

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgted	48646	850	24620	592	24026	258
	Weighted (000)	244084	3908	117785	2506	126299	1402
	Horz %	100.00	1.60	48.26	1.03	51.74	0.57
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male						*	*
	Unwgted	24620	592	24620	592	0	0
	Weighted (000)	117785	2506	117785	2506	0	0
	Horz %	100.00	2.13	100.00	2.13	0.00	0.00
	Vert %	48.26	64.12	100.00	100.00	0.00	0.00
	Index	100	133	207	207	0	0
Female				*	*		
	Unwgted	24026	258	0	0	24026	258
	Weighted (000)	126299	1402	0	0	126299	1402
	Horz %	100.00	1.11	0.00	0.00	100.00	1.11
	Vert %	51.74	35.88	0.00	0.00	100.00	100.00
	Index	100	69	0	0	193	193
Age 18-24			*		*		*
	Unwgted	3885	17	2163	11	1722	6
	Weighted (000)	30253	120	15267	67	14986	53
	Horz %	100.00	0.40	50.46	0.22	49.54	0.18
	Vert %	12.39	3.07	12.96	2.67	11.87	3.80
	Index	100	25	105	22	96	31
Age 25-34					*		*
	Unwgted	8183	57	4209	42	3974	15
	Weighted (000)	43389	334	21595	214	21794	119
	Horz %	100.00	0.77	49.77	0.49	50.23	0.28
	Vert %	17.78	8.54	18.33	8.56	17.26	8.52
	Index	100	48	103	48	97	48
Age 35-44							*
	Unwgted	8605	139	4423	102	4182	37
	Weighted (000)	40230	745	19746	530	20484	215
	Horz %	100.00	1.85	49.08	1.32	50.92	0.53
	Vert %	16.48	19.07	16.76	21.17	16.22	15.32
	Index	100	116	102	128	98	93
Age 45-54							*
	Unwgted	8861	165	4477	116	4384	49
	Weighted (000)	43105	720	21038	496	22067	224
	Horz %	100.00	1.67	48.81	1.15	51.19	0.52
	Vert %	17.66	18.42	17.86	19.78	17.47	15.98
	Index	100	104	101	112	99	90
Age 55-64							
	Unwgted	8498	212	4321	149	4177	63
	Weighted (000)	40725	994	19559	583	21165	411
	Horz %	100.00	2.44	48.03	1.43	51.97	1.01
	Vert %	16.68	25.43	16.61	23.27	16.76	29.29
	Index	100	152	100	139	100	176
Age 65+							
	Unwgted	10614	260	5027	172	5587	88
	Weighted (000)	46383	995	20580	615	25803	380
	Horz %	100.00	2.15	44.37	1.33	55.63	0.82
	Vert %	19.00	25.46	17.47	24.55	20.43	27.09
	Index	100	134	92	129	108	143
Age 21+							
	Unwgted	47284	843	23832	586	23452	257
	Weighted (000)	232046	3861	111578	2470	120468	1391
	Horz %	100.00	1.66	48.08	1.06	51.92	0.60
	Vert %	95.07	98.81	94.73	98.57	95.38	99.24
	Index	100	104	100	104	100	104

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Age 18-34							*
	Unwgted	12068	74	6372	53	5696	21
	Weighted (000)	73642	454	36862	281	36780	173
	Horz %	100.00	0.62	50.06	0.38	49.94	0.23
	Vert %	30.17	11.62	31.30	11.22	29.12	12.32
	Index	100	39	104	37	97	41
Age 18-49							
	Unwgted	24996	296	12990	213	12006	83
	Weighted (000)	134658	1564	66787	1071	67871	493
	Horz %	100.00	1.16	49.60	0.80	50.40	0.37
	Vert %	55.17	40.02	56.70	42.76	53.74	35.14
	Index	100	73	103	77	97	64
Age 25-54							
	Unwgted	25649	361	13109	260	12540	101
	Weighted (000)	126724	1799	62379	1241	64345	558
	Horz %	100.00	1.42	49.22	0.98	50.78	0.44
	Vert %	51.92	46.03	52.96	49.51	50.95	39.82
	Index	100	89	102	95	98	77
Age 35-64							
	Unwgted	25964	516	13221	367	12743	149
	Weighted (000)	124059	2459	60343	1609	63716	849
	Horz %	100.00	1.98	48.64	1.30	51.36	0.68
	Vert %	50.83	62.92	51.23	64.22	50.45	60.59
	Index	100	124	101	126	99	119
Age 50+							
	Unwgted	23650	554	11630	379	12020	175
	Weighted (000)	109426	2344	50998	1434	58428	909
	Horz %	100.00	2.14	46.60	1.31	53.40	0.83
	Vert %	44.83	59.98	43.30	57.24	46.26	64.86
	Index	100	134	97	128	103	145
Median Age							
	Unwgted						
	Weighted (000)	47.00	55.30	46.10	53.80	47.80	57.10
	Horz %						
	Vert %						
	Index	100	118	98	115	102	122
Race: White Only							
	Unwgted	34564	726	17599	504	16965	222
	Weighted (000)	179823	3463	87142	2236	92681	1227
	Horz %	100.00	1.93	48.46	1.24	51.54	0.68
	Vert %	73.67	88.62	73.98	89.23	73.38	87.54
	Index	100	120	100	121	100	119
Race: Black/African-American Only			*		*		*
	Unwgted	5909	41	2691	23	3218	18
	Weighted (000)	29535	231	13591	122	15944	109
	Horz %	100.00	0.78	46.02	0.41	53.98	0.37
	Vert %	12.10	5.91	11.54	4.88	12.62	7.76
	Index	100	49	95	40	104	64
Race: Asian			*		*		*
	Unwgted	2388	29	1240	20	1148	9
	Weighted (000)	8358	89	3764	48	4594	41
	Horz %	100.00	1.06	45.03	0.58	54.97	0.49
	Vert %	3.42	2.28	3.20	1.93	3.64	2.90
	Index	100	67	93	56	106	85
Race: Other Race/Multi-Racial							*
	Unwgted	8173	83	4330	65	3843	18
	Weighted (000)	34726	214	17052	148	17674	66
	Horz %	100.00	0.62	49.10	0.43	50.90	0.19
	Vert %	14.23	5.47	14.48	5.90	13.99	4.71
	Index	100	38	102	41	98	33
Hispanic, Latino, Spanish Origin or Descent					*		*
	Unwgted	6851	56	3530	46	3321	10
	Weighted (000)	37743	224	18812	174	18930	50
	Horz %	100.00	0.59	49.84	0.46	50.16	0.13
	Vert %	15.46	5.74	15.97	6.95	14.99	3.57
	Index	100	37	103	45	97	23

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Hispanic, Personally Speak Only English at Home			*		*		*
	Unwgted	1739	30	949	26	790	4
	Weighted (000)	6214	80	3087	52	3127	28
	Horz %	100.00	1.29	49.67	0.84	50.33	0.45
	Vert %	2.55	2.05	2.62	2.09	2.48	1.99
Index	100	81	103	82	97	78	
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*		*		*
	Unwgted	2047	17	1051	13	996	4
	Weighted (000)	9439	57	4679	51	4760	6
	Horz %	100.00	0.60	49.57	0.54	50.43	0.06
	Vert %	3.87	1.45	3.97	2.02	3.77	0.43
Index	100	38	103	52	97	11	
Hispanic, Personally Speak Only Spanish at Home			*		*		*
	Unwgted	1280	0	621	0	659	0
	Weighted (000)	10474	0	5089	0	5385	0
	Horz %	100.00	0.00	48.59	0.00	51.41	0.00
	Vert %	4.29	0.00	4.32	0.00	4.26	0.00
Index	100	0	101	0	99	0	
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*		*		*
	Unwgted	1668	9	850	7	818	2
	Weighted (000)	9512	87	4874	71	4638	16
	Horz %	100.00	0.92	51.24	0.75	48.76	0.17
	Vert %	3.90	2.23	4.14	2.84	3.67	1.15
Index	100	57	106	73	94	29	
Hispanic, Personally Speak Spanish and English Equally at Home			*		*		*
	Unwgted	99	0	51	0	48	0
	Weighted (000)	1751	0	918	0	833	0
	Horz %	100.00	0.00	52.43	0.00	47.57	0.00
	Vert %	0.72	0.00	0.78	0.00	0.66	0.00
Index	100	0	109	0	92	0	
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree			*		*		*
	Unwgted	6825	142	3452	99	3373	43
	Weighted (000)	26213	563	11985	379	14228	184
	Horz %	100.00	2.15	45.72	1.45	54.28	0.70
	Vert %	10.74	14.41	10.18	15.12	11.27	13.14
Index	100	134	95	141	105	122	
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree			*		*		*
	Unwgted	10965	249	5591	183	5374	66
	Weighted (000)	46746	927	22626	613	24120	314
	Horz %	100.00	1.98	48.40	1.31	51.60	0.67
	Vert %	19.15	23.72	19.21	24.47	19.10	22.38
Index	100	124	100	128	100	117	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic			*		*		*
	Unwgted	2649	49	1187	30	1462	19
	Weighted (000)	11210	183	4576	103	6634	80
	Horz %	100.00	1.63	40.82	0.91	59.18	0.71
	Vert %	4.59	4.67	3.89	4.09	5.25	5.71
Index	100	102	85	89	114	124	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational			*		*		*
	Unwgted	3407	54	1664	36	1743	18
	Weighted (000)	13775	251	6335	154	7440	97
	Horz %	100.00	1.82	45.99	1.12	54.01	0.70
	Vert %	5.64	6.42	5.38	6.15	5.89	6.89
Index	100	114	95	109	104	122	
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree			*		*		*
	Unwgted	10089	192	5033	127	5056	65
	Weighted (000)	44682	814	21206	467	23476	347
	Horz %	100.00	1.82	47.46	1.04	52.54	0.78
	Vert %	18.31	20.83	18.00	18.63	18.59	24.77
Index	100	114	98	102	102	135	
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)			*		*		*
	Unwgted	10356	136	5407	101	4949	35
	Weighted (000)	71816	958	36018	680	35799	278
	Horz %	100.00	1.33	50.15	0.95	49.85	0.39
	Vert %	29.42	24.51	30.58	27.13	28.34	19.81
Index	100	83	104	92	96	67	

