

RAB's Unique Prospecting Tool For :

PUBLIC RADIO FORMAT

2017 Edition

RAB RADIO
ADVERTISING
BUREAU

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GfK MRI GOLD DIGGER™

CONSUMER PROSPECTING REPORT

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

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1 | contributed to NPR | 100 | 571 |
| 2 | Radio formats: Jazz | 100 | 480 |
| 3 | ENTERTAINMENT Websites/apps visited or used in last 30 days: PBS | 100 | 447 |
| 4 | Radio formats: Classical | 100 | 404 |
| 5 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: BBC.com | 100 | 400 |
| 6 | Advised about sightseeing/activities/last 12 mos by newspaper | 100 | 399 |
| 7 | Participated in environmental groups/causes | 100 | 375 |
| 8 | ordered anything from REI catalog or website/last 12 mos | 100 | 369 |
| 9 | Own Cross-country ski boots | 100 | 369 |
| 10 | Skiing Cross-country, participate | 100 | 367 |
| 11 | Been an active member of any group that tries to influence public policy or government | 100 | 361 |
| 12 | reads Outdoor Recreation magazines | 100 | 342 |
| 13 | Own Cross-country skis | 100 | 337 |
| 14 | contributed to PBS | 100 | 334 |
| 15 | Radio formats (Terrestrial listening): AAA (subset of Alternative format) | 100 | 334 |
| 16 | Wrote an article for a magazine or newspaper | 100 | 321 |
| 17 | Wrote something that has been published | 100 | 312 |
| 18 | Political outlook: very liberal | 100 | 306 |
| 19 | Influentials | 100 | 302 |
| 20 | Radio formats: Variety/Other | 100 | 300 |
| 21 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Flickr | 100 | 297 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 22 | Listened to/purchased in last 6 mos: Foreign Language Instructional | 100 | 290 |
| 23 | Own Downhill ski boots | 100 | 288 |
| 24 | contributed to arts/cultural charitable organization | 100 | 285 |
| 25 | Wrote or called any politician at the state, local, or national level | 100 | 284 |
| 26 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: NYTimes.com | 100 | 283 |
| 27 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: HuffingtonPost.com/HuffPost | 100 | 283 |
| 28 | contributed to environmental charitable organization | 100 | 282 |
| 29 | Own Downhill skis | 100 | 277 |
| 30 | WEATHER Websites/apps visited or used in last 30 days: Weather Underground (wunderground.com) | 100 | 276 |
| 31 | Foreign travel for bus/vac combined | 100 | 274 |
| 32 | Sailing, participate | 100 | 271 |
| 33 | Attended a political rally, speech, or organized protest of any kind | 100 | 271 |
| 34 | Used Vanguard Group/past 12 mos | 100 | 267 |
| 35 | HH owns coffee maker - French press | 100 | 265 |
| 36 | ordered anything from Eddie Bauer catalog or website/last 12 mos | 100 | 264 |
| 37 | Types of music listened to/purchased in last 6 mos: Folk | 100 | 264 |
| 38 | Worked for a political party | 100 | 264 |
| 39 | ordered anything from L.L. Bean catalog or website/last 12 mos | 100 | 263 |
| 40 | ordered anything from Crate & Barrel catalog or website/last 12 mos | 100 | 262 |
| 41 | contributed to political charitable organization | 100 | 259 |
| 42 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: WSJ.com | 100 | 259 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 43 | Foreign travel by rental vehicle | 100 | 258 |
| 44 | Foreign travel by railroad/train | 100 | 255 |
| 45 | Attend classical music/opera performances | 100 | 255 |
| 46 | Attend art galleries or shows | 100 | 253 |
| 47 | Backpacking, participate | 100 | 253 |
| 48 | Used Morgan Stanley Smith Barney/past 12 mos | 100 | 252 |
| 49 | Advised about sightseeing/activities/last 12 mos by travel magazine | 100 | 251 |
| 50 | Wrote a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion | 100 | 249 |
| 51 | Skiing Downhill, participate | 100 | 247 |
| 52 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Yelp | 100 | 245 |
| 53 | Have 403B retirement savings | 100 | 243 |
| 54 | Served on a committee for some local organization | 100 | 242 |
| 55 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Reddit | 100 | 239 |
| 56 | ordered anything from Lands' End catalog or website/last 12 mos | 100 | 239 |
| 57 | Type of fuel vehicle uses: combination gas & electricity (hybrid) | 100 | 238 |
| 58 | Owns Station Wagon | 100 | 238 |
| 59 | Birdwatching | 100 | 236 |
| 60 | Advised about fees/travel arrangements/last 12 mos by kayak.com | 100 | 236 |
| 61 | rented/purchased video: Foreign | 100 | 236 |
| 62 | Used for financial services/advice: newspaper/magazine | 100 | 235 |
| 63 | TECHNOLOGY Websites/apps visited or used in last 30 days: CNET | 100 | 235 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 64 | Spent \$8,000+ on foreign vacation | 100 | 234 |
| 65 | Spent <\$1,000 on foreign vacation | 100 | 234 |
| 66 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: LinkedIn | 100 | 234 |
| 67 | Advised about sightseeing/activities/last 12 mos by travel guidebook | 100 | 233 |
| 68 | Foreign travel by bus | 100 | 233 |
| 69 | Advised about fees/travel arrangements/last 12 mos by travel guidebook | 100 | 233 |
| 70 | Advised about fees/travel arrangements/last 12 mos by travel magazine | 100 | 232 |
| 71 | Types of music listened to/purchased in last 6 mos: Light Classical | 100 | 231 |
| 72 | Served as an officer for some club or organization | 100 | 231 |
| 73 | Business club member | 100 | 231 |
| 74 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: TripAdvisor | 100 | 230 |
| 75 | Visited online blogs/past 30 days | 100 | 229 |
| 76 | bght Travel books | 100 | 228 |
| 77 | Own \$25,000-\$49,999 in stocks | 100 | 228 |
| 78 | 3+ round trips by plane within continental U.S. for non-business/last 12 mos | 100 | 227 |
| 79 | Used other full service firm/past 12 mos | 100 | 227 |
| 80 | Listened to/purchased in last 6 mos: Audiobooks | 100 | 227 |
| 81 | Backpacking/Hiking on domestic vacation | 100 | 226 |
| 82 | Tracked investments/Traded stocks, bonds or mutual funds online/past 30 days | 100 | 225 |
| 83 | Types of music listened to/purchased in last 6 mos: Indie | 100 | 225 |
| 84 | Types of music listened to/purchased in last 6 mos: Jazz | 100 | 221 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 85 | Wrote online blog/past 30 days | 100 | 221 |
| 86 | 3+ round trips by plane within continental U.S./last 12 mos | 100 | 220 |
| 87 | reads Airline magazines | 100 | 219 |
| 88 | Own \$75,000-\$149,999 in stocks | 100 | 219 |
| 89 | Foreign travel business reasons (paid by firm) | 100 | 219 |
| 90 | Own Exchange traded funds (ETFs) | 100 | 218 |
| 91 | Advised about sightseeing/activities/last 12 mos by kayak.com | 100 | 217 |
| 92 | Advised about sightseeing/activities/last 12 mos by TripAdvisor.com | 100 | 217 |
| 93 | Hiking, participate | 100 | 217 |
| 94 | Political outlook: somewhat liberal | 100 | 217 |
| 95 | rented/purchased video: News/Information/Documentary | 100 | 215 |
| 96 | Advised about fees/travel arrangements/last 12 mos by booking.com | 100 | 215 |
| 97 | Have 529 Plan | 100 | 215 |
| 98 | Advised about sightseeing/activities/last 12 mos by other Internet site | 100 | 214 |
| 99 | ordered anything from Orbitz.com/last 12 mos | 100 | 214 |
| 100 | Made personal or business travel plans online/past 30 days | 100 | 214 |
| 101 | Have Roth IRA | 100 | 214 |
| 102 | Used for financial services/advice: financial planner | 100 | 214 |
| 103 | Foreign travel by personal vehicle | 100 | 214 |
| 104 | ordered anything from BananaRepublic.com/last 12 mos | 100 | 213 |
| 105 | HH owns espresso/cappuccino maker | 100 | 213 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 106 | Types of music listened to/purchased in last 6 mos: Classical | 100 | 213 |
| 107 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: NBCNews | 100 | 213 |
| 108 | Own shares in mutual funds (stocks) | 100 | 213 |
| 109 | Sent an electronic greeting card/past 30 days | 100 | 212 |
| 110 | 3+ round trips by plane within continental U.S. for business/last 12 mos | 100 | 212 |
| 111 | Use at work:any Apple/Mac brand | 100 | 212 |
| 112 | Own shares in money market funds | 100 | 212 |
| 113 | Member of any freq. flyer program | 100 | 212 |
| 114 | BBC America (watched/past 7 days) | 100 | 211 |
| 115 | Signed a petition | 100 | 211 |
| 116 | Eddie Bauer, shopped/last 3 mos | 100 | 211 |
| 117 | Own shares in mutual funds (bonds) | 100 | 210 |
| 118 | Advised about fees/travel arrangements/last 12 mos by TripAdvisor.com | 100 | 210 |
| 119 | Charitable Organization member | 100 | 209 |
| 120 | Talbots, shopped/last 3 mos | 100 | 209 |
| 121 | Canoeing/Kayaking, participate | 100 | 208 |
| 122 | INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: Wikipedia | 100 | 208 |
| 123 | Own common stock in other company | 100 | 207 |
| 124 | Whitewater rafting, participate | 100 | 207 |
| 125 | Own \$150,000+ in any other market instrument | 100 | 207 |
| 126 | Redeemed freq. flyer miles/last 12 mos | 100 | 207 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 127 | Types of music listened to/purchased in last 6 mos: Blues | 100 | 207 |
| 128 | HH owns kayak | 100 | 206 |
| 129 | Listened to/purchased in last 6 mos: Self-improvement | 100 | 205 |
| 130 | HH owns electric coffee grinder | 100 | 205 |
| 131 | ordered anything from Travelocity.com/last 12 mos | 100 | 204 |
| 132 | Go to museums | 100 | 204 |
| 133 | Combined bus/vac domestic trip | 100 | 204 |
| 134 | Devices used to use the Internet/last 30 days: E-reader | 100 | 204 |
| 135 | Advised about sightseeing/activities/last 12 mos by other general Internet travel site | 100 | 203 |
| 136 | Spent \$3,000-5,999 on foreign vacation | 100 | 202 |
| 137 | INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: Bankrate.com | 100 | 202 |
| 138 | Own preferred stock in any other company | 100 | 202 |
| 139 | Yoga, participate | 100 | 201 |
| 140 | Made a speech | 100 | 201 |
| 141 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: CNN | 100 | 200 |
| 142 | ENTERTAINMENT Websites/apps visited or used in last 30 days: IMDb | 100 | 200 |
| 143 | Spent \$1,000-1,499 on domestic vacations past 12 mos | 100 | 200 |
| 144 | Used for financial services/advice: internet site | 100 | 199 |
| 145 | Transportation method used on an avg wkday: bicycle | 100 | 199 |
| 146 | ordered anything from Hotwire.com/last 12 mos | 100 | 199 |
| 147 | Domestic travel for business | 100 | 199 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 148 | Book clubs | 100 | 198 |
| 149 | ordered anything from Pottery Barn catalog or website/last 12 mos | 100 | 198 |
| 150 | Attended a public meeting on town or school affairs | 100 | 197 |
| 151 | Transportation method used on an avg wkend: bicycle | 100 | 197 |
| 152 | ordered anything from Expedia.com/last 12 mos | 100 | 196 |
| 153 | Gin | 100 | 196 |
| 154 | Own \$150,000+ in stocks | 100 | 195 |
