

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgt'd	48646	3051	24620	1752	24026	1299
	Weighted (000)	244084	14357	117785	7933	126299	6424
	Horz %	100.00	5.88	48.26	3.25	51.74	2.63
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male						*	*
	Unwgt'd	24620	1752	24620	1752	0	0
	Weighted (000)	117785	7933	117785	7933	0	0
	Horz %	100.00	6.74	100.00	6.74	0.00	0.00
	Vert %	48.26	55.26	100.00	100.00	0.00	0.00
Female				*	*		
	Unwgt'd	24026	1299	0	0	24026	1299
	Weighted (000)	126299	6424	0	0	126299	6424
	Horz %	100.00	5.09	0.00	0.00	100.00	5.09
	Vert %	51.74	44.74	0.00	0.00	100.00	100.00
Age 18-24							
	Unwgt'd	3885	321	2163	205	1722	116
	Weighted (000)	30253	2442	15267	1379	14986	1063
	Horz %	100.00	8.07	50.46	4.56	49.54	3.51
	Vert %	12.39	17.01	12.96	17.39	11.87	16.55
Age 25-34							
	Unwgt'd	8183	731	4209	416	3974	315
	Weighted (000)	43389	3866	21595	2069	21794	1798
	Horz %	100.00	8.91	49.77	4.77	50.23	4.14
	Vert %	17.78	26.93	18.33	26.08	17.26	27.98
Age 35-44							
	Unwgt'd	8605	736	4423	410	4182	326
	Weighted (000)	40230	3166	19746	1779	20484	1387
	Horz %	100.00	7.87	49.08	4.42	50.92	3.45
	Vert %	16.48	22.06	16.76	22.43	16.22	21.60
Age 45-54							
	Unwgt'd	8861	644	4477	373	4384	271
	Weighted (000)	43105	2523	21038	1443	22067	1080
	Horz %	100.00	5.85	48.81	3.35	51.19	2.51
	Vert %	17.66	17.57	17.86	18.19	17.47	16.81
Age 55-64							
	Unwgt'd	8498	437	4321	234	4177	203
	Weighted (000)	40725	1740	19559	894	21165	846
	Horz %	100.00	4.27	48.03	2.20	51.97	2.08
	Vert %	16.68	12.12	16.61	11.27	16.76	13.18
Age 65+							
	Unwgt'd	10614	182	5027	114	5587	68
	Weighted (000)	46383	618	20580	369	25803	249
	Horz %	100.00	1.33	44.37	0.80	55.63	0.54
	Vert %	19.00	4.30	17.47	4.65	20.43	3.88
Age 21+							
	Unwgt'd	47284	2947	23832	1686	23452	1261
	Weighted (000)	232046	13497	111578	7464	120468	6033
	Horz %	100.00	5.82	48.08	3.22	51.92	2.60
	Vert %	95.07	94.01	94.73	94.09	95.38	93.92
Age 18-34							
	Unwgt'd	12068	1052	6372	621	5696	431
	Weighted (000)	73642	6309	36862	3448	36780	2861
	Horz %	100.00	8.57	50.06	4.68	49.94	3.88
	Vert %	30.17	43.94	31.30	43.47	29.12	44.53
	Index	100	146	104	144	97	148

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Age 18-49	Unwgted	24996	2127	12990	1228	12006	899
	Weighted (000)	134658	10914	66787	6088	67871	4825
	Horz %	100.00	8.10	49.60	4.52	50.40	3.58
	Vert %	55.17	76.02	56.70	76.75	53.74	75.12
	Index	100	138	103	139	97	136
Age 25-54	Unwgted	25649	2111	13109	1199	12540	912
	Weighted (000)	126724	9556	62379	5291	64345	4265
	Horz %	100.00	7.54	49.22	4.17	50.78	3.37
	Vert %	51.92	66.56	52.96	66.69	50.95	66.40
	Index	100	128	102	128	98	128
Age 35-64	Unwgted	25964	1817	13221	1017	12743	800
	Weighted (000)	124059	7430	60343	4116	63716	3314
	Horz %	100.00	5.99	48.64	3.32	51.36	2.67
