

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgted	48646	2726	24620	1658	24026	1068
	Weighted (000)	244084	7983	117785	4558	126299	3424
	Horz %	100.00	3.27	48.26	1.87	51.74	1.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male						*	*
	Unwgted	24620	1658	24620	1658	0	0
	Weighted (000)	117785	4558	117785	4558	0	0
	Horz %	100.00	3.87	100.00	3.87	0.00	0.00
	Vert %	48.26	57.10	100.00	100.00	0.00	0.00
Female				*	*		
	Unwgted	24026	1068	0	0	24026	1068
	Weighted (000)	126299	3424	0	0	126299	3424
	Horz %	100.00	2.71	0.00	0.00	100.00	2.71
	Vert %	51.74	42.90	0.00	0.00	100.00	100.00
Age 18-24			*		*		*
	Unwgted	3885	47	2163	28	1722	19
	Weighted (000)	30253	285	15267	120	14986	164
	Horz %	100.00	0.94	50.46	0.40	49.54	0.54
	Vert %	12.39	3.57	12.96	2.64	11.87	4.80
Age 25-34							
	Unwgted	8183	159	4209	98	3974	61
	Weighted (000)	43389	534	21595	305	21794	229
	Horz %	100.00	1.23	49.77	0.70	50.23	0.53
	Vert %	17.78	6.69	18.33	6.70	17.26	6.67
Age 35-44							
	Unwgted	8605	339	4423	225	4182	114
	Weighted (000)	40230	1070	19746	629	20484	441
	Horz %	100.00	2.66	49.08	1.56	50.92	1.10
	Vert %	16.48	13.40	16.76	13.80	16.22	12.87
Age 45-54							
	Unwgted	8861	607	4477	388	4384	219
	Weighted (000)	43105	1751	21038	1137	22067	614
	Horz %	100.00	4.06	48.81	2.64	51.19	1.42
	Vert %	17.66	21.94	17.86	24.94	17.47	17.93
Age 55-64							
	Unwgted	8498	721	4321	437	4177	284
	Weighted (000)	40725	2115	19559	1232	21165	882
	Horz %	100.00	5.19	48.03	3.03	51.97	2.17
	Vert %	16.68	26.49	16.61	27.03	16.76	25.77
Age 65+							
	Unwgted	10614	853	5027	482	5587	371
	Weighted (000)	46383	2228	20580	1134	25803	1094
	Horz %	100.00	4.80	44.37	2.45	55.63	2.36
	Vert %	19.00	27.91	17.47	24.88	20.43	31.95
Age 21+							
	Unwgted	47284	2715	23832	1651	23452	1064
	Weighted (000)	232046	7911	111578	4534	120468	3377
	Horz %	100.00	3.41	48.08	1.95	51.92	1.46
	Vert %	95.07	99.10	94.73	99.46	95.38	98.63
	Index	100	104	100	105	100	104

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Age 18-34	Unwgted	12068	206	6372	126	5696	80
	Weighted (000)	73642	818	36862	426	36780	393
	Horz %	100.00	1.11	50.06	0.58	49.94	0.53
	Vert %	30.17	10.25	31.30	9.34	29.12	11.47
	Index	100	34	104	31	97	38
Age 18-49	Unwgted	24996	838	12990	542	12006	296
	Weighted (000)	134658	2810	66787	1652	67871	1158
	Horz %	100.00	2.09	49.60	1.23	50.40	0.86
	Vert %	55.17	35.20	56.70	36.24	53.74	33.81
	Index	100	64	103	66	97	61
Age 25-54	Unwgted	25649	1105	13109	711	12540	394
	Weighted (000)	126724	3355	62379	2072	64345	1283
	Horz %	100.00	2.65	49.22	1.63	50.78	1.01
	Vert %	51.92	42.03	52.96	45.45	50.95	37.48
	Index	100	81	102	88	98	72
Age 35-64	Unwgted	25964	1667	13221	1050	12743	617
	Weighted (000)	124059	4936	60343	2999	63716	1937
	Horz %	100.00	3.98	48.64	2.42	51.36	1.56
	Vert %	50.83	61.83	51.23	65.78	50.45	56.58
	Index	100	122	101	129	99	111
Age 50+	Unwgted	23650	1888	11630	1116	12020	772
	Weighted (000)	109426	5173	50998	2906	58428	2267
	Horz %	100.00	4.73	46.60	2.66	53.40	2.07
	Vert %	44.83	64.80	43.30	63.76	46.26	66.19
	Index	100	145	97	142	103	148
Median Age	Unwgted						
	Weighted (000)	47.00	56.60	46.10	55.70	47.80	57.60
	Horz %						
	Vert %						
	Index	100	120	98	119	102	123
Race: White Only	Unwgted	34564	2063	17599	1238	16965	825
	Weighted (000)	179823	5775	87142	3240	92681	2535
	Horz %	100.00	3.21	48.46	1.80	51.54	1.41
	Vert %	73.67	72.34	73.98	71.07	73.38	74.04
	Index	100	98	100	96	100	101
Race: Black/African-American Only	Unwgted	5909	242	2691	130	3218	112
	Weighted (000)	29535	951	13591	527	15944	424
	Horz %	100.00	3.22	46.02	1.79	53.98	1.43
	Vert %	12.10	11.91	11.54	11.57	12.62	12.37
	Index	100	98	95	96	104	102
Race: Asian	Unwgted	2388	259	1240	170	1148	89
	Weighted (000)	8358	771	3764	440	4594	331
	Horz %	100.00	9.23	45.03	5.26	54.97	3.97
	Vert %	3.42	9.66	3.20	9.65	3.64	9.68
	Index	100	282	93	282	106	283
Race: Other Race/Multi-Racial	Unwgted	8173	421	4330	290	3843	131
	Weighted (000)	34726	1257	17052	792	17674	465
	Horz %	100.00	3.62	49.10	2.28	50.90	1.34
	Vert %	14.23	15.74	14.48	17.36	13.99	13.59
	Index	100	111	102	122	98	96
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	183	3530	129	3321	54
	Weighted (000)	37743	580	18812	406	18930	174
	Horz %	100.00	1.54	49.84	1.08	50.16	0.46
	Vert %	15.46	7.26	15.97	8.90	14.99	5.08
	Index	100	47	103	58	97	33

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Hispanic, Personally Speak Only English at Home							*
	Unwgt	1739	75	949	57	790	18
	Weighted (000)	6214	191	3087	142	3127	48
	Horz %	100.00	3.07	49.67	2.29	50.33	0.78
	Vert %	2.55	2.39	2.62	3.12	2.48	1.41
Index	100	94	103	123	97	55	
Hispanic, Personally Speak Mostly English, But Some Spanish at Home					*		*
	Unwgt	2047	70	1051	46	996	24
	Weighted (000)	9439	207	4679	126	4760	82
	Horz %	100.00	2.20	49.57	1.33	50.43	0.86
	Vert %	3.87	2.60	3.97	2.76	3.77	2.38
Index	100	67	103	71	97	62	
Hispanic, Personally Speak Only Spanish at Home			*		*		*
	Unwgt	1280	6	621	5	659	1
	Weighted (000)	10474	26	5089	25	5385	2
	Horz %	100.00	0.25	48.59	0.23	51.41	0.02
	Vert %	4.29	0.33	4.32	0.54	4.26	0.05
Index	100	8	101	13	99	1	
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*		*		*
	Unwgt	1668	29	850	19	818	10
	Weighted (000)	9512	116	4874	94	4638	23
	Horz %	100.00	1.22	51.24	0.99	48.76	0.24
	Vert %	3.90	1.46	4.14	2.06	3.67	0.66
Index	100	37	106	53	94	17	
Hispanic, Personally Speak Spanish and English Equally at Home			*		*	*	*
	Unwgt	99	2	51	2	48	0
	Weighted (000)	1751	19	918	19	833	0
	Horz %	100.00	1.11	52.43	1.11	47.57	0.00
	Vert %	0.72	0.24	0.78	0.43	0.66	0.00
Index	100	34	109	59	92	0	
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree							
	Unwgt	6825	664	3452	393	3373	271
	Weighted (000)	26213	1691	11985	918	14228	774
	Horz %	100.00	6.45	45.72	3.50	54.28	2.95
	Vert %	10.74	21.19	10.18	20.13	11.27	22.60
Index	100	197	95	187	105	210	
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree							
	Unwgt	10965	881	5591	535	5374	346
	Weighted (000)	46746	2390	22626	1284	24120	1106
	Horz %	100.00	5.11	48.40	2.75	51.60	2.37
	Vert %	19.15	29.94	19.21	28.17	19.10	32.30
Index	100	156	100	147	100	169	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic							
	Unwgt	2649	132	1187	76	1462	56
	Weighted (000)	11210	398	4576	222	6634	177
	Horz %	100.00	3.55	40.82	1.98	59.18	1.58
	Vert %	4.59	4.99	3.89	4.86	5.25	5.16
Index	100	109	85	106	114	112	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational							
	Unwgt	3407	157	1664	91	1743	66
	Weighted (000)	13775	361	6335	207	7440	154
	Horz %	100.00	2.62	45.99	1.50	54.01	1.12
	Vert %	5.64	4.52	5.38	4.53	5.89	4.50
Index	100	80	95	80	104	80	
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree							
	Unwgt	10089	385	5033	245	5056	140
	Weighted (000)	44682	1018	21206	635	23476	383
	Horz %	100.00	2.28	47.46	1.42	52.54	0.86
	Vert %	18.31	12.76	18.00	13.94	18.59	11.18
Index	100	70	98	76	102	61	
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)							
	Unwgt	10356	432	5407	259	4949	173
	Weighted (000)	71816	1779	36018	1040	35799	739
	Horz %	100.00	2.48	50.15	1.45	49.85	1.03
	Vert %	29.42	22.28	30.58	22.82	28.34	21.57
Index	100	76	104	78	96	73	