| 155 | Advised about sightseeing/activities/last 12 mos by expedia.com | 100 | 195 |
| 156 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: Orbitz | 100 | 194 |
| 157 | Civic club member | 100 | 193 |
| 158 | Digital photo activities/last 12 mos: ordered photobook/calendar | 100 | 193 |
| 159 | Made a purchase for business use (on the Internet)/past 30 days | 100 | 193 |
| 160 | Advised about fees/travel arrangements/last 12 mos by other Internet site | 100 | 193 |
| 161 | Pilates, participate | 100 | 193 |
| 162 | used other real estate company | 100 | 192 |
| 163 | FINANCE Websites/apps visited or used in last 30 days: CNBC | 100 | 192 |
| 164 | Advised about fees/travel arrangements/last 12 mos by hotwire.com | 100 | 192 |
| 165 | Own Road bicycle | 100 | 192 |
| 166 | Own city/municipal or state bonds | 100 | 192 |
| 167 | Go to live theater | 100 | 192 |
| 168 | Have Traditional IRA | 100 | 192 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 169 | ENTERTAINMENT Websites/apps visited or used in last 30 days: BuzzFeed | 100 | 191 |
| 170 | Imported Dinner/Table Wines | 100 | 191 |
| 171 | Used Fidelity/past 12 mos | 100 | 191 |
| 172 | Bicycling-Road, participate | 100 | 191 |
| 173 | Advised about fees/travel arrangements/last 12 mos by expedia.com | 100 | 190 |
| 174 | Used for financial services/advice: personal money manager | 100 | 190 |
| 175 | 3+ round trips by plane outside continental U.S./last 12 mos | 100 | 190 |
| 176 | Williams-Sonoma, shopped/last 3 mos | 100 | 190 |
| 177 | ordered anything from Zappos.com/last 12 mos | 100 | 190 |
| 178 | Wired or send money w/Bank Wire Transfer | 100 | 190 |
| 179 | Marathon/triathlon (training & events), participate | 100 | 190 |
| 180 | Used Charles Schwab/past 12 mos | 100 | 188 |
| 181 | contributed to educational charitable organization | 100 | 188 |
| 182 | Advised about sightseeing/activities/last 12 mos by friends/family | 100 | 187 |
| 183 | contributed to social services charitable organization | 100 | 187 |
| 184 | bght novels | 100 | 187 |
| 185 | Own any stock | 100 | 187 |
| 186 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: CBSNews | 100 | 187 |
| 187 | Own Sportswatch/chronograph | 100 | 187 |
| 188 | ordered anything from Costco.com/last 12 mos | 100 | 187 |
| 189 | Own \$75,000-\$149,999 in any other market instrument | 100 | 186 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 190 | bght history books | 100 | 186 |
| 191 | ENTERTAINMENT Websites/apps visited or used in last 30 days: NBC | 100 | 186 |
| 192 | volunteered for a charitable organization/last 12 mos | 100 | 186 |
| 193 | Downloaded a TV program/past 30 days | 100 | 186 |
| 194 | ordered anything from Hotels.com/last 12 mos | 100 | 185 |
| 195 | Used Prof. carpet cleaning service last 12 mos | 100 | 185 |
| 196 | Instant Messenger (IM) used/last 30 days: Google Hangouts | 100 | 185 |
| 197 | Advised about fees/travel arrangements/last 12 mos by orbitz.com | 100 | 185 |
| 198 | Own any mutual funds | 100 | 185 |
| 199 | Advised about fees/travel arrangements/last 12 mos by other general Internet travel site | 100 | 185 |
| 200 | Owens Digital SLR camera | 100 | 184 |
| 201 | Spent \$2,000-2,999 on domestic vacations past 12 mos | 100 | 184 |
| 202 | Own Bicycle Helmet | 100 | 184 |
| 203 | amount spent on internet & catalog shopping/past 12 mos: \$800+ | 100 | 184 |
| 204 | Instant Messenger (IM) used/last 30 days: Skype | 100 | 184 |
| 205 | Foreign travel by plane (scheduled) | 100 | 183 |
| 206 | Bicycle racing, watch on tv | 100 | 183 |
| 207 | Foreign travel for vacation or honeymoon | 100 | 183 |
| 208 | Radio formats: Alternative | 100 | 183 |
| 209 | Activities done using social networking, photo or video-sharing site: Posted a blog entry/last 30 days | 100 | 183 |
| 210 | Bloomberg Television (watched/past 7 days) | 100 | 182 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 211 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Tumblr | 100 | 182 |
| 212 | Bicycling on domestic vacation | 100 | 182 |
| 213 | Marathon/road running/triathlon & other endurance events, watch on tv | 100 | 182 |
| 214 | reads Business/Finance magazines | 100 | 182 |
| 215 | Advised about fees/travel arrangements/last 12 mos by travelocity.com | 100 | 182 |
| 216 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: Expedia | 100 | 182 |
| 217 | Own annuities | 100 | 182 |
| 218 | Banana Republic, shopped/last 3 mos | 100 | 182 |
| 219 | Other outdoor sport/recreation on domestic vacation | 100 | 182 |
| 220 | ordered anything from 1800PetMeds catalog or website/last 12 mos | 100 | 182 |
| 221 | Types of music listened to/purchased in last 6 mos: New Age | 100 | 181 |
| 222 | Used for financial services/advice: tv or radio show | 100 | 181 |
| 223 | Spent \$1,500-1,999 on domestic vacations past 12 mos | 100 | 181 |
| 224 | Hobbies: collecting art | 100 | 180 |
| 225 | Used for financial services/advice: friends/family | 100 | 180 |
| 226 | ordered anything from Priceline.com/last 12 mos | 100 | 180 |
| 227 | Scheduled plane (domestic travel) | 100 | 180 |
| 228 | Obtained information about real estate online/past 30 days | 100 | 180 |
| 229 | Bicycling-Mountain, participate | 100 | 179 |
| 230 | Have Home equity line of credit | 100 | 179 |
| 231 | Digital photo activities/last 12 mos: edited photos using software | 100 | 179 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 232 | Digital photo activities/last 12 mos: ordered photo cards/stationery | 100 | 179 |
| 233 | Dry cleaning, spent any \$ past 6 mos | 100 | 178 |
| 234 | bght biography books | 100 | 178 |
| 235 | Irish Whiskey | 100 | 178 |
| 236 | Crate & Barrel, shopped/last 3 mos | 100 | 178 |
| 237 | Own shares in tax exempt funds | 100 | 178 |
| 238 | Used Wells Fargo Advisors/past 12 mos | 100 | 177 |
| 239 | Flowers by phone/wire, spent any \$ past 6 mos | 100 | 177 |
| 240 | Rental vehicle (domestic travel) | 100 | 177 |
| 241 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Shutterfly | 100 | 177 |
| 242 | Activities done using Tablet/E-reader/last 30 days: Listened to/watched a podcast | 100 | 177 |
| 243 | Wearable Tech: personally own other fitness tracker | 100 | 176 |
| 244 | Ice skating, participate | 100 | 176 |
| 245 | Cost Plus World Market, shopped/last 12 mos | 100 | 176 |
| 246 | Spent \$5,000-6,999 on domestic vacations past 12 mos | 100 | 176 |
| 247 | ordered anything from Nordstrom catalog or website/last 12 mos | 100 | 176 |
| 248 | Whole Coffee Beans | 100 | 175 |
| 249 | Super Premium Domestic Beer/Ale (drank/last 6 mos) | 100 | 175 |
| 250 | Photography | 100 | 175 |
| 251 | Advised about fees/travel arrangements/last 12 mos by priceline.com | 100 | 175 |
| 252 | Own Piano | 100 | 175 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 253 | Currently enrolled in any hotel rewards program | 100 | 174 |
| 254 | Visit relatives/friends on domestic vacation | 100 | 174 |
| 255 | Nordstrom, shopped/last 3 mos | 100 | 174 |
| 256 | Own Tennis racquet | 100 | 173 |
| 257 | ordered anything from iTunes.com/last 12 mos | 100 | 173 |
| 258 | LOFT, shopped/last 3 mos | 100 | 173 |
| 259 | Attend adult education courses | 100 | 173 |
| 260 | Own insured money market accounts (bank) | 100 | 173 |
| 261 | ordered anything from Overstock.com/last 12 mos | 100 | 172 |
| 262 | Activities done using Tablet/E-reader/last 30 days: Obtained information on travel | 100 | 172 |
| 263 | Watched a TV program online/past 30 days | 100 | 172 |
| 264 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: Travelocity | 100 | 172 |
| 265 | Domestic Dinner/Table Wines | 100 | 172 |
| 266 | FINANCE Websites/apps visited or used in last 30 days: TheStreet | 100 | 172 |
| 267 | Own Elbow/knee pads | 100 | 172 |
| 268 | Own any non-stock market instruments | 100 | 172 |
| 269 | Typically book trip 3-6 mos before traveling | 100 | 171 |
| 270 | Owens Digital point & shoot camera | 100 | 171 |
| 271 | Personally taken any trips outside the U.S. or to Alaska or Hawaii/last 3 yrs | 100 | 171 |
| 272 | Watched other online video/past 30 days | 100 | 171 |
| 273 | Digital photo activities/last 12 mos: ordered other customized photo pdt | 100 | 170 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 274 | At other facility: Regular exercise prgm (2+x's/wk) | 100 | 170 |
| 275 | Consider self to be vegetarian or vegan | 100 | 170 |
| 276 | HH owns Google Chromecast | 100 | 170 |
| 277 | Diet Control - Reasons for: Physical fitness | 100 | 169 |
| 278 | Own other sports & recreation equip. | 100 | 169 |
| 279 | HH owns Apple TV | 100 | 169 |
| 280 | HH owns canoe | 100 | 169 |
| 281 | Attend a specific event on domestic vacation | 100 | 169 |
| 282 | Transportation method used on an avg wkend: walking | 100 | 169 |
| 283 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: USAToday.com | 100 | 169 |
| 284 | Level of photographer: Advanced Amateur | 100 | 169 |
| 285 | Used agent to buy property/past 12 mos | 100 | 168 |
| 286 | Port, Sherry & Dessert Wines | 100 | 168 |
| 287 | Use at work: laptop/notebook | 100 | 168 |
| 288 | Massage/last 6 mos | 100 | 168 |
| 289 | Have Other banking services | 100 | 168 |
| 290 | Obtained financial information online/past 30 days | 100 | 168 |
| 291 | ordered anything from Staples catalog or website/last 12 mos | 100 | 168 |
| 292 | Aerobics, participate | 100 | 168 |
| 293 | Play musical instrument | 100 | 167 |
| 294 | HH owns electric food processor | 100 | 167 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 295 | Bght groceries over the Internet/online in last 30 days | 100 | 167 |
| 296 | Taxes: Filed after IRS deadline | 100 | 167 |
| 297 | FINANCE Websites/apps visited or used in last 30 days: Yahoo! Finance | 100 | 167 |
| 298 | J.Crew, shopped/last 3 mos | 100 | 167 |
| 299 | Quick service copy/printing, spent any \$ past 6 mos | 100 | 167 |
| 300 | Identity theft insurance | 100 | 166 |
| 301 | Champagne & Sparkling Wines | 100 | 166 |
| 302 | Visit Nat'l Park on domestic vacation | 100 | 166 |
| 303 | Own \$25,000-\$49,999 in any other market instrument | 100 | 166 |
| 304 | Advised about fees/travel arrangements/last 12 mos by travelzoo.com | 100 | 166 |
| 305 | FINANCE Websites/apps visited or used in last 30 days: MSN Money | 100 | 166 |
| 306 | HH owns pasta machine | 100 | 166 |
| 307 | Used for financial services/advice: financial advisor/broker | 100 | 166 |
| 308 | Have Money market account | 100 | 166 |
| 309 | Obtained the latest news/current events online/past 30 days | 100 | 165 |
| 310 | used any "green" products for home remodeling/home improvements/past 12 mos | 100 | 165 |
| 311 | Scotch Whisky | 100 | 165 |
| 312 | Organic Foods | 100 | 165 |
| 313 | Used TD Ameritrade/past 12 mos | 100 | 165 |
| 314 | Wired or send money another way | 100 | 164 |
| 315 | Engaged in fundraising | 100 | 164 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 316 | Jogging/running, participate | 100 | 164 |
