
4925		Index	100	105
4926	Visited cbs.com Web site - past month			
4927		Index	100	105
4928	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.			
4929		Index	100	105
4930	Current employment status: Temporarily unemployed			
4931		Index	100	105
4932	Personally own tripod for photography			
4933		Index	100	105
4934	Consumed any diet cola drinks - past 6 months			
4935		Index	100	105
4936	Bought any motor oil - past year			
4937		Index	100	105
4938	Vacation Travel Attitudes: I am willing to pay more for a flight in order to travel on my favorite airline.			
4939		Index	100	105
4940	Purchased a TV online - past year			*
4941		Index	100	105
4942	Bought 7+ items of fine jewelry - past year			*
4943		Index	100	105
4944	Consumed any alcoholic beverages - past 6 months			
4945		Index	100	105
4946	Covered by Nationwide homeowners or personal property insurance			*
4947		Index	100	105
4948	Viewed any programming on The Movie Channel - past week			
4949		Index	100	105
4950	Reputation of company is very important when choosing bank, financial services			
4951		Index	100	105
4952	Patronized KFC (Kentucky Fried Chicken) - past 6 months			
4953		Index	100	105
4954	Most recently purchased TV set has plasma sceen			
4955		Index	100	105
4956	Household owns TiVo digital video recorder (DVR)			*
4957		Index	100	105
4958	Cellular / Mobile Opinions - Features Important To You: Customer service is very important to me.			
4959		Index	100	105
4960	Selected vehicle insurance based on reputation of company			
4961		Index	100	105
4962	Vehicle most recently acquired was purchased			
4963		Index	100	105
4964	Watch Winter Olympics on TV			
4965		Index	100	105
4966	Personally or jointly have a home mortgage (1st)			
4967		Index	100	105
4968	Current employment status: Principal shopper, not employed			
4969		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+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
4970	Household spent $1000-$2999 to add deck/porch/patio - past year			*
4971		Index	100	105
4972	Ordered from amazon.com - past year			
4973		Index	100	105
4974	Purchased cellular/mobile phone/smartphone at department store			
4975		Index	100	105
4976	Purchased cellular/mobile/smartphone at department store			
4977		Index	100	105
4978	General Attitudes: I often find myself in a leadership position.			
4979		Index	100	105
4980	Household owns 3 TVs			
4981		Index	100	105
4982	Buying Styles: I am more likely to purchase brands that support a cause I care about.			
4983		Index	100	105
4984	TV show types watch: syndicated general programming for adults			*
4985		Index	100	105
4986	Finance Attitudes: When I find a financial product or service that I like, I typically recommend it to people I know.			
4987		Index	100	105
4988	Shopped DSW - past 3 months			
4989		Index	100	105
4990	Purchased women's raincoat - past year			
4991		Index	100	104
4992	Visited dentist - past year			
4993		Index	100	104
4994	Referred to paper Yellow Pages for theaters - past year			
4995		Index	100	104
4996	Fashion & Style Attitudes: Comfort is one of the most important factors when selecting fashion products to purchase.			
4997		Index	100	104
4998	Household owns electric space heater(s)			
4999		Index	100	104
5000	Shopped Thomasville Furnitute - past year			*
5001		Index	100	104
5002	Own a desktop computer at home			
5003		Index	100	104
5004	General Attitudes: I strive to achieve a high social status.			
5005		Index	100	104
5006	General Attitudes: I purchase products to help organize my life.			
5007		Index	100	104
5008	Personally own glassware			
5009		Index	100	104
5010	Visited Walt Disney World (Florida): Typhoon Lagoon - past year			*
5011		Index	100	104
5012	Ordered from kohls.com - past year			
5013		Index	100	104
5014	Reused or recycled aluminum beverage cans - past month			
5015		Index	100	104