	Vert %	50.83	51.75	51.23	51.88	50.45	51.59
	Index	100	102	101	102	99	102
Age 50+	Unwgted	23650	924	11630	524	12020	400
	Weighted (000)	109426	3443	50998	1845	58428	1598
	Horz %	100.00	3.15	46.60	1.69	53.40	1.46
	Vert %	44.83	23.98	43.30	23.25	46.26	24.88
	Index	100	53	97	52	103	55
Median Age	Unwgted						
	Weighted (000)	47.00	37.50	46.10	37.70	47.80	37.30
	Horz %						
	Vert %						
	Index	100	80	98	80	102	79
Race: White Only	Unwgted	34564	2564	17599	1474	16965	1090
	Weighted (000)	179823	12484	87142	6963	92681	5521
	Horz %	100.00	6.94	48.46	3.87	51.54	3.07
	Vert %	73.67	86.96	73.98	87.78	73.38	85.95
	Index	100	118	100	119	100	117
Race: Black/African-American Only	Unwgted	5909	79	2691	39	3218	40
	Weighted (000)	29535	383	13591	167	15944	216
	Horz %	100.00	1.30	46.02	0.57	53.98	0.73
	Vert %	12.10	2.67	11.54	2.11	12.62	3.36
	Index	100	22	95	17	104	28
Race: Asian	Unwgted	2388	91	1240	49	1148	42
	Weighted (000)	8358	368	3764	172	4594	197
	Horz %	100.00	4.41	45.03	2.05	54.97	2.35
	Vert %	3.42	2.57	3.20	2.16	3.64	3.06
	Index	100	75	93	63	106	89
Race: Other Race/Multi-Racial	Unwgted	8173	408	4330	239	3843	169
	Weighted (000)	34726	1489	17052	802	17674	686
	Horz %	100.00	4.29	49.10	2.31	50.90	1.98
	Vert %	14.23	10.37	14.48	10.12	13.99	10.68
	Index	100	73	102	71	98	75
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	403	3530	241	3321	162
	Weighted (000)	37743	1591	18812	890	18930	702
	Horz %	100.00	4.22	49.84	2.36	50.16	1.86
	Vert %	15.46	11.08	15.97	11.22	14.99	10.92
	Index	100	72	103	73	97	71
Hispanic, Personally Speak Only English at Home	Unwgted	1739	185	949	111	790	74
	Weighted (000)	6214	568	3087	296	3127	272
	Horz %	100.00	9.14	49.67	4.76	50.33	4.38
	Vert %	2.55	3.95	2.62	3.73	2.48	4.23
	Index	100	155	103	146	97	166
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	146	1051	84	996	62
	Weighted (000)	9439	634	4679	357	4760	277
	Horz %	100.00	6.71	49.57	3.78	50.43	2.93
	Vert %	3.87	4.41	3.97	4.50	3.77	4.31
	Index	100	114	103	116	97	111

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			*		*		*
Hispanic, Personally Speak Only Spanish at Home	Unwgt	1280	19	621	13	659	6
	Weighted (000)	10474	118	5089	87	5385	31
	Horz %	100.00	1.12	48.59	0.83	51.41	0.29
	Vert %	4.29	0.82	4.32	1.10	4.26	0.48
	Index	100	19	101	26	99	11
					*		*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt	1668	50	850	31	818	19
	Weighted (000)	9512	250	4874	133	4638	117
	Horz %	100.00	2.63	51.24	1.40	48.76	1.23
	Vert %	3.90	1.74	4.14	1.68	3.67	1.82
	Index	100	45	106	43	94	47
			*		*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt	99	3	51	2	48	1
	Weighted (000)	1751	23	918	17	833	5
	Horz %	100.00	1.29	52.43	0.98	47.57	0.31
	Vert %	0.72	0.16	0.78	0.22	0.66	0.08
	Index	100	22	109	30	92	12
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt	6825	489	3452	248	3373	241