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			*		*		*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	28	2286	16	2069	12
	Weighted (000)	29641	213	15039	110	14602	102
	Horz %	100.00	0.72	50.74	0.37	49.26	0.35
	Vert %	12.14	5.44	12.77	4.40	11.56	7.30
	Index	100	45	105	36	95	60
			*		*		*
Currently Attending College or University	Unwgted	3403	31	1618	19	1785	12
	Weighted (000)	19372	142	8726	81	10647	61
	Horz %	100.00	0.73	45.04	0.42	54.96	0.31
	Vert %	7.94	3.62	7.41	3.23	8.43	4.33
	Index	100	46	93	41	106	55
			*		*		*
Employed Full Time	Unwgted	25438	470	15105	374	10333	96
	Weighted (000)	119890	2226	68797	1669	51094	557
	Horz %	100.00	1.86	57.38	1.39	42.62	0.46
	Vert %	49.12	56.97	58.41	66.61	40.45	39.74
	Index	100	116	119	136	82	81
			*		*		*
Employed Part Time	Unwgted	5730	91	2169	50	3561	41
	Weighted (000)	28854	349	10532	157	18322	192
	Horz %	100.00	1.21	36.50	0.54	63.50	0.67
	Vert %	11.82	8.94	8.94	6.26	14.51	13.73
	Index	100	76	76	53	123	116
			*		*		*
Not Employed	Unwgted	17478	289	7346	168	10132	121
	Weighted (000)	95339	1332	38457	680	56883	652
	Horz %	100.00	1.40	40.34	0.71	59.66	0.68
	Vert %	39.06	34.09	32.65	27.13	45.04	46.53
	Index	100	87	84	69	115	119
			*		*		*
Temporarily Unemployed	Unwgted	1886	17	939	13	947	4
	Weighted (000)	12314	85	6528	66	5786	19
	Horz %	100.00	0.69	53.01	0.53	46.99	0.15
	Vert %	5.05	2.17	5.54	2.62	4.58	1.35
	Index	100	43	110	52	91	27
			*		*		*
Retired from Employment	Unwgted	10143	216	4871	135	5272	81
	Weighted (000)	46820	876	21680	512	25140	364
	Horz %	100.00	1.87	46.31	1.09	53.69	0.78
	Vert %	19.18	22.41	18.41	20.44	19.90	25.94
	Index	100	117	96	107	104	135
			*		*		*
Not Employed, Principal Shopper for Household	Unwgted	2543	22	65	1	2478	21
	Weighted (000)	16573	188	399	4	16173	184
	Horz %	100.00	1.14	2.41	0.02	97.59	1.11
	Vert %	6.79	4.81	0.34	0.15	12.81	13.16
	Index	100	71	5	2	189	194
			*		*		*
Occupation: Professional and Related Occupations	Unwgted	7405	130	3381	91	4024	39
	Weighted (000)	34142	627	14741	404	19401	223
	Horz %	100.00	1.84	43.18	1.18	56.82	0.65
	Vert %	13.99	16.04	12.52	16.11	15.36	15.90
	Index	100	115	89	115	110	114
			*		*		*
Occupation: Management, Business and Financial Operations	Unwgted	6595	153	4012	121	2583	32
	Weighted (000)	24720	539	13920	421	10800	117
	Horz %	100.00	2.18	56.31	1.70	43.69	0.47
	Vert %	10.13	13.78	11.82	16.81	8.55	8.37
	Index	100	136	117	166	84	83
			*		*		*
Occupation: Sales and Office Occupations	Unwgted	5959	110	2273	68	3686	42
	Weighted (000)	32636	614	12665	307	19970	307
	Horz %	100.00	1.88	38.81	0.94	61.19	0.94
	Vert %	13.37	15.72	10.75	12.26	15.81	21.91
	Index	100	118	80	92	118	164

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Occupation: Natural Resources, Construction and Maintenance Occupations							*
	Unwgted	2756	55	2638	53	118	2
	Weighted (000)	13728	257	13073	249	655	8
	Horz %	100.00	1.87	95.23	1.82	4.77	0.06
	Vert %	5.62	6.59	11.10	9.95	0.52	0.57
Index	100	117	197	177	9	10	
Occupation: Other Employed							*
	Unwgted	8453	113	4970	91	3483	22
	Weighted (000)	43519	539	24929	444	18590	94
	Horz %	100.00	1.24	57.28	1.02	42.72	0.22
	Vert %	17.83	13.78	21.17	17.73	14.72	6.72
Index	100	77	119	99	83	38	
Household Income: \$250,000+							*
	Unwgted	1966	63	1191	47	775	16
	Weighted (000)	7800	199	4116	150	3684	49
	Horz %	100.00	2.55	52.77	1.92	47.23	0.62
	Vert %	3.20	5.09	3.49	5.99	2.92	3.47
Index	100	159	109	187	91	109	
Household Income: \$200,000-\$249,999			*		*		*
	Unwgted	1583	27	918	19	665	8
	Weighted (000)	7178	130	3579	83	3599	46
	Horz %	100.00	1.81	49.86	1.16	50.14	0.64
	Vert %	2.94	3.32	3.04	3.33	2.85	3.29
Index	100	113	103	113	97	112	
Household Income: \$150,000-\$199,999							*
	Unwgted	3725	84	2156	64	1569	20
	Weighted (000)	18847	459	9705	268	9142	191
	Horz %	100.00	2.44	51.50	1.42	48.50	1.01
	Vert %	7.72	11.75	8.24	10.70	7.24	13.64
Index	100	152	107	139	94	177	
Household Income: \$100,000-\$149,999							*
	Unwgted	7038	164	4030	120	3008	44
	Weighted (000)	39997	868	20517	616	19481	251
	Horz %	100.00	2.17	51.29	1.54	48.71	0.63
	Vert %	16.39	22.20	17.42	24.59	15.42	17.93
Index	100	135	106	150	94	109	
Household Income: \$75,000-\$99,999							*
	Unwgted	6168	133	3380	86	2788	47
	Weighted (000)	32585	678	16514	376	16071	302
	Horz %	100.00	2.08	50.68	1.15	49.32	0.93
	Vert %	13.35	17.35	14.02	15.01	12.72	21.53
Index	100	130	105	112	95	161	
Household Income: \$60,000-\$74,999							*
	Unwgted	4945	91	2570	66	2375	25
	Weighted (000)	24958	430	12413	294	12545	135
	Horz %	100.00	1.72	49.74	1.18	50.26	0.54
	Vert %	10.23	11.00	10.54	11.74	9.93	9.66
Index	100	108	103	115	97	94	
Household Income: \$50,000-\$59,999							*
	Unwgted	3824	69	1925	53	1899	16
	Weighted (000)	18483	295	9176	226	9306	70
	Horz %	100.00	1.60	49.65	1.22	50.35	0.38
	Vert %	7.57	7.55	7.79	9.00	7.37	4.96
Index	100	100	103	119	97	66	
Household Income: \$40,000-\$49,999					*		*
	Unwgted	4928	67	2410	48	2518	19
	Weighted (000)	20001	226	9681	158	10320	68
	Horz %	100.00	1.13	48.40	0.79	51.60	0.34
	Vert %	8.19	5.79	8.22	6.30	8.17	4.88
Index	100	71	100	77	100	60	
Household Income: \$30,000-\$39,999			*		*		*
	Unwgted	4676	48	2239	28	2437	20
	Weighted (000)	21673	202	10287	87	11386	115
	Horz %	100.00	0.93	47.47	0.40	52.53	0.53
	Vert %	8.88	5.16	8.73	3.46	9.01	8.21
Index	100	58	98	39	102	92	

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Household Income: \$20,000-\$29,999					*		*
	Unwgted	4378	57	1770	34	2608	23
	Weighted (000)	21286	193	9271	110	12015	83
	Horz %	100.00	0.90	43.56	0.52	56.44	0.39
	Vert %	8.72	4.93	7.87	4.38	9.51	5.91
	Index	100	57	90	50	109	68
Household Income: Under \$20,000			*		*		*
	Unwgted	5415	47	2031	27	3384	20
	Weighted (000)	31275	229	12525	138	18751	91
	Horz %	100.00	0.73	40.05	0.44	59.95	0.29
	Vert %	12.81	5.86	10.63	5.50	14.85	6.52
	Index	100	46	83	43	116	51
Median Household Income	Unwgted						
	Weighted (000)	65.60	89.00	69.60	91.00	61.60	86.40
	Horz %						
	Vert %						
	Index	100	136	106	139	94	132
Marital Status: Single, Never Married	Unwgted	12107	118	6453	83	5654	35
	Weighted (000)	69105	592	36957	386	32148	206
	Horz %	100.00	0.86	53.48	0.56	46.52	0.30
	Vert %	28.31	15.15	31.38	15.40	25.45	14.71
	Index	100	54	111	54	90	52
Marital Status: Currently Married	Unwgted	24506	555	13836	407	10670	148
	Weighted (000)	129071	2714	64428	1783	64643	930
	Horz %	100.00	2.10	49.92	1.38	50.08	0.72
	Vert %	52.88	69.45	54.70	71.17	51.18	66.36
	Index	100	131	103	135	97	125
Marital Status: Divorced or Legally Separated	Unwgted	8229	124	3344	81	4885	43
	Weighted (000)	31030	446	12607	277	18423	169
	Horz %	100.00	1.44	40.63	0.89	59.37	0.54
	Vert %	12.71	11.42	10.70	11.06	14.59	12.06
	Index	100	90	84	87	115	95
Marital Status: Widowed			*		*		*
	Unwgted	3804	53	987	21	2817	32
	Weighted (000)	14879	155	3794	59	11085	96
	Horz %	100.00	1.04	25.50	0.40	74.50	0.65
	Vert %	6.10	3.98	3.22	2.36	8.78	6.87
	Index	100	65	53	39	144	113
Marital Status: Engaged to Be Married			*		*		*
	Unwgted	2120	25	1122	13	998	12
	Weighted (000)	11812	173	5830	76	5982	98
	Horz %	100.00	1.47	49.36	0.64	50.64	0.83
	Vert %	4.84	4.43	4.95	3.02	4.74	6.96
	Index	100	92	102	62	98	144
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*		*		*
	Unwgted	3596	36	1959	24	1637	12
	Weighted (000)	21557	230	10333	146	11224	84
	Horz %	100.00	1.07	47.93	0.68	52.07	0.39
	Vert %	8.83	5.88	8.77	5.83	8.89	5.98
	Index	100	67	99	66	101	68
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	276	8890	204	9311	72
	Weighted (000)	94932	1355	43462	929	51470	426
	Horz %	100.00	1.43	45.78	0.98	54.22	0.45
	Vert %	38.89	34.66	36.90	37.07	40.75	30.37
	Index	100	89	95	95	105	78
1 Child Under Age 18 Currently Living at Home							*
	Unwgted	7127	108	3410	76	3717	32
	Weighted (000)	38013	564	17033	363	20980	200
	Horz %	100.00	1.48	44.81	0.96	55.19	0.53
	Vert %	15.57	14.42	14.46	14.51	16.61	14.27
	Index	100	93	93	93	107	92