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5016	Vehicle most recently purchased/leased (currently owned/leased) is a Kia			*
5017		Index	100	104
5018	Household owns pneumatic tools			
5019		Index	100	104
5020	Consumed any premium domestic beer/ale - past 6 months			
5021		Index	100	104
5022	General Attitudes: My philosophy is "Life should be as much fun as possible."			
5023		Index	100	104
5024	Vehicle most recently purchased/leased (currently owned/leased) has OnStar, TeleAid or other vehicle-monitoring system			
5025		Index	100	104
5026	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.			
5027		Index	100	104
5028	Selected life insurance based on size of company			
5029		Index	100	104
5030	Shopped Family Dollar - past 3 months			
5031		Index	100	104
5032	Household Income: $50,000-$59,999			
5033		Index	100	104
5034	Attend golf events (excluding PGA or LPGA)			*
5035		Index	100	104
5036	Household owns headphones other than ear buds, noise-reduction headphones			
5037		Index	100	104
5038	Vehicle most recently purchased/leased (currently owned/leased) has front, dual automatic climate control			
5039		Index	100	104
5040	Household owns fireplace(s)			
5041		Index	100	104
5042	Tune in to traffic reports			
5043		Index	100	104
5044	Finance Attitudes: The way I deal with my finances reflects how my parents dealt with theirs.			
5045		Index	100	104
5046	Watch Summer Olympics on TV			
5047		Index	100	104
5048	Household owns a stationary radial-arm saw			
5049		Index	100	104
5050	Household owns built-in fireplace			
5051		Index	100	104
5052	Looked at TV listings online - past month			
5053		Index	100	104
5054	Finance Attitudes: Investing in the stock market is too risky for me.			
5055		Index	100	104
5056	Number of audio downloads (not music) in past 6 months: 10+			*
5057		Index	100	104
5058	Caregiver/caretaker services/support personally provide: assist with chores			
5059		Index	100	104
5060	Purchased fresh or frozen chicken or turkey - past 6 months			
5061		Index	100	104

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5062	Had brakes on vehicle serviced - past year			
5063		Index	100	104
5064	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.			
5065		Index	100	104
5066	Purchased pet products/supplies online - past year			
5067		Index	100	104
5068	Food Attitudes: Eating at a fast food restaurant is fun.			
5069		Index	100	104
5070	Bought any slippers/house-shoes - past year			
5071		Index	100	104
5072	Have seen video ads in airports - past 6 months			
5073		Index	100	104
5074	Listen to Major League Baseball playoffs/World Series play-by-play on radio			
5075		Index	100	104
5076	Vacation Travel Attitudes: I love doing research on a location before I go on vacation.			
5077		Index	100	104
5078	Played PC/computer games (played online with software) as leisure activity - past year			
5079		Index	100	104
5080	Bought non-prescription/OTC drugs at discount store - past 6 months			
5081		Index	100	104
5082	Household owns pliers			
5083		Index	100	104
5084	Engaged in walking for exercise - past year			
5085		Index	100	104
5086	Food Attitudes: Eating at a fast food restaurant is fun. A			
5087		Index	100	104
5088	Selected life insurance based on reputation of company			
5089		Index	100	104
5090	Any cellular phones in household			
5091		Index	100	104
5092	Used coupons to buy toiletry items - past year			
5093		Index	100	104
5094	Consumed any beer/ale - past 6 months			
5095		Index	100	104
5096	Bought men's socks - past year			
5097		Index	100	104
5098	Household income: $40,000-$49,999			
5099		Index	100	104
5100	Fashion & Style Attitudes: I generally wear sunscreen.			
5101		Index	100	104
5102	TV show types watch: primetime general drama shows			*
5103		Index	100	104
5104	Personally own any investment collections of antiques, books, stamps, etc.			*
5105		Index	100	104
5106	Advertising on TV provides me with useful information about bargains. (Agree strongly)			
5107		Index	100	104