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							*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	75	2286	59	2069	16
	Weighted (000)	29641	345	15039	253	14602	92
	Horz %	100.00	1.16	50.74	0.85	49.26	0.31
	Vert %	12.14	4.32	12.77	5.55	11.56	2.68
	Index	100	36	105	46	95	22
					*		*
Currently Attending College or University	Unwgted	3403	81	1618	47	1785	34
	Weighted (000)	19372	264	8726	114	10647	149
	Horz %	100.00	1.36	45.04	0.59	54.96	0.77
	Vert %	7.94	3.30	7.41	2.51	8.43	4.36
	Index	100	42	93	32	106	55
Employed Full Time	Unwgted	25438	1514	15105	1027	10333	487
	Weighted (000)	119890	4312	68797	2749	51094	1563
	Horz %	100.00	3.60	57.38	2.29	42.62	1.30
	Vert %	49.12	54.02	58.41	60.31	40.45	45.64
	Index	100	110	119	123	82	93
Employed Part Time	Unwgted	5730	303	2169	152	3561	151
	Weighted (000)	28854	854	10532	405	18322	449
	Horz %	100.00	2.96	36.50	1.40	63.50	1.56
	Vert %	11.82	10.70	8.94	8.89	14.51	13.11
	Index	100	91	76	75	123	111
Not Employed	Unwgted	17478	909	7346	479	10132	430
	Weighted (000)	95339	2816	38457	1404	56883	1413
	Horz %	100.00	2.95	40.34	1.47	59.66	1.48
	Vert %	39.06	35.28	32.65	30.80	45.04	41.25
	Index	100	90	84	79	115	106
					*		*
Temporarily Unemployed	Unwgted	1886	64	939	39	947	25
	Weighted (000)	12314	264	6528	161	5786	104
	Horz %	100.00	2.15	53.01	1.31	46.99	0.84
	Vert %	5.05	3.31	5.54	3.53	4.58	3.03
	Index	100	66	110	70	91	60
Retired from Employment	Unwgted	10143	727	4871	407	5272	320
	Weighted (000)	46820	2031	21680	1098	25140	932
	Horz %	100.00	4.34	46.31	2.35	53.69	1.99
	Vert %	19.18	25.44	18.41	24.10	19.90	27.23
	Index	100	133	96	126	104	142
					*		*
Not Employed, Principal Shopper for Household	Unwgted	2543	63	65	1	2478	62
	Weighted (000)	16573	278	399	1	16173	276
	Horz %	100.00	1.67	2.41	0.01	97.59	1.67
	Vert %	6.79	3.48	0.34	0.03	12.81	8.07
	Index	100	51	5	0	189	119
Occupation: Professional and Related Occupations	Unwgted	7405	537	3381	290	4024	247
	Weighted (000)	34142	1623	14741	814	19401	809
	Horz %	100.00	4.75	43.18	2.38	56.82	2.37
	Vert %	13.99	20.33	12.52	17.85	15.36	23.63
	Index	100	145	89	128	110	169
Occupation: Management, Business and Financial Operations	Unwgted	6595	547	4012	385	2583	162
	Weighted (000)	24720	1247	13920	785	10800	462
	Horz %	100.00	5.05	56.31	3.18	43.69	1.87
	Vert %	10.13	15.63	11.82	17.22	8.55	13.51
	Index	100	154	117	170	84	133
Occupation: Sales and Office Occupations	Unwgted	5959	313	2273	163	3686	150
	Weighted (000)	32636	1045	12665	534	19970	512
	Horz %	100.00	3.20	38.81	1.63	61.19	1.57
	Vert %	13.37	13.10	10.75	11.70	15.81	14.95
	Index	100	98	80	88	118	112

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Occupation: Natural Resources, Construction and Maintenance Occupations							*
	Unwgted	2756	125	2638	122	118	3
	Weighted (000)	13728	438	13073	428	655	10
	Horz %	100.00	3.19	95.23	3.12	4.77	0.08
	Vert %	5.62	5.49	11.10	9.38	0.52	0.30
Index	100	98	197	167	9	5	
Occupation: Other Employed	Unwgted	8453	295	4970	219	3483	76
	Weighted (000)	43519	813	24929	595	18590	218
	Horz %	100.00	1.87	57.28	1.37	42.72	0.50
	Vert %	17.83	10.18	21.17	13.04	14.72	6.36
	Index	100	57	119	73	83	36
Household Income: \$250,000+	Unwgted	1966	224	1191	156	775	68
	Weighted (000)	7800	549	4116	329	3684	220
	Horz %	100.00	7.04	52.77	4.22	47.23	2.82
	Vert %	3.20	6.88	3.49	7.22	2.92	6.42
	Index	100	215	109	226	91	201
Household Income: \$200,000-\$249,999	Unwgted	1583	174	918	111	665	63
	Weighted (000)	7178	530	3579	316	3599	214
	Horz %	100.00	7.38	49.86	4.40	50.14	2.98
	Vert %	2.94	6.64	3.04	6.94	2.85	6.24
	Index	100	226	103	236	97	212
Household Income: \$150,000-\$199,999	Unwgted	3725	336	2156	224	1569	112
	Weighted (000)	18847	1110	9705	674	9142	436
	Horz %	100.00	5.89	51.50	3.58	48.50	2.31
	Vert %	7.72	13.91	8.24	14.79	7.24	12.73
	Index	100	180	107	192	94	165
Household Income: \$100,000-\$149,999	Unwgted	7038	526	4030	336	3008	190
	Weighted (000)	39997	1829	20517	1056	19481	773
	Horz %	100.00	4.57	51.29	2.64	48.71	1.93
	Vert %	16.39	22.91	17.42	23.17	15.42	22.57
	Index	100	140	106	141	94	138
Household Income: \$75,000-\$99,999	Unwgted	6168	394	3380	241	2788	153
	Weighted (000)	32585	1173	16514	637	16071	536
	Horz %	100.00	3.60	50.68	1.96	49.32	1.64
	Vert %	13.35	14.70	14.02	13.98	12.72	15.64
	Index	100	110	105	105	95	117
Household Income: \$60,000-\$74,999	Unwgted	4945	269	2570	156	2375	113
	Weighted (000)	24958	785	12413	462	12545	322
	Horz %	100.00	3.14	49.74	1.85	50.26	1.29
	Vert %	10.23	9.83	10.54	10.14	9.93	9.41
	Index	100	96	103	99	97	92
Household Income: \$50,000-\$59,999	Unwgted	3824	198	1925	114	1899	84
	Weighted (000)	18483	443	9176	222	9306	222
	Horz %	100.00	2.40	49.65	1.20	50.35	1.20
	Vert %	7.57	5.55	7.79	4.86	7.37	6.47
	Index	100	73	103	64	97	85
Household Income: \$40,000-\$49,999	Unwgted	4928	206	2410	114	2518	92
	Weighted (000)	20001	408	9681	251	10320	157
	Horz %	100.00	2.04	48.40	1.25	51.60	0.79
	Vert %	8.19	5.11	8.22	5.50	8.17	4.59
	Index	100	62	100	67	100	56
Household Income: \$30,000-\$39,999	Unwgted	4676	158	2239	89	2437	69
	Weighted (000)	21673	423	10287	230	11386	193
	Horz %	100.00	1.95	47.47	1.06	52.53	0.89
	Vert %	8.88	5.30	8.73	5.04	9.01	5.65
	Index	100	60	98	57	102	64

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Household Income: \$20,000-\$29,999	Unwgted	4378	135	1770	56	2608	79
	Weighted (000)	21286	335	9271	149	12015	186
	Horz %	100.00	1.57	43.56	0.70	56.44	0.87
	Vert %	8.72	4.20	7.87	3.27	9.51	5.43
	Index	100	48	90	38	109	62
Household Income: Under \$20,000	Unwgted	5415	106	2031	61	3384	45
	Weighted (000)	31275	398	12525	232	18751	166
	Horz %	100.00	1.27	40.05	0.74	59.95	0.53
	Vert %	12.81	4.98	10.63	5.09	14.85	4.84
	Index	100	39	83	40	116	38
Median Household Income	Unwgted						*
	Weighted (000)	65.60	100.70	69.60	104.60	61.60	96.80
	Horz %						
	Vert %						
	Index	100	154	106	159	94	147
Marital Status: Single, Never Married	Unwgted	12107	410	6453	240	5654	170
	Weighted (000)	69105	1385	36957	789	32148	595
	Horz %	100.00	2.00	53.48	1.14	46.52	0.86
	Vert %	28.31	17.35	31.38	17.32	25.45	17.38
	Index	100	61	111	61	90	61
Marital Status: Currently Married	Unwgted	24506	1722	13836	1158	10670	564
	Weighted (000)	129071	5214	64428	3155	64643	2059
	Horz %	100.00	4.04	49.92	2.44	50.08	1.59
	Vert %	52.88	65.31	54.70	69.22	51.18	60.12
	Index	100	124	103	131	97	114
Marital Status: Divorced or Legally Separated	Unwgted	8229	373	3344	193	4885	180
	Weighted (000)	31030	863	12607	467	18423	396
	Horz %	100.00	2.78	40.63	1.51	59.37	1.28
	Vert %	12.71	10.81	10.70	10.25	14.59	11.56
	Index	100	85	84	81	115	91
Marital Status: Widowed	Unwgted	3804	221	987	67	2817	154
	Weighted (000)	14879	521	3794	147	11085	374
	Horz %	100.00	3.50	25.50	0.98	74.50	2.52
	Vert %	6.10	6.53	3.22	3.21	8.78	10.94
	Index	100	107	53	53	144	179
Marital Status: Engaged to Be Married	Unwgted	2120	57	1122	37	998	20
	Weighted (000)	11812	200	5830	139	5982	61
	Horz %	100.00	1.70	49.36	1.18	50.64	0.52
	Vert %	4.84	2.51	4.95	3.05	4.74	1.79
	Index	100	52	102	63	98	37
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	100	1959	75	1637	25
	Weighted (000)	21557	349	10333	258	11224	91
	Horz %	100.00	1.62	47.93	1.20	52.07	0.42
	Vert %	8.83	4.37	8.77	5.65	8.89	2.66
	Index	100	49	99	64	101	30
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	800	8890	525	9311	275
	Weighted (000)	94932	2394	43462	1388	51470	1007
	Horz %	100.00	2.52	45.78	1.46	54.22	1.06
	Vert %	38.89	29.99	36.90	30.45	40.75	29.39
	Index	100	77	95	78	105	76
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	306	3410	195	3717	111
	Weighted (000)	38013	977	17033	600	20980	377
	Horz %	100.00	2.57	44.81	1.58	55.19	0.99
	Vert %	15.57	12.24	14.46	13.16	16.61	11.01
	Index	100	79	93	84	107	71

