

RAB's Unique Prospecting Tool For :

SOFT AC FORMAT

2017 Edition

RAB RADIO
ADVERTISING
BUREAU

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

GfK MRI GOLD DIGGER™

CONSUMER PROSPECTING REPORT

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

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

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1	Radio formats: Hot AC (subset of Adult Contemporary format)	100	295
2	Internet Service Providers (to HH): Optimum (measured as Cablevision (Optimum) in Waves 73-76)	100	287
3	Radio formats: All News	100	272
4	Radio formats: Oldies	100	259
5	Atlantic City gambling	100	254
6	Instant Messenger (IM) used/last 30 days: AIM/AOL Instant Messenger	100	228
7	QVC (watched/past 7 days)	100	213
8	Website or search engines used/last 30 days: AOL/AOL.com	100	207
9	INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: WhitePages	100	206
10	Banana Republic, shopped/last 3 mos	100	199
11	Radio formats: Adult Contemporary	100	193
12	ordered anything from Lands' End catalog or website/last 12 mos	100	190
13	ordered anything from L.L. Bean catalog or website/last 12 mos	100	189
14	E-mail used/last 30 days: AOL Mail	100	189
15	Transportation method used on an avg wkday: subway/metro	100	188
16	ordered anything from QVC catalog or website/last 12 mos	100	183
17	ENTERTAINMENT Websites/apps visited or used in last 30 days: PBS	100	183
18	Zumba, participate	100	182
19	ordered anything from Macy's catalog or website/last 12 mos	100	180
20	reads Travel magazines	100	179
21	Types of music listened to/purchased in last 6 mos: Dance Music (Other)	100	175

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
22	HSN (Home Shopping Network) (watched/past 7 days)	100	173
23	SHOPPING Websites/apps visited or used in last 30 days: LivingSocial	100	173
24	Use at work:any Apple/Mac brand	100	172
25	Pier 1 Imports, shopped/last 3 mos	100	172
26	Radio formats: CHR	100	172
27	SHOPPING Websites/apps visited or used in last 30 days: Overstock	100	171
28	Types of music listened to/purchased in last 6 mos: Easy Listening	100	169
29	Radio formats: Classic Rock	100	168
30	Photo album/scrapbooking	100	167
31	Advised about sightseeing/activities/last 12 mos by other Internet site	100	166
32	Radio formats: Rhythmic	100	166
33	Tennis, participate	100	165
34	ordered anything from Costco.com/last 12 mos	100	165
35	ordered anything from Barnes&Noble.com/last 12 mos	100	165
36	Karaoke	100	165
37	Visit Nat'l Park on domestic vacation	100	165
38	Hallmark Gold Crown, shopped/last 3 mos	100	163
39	Imported Dinner/Table Wines	100	162
40	Radio formats: Classic Hits	100	161
41	TRAVEL/MAPS Websites/apps visited or used in last 30 days: Hotwire	100	160
42	reads Health magazines	100	158

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	Total Adults 18+	100	100
43	FX (watched/past 7 days)	100	157
44	Used for financial services/advice: friends/family	100	155
45	Furniture refinishing	100	154
46	Types of music listened to/purchased in last 6 mos: Soft Rock	100	153
47	Dance/go dancing	100	153
48	The Gap, shopped/last 3 mos	100	152
49	Bght any kitchen cooking & serving products as a gift	100	152
50	heavy magazine reader	100	152
51	T.J. Maxx, shopped/last 3 mos	100	152
52	Owens Mini Van	100	152
53	Advised about fees/travel arrangements/last 12 mos by hotwire.com	100	151
54	Aerobics, participate	100	151
55	Backpacking/Hiking on domestic vacation	100	151
56	Sephora, shopped/last 3 mos	100	151
57	Painting,drawing	100	151
58	H&M, shopped/last 3 mos	100	150
59	Waxing/last 6 mos	100	150
60	HH owns washer/dryer - stacked	100	149
61	Internet Service Providers (to HH): Verizon or Fios by Verizon (measured as Verizon Online in Waves 73-75)	100	149
62	TRAVEL/MAPS Websites/apps visited or used in last 30 days: Cheap Tickets	100	149
63	Frisbee, participate	100	149

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
64	Champagne & Sparkling Wines	100	148
65	Typically book trip more than 6 mos before traveling	100	148
66	ordered anything from ToysRUs.com/last 12 mos	100	148
67	Bght Builder sets/last 12 mos	100	148
68	Website or search engines used/last 30 days: Ask.com	100	147
69	Advised about fees/travel arrangements/last 12 mos by kayak.com	100	147
70	Photography	100	147
71	Typically book trip less than 3 mos, but more than 1 week before traveling	100	147
72	American Eagle Outfitters, shopped/last 3 mos	100	147
73	Instant Breakfast	100	147
74	Macy's, shopped/last 3 mos	100	146
75	Made a speech	100	146
76	Digital photo activities/last 12 mos: ordered photobook/calendar	100	146
77	Toys R Us, shopped/last 3 mos	100	145
78	Digital photo activities/last 12 mos: ordered photo cards/stationery	100	144
79	Spent \$100-299 for health & beauty aids (for women)/last 12 mos	100	144
80	Tennis-Men's, watch on tv	100	144
81	reads Parenthood magazines	100	144
82	FINANCE Websites/apps visited or used in last 30 days: MSN Money	100	143
83	Attended a public meeting on town or school affairs	100	143
84	Own Tennis balls	100	143

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85	TLC (watched/past 7 days)	100	143
86	HH owns ice cream machine	100	143
87	reads Home Service magazines	100	142
88	Michaels, shopped/last 3 mos	100	142
89	Transportation method used on an avg wkday: bus	100	142
90	reads Epicurean magazines	100	142
91	Ping Pong/Table Tennis, participate	100	141
92	reads News and Entertainment Weekly magazines	100	141
93	Obtained information about real estate online/past 30 days	100	141
94	Advised about fees/travel arrangements/last 12 mos by TripAdvisor.com	100	141
95	Tennis-Women's, watch on tv	100	141
96	Manicure/last 6 mos	100	141
97	Quick service copy/printing, spent any \$ past 6 mos	100	141
98	Rite Aid, shopped/last 6 mos	100	141
99	Influentials	100	140
100	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: BBC.com	100	140
101	Served as an officer for some club or organization	100	140
102	contributed to social services charitable organization	100	140
103	HH subscribes to Fiber Optic TV	100	140
104	3+ round trips by plane within continental U.S. for non-business/last 12 mos	100	139
105	contributed to environmental charitable organization	100	139

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106	WEATHER Websites/apps visited or used in last 30 days: WeatherBug	100	139
107	FINANCE Websites/apps visited or used in last 30 days: Yahoo! Finance	100	139
108	Own Tennis racquet	100	139
109	Attend dance performances	100	139
110	Radio formats: News/Talk	100	138
111	Laundries/laundromats, spent any \$ past 6 mos	100	138
112	SHOPPING Websites/apps visited or used in last 30 days: Groupon	100	138
113	Hiking, participate	100	138
114	Bed Bath & Beyond, shopped/last 3 mos	100	138
115	Bght Awning or Draperies or Curtains/last 12 mos	100	138
116	Radio formats: Alternative	100	138
117	Staples, shopped/last 12 mos	100	138
118	amount spent on internet & catalog shopping/past 12 mos: \$500-799	100	138
119	reads Business/Finance magazines	100	137
120	Regularly listen to traffic reports on the radio	100	137
121	Spent \$1,000-2,999 on foreign vacation	100	137
122	rented/purchased video: Classics	100	137
123	Obtained medical information online/past 30 days	100	137
124	Birdwatching	100	137
125	Activities done using Tablet/E-reader/last 30 days: Obtained local information	100	137
126	Swimming, participate	100	137

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127	Attend other music performances	100	137
128	Other outdoor sport/recreation on domestic vacation	100	137
129	TRAVEL/MAPS Websites/apps visited or used in last 30 days: TripAdvisor	100	137
130	Advised about fees/travel arrangements/last 12 mos by hotels.com	100	137
131	Lifetime (watched/past 7 days)	100	137
132	Spent \$500-999 for toys/games last 12 mos	100	137
133	Use at work: Desktop PC	100	137
134	Yoga, participate	100	136
135	HH uses call waiting	100	136
136	Spent \$3,000-5,999 on foreign vacation	100	136
137	Wired or send money w/U.S. Postal Service	100	136
138	Types of music listened to/purchased in last 6 mos: Pop/Top 40	100	136
139	rented/purchased video: Romance	100	135
140	Owens Van/Minivan	100	135
141	Blusher (Women)	100	135
142	Jo-Ann Fabric & Craft, shopped/last 3 mos	100	135
143	Own/bgght Electric ear thermometer	100	135
144	SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Shutterfly	100	135
145	ENTERTAINMENT Websites/apps visited or used in last 30 days: CBS	100	135
146	JOBS/CAREERS Websites/apps visited or used in last 30 days: CareerBuilder	100	134
147	SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Pinterest	100	134