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5108	Healthcare advertising actions taken - past year: Consulted a pharmacist			
5109		Index	100	104
5110	VALS Statements: The federal government should encourage prayer in public schools. Agree			
5111		Index	100	104
5112	Most recently purchased/leased vehicle (currently owned/leased) is a truck (2 or 4 door)			
5113		Index	100	104
5114	Fill pharmaceutical prescriptions at drug store/pharmacy			
5115		Index	100	104
5116	Bought toiletries at drug store - past 6 months			
5117		Index	100	104
5118	Fashion & Style Attitudes: You can tell a lot about a person by the clothes they wear.			
5119		Index	100	104
5120	Technology Attitudes: I'm fascinated by new technology.			
5121		Index	100	104
5122	Fashion & Style Attitudes: I rely on magazines to keep me up to date on fashion.			
5123		Index	100	104
5124	Carry any auto/other vehicle insurance through Travelers			*
5125		Index	100	104
5126	Household owns rowboat			*
5127		Index	100	104
5128	Connect to Internet from home through DSL connection			
5129		Index	100	104
5130	Watched 2010 Winter Olympics programming on Internet			
5131		Index	100	104
5132	Ordered from hotwire.com - past year			*
5133		Index	100	104
5134	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.			
5135		Index	100	103
5136	Lawn and garden items bought - past year: lawn seed			
5137		Index	100	103
5138	Own any motorcycle with engine size 750-899cc			*
5139		Index	100	103
5140	Household owns staple gun(s) (tools)			
5141		Index	100	103
5142	Finance Attitudes: I like to take risks when investing for the chance of a high return.			
5143		Index	100	103
5144	Stayed at Best Western on personal/vacation trip - past year			
5145		Index	100	103
5146	Selected life insurance based on financial stability of company			
5147		Index	100	103
5148	Household owns an electric edger/trimmer			
5149		Index	100	103
5150	Household bought upholstery fabric - past year			*
5151		Index	100	103
5152	Advertising on TV provides me with useful information about new products and services. (Agree strongly)			
5153		Index	100	103

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5154	Cooking/Food Shopping Attitude: "Food-to-Go"			
5155		Index	100	103
5156	Own 1 motorcycle			
5157		Index	100	103
5158	Watch MLB baseball playoff games/World Series on TV			
5159		Index	100	103
5160	VALS Statements: I am very interested in how mechanical things such as engines work. Agree			
5161		Index	100	103
5162	Vacation Travel Attitudes: I'd rather take a few weekend vacations than one long vacation.			
5163		Index	100	103
5164	Household spends $100-$119 in food stores - average week			
5165		Index	100	103
5166	Purchased any fresh milk - past 6 months			
5167		Index	100	103
5168	Purchased gift cards/prepaid cards at mall - past 6 months			*
5169		Index	100	103
5170	Category Influentialism: My family/friends often ask for and trust my advice on insurance.			
5171		Index	100	103
5172	Vacation Travel Attitude Segments - Preferred Vacation Types: Active Adventurers			
5173		Index	100	103
5174	Bought prescription drugs at discount store - past 6 months			
5175		Index	100	103
5176	General Attitudes: Spending time with my family is my top priority.			
5177		Index	100	103
5178	Total value of life insurance coverage: $100,000-$149,999			
5179		Index	100	103
5180	Listen to PGA golf play-by-play on radio			*
5181		Index	100	103
5182	Household subscribes to Playboy premium cable channel			*
5183		Index	100	103
5184	Household Internet service provider is AT&T			
5185		Index	100	103
5186	Flew Southwest on any domestic trip - past year			
5187		Index	100	103
5188	Downloaded a video game on Internet - past month			
5189		Index	100	103
5190	Household owns an electric fry pan			
5191		Index	100	103
5192	Vehicle most recently purchased/leased (currently owned/leased) was acquired with cash			
5193		Index	100	103
5194	The Internet is a great way to gather information on products/services I'm considering purchasing. (Agree completely)			
5195		Index	100	103
5196	Household owns non-electric garden shears			
5197		Index	100	103
5198	Referred to paper Yellow Pages for beauty salons - past year			
5199		Index	100	103