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
2 Children Under Age 18 Currently Living at Home							*
	Unwgted	6935	108	3495	80	3440	28
	Weighted (000)	34366	508	16367	356	17998	151
	Horz %	100.00	1.48	47.63	1.04	52.37	0.44
	Vert %	14.08	12.99	13.90	14.22	14.25	10.79
3 Children Under Age 18 Currently Living at Home	Index	100	92	99	101	101	77
			*		*		*
	Unwgted	2804	40	1357	32	1447	8
	Weighted (000)	14813	177	6725	119	8088	58
	Horz %	100.00	1.20	45.40	0.80	54.60	0.39
4 Children Under Age 18 Currently Living at Home	Vert %	6.07	4.53	5.71	4.74	6.40	4.16
	Index	100	75	94	78	106	69
			*		*		*
	Unwgted	872	13	407	10	465	3
	Weighted (000)	4873	56	2163	41	2710	14
5 or More Children Under Age 18 Currently Living at Home	Horz %	100.00	1.14	44.38	0.85	55.62	0.30
	Vert %	2.00	1.42	1.84	1.65	2.15	1.03
	Index	100	71	92	83	107	51
			*		*		*
	Unwgted	463	7	221	6	242	1
Own Home/Residence	Weighted (000)	2867	51	1175	49	1693	2
	Horz %	100.00	1.76	40.96	1.71	59.04	0.06
	Vert %	1.17	1.29	1.00	1.95	1.34	0.12
	Index	100	110	85	166	114	10
			*		*		*
Rent Home/Residence	Unwgted	15306	150	7334	102	7972	48
	Weighted (000)	80205	739	38249	445	41956	294
	Horz %	100.00	0.92	47.69	0.55	52.31	0.37
	Vert %	32.86	18.92	32.47	17.75	33.22	21.00
	Index	100	58	99	54	101	64
Live Rent-Free in Home/Residence			*		*		*
	Unwgted	565	7	266	5	299	2
	Weighted (000)	2903	24	1395	20	1508	3
	Horz %	100.00	0.81	48.05	0.69	51.95	0.12
	Vert %	1.19	0.60	1.18	0.80	1.19	0.25
Census Region: North East	Index	100	51	100	68	100	21
			*		*		*
	Unwgted	11000	182	5477	126	5523	56
	Weighted (000)	44018	495	21032	321	22986	174
	Horz %	100.00	1.12	47.78	0.73	52.22	0.40
Census Region: South	Vert %	18.03	12.67	17.86	12.81	18.20	12.43
	Index	100	70	99	71	101	69
			*		*		*
	Unwgted	17645	254	8745	184	8900	70
	Weighted (000)	92016	1411	44107	930	47909	481
Census Region: Midwest	Horz %	100.00	1.53	47.93	1.01	52.07	0.52
	Vert %	37.70	36.12	37.45	37.12	37.93	34.32
	Index	100	96	99	98	101	91
			*		*		*
	Unwgted	9880	161	5113	97	4767	64
Census Region: West	Weighted (000)	52062	820	25228	456	26834	363
	Horz %	100.00	1.57	48.46	0.88	51.54	0.70
	Vert %	21.33	20.97	21.42	18.21	21.25	25.91
	Index	100	98	100	85	100	121
			*		*		*
Census Region: West	Unwgted	10121	253	5285	185	4836	68
	Weighted (000)	55988	1182	27418	798	28570	383
	Horz %	100.00	2.11	48.97	1.43	51.03	0.68
	Vert %	22.94	30.24	23.28	31.86	22.62	27.34
	Index	100	132	101	139	99	119

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
					*		*
Census Sub-Region: New England	Unwgted	2748	73	1330	49	1418	24
	Weighted (000)	11567	201	5545	131	6022	70
	Horz %	100.00	1.74	47.94	1.13	52.06	0.61
	Vert %	4.74	5.15	4.71	5.23	4.77	5.01
	Index	100	109	99	110	101	106
							*
Census Sub-Region: Mid Atlantic	Unwgted	8252	109	4147	77	4105	32
	Weighted (000)	32451	294	15487	190	16964	104
	Horz %	100.00	0.91	47.73	0.59	52.27	0.32
	Vert %	13.30	7.52	13.15	7.58	13.43	7.42
	Index	100	57	99	57	101	56
							*
Census Sub-Region: South Atlantic	Unwgted	9812	146	4839	103	4973	43
	Weighted (000)	48740	922	23082	601	25658	321
	Horz %	100.00	1.89	47.36	1.23	52.64	0.66
	Vert %	19.97	23.59	19.60	23.97	20.32	22.91
	Index	100	118	98	120	102	115
			*		*		*
Census Sub-Region: East South Central	Unwgted	1890	33	940	25	950	8
	Weighted (000)	14067	232	6879	163	7188	69
	Horz %	100.00	1.65	48.90	1.16	51.10	0.49
	Vert %	5.76	5.94	5.84	6.51	5.69	4.92
	Index	100	103	101	113	99	85
							*
Census Sub-Region: West South Central	Unwgted	5943	75	2966	56	2977	19
	Weighted (000)	29209	258	14146	167	15062	91
	Horz %	100.00	0.88	48.43	0.57	51.57	0.31
	Vert %	11.97	6.59	12.01	6.65	11.93	6.50
	Index	100	55	100	56	100	54
					*		*
Census Sub-Region: East North Central	Unwgted	7303	80	3789	45	3514	35
	Weighted (000)	36089	334	17381	194	18708	140
	Horz %	100.00	0.93	48.16	0.54	51.84	0.39
	Vert %	14.79	8.55	14.76	7.74	14.81	10.00
	Index	100	58	100	52	100	68
							*
Census Sub-Region: West North Central	Unwgted	2577	81	1324	52	1253	29
	Weighted (000)	15973	485	7846	262	8127	223
	Horz %	100.00	3.04	49.12	1.64	50.88	1.40
	Vert %	6.54	12.42	6.66	10.47	6.43	15.91
	Index	100	190	102	160	98	243
			*		*		*
Census Sub-Region: Mountain	Unwgted	2752	26	1444	19	1308	7
	Weighted (000)	18482	172	9091	116	9391	56
	Horz %	100.00	0.93	49.19	0.63	50.81	0.30
	Vert %	7.57	4.41	7.72	4.64	7.44	4.00
	Index	100	58	102	61	98	53
Census Sub-Region: Pacific	Unwgted	7369	227	3841	166	3528	61
	Weighted (000)	37506	1009	18327	682	19179	327
	Horz %	100.00	2.69	48.86	1.82	51.14	0.87
	Vert %	15.37	25.82	15.56	27.21	15.19	23.34
	Index	100	168	101	177	99	152
County Size: A	Unwgted	26326	525	13377	366	12949	159
	Weighted (000)	102649	2006	49402	1318	53247	688
	Horz %	100.00	1.95	48.13	1.28	51.87	0.67
	Vert %	42.05	51.35	41.94	52.62	42.16	49.08
	Index	100	122	100	125	100	117
County Size: B	Unwgted	11709	191	5932	127	5777	64
	Weighted (000)	72000	1113	34639	631	37361	482
	Horz %	100.00	1.55	48.11	0.88	51.89	0.67
	Vert %	29.50	28.47	29.41	25.18	29.58	34.36
	Index	100	97	100	85	100	116



RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
							*
County Size: C/D	Unwgted	10611	134	5311	99	5300	35
	Weighted (000)	69435	789	33744	556	35691	232
	Horz %	100.00	1.14	48.60	0.80	51.40	0.33
	Vert %	28.45	20.18	28.65	22.20	28.26	16.56
	Index	100	71	101	78	99	58
			*		*		*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	32	630	24	498	8
	Weighted (000)	4719	147	2463	104	2256	43
	Horz %	100.00	3.12	52.20	2.21	47.80	0.91
	Vert %	1.93	3.76	2.09	4.16	1.79	3.06
	Index	100	195	108	215	92	158
			*		*		*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	136	3408	80	4485	56
	Weighted (000)	38375	659	15888	341	22487	318
	Horz %	100.00	1.72	41.40	0.89	58.60	0.83
	Vert %	15.72	16.87	13.49	13.61	17.80	22.68
	Index	100	107	86	87	113	144
			*		*		*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	26	674	16	546	10
	Weighted (000)	6399	104	3477	49	2922	55
	Horz %	100.00	1.63	54.33	0.77	45.67	0.86
	Vert %	2.62	2.66	2.95	1.96	2.31	3.93
	Index	100	102	113	75	88	150
			*		*		*
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	101	1658	76	1068	25
	Weighted (000)	7983	270	4558	195	3424	74
	Horz %	100.00	3.38	57.10	2.44	42.90	0.93
	Vert %	3.27	6.90	3.87	7.79	2.71	5.31
	Index	100	211	118	238	83	162
			*		*		*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	198	2668	165	564	33
	Weighted (000)	12837	780	10355	629	2482	151
	Horz %	100.00	6.08	80.67	4.90	19.33	1.18
	Vert %	5.26	19.97	8.79	25.10	1.97	10.80
	Index	100	380	167	477	37	205
			*		*		*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	850	592	592	258	258
	Weighted (000)	3908	3908	2506	2506	1402	1402
	Horz %	100.00	100.00	64.12	64.12	35.88	35.88
	Vert %	1.60	100.00	2.13	100.00	1.11	100.00
	Index	100	6246	133	6246	69	6246
			*		*		*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	77	1752	63	1299	14
	Weighted (000)	14357	332	7933	274	6424	57
	Horz %	100.00	2.31	55.26	1.91	44.74	0.40
	Vert %	5.88	8.49	6.74	10.95	5.09	4.09
	Index	100	144	115	186	86	70
			*		*		*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	113	3585	71	4551	42
	Weighted (000)	42891	548	17737	296	25154	252
	Horz %	100.00	1.28	41.35	0.69	58.65	0.59
	Vert %	17.57	14.02	15.06	11.81	19.92	17.96
	Index	100	80	86	67	113	102
			*		*		*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	70	1603	44	1261	26
	Weighted (000)	14285	358	7775	219	6510	139
	Horz %	100.00	2.50	54.43	1.53	45.57	0.97
	Vert %	5.85	9.15	6.60	8.74	5.15	9.89
	Index	100	156	113	149	88	169