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148	TBS (watched/past 7 days)	100	134
149	Travel Channel (watched/past 7 days)	100	134
150	contributed to educational charitable organization	100	134
151	Eye Liner (Women)	100	134
152	HH owns wireless headphones	100	134
153	Radio formats: Sports	100	134
154	Go to live theater	100	134
155	Go to beach	100	134
156	Old Navy, shopped/last 3 mos	100	134
157	Aeropostale, shopped/last 3 mos	100	134
158	bght biography books	100	134
159	ENTERTAINMENT Websites/apps visited or used in last 30 days: ABC	100	134
160	Sudoku puzzles	100	134
161	Rice Cakes	100	133
162	contributed to health charitable organization	100	133
163	Hard Cider (drank/last 6 mos)	100	133
164	contributed to PBS	100	133
165	spent 150+ on bedding/bath goods	100	133
166	Hair color/highlights/last 6 mos	100	133
167	Spent <\$50 for toys/games last 12 mos	100	133
168	Own Roller blades/In-Line skates	100	133

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169	Types of music listened to/purchased in last 6 mos: Oldies	100	132
170	Nectars	100	132
171	HH uses call return	100	132
172	Obtained information about entertainment or celebrities	100	132
173	reads Women Fashion magazines	100	132
174	Loose or Pressed Face Powder (Women)	100	132
175	Bght any pdts at salon/dayspa/last 6 mos	100	132
176	TRAVEL/MAPS Websites/apps visited or used in last 30 days: Hotels.com	100	132
177	Member of AARP	100	132
178	Bronzer (Women)	100	132
179	Hobbies: Indoor gardening & plants	100	132
180	Massage/last 6 mos	100	132
181	HH owns pressure cooker	100	131
182	clothing expenditures/past 12 mos: \$500-999	100	131
183	INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: WebMD	100	131
184	Bght Board games/last 12 mos	100	131
185	Sears Appliance & Hardware, shopped/last 12 mos	100	131
186	Sanitary Napkins (Women)	100	131
187	Attend aquarium	100	131
188	Firelogs	100	131
189	Flowers by phone/wire, spent any \$ past 6 mos	100	130

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190	Suntan & Sunscreen Products	100	130
191	bght any women's big-ticket clothing/past yr	100	130
192	INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: Yahoo! Answers	100	130
193	ordered anything from Kohls.com/last 12 mos	100	130
194	Have 2nd mortgage (equity loan)	100	130
195	Payless, shopped/last 3 mos	100	130
196	Canoeing/Kayaking, participate	100	130
197	Mascara (Women)	100	130
198	Charitable Organization member	100	130
199	HH owns electric juicer	100	130
200	Advised about fees/travel arrangements/last 12 mos by friends/family	100	130
201	Activities done using Tablet/E-reader/last 30 days: Downloaded music	100	130
202	Types of music listened to/purchased in last 6 mos: Soundtracks	100	130
203	Types of music listened to/purchased in last 6 mos: 80's Pop	100	130
204	Owens Sub-Compact Size Car	100	130
205	MSNBC (measured as MSNBC News in Waves 73-76) (watched/past 7 days)	100	130
206	Website or search engines used/last 30 days: Yahoo.com	100	130
207	Attend art galleries or shows	100	130
208	Activities done using Tablet/E-reader/last 30 days: Uploaded photos	100	130
209	HGTV (Home & Garden Television) (watched/past 7 days)	100	130
210	FINANCE Websites/apps visited or used in last 30 days: CNBC	100	129

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211	Foreign travel by plane (scheduled)	100	129
212	Owns any portable GPS navigation device	100	129
213	Radio: listened to any Hispanic format/last 7 days	100	129
214	ordered anything from other catalog or mail order service	100	129
215	Radio formats: Hispanic	100	129
216	The Weather Channel (watched/past 7 days)	100	129
217	Home decoration/furnishing	100	129
218	Baking Coconut	100	129
219	Attended a political rally, speech, or organized protest of any kind	100	129
220	Bght Electronic games/last 12 mos	100	129
221	Baking	100	129
222	Looked up movie listings or showtimes online/past 30 days	100	129
223	ENTERTAINMENT Websites/apps visited or used in last 30 days: Fox.com/FOX NOW	100	129
224	Zoo attendance	100	128
225	Victoria's Secret, shopped/last 3 mos	100	128
226	reads General Editorial magazines	100	128
227	Personally own a valid passport	100	128
228	INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: eHow	100	128
229	WEATHER Websites/apps visited or used in last 30 days: The Weather Channel (weather.com)	100	128
230	Attend classical music/opera performances	100	128
231	Advised about fees/travel arrangements/last 12 mos by travelocity.com	100	127

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232	Rum	100	127
233	HH uses voice messaging/voice mail	100	127
234	Super Premium Domestic Beer/Ale (drank/last 6 mos)	100	127
235	Watched any programs or events on Video-On-Demand/past 12 mos	100	127
236	Mortgage insurance	100	127
237	Activities done using social networking, photo or video-sharing site: Rated or reviewed a product or service/last 30 days	100	126
238	English Muffins	100	126
239	ordered anything from other dept/specialty store catalog or website/last 12 mos	100	126
240	SHOPPING Websites/apps visited or used in last 30 days: Amazon	100	126
241	HH uses plastic pdts for bath	100	126
242	Ready To Eat Muffins	100	126
243	Go to museums	100	126
244	Billiards/Pool	100	126
245	Total time spent yesterday using the Internet (does not include email or IM): 1-2 hours	100	126
246	bght any women's low-ticket clothing/past yr	100	126
247	bght any women's clothing/past yr	100	126
248	Bght any fine jewelry/last 12 mos	100	126
249	Made a purchase for personal use (on the Internet)/past 30 days	100	126
250	Magazines: read any Spanish lang mag/last 6 mos	100	126
251	Nail Care Products & Polish (Women)	100	125
252	CNN (watched/past 7 days)	100	125

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253	Food Network (watched/past 7 days)	100	125
254	Eye Shadow (Women)	100	125
255	Looked at/used Internet /last 30 days: Another place	100	125
256	Served on a committee for some local organization	100	125
257	Spent \$100-299 for health & beauty aids (for men)/last 12 mos	100	125
258	bght novels	100	125
259	Facial Moisturizers	100	125
260	Decision maker for kitchen cooking & serving products	100	125
261	Action taken/last 30 days, as a result of newspaper reading: cut out an ad	100	125
262	Participate in any other sport/last 12 mos	100	125
263	Types of music listened to/purchased in last 6 mos: Dance Music (Electronic)	100	125
264	Types of music listened to/purchased in last 6 mos: Folk	100	125
265	Own Mountain bicycle	100	125
266	HH owns electric popcorn maker	100	125
267	Shared photos through Internet website/past 30 days	100	125
268	reads Newspaper Distributed magazines	100	125
269	Types of music listened to/purchased in last 6 mos: Indie	100	125
270	bght Romance books	100	125
271	reads Women's magazines	100	125
272	TRAVEL/MAPS Websites/apps visited or used in last 30 days: Expedia	100	125
273	Foreign travel for vacation or honeymoon	100	124

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274	Foundation Make-Up (Women)	100	124
275	TNT (watched/past 7 days)	100	124
276	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: FOX News	100	124
277	SHOPPING Websites/apps visited or used in last 30 days: Coupons	100	124
278	Shopping on domestic vacation	100	124
279	Own Bicycle Helmet	100	124
280	Activities done using Tablet/E-reader/last 30 days: Obtained information on travel	100	124
281	Obtained the latest news/current events online/past 30 days	100	124
282	TRAVEL/MAPS Websites/apps visited or used in last 30 days: Travelocity	100	124
283	WEATHER Websites/apps visited or used in last 30 days: AccuWeather	100	124
284	Activities done using Tablet/E-reader/last 30 days: Purchased a product or service	100	124
285	Activities done using Tablet/E-reader/last 30 days: Listened to music	100	124
286	Jogging/running, participate	100	124
287	Advised about fees/travel arrangements/last 12 mos by travel agent	100	124
288	Total time spent yesterday using the Internet (does not include email or IM): 2-5 hours	100	124
289	Spread Cheese/Cheese Sauce	100	124
290	Trivia games	100	124
291	Pedicure/last 6 mos	100	124
292	Beauty parlor, spent any \$ past 6 mos	100	124
293	Sears, shopped/last 3 mos	100	124
294	volunteered for a charitable organization/last 12 mos	100	124