| 317 | Used real estate agent in past 12 mos | 100 | 164 |
| 318 | Snorkeling/skin diving, participate | 100 | 164 |
| 319 | Advised about fees/travel arrangements/last 12 mos by friends/family | 100 | 164 |
| 320 | Activities done using Tablet/E-reader/last 30 days: Purchased a product or service | 100 | 164 |
| 321 | Attend other music performances | 100 | 164 |
| 322 | Attend dance performances | 100 | 163 |
| 323 | Own U.S. savings bonds | 100 | 163 |
| 324 | Devices used to use the Internet/last 30 days: Television | 100 | 163 |
| 325 | Devices used to use the Internet/last 30 days: iPod or other MP3 Player | 100 | 163 |
| 326 | Used Wi-Fi or wireless connection using a computer outside of home/last 30 days | 100 | 163 |
| 327 | Vegetarian Frozen Burgers | 100 | 163 |
| 328 | Fine dining on domestic vacation | 100 | 163 |
| 329 | HH owns any Apple/Mac brand | 100 | 163 |
| 330 | Car Rental - Personal Use | 100 | 163 |
| 331 | ordered anything from J. Crew catalog or website/last 12 mos | 100 | 162 |
| 332 | Bank by mail | 100 | 162 |
| 333 | Nutrition/energy bars | 100 | 162 |
| 334 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: Priceline | 100 | 162 |
| 335 | Board games | 100 | 162 |
| 336 | HH owns vacation/weekend home | 100 | 162 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 337 | Obtained childcare or parenting information online/past 30 days | 100 | 162 |
| 338 | Kind of medical ins policy: Traditional Indemnity/Fee-for Service | 100 | 162 |
| 339 | rented/purchased video: Classics | 100 | 161 |
| 340 | ordered anything from HomeDepot.com/last 12 mos | 100 | 161 |
| 341 | ordered anything from StubHub.com/last 12 mos | 100 | 161 |
| 342 | Own Racquetball balls | 100 | 161 |
| 343 | Methods used to pay bills: bills automatically charged to credit card | 100 | 161 |
| 344 | Own Mountain bicycle | 100 | 161 |
| 345 | Activities done using social networking, photo or video-sharing site: Posted a website link/last 30 days | 100 | 161 |
| 346 | HH owns investment real estate | 100 | 160 |
| 347 | At club: Regular exercise prgm (2+x's/wk) | 100 | 160 |
| 348 | HH owns Roku | 100 | 160 |
| 349 | Hard Cider (drank/last 6 mos) | 100 | 160 |
| 350 | Running/jogging on domestic vacation | 100 | 160 |
| 351 | bght Personal/Business Self-help books | 100 | 160 |
| 352 | ENTERTAINMENT Websites/apps visited or used in last 30 days: CBS | 100 | 159 |
| 353 | Political Affiliation/Ideology: Democratic | 100 | 159 |
| 354 | Own Tennis balls | 100 | 159 |
| 355 | Concerts on radio | 100 | 159 |
| 356 | Spinning, participate | 100 | 159 |
| 357 | Charter/private plane (domestic travel) | 100 | 159 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 358 | reads Science/Technology magazines | 100 | 158 |
| 359 | Activites done w/cell phone/last 30 days: listened to a podcast | 100 | 158 |
| 360 | Have condominium/co-op insurance | 100 | 158 |
| 361 | Types of music listened to/purchased in last 6 mos: Soundtracks | 100 | 158 |
| 362 | Personally own a valid passport | 100 | 158 |
| 363 | Activities done using social networking, photo or video-sharing site: Sent a real or virtual gift/last 30 days | 100 | 158 |
| 364 | went camping/past 12 mos | 100 | 158 |
| 365 | Types of music listened to/purchased in last 6 mos: Dance Music (Other) | 100 | 158 |
| 366 | Own under \$10,000 in stocks | 100 | 158 |
| 367 | Own/bght Oral irrigation device | 100 | 158 |
| 368 | IKEA, shopped/last 12 mos | 100 | 158 |
| 369 | Used paperless statements (banking/financial services) | 100 | 158 |
| 370 | Pottery Barn, shopped/last 3 mos | 100 | 158 |
| 371 | Long term care insurance | 100 | 158 |
| 372 | contributed \$100+ to charitable organizations/last 12 mos | 100 | 158 |
| 373 | Spent \$1,000-2,999 on foreign vacation | 100 | 158 |
| 374 | Advised about sightseeing/activities/last 12 mos by travelocity.com | 100 | 157 |
| 375 | Used agent to sell property/past 12 mos | 100 | 157 |
| 376 | INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: eHow | 100 | 157 |
| 377 | bght Science Fiction | 100 | 157 |
| 378 | Internet Service Providers (to HH): Comcast/Xfinity | 100 | 157 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 379 | Gen'l sightseeing on domestic vacation | 100 | 157 |
| 380 | Own Binoculars | 100 | 157 |
| 381 | ordered anything from Target.com/last 12 mos | 100 | 156 |
| 382 | rented/purchased video: Musical | 100 | 156 |
| 383 | Obtained medical information online/past 30 days | 100 | 156 |
| 384 | Reading books | 100 | 156 |
| 385 | Advised about fees/travel arrangements/last 12 mos by hotels.com | 100 | 156 |
| 386 | Attend aquarium | 100 | 156 |
| 387 | reads Travel magazines | 100 | 156 |
| 388 | Hobbies: Indoor gardening & plants | 100 | 155 |
| 389 | Used for financial services/advice: other source | 100 | 155 |
| 390 | Woodworking | 100 | 155 |
| 391 | MSNBC (measured as MSNBC News in Waves 73-76) (watched/past 7 days) | 100 | 155 |
| 392 | Chess | 100 | 155 |
| 393 | Spent \$3,000-4,999 on domestic vacations past 12 mos | 100 | 155 |
| 394 | Taken trip on all-inclusive travel package, foreign trip | 100 | 155 |
| 395 | Posted a comment or review on a blog, online forum, message or bulletin board/past 30 days | 100 | 155 |
| 396 | Flower shop, spent any \$ past 6 mos | 100 | 155 |
| 397 | Used property/garden maintenance/last 12 mos | 100 | 155 |
| 398 | INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: WhitePages | 100 | 154 |
| 399 | Website or search engines used/last 30 days: Bing.com | 100 | 154 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 400 | Activities done using Tablet/E-reader/last 30 days: Read a book | 100 | 154 |
| 401 | Activities done using Tablet/E-reader/last 30 days: Used a map/navigation program | 100 | 154 |
| 402 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: Google Maps | 100 | 154 |
| 403 | bght mystery-type books | 100 | 154 |
| 404 | Used any housekpng/professional cleaning services/past 12 mos | 100 | 154 |
| 405 | OfficeMax, shopped/last 12 mos | 100 | 154 |
| 406 | Owens Sub-Compact Size Car | 100 | 153 |
| 407 | Voting frequency: Statewide Elections/always | 100 | 153 |
| 408 | Tax preparation: used CPA or other tax professional | 100 | 152 |
| 409 | Imported Beer/Ale (drank/last 6 mos) | 100 | 152 |
| 410 | Types of music listened to/purchased in last 6 mos: Alternative | 100 | 152 |
| 411 | Have Personal loan for education only | 100 | 152 |
| 412 | True Value, shopped/last 12 mos | 100 | 152 |
| 413 | The Gap, shopped/last 3 mos | 100 | 152 |
| 414 | HH owns any camping equip | 100 | 152 |
| 415 | Am't spent for software for home/past 12 mos: \$100-\$199 | 100 | 152 |
| 416 | Rye Or Blended Whiskey | 100 | 151 |
| 417 | Activities done using social networking, photo or video-sharing site: Invited people to an event/last 30 days | 100 | 151 |
| 418 | ordered anything from BedBathandBeyond.com/last 12 mos | 100 | 151 |
| 419 | Advised about fees/travel arrangements/last 12 mos by travel agent | 100 | 151 |
| 420 | Imported vehicle bght/leased new | 100 | 151 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 421 | ENTERTAINMENT Websites/apps visited or used in last 30 days: Fandango | 100 | 151 |
| 422 | HH owns hot tub/whirlpool spa | 100 | 151 |
| 423 | rented/purchased video: Science Fiction | 100 | 151 |
| 424 | Looked at TV listings online/past 30 days | 100 | 151 |
| 425 | Voted in federal/state/local election | 100 | 151 |
| 426 | Typically book trip less than 3 mos, but more than 1 week before traveling | 100 | 151 |
| 427 | Personal liability (not auto or homeowners) insurance | 100 | 151 |
| 428 | ordered anything from Ticketmaster.com/last 12 mos | 100 | 150 |
| 429 | Go to beach on domestic vacation | 100 | 150 |
| 430 | Activities done using Tablet/E-reader/last 30 days: Obtained information on news or current events | 100 | 150 |
| 431 | Watched a movie online/past 30 days | 100 | 150 |
| 432 | Activities done using Tablet/E-reader/last 30 days: Obtained information about the weather | 100 | 150 |
| 433 | HH owns any Internet Video Devices for TV | 100 | 150 |
| 434 | Cooking for fun | 100 | 150 |
| 435 | Activities done using Tablet/E-reader/last 30 days: Obtained local information | 100 | 150 |
| 436 | Bght Lawn/porch furniture/last 12 mos | 100 | 150 |
| 437 | Own Hockey equip. | 100 | 150 |
| 438 | ordered anything from Etsy.com/last 12 mos | 100 | 150 |
| 439 | Foreign travel by cruise ship | 100 | 150 |
| 440 | HH owns timeshare | 100 | 150 |
| 441 | rented/purchased video: TV Shows | 100 | 150 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 442 | Downloaded a movie/past 30 days | 100 | 150 |
| 443 | Baseball-MLB reg season, attend | 100 | 150 |
| 444 | Spent \$6,000-7,999 on foreign vacation | 100 | 149 |
| 445 | Internet Service Providers (to HH): CenturyLink | 100 | 149 |
| 446 | Looked up movie listings or showtimes online/past 30 days | 100 | 149 |
| 447 | rented/purchased video: Other type | 100 | 149 |
| 448 | Digital photo activities/last 12 mos: edited photos online or w/app | 100 | 149 |
| 449 | Attend rock music performances | 100 | 149 |
| 450 | SHOPPING Websites/apps visited or used in last 30 days: Amazon | 100 | 149 |
| 451 | ordered anything from Barnes&Noble.com/last 12 mos | 100 | 149 |
| 452 | Use credit card for business | 100 | 149 |
| 453 | Use at work:any PC/Non-Apple brand | 100 | 149 |
| 454 | Pier 1 Imports, shopped/last 3 mos | 100 | 149 |
| 455 | Own Racquetball racquet | 100 | 149 |
| 456 | Transportation method used on an avg wkday: walking | 100 | 148 |
| 457 | Own under \$10,000 in any other market instrument | 100 | 148 |
| 458 | Types of music listened to/purchased in last 6 mos: Other | 100 | 148 |
| 459 | Kind of medical ins policy: POS | 100 | 148 |
| 460 | Bght custom made picture frames | 100 | 148 |
| 461 | E-mail used/last 30 days: Outlook.com | 100 | 148 |
| 462 | HH owns garbage disposer | 100 | 148 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 463 | Transportation method used on an avg wkday: train | 100 | 148 |
| 464 | Bourbon | 100 | 148 |
| 465 | Tennis, participate | 100 | 148 |
| 466 | Use a personal computer at work | 100 | 147 |
| 467 | Bank by online/internet | 100 | 147 |
| 468 | INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: WebMD | 100 | 147 |
| 469 | SPORTS Websites/apps visited or used in last 30 days: BleacherReport.com | 100 | 147 |
| 470 | Bght Vertical/Horizontal blinds (custom made)/last 12 mos | 100 | 147 |
| 471 | Have Interest checking account | 100 | 147 |
| 472 | wears transition lenses | 100 | 147 |
| 473 | Transportation method used on an avg wkday: subway/metro | 100 | 147 |
| 474 | Activities done using social networking, photo or video-sharing site: Rated or reviewed a product or service/last 30 days | 100 | 147 |
| 475 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: ABCNews | 100 | 147 |