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
							*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	76	2263	63	1097	13
	Weighted (000)	16987	316	10773	249	6214	67
	Horz %	100.00	1.86	63.42	1.47	36.58	0.39
	Vert %	6.96	8.08	9.15	9.94	4.92	4.76
	Index	100	116	131	143	71	68
			*		*		*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	35	704	28	649	7
	Weighted (000)	5307	123	2699	98	2608	25
	Horz %	100.00	2.32	50.86	1.84	49.14	0.48
	Vert %	2.17	3.15	2.29	3.91	2.06	1.80
	Index	100	145	105	180	95	83
			*		*		*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	123	3837	85	3920	38
	Weighted (000)	44958	623	20903	422	24055	201
	Horz %	100.00	1.38	46.49	0.94	53.51	0.45
	Vert %	18.42	15.93	17.75	16.82	19.05	14.35
	Index	100	87	96	91	103	78
			*		*		*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	6	172	6	138	0
	Weighted (000)	1196	11	639	11	557	0
	Horz %	100.00	0.90	53.45	0.90	46.55	0.00
	Vert %	0.49	0.28	0.54	0.43	0.44	0.00
	Index	100	56	111	88	90	0
			*		*		*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	12	245	8	397	4
	Weighted (000)	3662	72	1387	45	2275	27
	Horz %	100.00	1.97	37.87	1.22	62.13	0.74
	Vert %	1.50	1.84	1.18	1.79	1.80	1.94
	Index	100	123	78	119	120	130
			*		*		*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	20	1288	15	1289	5
	Weighted (000)	15181	104	7552	77	7628	27
	Horz %	100.00	0.69	49.75	0.51	50.25	0.18
	Vert %	6.22	2.67	6.41	3.09	6.04	1.92
	Index	100	43	103	50	97	31
			*		*		*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	57	1399	30	2152	27
	Weighted (000)	17450	272	6424	142	11026	130
	Horz %	100.00	1.56	36.82	0.82	63.18	0.74
	Vert %	7.15	6.97	5.45	5.68	8.73	9.27
	Index	100	97	76	79	122	130
			*		*		*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	8	356	7	275	1
	Weighted (000)	2496	49	1441	48	1055	1
	Horz %	100.00	1.96	57.74	1.93	42.26	0.04
	Vert %	1.02	1.25	1.22	1.92	0.84	0.06
	Index	100	123	120	188	82	6
			*		*		*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	8	625	6	483	2
	Weighted (000)	6328	46	3490	29	2838	17
	Horz %	100.00	0.73	55.15	0.46	44.85	0.27
	Vert %	2.59	1.19	2.96	1.17	2.25	1.22
	Index	100	46	114	45	87	47
			*		*		*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	285	3543	220	2263	65
	Weighted (000)	23554	1199	14195	887	9359	312
	Horz %	100.00	5.09	60.27	3.77	39.73	1.32
	Vert %	9.65	30.68	12.05	35.41	7.41	22.23
	Index	100	318	125	367	77	230
			*		*		*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	24	713	17	743	7
	Weighted (000)	7376	98	3364	80	4012	18
	Horz %	100.00	1.33	45.61	1.09	54.39	0.24
	Vert %	3.02	2.51	2.86	3.20	3.18	1.27
	Index	100	83	95	106	105	42

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
			*		*		*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	44	1348	25	1277	19
	Weighted (000)	10677	191	5254	108	5423	83
	Horz %	100.00	1.79	49.21	1.01	50.79	0.78
	Vert %	4.37	4.89	4.46	4.32	4.29	5.92
	Index	100	112	102	99	98	135
			*		*		*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	104	1603	65	2341	39
	Weighted (000)	20120	525	7818	288	12302	237
	Horz %	100.00	2.61	38.86	1.43	61.14	1.18
	Vert %	8.24	13.42	6.64	11.48	9.74	16.89
	Index	100	163	81	139	118	205
			*		*		*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	22	1177	12	1392	10
	Weighted (000)	13480	181	5921	82	7559	99
	Horz %	100.00	1.34	43.93	0.61	56.07	0.73
	Vert %	5.52	4.62	5.03	3.27	5.98	7.04
	Index	100	84	91	59	108	127
			*		*		*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	61	2115	44	1066	17
	Weighted (000)	16260	301	10651	211	5609	90
	Horz %	100.00	1.85	65.50	1.30	34.50	0.56
	Vert %	6.66	7.70	9.04	8.41	4.44	6.44
	Index	100	116	136	126	67	97
			*		*		*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	10	449	6	657	4
	Weighted (000)	5735	76	2251	65	3483	11
	Horz %	100.00	1.33	39.26	1.14	60.74	0.20
	Vert %	2.35	1.96	1.91	2.60	2.76	0.80
	Index	100	83	81	111	117	34
			*		*		*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	3	426	2	480	1
	Weighted (000)	5268	27	2577	26	2692	1
	Horz %	100.00	0.50	48.91	0.49	51.09	0.01
	Vert %	2.16	0.68	2.19	1.03	2.13	0.05
	Index	100	31	101	48	99	2
			*		*		*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	2	136	2	166	0
	Weighted (000)	1893	14	914	14	979	0
	Horz %	100.00	0.72	48.29	0.72	51.71	0.00
	Vert %	0.78	0.35	0.78	0.54	0.77	0.00
	Index	100	45	100	70	100	0
			*		*		*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	57	2466	33	2655	24
	Weighted (000)	26008	334	12354	187	13654	146
	Horz %	100.00	1.28	47.50	0.72	52.50	0.56
	Vert %	10.66	8.54	10.49	7.48	10.81	10.43
	Index	100	80	98	70	101	98
			*		*		*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	25	947	11	1186	14
	Weighted (000)	10077	132	4430	63	5646	69
	Horz %	100.00	1.31	43.97	0.63	56.03	0.68
	Vert %	4.13	3.38	3.76	2.53	4.47	4.90
	Index	100	82	91	61	108	119
			*		*		*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	16	1016	8	973	8
	Weighted (000)	11746	132	5748	56	5998	76
	Horz %	100.00	1.12	48.93	0.47	51.07	0.65
	Vert %	4.81	3.37	4.88	2.22	4.75	5.42
	Index	100	70	101	46	99	113
			*		*		*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	32	710	23	593	9
	Weighted (000)	6945	159	3765	126	3180	33
	Horz %	100.00	2.29	54.22	1.81	45.78	0.48
	Vert %	2.85	4.07	3.20	5.03	2.52	2.36
	Index	100	143	112	177	88	83

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	819	21166	573	19871	246
	Weighted (000)	204462	3758	100664	2430	103799	1328
	Horz %	100.00	1.84	49.23	1.19	50.77	0.65
	Vert %	83.77	96.18	85.46	96.99	82.18	94.72
	Index	100	115	102	116	98	113
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	594	13552	418	11726	176
	Weighted (000)	122460	2663	62601	1750	59859	913
	Horz %	100.00	2.17	51.12	1.43	48.88	0.75
	Vert %	50.17	68.15	53.15	69.85	47.39	65.10
	Index	100	136	106	139	94	130
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	475	9879	348	8956	127
	Weighted (000)	94930	2182	47803	1518	47126	665
	Horz %	100.00	2.30	50.36	1.60	49.64	0.70
	Vert %	38.89	55.85	40.59	60.57	37.31	47.42
	Index	100	144	104	156	96	122
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	499	11965	350	10374	149
	Weighted (000)	109527	2281	55888	1521	53639	759
	Horz %	100.00	2.08	51.03	1.39	48.97	0.69
	Vert %	44.87	58.37	47.45	60.71	42.47	54.17
	Index	100	130	106	135	95	121
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	163	4389	121	3698	42
	Weighted (000)	41055	698	21314	481	19741	217
	Horz %	100.00	1.70	51.92	1.17	48.08	0.53
	Vert %	16.82	17.86	18.10	19.20	15.63	15.48
	Index	100	106	108	114	93	92
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	75	1517	60	901	15
	Weighted (000)	12268	343	7410	246	4858	97
	Horz %	100.00	2.80	60.40	2.01	39.60	0.79
	Vert %	5.03	8.79	6.29	9.82	3.85	6.94
	Index	100	175	125	195	77	138
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	338	8419	238	7721	100
	Weighted (000)	79167	1493	39548	980	39619	513
	Horz %	100.00	1.89	49.96	1.24	50.04	0.65
	Vert %	32.43	38.20	33.58	39.09	31.37	36.60
	Index	100	118	104	121	97	113
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	419	10775	290	10817	129
	Weighted (000)	106532	1896	50518	1213	56014	684
	Horz %	100.00	1.78	47.42	1.14	52.58	0.64
	Vert %	43.65	48.52	42.89	48.39	44.35	48.76
	Index	100	111	98	111	102	112
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	290	8662	193	8298	97
	Weighted (000)	85146	1331	41344	837	43802	495
	Horz %	100.00	1.56	48.56	0.98	51.44	0.58
	Vert %	34.88	34.07	35.10	33.39	34.68	35.30
	Index	100	98	101	96	99	101
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	136	4357	97	3989	39
	Weighted (000)	42195	659	21137	441	21058	219
	Horz %	100.00	1.56	50.09	1.04	49.91	0.52
	Vert %	17.29	16.87	17.95	17.58	16.67	15.60
	Index	100	98	104	102	96	90
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	56	1240	41	921	15
	Weighted (000)	10847	242	5916	143	4931	99
	Horz %	100.00	2.23	54.54	1.31	45.46	0.91
	Vert %	4.44	6.18	5.02	5.69	3.90	7.07
	Index	100	139	113	128	88	159