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5200	Most recently purchased TV set has large screen (27"-35")			
5201		Index	100	103
5202	Value of home owned: $100,000-$124,999			
5203		Index	100	103
5204	Household used professional exterminator service for insects (ants, roaches, etc.) - past year			
5205		Index	100	103
5206	Household spends $100-$119 in food stores - average week			
5207		Index	100	103
5208	Selected life insurance based on location of company/agent			
5209		Index	100	103
5210	Any doctor visits - past year			
5211		Index	100	103
5212	Household owns staple gun			
5213		Index	100	103
5214	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.			
5215		Index	100	103
5216	Purchased wedding/occasion gifts by mail or phone - past year			*
5217		Index	100	103
5218	Number of cellular phones in household: 2			
5219		Index	100	103
5220	Number of audio downloads (not music) in past 6 months: 2-9			*
5221		Index	100	103
5222	Made car/vehicle rental reservations online - past year			
5223		Index	100	103
5224	Bought any anti-freeze/coolant for vehice - past year			
5225		Index	100	103
5226	Visited Busch Gardens (Florida) - past year			*
5227		Index	100	103
5228	Watch NCAA Basketball Tournament on TV			
5229		Index	100	103
5230	Shopped for groceries on Thursday - past week			
5231		Index	100	103
5232	Household treated by professional exterminator - past year			
5233		Index	100	103
5234	Ailments: Treated for obesity/overweight - past year			
5235		Index	100	103
5236	Listen to college basketball play-by-play radio			
5237		Index	100	103
5238	Buying Styles: My spouse has a significant impact on the brands I choose.			
5239		Index	100	103
5240	Source of life insurance coverage: Bank			*
5241		Index	100	103
5242	Car/other vehicle batteries installed by self - past year			
5243		Index	100	103
5244	Watched Biography Channel cable - past week			
5245		Index	100	103

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5246	Covered by AAA homeowners or personal property insurance			*
5247		Index	100	103
5248	Buying Styles: I prefer purchasing things online for a fixed price, as opposed to bidding in online auctions.			
5249		Index	100	103
5250	Shopped Chico's - past 3 months			*
5251		Index	100	103
5252	General Attitudes: I consider myself to be very sociable.			
5253		Index	100	103
5254	Vacation Travel Attitudes: I often take the opportunity to discuss my knowledge of vacation options with others.			
5255		Index	100	103
5256	Buying Styles: I would pay extra for a product that is consistent with the image I want to convey.			
5257		Index	100	103
5258	Stayed at Super 8 on personal/vacation trip - past year			*
5259		Index	100	103
5260	Listen to regular season NBA basketball play-by-play on radio			
5261		Index	100	102
5262	Value of home owned: $200,000-$249,999			
5263		Index	100	102
5264	Food Attitudes: I typically celebrate special occasions at restaurants.			
5265		Index	100	102
5266	Attend Summer Olympics			*
5267		Index	100	102
5268	Household owns automatic setback thermostat			
5269		Index	100	102
5270	Used U.S. Postal Service overnight packages/letter delivery service for business reasons - past year			
5271		Index	100	102
5272	Selected life insurance based on agent recommendation			
5273		Index	100	102
5274	Category Influentialism: My family/friends often ask for and trust my advice on business travel.			
5275		Index	100	102
5276	Read weather in Sunday/weekend newspaper			
5277		Index	100	102
5278	Category Influentialism: My family/friends often ask for and trust my advice on fashion (excluding clothes, shoes).			
5279		Index	100	102
5280	Food Attitudes: I typically celebrate special occasions at restaurants.			
5281		Index	100	102
5282	Watch fishing competitions on TV			
5283		Index	100	102
5284	Household owns a non-power lawn mower			
5285		Index	100	102
5286	Read books as leisure activity - past year			
5287		Index	100	102
5288	Food Attitudes: When I find a restaurant I like, I stick with it.			
5289		Index	100	102
5290	VALS Statements: A woman's life is fulfilled only if she can provide a happy home for her family. Agree			
5291		Index	100	102