| 476 | Tennis-Men's, watch on tv | 100 | 147 |
| 477 | Word games | 100 | 147 |
| 478 | Have Business checking account | 100 | 147 |
| 479 | Tennis-Women's, watch on tv | 100 | 147 |
| 480 | Car Rental - Business Use | 100 | 147 |
| 481 | Took an online class or course/past 30 days | 100 | 146 |
| 482 | Have 2nd mortgage (equity loan) | 100 | 146 |
| 483 | Member of AARP | 100 | 146 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 484 | On the avg month, out of pocket cost for prescription drugs: <\$10 | 100 | 146 |
| 485 | Basketball-NBA reg season, listen to on the radio | 100 | 146 |
| 486 | Swimming, participate | 100 | 146 |
| 487 | Activities done using Tablet/E-reader/last 30 days: Obtained financial information | 100 | 146 |
| 488 | Flew First class, foreign or domestic plane trip | 100 | 146 |
| 489 | Have Home mortgage (1st) | 100 | 146 |
| 490 | Types of music listened to/purchased in last 6 mos: Oldies | 100 | 146 |
| 491 | Dom travel for personal reasons | 100 | 145 |
| 492 | Types of music listened to/purchased in last 6 mos: Reggae | 100 | 145 |
| 493 | Cordials & Liqueurs | 100 | 145 |
| 494 | Environmentally friendly light bulbs | 100 | 145 |
| 495 | made 4+ International long distance calls/last 30 days | 100 | 145 |
| 496 | HH owns bread making machine | 100 | 145 |
| 497 | Mortgage insurance | 100 | 145 |
| 498 | Made a purchase for personal use (on the Internet)/past 30 days | 100 | 145 |
| 499 | Looked for recipes online/past 30 days | 100 | 145 |
| 500 | Shopping on domestic vacation | 100 | 145 |
| 501 | Voting frequency: Local Elections/always | 100 | 145 |
| 502 | Activities done using Tablet/E-reader/last 30 days: Read or sent an email | 100 | 144 |
| 503 | HH owns electric mixer - stationary | 100 | 144 |
| 504 | Baseball MLB playoffs/World Series, listen to on the radio | 100 | 144 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 505 | ordered anything from other catalog or mail order service | 100 | 144 |
| 506 | Apple Store, shopped/last 12 mos | 100 | 144 |
| 507 | HH owns ice cream machine | 100 | 144 |
| 508 | ordered anything from Fandango.com/last 12 mos | 100 | 144 |
| 509 | reads General Editorial magazines | 100 | 144 |
| 510 | Domestic travel for vacation or honeymoon | 100 | 144 |
| 511 | Owns Luggage | 100 | 144 |
| 512 | HH owns computer printer only | 100 | 144 |
| 513 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: Hotwire | 100 | 144 |
| 514 | DSW, shopped/last 3 mos | 100 | 144 |
| 515 | Visited a dayspa/last 6 mos | 100 | 144 |
| 516 | Vermouth | 100 | 143 |
| 517 | Devices used to use the Internet/last 30 days: iPad or other Tablet | 100 | 143 |
| 518 | Bght Home office furniture | 100 | 143 |
| 519 | Shared photos through Internet website/past 30 days | 100 | 143 |
| 520 | ordered anything from Amazon.com/last 12 mos | 100 | 143 |
| 521 | Smithsonian Channel (watched/past 7 days) | 100 | 143 |
| 522 | clothing expenditures/past 12 mos: \$1000-1999 | 100 | 143 |
| 523 | HH owns camper | 100 | 143 |
| 524 | HH owns convection oven | 100 | 143 |
| 525 | Foreign travel for personal reasons | 100 | 143 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|-----------------|------------------------------------|
| | Total Adults 18+ | 100 | 100 |
| 526 | Jo-Ann Fabric & Craft, shopped/last 3 mos | 100 | 143 |
| 527 | Picnic | 100 | 142 |
| 528 | Soccer-World Cup, watch on tv | 100 | 142 |
| 529 | Types of music listened to/purchased in last 6 mos: Dance Music (Electronic) | 100 | 142 |
| 530 | ordered anything from Office Depot catalog or website/last 12 mos | 100 | 142 |
| 531 | Devices used to use the Internet/last 30 days: Laptop or Netbook computer | 100 | 142 |
| 532 | HH uses plastic pdts for recycling/refuse bins | 100 | 142 |
| 533 | Play golf on domestic vacation | 100 | 142 |
| 534 | Chico's, shopped/last 3 mos | 100 | 142 |
| 535 | Ace Hardware, shopped/last 12 mos | 100 | 142 |
| 536 | ordered anything from Lowes.com/last 12 mos | 100 | 142 |
| 537 | Enter. friends or relatives at home | 100 | 142 |
| 538 | Activities done using Tablet/E-reader/last 30 days: Obtained information about sports | 100 | 142 |
| 539 | Bght computer books/past 12 months | 100 | 142 |
| 540 | Baseball MLB regular season, listen to on the radio | 100 | 141 |
| 541 | Own Golf clubs | 100 | 141 |
| 542 | Own common/prefrd. stock in your company | 100 | 141 |
| 543 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Twitter | 100 | 141 |
| 544 | amount spent on internet & catalog shopping/past 12 mos: \$500-799 | 100 | 141 |
| 545 | Sudoku puzzles | 100 | 141 |
| 546 | Kind of medical ins policy: PPO | 100 | 141 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 547 | Spent \$500+ for health & beauty aids (for women)/last 12 mos | 100 | 141 |
| 548 | contributed to other non-religious charitable organization | 100 | 141 |
| 549 | Have Other small business banking services | 100 | 141 |
| 550 | Walking for exercise, participate | 100 | 141 |
| 551 | Have Personal line of credit | 100 | 141 |
| 552 | Yeast | 100 | 141 |
| 553 | Painting,drawing | 100 | 140 |
| 554 | Own CD-more than 6 mos | 100 | 140 |
| 555 | Ice hockey-NHL reg season, listen to on the radio | 100 | 140 |
| 556 | Visited a TV network or TV show's website/past 30 days | 100 | 140 |
| 557 | On the avg month, out of pocket cost for prescription drugs: \$30-49 | 100 | 140 |
| 558 | Devices used to use the Internet/last 30 days: Desktop computer | 100 | 140 |
| 559 | Had home computer professionally serviced or upgraded/past 12 mos | 100 | 140 |
| 560 | bght cookbooks | 100 | 140 |
| 561 | Looked at/used Internet /last 30 days: At work | 100 | 140 |
| 562 | Own Soccer ball | 100 | 140 |
| 563 | Types of music listened to/purchased in last 6 mos: Classic Rock | 100 | 140 |
| 564 | HH owns home fire extinguisher | 100 | 140 |
| 565 | HH owns garage door opener | 100 | 140 |
| 566 | Radio formats: All News | 100 | 140 |
| 567 | rented/purchased video: Drama | 100 | 139 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 568 | SHOPPING Websites/apps visited or used in last 30 days: LivingSocial | 100 | 139 |
| 569 | HH owns burglar alarm/home security system | 100 | 139 |
| 570 | FedEx Office, shopped/last 12 mos | 100 | 139 |
| 571 | Recycled products | 100 | 139 |
| 572 | Personal vehicle (domestic travel) | 100 | 139 |
| 573 | Weight lifting, participate | 100 | 139 |
| 574 | Activites done w/cell phone/last 30 days: visited a website for other local info | 100 | 139 |
| 575 | method used: exercise program | 100 | 139 |
| 576 | Owens any type camera/camcorder | 100 | 139 |
| 577 | Spent 1+ nights at hotel/motel/other lodging past 12 mos | 100 | 139 |
| 578 | Own Other exercise equip. | 100 | 139 |
| 579 | Any domestic travel past 12 mos | 100 | 139 |
| 580 | Baking | 100 | 139 |
| 581 | Personally taken a cruise/last 3 yrs | 100 | 139 |
| 582 | Own Stationary bicycle | 100 | 138 |
| 583 | Types of music listened to/purchased in last 6 mos: Pop/Top 40 | 100 | 138 |
| 584 | Basketball-NBA reg season, attend | 100 | 138 |
| 585 | clothing expenditures/past 12 mos: \$2000+ | 100 | 138 |
| 586 | Own Elliptical | 100 | 138 |
| 587 | Used for financial services/advice: stock rating service | 100 | 138 |
| 588 | Decision Maker for home PC | 100 | 138 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 589 | Own Golf balls | 100 | 138 |
| 590 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: Hotels.com | 100 | 138 |
| 591 | Books/bght last 12 mos | 100 | 137 |
| 592 | Own/bght Hand-held massagers | 100 | 137 |
| 593 | HH owns any imported vehicle | 100 | 137 |
| 594 | Crossword puzzles | 100 | 137 |
| 595 | Total time spent last Saturday using the Internet (does not include email or IM): 1-2 hours | 100 | 137 |
| 596 | Personally own MP3 player | 100 | 137 |
| 597 | HH owns built in range | 100 | 137 |
| 598 | Type of medical ins policy: Non-gov't | 100 | 137 |
| 599 | Have Overdraft protection | 100 | 137 |
| 600 | Diet Control - Reasons for: Maintain weight | 100 | 137 |
| 601 | Outdoor Gardening past 12 mos | 100 | 137 |
| 602 | Use at work: Desktop PC | 100 | 137 |
| 603 | HH owns sewing machine | 100 | 137 |
| 604 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: MapQuest | 100 | 137 |
| 605 | Dental insurance | 100 | 137 |
| 606 | Voting frequency: National Elections/always | 100 | 137 |
| 607 | Disability/Loss of income through medical cause insurance | 100 | 137 |
| 608 | Obtained information about entertainment or celebrities | 100 | 136 |
| 609 | Types of music listened to/purchased in last 6 mos: Easy Listening | 100 | 136 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 610 | SPORTS Websites/apps visited or used in last 30 days: CBSSports | 100 | 136 |
| 611 | Transportation method used on an avg wkend: subway/metro | 100 | 136 |
| 612 | Own \$10,000-\$24,999 in any other market instrument | 100 | 136 |
| 613 | Have 401K retirement savings | 100 | 136 |
| 614 | Union member | 100 | 136 |
| 615 | ordered anything from Walgreens.com/last 12 mos | 100 | 136 |
| 616 | Methods used to pay bills: bills automatically deducted from bank account | 100 | 136 |
| 617 | Football-college, listen to on the radio | 100 | 136 |
| 618 | Has a garden | 100 | 136 |
| 619 | Own Outdoor/pocket knife | 100 | 136 |
| 620 | Activities done using Tablet/E-reader/last 30 days: Watched other video | 100 | 136 |
| 621 | Go to bars/night clubs | 100 | 135 |
| 622 | SPORTS Websites/apps visited or used in last 30 days: NBCSports.com | 100 | 135 |
| 623 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: Bings Maps | 100 | 135 |
| 624 | Have Certificate of Deposit (CD) | 100 | 135 |
| 625 | Regular Domestic Beer/Ale (drank/last 6 mos) | 100 | 135 |
| 626 | Total time spent last Sunday using the Internet (does not include email or IM): 1-2 hours | 100 | 135 |
| 627 | INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: Answers.com (measured as Answers.com/WikiAnswers in Waves 73-75) | 100 | 135 |
| 628 | Activities done using social networking, photo or video-sharing site: Used IM/last 30 days | 100 | 135 |
| 629 | Taxes: Filed same day as the IRS deadline | 100 | 135 |
| 630 | Used Non-toxic/biodegradable cleaners/detergents | 100 | 135 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 631 | Activities done using social networking, photo or video-sharing site: Clicked on an advertisement/last 30 days | 100 | 135 |
| 632 | E-mail used/last 30 days: Gmail | 100 | 135 |
| 633 | Activities done using Tablet/E-reader/last 30 days: Visited a search engine | 100 | 135 |
| 634 | Home decoration/furnishing | 100 | 135 |
| 635 | NEWS/COMMENTARY Websites/apps visited or used in last 30 days: Yahoo! News | 100 | 135 |
| 636 | Dried Fruit | 100 | 135 |
| 637 | wears eyeglasses (nonprescription) | 100 | 134 |
| 638 | Paid bills online/past 30 days | 100 | 134 |