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	313	6181	192	7424	121
	Weighted (000)	66444	1363	29038	773	37407	590
	Horz %	100.00	2.05	43.70	1.16	56.30	0.89
	Vert %	27.22	34.87	24.65	30.84	29.62	42.08
	Index	100	128	91	113	109	155
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	741	19374	521	18208	220
	Weighted (000)	186198	3418	90927	2232	95271	1185
	Horz %	100.00	1.84	48.83	1.20	51.17	0.64
	Vert %	76.28	87.46	77.20	89.09	75.43	84.54
	Index	100	115	101	117	99	111
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	130	3918	106	2440	24
	Weighted (000)	32708	652	19546	507	13161	144
	Horz %	100.00	1.99	59.76	1.55	40.24	0.44
	Vert %	13.40	16.68	16.59	20.25	10.42	10.31
	Index	100	124	124	151	78	77
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	30	867	21	623	9
	Weighted (000)	7844	106	4568	76	3276	29
	Horz %	100.00	1.35	58.23	0.97	41.77	0.37
	Vert %	3.21	2.70	3.88	3.05	2.59	2.09
	Index	100	84	121	95	81	65
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	328	7619	219	8503	109
	Weighted (000)	79216	1439	35906	883	43310	556
	Horz %	100.00	1.82	45.33	1.12	54.67	0.70
	Vert %	32.45	36.83	30.48	35.25	34.29	39.65
	Index	100	113	94	109	106	122
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	641	17663	436	16921	205
	Weighted (000)	172300	2977	83400	1846	88900	1131
	Horz %	100.00	1.73	48.40	1.07	51.60	0.66
	Vert %	70.59	76.18	70.81	73.67	70.39	80.66
	Index	100	108	100	104	100	114
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	38	1536	32	841	6
	Weighted (000)	13032	234	8169	203	4864	30
	Horz %	100.00	1.79	62.68	1.56	37.32	0.23
	Vert %	5.34	5.98	6.94	8.11	3.85	2.17
	Index	100	112	130	152	72	41
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	29	843	23	707	6
	Weighted (000)	8439	99	4527	82	3913	17
	Horz %	100.00	1.17	53.64	0.97	46.36	0.20
	Vert %	3.46	2.54	3.84	3.28	3.10	1.21
	Index	100	73	111	95	90	35
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	670	5526	480	3346	190
	Weighted (000)	37216	2678	22205	1806	15011	872
	Horz %	100.00	7.19	59.67	4.85	40.33	2.34
	Vert %	15.25	68.52	18.85	72.06	11.89	62.21
	Index	100	449	124	473	78	408
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	625	18015	436	17633	189
	Weighted (000)	180517	3073	87416	1990	93101	1083
	Horz %	100.00	1.70	48.43	1.10	51.57	0.60
	Vert %	73.96	78.65	74.22	79.41	73.71	77.28
	Index	100	106	100	107	100	104
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	850	19803	592	18821	258
	Weighted (000)	192537	3908	94151	2506	98386	1402
	Horz %	100.00	2.03	48.90	1.30	51.10	0.73
	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 TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
Ever Listen to Satellite Radio (SiriusXM)							*
	Unwgted	6808	118	3674	85	3134	33
	Weighted (000)	31804	476	15468	317	16336	159
	Horz %	100.00	1.50	48.63	1.00	51.37	0.50
	Vert %	13.03	12.17	13.13	12.65	12.93	11.32
Index	100	93	101	97	99	87	
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	189	5019	132	4314	57
	Weighted (000)	45323	792	22079	504	23244	288
	Horz %	100.00	1.75	48.72	1.11	51.28	0.64
	Vert %	18.57	20.27	18.75	20.10	18.40	20.56
	Index	100	109	101	108	99	111
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	290	8170	205	6983	85
	Weighted (000)	76621	1360	38271	920	38350	440
	Horz %	100.00	1.78	49.95	1.20	50.05	0.57
	Vert %	31.39	34.82	32.49	36.72	30.36	31.42
	Index	100	111	104	117	97	100
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	232	7086	167	5547	65
	Weighted (000)	64670	1104	33579	757	31091	347
	Horz %	100.00	1.71	51.92	1.17	48.08	0.54
	Vert %	26.49	28.26	28.51	30.23	24.62	24.75
	Index	100	107	108	114	93	93
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	206	4033	148	3310	58
	Weighted (000)	36346	1000	18766	622	17579	378
	Horz %	100.00	2.75	51.63	1.71	48.37	1.04
	Vert %	14.89	25.60	15.93	24.84	13.92	26.95
	Index	100	172	107	167	93	181
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	291	9763	202	9479	89
	Weighted (000)	97996	1447	47386	904	50610	543
	Horz %	100.00	1.48	48.36	0.92	51.64	0.55
	Vert %	40.15	37.03	40.23	36.10	40.07	38.70
	Index	100	92	100	90	100	96
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	382	11253	272	10668	110
	Weighted (000)	110983	1888	54016	1180	56967	708
	Horz %	100.00	1.70	48.67	1.06	51.33	0.64
	Vert %	45.47	48.32	45.86	47.11	45.10	50.48
	Index	100	106	101	104	99	111
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month							*
	Unwgted	3452	107	1813	74	1639	33
	Weighted (000)	17001	494	8246	299	8755	196
	Horz %	100.00	2.91	48.51	1.76	51.49	1.15
	Vert %	6.97	12.65	7.00	11.92	6.93	13.95
Index	100	182	101	171	100	200	
Downloaded Music - Past Month							*
	Unwgted	9054	138	4802	100	4252	38
	Weighted (000)	47933	703	24203	426	23730	276
	Horz %	100.00	1.47	50.49	0.89	49.51	0.58
	Vert %	19.64	17.99	20.55	17.02	18.79	19.72
Index	100	92	105	87	96	100	
Downloaded Podcasts/Engaged in Podcasting - Past Month					*		*
	Unwgted	3700	67	2158	49	1542	18
	Weighted (000)	17081	341	9453	210	7628	131
	Horz %	100.00	2.00	55.34	1.23	44.66	0.77
	Vert %	7.00	8.73	8.03	8.37	6.04	9.37
Index	100	125	115	120	86	134	
Visited iHeartRadio site - Past Month							*
	Unwgted	4412	160	2137	111	2275	49
	Weighted (000)	21989	886	9936	536	12053	349
	Horz %	100.00	4.03	45.19	2.44	54.81	1.59
	Vert %	9.01	22.66	8.44	21.41	9.54	24.90
Index	100	252	94	238	106	276	

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
							*
Visited iTunes.com site - Past Month	Unwgted	8331	149	4228	107	4103	42
	Weighted (000)	40212	694	19546	446	20666	248
	Horz %	100.00	1.73	48.61	1.11	51.39	0.62
	Vert %	16.47	17.76	16.59	17.81	16.36	17.68
	Index	100	108	101	108	99	107
Visited Pandora.com site - Past Month	Unwgted	16996	249	8143	174	8853	75
	Weighted (000)	87700	1137	39828	766	47872	371
	Horz %	100.00	1.30	45.41	0.87	54.59	0.42
	Vert %	35.93	29.11	33.81	30.57	37.90	26.50
	Index	100	81	94	85	105	74
Visited Spotify site - Past Month	Unwgted	6074	72	3265	52	2809	20
	Weighted (000)	32588	415	16510	230	16078	185
	Horz %	100.00	1.27	50.66	0.71	49.34	0.57
	Vert %	13.35	10.62	14.02	9.18	12.73	13.18
	Index	100	80	105	69	95	99
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	290	8133	196	8374	94
	Weighted (000)	83844	1388	39387	845	44457	544
	Horz %	100.00	1.66	46.98	1.01	53.02	0.65
	Vert %	34.35	35.53	33.44	33.71	35.20	38.78
	Index	100	103	97	98	102	113
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	238	6987	166	6921	72
	Weighted (000)	70343	1141	33619	696	36723	445
	Horz %	100.00	1.62	47.79	0.99	52.21	0.63
	Vert %	28.82	29.19	28.54	27.76	29.08	31.74
	Index	100	101	99	96	101	110
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	305	8480	212	8645	93
	Weighted (000)	86850	1425	40962	919	45888	506
	Horz %	100.00	1.64	47.16	1.06	52.84	0.58
	Vert %	35.58	36.47	34.78	36.68	36.33	36.09
	Index	100	102	98	103	102	101
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	212	6657	155	6188	57
	Weighted (000)	65189	990	31982	669	33207	321
	Horz %	100.00	1.52	49.06	1.03	50.94	0.49
	Vert %	26.71	25.34	27.15	26.71	26.29	22.90
	Index	100	95	102	100	98	86
Most trusted media: Radio	Unwgted	4143	137	2212	98	1931	39
	Weighted (000)	21056	622	10937	463	10119	159
	Horz %	100.00	2.95	51.94	2.20	48.06	0.75
	Vert %	8.63	15.91	9.29	18.48	8.01	11.33
	Index	100	184	108	214	93	131
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	725	19503	509	19095	216
	Weighted (000)	190885	3307	91892	2154	98994	1153
	Horz %	100.00	1.73	48.14	1.13	51.86	0.60
	Vert %	78.20	84.64	78.02	85.97	78.38	82.26
	Index	100	108	100	110	100	105
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	590	15505	414	15169	176
	Weighted (000)	150599	2647	72409	1725	78190	922
	Horz %	100.00	1.76	48.08	1.15	51.92	0.61
	Vert %	61.70	67.74	61.48	68.85	61.91	65.77
	Index	100	110	100	112	100	107
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	504	13432	350	12975	154
	Weighted (000)	129573	2240	63337	1458	66237	781
	Horz %	100.00	1.73	48.88	1.13	51.12	0.60
	Vert %	53.09	57.31	53.77	58.20	52.44	55.73
	Index	100	108	101	110	99	105