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	341	3495	229	3440	112
	Weighted (000)	34366	918	16367	527	17998	391
	Horz %	100.00	2.67	47.63	1.53	52.37	1.14
	Vert %	14.08	11.51	13.90	11.57	14.25	11.43
	Index	100	82	99	82	101	81
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	103	1357	63	1447	40
	Weighted (000)	14813	350	6725	176	8088	174
	Horz %	100.00	2.36	45.40	1.19	54.60	1.17
	Vert %	6.07	4.39	5.71	3.87	6.40	5.08
	Index	100	72	94	64	106	84
4 Children Under Age 18 Currently Living at Home	Unwgted	872	39	407	28	465	11
	Weighted (000)	4873	117	2163	62	2710	55
	Horz %	100.00	2.39	44.38	1.27	55.62	1.13
	Vert %	2.00	1.46	1.84	1.35	2.15	1.60
	Index	100	73	92	68	107	80
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	11	221	10	242	1
	Weighted (000)	2867	32	1175	23	1693	9
	Horz %	100.00	1.12	40.96	0.80	59.04	0.33
	Vert %	1.17	0.40	1.00	0.50	1.34	0.27
	Index	100	34	85	43	114	23
Own Home/Residence	Unwgted	32775	2229	17020	1350	15755	879
	Weighted (000)	160976	6332	78141	3540	82835	2791
	Horz %	100.00	3.93	48.54	2.20	51.46	1.73
	Vert %	65.95	79.32	66.34	77.66	65.59	81.52
	Index	100	120	101	118	99	124
Rent Home/Residence	Unwgted	15306	482	7334	302	7972	180
	Weighted (000)	80205	1611	38249	1009	41956	602
	Horz %	100.00	2.01	47.69	1.26	52.31	0.75
	Vert %	32.86	20.18	32.47	22.13	33.22	17.58
	Index	100	61	99	67	101	54
Live Rent-Free in Home/Residence	Unwgted	565	15	266	6	299	9
	Weighted (000)	2903	40	1395	9	1508	31
	Horz %	100.00	1.38	48.05	0.32	51.95	1.06
	Vert %	1.19	0.50	1.18	0.20	1.19	0.90
	Index	100	42	100	17	100	76
Census Region: North East	Unwgted	11000	1189	5477	693	5523	496
	Weighted (000)	44018	3479	21032	1912	22986	1567
	Horz %	100.00	7.90	47.78	4.34	52.22	3.56
	Vert %	18.03	43.58	17.86	41.94	18.20	45.76
	Index	100	242	99	233	101	254
Census Region: South	Unwgted	17645	471	8745	285	8900	186
	Weighted (000)	92016	1285	44107	720	47909	565
	Horz %	100.00	1.40	47.93	0.78	52.07	0.61
	Vert %	37.70	16.10	37.45	15.80	37.93	16.50
	Index	100	43	99	42	101	44
Census Region: Midwest	Unwgted	9880	505	5113	319	4767	186
	Weighted (000)	52062	1297	25228	742	26834	555
	Horz %	100.00	2.49	48.46	1.43	51.54	1.07
	Vert %	21.33	16.24	21.42	16.28	21.25	16.20
	Index	100	76	100	76	100	76
Census Region: West	Unwgted	10121	561	5285	361	4836	200
	Weighted (000)	55988	1922	27418	1184	28570	738
	Horz %	100.00	3.43	48.97	2.12	51.03	1.32
	Vert %	22.94	24.08	23.28	25.98	22.62	21.55
	Index	100	105	101	113	99	94

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
Census Sub-Region: New England					*		*
	Unwgted	2748	72	1330	47	1418	25
	Weighted (000)	11567	326	5545	214	6022	112
	Horz %	100.00	2.82	47.94	1.85	52.06	0.97
	Vert %	4.74	4.09	4.71	4.69	4.77	3.28
Index	100	86	99	99	101	69	
Census Sub-Region: Mid Atlantic							
	Unwgted	8252	1117	4147	646	4105	471
	Weighted (000)	32451	3153	15487	1698	16964	1454
	Horz %	100.00	9.72	47.73	5.23	52.27	4.48
	Vert %	13.30	39.49	13.15	37.25	13.43	42.48
Index	100	297	99	280	101	319	
Census Sub-Region: South Atlantic							
	Unwgted	9812	438	4839	267	4973	171
	Weighted (000)	48740	1182	23082	665	25658	516
	Horz %	100.00	2.42	47.36	1.37	52.64	1.06
	Vert %	19.97	14.80	19.60	14.60	20.32	15.07
Index	100	74	98	73	102	75	
Census Sub-Region: East South Central			*		*		*
	Unwgted	1890	4	940	3	950	1
	Weighted (000)	14067	19	6879	16	7188	3
	Horz %	100.00	0.14	48.90	0.11	51.10	0.02
	Vert %	5.76	0.24	5.84	0.35	5.69	0.10
Index	100	4	101	6	99	2	
Census Sub-Region: West South Central			*		*		*
	Unwgted	5943	29	2966	15	2977	14
	Weighted (000)	29209	84	14146	39	15062	46
	Horz %	100.00	0.29	48.43	0.13	51.57	0.16
	Vert %	11.97	1.06	12.01	0.85	11.93	1.33
Index	100	9	100	7	100	11	
Census Sub-Region: East North Central							
	Unwgted	7303	443	3789	280	3514	163
	Weighted (000)	36089	981	17381	557	18708	424
	Horz %	100.00	2.72	48.16	1.54	51.84	1.18
	Vert %	14.79	12.29	14.76	12.22	14.81	12.39
Index	100	83	100	83	100	84	
Census Sub-Region: West North Central					*		*
	Unwgted	2577	62	1324	39	1253	23
	Weighted (000)	15973	315	7846	185	8127	130
	Horz %	100.00	1.97	49.12	1.16	50.88	0.82
	Vert %	6.54	3.95	6.66	4.06	6.43	3.80
Index	100	60	102	62	98	58	
Census Sub-Region: Mountain			*		*		*
	Unwgted	2752	23	1444	16	1308	7
	Weighted (000)	18482	152	9091	98	9391	54
	Horz %	100.00	0.82	49.19	0.53	50.81	0.29
	Vert %	7.57	1.90	7.72	2.15	7.44	1.57
Index	100	25	102	28	98	21	
Census Sub-Region: Pacific							
	Unwgted	7369	538	3841	345	3528	193
	Weighted (000)	37506	1770	18327	1086	19179	684
	Horz %	100.00	4.72	48.86	2.90	51.14	1.82
	Vert %	15.37	22.17	15.56	23.82	15.19	19.98
Index	100	144	101	155	99	130	
County Size: A							
	Unwgted	26326	2352	13377	1424	12949	928
	Weighted (000)	102649	6574	49402	3718	53247	2856
	Horz %	100.00	6.40	48.13	3.62	51.87	2.78
	Vert %	42.05	82.35	41.94	81.55	42.16	83.42
Index	100	196	100	194	100	198	
County Size: B							
	Unwgted	11709	262	5932	166	5777	96
	Weighted (000)	72000	972	34639	582	37361	390
	Horz %	100.00	1.35	48.11	0.81	51.89	0.54
	Vert %	29.50	12.17	29.41	12.77	29.58	11.38
Index	100	41	100	43	100	39	

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
County Size: C/D							*
	Unwgted	10611	112	5311	68	5300	44
	Weighted (000)	69435	437	33744	259	35691	178
	Horz %	100.00	0.63	48.60	0.37	51.40	0.26
	Vert %	28.45	5.48	28.65	5.68	28.26	5.20
Index	100	19	101	20	99	18	
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)							*
	Unwgted	1128	100	630	67	498	33
	Weighted (000)	4719	263	2463	172	2256	91
	Horz %	100.00	5.56	52.20	3.64	47.80	1.93
	Vert %	1.93	3.29	2.09	3.76	1.79	2.66
Index	100	170	108	195	92	137	
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)							
	Unwgted	7893	455	3408	220	4485	235
	Weighted (000)	38375	1440	15888	633	22487	807
	Horz %	100.00	3.75	41.40	1.65	58.60	2.10
	Vert %	15.72	18.04	13.49	13.89	17.80	23.56
Index	100	115	86	88	113	150	
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgted	1220	47	674	28	546	19
	Weighted (000)	6399	201	3477	128	2922	73
	Horz %	100.00	3.14	54.33	2.00	45.67	1.14
	Vert %	2.62	2.52	2.95	2.81	2.31	2.14
Index	100	96	113	107	88	82	
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
Radio Formats: All News (Monday-Sunday 24-Hour Cume)							
	Unwgted	2726	2726	1658	1658	1068	1068
	Weighted (000)	7983	7983	4558	4558	3424	3424
	Horz %	100.00	100.00	57.10	57.10	42.90	42.90
	Vert %	3.27	100.00	3.87	100.00	2.71	100.00
Index	100	3058	118	3058	83	3058	
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)							
	Unwgted	3232	457	2668	391	564	66
	Weighted (000)	12837	1208	10355	1009	2482	199
	Horz %	100.00	9.41	80.67	7.86	19.33	1.55
	Vert %	5.26	15.13	8.79	22.14	1.97	5.80
Index	100	288	167	421	37	110	
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)							*
	Unwgted	850	101	592	76	258	25
	Weighted (000)	3908	270	2506	195	1402	74
	Horz %	100.00	6.90	64.12	4.99	35.88	1.90
	Vert %	1.60	3.38	2.13	4.28	1.11	2.17
Index	100	211	133	267	69	136	
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)							
	Unwgted	3051	162	1752	106	1299	56
	Weighted (000)	14357	449	7933	266	6424	184
	Horz %	100.00	3.13	55.26	1.85	44.74	1.28
	Vert %	5.88	5.63	6.74	5.83	5.09	5.36
Index	100	96	115	99	86	91	
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)							
	Unwgted	8136	408	3585	234	4551	174
	Weighted (000)	42891	1485	17737	775	25154	711
	Horz %	100.00	3.46	41.35	1.81	58.65	1.66
	Vert %	17.57	18.61	15.06	17.00	19.92	20.75
Index	100	106	86	97	113	118	
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)							
	Unwgted	2864	136	1603	80	1261	56
	Weighted (000)	14285	362	7775	207	6510	154
	Horz %	100.00	2.53	54.43	1.45	45.57	1.08
	Vert %	5.85	4.53	6.60	4.55	5.15	4.50
Index	100	77	113	78	88	77	