| 639 | Go to beach | 100 | 134 |
| 640 | Olympics-summer, watch on tv | 100 | 134 |
| 641 | Activities done using Tablet/E-reader/last 30 days: Visited other website | 100 | 134 |
| 642 | Soy Milk & Other Plant/Nut Milks | 100 | 134 |
| 643 | Participated in online dating/past 30 days | 100 | 134 |
| 644 | Suntan & Sunscreen Products | 100 | 134 |
| 645 | Participate in any other sport/last 12 mos | 100 | 134 |
| 646 | Accidental death/dismembrmt ins | 100 | 134 |
| 647 | Uploaded or added video to website/past 30 days | 100 | 134 |
| 648 | contributed to health charitable organization | 100 | 133 |
| 649 | Looked at/used Internet /last 30 days: Another place | 100 | 133 |
| 650 | Transportation method used on an avg wkend: carpool | 100 | 133 |
| 651 | Digital photo activities/last 12 mos: edited photos another way | 100 | 133 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 652 | Trivia games | 100 | 133 |
| 653 | HH owns electric juicer | 100 | 133 |
| 654 | ordered anything from CVS.com/last 12 mos | 100 | 133 |
| 655 | Have homeowners insurance | 100 | 133 |
| 656 | bght children's books | 100 | 133 |
| 657 | HH owns gas grill | 100 | 133 |
| 658 | Ice hockey-NHL reg season, attend | 100 | 133 |
| 659 | Facial/last 6 mos | 100 | 133 |
| 660 | wears contact lenses | 100 | 132 |
| 661 | T.J. Maxx, shopped/last 3 mos | 100 | 132 |
| 662 | Activites done w/cell phone/last 30 days: visited any other website | 100 | 132 |
| 663 | WEATHER Websites/apps visited or used in last 30 days: The Weather Channel (weather.com) | 100 | 132 |
| 664 | Bght Air mattress (inflatable)/last 12 mos | 100 | 132 |
| 665 | Frisbee, participate | 100 | 132 |
| 666 | Own/bght Electric ear thermometer | 100 | 132 |
| 667 | Vision care insurance | 100 | 132 |
| 668 | Devices used to use the Internet/last 30 days: Any computer | 100 | 132 |
| 669 | At home: Regular exercise prgm (2+x's/wk) | 100 | 132 |
| 670 | Tax preparation: used friend or family member | 100 | 132 |
| 671 | Hobbies: Raising pets | 100 | 132 |
| 672 | Tequila | 100 | 132 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|-----------------|------------------------------------|
| | Total Adults 18+ | 100 | 100 |
| 673 | ENTERTAINMENT Websites/apps visited or used in last 30 days: ABC | 100 | 132 |
| 674 | Attend movies less than once a month | 100 | 132 |
| 675 | rented/purchased video: Westerns | 100 | 132 |
| 676 | Motorcycling, participate | 100 | 132 |
| 677 | method used: MyFitnessPal.com | 100 | 131 |
| 678 | CNN (watched/past 7 days) | 100 | 131 |
| 679 | Banking on mobile device | 100 | 131 |
| 680 | Methods used to pay bills: pay by Internet/online | 100 | 131 |
| 681 | Any homeowners or personal property ins. | 100 | 131 |
| 682 | ordered anything from other dept/specialty store catalog or website/last 12 mos | 100 | 131 |
| 683 | Owens Compact Sport/Utility Vehicle | 100 | 131 |
| 684 | Spent <\$11 last 30 days at conv store | 100 | 131 |
| 685 | HH owns dishwasher built-in/portable | 100 | 131 |
| 686 | Radio formats: News/Talk | 100 | 131 |
| 687 | ordered anything from Macy's catalog or website/last 12 mos | 100 | 130 |
| 688 | HH owns electric blender | 100 | 130 |
| 689 | HH owns washing machine - high efficiency | 100 | 130 |
| 690 | Dining out | 100 | 130 |
| 691 | Staples, shopped/last 12 mos | 100 | 130 |
| 692 | Own/bgght Massaging shower head | 100 | 130 |
| 693 | Obtained sports news/information online/past 30 days | 100 | 130 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 694 | Decision maker for new/leased vehicle | 100 | 130 |
| 695 | SHOPPING Websites/apps visited or used in last 30 days: Overstock | 100 | 130 |
| 696 | Level of photographer: Amateur | 100 | 130 |
| 697 | HH owns cook top | 100 | 130 |
| 698 | Total time spent last Sunday using the Internet (does not include email or IM): 2-5 hours | 100 | 130 |
| 699 | Typically book trip more than 6 mos before traveling | 100 | 130 |
| 700 | Total time spent yesterday using the Internet (does not include email or IM): 1/2-1 hour | 100 | 130 |
| 701 | Total time spent yesterday using the Internet (does not include email or IM): 2-5 hours | 100 | 130 |
| 702 | Type of fuel vehicle uses: diesel gasoline only | 100 | 130 |
| 703 | Bght Arts & crafts/last 12 mos | 100 | 129 |
| 704 | HH owns electric slow cooker | 100 | 129 |
| 705 | Bght any pdts at salon/dayspa/last 6 mos | 100 | 129 |
| 706 | Decision maker for any HH furnishing purchase/last 12 mos | 100 | 129 |
| 707 | Looked at/used Internet /last 30 days: At school or library | 100 | 129 |
| 708 | HH owns toaster oven | 100 | 129 |
| 709 | Have renters insurance | 100 | 129 |
| 710 | bght any sports clothing/past 12 mos | 100 | 129 |
| 711 | Types of music listened to/purchased in last 6 mos: 80's Pop | 100 | 129 |
| 712 | Cat Treats | 100 | 129 |
| 713 | Total Beer/Ale (drank/last 6 mos) | 100 | 129 |
| 714 | IFC TV (watched/past 7 days) | 100 | 129 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 715 | Olympics-winter, watch on tv | 100 | 129 |
| 716 | HH owns battery flashlight | 100 | 129 |
| 717 | Activities done using social networking, photo or video-sharing site: "Followed" or became a "fan of" something or someone/last 30 days | 100 | 129 |
| 718 | Belong to auto club/roadside assistance program | 100 | 129 |
| 719 | Office Depot, shopped/last 12 mos | 100 | 129 |
| 720 | HH owns air purifier | 100 | 129 |
| 721 | Canned/Wet Cat Food | 100 | 128 |
| 722 | HH owns hot water heater | 100 | 128 |
| 723 | Nuts For Cooking | 100 | 128 |
| 724 | HH owns smoke/fire detector | 100 | 128 |
| 725 | HH owns 1+ cats | 100 | 128 |
| 726 | Activities done using Tablet/E-reader/last 30 days: Watched a tv show | 100 | 128 |
| 727 | Contact Lens Cleaning/Wetting Solutions | 100 | 128 |
| 728 | Activities done using social networking, photo or video-sharing site: Visited a friend's profile or page/last 30 days | 100 | 128 |
| 729 | Types of music/audio listened to/purchased in last 6 mos: Faith & Inspiration | 100 | 128 |
| 730 | HH owns rechargeable flashlight | 100 | 128 |
| 731 | Soccer-MLS, watch on tv | 100 | 128 |
| 732 | Spent \$300-499 for health & beauty aids (for women)/last 12 mos | 100 | 128 |
| 733 | Have Auto loan | 100 | 128 |
| 734 | Activites done w/cell phone/last 30 days: visited a website for maps/directions | 100 | 128 |
| 735 | Activites done w/cell phone/last 30 days: visited a website for news | 100 | 128 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 736 | Cat Litter | 100 | 128 |
| 737 | HH owns all-in-one computer printer with fax (printer, copier, scanner, fax) | 100 | 128 |
| 738 | HH owns rangehood | 100 | 128 |
| 739 | Radio formats: Sports | 100 | 128 |
| 740 | Removable Self-Stick Notes | 100 | 127 |
| 741 | Kind of medical ins policy: EPO | 100 | 127 |
| 742 | Total time spent last Saturday using the Internet (does not include email or IM): 2-5 hours | 100 | 127 |
| 743 | Wearable Tech: personally own wristband fitness tracker | 100 | 127 |
| 744 | Equestrian Events, watch on tv | 100 | 127 |
| 745 | Golf, participate | 100 | 127 |
| 746 | Target shooting, participate | 100 | 127 |
| 747 | HH owns power boat | 100 | 127 |
| 748 | did any home remodeling/past 12 mos | 100 | 127 |
| 749 | Used e-mail/past 30 days | 100 | 127 |
| 750 | Automatic Dishwasher Detergent | 100 | 127 |
| 751 | Own Baseball gloves | 100 | 127 |
| 752 | Rented Truck/Trailer last 12mos | 100 | 127 |
| 753 | Advised about sightseeing/activities/last 12 mos by travel agent | 100 | 127 |
| 754 | Spent \$100-299 for health & beauty aids (for women)/last 12 mos | 100 | 127 |
| 755 | Owens Convertible | 100 | 127 |
| 756 | Direct deposit (of payroll check) | 100 | 126 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 757 | Packaged Dry Cat Food | 100 | 126 |
| 758 | Bght Board games/last 12 mos | 100 | 126 |
| 759 | clothing expenditures/past 12 mos: \$500-999 | 100 | 126 |
| 760 | Used any overnight packages/letter delivery service/last 12 mos | 100 | 126 |
| 761 | Activites done w/cell phone/last 30 days: visited a search engine | 100 | 126 |
| 762 | Sherwin Williams, shopped/last 12 mos | 100 | 126 |
| 763 | Activites done w/cell phone/last 30 days: searched for info about a product | 100 | 126 |
| 764 | Extreme sports-winter, watch on tv | 100 | 126 |
| 765 | Boating (power), participate | 100 | 126 |
| 766 | Bght any kitchen cooking & serving products as a gift | 100 | 126 |
| 767 | Bght Table/floor lamps/last 12 mos | 100 | 126 |
| 768 | heavy newspaper reader/quintile I | 100 | 126 |
| 769 | Transportation method used on an avg wkend: driving (not a carpool) | 100 | 126 |
| 770 | ordered anything from ProFlowers catalog or website/last 12 mos | 100 | 126 |
| 771 | HH owns iron | 100 | 126 |
| 772 | Attend any sports event | 100 | 126 |
| 773 | Activities done using social networking, photo or video-sharing site: Sent a message or e-mail/last 30 days | 100 | 126 |
| 774 | Bght sports recreation equip./last 12 mos | 100 | 126 |
| 775 | Used Environmentally friendly/"green" pdts | 100 | 126 |
| 776 | Barbecuing | 100 | 126 |
| 777 | Owens Mini Van | 100 | 125 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 778 | HH owns boat trailer | 100 | 125 |
| 779 | SHOPPING Websites/apps visited or used in last 30 days: Groupon | 100 | 125 |
| 780 | Bght any tools/last 12 mos | 100 | 125 |
| 781 | Diet Control - Reasons for: Food Allergy | 100 | 125 |
| 782 | Activities done using social networking, photo or video-sharing site: Posted that you "like" something/last 30 days | 100 | 125 |
| 783 | HH owns locks or lock sets | 100 | 125 |
| 784 | Michaels, shopped/last 3 mos | 100 | 125 |
| 785 | HH owns water filter | 100 | 125 |
| 786 | did any home improvements/last 12 mos | 100 | 125 |
| 787 | Owens any audio equipment & accessories | 100 | 125 |
| 788 | Honey | 100 | 125 |
| 789 | Soy Sauce | 100 | 125 |
| 790 | Home Depot, shopped/last 12 mos | 100 | 124 |
| 791 | Beauty parlor, spent any \$ past 6 mos | 100 | 124 |
| 792 | Own Cedar chests | 100 | 124 |
| 793 | Bght Word games/last 12 mos | 100 | 124 |
| 794 | reads Home Service magazines | 100 | 124 |
| 795 | Bght Mechanical toys/last 12 mos | 100 | 124 |
| 796 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: YouTube | 100 | 124 |
| 797 | Furniture refinishing | 100 | 124 |
| 798 | HH uses plastic pdts for home organizing/storage | 100 | 124 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 799 | Activites done w/cell phone/last 30 days: visited a website for financial info | 100 | 124 |
| 800 | Own Treadmill | 100 | 124 |
| 801 | HH owns electric mixer - hand held | 100 | 124 |
| 802 | Am't spent for software for home/past 12 mos: \$200-\$299 | 100 | 124 |
| 803 | WEATHER Websites/apps visited or used in last 30 days: AccuWeather | 100 | 124 |
| 804 | Marshalls, shopped/last 3 mos | 100 | 124 |
| 805 | Taxes: Filed before IRS deadline | 100 | 124 |