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5292	Household Internet service provider is Verizon Online			
5293		Index	100	102
5294	Own battery-operated clock(s)			
5295		Index	100	102
5296	Personally have Sprint prepaid telephone card			*
5297		Index	100	102
5298	Vehicle most recently purchased/leased (currently owned/leased) has electronic fuel injection			
5299		Index	100	102
5300	Bought books at amazon.com - past year			
5301		Index	100	102
5302	Consumed any brown goods (alcholic beverages) - past 6 months			
5303		Index	100	102
5304	Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it.			
5305		Index	100	102
5306	Finance Attitudes: Borrowing money makes me feel uncomfortable.			
5307		Index	100	102
5308	Visited MSN Movies Web site - past month			*
5309		Index	100	102
5310	Read classified advertising in weekday newspaper			
5311		Index	100	102
5312	Changed auto/other vehicle insurance 1 time - past 5 years			
5313		Index	100	102
5314	Food Attitudes: If a food item is on sale, I buy multiple units to stock up.			
5315		Index	100	102
5316	Advertising in magazines provides me with meaningful information about the product use of other consumers. (Agree strongly)			
5317		Index	100	102
5318	Patronized White Castle - past 6 months			
5319		Index	100	102
5320	Shopped Publix - past 6 months			
5321		Index	100	102
5322	Advertising on radio provides me with meaningful information about the product use of other consumers. (Agree strongly)			
5323		Index	100	102
5324	Selected vehicle insurance based on financial stability of company			
5325		Index	100	102
5326	Rented any large kitchen/cooking appliances - past year			*
5327		Index	100	102
5328	Purchased discount store gift card/prepaid card - past 6 months			
5329		Index	100	102
5330	Household owns daypack for camping/hiking			
5331		Index	100	102
5332	TV show types watch: comedy/variety shows			
5333		Index	100	102
5334	Redeemed a coupon handed out by a person in a store - past year			
5335		Index	100	102
5336	Vehicle most recently purchased/leased (currently owned/leased) has custom aluminum wheels			
5337		Index	100	102

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5338	Carry any auto/other vehicle insurance through AAA			
5339		Index	100	102
5340	Food Attitudes: When I find a restaurant I like, I stick with it.			
5341		Index	100	102
5342	Household owns Uniden telephone equipment			
5343		Index	100	102
5344	Buying Styles: I prefer a store that has a large selection of familiar brands.			
5345		Index	100	102
5346	Household owns microwave oven			
5347		Index	100	102
5348	Read circulars/inserts/fliers in Sunday/weekend newspaper			
5349		Index	100	102
5350	Referred to paper Yellow Pages for doctors, dentists, other medical services - past year			
5351		Index	100	102
5352	Household owns an electric router			
5353		Index	100	102
5354	Used any environmentally friendly/"green" products in home remodeling projects - past year			
5355		Index	100	102
5356	Vacation Travel Attitudes: The best vacation is restful without too much physical exercise.			
5357		Index	100	102
5358	Shopped Fred Meyer - past 6 months			*
5359		Index	100	102
5360	For me, all ads on radio are alike. (Agree strongly)			
5361		Index	100	102
5362	Recycled any products - past year			
5363		Index	100	102
5364	Patronized Carino's Italian Grill - past 6 months			*
5365		Index	100	102
5366	Vacation Travel Attitudes: Traveling to foreign places is a great way for me to learn about other cultures.			
5367		Index	100	102
5368	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.			
5369		Index	100	102
5370	Healthcare advertising action taken - past year: Made an appointment to see a doctor			
5371		Index	100	102
5372	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.			
5373		Index	100	102
5374	Patronized Dunkin' Donuts - past 6 months			
5375		Index	100	102
5376	Automotive Attitudes: People often ask my advice when it comes to automobiles.			
5377		Index	100	102
5378	Business-to-Business: Involved in automobile purchase/rental/lease			*
5379		Index	100	102
5380	Food Attitudes: If a food item is on sale, I buy multiple units to stock up.			
5381		Index	100	102
5382	Purchased ice cream, ice milk, sherbet - past 6 months			
5383		Index	100	102