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (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)	Unwgted	30767	586	15521	414	15246	172
	Weighted (000)	150356	2690	72364	1754	77992	936
	Horz %	100.00	1.79	48.13	1.17	51.87	0.62
	Vert %	61.60	68.84	61.44	70.01	61.75	66.75
	Index	100	112	100	114	100	108
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	209	6007	128	7581	81
	Weighted (000)	72467	893	30905	536	41562	357
	Horz %	100.00	1.23	42.65	0.74	57.35	0.49
	Vert %	29.69	22.86	26.24	21.39	32.91	25.48
	Index	100	77	88	72	111	86
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	472	12125	330	12089	142
	Weighted (000)	122899	2135	58920	1382	63979	752
	Horz %	100.00	1.74	47.94	1.12	52.06	0.61
	Vert %	50.35	54.63	50.02	55.16	50.66	53.68
	Index	100	108	99	110	101	107
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	130	4271	82	3932	48
	Weighted (000)	41009	555	20395	300	20614	255
	Horz %	100.00	1.35	49.73	0.73	50.27	0.62
	Vert %	16.80	14.21	17.32	11.96	16.32	18.21
	Index	100	85	103	71	97	108
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	383	10375	260	10051	123
	Weighted (000)	102185	1757	50170	1117	52014	640
	Horz %	100.00	1.72	49.10	1.09	50.90	0.63
	Vert %	41.86	44.96	42.59	44.60	41.18	45.62
	Index	100	107	102	107	98	109
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	430	12786	308	11032	122
	Weighted (000)	120635	2016	61633	1399	59003	617
	Horz %	100.00	1.67	51.09	1.16	48.91	0.51
	Vert %	49.42	51.59	52.33	55.85	46.72	43.99
	Index	100	104	106	113	95	89
Downloaded a TV Program - Past Month	Unwgted	2514	43	1488	30	1026	13
	Weighted (000)	11768	158	6862	104	4906	53
	Horz %	100.00	1.34	58.31	0.88	41.69	0.45
	Vert %	4.82	4.03	5.83	4.16	3.88	3.81
	Index	100	84	121	86	81	79
Watched a TV Program Online - Past Month	Unwgted	8915	166	4794	114	4121	52
	Weighted (000)	43431	770	22357	477	21075	293
	Horz %	100.00	1.77	51.48	1.10	48.52	0.67
	Vert %	17.79	19.70	18.98	19.03	16.69	20.90
	Index	100	111	107	107	94	117
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	207	4824	142	4962	65
	Weighted (000)	47213	885	22102	530	25111	355
	Horz %	100.00	1.87	46.81	1.12	53.19	0.75
	Vert %	19.34	22.65	18.76	21.14	19.88	25.35
	Index	100	117	97	109	103	131
Looked at TV Listings Online - Past Month	Unwgted	5331	122	2875	91	2456	31
	Weighted (000)	24808	415	12867	284	11941	131
	Horz %	100.00	1.67	51.87	1.15	48.13	0.53
	Vert %	10.16	10.63	10.92	11.35	9.45	9.33
	Index	100	105	107	112	93	92
Household Subscribes to Cable TV	Unwgted	22534	420	10957	283	11577	137
	Weighted (000)	109088	1980	50697	1300	58392	681
	Horz %	100.00	1.82	46.47	1.19	53.53	0.62
	Vert %	44.69	50.67	43.04	51.87	46.23	48.54
	Index	100	113	96	116	103	109



RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	713	19081	493	18813	220
	Weighted (000)	188357	3207	89899	2050	98458	1158
	Horz %	100.00	1.70	47.73	1.09	52.27	0.61
	Vert %	77.17	82.08	76.32	81.80	77.96	82.59
	Index	100	106	99	106	101	107
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	690	18395	478	17949	212
	Weighted (000)	180739	3142	86452	2008	94287	1135
	Horz %	100.00	1.74	47.83	1.11	52.17	0.63
	Vert %	74.05	80.41	73.40	80.12	74.65	80.93
	Index	100	109	99	108	101	109
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	531	13744	371	12557	160
	Weighted (000)	131456	2395	65357	1586	66099	808
	Horz %	100.00	1.82	49.72	1.21	50.28	0.62
	Vert %	53.86	61.28	55.49	63.30	52.34	57.67
	Index	100	114	103	118	97	107
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	279	8571	203	7230	76
	Weighted (000)	75868	1256	39018	830	36850	425
	Horz %	100.00	1.65	51.43	1.09	48.57	0.56
	Vert %	31.08	32.13	33.13	33.13	29.18	30.35
	Index	100	103	107	107	94	98
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	128	3175	95	2518	33
	Weighted (000)	27121	650	14383	432	12737	218
	Horz %	100.00	2.40	53.03	1.59	46.97	0.80
	Vert %	11.11	16.63	12.21	17.26	10.09	15.52
	Index	100	150	110	155	91	140
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	275	6519	183	6511	92
	Weighted (000)	59121	1205	27723	715	31399	490
	Horz %	100.00	2.04	46.89	1.21	53.11	0.83
	Vert %	24.22	30.85	23.54	28.54	24.86	34.96
	Index	100	127	97	118	103	144
Household Has a Satellite Dish	Unwgted	10843	205	5773	149	5070	56
	Weighted (000)	61939	995	30806	624	31133	371
	Horz %	100.00	1.61	49.74	1.01	50.26	0.60
	Vert %	25.38	25.47	26.15	24.89	24.65	26.50
	Index	100	100	103	98	97	104
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	483	12159	336	11569	147
	Weighted (000)	116768	2216	56214	1387	60553	829
	Horz %	100.00	1.90	48.14	1.19	51.86	0.71
	Vert %	47.84	56.72	47.73	55.37	47.94	59.14
	Index	100	119	100	116	100	124
Any Internet/Online Activity - Past Month	Unwgted	42373	777	21479	547	20894	230
	Weighted (000)	208554	3562	100358	2272	108196	1290
	Horz %	100.00	1.71	48.12	1.09	51.88	0.62
	Vert %	85.44	91.16	85.20	90.67	85.67	92.04
	Index	100	107	100	106	100	108
Played Games Online - Past Month	Unwgted	13852	219	6886	128	6966	91
	Weighted (000)	73850	1091	36139	513	37711	578
	Horz %	100.00	1.48	48.94	0.70	51.06	0.78
	Vert %	30.26	27.92	30.68	20.48	29.86	41.20
	Index	100	92	101	68	99	136
Downloaded a Video Game - Past Month					*		*
	Unwgted	5083	68	3219	49	1864	19
	Weighted (000)	28601	288	17857	175	10744	113
	Horz %	100.00	1.01	62.43	0.61	37.57	0.39
	Vert %	11.72	7.37	15.16	6.99	8.51	8.06
Index	100	63	129	60	73	69	

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

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Downloaded a Movie - Past Month							*
	Unwgted	4447	83	2686	64	1761	19
	Weighted (000)	21989	408	13002	262	8988	145
	Horz %	100.00	1.85	59.13	1.19	40.87	0.66
	Vert %	9.01	10.43	11.04	10.46	7.12	10.37
	Index	100	116	123	116	79	115
Watched a Movie Online - Past Month							*
	Unwgted	11540	195	6607	152	4933	43
	Weighted (000)	58047	981	31657	722	26390	259
	Horz %	100.00	1.69	54.54	1.24	45.46	0.45
	Vert %	23.78	25.11	26.88	28.82	20.89	18.49
	Index	100	106	113	121	88	78
Watched Online Video (Not Movie, TV) - Past Month							*
	Unwgted	10029	199	5966	143	4063	56
	Weighted (000)	50248	889	28918	565	21330	324
	Horz %	100.00	1.77	57.55	1.13	42.45	0.64
	Vert %	20.59	22.76	24.55	22.56	16.89	23.11
	Index	100	111	119	110	82	112
Visited a Chat Room - Past Month					*		*
	Unwgted	2194	53	1304	45	890	8
	Weighted (000)	10601	228	6275	197	4326	31
	Horz %	100.00	2.15	59.20	1.86	40.80	0.29
	Vert %	4.34	5.83	5.33	7.86	3.42	2.19
	Index	100	134	123	181	79	50
Used e-Mail - Past Month							*
	Unwgted	37148	704	18452	490	18696	214
	Weighted (000)	177506	3196	82663	2014	94843	1183
	Horz %	100.00	1.80	46.57	1.13	53.43	0.67
	Vert %	72.72	81.80	70.18	80.37	75.09	84.36
	Index	100	112	97	111	103	116
Used Instant Messenger/IM Online - Past Month							*
	Unwgted	29084	460	13749	308	15335	152
	Weighted (000)	148723	2317	66365	1360	82359	957
	Horz %	100.00	1.56	44.62	0.91	55.38	0.64
	Vert %	60.93	59.28	56.34	54.28	65.21	68.23
	Index	100	97	92	89	107	112
Visited Online Blogs - Past Month							*
	Unwgted	6650	144	3248	100	3402	44
	Weighted (000)	32542	620	14793	404	17749	216
	Horz %	100.00	1.91	45.46	1.24	54.54	0.66
	Vert %	13.33	15.87	12.56	16.13	14.05	15.41
	Index	100	119	94	121	105	116
Wrote an Online Blog - Past Month			*		*		*
	Unwgted	1215	28	626	19	589	9
	Weighted (000)	5810	106	2813	61	2997	46
	Horz %	100.00	1.83	48.42	1.04	51.58	0.79
	Vert %	2.38	2.72	2.39	2.42	2.37	3.26
	Index	100	114	100	102	100	137
Uploaded or Added Video to a Web Site - Past Month					*		*
	Unwgted	4085	66	2036	49	2049	17
	Weighted (000)	20569	234	9626	137	10943	97
	Horz %	100.00	1.14	46.80	0.67	53.20	0.47
	Vert %	8.43	6.00	8.17	5.49	8.66	6.92
	Index	100	71	97	65	103	82
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services							*
	Unwgted	36787	634	18156	440	18631	194
	Weighted (000)	184180	3022	86438	1894	97741	1128
	Horz %	100.00	1.64	46.93	1.03	53.07	0.61
	Vert %	75.46	77.33	73.39	75.57	77.39	80.46
	Index	100	102	97	100	103	107
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook							*
	Unwgted	29944	468	13748	306	16196	162
	Weighted (000)	152016	2377	66499	1345	85517	1032
	Horz %	100.00	1.56	43.75	0.88	56.25	0.68
	Vert %	62.28	60.83	56.46	53.68	67.71	73.61
	Index	100	98	91	86	109	118