| 806 | Have Savings account | 100 | 124 |
| 807 | use toothpaste for sensitive teeth | 100 | 124 |
| 808 | Bank by phone | 100 | 124 |
| 809 | Own Roller blades/In-Line skates | 100 | 123 |
| 810 | Activities done using Tablet/E-reader/last 30 days: Visited facebook | 100 | 123 |
| 811 | Golf-PGA, watch on tv | 100 | 123 |
| 812 | Bght any Tablet/E-Reader/last 12 mos | 100 | 123 |
| 813 | Activites done w/cell phone/last 30 days: watched a video clip | 100 | 123 |
| 814 | wears prescrip eyeglasses | 100 | 123 |
| 815 | HH owns clothes dryer | 100 | 123 |
| 816 | Made a phone call online/past 30 days | 100 | 123 |
| 817 | Tax preparation: used H&R Block | 100 | 123 |
| 818 | ordered anything from OldNavy.com/last 12 mos | 100 | 123 |
| 819 | Voting frequency: Local Elections/sometimes | 100 | 123 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 820 | Vodka | 100 | 123 |
| 821 | Cell phone activity/last 30 days: Sent or received email | 100 | 122 |
| 822 | Activites done w/cell phone/last 30 days: visited a website for weather | 100 | 122 |
| 823 | Professional Exterminators | 100 | 122 |
| 824 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Google+ (Google Plus) | 100 | 122 |
| 825 | Did any public activity/past 12 mos | 100 | 122 |
| 826 | Listen to any sports event on radio | 100 | 122 |
| 827 | Am't spent for software for home/past 12 mos: \$1-99 | 100 | 122 |
| 828 | Transportation method used on an avg wkday: carpool | 100 | 122 |
| 829 | Bank by ATM/cash machine | 100 | 122 |
| 830 | Bght Area rug/last 12 mos | 100 | 122 |
| 831 | Hobbies: Listen to music | 100 | 122 |
| 832 | HH owns all-in-one computer printer (printer, copier, scanner) | 100 | 122 |
| 833 | Spent <\$1,000 on domestic vacations past 12 mos | 100 | 122 |
| 834 | Bght Educational toys/last 12 mos | 100 | 122 |
| 835 | HH owns vacuum cleaner | 100 | 122 |
| 836 | home remodeling/last 12 mos: self or other HH member did the work | 100 | 122 |
| 837 | Alpine skiing/ski jumping, watch on tv | 100 | 122 |
| 838 | HH owns laptop/notebook | 100 | 122 |
| 839 | Decision maker for any Tools | 100 | 122 |
| 840 | Comedy Central (watched/past 7 days) | 100 | 122 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 841 | Owens 35mm camera | 100 | 122 |
| 842 | Have Mortgage refinance/consolidation loan | 100 | 122 |
| 843 | Target Pharmacy, shopped/last 6 mos | 100 | 121 |
| 844 | Decision maker for any Appliances for climate control | 100 | 121 |
| 845 | Activites done w/cell phone/last 30 days: used an "app" | 100 | 121 |
| 846 | Extreme sports-summer, watch on tv | 100 | 121 |
| 847 | Own Factory-loaded ammunition | 100 | 121 |
| 848 | rented/purchased video: Action/Adventure | 100 | 121 |
| 849 | Ann Taylor, shopped/last 3 mos | 100 | 121 |
| 850 | Used Edward Jones/past 12 mos | 100 | 121 |
| 851 | Cell phone activity/last 30 days: Used a mobile "App" | 100 | 121 |
| 852 | Total time spent last Sunday using the Internet (does not include email or IM): 1/2-1 hour | 100 | 121 |
| 853 | Any sports participation in past yr. | 100 | 121 |
| 854 | Activities done using social networking, photo or video-sharing site: Commented on a friend's post/last 30 days | 100 | 121 |
| 855 | Purchased any gift/prepaid cards/last 6 mos | 100 | 121 |
| 856 | Bed Bath & Beyond, shopped/last 3 mos | 100 | 121 |
| 857 | Tax preparation: used TurboTax | 100 | 121 |
| 858 | ENTERTAINMENT Websites/apps visited or used in last 30 days: MSN Entertainment | 100 | 121 |
| 859 | HH owns trash compactor | 100 | 121 |
| 860 | spent 150+ on bedding/bath goods | 100 | 121 |
| 861 | Paint/Stain/bght last 12 mos | 100 | 121 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 862 | Activities done using Tablet/E-reader/last 30 days: Made/received a video call | 100 | 121 |
| 863 | spent \$101+ on table settings/last 12 mos | 100 | 120 |
| 864 | Football-NFL playoffs/Super Bowl, listen to on the radio | 100 | 120 |
| 865 | heavy outdoor/quintile I | 100 | 120 |
| 866 | Types of music listened to/purchased in last 6 mos: Soft Rock | 100 | 120 |
| 867 | Activites done w/cell phone/last 30 days: visited a website for entertainment info | 100 | 120 |
| 868 | Food Prepared From Scratch | 100 | 120 |
| 869 | home improvements/last 12 mos: self or other HH member did the work | 100 | 120 |
| 870 | HH owns refrigerator | 100 | 120 |
| 871 | Obtained information for new/used car purchase online/past 30 days | 100 | 120 |
| 872 | Activities done using Tablet/E-reader/last 30 days: Played a single-player game | 100 | 120 |
| 873 | reads Newspaper Distributed magazines | 100 | 120 |
| 874 | Yogurt | 100 | 120 |
| 875 | Basketball-NCAA tournament, watch on tv | 100 | 120 |
| 876 | Diet Control - Reasons for: Regularity | 100 | 120 |
| 877 | PC/computer games (play offline w/software) | 100 | 120 |
| 878 | Activities done using Tablet/E-reader/last 30 days: Watched a movie | 100 | 120 |
| 879 | Any Recycling/last 30 days | 100 | 120 |
| 880 | wears sunglasses (nonprescription) | 100 | 119 |
| 881 | method used: Weight Watchers | 100 | 119 |
| 882 | HH owns washer/dryer - stacked | 100 | 119 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 883 | Firelogs | 100 | 119 |
| 884 | Cell phone activity/last 30 days: Watched a movie, TV program or other video | 100 | 119 |
| 885 | contributed to religious organization | 100 | 119 |
| 886 | Decision maker for kitchen cooking & serving products | 100 | 119 |
| 887 | Methods used to pay bills: pay by mail | 100 | 119 |
| 888 | Attended movies/last 6 mos | 100 | 119 |
| 889 | Currently carry any life insurance | 100 | 119 |
| 890 | HH owns portable generator | 100 | 119 |
| 891 | Spent \$200-499 for toys/games last 12 mos | 100 | 119 |
| 892 | Bght product after using sample/last 6 mos | 100 | 119 |
| 893 | Used grocery store loyalty card/last 30 days | 100 | 119 |
| 894 | Target, shopped/last 3 mos | 100 | 119 |
| 895 | HH spends \$150+ avg wk at food str | 100 | 119 |
| 896 | Owens Luxury Size Car | 100 | 119 |
| 897 | Used Merrill Lynch/past 12 mos | 100 | 118 |
| 898 | HH owns Desktop PC | 100 | 118 |
| 899 | Personal Lubricants (Women)/last 6 mos | 100 | 118 |
| 900 | HH owns any tools | 100 | 118 |
| 901 | Basketball-college, watch on tv | 100 | 118 |
| 902 | Internet Service Providers (to HH): Verizon or Fios by Verizon (measured as Verizon Online in Waves 73-75) | 100 | 118 |
| 903 | Presently I control my diet | 100 | 118 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 904 | HH owns induction range/oven | 100 | 118 |
| 905 | Attend movies 2-3 times a month | 100 | 118 |
| 906 | Dental Floss | 100 | 118 |
| 907 | Devices used to use the Internet/last 30 days: Video game console | 100 | 118 |
| 908 | Have any Credit/Debit Card | 100 | 118 |
| 909 | Zoo attendance | 100 | 118 |
| 910 | rented/purchased video: Comedy | 100 | 118 |
| 911 | HH owns broom or mop | 100 | 118 |
| 912 | Bank in person | 100 | 118 |
| 913 | English Muffins | 100 | 118 |
| 914 | Received any gift cards/last 6 mos | 100 | 118 |
| 915 | Activities done using social networking, photo or video-sharing site: Watched a video/last 30 days | 100 | 118 |
| 916 | Owns any portable GPS navigation device | 100 | 118 |
| 917 | Pedicure/last 6 mos | 100 | 118 |
| 918 | Nuts | 100 | 118 |
| 919 | bght any women's big-ticket clothing/past yr | 100 | 118 |
| 920 | Football-college, attend | 100 | 118 |
| 921 | Total time spent yesterday using the Internet (does not include email or IM): 1-2 hours | 100 | 117 |
| 922 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Pinterest | 100 | 117 |
| 923 | Use credit card for personal | 100 | 117 |
| 924 | Ice hockey-NHL playoffs & Stanley Cup Finals, watch on tv | 100 | 117 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 925 | Bght Model kits/sets/last 12 mos | 100 | 117 |
| 926 | HH spends \$120-149 avg wk at food str | 100 | 117 |
| 927 | method used: other | 100 | 117 |
| 928 | Dance/go dancing | 100 | 117 |
| 929 | rented/purchased video: Family/Children Oriented | 100 | 117 |
| 930 | Bght Infant toys/last 12 mos | 100 | 117 |
| 931 | Activites done w/cell phone/last 30 days: Scanned a QR code or other "tag" | 100 | 117 |
| 932 | Watched any programs or events on Video-On-Demand/past 12 mos | 100 | 117 |
| 933 | Cell phone activity/last 30 days: Recorded a video | 100 | 117 |
| 934 | Play cards | 100 | 117 |
| 935 | Bght Builder sets/last 12 mos | 100 | 117 |
| 936 | HH owns microwave oven | 100 | 117 |
| 937 | Transportation method used on an avg wkday: driving (not a carpool) | 100 | 117 |
| 938 | Attend movies once a month | 100 | 117 |
| 939 | Activities done using Tablet/E-reader/last 30 days: Uploaded photos | 100 | 117 |
| 940 | HH owns a personal computer | 100 | 117 |
| 941 | HH owns vacuum sealer | 100 | 117 |
| 942 | Decision maker for large kitchen/cooking appliances | 100 | 117 |
| 943 | Plastic-Type Kitchen Wrap | 100 | 117 |
| 944 | Baking Chips | 100 | 117 |
| 945 | ordered anything from 1800flowers.com/last 12 mos | 100 | 117 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 946 | Tax preparation: used Internet/online program/service/past 12 mos | 100 | 116 |
| 947 | HH owns coffee maker - automatic drip or electric perk or other electric | 100 | 116 |
| 948 | Soccer, participate | 100 | 116 |
| 949 | Product samples/used in last 6 mos | 100 | 116 |
| 950 | Types of music listened to/purchased in last 6 mos: Spanish/Latin | 100 | 116 |
| 951 | reads Epicurean magazines | 100 | 116 |
| 952 | Decision maker for small kitchen appliances | 100 | 116 |
| 953 | Macy's, shopped/last 3 mos | 100 | 116 |
| 954 | Best Buy, shopped/last 12 mos | 100 | 116 |
| 955 | Types of music listened to/purchased in last 6 mos: Hard Rock | 100 | 116 |
| 956 | Owens Intermediate Size Car | 100 | 116 |
| 957 | Wart Removers | 100 | 116 |
| 958 | Have any Major Credit/Debit Card | 100 | 116 |
| 959 | Bar Baking Chocolate | 100 | 116 |
| 960 | Football-college, watch on tv | 100 | 116 |
| 961 | Baseball MLB regular season, watch on tv | 100 | 116 |
| 962 | Extracts | 100 | 116 |
| 963 | Baking Coconut | 100 | 116 |
| 964 | Website or search engines used/last 30 days: Google.com | 100 | 116 |
| 965 | Football-NFL weekend games, attend | 100 | 116 |
| 966 | Looked at/used Internet /last 30 days: At home | 100 | 116 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|-----|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 967 | Horseback riding, participate | 100 | 116 |
| 968 | INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: YP (Yellowpages) [measured as Yellowpages.com (YP.com) in Waves 73-75] | 100 | 116 |
| 969 | use "whitening" toothpaste | 100 | 115 |
| 970 | Activities done using Tablet/E-reader/last 30 days: Listened to music | 100 | 115 |
| 971 | Activites done w/cell phone/last 30 days: watched a downloaded or streamed TV program | 100 | 115 |
| 972 | Bght Scale(bathroom) | 100 | 115 |