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295	Personally taken any trips outside the U.S. or to Alaska or Hawaii/last 3 yrs	100	124
296	Spent <\$11 last 30 days at conv store	100	123
297	Attend adult education courses	100	123
298	Level of photographer: Advanced Amateur	100	123
299	Member of any freq. flyer program	100	123
300	Redeemed freq. flyer miles/last 12 mos	100	123
301	Owens Digital SLR camera	100	123
302	Looked at TV listings online/past 30 days	100	123
303	Attend a specific event on domestic vacation	100	123
304	Bght Large/baby dolls/last 12 mos	100	123
305	Transportation method used on an avg wkday: bicycle	100	123
306	Personally taken a cruise/last 3 yrs	100	123
307	Bght Doll clothing/last 12 mos	100	123
308	Cordials & Liqueurs	100	123
309	Hair Coloring Products (For Use At Home)	100	123
310	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: CNN	100	123
311	TRAVEL/MAPS Websites/apps visited or used in last 30 days: Google Maps	100	123
312	Used Prof. carpet cleaning service last 12 mos	100	123
313	Own Piano	100	123
314	Disposable Cups	100	123
315	Bght Area rug/last 12 mos	100	123

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316	Took action as a result of healthcare advertising	100	123
317	Bght perfune/cologne for women as a gift/last 12 mos	100	123
318	HH owns electric food processor	100	123
319	Bght perfune/cologne for self/last 12 mos	100	123
320	New imported vehicle bght/leased past 12 mos	100	123
321	Used Wi-Fi or wireless connection using a computer outside of home/last 30 days	100	123
322	Lactose Intolerance Products	100	123
323	Hemorrhoid Remedies	100	122
324	Personal Foot Care Products	100	122
325	Spent \$51-99 last 30 days at conv store	100	122
326	Bread Crumbs & Coating Mixes	100	122
327	Dry cleaning, spent any \$ past 6 mos	100	122
328	Bowling, participate	100	122
329	INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: YP (Yellowpages) [measured as Yellowpages.com (YP.com) in Waves 73-75]	100	122
330	Hair Conditioning Treatment (For Use At Home)	100	122
331	HH uses repeat dialing	100	122
332	ENTERTAINMENT Websites/apps visited or used in last 30 days: Ticketmaster	100	122
333	HH uses plastic pdts for kitchen gadgets	100	122
334	Activities done using Tablet/E-reader/last 30 days: Watched other video	100	122
335	Spent \$1,000-1,499 on domestic vacations past 12 mos	100	122
336	Activities done using Tablet/E-reader/last 30 days: Obtained information about the weather	100	122

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337	Pizza Mixes And Sauces	100	122
338	Lottery/bght in last 12 mos	100	122
339	reads Men's magazines	100	122
340	Soccer-World Cup, watch on tv	100	122
341	Bagels	100	122
342	Attend rock music performances	100	122
343	Vitamins/Nutritional Supplements For Children	100	121
344	Tax preparation: used CPA or other tax professional	100	121
345	Activities done using Tablet/E-reader/last 30 days: Visited other website	100	121
346	Nuts For Cooking	100	121
347	HH uses plastic pdts for recycling/refuse bins	100	121
348	Tampons (Women)	100	121
349	Marshalls, shopped/last 3 mos	100	121
350	Honey	100	121
351	Used for financial services/advice: internet site	100	121
352	At club: Regular exercise prgm (2+x's/wk)	100	121
353	HH owns toaster oven	100	121
354	Recycled products	100	121
355	Looked for recipes online/past 30 days	100	121
356	Used imported vehicle bght/leased past 12 mos	100	121
357	Watched other online video/past 30 days	100	121

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358	HH owns espresso/cappuccino maker	100	121
359	Total time spent last Saturday using the Internet (does not include email or IM): 1-2 hours	100	121
360	Activities done using social networking, photo or video-sharing site: Clicked on an advertisement/last 30 days	100	121
361	Kind of medical ins policy: Other	100	121
362	TRAVEL/MAPS Websites/apps visited or used in last 30 days: Yahoo! Maps	100	121
363	Boxed Chocolates	100	121
364	TRAVEL/MAPS Websites/apps visited or used in last 30 days: MapQuest	100	121
365	HH uses call forwarding	100	121
366	INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: Wikipedia	100	121
367	Prepared Mixed Drinks With Liquor	100	121
368	Use a personal computer at work	100	121
369	Voted in federal/state/local election	100	120
370	Word games	100	120
371	Cell phone activity/last 30 days: Sent or received Instant Messages	100	120
372	HH uses caller ID	100	120
373	TRAVEL/MAPS Websites/apps visited or used in last 30 days: Orbitz	100	120
374	ENTERTAINMENT Websites/apps visited or used in last 30 days: NBC	100	120
375	Owens Digital camcorder	100	120
376	Transportation method used on an avg wkend: walking	100	120
377	Activities done using social networking, photo or video-sharing site: Sent a message or e-mail/last 30 days	100	120
378	Transportation method used on an avg wkend: bicycle	100	120

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379	HH owns air purifier	100	120
380	HH owns built in range	100	120
381	Total time spent last Saturday using the Internet (does not include email or IM): 2-5 hours	100	120
382	Owns Digital point & shoot camera	100	120
383	Made personal or business travel plans online/past 30 days	100	120
384	Digital photo activities/last 12 mos: edited photos using software	100	120
385	CVS Pharmacy/Longs Drugs, shopped/last 6 mos	100	120
386	Picnic	100	120
387	Pretzels	100	120
388	Athlete's Foot/Medicated Foot Care Products	100	120
389	Ulta, shopped/last 3 mos	100	120
390	Own Golf balls	100	120
391	Decision maker for any HH furnishing purchase/last 12 mos	100	120
392	heavy radio listener [34]	100	120
393	JCPenney, shopped/last 3 mos	100	120
394	Soy Milk & Other Plant/Nut Milks	100	120
395	Activities done using Tablet/E-reader/last 30 days: Made/received a video call	100	120
396	USA Network (watched/past 7 days)	100	120
397	Drain/Septic Tank Cleaners	100	120
398	Lipstick & Lip Gloss (Women)	100	120
399	Rubber Gloves	100	120

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
400	contributed to arts/cultural charitable organization	100	120
401	Activites done w/cell phone/last 30 days: searched for info about a product	100	120
402	Activities done using Tablet/E-reader/last 30 days: Obtained information on news or current events	100	120
403	Cotton Swabs	100	120
404	Baking Chips	100	120
405	Brownie & Cookie Mixes	100	120
406	High school sports, watch on tv	100	119
407	Used property/garden maintenance/last 12 mos	100	119
408	Activites done w/cell phone/last 30 days: visited a website for entertainment info	100	119
409	Bath & Body Works, shopped/last 3 mos	100	119
410	E! (Entertainment Television) (watched/past 7 days)	100	119
411	Product samples/used in last 6 mos	100	119
412	Union member	100	119
413	Extreme sports-winter, watch on tv	100	119
414	HH spends \$100-119 avg wk at food str	100	119
415	Vitamin And Dietary Supplements	100	119
416	Fine dining on domestic vacation	100	119
417	Diet Control - Reasons for: Physical fitness	100	119
418	Looked at/used Internet /last 30 days: At work	100	119
419	Political Affiliation/Ideology: Republican	100	119
420	HH owns any imported vehicle	100	119