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5384	Purchased shopping center/mall gift card/prepaid card - past 6 months			*
5385		Index	100	102
5386	Shopped Winn-Dixie - past 6 months			
5387		Index	100	102
5388	Finance Attitudes: Investing for the future is very important to me.			
5389		Index	100	102
5390	Household owns automatic setback thermostat			
5391		Index	100	102
5392	Buying Styles: I think if a manufacturer offers a coupon, I am probably overcharged to begin with.			
5393		Index	100	102
5394	Had vehicle currently owned/leased serviced by car dealer - past year			
5395		Index	100	102
5396	For me, advertising on the Internet is amusing. (Agree strongly)			
5397		Index	100	102
5398	Accessed bank/financial services by mail - past year			
5399		Index	100	102
5400	Cellular / Mobile Opinions: The primary reason I have my cell phone is for safety.			
5401		Index	100	102
5402	Fashion & Style Attitudes: I am content with my appearance.			
5403		Index	100	101
5404	Fashion & Style Attitudes: I dress more to please myself than others.			
5405		Index	100	101
5406	VALS Statements: I am often interested in theories. Agree			
5407		Index	100	101
5408	Attend WNBA basketball games			*
5409		Index	100	101
5410	Engaged in snorkeling/skin-diving - past year			*
5411		Index	100	101
5412	Have medical insurance coverage through Cigna			
5413		Index	100	101
5414	Category Influentialism: My family/friends often ask for and trust my advice on prescription drugs.			
5415		Index	100	101
5416	Attended live theater performances - past year			
5417		Index	100	101
5418	Most recently purchased/leased vehicle (currently owned/leased) has a V-8 engine			
5419		Index	100	101
5420	Future intentions: Likely to take vacation trip within U.S. (excluding Florida, Hawaii) - coming year			
5421		Index	100	101
5422	Future intentions: Likely to buy a second house or a vacation home - coming year			
5423		Index	100	101
5424	Ailments: Treated for Multiple Sclerosis (MS) - past year			*
5425		Index	100	101
5426	Patronized Dave & Buster's - past 6 months			*
5427		Index	100	101
5428	Purchased educational programs by mail or phone - past year			*
5429		Index	100	101

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5430	Household uses call return service (for landline phone)			
5431		Index	100	101
5432	Have seen ads inside taxis - past 6 months			
5433		Index	100	101
5434	Personally own any privately held shares of companies or partnerships			*
5435		Index	100	101
5436	Automotive Attitudes: I am apathetic about autos.			
5437		Index	100	101
5438	Computer owned at home has Unix operating system			*
5439		Index	100	101
5440	Most recently purchased/leased vehicle (currently owned/leased) has a 5 cylinder engine			*
5441		Index	100	101
5442	For me, advertising in magazines has no credibility. (Agree strongly)			
5443		Index	100	101
5444	Household owns home fire extinguisher			
5445		Index	100	101
5446	Automotive Attitudes: I consider safety first when shopping for a new vehicle.			
5447		Index	100	101
5448	Buying Styles: It's important to me that salespeople be knowledgeable about the products they sell.			
5449		Index	100	101
5450	Household owns a paint sprayer			
5451		Index	100	101
5452	Flew charter/private plane for any foreign trip (including Alaska, Hawaii) - past 3 years			*
5453		Index	100	101
5454	Food Attitudes: I only eat fast food when I'm in a rush.			
5455		Index	100	101
5456	Household uses call-forwarding service (for landline phone)			
5457		Index	100	101
5458	Used travel agent/internet travel site for hotel reservations for domestic trip - past year			
5459		Index	100	101
5460	Finance Attitudes: I often ask the advice of others when it comes to financial products or services.			
5461		Index	100	101
5462	Type of auto/other vehicle insurance carry: liability-bodily injury			
5463		Index	100	101
5464	Attend professional wrestling matches			*
5465		Index	100	101
5466	Household owns a hand-held electric mixer			
5467		Index	100	101
5468	Used general Internet travel site for domestic trip - past year			
5469		Index	100	101
5470	General Attitudes: The government should pay more attention to environmental issues.			
5471		Index	100	101
5472	Reason for diet control/food restrictions: Physical fitness			
5473		Index	100	101
5474	Buying Styles: I prefer products that offer the latest in new technology.			
5475		Index	100	101