| 973 | HH owns telephone headset | 100 | 115 |
| 974 | New imported vehicle bght/leased past 12 mos | 100 | 115 |
| 975 | Salsa or Picante Sauce | 100 | 115 |
| 976 | Activities done using Tablet/E-reader/last 30 days: Took a picture | 100 | 115 |
| 977 | HH owns pressure cooker | 100 | 115 |
| 978 | Activities done using Tablet/E-reader/last 30 days: Visited other social networking site (not Facebook) | 100 | 115 |
| 979 | Owens Van/Minivan | 100 | 115 |
| 980 | Vitamin And Dietary Supplements | 100 | 115 |
| 981 | HH subscribes to Fiber Optic TV | 100 | 115 |
| 982 | Hobbies: collecting antiques | 100 | 115 |
| 983 | Cocoa Powder (For Baking) | 100 | 115 |
| 984 | CNBC (watched/past 7 days) | 100 | 115 |
| 985 | ordered anything from Sears.com/last 12 mos | 100 | 115 |
| 986 | Prescription drug insurance | 100 | 115 |
| 987 | Regularly listen to traffic reports on the radio | 100 | 115 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 988 | Lowe's, shopped/last 12 mos | 100 | 114 |
| 989 | Have any banking services | 100 | 114 |
| 990 | Activites done w/cell phone/last 30 days: visited a social networking website | 100 | 114 |
| 991 | Bght Water toys/last 12 mos | 100 | 114 |
| 992 | Natural Or Imported Cheese | 100 | 114 |
| 993 | Own/bgght Lighted make-up mirror | 100 | 114 |
| 994 | Sephora, shopped/last 3 mos | 100 | 114 |
| 995 | Golf-LPGA, watch on tv | 100 | 114 |
| 996 | HH owns gas stove/range | 100 | 114 |
| 997 | Have Personal loan (not for education) | 100 | 114 |
| 998 | Owns Compact System camera/camcorder | 100 | 114 |
| 999 | Bght Pre-school toys/last 12 mos | 100 | 114 |
| 1000 | HH uses voice messaging/voice mail | 100 | 114 |
| 1001 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Visited or used in last 30 days: Any Social Networking/Photos/Video-sharing services | 100 | 114 |
| 1002 | Decision maker for HH appliances | 100 | 114 |
| 1003 | used female contraception/last 12 mos | 100 | 114 |
| 1004 | Vinegar | 100 | 114 |
| 1005 | Cell phone activity/last 30 days: Took a picture | 100 | 113 |
| 1006 | ordered anything from BestBuy.com/last 12 mos | 100 | 113 |
| 1007 | Bght Sofa/sectional | 100 | 113 |
| 1008 | Indoor Plant Food | 100 | 113 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|---|-----------------|------------------------------------|
| | Total Adults 18+ | 100 | 100 |
| 1009 | Any Leisure Activity | 100 | 113 |
| 1010 | Attend horse races | 100 | 113 |
| 1011 | Decision Maker for vehicle: You/You & Someone Else | 100 | 113 |
| 1012 | Activites done w/cell phone/last 30 days: Purchased a product | 100 | 113 |
| 1013 | Premium Channels/Watched/past 7 days: HBO | 100 | 113 |
| 1014 | Butter | 100 | 113 |
| 1015 | Activities done using social networking, photo or video-sharing site: Posted your current location/last 30 days | 100 | 113 |
| 1016 | Looked for employment online/past 30 days | 100 | 113 |
| 1017 | Looked at/used Internet /last 30 days: Any Internet Usage | 100 | 113 |
| 1018 | Owens Sport/Utility Vehicle | 100 | 113 |
| 1019 | Packaged, Frozen, Refrigerated Pasta | 100 | 113 |
| 1020 | Brandy | 100 | 113 |
| 1021 | Rice Cakes | 100 | 113 |
| 1022 | bght any shoes/past 12 mos | 100 | 113 |
| 1023 | TCM (Turner Classic Movies) (watched/past 7 days) | 100 | 113 |
| 1024 | Kind of medical ins policy: HMO | 100 | 113 |
| 1025 | Devices used to use the Internet/last 30 days: Cellphone or Smartphone | 100 | 113 |
| 1026 | Bght Construction toys/last 12 mos | 100 | 113 |
| 1027 | Have any medical/hospital/accident insurance | 100 | 113 |
| 1028 | CVS Pharmacy/Longs Drugs, shopped/last 6 mos | 100 | 113 |
| 1029 | Own/bght Hearing aids | 100 | 112 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1030 | Internet Service Providers (to HH): Spectrum (measured as Charter and Time Warner Cable in Waves 73-76) | 100 | 112 |
| 1031 | Hair color/highlights/last 6 mos | 100 | 112 |
| 1032 | Total time spent last Saturday using the Internet (does not include email or IM): 1/2-1 hour | 100 | 112 |
| 1033 | Activities done using social networking, photo or video-sharing site: Updated status/last 30 days | 100 | 112 |
| 1034 | Own/bgght Home blood pressure monitor | 100 | 112 |
| 1035 | Activites done w/cell phone/last 30 days: text messaging to communicate w/friends/family | 100 | 112 |
| 1036 | Waxed Paper | 100 | 112 |
| 1037 | Bgght Other living room furniture | 100 | 112 |
| 1038 | Rum | 100 | 112 |
| 1039 | HH owns outboard motor | 100 | 112 |
| 1040 | Fantasy sports league, participate | 100 | 112 |
| 1041 | TRAVEL/MAPS Websites/apps visited or used in last 30 days: Cheap Tickets | 100 | 112 |
| 1042 | HH owns kitchen cooking & serving products | 100 | 112 |
| 1043 | Canadian Whisky | 100 | 112 |
| 1044 | Have any Store Credit Card | 100 | 112 |
| 1045 | Spent \$11-19 last 30 days at conv store | 100 | 112 |
| 1046 | Greeting Cards/bgght in last 6mos | 100 | 112 |
| 1047 | Owens Sedan/Hard Top/4 Door | 100 | 112 |
| 1048 | HH owns toaster | 100 | 111 |
| 1049 | Owens Compact Size Car | 100 | 111 |
| 1050 | ordered anything from Kohls.com/last 12 mos | 100 | 111 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1051 | Owens Compact Pick-up | 100 | 111 |
| 1052 | Baking Powder And Soda | 100 | 111 |
| 1053 | Website or search engines used/last 30 days: Ask.com | 100 | 111 |
| 1054 | Hair cut/last 6 mos | 100 | 111 |
| 1055 | HH owns washing machine - standard | 100 | 111 |
| 1056 | Methods used to pay bills: pay by mobile device | 100 | 111 |
| 1057 | Track & field, watch on tv | 100 | 111 |
| 1058 | HH owns DVD or Blu-ray player | 100 | 111 |
| 1059 | Football-NFL weekend games, listen to on the radio | 100 | 111 |
| 1060 | Barber shop, spent any \$ past 6 mos | 100 | 111 |
| 1061 | Nasal Sprays | 100 | 111 |
| 1062 | SPORTS Websites/apps visited or used in last 30 days: ESPN | 100 | 111 |
| 1063 | Cottage Cheese | 100 | 110 |
| 1064 | HH owns farm | 100 | 110 |
| 1065 | Cell phone activity/last 30 days: Listened to the radio | 100 | 110 |
| 1066 | Own Basketball | 100 | 110 |
| 1067 | Primary Motorcycle Rider: Yourself | 100 | 110 |
| 1068 | HH spends \$80-99 avg wk at food str | 100 | 110 |
| 1069 | Methods used to pay bills: pay by phone using credit card | 100 | 110 |
| 1070 | ordered anything from eBay.com/last 12 mos | 100 | 110 |
| 1071 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Facebook | 100 | 110 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1072 | HH owns electric popcorn maker | 100 | 110 |
| 1073 | Internet Service Providers (to HH): Any Service | 100 | 110 |
| 1074 | Own Softball/baseball bats | 100 | 110 |
| 1075 | Diet Control - Reasons for: Weight loss | 100 | 110 |
| 1076 | Have Non-interest checking account | 100 | 110 |
| 1077 | Internet Service Providers (to HH): Cox | 100 | 110 |
| 1078 | reads Sports magazines | 100 | 110 |
| 1079 | Activites done w/cell phone/last 30 days: listened to radio | 100 | 110 |
| 1080 | HH owns Amazon Fire for TV | 100 | 110 |
| 1081 | HH owns coffee maker - single cup/pod brewing | 100 | 110 |
| 1082 | Tax preparation: myself, manually/past 12 mos | 100 | 110 |
| 1083 | Brand Decision maker for TV set | 100 | 110 |
| 1084 | Have any auto/other vehicle insurance | 100 | 110 |
| 1085 | H&M, shopped/last 3 mos | 100 | 110 |
| 1086 | Activites done w/cell phone/last 30 days: visited a website for sports | 100 | 110 |
| 1087 | Used instant messenger/past 30 days | 100 | 109 |
| 1088 | Have Internet access at home | 100 | 109 |
| 1089 | Waxing/last 6 mos | 100 | 109 |
| 1090 | Own Weight lifting equip. | 100 | 109 |
| 1091 | Razor Blades | 100 | 109 |
| 1092 | Used Recycled-content paper pdts | 100 | 109 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1093 | Rite Aid, shopped/last 6 mos | 100 | 109 |
| 1094 | Transparent Tape | 100 | 109 |
| 1095 | Golf-other, watch on tv | 100 | 109 |
| 1096 | Bght any costume jewelry/last 12 mos | 100 | 109 |
| 1097 | visited doctor/last 12 mos | 100 | 109 |
| 1098 | bght any athletic shoes/past 12 mos | 100 | 109 |
| 1099 | HH owns any PC/Non-Apple brand | 100 | 109 |
| 1100 | Lord & Taylor, shopped/last 3 mos | 100 | 109 |
| 1101 | Archery, participate | 100 | 109 |
| 1102 | On the avg month, out of pocket cost for prescription drugs: \$10-19 | 100 | 109 |
| 1103 | PC/computer games (play online) | 100 | 109 |
| 1104 | Activites done w/cell phone/last 30 days: watched other video | 100 | 109 |
| 1105 | Las Vegas gambling | 100 | 109 |
| 1106 | Sundance TV (watched/past 7 days) | 100 | 109 |
| 1107 | Wired or sent money (any) | 100 | 109 |
| 1108 | Voting frequency: Statewide Elections/sometimes | 100 | 109 |
| 1109 | Harbor Freight Tools, shopped/last 12 mos | 100 | 109 |
| 1110 | Breakfast Cereals (Hot) | 100 | 109 |
| 1111 | HH owns smoker | 100 | 109 |
| 1112 | SHOPPING Websites/apps visited or used in last 30 days: eBay | 100 | 108 |
| 1113 | Personally has a smartphone | 100 | 108 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1114 | Plastic/glass food storage containers | 100 | 108 |
| 1115 | Activities done using social networking, photo or video-sharing site: Posted a picture/last 30 days | 100 | 108 |
| 1116 | Bght Clay/dough/sand/last 12 mos | 100 | 108 |
| 1117 | Cell phone activity/last 30 days: Sent or received Instant Messages | 100 | 108 |
| 1118 | HH uses plastic pdts for cosmetics | 100 | 108 |
| 1119 | Cell phone activity/last 30 days: Sent or received text messages | 100 | 108 |
| 1120 | heavy magazine reader | 100 | 108 |
| 1121 | Professional Pet Services/used in last 12 mos | 100 | 108 |
| 1122 | Spent \$51-99 last 30 days at conv store | 100 | 108 |
| 1123 | HH owns any Motorcycle | 100 | 108 |
| 1124 | Spent less than \$100 for health & beauty aids (for men)/last 12 mos | 100 | 108 |
| 1125 | Activites done w/cell phone/last 30 days: received a text message "alert" | 100 | 108 |
| 1126 | Diet Control - Reasons for: Salt restriction | 100 | 108 |
| 1127 | Baby Foods | 100 | 108 |
| 1128 | Fraternal order member | 100 | 108 |
| 1129 | Billiards/Pool | 100 | 108 |
| 1130 | Hobbies: Tropical fish | 100 | 108 |
| 1131 | HH uses plastic pdts for food storage | 100 | 108 |
| 1132 | Bght Plush dolls/animals/last 12 mos | 100 | 108 |
| 1133 | Laundry Pre-Treatments & Stain Removers | 100 | 108 |
| 1134 | Adhesive Bandages | 100 | 108 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|--|-----------------|------------------------------------|
| | Total Adults 18+ | 100 | 100 |
| 1135 | Attend auto shows | 100 | 107 |
| 1136 | Owens Digital camcorder | 100 | 107 |
| 1137 | Ulta, shopped/last 3 mos | 100 | 107 |
| 1138 | Watch any sports event on TV | 100 | 107 |
| 1139 | Gasoline/Bght in Last 6 Mos | 100 | 107 |
| 1140 | amount spent on internet & catalog shopping/past 12 mos: \$200-499 | 100 | 107 |
| 1141 | HH owns water softener | 100 | 107 |
| 1142 | Action taken/last 30 days, as a result of newspaper reading: requested add'l info | 100 | 107 |