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
421	Own Softball/baseball bats	100	119
422	Imported vehicle bght/leased new	100	119
423	Used for financial services/advice: financial advisor/broker	100	119
424	Obtained financial information online/past 30 days	100	119
425	Soy Sauce	100	119
426	Own Other exercise equip.	100	119
427	Baseball MLB regular season, listen to on the radio	100	119
428	Advised about fees/travel arrangements/last 12 mos by expedia.com	100	119
429	Play cards	100	119
430	Frozen Snacks (Not Frozen Yogurt Or Ice Cream)	100	119
431	Downloaded a TV program/past 30 days	100	119
432	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: CBSNews	100	119
433	Flavored Alcoholic Beverages/Coolers (drank/last 6 mos)	100	119
434	Transparent Tape	100	119
435	Owens Luggage	100	119
436	Bght Arts & crafts/last 12 mos	100	119
437	HH owns answering machine	100	119
438	Personal vehicle (domestic travel)	100	119
439	Reading books	100	118
440	clothing expenditures/past 12 mos: \$1000-1999	100	118
441	ION (watched/past 7 days)	100	118

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
442	rented/purchased video: Drama	100	118
443	Walking for exercise, participate	100	118
444	Prepared Mixed Drinks Without Liquor	100	118
445	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: NBCNews	100	118
446	Owens Standard Size Car	100	118
447	wears contact lenses	100	118
448	Environmentally friendly light bulbs	100	118
449	In-Tank Toilet Bowl Cleaners	100	118
450	Own/bght Hand-held massagers	100	118
451	Total time spent last Sunday using the Internet (does not include email or IM): 2-5 hours	100	118
452	Have Money market account	100	118
453	Activities done using Tablet/E-reader/last 30 days: Obtained information about sports	100	118
454	HH owns coffee maker - French press	100	118
455	Devices used to use the Internet/last 30 days: Desktop computer	100	118
456	Diet Cola Drinks	100	118
457	Hobbies: Listen to music	100	118
458	IKEA, shopped/last 12 mos	100	118
459	Whole Coffee Beans	100	118
460	Instant Messenger (IM) used/last 30 days: Facebook Messenger	100	118
461	Grapefruit Juice	100	118
462	Activites done w/cell phone/last 30 days: visited a website for maps/directions	100	118

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
463	Perfume And Cologne For Women	100	118
464	DSW, shopped/last 3 mos	100	118
465	Bght men's cologne as a gift/last 12 mos	100	117
466	HH owns Roku	100	117
467	Visited a dayspa/last 6 mos	100	117
468	Instant Iced Tea Mix	100	117
469	Digital photo activities/last 12 mos: edited photos online or w/app	100	117
470	Poker tournament, watch on tv	100	117
471	Pre-Menstrual Or Period Pain Remedies (Women)	100	117
472	Owens any type camera/camcorder	100	117
473	Bank by phone	100	117
474	Own Baseball gloves	100	117
475	Grated Cheese	100	117
476	Hobbies: Raising pets	100	117
477	Any casino gambling	100	117
478	BRAVO (watched/past 7 days)	100	117
479	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: NYTimes.com	100	117
480	Complexion Care Products	100	117
481	Freeform (measured as ABC Family in Waves 73-74) (watched/past 7 days)	100	117
482	AMC (watched/past 7 days)	100	117
483	Scouring Cleansers	100	117

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
484	Nail Polish Remover (Women)	100	117
485	Scotch Whisky	100	117
486	Kind of medical ins policy: HMO	100	117
487	Imported Beer/Ale (drank/last 6 mos)	100	117
488	Removable Self-Stick Notes	100	117
489	Yogurt	100	117
490	Women's Lingerie/Undergarments/bght last 12 mos	100	117
491	HH owns in-home telephone	100	117
492	Use at work:any PC/Non-Apple brand	100	117
493	Nutrition/energy bars	100	117
494	Advised about fees/travel arrangements/last 12 mos by priceline.com	100	116
495	rented/purchased video: Family/Children Oriented	100	116
496	Cell phone activity/last 30 days: Recorded a video	100	116
497	Video/electronic games (portable)	100	116
498	Domestic Dinner/Table Wines	100	116
499	method used: other	100	116
500	Pantiliners (Women)	100	116
501	Foreign travel by cruise ship	100	116
502	Types of music listened to/purchased in last 6 mos: Classic Rock	100	116
503	Total time spent last Saturday using the Internet (does not include email or IM): less than 1/2 hour	100	116
504	HH uses plastic pdts for tabletop	100	116

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
505	Own Downhill ski boots	100	116
506	Have 401K retirement savings	100	116
507	Enter. friends or relatives at home	100	116
508	HH uses plastic pdts for cosmetics	100	116
509	Visit relatives/friends on domestic vacation	100	116
510	Pain relieving rubs, liquids & patches (Nonprescr.)	100	116
511	Paper Napkins	100	116
512	Used instant messenger/past 30 days	100	116
513	Board games	100	116
514	Attend movies once a month	100	116
515	Used grocery store loyalty card/last 30 days	100	116
516	Soccer-MLS, watch on tv	100	116
517	Gen'l sightseeing on domestic vacation	100	116
518	Activites done w/cell phone/last 30 days: visited a search engine	100	116
519	Instant Messenger (IM) used/last 30 days: Skype	100	116
520	Any domestic travel past 12 mos	100	116
521	Dried Fruit	100	116
522	Scheduled plane (domestic travel)	100	116
523	On the avg month, out of pocket cost for prescription drugs: \$10-19	100	115
524	Bght Scale(bathroom)	100	115
525	HH owns electric indoor grill	100	115

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
526	Activities done using Tablet/E-reader/last 30 days: Used a map/navigation program	100	115
527	Have any Major Credit/Debit Card	100	115
528	Used e-mail/past 30 days	100	115
529	bght any athletic shoes/past 12 mos	100	115
530	Plastic-Type Kitchen Wrap	100	115
531	HH owns burglar alarm/home security system	100	115
532	WEATHER Websites/apps visited or used in last 30 days: Weather Underground (wunderground.com)	100	115
533	Total time spent last Sunday using the Internet (does not include email or IM): 1/2-1 hour	100	115
534	Home Depot, shopped/last 12 mos	100	115
535	Mints	100	115
536	Owens 35mm camera	100	115
537	Diet Control - Reasons for: Maintain weight	100	115
538	Canned or Jarred Spaghetti & Macaroni	100	115
539	Drink Additives & Hot Cocoa (Add Milk Or Water)	100	115
540	Signed a petition	100	115
541	Bar Baking Chocolate	100	115
542	Sunburn Remedies	100	115
543	Purchased any gift/prepaid cards/last 6 mos	100	115
544	reads Sports magazines	100	115
545	Tax preparation: used friend or family member	100	115
546	Devices used to use the Internet/last 30 days: Laptop or Netbook computer	100	115

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
547	Own Golf clubs	100	115
548	Cocoa Powder (For Baking)	100	115
549	Activites done w/cell phone/last 30 days: visited a social networking website	100	115
550	ENTERTAINMENT Websites/apps visited or used in last 30 days: Fandango	100	115
551	Own Downhill skis	100	115
552	Own Football	100	115
553	Kohl's, shopped/last 3 mos	100	115
554	Bght any Tablet/E-Reader/last 12 mos	100	115
555	Car Rental - Business Use	100	115
556	bght children's clothing/past 6 mos	100	115
557	Ice hockey-NHL reg season, watch on tv	100	114
558	Dessert Toppings	100	114
559	Activities done using social networking, photo or video-sharing site: "Followed" or became a "fan of" something or someone/last 30 days	100	114
560	Vodka	100	114
561	Breakfast/Cereal/Granola Bars	100	114
562	Internet Service Providers (to HH): Comcast/Xfinity	100	114
563	Go to beach on domestic vacation	100	114
564	Activites done w/cell phone/last 30 days: visited any other website	100	114
565	Spent 1+ nights at hotel/motel/other lodging past 12 mos	100	114
566	Own/bgght Oral irrigation device	100	114
567	Activities done using Tablet/E-reader/last 30 days: Took a picture	100	114

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
568	HH uses 3-way calling	100	114
569	Have Home mortgage (1st)	100	114
570	Extracts	100	114
571	Organic Foods	100	114
572	Own \$150,000+ in any other market instrument	100	114
573	Bght Any children's toys & games/last 12 mos	100	114
574	Figure skating, watch on tv	100	114
575	Nuts	100	114
576	Received any gift cards/last 6 mos	100	114
577	Action taken/last 30 days, as a result of newspaper reading: shopped at advertised store	100	114
578	Activities done using Tablet/E-reader/last 30 days: Played a single-player game	100	114
579	Go to bars/night clubs	100	114
580	Instant Messenger (IM) used/last 30 days: Google Hangouts	100	114
581	Currently enrolled in any hotel rewards program	100	114
582	Cooking for fun	100	114
583	Bank by online/internet	100	114
584	HH owns electric coffee grinder	100	114
585	Devices used to use the Internet/last 30 days: Any computer	100	114
586	Hallmark Channel (watched/past 7 days)	100	114
587	Activities done using social networking, photo or video-sharing site: Visited a friend's profile or page/last 30 days	100	114
588	HH owns hot tub/whirlpool spa	100	114