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3360	262	2263	187	1097	75
	Weighted (000)	16987	770	10773	495	6214	275
	Horz %	100.00	4.53	63.42	2.91	36.58	1.62
	Vert %	6.96	9.65	9.15	10.86	4.92	8.03
	Index	100	139	131	156	71	115
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt	1353	191	704	106	649	85
	Weighted (000)	5307	606	2699	331	2608	275
	Horz %	100.00	11.43	50.86	6.24	49.14	5.19
	Vert %	2.17	7.60	2.29	7.26	2.06	8.04
	Index	100	349	105	334	95	370
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	7757	232	3837	150	3920	82
	Weighted (000)	44958	677	20903	445	24055	231
	Horz %	100.00	1.51	46.49	0.99	53.51	0.51
	Vert %	18.42	8.48	17.75	9.77	19.05	6.75
	Index	100	46	96	53	103	37
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	310	38	172	24	138	14
	Weighted (000)	1196	134	639	51	557	83
	Horz %	100.00	11.19	53.45	4.29	46.55	6.90
	Index	100	342	111	230	90	492
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	642	28	245	10	397	18
	Weighted (000)	3662	104	1387	44	2275	60
	Horz %	100.00	2.85	37.87	1.21	62.13	1.64
	Index	100	87	78	65	120	117
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	2577	97	1288	61	1289	36
	Weighted (000)	15181	347	7552	189	7628	158
	Horz %	100.00	2.29	49.75	1.24	50.25	1.04
	Index	100	70	103	67	97	74
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt	3551	272	1399	123	2152	149
	Weighted (000)	17450	848	6424	348	11026	500
	Horz %	100.00	4.86	36.82	1.99	63.18	2.86
	Vert %	7.15	10.62	5.45	7.63	8.73	14.59
	Index	100	149	76	107	122	204
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	631	69	356	44	275	25
	Weighted (000)	2496	216	1441	149	1055	67
	Horz %	100.00	8.64	57.74	5.96	42.26	2.68
	Index	100	264	120	319	82	191
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	1108	25	625	17	483	8
	Weighted (000)	6328	80	3490	38	2838	42
	Horz %	100.00	1.26	55.15	0.60	44.85	0.67
	Index	100	39	114	32	87	47
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt	5806	603	3543	397	2263	206
	Weighted (000)	23554	1608	14195	984	9359	624
	Horz %	100.00	6.83	60.27	4.18	39.73	2.65
	Vert %	9.65	20.14	12.05	21.58	7.41	18.23
	Index	100	209	125	224	77	189
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt	1456	142	713	79	743	63
	Weighted (000)	7376	410	3364	215	4012	196
	Horz %	100.00	5.57	45.61	2.91	54.39	2.65
	Vert %	3.02	5.14	2.86	4.71	3.18	5.71
	Index	100	170	95	156	105	189

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt	2625	149	1348	86	1277	63
	Weighted (000)	10677	488	5254	288	5423	200
	Horz %	100.00	4.57	49.21	2.69	50.79	1.88
	Vert %	4.37	6.11	4.46	6.31	4.29	5.85
	Index	100	140	102	144	98	134
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt	3944	172	1603	92	2341	80
	Weighted (000)	20120	527	7818	318	12302	209
	Horz %	100.00	2.62	38.86	1.58	61.14	1.04
	Vert %	8.24	6.60	6.64	6.98	9.74	6.10
	Index	100	80	81	85	118	74
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt	2569	151	1177	88	1392	63
	Weighted (000)	13480	589	5921	326	7559	263
	Horz %	100.00	4.37	43.93	2.42	56.07	1.95
	Vert %	5.52	7.37	5.03	7.15	5.98	7.67
	Index	100	134	91	129	108	139
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3181	164	2115	121	1066	43
	Weighted (000)	16260	466	10651	317	5609	148
	Horz %	100.00	2.86	65.50	1.95	34.50	0.91
	Vert %	6.66	5.83	9.04	6.96	4.44	4.34
	Index	100	88	136	104	67	65
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt	1106	149	449	80	657	69
	Weighted (000)	5735	510	2251	284	3483	227
	Horz %	100.00	8.90	39.26	4.95	60.74	3.95
	Vert %	2.35	6.39	1.91	6.22	2.76	6.62
	Index	100	272	81	265	117	282
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt	906	42	426	24	480	18
	Weighted (000)	5268	171	2577	97	2692	74
	Horz %	100.00	3.24	48.91	1.84	51.09	1.40
	Vert %	2.16	2.14	2.19	2.13	2.13	2.15
	Index	100	99	101	99	99	100
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt	302	22	136	15	166	7
	Weighted (000)	1893	90	914	59	979	31
	Horz %	100.00	4.74	48.29	3.09	51.71	1.65
	Vert %	0.78	1.12	0.78	1.28	0.77	0.91
	Index	100	145	100	166	100	118
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	5121	220	2466	136	2655	84
	Weighted (000)	26008	870	12354	549	13654	321
	Horz %	100.00	3.35	47.50	2.11	52.50	1.24
	Vert %	10.66	10.90	10.49	12.05	10.81	9.38
	Index	100	102	98	113	101	88
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2133	124	947	72	1186	52
	Weighted (000)	10077	499	4430	260	5646	238
	Horz %	100.00	4.95	43.97	2.58	56.03	2.37
	Vert %	4.13	6.24	3.76	5.71	4.47	6.96
	Index	100	151	91	138	108	169
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	1989	83	1016	56	973	27
	Weighted (000)	11746	362	5748	262	5998	100
	Horz %	100.00	3.08	48.93	2.23	51.07	0.85
	Vert %	4.81	4.54	4.88	5.75	4.75	2.92
	Index	100	94	101	119	99	61
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt	1303	77	710	49	593	28
	Weighted (000)	6945	246	3765	136	3180	110
	Horz %	100.00	3.55	54.22	1.96	45.78	1.58
	Vert %	2.85	3.08	3.20	2.99	2.52	3.21
	Index	100	108	112	105	88	113

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgttd	41037	2639	21166	1610	19871	1029
	Weighted (000)	204462	7730	100664	4432	103799	3298
	Horz %	100.00	3.78	49.23	2.17	50.77	1.61
	Vert %	83.77	96.83	85.46	97.23	82.18	96.31
	Index	100	116	102	116	98	115
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgttd	25278	1809	13552	1121	11726	688
	Weighted (000)	122460	5425	62601	3172	59859	2254
	Horz %	100.00	4.43	51.12	2.59	48.88	1.84
	Vert %	50.17	67.96	53.15	69.58	47.39	65.81
	Index	100	135	106	139	94	131
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgttd	18835	1204	9879	752	8956	452
	Weighted (000)	94930	3543	47803	2093	47126	1450
	Horz %	100.00	3.73	50.36	2.20	49.64	1.53
	Vert %	38.89	44.39	40.59	45.91	37.31	42.36
	Index	100	114	104	118	96	109
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgttd	22339	1518	11965	960	10374	558
	Weighted (000)	109527	4531	55888	2742	53639	1789
	Horz %	100.00	4.14	51.03	2.50	48.97	1.63
	Vert %	44.87	56.76	47.45	60.15	42.47	52.24
	Index	100	126	106	134	95	116
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgttd	8087	549	4389	360	3698	189
	Weighted (000)	41055	1638	21314	1055	19741	583
	Horz %	100.00	3.99	51.92	2.57	48.08	1.42
	Vert %	16.82	20.52	18.10	23.15	15.63	17.02
	Index	100	122	108	138	93	101
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgttd	2418	147	1517	112	901	35
	Weighted (000)	12268	417	7410	331	4858	86
	Horz %	100.00	3.40	60.40	2.70	39.60	0.70
	Vert %	5.03	5.23	6.29	7.27	3.85	2.52
	Index	100	104	125	145	77	50
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgttd	16140	1167	8419	717	7721	450
	Weighted (000)	79167	3353	39548	1966	39619	1387
	Horz %	100.00	4.24	49.96	2.48	50.04	1.75
	Vert %	32.43	42.00	33.58	43.13	31.37	40.50
	Index	100	129	104	133	97	125
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgttd	21592	1454	10775	883	10817	571
	Weighted (000)	106532	4161	50518	2353	56014	1808
	Horz %	100.00	3.91	47.42	2.21	52.58	1.70
	Vert %	43.65	52.12	42.89	51.61	44.35	52.81
	Index	100	119	98	118	102	121
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgttd	16960	1060	8662	689	8298	371
	Weighted (000)	85146	3093	41344	1907	43802	1186
	Horz %	100.00	3.63	48.56	2.24	51.44	1.39
	Vert %	34.88	38.74	35.10	41.83	34.68	34.63
	Index	100	111	101	120	99	99
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgttd	8346	520	4357	337	3989	183
	Weighted (000)	42195	1589	21137	1005	21058	584
	Horz %	100.00	3.77	50.09	2.38	49.91	1.38
	Vert %	17.29	19.91	17.95	22.04	16.67	17.06
	Index	100	115	104	128	96	99
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgttd	2161	113	1240	74	921	39
	Weighted (000)	10847	371	5916	273	4931	98
	Horz %	100.00	3.42	54.54	2.52	45.46	0.90
	Vert %	4.44	4.65	5.02	5.99	3.90	2.87
	Index	100	105	113	135	88	64