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

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Foursquare			*		*		*
	Unwgted	259	4	127	4	132	0
	Weighted (000)	1096	14	542	14	554	0
	Horz %	100.00	1.30	49.44	1.30	50.56	0.00
	Vert %	0.45	0.36	0.46	0.57	0.44	0.00
Index	100	81	102	127	98	0	
Google + (Google Plus)							*
	Unwgted	7523	113	3548	81	3975	32
	Weighted (000)	37002	568	16517	352	20485	217
	Horz %	100.00	1.54	44.64	0.95	55.36	0.59
	Vert %	15.16	14.54	14.02	14.03	16.22	15.46
Index	100	96	93	93	107	102	
Instagram							*
	Unwgted	11180	134	4771	79	6409	55
	Weighted (000)	59923	674	24271	369	35652	305
	Horz %	100.00	1.13	40.50	0.62	59.50	0.51
	Vert %	24.55	17.26	20.61	14.74	28.23	21.76
Index	100	70	84	60	115	89	
LinkedIn							*
	Unwgted	7899	191	4439	138	3460	53
	Weighted (000)	31599	746	17071	440	14527	305
	Horz %	100.00	2.36	54.03	1.39	45.97	0.97
	Vert %	12.95	19.09	14.49	17.58	11.50	21.78
Index	100	147	112	136	89	168	
Pinterest					*		*
	Unwgted	9299	137	1975	48	7324	89
	Weighted (000)	49108	722	9190	193	39919	530
	Horz %	100.00	1.47	18.71	0.39	81.29	1.08
	Vert %	20.12	18.48	7.80	7.68	31.61	37.79
Index	100	92	39	38	157	188	
Tumblr			*		*		*
	Unwgted	1737	32	1029	29	708	3
	Weighted (000)	9309	112	4915	93	4394	19
	Horz %	100.00	1.21	52.80	1.00	47.20	0.21
	Vert %	3.81	2.88	4.17	3.72	3.48	1.37
Index	100	75	109	98	91	36	
Twitter							*
	Unwgted	6507	127	3592	85	2915	42
	Weighted (000)	32509	573	16927	340	15583	233
	Horz %	100.00	1.76	52.07	1.04	47.93	0.72
	Vert %	13.32	14.67	14.37	13.56	12.34	16.65
Index	100	110	108	102	93	125	
Yelp							*
	Unwgted	4238	87	2031	60	2207	27
	Weighted (000)	17049	398	7651	251	9398	147
	Horz %	100.00	2.34	44.88	1.47	55.12	0.86
	Vert %	6.98	10.20	6.50	10.02	7.44	10.50
Index	100	146	93	143	107	150	
YouTube							*
	Unwgted	24878	456	13348	326	11530	130
	Weighted (000)	125197	2130	64072	1401	61125	729
	Horz %	100.00	1.70	51.18	1.12	48.82	0.58
	Vert %	51.29	54.50	54.40	55.92	48.40	51.97
Index	100	106	106	109	94	101	
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something							*
	Unwgted	19391	301	7934	171	11457	130
	Weighted (000)	98998	1539	37956	717	61042	822
	Horz %	100.00	1.55	38.34	0.72	61.66	0.83
	Vert %	40.56	39.38	32.22	28.60	48.33	58.66
Index	100	97	79	71	119	145	
"Follow" or become a "fan of" something or someone							*
	Unwgted	9880	163	4289	93	5591	70
	Weighted (000)	51999	899	21230	436	30768	463
	Horz %	100.00	1.73	40.83	0.84	59.17	0.89
	Vert %	21.30	23.00	18.02	17.40	24.36	33.00
Index	100	108	85	82	114	155	

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Clicked on an advertisement	Unwgted	7250	138	3332	86	3918	52
	Weighted (000)	34609	656	14941	340	19669	315
	Horz %	100.00	1.89	43.17	0.98	56.83	0.91
	Vert %	14.18	16.78	12.68	13.59	15.57	22.49
	Index	100	118	89	96	110	159
Watched a video	Unwgted	23931	428	12520	307	11411	121
	Weighted (000)	121821	2049	60888	1343	60933	706
	Horz %	100.00	1.68	49.98	1.10	50.02	0.58
	Vert %	49.91	52.45	51.69	53.62	48.25	50.35
	Index	100	105	104	107	97	101
Websites or apps visited or used in the last 30 days: Coupons			*		*		*
	Unwgted	1642	20	404	7	1238	13
	Weighted (000)	7736	133	1683	30	6052	103
	Horz %	100.00	1.72	21.76	0.39	78.24	1.33
	Vert %	3.17	3.41	1.43	1.21	4.79	7.34
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	694	20163	480	20017	214
	Weighted (000)	200974	3295	95462	2084	105511	1212
	Horz %	100.00	1.64	47.50	1.04	52.50	0.60
	Vert %	82.34	84.33	81.05	83.15	83.54	86.43
	Index	100	102	98	101	101	105
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	328	10025	221	10927	107
	Weighted (000)	106707	1700	47788	1019	58918	682
	Horz %	100.00	1.59	44.78	0.95	55.22	0.64
	Vert %	43.72	43.52	40.57	40.65	46.65	48.64
	Index	100	100	93	93	107	111
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	316	9447	221	9892	95
	Weighted (000)	97935	1461	44522	954	53413	507
	Horz %	100.00	1.49	45.46	0.97	54.54	0.52
	Vert %	40.12	37.39	37.80	38.08	42.29	36.16
	Index	100	93	94	95	105	90
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	363	12866	259	11859	104
	Weighted (000)	126500	1762	62393	1171	64107	591
	Horz %	100.00	1.39	49.32	0.93	50.68	0.47
	Vert %	51.83	45.09	52.97	46.74	50.76	42.14
	Index	100	87	102	90	98	81
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	240	7823	161	7874	79
	Weighted (000)	84080	1137	39914	705	44166	432
	Horz %	100.00	1.35	47.47	0.84	52.53	0.51
	Vert %	34.45	29.08	33.89	28.13	34.97	30.78
	Index	100	84	98	82	102	89
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month							*
	Unwgted	11626	174	6471	126	5155	48
	Weighted (000)	61092	791	32067	512	29025	279
	Horz %	100.00	1.29	52.49	0.84	47.51	0.46
	Vert %	25.03	20.24	27.22	20.45	22.98	19.89
Used a Mobile "App" - Past Month	Unwgted	25794	423	13219	289	12575	134
	Weighted (000)	128777	2038	62189	1281	66588	758
	Horz %	100.00	1.58	48.29	0.99	51.71	0.59
	Vert %	52.76	52.16	52.80	51.11	52.72	54.04
	Index	100	99	100	97	100	102
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	238	5777	163	5135	75
	Weighted (000)	50128	978	24847	606	25281	372
	Horz %	100.00	1.95	49.57	1.21	50.43	0.74
	Vert %	20.54	25.04	21.10	24.19	20.02	26.55
	Index	100	122	103	118	97	129

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Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	322	6852	207	7393	115
	Weighted (000)	67106	1543	30235	890	36871	653
	Horz %	100.00	2.30	45.05	1.33	54.95	0.97
	Vert %	27.49	39.48	25.67	35.52	29.19	46.57
	Index	100	144	93	129	106	169
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	424	10461	301	9027	123
	Weighted (000)	91290	1886	46056	1168	45234	718
	Horz %	100.00	2.07	50.45	1.28	49.55	0.79
	Vert %	37.40	48.26	39.10	46.62	35.82	51.21
	Index	100	129	105	125	96	137
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	70	1751	52	2021	18
	Weighted (000)	20084	279	9059	181	11024	98
	Horz %	100.00	1.39	45.11	0.90	54.89	0.49
	Vert %	8.23	7.13	7.69	7.23	8.73	6.95
	Index	100	87	93	88	106	85
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	72	1675	47	2083	25
	Weighted (000)	19510	318	8252	183	11258	135
	Horz %	100.00	1.63	42.30	0.94	57.70	0.69
	Vert %	7.99	8.13	7.01	7.29	8.91	9.63
	Index	100	102	88	91	112	121
Read Advertisements in Weekday Newspaper	Unwgted	3812	84	1663	55	2149	29
	Weighted (000)	17916	353	7281	210	10635	143
	Horz %	100.00	1.97	40.64	1.17	59.36	0.80
	Vert %	7.34	9.03	6.18	8.38	8.42	10.20
	Index	100	123	84	114	115	139
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	99	1918	58	2715	41
	Weighted (000)	22092	485	8259	224	13833	261
	Horz %	100.00	2.20	37.38	1.01	62.62	1.18
	Vert %	9.05	12.42	7.01	8.95	10.95	18.63
	Index	100	137	77	99	121	206
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	112	2004	62	3064	50
	Weighted (000)	23852	482	8816	221	15037	261
	Horz %	100.00	2.02	36.96	0.93	63.04	1.09
	Vert %	9.77	12.33	7.48	8.82	11.91	18.60
	Index	100	126	77	90	122	190
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	149	2739	76	4464	73
	Weighted (000)	34013	667	11663	286	22350	381
	Horz %	100.00	1.96	34.29	0.84	65.71	1.12
	Vert %	13.93	17.07	9.90	11.42	17.70	27.18
	Index	100	123	71	82	127	195
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	93	2044	64	2147	29
	Weighted (000)	20652	423	9419	251	11233	172
	Horz %	100.00	2.05	45.61	1.22	54.39	0.83
	Vert %	8.46	10.84	8.00	10.04	8.89	12.27
	Index	100	128	95	119	105	145
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	191	4401	128	5138	63
	Weighted (000)	47372	865	20433	530	26940	335
	Horz %	100.00	1.83	43.13	1.12	56.87	0.71
	Vert %	19.41	22.14	17.35	21.15	21.33	23.91
	Index	100	114	89	109	110	123
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*	*
	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
	Index	0	0	0	0	0	0