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
589	Bght any costume jewelry/last 12 mos	100	114
590	ordered anything from Amazon.com/last 12 mos	100	114
591	Activities done using social networking, photo or video-sharing site: Commented on a friend's post/last 30 days	100	114
592	heavy newspaper reader/quintile I	100	114
593	use toothpaste for sensitive teeth	100	114
594	Total time spent last Sunday using the Internet (does not include email or IM): 1-2 hours	100	114
595	3+ round trips by plane within continental U.S./last 12 mos	100	114
596	HH owns telephone headset	100	114
597	SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Google+ (Google Plus)	100	114
598	HH owns electric mixer - stationary	100	114
599	Paid bills online/past 30 days	100	114
600	ENTERTAINMENT Websites/apps visited or used in last 30 days: IMDb	100	114
601	Dry Disposable Wipes & Dusters	100	113
602	HH owns all-in-one computer printer with fax (printer, copier, scanner, fax)	100	113
603	HH owns computer printer only	100	113
604	Premium Channels/Watched/past 7 days: Starz Encore (measured as Encore in Wave 73-75)	100	113
605	On the avg month, out of pocket cost for prescription drugs: <\$10	100	113
606	Hair Styling Gels, Lotions & Mousse	100	113
607	Level of photographer: Amateur	100	113
608	Activites done w/cell phone/last 30 days: visited a website for other local info	100	113
609	Used for financial services/advice: financial planner	100	113

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
610	wears transition lenses	100	113
611	Website or search engines used/last 30 days: Bing.com	100	113
612	Disney Junior (watched/past 7 days)	100	113
613	Use at work: laptop/notebook	100	113
614	Visited a TV network or TV show's website/past 30 days	100	113
615	Action taken/last 30 days, as a result of newspaper reading: purchased an advertised product	100	113
616	Domestic travel for vacation or honeymoon	100	113
617	Devices used to use the Internet/last 30 days: iPad or other Tablet	100	113
618	Transportation method used on an avg wkday: walking	100	113
619	HH subscribes to cable	100	113
620	HH owns coffee maker - single cup/pod brewing	100	113
621	Types of music listened to/purchased in last 6 mos: Jazz	100	113
622	went camping/past 12 mos	100	113
623	Activities done using Tablet/E-reader/last 30 days: Visited a search engine	100	113
624	Books/bgght last 12 mos	100	113
625	Activities done using social networking, photo or video-sharing site: Posted that you "like" something/last 30 days	100	113
626	Lip Care	100	113
627	Own/bgght Massaging shower head	100	113
628	Greeting Cards/bgght in last 6mos	100	113
629	Indoor Plant Food	100	113
630	HH owns electric grill (outdoor)	100	113

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
631	Own Stationary bicycle	100	113
632	Ready To Eat Doughnuts	100	113
633	Car Rental - Personal Use	100	113
634	HH owns all-in-one computer printer (printer, copier, scanner)	100	113
635	Waxed Paper	100	113
636	bght children's shoes/past 6 mos	100	112
637	bght any shoes/past 12 mos	100	112
638	Other Diet Soft Drinks, Not Colas	100	112
639	bght cookbooks	100	112
640	Attend country music performances	100	112
641	contributed \$100+ to charitable organizations/last 12 mos	100	112
642	SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Facebook	100	112
643	amount spent on internet & catalog shopping/past 12 mos: \$800+	100	112
644	Vegetarian Frozen Burgers	100	112
645	Activities done using social networking, photo or video-sharing site: Used IM/last 30 days	100	112
646	Plastic/glass food storage containers	100	112
647	Cream Cheese	100	112
648	HH owns water filter	100	112
649	method used: exercise program	100	112
650	Purchased a money order	100	112
651	Hair Sprays (For Use At Home)	100	112

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
652	Personally own MP3 player	100	112
653	Pre-Moistened Household Wipes	100	112
654	Play bingo	100	112
655	ordered anything from HomeDepot.com/last 12 mos	100	112
656	Advised about sightseeing/activities/last 12 mos by friends/family	100	112
657	Play musical instrument	100	112
658	wears sunglasses (nonprescription)	100	112
659	Bght Educational toys/last 12 mos	100	112
660	Type of medical ins policy: Medicaid	100	112
661	Yeast	100	112
662	Listened to/purchased in last 6 mos: Audiobooks	100	112
663	Made a phone call online/past 30 days	100	112
664	Have Roth IRA	100	112
665	Dental Floss	100	112
666	Vinegar	100	112
667	reads Science/Technology magazines	100	112
668	Dry Soup & Bouillon	100	112
669	Packaged Fresh Salad	100	112
670	Types of music listened to/purchased in last 6 mos: Light Classical	100	112
671	Cell phone activity/last 30 days: Sent or received email	100	112
672	Dick's Sporting Goods, shopped/last 3 mos	100	112

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
673	Packages Of Miniature/Loose Candy	100	112
674	Activities done using Tablet/E-reader/last 30 days: Visited other social networking site (not Facebook)	100	112
675	HH owns continuous cleaning oven	100	111
676	Activites done w/cell phone/last 30 days: text messaging to communicate w/friends/family	100	111
677	Owens Compact Sport/Utility Vehicle	100	111
678	Activites done w/cell phone/last 30 days: signed up for text message "alert" service	100	111
679	Boating (power), participate	100	111
680	Pain Relievers & Fever Reducers For Children	100	111
681	Activites done w/cell phone/last 30 days: visited a website for financial info	100	111
682	Activites done w/cell phone/last 30 days: visited a website for weather	100	111
683	Have any Credit/Debit Card	100	111
684	Scouring Pads	100	111
685	bght children's books	100	111
686	Have Interest checking account	100	111
687	contributed to other non-religious charitable organization	100	111
688	Attend movies 2-3 times a month	100	111
689	Prescription drug insurance	100	111
690	Hard Roll Candy	100	111
691	Played games online/past 30 days	100	111
692	HH uses plastic pdts for home organizing/storage	100	111
693	Activities done using Tablet/E-reader/last 30 days: Read or sent an email	100	111

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
694	Any Recycling/last 30 days	100	111
695	Baseball-MLB reg season, attend	100	111
696	Facial Tissues	100	111
697	Activites done w/cell phone/last 30 days: listened to radio	100	111
698	PC/computer games (play online)	100	111
699	Bght product after using sample/last 6 mos	100	111
700	Spent \$20-39 last 30 days at conv store	100	111
701	Cell phone activity/last 30 days: Listened to the radio	100	111
702	HH owns gas grill	100	111
703	Spent less than \$100 for health & beauty aids (for women)/last 12 mos	100	111
704	Own Elbow/knee pads	100	111
705	Salad Toppings	100	111
706	Cell phone activity/last 30 days: Took a picture	100	111
707	Burlington Coat Factory, shopped/last 3 mos	100	111
708	E-mail used/last 30 days: Outlook.com	100	111
709	Frozen Orange Juice	100	111
710	Tomato & Vegetable Juices	100	111
711	Total time spent last Sunday using the Internet (does not include email or IM): less than 1/2 hour	100	111
712	Baking Mixes (Excluding Cake Mixes)	100	111
713	Ice hockey-NHL playoffs & Stanley Cup Finals, watch on tv	100	110
714	Political outlook: somewhat conservative	100	110

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
715	Voting frequency: Statewide Elections/always	100	110
716	Cold sores/fever blisters	100	110
717	Website or search engines used/last 30 days: Google.com	100	110
718	rented/purchased video: Comedy	100	110
719	HH owns electric blender	100	110
720	Dining out	100	110
721	Cents Off Coupons	100	110
722	Crossword puzzles	100	110
723	HH uses plastic pdts	100	110
724	HH owns any PC/Non-Apple brand	100	110
725	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: ABCNews	100	110
726	HH owns a personal computer	100	110
727	HH uses plastic pdts for food storage	100	110
728	Devices used to use the Internet/last 30 days: Cellphone or Smartphone	100	110
729	Activities done using Tablet/E-reader/last 30 days: Visited facebook	100	110
730	HH uses plastic pdts for sinkware	100	110
731	Have Savings account	100	110
732	Use credit card for business	100	110
733	New vehicle bght/leased in past 12 mos	100	110
734	Attend any sports event	100	110
735	HH owns handheld video game system	100	110