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
Where Listen to Radio on Typical Weekday: Home	Unwgttd	13605	930	6181	515	7424	415
	Weighted (000)	66444	2769	29038	1501	37407	1269
	Horz %	100.00	4.17	43.70	2.26	56.30	1.91
	Vert %	27.22	34.69	24.65	32.92	29.62	37.04
	Index	100	127	91	121	109	136
Where Listen to Radio on Typical Weekday: Car	Unwgttd	37582	2369	19374	1458	18208	911
	Weighted (000)	186198	6704	90927	3886	95271	2818
	Horz %	100.00	3.60	48.83	2.09	51.17	1.51
	Vert %	76.28	83.98	77.20	85.26	75.43	82.29
	Index	100	110	101	112	99	108
Where Listen to Radio on Typical Weekday: Work	Unwgttd	6358	282	3918	212	2440	70
	Weighted (000)	32708	855	19546	593	13161	262
	Horz %	100.00	2.61	59.76	1.81	40.24	0.80
	Vert %	13.40	10.71	16.59	13.00	10.42	7.66
	Index	100	80	124	97	78	57
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgttd	1490	55	867	36	623	19
	Weighted (000)	7844	153	4568	95	3276	58
	Horz %	100.00	1.96	58.23	1.21	41.77	0.75
	Vert %	3.21	1.92	3.88	2.08	2.59	1.71
	Index	100	60	121	65	81	53
Where Listen to Radio on Typical Weekend: Home	Unwgttd	16122	1035	7619	593	8503	442
	Weighted (000)	79216	3058	35906	1676	43310	1382
	Horz %	100.00	3.86	45.33	2.12	54.67	1.74
	Vert %	32.45	38.30	30.48	36.77	34.29	40.35
	Index	100	118	94	113	106	124
Where Listen to Radio on Typical Weekend: Car	Unwgttd	34584	2175	17663	1340	16921	835
	Weighted (000)	172300	6215	83400	3586	88900	2629
	Horz %	100.00	3.61	48.40	2.08	51.60	1.53
	Vert %	70.59	77.86	70.81	78.66	70.39	76.79
	Index	100	110	100	111	100	109
Where Listen to Radio on Typical Weekend: Work	Unwgttd	2377	97	1536	72	841	25
	Weighted (000)	13032	303	8169	234	4864	69
	Horz %	100.00	2.32	62.68	1.79	37.32	0.53
	Vert %	5.34	3.79	6.94	5.13	3.85	2.02
	Index	100	71	130	96	72	38
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgttd	1550	52	843	33	707	19
	Weighted (000)	8439	165	4527	119	3913	46
	Horz %	100.00	1.95	53.64	1.41	46.36	0.54
	Vert %	3.46	2.06	3.84	2.61	3.10	1.34
	Index	100	60	111	75	90	39
Ever Listen to AM Radio (Terrestrial Radio)	Unwgttd	8872	2241	5526	1372	3346	869
	Weighted (000)	37216	6593	22205	3839	15011	2754
	Horz %	100.00	17.71	59.67	10.32	40.33	7.40
	Vert %	15.25	82.59	18.85	84.22	11.89	80.41
	Index	100	542	124	552	78	527
Ever Listen to FM Radio (Terrestrial Radio)	Unwgttd	35648	1967	18015	1177	17633	790
	Weighted (000)	180517	5939	87416	3394	93101	2545
	Horz %	100.00	3.29	48.43	1.88	51.57	1.41
	Vert %	73.96	74.40	74.22	74.45	73.71	74.33
	Index	100	101	100	101	100	101
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgttd	38624	2726	19803	1658	18821	1068
	Weighted (000)	192537	7983	94151	4558	98386	3424
	Horz %	100.00	4.15	48.90	2.37	51.10	1.78
	Vert %	78.88	100.00	79.93	100.00	77.90	100.00
	Index	100	127	101	127	99	127

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	431	3674	289	3134	142
	Weighted (000)	31804	1148	15468	742	16336	406
	Horz %	100.00	3.61	48.63	2.33	51.37	1.28
	Vert %	13.03	14.38	13.13	16.27	12.93	11.87
	Index	100	110	101	125	99	91
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	627	5019	425	4314	202
	Weighted (000)	45323	1753	22079	1149	23244	604
	Horz %	100.00	3.87	48.72	2.53	51.28	1.33
	Vert %	18.57	21.95	18.75	25.20	18.40	17.63
	Index	100	118	101	136	99	95
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	922	8170	601	6983	321
	Weighted (000)	76621	2600	38271	1556	38350	1044
	Horz %	100.00	3.39	49.95	2.03	50.05	1.36
	Vert %	31.39	32.57	32.49	34.13	30.36	30.48
	Index	100	104	104	109	97	97
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	713	7086	464	5547	249
	Weighted (000)	64670	2136	33579	1288	31091	847
	Horz %	100.00	3.30	51.92	1.99	48.08	1.31
	Vert %	26.49	26.75	28.51	28.26	24.62	24.75
	Index	100	101	108	107	93	93
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	422	4033	287	3310	135
	Weighted (000)	36346	1233	18766	785	17579	448
	Horz %	100.00	3.39	51.63	2.16	48.37	1.23
	Vert %	14.89	15.45	15.93	17.22	13.92	13.08
	Index	100	104	107	116	93	88
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	861	9763	535	9479	326
	Weighted (000)	97996	2794	47386	1651	50610	1143
	Horz %	100.00	2.85	48.36	1.69	51.64	1.17
	Vert %	40.15	35.00	40.23	36.23	40.07	33.37
	Index	100	87	100	90	100	83
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	1043	11253	658	10668	385
	Weighted (000)	110983	3248	54016	1939	56967	1309
	Horz %	100.00	2.93	48.67	1.75	51.33	1.18
	Vert %	45.47	40.68	45.86	42.53	45.10	38.22
	Index	100	89	101	94	99	84
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	212	1813	135	1639	77
	Weighted (000)	17001	666	8246	375	8755	290
	Horz %	100.00	3.92	48.51	2.21	51.49	1.71
	Vert %	6.97	8.34	7.00	8.24	6.93	8.48
	Index	100	120	101	118	100	122
Downloaded Music - Past Month	Unwgted	9054	379	4802	239	4252	140
	Weighted (000)	47933	1249	24203	688	23730	561
	Horz %	100.00	2.60	50.49	1.44	49.51	1.17
	Vert %	19.64	15.64	20.55	15.09	18.79	16.37
	Index	100	80	105	77	96	83
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	233	2158	146	1542	87
	Weighted (000)	17081	807	9453	426	7628	381
	Horz %	100.00	4.73	55.34	2.50	44.66	2.23
	Vert %	7.00	10.11	8.03	9.35	6.04	11.13
	Index	100	145	115	134	86	159
Visited iHeartRadio site - Past Month	Unwgted	4412	205	2137	131	2275	74
	Weighted (000)	21989	657	9936	403	12053	255
	Horz %	100.00	2.99	45.19	1.83	54.81	1.16
	Vert %	9.01	8.23	8.44	8.83	9.54	7.43
	Index	100	91	94	98	106	82

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
Visited iTunes.com site - Past Month	Unwgted	8331	473	4228	284	4103	189
	Weighted (000)	40212	1371	19546	778	20666	593
	Horz %	100.00	3.41	48.61	1.93	51.39	1.47
	Vert %	16.47	17.17	16.59	17.06	16.36	17.32
	Index	100	104	101	104	99	105
Visited Pandora.com site - Past Month	Unwgted	16996	753	8143	444	8853	309
	Weighted (000)	87700	2408	39828	1292	47872	1116
	Horz %	100.00	2.75	45.41	1.47	54.59	1.27
	Vert %	35.93	30.17	33.81	28.35	37.90	32.60
	Index	100	84	94	79	105	91
Visited Spotify site - Past Month	Unwgted	6074	211	3265	131	2809	80
	Weighted (000)	32588	713	16510	428	16078	285
	Horz %	100.00	2.19	50.66	1.31	49.34	0.88
	Vert %	13.35	8.93	14.02	9.39	12.73	8.33
	Index	100	67	105	70	95	62
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	924	8133	567	8374	357
	Weighted (000)	83844	2749	39387	1667	44457	1082
	Horz %	100.00	3.28	46.98	1.99	53.02	1.29
	Vert %	34.35	34.44	33.44	36.57	35.20	31.60
	Index	100	100	97	106	102	92
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	791	6987	483	6921	308
	Weighted (000)	70343	2430	33619	1450	36723	979
	Horz %	100.00	3.45	47.79	2.06	52.21	1.39
	Vert %	28.82	30.44	28.54	31.82	29.08	28.60
	Index	100	106	99	110	101	99
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	997	8480	600	8645	397
	Weighted (000)	86850	2906	40962	1689	45888	1217
	Horz %	100.00	3.35	47.16	1.94	52.84	1.40
	Vert %	35.58	36.40	34.78	37.05	36.33	35.55
	Index	100	102	98	104	102	100
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	710	6657	447	6188	263
	Weighted (000)	65189	2139	31982	1333	33207	806
	Horz %	100.00	3.28	49.06	2.04	50.94	1.24
	Vert %	26.71	26.79	27.15	29.23	26.29	23.54
	Index	100	100	102	109	98	88
Most trusted media: Radio	Unwgted	4143	266	2212	174	1931	92
	Weighted (000)	21056	764	10937	477	10119	287
	Horz %	100.00	3.63	51.94	2.26	48.06	1.36
	Vert %	8.63	9.57	9.29	10.46	8.01	8.38
	Index	100	111	108	121	93	97
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	2359	19503	1438	19095	921
	Weighted (000)	190885	6848	91892	3972	98994	2876
	Horz %	100.00	3.59	48.14	2.08	51.86	1.51
	Vert %	78.20	85.79	78.02	87.14	78.38	83.99
	Index	100	110	100	111	100	107
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	1972	15505	1207	15169	765
	Weighted (000)	150599	5730	72409	3300	78190	2430
	Horz %	100.00	3.80	48.08	2.19	51.92	1.61
	Vert %	61.70	71.78	61.48	72.39	61.91	70.97
	Index	100	116	100	117	100	115
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	1709	13432	1044	12975	665
	Weighted (000)	129573	4985	63337	2911	66237	2074
	Horz %	100.00	3.85	48.88	2.25	51.12	1.60
	Vert %	53.09	62.45	53.77	63.86	52.44	60.56
	Index	100	118	101	120	99	114