| 1143 | Packaged Fresh Salad | 100 | 107 |
| 1144 | Regular Tea | 100 | 107 |
| 1145 | Spent \$100-199 for toys/games last 12 mos | 100 | 107 |
| 1146 | Frozen Vegetables | 100 | 107 |
| 1147 | Type of fuel vehicle uses: gasoline (non-diesel) only | 100 | 107 |
| 1148 | Church Board | 100 | 107 |
| 1149 | Baseball MLB playoffs/World Series, watch on tv | 100 | 107 |
| 1150 | Bght box spring/mattress | 100 | 107 |
| 1151 | Own Bow | 100 | 107 |
| 1152 | have/had any ailments/last 12 mos | 100 | 107 |
| 1153 | Tailgating | 100 | 107 |
| 1154 | clothing expenditures/past 12 mos: \$300-499 | 100 | 107 |
| 1155 | Activities done using social networking, photo or video-sharing site: Updated profile/last 30 days | 100 | 106 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1156 | HH owns charcoal grill | 100 | 106 |
| 1157 | Rice | 100 | 106 |
| 1158 | Blusher (Women) | 100 | 106 |
| 1159 | Glue | 100 | 106 |
| 1160 | Corn & Tortilla & Other Chips & Cheese Snacks | 100 | 106 |
| 1161 | HH uses plastic pdts for kitchen gadgets | 100 | 106 |
| 1162 | Facial Tissues | 100 | 106 |
| 1163 | Tax preparation: used software program/past 12 mos | 100 | 106 |
| 1164 | Canned Or Jarred Soup/Broth | 100 | 106 |
| 1165 | Own Fishing rod/reel | 100 | 106 |
| 1166 | Bagels | 100 | 106 |
| 1167 | bght any men's low-ticket clothing/past yr | 100 | 106 |
| 1168 | Action taken/last 30 days, as a result of newspaper reading: cut out an ad | 100 | 106 |
| 1169 | HH uses plastic pdts | 100 | 106 |
| 1170 | Own Football | 100 | 106 |
| 1171 | Canned Tomatoes | 100 | 106 |
| 1172 | Hemorrhoid Remedies | 100 | 106 |
| 1173 | Grated Cheese | 100 | 106 |
| 1174 | Football-NFL playoffs/Super Bowl, watch on tv | 100 | 106 |
| 1175 | Attended 3D or Imax theater movie/last 12 mos | 100 | 106 |
| 1176 | HH owns a pet | 100 | 106 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1177 | Ice hockey-NHL reg season, watch on tv | 100 | 106 |
| 1178 | ENTERTAINMENT Websites/apps visited or used in last 30 days: Ticketmaster | 100 | 106 |
| 1179 | Basketball-NBA playoffs/finals, watch on tv | 100 | 106 |
| 1180 | Facial Moisturizers | 100 | 106 |
| 1181 | Photo album/scrapbooking | 100 | 106 |
| 1182 | HH owns combination range/microwave | 100 | 106 |
| 1183 | HH owns answering machine | 100 | 106 |
| 1184 | Fish & Seafood Fresh Or Frozen | 100 | 106 |
| 1185 | SPORTS Websites/apps visited or used in last 30 days: Yahoo! Sports | 100 | 106 |
| 1186 | Own Hand gun | 100 | 105 |
| 1187 | Volleyball-pro beach, watch on tv | 100 | 105 |
| 1188 | Packaged Pie Crust | 100 | 105 |
| 1189 | Volleyball, participate | 100 | 105 |
| 1190 | Own Shotgun | 100 | 105 |
| 1191 | Figure skating, watch on tv | 100 | 105 |
| 1192 | ENTERTAINMENT Websites/apps visited or used in last 30 days: Vevo | 100 | 105 |
| 1193 | Breakfast/Cereal/Granola Bars | 100 | 105 |
| 1194 | Peanut Butter & Other Nut Spreads | 100 | 105 |
| 1195 | Cream Cheese | 100 | 105 |
| 1196 | Pretzels | 100 | 105 |
| 1197 | Plastic Sandwich/Food Storage/Freezer Bags | 100 | 105 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1198 | bght any women's low-ticket clothing/past yr | 100 | 105 |
| 1199 | bght any women's clothing/past yr | 100 | 105 |
| 1200 | bght any men's clothing/past yr | 100 | 105 |
| 1201 | reads News and Entertainment Weekly magazines | 100 | 105 |
| 1202 | own any baby furniture/equip | 100 | 105 |
| 1203 | Diet Control - Reasons for: Cholesterol level | 100 | 105 |
| 1204 | Women's Lingerie/Undergarments/bght last 12 mos | 100 | 105 |
| 1205 | HH owns electric steam cooker | 100 | 104 |
| 1206 | Activites done w/cell phone/last 30 days: listened to music | 100 | 104 |
| 1207 | HH owns electric wok | 100 | 104 |
| 1208 | Football-NFL Mon or Thurs night games, listen to on the radio | 100 | 104 |
| 1209 | Own Fishing lures/hooks | 100 | 104 |
| 1210 | Mustard | 100 | 104 |
| 1211 | filled 1+ prescriptions for self/last 30 days | 100 | 104 |
| 1212 | Mixed Martial Arts, watch on tv | 100 | 104 |
| 1213 | Used imported vehicle bght/leased past 12 mos | 100 | 104 |
| 1214 | Website or search engines used/last 30 days: Yahoo.com | 100 | 104 |
| 1215 | HH owns electric indoor grill | 100 | 104 |
| 1216 | Light Bulbs | 100 | 104 |
| 1217 | reads Men's magazines | 100 | 104 |
| 1218 | Gymnastics, watch on tv | 100 | 104 |

RAB / GfK MRI GOLD DIGGER PROSPECTING TOOL FOR: LISTEN TO PUBLIC FORMAT ON RADIO

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1219 | Dick's Sporting Goods, shopped/last 3 mos | 100 | 104 |
| 1220 | Cell phone activity/last 30 days: Made/received phone calls | 100 | 104 |
| 1221 | reads Health magazines | 100 | 104 |
| 1222 | Wired or send money w/U.S. Postal Service | 100 | 104 |
| 1223 | Total time spent yesterday using the Internet (does not include email or IM): 5-10 hours | 100 | 104 |
| 1224 | Manicure/last 6 mos | 100 | 104 |
| 1225 | HH owns separate freezer | 100 | 104 |
| 1226 | Visited a chat room/past 30 days | 100 | 104 |
| 1227 | Spent \$500-999 for toys/games last 12 mos | 100 | 104 |
| 1228 | Ping Pong/Table Tennis, participate | 100 | 104 |
| 1229 | Activites done w/cell phone/last 30 days: signed up for text message "alert" service | 100 | 104 |
| 1230 | Laundries/laundromats, spent any \$ past 6 mos | 100 | 104 |
| 1231 | Own Rifle | 100 | 104 |
| 1232 | HH owns any TV set | 100 | 103 |
| 1233 | Boxed Chocolates | 100 | 103 |
| 1234 | Insect Repellents | 100 | 103 |
| 1235 | Tires/Bght in Last 12 Mos | 100 | 103 |
| 1236 | Medicated skin ointments, creams, lotions & sprays | 100 | 103 |
| 1237 | HH subscribes to cable | 100 | 103 |
| 1238 | Mascara (Women) | 100 | 103 |
| 1239 | Bght bedframe/headboard | 100 | 103 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1240 | Mexican Foods | 100 | 103 |
| 1241 | Bght any fine jewelry/last 12 mos | 100 | 103 |
| 1242 | Types of music listened to/purchased in last 6 mos: R&B | 100 | 103 |
| 1243 | Activites done w/cell phone/last 30 days: made/received a video call | 100 | 103 |
| 1244 | Activites done w/cell phone/last 30 days: downloaded an "app" | 100 | 103 |
| 1245 | Personally has working cell phone | 100 | 103 |
| 1246 | Types of music listened to/purchased in last 6 mos: Contemporary Christian | 100 | 103 |
| 1247 | Sour Cream | 100 | 102 |
| 1248 | Fresh Fruit & Vegetables | 100 | 102 |
| 1249 | Cell phone activity/last 30 days: Played music | 100 | 102 |
| 1250 | Cents Off Coupons | 100 | 102 |
| 1251 | Radio formats: Soft Adult Contemporary | 100 | 102 |
| 1252 | HH owns in-home telephone | 100 | 102 |
| 1253 | Karaoke | 100 | 102 |
| 1254 | Microwave Usage | 100 | 102 |
| 1255 | SPORTS Websites/apps visited or used in last 30 days: MLB.com/MLB At Bat | 100 | 102 |
| 1256 | Lactose Intolerance Products | 100 | 102 |
| 1257 | Jams & Jellies | 100 | 102 |
| 1258 | Activites done w/cell phone/last 30 days: redeemed a mobile coupon | 100 | 102 |
| 1259 | Owens Sedan/Hard Top/2 Door | 100 | 102 |
| 1260 | HH uses plastic pdts for bath | 100 | 102 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1261 | Salad or Cooking Oil | 100 | 102 |
| 1262 | Seasonings & Spices | 100 | 102 |
| 1263 | SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Instagram | 100 | 102 |
| 1264 | American Heroes Channel (watched/past 7 days) | 100 | 102 |
| 1265 | JOBS/CAREERS Websites/apps visited or used in last 30 days: Monster | 100 | 102 |
| 1266 | Hallmark Gold Crown, shopped/last 3 mos | 100 | 102 |
| 1267 | Batteries/bght in last 6 mos | 100 | 102 |
| 1268 | On the avg month, out of pocket cost for prescription drugs: \$100-149 | 100 | 102 |
| 1269 | Liquid Soaps/Hand Sanitizers | 100 | 102 |
| 1270 | HH owns electric knife | 100 | 102 |
| 1271 | Flea, Tick & Parasite Pdts For Dogs & Cats/last 12 mos | 100 | 102 |
| 1272 | Cold, Sinus And Allergy Remedies (Nonprescr.) | 100 | 101 |
| 1273 | Shampoo | 100 | 101 |
| 1274 | Bght Vertical/Horizontal blinds (ready made) or Pleated shades/last 12 mos | 100 | 101 |
| 1275 | Headache Remedies And Pain Relievers (Nonprescr.) | 100 | 101 |
| 1276 | Rubber Gloves | 100 | 101 |
| 1277 | Football-NFL Mon or Thurs night games, watch on tv | 100 | 101 |
| 1278 | wears bi-focals | 100 | 101 |
| 1279 | Scouring Cleansers | 100 | 101 |
| 1280 | Paper Towels | 100 | 101 |
| 1281 | Spent \$20-39 last 30 days at conv store | 100 | 101 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|--|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1282 | Activities done using Tablet/E-reader/last 30 days: Downloaded music | 100 | 101 |
| 1283 | Hair Styling Gels, Lotions & Mousse | 100 | 101 |
| 1284 | Action taken/last 30 days, as a result of newspaper reading: shopped at advertised store | 100 | 101 |
| 1285 | Ground Coffee | 100 | 101 |
| 1286 | Soap & Detergents For Regular Laundry | 100 | 101 |
| 1287 | Wearable Tech: personally own other smartwatch | 100 | 101 |
| 1288 | HH uses caller ID | 100 | 101 |
| 1289 | heavy internet/quintile I | 100 | 101 |
| 1290 | Bght Any children's toys & games/last 12 mos | 100 | 101 |
| 1291 | Bght Girl action figures/last 12 mos | 100 | 101 |
| 1292 | HGTV (Home & Garden Television) (watched/past 7 days) | 100 | 101 |
| 1293 | Instant Messenger (IM) used/last 30 days: AIM/AOL Instant Messenger | 100 | 101 |
| 1294 | Flour/Cornmeal | 100 | 101 |
| 1295 | Popping Corn & Popcorn Snacks | 100 | 101 |
| 1296 | Walgreens, shopped/last 6 mos | 100 | 101 |
| 1297 | Salt | 100 | 101 |
| 1298 | Total time spent last Saturday using the Internet (does not include email or IM): less than 1/2 hour | 100 | 101 |
| 1299 | Aluminum Foil | 100 | 100 |
| 1300 | Football-NFL weekend games, watch on tv | 100 | 100 |
| 1301 | Grapefruit Juice | 100 | 100 |
| 1302 | Family Restaurants & Steak Houses | 100 | 100 |

| | | Total 18+ Index | A18+ Listen to Public Format Index |
|------|---|------------------------|---|
| | Total Adults 18+ | 100 | 100 |
| 1303 | Activities done using Tablet/E-reader/last 30 days: Played a multi-player game | 100 | 100 |
| 1304 | Ready To Serve Dips | 100 | 100 |
| 1305 | rented/purchased video: Romance | 100 | 100 |
| 1306 | Fast Food & Drive-In Restaurants | 100 | 100 |
| 1307 | Advised about fees/travel arrangements/last 12 mos by other | 100 | 100 |
| 1308 | Complexion Care Products | 100 | 100 |
| 1309 | Visited theme park/indoor water park in last 12 months | 100 | 100 |
| 1310 | clothing expenditures/past 12 mos: \$100-299 | 100 | 100 |
| 1311 | HH owns electric stove/range | 100 | 100 |
| 1312 | Glass & Surface Cleaners | 100 | 100 |
| 1313 | Eggs | 100 | 100 |
| 1314 | Pre-Moistened Household Wipes | 100 | 100 |
| 1315 | Tampons (Women) | 100 | 100 |
| 1316 | Crackers | 100 | 100 |
| 1317 | Dishwashing Liquid | 100 | 100 |
| 1318 | Total time spent yesterday using the Internet (does not include email or IM): 10+ hours | 100 | 100 |
| 1319 | Spent \$100-299 for health & beauty aids (for men)/last 12 mos | 100 | 100 |