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
736	Own Treadmill	100	110
737	Activities done using Tablet/E-reader/last 30 days: Watched a tv show	100	110
738	Tequila	100	110
739	Baseball MLB playoffs/World Series, watch on tv	100	110
740	National Geographic Channel (watched/past 7 days)	100	110
741	Did any public activity/past 12 mos	100	110
742	Type of medical ins policy: Non-gov't	100	110
743	Looked at/used Internet /last 30 days: At school or library	100	110
744	Dry Cake Mixes	100	110
745	Belong to auto club/roadside assistance program	100	110
746	SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: YouTube	100	110
747	Wrote or called any politician at the state, local, or national level	100	110
748	SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Visited or used in last 30 days: Any Social Networking/Photos/Video-sharing services	100	110
749	HH owns portable generator	100	110
750	Frozen Desserts	100	109
751	Toaster Products	100	109
752	Looked at/used Internet /last 30 days: At home	100	109
753	HH owns DVD or Blu-ray player	100	109
754	Own Binoculars	100	109
755	Any sports participation in past yr.	100	109
756	Ready To Drink Iced Tea	100	109

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
757	Bicycling-Road, participate	100	109
758	Owens any audio equipment & accessories	100	109
759	Used Environmentally friendly/"green" pdts	100	109
760	Laundry Pre-Treatments & Stain Removers	100	109
761	Owens Sedan/Hard Top/4 Door	100	109
762	Foreign travel for personal reasons	100	109
763	Use credit card for personal	100	109
764	Canned Beans w/Sauce	100	109
765	Listen to any sports event on radio	100	109
766	Sent an electronic greeting card/past 30 days	100	109
767	Food Prepared From Scratch	100	109
768	HH owns rechargeable flashlight	100	109
769	Canned Or Jarred Fruit	100	109
770	Methods used to pay bills: pay by Internet/online	100	109
771	TRAVEL/MAPS Websites/apps visited or used in last 30 days: Priceline	100	109
772	Typically book trip 3-6 mos before traveling	100	109
773	HH owns Desktop PC	100	109
774	Have Non-interest checking account	100	109
775	Target, shopped/last 3 mos	100	109
776	Activities done using social networking, photo or video-sharing site: Watched a video/last 30 days	100	109
777	HH owns laptop/notebook	100	109

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
778	contributed to religious organization	100	109
779	HH owns any Apple/Mac brand	100	109
780	Packaged, Frozen, Refrigerated Pasta	100	109
781	Used paperless statements (banking/financial services)	100	109
782	Glue	100	109
783	Paint/Stain/bght last 12 mos	100	109
784	Voting frequency: Statewide Elections/sometimes	100	109
785	bght any sports clothing/past 12 mos	100	109
786	Baseball, participate	100	109
787	HH owns broom or mop	100	109
788	Refrigerated Meals, Entrees, Snacks & Sides	100	109
789	Hair Conditioners (For Use At Home)	100	109
790	Voting frequency: National Elections/always	100	109
791	Made a purchase for business use (on the Internet)/past 30 days	100	109
792	Cold, Sinus And Allergy Remedies (Nonprescr.)	100	109
793	Political outlook: middle of the road	100	109
794	Had home computer professionally serviced or upgraded/past 12 mos	100	109
795	Tracked investments/Traded stocks, bonds or mutual funds online/past 30 days	100	109
796	Spent <\$1,000 on domestic vacations past 12 mos	100	109
797	HH spends \$40-59 avg wk at food str	100	109
798	Waffle Or Pancake Mix	100	109

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
799	Am't spent for software for home/past 12 mos: \$1-99	100	109
800	Any premium channel viewing/past 30 days	100	108
801	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: Yahoo! News	100	108
802	Voting frequency: Local Elections/always	100	108
803	Target Pharmacy, shopped/last 6 mos	100	108
804	Oven Cleaners	100	108
805	Attended movies/last 6 mos	100	108
806	Devices used to use the Internet/last 30 days: Television	100	108
807	Whipped Topping	100	108
808	Watched a movie online/past 30 days	100	108
809	Automatic Dishwasher Detergent	100	108
810	Have any banking services	100	108
811	Have any Store Credit Card	100	108
812	HH owns sewing machine	100	108
813	Decision maker for new/leased vehicle	100	108
814	Floor Cleaner, Wax & Polish	100	108
815	HH owns smoke/fire detector	100	108
816	Owens Sport/Utility Vehicle	100	108
817	HH owns vacuum cleaner	100	108
818	Baseball MLB regular season, watch on tv	100	108
819	Own Road bicycle	100	108

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
820	HH owns Google Chromecast	100	108
821	Presently I control my diet	100	108
822	Regular Tea	100	108
823	SPORTS Websites/apps visited or used in last 30 days: Yahoo! Sports	100	108
824	Own Basketball	100	108
825	Bght sports recreation equip./last 12 mos	100	108
826	Packaged Pie Crust	100	108
827	Other Fruit Juices & Drinks	100	108
828	Hand & Body Cream, Lotion Or Oil	100	108
829	Instant Messenger (IM) used/last 30 days: Yahoo! Messenger	100	108
830	TV Land (watched/past 7 days)	100	108
831	Looked at/used Internet /last 30 days: Any Internet Usage	100	108
832	Ketchup/Catsup	100	108
833	Sore throat remedies & cough drop	100	108
834	Canned Tuna	100	108
835	Own common stock in other company	100	108
836	Salsa or Picante Sauce	100	108
837	Advised about fees/travel arrangements/last 12 mos by other Internet site	100	107
838	Obtained information for new/used car purchase online/past 30 days	100	107
839	Cookies (Ready To Eat)	100	107
840	HH owns Apple TV	100	107

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
841	Activites done w/cell phone/last 30 days: visited a website for news	100	107
842	Domestic travel for business	100	107
843	ordered anything from JCPenney catalog or website/last 12 mos	100	107
844	HH owns water softener	100	107
845	Activites done w/cell phone/last 30 days: used an "app"	100	107
846	In-Bowl Toilet Bowl Cleaners	100	107
847	Heavy cable (includ premium channels) viewing/15+ hrs past wk	100	107
848	HH owns microwave oven	100	107
849	Canned Tomatoes	100	107
850	Nasal Sprays	100	107
851	Advised about sightseeing/activities/last 12 mos by TripAdvisor.com	100	107
852	Types of music listened to/purchased in last 6 mos: Blues	100	107
853	Soap & Detergents For Fine Fabrics	100	107
854	Any Leisure Activity	100	107
855	Bank in person	100	107
856	Have homeowners insurance	100	107
857	On the avg month, out of pocket cost for prescription drugs: \$20-29	100	107
858	Frozen Waffles	100	107
859	Pickles	100	107
860	Cell phone activity/last 30 days: Used a mobile "App"	100	107
861	Natural Or Imported Cheese	100	107

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
862	Cell phone activity/last 30 days: Sent or received text messages	100	107
863	Fish & Seafood Fresh Or Frozen	100	107
864	Cell phone activity/last 30 days: Watched a movie, TV program or other video	100	107
865	Frostings	100	107
866	Flavored Instant Coffee	100	107
867	Cat Treats	100	107
868	OWN (Oprah Winfrey Network) (watched/past 7 days)	100	107
869	Flower shop, spent any \$ past 6 mos	100	107
870	SPORTS Websites/apps visited or used in last 30 days: MLB.com/MLB At Bat	100	107
871	Mouthwash/Dental Rinse	100	107
872	Medicated skin ointments, creams, lotions & sprays	100	107
873	Premium Channels/Watched/past 7 days: Showtime	100	107
874	Spray Non-Stick Cooking Products	100	107
875	Cell phone activity/last 30 days: Played a game	100	106
876	Jams & Jellies	100	106
877	Spent \$100-199 for toys/games last 12 mos	100	106
878	Spray Starch	100	106
879	Hair cut/last 6 mos	100	106
880	Visited online blogs/past 30 days	100	106
881	Mustard	100	106
882	Regular Domestic Beer/Ale (drank/last 6 mos)	100	106