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgttd	30767	1977	15521	1189	15246	788
	Weighted (000)	150356	5710	72364	3251	77992	2459
	Horz %	100.00	3.80	48.13	2.16	51.87	1.64
	Vert %	61.60	71.54	61.44	71.32	61.75	71.82
	Index	100	116	100	116	100	117
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgttd	13588	646	6007	357	7581	289
	Weighted (000)	72467	2074	30905	1151	41562	923
	Horz %	100.00	2.86	42.65	1.59	57.35	1.27
	Vert %	29.69	25.98	26.24	25.24	32.91	26.96
	Index	100	87	88	85	111	91
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgttd	24214	1450	12125	860	12089	590
	Weighted (000)	122899	4342	58920	2456	63979	1887
	Horz %	100.00	3.53	47.94	2.00	52.06	1.54
	Vert %	50.35	54.40	50.02	53.88	50.66	55.09
	Index	100	108	99	107	101	109
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgttd	8203	436	4271	286	3932	150
	Weighted (000)	41009	1200	20395	764	20614	435
	Horz %	100.00	2.93	49.73	1.86	50.27	1.06
	Vert %	16.80	15.03	17.32	16.77	16.32	12.71
	Index	100	89	103	100	97	76
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgttd	20426	1214	10375	740	10051	474
	Weighted (000)	102185	3745	50170	2186	52014	1559
	Horz %	100.00	3.66	49.10	2.14	50.90	1.53
	Vert %	41.86	46.91	42.59	47.95	41.18	45.53
	Index	100	112	102	115	98	109
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgttd	23818	1367	12786	900	11032	467
	Weighted (000)	120635	4138	61633	2623	59003	1515
	Horz %	100.00	3.43	51.09	2.17	48.91	1.26
	Vert %	49.42	51.84	52.33	57.54	46.72	44.25
	Index	100	105	106	116	95	90
Downloaded a TV Program - Past Month	Unwgttd	2514	156	1488	97	1026	59
	Weighted (000)	11768	480	6862	295	4906	185
	Horz %	100.00	4.08	58.31	2.51	41.69	1.57
	Vert %	4.82	6.02	5.83	6.48	3.88	5.40
	Index	100	125	121	134	81	112
Watched a TV Program Online - Past Month	Unwgttd	8915	469	4794	277	4121	192
	Weighted (000)	43431	1466	22357	786	21075	680
	Horz %	100.00	3.38	51.48	1.81	48.52	1.57
	Vert %	17.79	18.36	18.98	17.23	16.69	19.87
	Index	100	103	107	97	94	112
Visited a TV Network or TV Show's Web Site - Past Month	Unwgttd	9786	567	4824	337	4962	230
	Weighted (000)	47213	1624	22102	909	25111	715
	Horz %	100.00	3.44	46.81	1.92	53.19	1.51
	Vert %	19.34	20.34	18.76	19.94	19.88	20.89
	Index	100	105	97	103	103	108
Looked at TV Listings Online - Past Month	Unwgttd	5331	372	2875	236	2456	136
	Weighted (000)	24808	889	12867	545	11941	344
	Horz %	100.00	3.58	51.87	2.20	48.13	1.39
	Vert %	10.16	11.13	10.92	11.95	9.45	10.05
	Index	100	110	107	118	93	99
Household Subscribes to Cable TV	Unwgttd	22534	1408	10957	825	11577	583
	Weighted (000)	109088	4083	50697	2215	58392	1868
	Horz %	100.00	3.74	46.47	2.03	53.53	1.71
	Vert %	44.69	51.15	43.04	48.59	46.23	54.54
	Index	100	114	96	109	103	122

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgttd	37894	2357	19081	1426	18813	931
	Weighted (000)	188357	6881	89899	3849	98458	3031
	Horz %	100.00	3.65	47.73	2.04	52.27	1.61
	Vert %	77.17	86.19	76.32	84.44	77.96	88.53
	Index	100	112	99	109	101	115
Viewed Any Cable TV (Including Pay) - Past Week	Unwgttd	36344	2276	18395	1386	17949	890
	Weighted (000)	180739	6636	86452	3731	94287	2906
	Horz %	100.00	3.67	47.83	2.06	52.17	1.61
	Vert %	74.05	83.13	73.40	81.84	74.65	84.86
	Index	100	112	99	111	101	115
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgttd	26301	1679	13744	1060	12557	619
	Weighted (000)	131456	5003	65357	2936	66099	2066
	Horz %	100.00	3.81	49.72	2.23	50.28	1.57
	Vert %	53.86	62.67	55.49	64.42	52.34	60.34
	Index	100	116	103	120	97	112
Viewed Any Premium Cable Channels - Past Month	Unwgttd	15801	1095	8571	706	7230	389
	Weighted (000)	75868	3148	39018	1982	36850	1166
	Horz %	100.00	4.15	51.43	2.61	48.57	1.54
	Vert %	31.08	39.43	33.13	43.47	29.18	34.06
	Index	100	127	107	140	94	110
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgttd	5693	333	3175	220	2518	113
	Weighted (000)	27121	912	14383	594	12737	318
	Horz %	100.00	3.36	53.03	2.19	46.97	1.17
	Vert %	11.11	11.42	12.21	13.02	10.09	9.30
	Index	100	103	110	117	91	84
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgttd	13030	1000	6519	612	6511	388
	Weighted (000)	59121	2846	27723	1664	31399	1182
	Horz %	100.00	4.81	46.89	2.81	53.11	2.00
	Vert %	24.22	35.66	23.54	36.50	24.86	34.53
	Index	100	147	97	151	103	143
Household Has a Satellite Dish	Unwgttd	10843	415	5773	279	5070	136
	Weighted (000)	61939	1246	30806	780	31133	466
	Horz %	100.00	2.01	49.74	1.26	50.26	0.75
	Vert %	25.38	15.61	26.15	17.12	24.65	13.60
	Index	100	61	103	67	97	54
Household Has a Digital Video Recorder (DVR)	Unwgttd	23728	1461	12159	911	11569	550
	Weighted (000)	116768	4066	56214	2381	60553	1685
	Horz %	100.00	3.48	48.14	2.04	51.86	1.44
	Vert %	47.84	50.93	47.73	52.24	47.94	49.19
	Index	100	106	100	109	100	103
Any Internet/Online Activity - Past Month	Unwgttd	42373	2460	21479	1504	20894	956
	Weighted (000)	208554	7152	100358	4101	108196	3051
	Horz %	100.00	3.43	48.12	1.97	51.88	1.46
	Vert %	85.44	89.60	85.20	89.97	85.67	89.10
	Index	100	105	100	105	100	104
Played Games Online - Past Month	Unwgttd	13852	657	6886	362	6966	295
	Weighted (000)	73850	2102	36139	1091	37711	1011
	Horz %	100.00	2.85	48.94	1.48	51.06	1.37
	Vert %	30.26	26.34	30.68	23.93	29.86	29.54
	Index	100	87	101	79	99	98
Downloaded a Video Game - Past Month	Unwgttd	5083	160	3219	117	1864	43
	Weighted (000)	28601	462	17857	325	10744	137
	Horz %	100.00	1.62	62.43	1.14	37.57	0.48
	Vert %	11.72	5.79	15.16	7.13	8.51	4.00
	Index	100	49	129	61	73	34

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

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Downloaded a Movie - Past Month	Unwgttd	4447	238	2686	150	1761	88
	Weighted (000)	21989	687	13002	404	8988	283
	Horz %	100.00	3.12	59.13	1.84	40.87	1.29
	Vert %	9.01	8.60	11.04	8.87	7.12	8.26
	Index	100	96	123	98	79	92
Watched a Movie Online - Past Month	Unwgttd	11540	587	6607	376	4933	211
	Weighted (000)	58047	1851	31657	1101	26390	750
	Horz %	100.00	3.19	54.54	1.90	45.46	1.29
	Vert %	23.78	23.18	26.88	24.15	20.89	21.90
	Index	100	97	113	102	88	92
Watched Online Video (Not Movie, TV) - Past Month	Unwgttd	10029	618	5966	412	4063	206
	Weighted (000)	50248	1959	28918	1226	21330	733
	Horz %	100.00	3.90	57.55	2.44	42.45	1.46
	Vert %	20.59	24.54	24.55	26.88	16.89	21.42
	Index	100	119	119	131	82	104
Visited a Chat Room - Past Month	Unwgttd	2194	119	1304	79	890	40
	Weighted (000)	10601	323	6275	217	4326	106
	Horz %	100.00	3.05	59.20	2.04	40.80	1.00
	Vert %	4.34	4.05	5.33	4.75	3.42	3.10
	Index	100	93	123	109	79	71
Used e-Mail - Past Month	Unwgttd	37148	2285	18452	1381	18696	904
	Weighted (000)	177506	6547	82663	3665	94843	2882
	Horz %	100.00	3.69	46.57	2.06	53.43	1.62
	Vert %	72.72	82.02	70.18	80.39	75.09	84.18
	Index	100	113	97	111	103	116
Used Instant Messenger/IM Online - Past Month	Unwgttd	29084	1451	13749	856	15335	595
	Weighted (000)	148723	4398	66365	2397	82359	2001
	Horz %	100.00	2.96	44.62	1.61	55.38	1.35
	Vert %	60.93	55.10	56.34	52.58	65.21	58.45
	Index	100	90	92	86	107	96
Visited Online Blogs - Past Month	Unwgttd	6650	355	3248	220	3402	135
	Weighted (000)	32542	1030	14793	578	17749	453
	Horz %	100.00	3.17	45.46	1.78	54.54	1.39
	Vert %	13.33	12.91	12.56	12.67	14.05	13.22
	Index	100	97	94	95	105	99
Wrote an Online Blog - Past Month	Unwgttd	1215	55	626	33	589	22
	Weighted (000)	5810	160	2813	98	2997	62
	Horz %	100.00	2.76	48.42	1.69	51.58	1.07
	Vert %	2.38	2.01	2.39	2.16	2.37	1.81
	Index	100	84	100	91	100	76
Uploaded or Added Video to a Web Site - Past Month	Unwgttd	4085	176	2036	111	2049	65
	Weighted (000)	20569	572	9626	307	10943	265
	Horz %	100.00	2.78	46.80	1.49	53.20	1.29
	Vert %	8.43	7.17	8.17	6.74	8.66	7.75
	Index	100	85	97	80	103	92
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgttd	36787	2007	18156	1220	18631	787
	Weighted (000)	184180	6077	86438	3474	97741	2603
	Horz %	100.00	3.30	46.93	1.89	53.07	1.41
	Vert %	75.46	76.13	73.39	76.20	77.39	76.03
	Index	100	101	97	101	103	101
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgttd	29944	1472	13748	842	16196	630
	Weighted (000)	152016	4509	66499	2460	85517	2049
	Horz %	100.00	2.97	43.75	1.62	56.25	1.35
	Vert %	62.28	56.48	56.46	53.97	67.71	59.82
	Index	100	91	91	87	109	96