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*
	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	
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*	*
	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	
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*	*
	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	
Have Seen Video Ads in Grocery Stores - Past Month							*
	Unwgted	8175	133	4333	87	3842	46
	Weighted (000)	42062	702	21099	387	20963	315
	Horz %	100.00	1.67	50.16	0.92	49.84	0.75
	Vert %	17.23	17.97	17.91	15.45	16.60	22.48
Index	100	104	104	90	96	130	
Have Seen Video Ads in Drug Stores - Past Month							*
	Unwgted	5434	81	2941	58	2493	23
	Weighted (000)	27750	423	14430	294	13321	128
	Horz %	100.00	1.52	52.00	1.06	48.00	0.46
	Vert %	11.37	10.82	12.25	11.75	10.55	9.14
Index	100	95	108	103	93	80	
Have Seen Video Ads in Convenience Stores - Past Month							*
	Unwgted	5425	89	3143	66	2282	23
	Weighted (000)	27941	471	15561	309	12381	163
	Horz %	100.00	1.69	55.69	1.10	44.31	0.58
	Vert %	11.45	12.06	13.21	12.32	9.80	11.60
Index	100	105	115	108	86	101	
Have Seen Video Ads in Large Discount/Department Stores - Past Month							*
	Unwgted	5807	75	3195	53	2612	22
	Weighted (000)	30170	376	15891	230	14279	146
	Horz %	100.00	1.25	52.67	0.76	47.33	0.48
	Vert %	12.36	9.61	13.49	9.17	11.31	10.42
Index	100	78	109	74	91	84	
Have Seen Video Ads in Warehouse/Club Stores - Past Month							*
	Unwgted	5047	81	2853	53	2194	28
	Weighted (000)	24469	397	13265	191	11204	206
	Horz %	100.00	1.62	54.21	0.78	45.79	0.84
	Vert %	10.02	10.15	11.26	7.63	8.87	14.67
Index	100	101	112	76	88	146	
Have Seen Video Ads in Other Stores - Past Month					*		*
	Unwgted	4572	69	2629	48	1943	21
	Weighted (000)	23484	364	12984	219	10501	145
	Horz %	100.00	1.55	55.29	0.93	44.71	0.62
	Vert %	9.62	9.30	11.02	8.74	8.31	10.32
Index	100	97	115	91	86	107	
Have Seen Video Ads in Shopping Malls - Past Month					*		*
	Unwgted	6133	84	3320	58	2813	26
	Weighted (000)	30556	460	15761	270	14795	190
	Horz %	100.00	1.51	51.58	0.88	48.42	0.62
	Vert %	12.52	11.77	13.38	10.78	11.71	13.54
Index	100	94	107	86	94	108	
Have Seen Video Ads in Bars/Pubs - Past Month					*		*
	Unwgted	4212	56	2599	42	1613	14
	Weighted (000)	21008	311	12638	187	8370	124
	Horz %	100.00	1.48	60.16	0.89	39.84	0.59
	Vert %	8.61	7.95	10.73	7.46	6.63	8.82
Index	100	92	125	87	77	102	

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

		U.S. Adults 18+	Adults18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to All Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to All Talk (Monday-Sunday 24-hour cume)
							*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	85	3444	60	2590	25
	Weighted (000)	31175	464	16942	256	14234	208
	Horz %	100.00	1.49	54.34	0.82	45.66	0.67
	Vert %	12.77	11.88	14.38	10.23	11.27	14.85
	Index	100	93	113	80	88	116
							*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	69	2539	55	2072	14
	Weighted (000)	23019	349	12109	248	10909	101
	Horz %	100.00	1.51	52.61	1.08	47.39	0.44
	Vert %	9.43	8.92	10.28	9.89	8.64	7.19
	Index	100	95	109	105	92	76
					*		*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	4016	63	2310	45	1706	18
	Weighted (000)	19382	326	10885	190	8496	136
	Horz %	100.00	1.68	56.16	0.98	43.84	0.70
	Vert %	7.94	8.34	9.24	7.58	6.73	9.71
	Index	100	105	116	95	85	122
							*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	94	2788	65	2711	29
	Weighted (000)	27407	458	13342	286	14066	172
	Horz %	100.00	1.67	48.68	1.05	51.32	0.63
	Vert %	11.23	11.73	11.33	11.43	11.14	12.26
	Index	100	104	101	102	99	109
							*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	69	2363	50	1566	19
	Weighted (000)	17909	307	10424	196	7485	111
	Horz %	100.00	1.71	58.21	1.09	41.79	0.62
	Vert %	7.34	7.85	8.85	7.82	5.93	7.91
	Index	100	107	121	107	81	108
							*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	162	4916	125	3474	37
	Weighted (000)	41042	724	22712	456	18330	268
	Horz %	100.00	1.76	55.34	1.11	44.66	0.65
	Vert %	16.81	18.53	19.28	18.20	14.51	19.12
	Index	100	110	115	108	86	114
					*		*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3669	56	2128	45	1541	11
	Weighted (000)	18065	265	10099	200	7966	66
	Horz %	100.00	1.47	55.90	1.11	44.10	0.36
	Vert %	7.40	6.79	8.57	7.97	6.31	4.68
	Index	100	92	116	108	85	63
							*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3552	64	2086	53	1466	11
	Weighted (000)	16785	292	9475	232	7310	60
	Horz %	100.00	1.74	56.45	1.38	43.55	0.36
	Vert %	6.88	7.47	8.04	9.24	5.79	4.31
	Index	100	109	117	134	84	63
							*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	83	2889	60	2203	23
	Weighted (000)	25878	458	13824	278	12053	180
	Horz %	100.00	1.77	53.42	1.07	46.58	0.69
	Vert %	10.60	11.71	11.74	11.10	9.54	12.81
	Index	100	110	111	105	90	121
							*
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	470	12315	315	11388	155
	Weighted (000)	117973	2190	57972	1325	60001	866
	Horz %	100.00	1.86	49.14	1.12	50.86	0.73
	Vert %	48.33	56.05	49.22	52.87	47.51	61.75
	Index	100	116	102	109	98	128
							*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	10886	187	5916	128	4970	59
	Weighted (000)	50330	823	26109	554	24221	269
	Horz %	100.00	1.63	51.88	1.10	48.12	0.53
	Vert %	20.62	21.05	22.17	22.09	19.18	19.18
	Index	100	102	108	107	93	93

RAB/GFK MRI RADIO FORMAT PROFILE: ALL TALK

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Have Seen Ads at Bus Stops or Train Stations - Past Month							*
	Unwgted	7328	115	4174	75	3154	40
	Weighted (000)	32843	482	18004	297	14838	185
	Horz %	100.00	1.47	54.82	0.90	45.18	0.56
	Vert %	13.46	12.34	15.29	11.85	11.75	13.21
Index	100	92	114	88	87	98	
Have Seen Ads Inside Taxis - Past Month					*		*
	Unwgted	3849	52	2254	38	1595	14
	Weighted (000)	17102	172	9977	113	7125	59
	Horz %	100.00	1.01	58.34	0.66	41.66	0.34
	Vert %	7.01	4.40	8.47	4.53	5.64	4.18
Index	100	63	121	65	81	60	
Have Seen Ads on Top of Taxis - Past Month							*
	Unwgted	5892	102	3558	77	2334	25
	Weighted (000)	26219	394	15564	289	10655	105
	Horz %	100.00	1.50	59.36	1.10	40.64	0.40
	Vert %	10.74	10.08	13.21	11.55	8.44	7.47
Index	100	94	123	108	79	70	
Have Seen Ads on Phone Booths - Past Month			*		*		*
	Unwgted	3008	43	1859	30	1149	13
	Weighted (000)	14451	220	8852	141	5599	79
	Horz %	100.00	1.53	61.25	0.98	38.75	0.55
	Vert %	5.92	5.64	7.52	5.63	4.43	5.67
Index	100	95	127	95	75	96	
Have Seen Ads at Sports or Entertainment Events - Past Month							*
	Unwgted	7405	132	4598	106	2807	26
	Weighted (000)	36191	629	21726	500	14466	128
	Horz %	100.00	1.74	60.03	1.38	39.97	0.35
	Vert %	14.83	16.09	18.45	19.97	11.45	9.14
Index	100	108	124	135	77	62	
Have Seen Ads on Postcards - Past Month							*
	Unwgted	5576	112	2856	78	2720	34
	Weighted (000)	26312	472	13258	304	13054	168
	Horz %	100.00	1.79	50.39	1.16	49.61	0.64
	Vert %	10.78	12.07	11.26	12.14	10.34	11.95
Index	100	112	104	113	96	111	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month							*
	Unwgted	13421	229	6893	161	6528	68
	Weighted (000)	66442	1058	32223	681	34219	377
	Horz %	100.00	1.59	48.50	1.02	51.50	0.57
	Vert %	27.22	27.07	27.36	27.16	27.09	26.90
Index	100	99	101	100	100	99	
Have Seen Ads on Posters at Movie Theaters - Past Month							*
	Unwgted	8606	167	4572	116	4034	51
	Weighted (000)	42087	725	21394	488	20693	237
	Horz %	100.00	1.72	50.83	1.16	49.17	0.56
	Vert %	17.24	18.56	18.16	19.47	16.38	16.94
Index	100	108	105	113	95	98	
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month							*
	Unwgted	10943	198	5666	139	5277	59
	Weighted (000)	53139	818	26487	547	26653	272
	Horz %	100.00	1.54	49.84	1.03	50.16	0.51
	Vert %	21.77	20.94	22.49	21.82	21.10	19.39
Index	100	96	103	100	97	89	
Have Seen Ads in Stores (Not Video Ads) - Past Month							*
	Unwgted	15171	268	7927	180	7244	88
	Weighted (000)	76102	1266	37939	809	38163	457
	Horz %	100.00	1.66	49.85	1.06	50.15	0.60
	Vert %	31.18	32.40	32.21	32.29	30.22	32.60
Index	100	104	103	104	97	105	
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month							*
	Unwgted	10587	167	5402	112	5185	55
	Weighted (000)	52205	730	25466	441	26739	289
	Horz %	100.00	1.40	48.78	0.84	51.22	0.55
	Vert %	21.39	18.67	21.62	17.58	21.17	20.62
Index	100	87	101	82	99	96	



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Have Seen Infomercials - Past Month	Unwgted	9871	154	5073	104	4798	50
	Weighted (000)	49119	703	24353	424	24766	279
	Horz %	100.00	1.43	49.58	0.86	50.42	0.57
	Vert %	20.12	18.00	20.68	16.92	19.61	19.92
	Index	100	89	103	84	97	99
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	350	9597	242	10035	108
	Weighted (000)	96299	1660	44442	1056	51856	604
	Horz %	100.00	1.72	46.15	1.10	53.85	0.63
	Vert %	39.45	42.48	37.73	42.16	41.06	43.06
	Index	100	108	96	107	104	109
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	54	2751	39	1845	15
	Weighted (000)	24167	276	14376	187	9791	89
	Horz %	100.00	1.14	59.49	0.78	40.51	0.37
	Vert %	9.90	7.06	12.21	7.48	7.75	6.32
	Index	100	71	123	76	78	64
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	338	9209	234	8614	104
	Weighted (000)	88092	1567	43604	973	44489	594
	Horz %	100.00	1.78	49.50	1.10	50.50	0.67
	Vert %	36.09	40.09	37.02	38.82	35.22	42.35
	Index	100	111	103	108	98	117
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	200	6124	139	5124	61
	Weighted (000)	56256	911	29146	577	27110	334
	Horz %	100.00	1.62	51.81	1.03	48.19	0.59
	Vert %	23.05	23.31	24.75	23.02	21.46	23.81
	Index	100	101	107	100	93	103