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
883	Attend movies less than once a month	100	106
884	Have any medical/hospital/accident insurance	100	106
885	reads Airline magazines	100	106
886	Stuffing Mixes And Stuffing Products	100	106
887	Personally has a smartphone	100	106
888	HH owns refrigerator	100	106
889	Direct deposit (of payroll check)	100	106
890	Bank by ATM/cash machine	100	106
891	Dental insurance	100	106
892	Activities done using Tablet/E-reader/last 30 days: Obtained financial information	100	106
893	Refrigerated/Frozen Bread & Dough Products	100	106
894	Have Business checking account	100	106
895	Types of music listened to/purchased in last 6 mos: Reggae	100	106
896	Had car brakes serviced/last 12 mos	100	106
897	Types of music listened to/purchased in last 6 mos: Classical	100	106
898	Butter	100	106
899	Aluminum Foil	100	106
900	Apple Store, shopped/last 12 mos	100	106
901	Best Buy, shopped/last 12 mos	100	106
902	RadioShack, shopped/last 12 mos	100	106
903	Visited a theme park in last 12 months	100	106

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
904	ordered anything from Walmart.com/last 12 mos	100	106
905	Comedy Central (watched/past 7 days)	100	106
906	Activities done using Tablet/E-reader/last 30 days: Watched a movie	100	106
907	Any cable viewing/past wk	100	106
908	Frozen Yogurt	100	106
909	Activities done using social networking, photo or video-sharing site: Posted a website link/last 30 days	100	106
910	Popping Corn & Popcorn Snacks	100	106
911	Fabric Softeners/Scent Boosters	100	106
912	Has a garden	100	106
913	wears prescrip eyeglasses	100	106
914	HH owns kitchen cooking & serving products	100	106
915	HH owns convection oven	100	106
916	Activites done w/cell phone/last 30 days: downloaded an "app"	100	106
917	Attended 3D or Imax theater movie/last 12 mos	100	106
918	Outdoor Gardening past 12 mos	100	106
919	Glass & Surface Cleaners	100	106
920	HH owns electric mixer - hand held	100	106
921	Eye Wash and Drops	100	106
922	Rental vehicle (domestic travel)	100	105
923	Family Restaurants & Steak Houses	100	105
924	Crackers	100	105

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
925	Hallmark Movie & Mysteries (watched/past 7 days)	100	105
926	visited doctor/last 12 mos	100	105
927	Dom travel for personal reasons	100	105
928	Furniture Polish	100	105
929	amount spent on internet & catalog shopping/past 12 mos: \$200-499	100	105
930	Have Internet access at home	100	105
931	Summary: HH subscribes to Cable, Satellite or Fiber Optic TV	100	105
932	Gravy/Sauce Mixes And Cooking Sauces	100	105
933	HH owns any TV set	100	105
934	Diet Control - Reasons for: Blood sugar level	100	105
935	have/had any ailments/last 12 mos	100	105
936	Professional Exterminators	100	105
937	Batteries/bght in last 6 mos	100	105
938	Office Depot, shopped/last 12 mos	100	105
939	Owns Compact Size Car	100	105
940	Activities done using social networking, photo or video-sharing site: Posted a video/last 30 days	100	105
941	HH owns electric steam cooker	100	105
942	Activities done using social networking, photo or video-sharing site: Posted a picture/last 30 days	100	105
943	Internet Service Providers (to HH): Any Service	100	105
944	Bottled Barbecue & Seasoning Sauces	100	105
945	FedEx Office, shopped/last 12 mos	100	105

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
946	Fox News Channel (watched/past 7 days)	100	105
947	Snack Mixes	100	105
948	Own Cedar chests	100	105
949	Rented Truck/Trailer last 12mos	100	105
950	SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Yelp	100	105
951	Canned or Jarred Vegetables	100	105
952	Personal Lubricants (Women)/last 6 mos	100	105
953	Activites done w/cell phone/last 30 days: received a text message "alert"	100	105
954	Any homeowners or personal property ins.	100	105
955	Disposable Razors	100	105
956	Voting frequency: Local Elections/sometimes	100	105
957	Heartburn, indigestion, gas & diarrhea remedies	100	105
958	Radio formats: Rock	100	105
959	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: HuffingtonPost.com/HuffPost	100	105
960	Cell phone activity/last 30 days: Played music	100	105
961	Bleach & Depilatories	100	105
962	Bght Construction toys/last 12 mos	100	105
963	Frankfurters & Hot Dogs	100	105
964	Gymnastics, watch on tv	100	105
965	Total Beer/Ale (drank/last 6 mos)	100	105
966	Spent \$40-50 last 30 days at conv store	100	105

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
967	Cough Syrup/suppressant (Nonprescription)	100	105
968	Salad or Cooking Oil	100	105
969	E-mail used/last 30 days: Gmail	100	105
970	rented/purchased video: Science Fiction	100	105
971	Vision care insurance	100	105
972	Spaghetti/Pasta Sauce	100	105
973	On the avg month, out of pocket cost for prescription drugs: \$30-49	100	105
974	wears eyeglasses (nonprescription)	100	105
975	ordered anything from eBay.com/last 12 mos	100	105
976	Breakfast Cereals (Cold)	100	105
977	Seasonings & Spices	100	105
978	Own Outdoor/pocket knife	100	105
979	Puddings & Pie Fillings	100	105
980	HH owns dishwasher built-in/portable	100	105
981	Disney Channel (watched/past 7 days)	100	105
982	Snack Cakes	100	105
983	Bottled Water & Seltzer	100	105
984	home improvements/last 12 mos: self or other HH member did the work	100	105
985	Have any auto/other vehicle insurance	100	104
986	Candy (Regular or King Size)	100	104
987	Adhesive Bandages	100	104

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
988	Personal Care Soaps - Bar	100	104
989	Canned/Wet Cat Food	100	104
990	CNBC (watched/past 7 days)	100	104
991	Liquid Soaps/Hand Sanitizers	100	104
992	Orange Juice Not Frozen	100	104
993	Types of music listened to/purchased in last 6 mos: Country	100	104
994	Own Weight lifting equip.	100	104
995	Rice	100	104
996	Bght Fashion dolls/last 12 mos	100	104
997	Kind of medical ins policy: PPO	100	104
998	Nordstrom, shopped/last 3 mos	100	104
999	HH owns battery flashlight	100	104
1000	clothing expenditures/past 12 mos: \$300-499	100	104
1001	Insect Repellents	100	104
1002	Taxes: Filed before IRS deadline	100	104
1003	Light Bulbs	100	104
1004	Decision maker for any Appliances for climate control	100	104
1005	Bght any watches/last 12 mos	100	104
1006	Flavored & Seasoned Rice	100	104
1007	Basketball-NCAA tournament, watch on tv	100	104
1008	Cooked Hams	100	104

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1009	Contact Lens Cleaning/Wetting Solutions	100	104
1010	Baking Powder And Soda	100	104
1011	Ice cream, gelato, sherbet	100	104
1012	Air Fresheners, Carpet & Room Deodorizers	100	104
1013	Carpet And Rug Cleaners	100	104
1014	HH owns iron	100	104
1015	HH owns hot water heater	100	104
1016	Methods used to pay bills: pay by phone using credit card	100	104
1017	NEWS/COMMENTARY Websites/apps visited or used in last 30 days: WSJ.com	100	104
1018	Methods used to pay bills: bills automatically charged to credit card	100	104
1019	Barbecuing	100	104
1020	Disposable Plates	100	104
1021	HH owns garage door opener	100	104
1022	Diet Control - Reasons for: Weight loss	100	104
1023	Plastic Sandwich/Food Storage/Freezer Bags	100	104
1024	Obtained sports news/information online/past 30 days	100	104
1025	HH owns electric fry pan	100	104
1026	Frozen Vegetables	100	104
1027	Activites done w/cell phone/last 30 days: watched other video	100	104
1028	Took an online class or course/past 30 days	100	104
1029	Corn & Tortilla & Other Chips & Cheese Snacks	100	104