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Foursquare			*		*		*
	Unwgt	259	7	127	5	132	2
	Weighted (000)	1096	34	542	31	554	3
	Horz %	100.00	3.06	49.44	2.80	50.56	0.26
	Vert %	0.45	0.42	0.46	0.67	0.44	0.08
Index	100	94	102	150	98	19	
Google + (Google Plus)	Unwgt	7523	398	3548	241	3975	157
	Weighted (000)	37002	1178	16517	686	20485	492
	Horz %	100.00	3.18	44.64	1.85	55.36	1.33
	Vert %	15.16	14.76	14.02	15.05	16.22	14.37
	Index	100	97	93	99	107	95
Instagram	Unwgt	11180	374	4771	200	6409	174
	Weighted (000)	59923	1224	24271	577	35652	647
	Horz %	100.00	2.04	40.50	0.96	59.50	1.08
	Vert %	24.55	15.34	20.61	12.66	28.23	18.90
	Index	100	62	84	52	115	77
LinkedIn	Unwgt	7899	637	4439	434	3460	203
	Weighted (000)	31599	1713	17071	1094	14527	618
	Horz %	100.00	5.42	54.03	3.46	45.97	1.96
	Vert %	12.95	21.46	14.49	24.01	11.50	18.06
	Index	100	166	112	185	89	139
Pinterest	Unwgt	9299	368	1975	95	7324	273
	Weighted (000)	49108	1194	9190	265	39919	929
	Horz %	100.00	2.43	18.71	0.54	81.29	1.89
	Vert %	20.12	14.96	7.80	5.81	31.61	27.13
	Index	100	74	39	29	157	135
Tumblr					*		*
	Unwgt	1737	55	1029	44	708	11
	Weighted (000)	9309	192	4915	158	4394	35
	Horz %	100.00	2.07	52.80	1.70	47.20	0.37
	Index	100	63	109	91	91	26
Twitter	Unwgt	6507	322	3592	207	2915	115
	Weighted (000)	32509	906	16927	534	15583	372
	Horz %	100.00	2.79	52.07	1.64	47.93	1.14
	Vert %	13.32	11.35	14.37	11.72	12.34	10.86
	Index	100	85	108	88	93	82
Yelp	Unwgt	4238	337	2031	202	2207	135
	Weighted (000)	17049	934	7651	554	9398	379
	Horz %	100.00	5.48	44.88	3.25	55.12	2.22
	Vert %	6.98	11.69	6.50	12.16	7.44	11.08
	Index	100	167	93	174	107	159
YouTube	Unwgt	24878	1411	13348	905	11530	506
	Weighted (000)	125197	4285	64072	2559	61125	1726
	Horz %	100.00	3.42	51.18	2.04	48.82	1.38
	Vert %	51.29	53.68	54.40	56.14	48.40	50.41
	Index	100	105	106	109	94	98
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt	19391	930	7934	497	11457	433
	Weighted (000)	98998	2899	37956	1495	61042	1404
	Horz %	100.00	2.93	38.34	1.51	61.66	1.42
	Vert %	40.56	36.32	32.22	32.79	48.33	41.01
	Index	100	90	79	81	119	101
"Follow" or become a "fan of" something or someone	Unwgt	9880	397	4289	222	5591	175
	Weighted (000)	51999	1238	21230	684	30768	553
	Horz %	100.00	2.38	40.83	1.32	59.17	1.06
	Vert %	21.30	15.50	18.02	15.01	24.36	16.16
	Index	100	73	85	70	114	76

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Clicked on an advertisement	Unwgttd	7250	425	3332	252	3918	173
	Weighted (000)	34609	1298	14941	757	19669	541
	Horz %	100.00	3.75	43.17	2.19	56.83	1.56
	Vert %	14.18	16.26	12.68	16.60	15.57	15.81
	Index	100	115	89	117	110	112
Watched a video	Unwgttd	23931	1268	12520	819	11411	449
	Weighted (000)	121821	3870	60888	2357	60933	1512
	Horz %	100.00	3.18	49.98	1.94	50.02	1.24
	Vert %	49.91	48.48	51.69	51.72	48.25	44.17
	Index	100	97	104	104	97	88
Websites or apps visited or used in the last 30 days: Coupons					*		*
	Unwgttd	1642	79	404	30	1238	49
	Weighted (000)	7736	263	1683	103	6052	160
	Horz %	100.00	3.40	21.76	1.33	78.24	2.07
	Vert %	3.17	3.30	1.43	2.25	4.79	4.69
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	40180	2237	20163	1370	20017	867
	Weighted (000)	200974	6605	95462	3801	105511	2804
	Horz %	100.00	3.29	47.50	1.89	52.50	1.40
	Vert %	82.34	82.75	81.05	83.39	83.54	81.89
	Index	100	100	98	101	101	99
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	20952	1079	10025	665	10927	414
	Weighted (000)	106707	3220	47788	1873	58918	1348
	Horz %	100.00	3.02	44.78	1.75	55.22	1.26
	Vert %	43.72	40.34	40.57	41.08	46.65	39.36
	Index	100	92	93	94	107	90
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	19339	1044	9447	660	9892	384
	Weighted (000)	97935	3086	44522	1813	53413	1273
	Horz %	100.00	3.15	45.46	1.85	54.54	1.30
	Vert %	40.12	38.65	37.80	39.76	42.29	37.17
	Index	100	96	94	99	105	93
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	24725	1168	12866	758	11859	410
	Weighted (000)	126500	3517	62393	2110	64107	1407
	Horz %	100.00	2.78	49.32	1.67	50.68	1.11
	Vert %	51.83	44.06	52.97	46.29	50.76	41.09
	Index	100	85	102	89	98	79
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	15697	740	7823	449	7874	291
	Weighted (000)	84080	2350	39914	1351	44166	1000
	Horz %	100.00	2.80	47.47	1.61	52.53	1.19
	Vert %	34.45	29.44	33.89	29.63	34.97	29.19
	Index	100	85	98	86	102	85
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	11626	563	6471	388	5155	175
	Weighted (000)	61092	1754	32067	1134	29025	621
	Horz %	100.00	2.87	52.49	1.86	47.51	1.02
	Vert %	25.03	21.98	27.22	24.87	22.98	18.12
	Index	100	88	109	99	92	72
Used a Mobile "App" - Past Month	Unwgttd	25794	1375	13219	871	12575	504
	Weighted (000)	128777	4067	62189	2432	66588	1636
	Horz %	100.00	3.16	48.29	1.89	51.71	1.27
	Vert %	52.76	50.95	52.80	53.34	52.72	47.76
	Index	100	97	100	101	100	91
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgttd	10912	1022	5777	647	5135	375
	Weighted (000)	50128	2818	24847	1737	25281	1081
	Horz %	100.00	5.62	49.57	3.46	50.43	2.16
	Vert %	20.54	35.30	21.10	38.10	20.02	31.57
	Index	100	172	103	186	97	154

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Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgttd	14245	1205	6852	711	7393	494
	Weighted (000)	67106	3221	30235	1773	36871	1448
	Horz %	100.00	4.80	45.05	2.64	54.95	2.16
	Vert %	27.49	40.34	25.67	38.89	29.19	42.28
	Index	100	147	93	141	106	154
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgttd	19488	1275	10461	829	9027	446
	Weighted (000)	91290	3595	46056	2268	45234	1327
	Horz %	100.00	3.94	50.45	2.48	49.55	1.45
	Vert %	37.40	45.04	39.10	49.76	35.82	38.74
	Index	100	120	105	133	96	104
Read Classified Advertising in Weekday Newspaper	Unwgttd	3772	203	1751	131	2021	72
	Weighted (000)	20084	607	9059	388	11024	219
	Horz %	100.00	3.02	45.11	1.93	54.89	1.09
	Vert %	8.23	7.60	7.69	8.51	8.73	6.38
	Index	100	92	93	103	106	78
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgttd	3758	240	1675	149	2083	91
	Weighted (000)	19510	643	8252	375	11258	268
	Horz %	100.00	3.30	42.30	1.92	57.70	1.37
	Vert %	7.99	8.05	7.01	8.22	8.91	7.83
	Index	100	101	88	103	112	98
Read Advertisements in Weekday Newspaper	Unwgttd	3812	292	1663	175	2149	117
	Weighted (000)	17916	817	7281	449	10635	368
	Horz %	100.00	4.56	40.64	2.51	59.36	2.06
	Vert %	7.34	10.24	6.18	9.85	8.42	10.75
	Index	100	139	84	134	115	147
Read Advertisements in Sunday/Weekend Newspaper	Unwgttd	4633	347	1918	200	2715	147
	Weighted (000)	22092	899	8259	465	13833	434
	Horz %	100.00	4.07	37.38	2.10	62.62	1.97
	Vert %	9.05	11.26	7.01	10.19	10.95	12.69
	Index	100	124	77	113	121	140
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgttd	5068	402	2004	206	3064	196
	Weighted (000)	23852	1005	8816	493	15037	511
	Horz %	100.00	4.21	36.96	2.07	63.04	2.14
	Vert %	9.77	12.58	7.48	10.83	11.91	14.93
	Index	100	129	77	111	122	153
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgttd	7203	601	2739	310	4464	291
	Weighted (000)	34013	1569	11663	743	22350	826
	Horz %	100.00	4.61	34.29	2.18	65.71	2.43
	Vert %	13.93	19.65	9.90	16.30	17.70	24.12
	Index	100	141	71	117	127	173
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgttd	4191	318	2044	192	2147	126
	Weighted (000)	20652	948	9419	524	11233	424
	Horz %	100.00	4.59	45.61	2.54	54.39	2.05
	Vert %	8.46	11.87	8.00	11.50	8.89	12.37
	Index	100	140	95	136	105	146
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgttd	9539	726	4401	420	5138	306
	Weighted (000)	47372	2000	20433	1037	26940	963
	Horz %	100.00	4.22	43.13	2.19	56.87	2.03
	Vert %	19.41	25.05	17.35	22.75	21.33	28.12
	Index	100	129	89	117	110	145
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgttd	*	*	*	*	*	*
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*	*
	Unwgt	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
Have Seen Video Ads in Grocery Stores - Past Month							
	Unwgt	8175	403	4333	262	3842	141
	Weighted (000)	42062	1230	21099	800	20963	430
	Horz %	100.00	2.92	50.16	1.90	49.84	1.02
	Vert %	17.23	15.41	17.91	17.55	16.60	12.57
Index	100	89	104	102	96	73	
Have Seen Video Ads in Drug Stores - Past Month							
	Unwgt	5434	279	2941	181	2493	98
	Weighted (000)	27750	920	14430	598	13321	323
	Horz %	100.00	3.32	52.00	2.15	48.00	1.16
	Vert %	11.37	11.53	12.25	13.11	10.55	9.42
Index	100	101	108	115	93	83	
Have Seen Video Ads in Convenience Stores - Past Month							
	Unwgt	5425	256	3143	178	2282	78
	Weighted (000)	27941	812	15561	559	12381	253
	Horz %	100.00	2.91	55.69	2.00	44.31	0.91
	Vert %	11.45	10.17	13.21	12.25	9.80	7.40
Index	100	89	115	107	86	65	
Have Seen Video Ads in Large Discount/Department Stores - Past Month							
	Unwgt	5807	282	3195	176	2612	106
	Weighted (000)	30170	919	15891	588	14279	331
	Horz %	100.00	3.05	52.67	1.95	47.33	1.10
	Vert %	12.36	11.51	13.49	12.90	11.31	9.66
Index	100	93	109	104	91	78	
Have Seen Video Ads in Warehouse/Club Stores - Past Month							
	Unwgt	5047	306	2853	202	2194	104
	Weighted (000)	24469	848	13265	564	11204	284
	Horz %	100.00	3.46	54.21	2.31	45.79	1.16
	Vert %	10.02	10.62	11.26	12.37	8.87	8.28
Index	100	106	112	123	88	83	
Have Seen Video Ads in Other Stores - Past Month							
	Unwgt	4572	236	2629	161	1943	75
	Weighted (000)	23484	741	12984	501	10501	240
	Horz %	100.00	3.15	55.29	2.13	44.71	1.02
	Vert %	9.62	9.28	11.02	10.99	8.31	7.00
Index	100	96	115	114	86	73	
Have Seen Video Ads in Shopping Malls - Past Month							
	Unwgt	6133	325	3320	210	2813	115
	Weighted (000)	30556	1051	15761	695	14795	356
	Horz %	100.00	3.44	51.58	2.27	48.42	1.17
	Vert %	12.52	13.17	13.38	15.24	11.71	10.40
Index	100	105	107	122	94	83	
Have Seen Video Ads in Bars/Pubs - Past Month							
	Unwgt	4212	207	2599	153	1613	54
	Weighted (000)	21008	627	12638	477	8370	151
	Horz %	100.00	2.99	60.16	2.27	39.84	0.72
	Vert %	8.61	7.86	10.73	10.46	6.63	4.40
Index	100	91	125	121	77	51	