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5476	Most recently purchased TV set has big screen (36"-42")			
5477		Index	100	101
5478	Had brakes serviced at Meineke - past year			*
5479		Index	100	101
5480	Buying Styles: I know the price I pay for most of the foods and packaged goods I buy.			
5481		Index	100	101
5482	Shopped for groceries on Saturday - past week			
5483		Index	100	101
5484	Household owns saw blades			
5485		Index	100	101
5486	Selected homeowners/personal property insurance based on location of company/agent			
5487		Index	100	101
5488	Bought any tires - past year			
5489		Index	100	101
5490	Consumed any regular domestic beer/ale - past 6 months			
5491		Index	100	101
5492	Household owns hand-held vacuum cleaner			
5493		Index	100	101
5494	General Attitudes: I'd rather prepare a meal than eat in a restaurant.			
5495		Index	100	101
5496	Own any motorcycle with engine size 900cc or larger			
5497		Index	100	101
5498	Food Attitudes: I only eat fast food when I'm in a rush.			
5499		Index	100	101
5500	Household owns gas central heating system			
5501		Index	100	101
5502	Banked at a local/community bank (not national bank) - past year			
5503		Index	100	101
5504	Vehicle most recently purchased/leased (currently owned/leased) is 2001 model year or earlier			
5505		Index	100	101
5506	Fashion & Style Attitudes: When I find a haircut that suits me, I stick with it.			
5507		Index	100	101
5508	Fashion & Style Attitudes: I am more likely to buy a brand that I know supports a charity.			
5509		Index	100	101
5510	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.			
5511		Index	100	101
5512	Household owns a chipper/shredder			
5513		Index	100	101
5514	VALS Statements: I like to make things with my hands. Agree			
5515		Index	100	101
5516	Attitudes Toward Advertising: Too many products do not perform as well as the ads claim. (Agree)			
5517		Index	100	101
5518	Vehicle most recently purchased/leased (currently owned/leased) is a Lincoln			*
5519		Index	100	101
5520	Household owns gas central heating			
5521		Index	100	101

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	A	B	C	D
1			U.S. Adults 18+	Hot Country Format - Adults 18+ - Mon-Sun 24-Hr Cume
5522	Most recently purchased/leased vehicle (currently owned/leased) is a van/minivan			
5523		Index	100	101
5524	Lawn and garden items bought - past year: top soil			
5525		Index	100	101
5526	Purchased sports equipment online - past year			
5527		Index	100	101
5528	Consulted TripAdvisor.com for information on sightseeing/activities - past year			*
5529		Index	100	101
5530	Bought 6+ books - past year			
5531		Index	100	101
5532	General Attitudes: Given the choice, I would be my own boss.			
5533		Index	100	101
5534	Bought any sound games - past year			*
5535		Index	100	101
5536	General Attitudes: Even if things look messy, I know where everything is.			
5537		Index	100	101
5538	General Attitudes: I enjoy maintaining traditions.			
5539		Index	100	101
5540	Purchased any type of camera - past year			
5541		Index	100	101
5542	Signed a petition - past year			
5543		Index	100	101

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