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1030	Activities done using social networking, photo or video-sharing site: Played a game/last 30 days	100	104
1031	Owens Coupe/Sports Coupe/2 Door	100	104
1032	Type of fuel vehicle uses: gasoline (non-diesel) only	100	104
1033	Ice Cream Bars, Sandwiches & Bon Bons	100	104
1034	filled 1+ prescriptions for self/last 30 days	100	104
1035	Activites done w/cell phone/last 30 days: watched a downloaded or streamed TV program	100	104
1036	Fast Food & Drive-In Restaurants	100	103
1037	Baby Powder	100	103
1038	HH owns any Internet Video Devices for TV	100	103
1039	Own Fishing rod/reel	100	103
1040	HH owns gas stove/range	100	103
1041	Frozen Pizza	100	103
1042	rented/purchased video: Action/Adventure	100	103
1043	Forever 21, shopped/last 3 mos	100	103
1044	Decision Maker for vehicle: You/You & Someone Else	100	103
1045	Activites done w/cell phone/last 30 days: text messaging to vote in a contest, make a choice, or give opinion	100	103
1046	Activities done using social networking, photo or video-sharing site: Updated profile/last 30 days	100	103
1047	HH owns attached to tv/computer video game system	100	103
1048	Total Candy/Bght any last 6 mos	100	103
1049	LMN (Lifetime Movie Network) (watched/past 7 days)	100	103
1050	HH owns cook top	100	103

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1051	Fresh Fruit & Vegetables	100	103
1052	Plastic Garbage Bags & Trash Can Liners	100	103
1053	Breakfast Cereals (Hot)	100	103
1054	Have Overdraft protection	100	103
1055	SHOPPING Websites/apps visited or used in last 30 days: eBay	100	103
1056	Own Soccer ball	100	103
1057	Frozen/Refrigerated Potato Products	100	103
1058	Salad Dressing	100	103
1059	HH owns toaster	100	103
1060	Ready To Drink Iced Coffee/Coffee Drinks	100	103
1061	Cold Cuts	100	103
1062	Shampoo	100	103
1063	Microwave Usage	100	103
1064	HH owns locks or lock sets	100	103
1065	Windshield Wipers/Bght in Last 12 Mos	100	103
1066	Razor Blades	100	103
1067	Activites done w/cell phone/last 30 days: Purchased a product	100	103
1068	Bght Water toys/last 12 mos	100	103
1069	Engaged in fundraising	100	103
1070	Total time spent last Saturday using the Internet (does not include email or IM): 5-10 hours	100	103
1071	Have Auto loan	100	103

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1072	Headache Remedies And Pain Relievers (Nonprescr.)	100	103
1073	Ready To Serve Dips	100	103
1074	Gasoline/Bght in Last 6 Mos	100	102
1075	Other Meat Fresh/Frozen	100	102
1076	bght any men's big-ticket clothing/past yr	100	102
1077	Beef Fresh/Frozen	100	102
1078	ordered anything from Target.com/last 12 mos	100	102
1079	Canned Stews	100	102
1080	Table Syrup, Molasses & Agave	100	102
1081	Chicken & Turkey Fresh Or Frozen	100	102
1082	Tooth Whiteners (not toothpaste)	100	102
1083	Animal Planet (watched/past 7 days)	100	102
1084	Radio formats: Public	100	102
1085	Other Regular Carbonated Soft Drinks	100	102
1086	Paper Towels	100	102
1087	Bleach	100	102
1088	Golf-PGA, watch on tv	100	102
1089	Sugar	100	102
1090	Cell phone activity/last 30 days: Made/received phone calls	100	102
1091	Personally has working cell phone	100	102
1092	Own any non-stock market instruments	100	102

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1093	HH owns bread making machine	100	102
1094	Transportation method used on an avg wkend: driving (not a carpool)	100	102
1095	reads Automotive magazines	100	102
1096	Spent \$100+ last mo. at conv store	100	102
1097	Olympics-winter, watch on tv	100	102
1098	Pickle Relish	100	102
1099	Toothbrushes	100	102
1100	Cognac	100	102
1101	Laxatives/Fiber Supplements	100	102
1102	Bourbon	100	102
1103	Track & field, watch on tv	100	102
1104	Kmart, shopped/last 3 mos	100	102
1105	Artificial & Lo-cal Sweeteners	100	102
1106	Frozen Breakfasts	100	102
1107	HH owns washing machine - standard	100	102
1108	Watched a TV program online/past 30 days	100	102
1109	A&E (watched/past 7 days)	100	102
1110	HH owns any camping equip	100	102
1111	History Channel (watched/past 7 days)	100	102
1112	Household Cleaners	100	102
1113	Body Powder	100	102

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1114	Transportation method used on an avg wkday: driving (not a carpool)	100	102
1115	Canned Or Jarred Soup/Broth	100	102
1116	Decision maker for HH appliances	100	102
1117	Religious club member	100	102
1118	Frozen Main Courses	100	102
1119	Packaged Dinners & Side Dishes	100	102
1120	Used Non-toxic/biodegradable cleaners/detergents	100	102
1121	Dollar Tree, shopped/last 3 mos	100	102
1122	Eggs	100	101
1123	Gelatin And Gelatin Desserts	100	101
1124	Sleeping aids & snore relief	100	101
1125	Activities done using social networking, photo or video-sharing site: Updated status/last 30 days	100	101
1126	HH owns electric slow cooker	100	101
1127	Have renters insurance	100	101
1128	Soap & Detergents For Regular Laundry	100	101
1129	Activities done using social networking, photo or video-sharing site: Invited people to an event/last 30 days	100	101
1130	ENTERTAINMENT Websites/apps visited or used in last 30 days: BuzzFeed	100	101
1131	Dishwashing Liquid	100	101
1132	Activites done w/cell phone/last 30 days: listened to music	100	101
1133	Am't spent for software for home/past 12 mos: \$100-\$199	100	101
1134	ordered anything from BestBuy.com/last 12 mos	100	101

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1135	Breath Fresheners	100	101
1136	bght any men's clothing/past yr	100	101
1137	Taken trip on all-inclusive travel package, foreign trip	100	101
1138	bght any men's low-ticket clothing/past yr	100	101
1139	Evaporated/Condensed Milk	100	101
1140	Brand Decision maker for TV set	100	101
1141	Low Calorie Domestic Beer (drank/last 6 mos)	100	101
1142	Football-NFL playoffs/Super Bowl, watch on tv	100	101
1143	Salt	100	101
1144	Toothache, gum, canker sore remedies	100	101
1145	Football-college, watch on tv	100	101
1146	Toilet paper	100	101
1147	Watched any programs or events on Pay Per-View/past 12 mos	100	101
1148	Shaving Creams Or Gels	100	101
1149	Radio formats: Country	100	101
1150	HH spends \$150+ avg wk at food str	100	101
1151	Children's Cough Syrup	100	101
1152	Attend auto shows	100	101
1153	Deodorants/antiperspirants	100	101
1154	HH owns clothes dryer	100	101
1155	Used any overnight packages/letter delivery service/last 12 mos	100	101

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1156	Peanut Butter & Other Nut Spreads	100	101
1157	OfficeMax, shopped/last 12 mos	100	101
1158	Anti-Freeze/Coolant/Bght in Last 12 Mos	100	101
1159	Cottage Cheese	100	101
1160	Wired or sent money (any)	100	101
1161	Alpine skiing/ski jumping, watch on tv	100	101
1162	Watch any sports event on TV	100	100
1163	Spent less than \$100 for health & beauty aids (for men)/last 12 mos	100	100
1164	American Pasteurized Processed Cheese	100	100
1165	Political Affiliation/Ideology: Democratic	100	100
1166	Political outlook: somewhat liberal	100	100
1167	Primary caretaker/caregiver	100	100
1168	SOCIAL NETWORKING/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Instagram	100	100
1169	Decision maker for small kitchen appliances	100	100
1170	HH owns electric knife	100	100
1171	E-mail used/last 30 days: Yahoo! Mail	100	100
1172	did any home remodeling/past 12 mos	100	100
1173	Canned Chicken	100	100
1174	Own any mutual funds	100	100
1175	ordered anything from Gap.com/last 12 mos	100	100
1176	Children's Cold Tablets & Liquids	100	100

		Total 18+ Index	A18+ Listen to Soft Adult Format Index
	Total Adults 18+	100	100
1177	Types of music listened to/purchased in last 6 mos: Alternative	100	100
1178	Own shares in money market funds	100	100
1179	Pre-Moistened Baby Wipes	100	100
1180	Potato Chips	100	100
1181	HH has a Digital Video Recorder (DVR)	100	100
1182	Baby Ointments & Creams	100	100
1183	Bght Boy action figures/last 12 mos	100	100
1184	Activites done w/cell phone/last 30 days: redeemed a mobile coupon	100	100
1185	Other Bread Products	100	100