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

		U.S. Adults 18+	Adults18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All News (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All News (Monday-Sunday 24-hour cume)
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	290	3444	202	2590	88
	Weighted (000)	31175	949	16942	659	14234	290
	Horz %	100.00	3.04	54.34	2.11	45.66	0.93
	Vert %	12.77	11.88	14.38	14.46	11.27	8.46
	Index	100	93	113	113	88	66
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	254	2539	167	2072	87
	Weighted (000)	23019	892	12109	600	10909	292
	Horz %	100.00	3.88	52.61	2.61	47.39	1.27
	Vert %	9.43	11.17	10.28	13.16	8.64	8.54
	Index	100	118	109	139	92	91
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	4016	227	2310	149	1706	78
	Weighted (000)	19382	662	10885	459	8496	203
	Horz %	100.00	3.41	56.16	2.37	43.84	1.05
	Vert %	7.94	8.29	9.24	10.07	6.73	5.92
	Index	100	104	116	127	85	75
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	305	2788	190	2711	115
	Weighted (000)	27407	915	13342	570	14066	345
	Horz %	100.00	3.34	48.68	2.08	51.32	1.26
	Vert %	11.23	11.46	11.33	12.51	11.14	10.07
	Index	100	102	101	111	99	90
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	283	2363	197	1566	86
	Weighted (000)	17909	830	10424	580	7485	251
	Horz %	100.00	4.64	58.21	3.24	41.79	1.40
	Vert %	7.34	10.40	8.85	12.71	5.93	7.32
	Index	100	142	121	173	81	100
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	535	4916	381	3474	154
	Weighted (000)	41042	1626	22712	1090	18330	536
	Horz %	100.00	3.96	55.34	2.66	44.66	1.31
	Vert %	16.81	20.37	19.28	23.91	14.51	15.66
	Index	100	121	115	142	86	93
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3669	195	2128	131	1541	64
	Weighted (000)	18065	608	10099	412	7966	196
	Horz %	100.00	3.36	55.90	2.28	44.10	1.08
	Vert %	7.40	7.61	8.57	9.03	6.31	5.72
	Index	100	103	116	122	85	77
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3552	188	2086	125	1466	63
	Weighted (000)	16785	543	9475	346	7310	197
	Horz %	100.00	3.23	56.45	2.06	43.55	1.18
	Vert %	6.88	6.80	8.04	7.58	5.79	5.77
	Index	100	99	117	110	84	84
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	270	2889	172	2203	98
	Weighted (000)	25878	834	13824	503	12053	330
	Horz %	100.00	3.22	53.42	1.95	46.58	1.28
	Vert %	10.60	10.44	11.74	11.04	9.54	9.64
	Index	100	98	111	104	90	91
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	1469	12315	920	11388	549
	Weighted (000)	117973	4344	57972	2598	60001	1746
	Horz %	100.00	3.68	49.14	2.20	50.86	1.48
	Vert %	48.33	54.41	49.22	56.99	47.51	50.98
	Index	100	113	102	118	98	105
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	10886	831	5916	543	4970	288
	Weighted (000)	50330	2339	26109	1469	24221	870
	Horz %	100.00	4.65	51.88	2.92	48.12	1.73
	Vert %	20.62	29.30	22.17	32.22	19.18	25.40
	Index	100	142	108	156	93	123

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

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Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgttd	7328	627	4174	420	3154	207
	Weighted (000)	32843	1837	18004	1196	14838	641
	Horz %	100.00	5.59	54.82	3.64	45.18	1.95
	Vert %	13.46	23.01	15.29	26.23	11.75	18.73
	Index	100	171	114	195	87	139
Have Seen Ads Inside Taxis - Past Month	Unwgttd	3849	283	2254	190	1595	93
	Weighted (000)	17102	859	9977	607	7125	252
	Horz %	100.00	5.02	58.34	3.55	41.66	1.48
	Vert %	7.01	10.76	8.47	13.31	5.64	7.37
	Index	100	154	121	190	81	105
Have Seen Ads on Top of Taxis - Past Month	Unwgttd	5892	489	3558	327	2334	162
	Weighted (000)	26219	1476	15564	1031	10655	445
	Horz %	100.00	5.63	59.36	3.93	40.64	1.70
	Vert %	10.74	18.49	13.21	22.61	8.44	13.01
	Index	100	172	123	210	79	121
Have Seen Ads on Phone Booths - Past Month	Unwgttd	3008	192	1859	146	1149	46
	Weighted (000)	14451	621	8852	486	5599	135
	Horz %	100.00	4.30	61.25	3.36	38.75	0.94
	Vert %	5.92	7.79	7.52	10.66	4.43	3.95
	Index	100	131	127	180	75	67
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgttd	7405	441	4598	315	2807	126
	Weighted (000)	36191	1302	21726	926	14466	377
	Horz %	100.00	3.60	60.03	2.56	39.97	1.04
	Vert %	14.83	16.32	18.45	20.30	11.45	11.01
	Index	100	110	124	137	77	74
Have Seen Ads on Postcards - Past Month	Unwgttd	5576	335	2856	205	2720	130
	Weighted (000)	26312	1001	13258	597	13054	404
	Horz %	100.00	3.80	50.39	2.27	49.61	1.54
	Vert %	10.78	12.54	11.26	13.09	10.34	11.81
	Index	100	116	104	121	96	110
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgttd	13421	784	6893	505	6528	279
	Weighted (000)	66442	2302	32223	1451	34219	851
	Horz %	100.00	3.46	48.50	2.18	51.50	1.28
	Vert %	27.22	28.83	27.36	31.82	27.09	24.85
	Index	100	106	101	117	100	91
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgttd	8606	512	4572	313	4034	199
	Weighted (000)	42087	1546	21394	905	20693	641
	Horz %	100.00	3.67	50.83	2.15	49.17	1.52
	Vert %	17.24	19.37	18.16	19.86	16.38	18.72
	Index	100	112	105	115	95	109
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgttd	10943	649	5666	387	5277	262
	Weighted (000)	53139	1865	26487	1084	26653	781
	Horz %	100.00	3.51	49.84	2.04	50.16	1.47
	Vert %	21.77	23.36	22.49	23.77	21.10	22.81
	Index	100	107	103	109	97	105
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgttd	15171	885	7927	561	7244	324
	Weighted (000)	76102	2609	37939	1574	38163	1035
	Horz %	100.00	3.43	49.85	2.07	50.15	1.36
	Vert %	31.18	32.68	32.21	34.53	30.22	30.22
	Index	100	105	103	111	97	97
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgttd	10587	648	5402	387	5185	261
	Weighted (000)	52205	1904	25466	1131	26739	774
	Horz %	100.00	3.65	48.78	2.17	51.22	1.48
	Vert %	21.39	23.85	21.62	24.80	21.17	22.59
	Index	100	112	101	116	99	106

RAB/GFK MRI RADIO FORMAT PROFILE: ALL NEWS

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Have Seen Infomercials - Past Month	Unwgttd	9871	588	5073	366	4798	222
	Weighted (000)	49119	1745	24353	1083	24766	662
	Horz %	100.00	3.55	49.58	2.21	50.42	1.35
	Vert %	20.12	21.86	20.68	23.77	19.61	19.33
	Index	100	109	103	118	97	96
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgttd	19632	1277	9597	752	10035	525
	Weighted (000)	96299	3715	44442	2068	51856	1647
	Horz %	100.00	3.86	46.15	2.15	53.85	1.71
	Vert %	39.45	46.54	37.73	45.37	41.06	48.10
	Index	100	118	96	115	104	122
Have Seen Product Placement in Video Games - Past Month	Unwgttd	4596	202	2751	135	1845	67
	Weighted (000)	24167	685	14376	479	9791	206
	Horz %	100.00	2.83	59.49	1.98	40.51	0.85
	Vert %	9.90	8.58	12.21	10.51	7.75	6.01
	Index	100	87	123	106	78	61
Have Seen Product Placement in TV Shows - Past Month	Unwgttd	17823	1081	9209	634	8614	447
	Weighted (000)	88092	3191	43604	1788	44489	1403
	Horz %	100.00	3.62	49.50	2.03	50.50	1.59
	Vert %	36.09	39.97	37.02	39.21	35.22	40.97
	Index	100	111	103	109	98	114
Have Seen Product Placement in Movies - Past Month	Unwgttd	11248	622	6124	392	5124	230
	Weighted (000)	56256	1902	29146	1098	27110	804
	Horz %	100.00	3.38	51.81	1.95	48.19	1.43
	Vert %	23.05	23.83	24.75	24.09	21.46	23.48
	Index	100	103	107	105	93	102