	Weighted (000)	26213	1918	11985	963	14228	955
	Horz %	100.00	7.32	45.72	3.67	54.28	3.64
	Vert %	10.74	13.36	10.18	12.14	11.27	14.87
	Index	100	124	95	113	105	138
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt	10965	876	5591	483	5374	393
	Weighted (000)	46746	4030	22626	2201	24120	1829
	Horz %	100.00	8.62	48.40	4.71	51.60	3.91
	Vert %	19.15	28.07	19.21	27.74	19.10	28.48
	Index	100	147	100	145	100	149
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt	2649	201	1187	100	1462	101
	Weighted (000)	11210	789	4576	399	6634	391
	Horz %	100.00	7.04	40.82	3.56	59.18	3.48
	Vert %	4.59	5.50	3.89	5.03	5.25	6.08
	Index	100	120	85	109	114	132
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt	3407	245	1664	147	1743	98
	Weighted (000)	13775	935	6335	510	7440	425
	Horz %	100.00	6.79	45.99	3.70	54.01	3.09
	Vert %	5.64	6.51	5.38	6.43	5.89	6.62
	Index	100	115	95	114	104	117
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt	10089	712	5033	421	5056	291
	Weighted (000)	44682	3083	21206	1617	23476	1467
	Horz %	100.00	6.90	47.46	3.62	52.54	3.28
	Vert %	18.31	21.48	18.00	20.38	18.59	22.84
	Index	100	117	98	111	102	125
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt	10356	442	5407	299	4949	143
	Weighted (000)	71816	3052	36018	1902	35799	1150
	Horz %	100.00	4.25	50.15	2.65	49.85	1.60
	Vert %	29.42	21.26	30.58	23.98	28.34	17.90
	Index	100	72	104	82	96	61
							*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt	4355	86	2286	54	2069	32
	Weighted (000)	29641	549	15039	342	14602	207
	Horz %	100.00	1.85	50.74	1.15	49.26	0.70
	Vert %	12.14	3.82	12.77	4.31	11.56	3.22
	Index	100	31	105	35	95	27
Currently Attending College or University	Unwgt	3403	303	1618	169	1785	134
	Weighted (000)	19372	1659	8726	841	10647	817
	Horz %	100.00	8.56	45.04	4.34	54.96	4.22
	Vert %	7.94	11.55	7.41	10.61	8.43	12.72
	Index	100	146	93	134	106	160
Employed Full Time	Unwgt	25438	2036	15105	1309	10333	727
	Weighted (000)	119890	9079	68797	5723	51094	3356
	Horz %	100.00	7.57	57.38	4.77	42.62	2.80
	Vert %	49.12	63.24	58.41	72.14	40.45	52.25
	Index	100	129	119	147	82	106

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Employed Part Time	Unwgt'd	5730	386	2169	162	3561	224
	Weighted (000)	28854	2151	10532	847	18322	1305
	Horz %	100.00	7.46	36.50	2.93	63.50	4.52
	Vert %	11.82	14.98	8.94	10.67	14.51	20.31
	Index	100	127	76	90	123	172
Not Employed	Unwgt'd	17478	629	7346	281	10132	348
	Weighted (000)	95339	3126	38457	1364	56883	1762
	Horz %	100.00	3.28	40.34	1.43	59.66	1.85
	Vert %	39.06	21.77	32.65	17.19	45.04	27.44
	Index	100	56	84	44	115	70
Temporarily Unemployed	Unwgt'd	1886	115	939	61	947	54
	Weighted (000)	12314	592	6528	377	5786	215
	Horz %	100.00	4.81	53.01	3.06	46.99	1.75
	Vert %	5.05	4.12	5.54	4.75	4.58	3.35
	Index	100	82	110	94	91	66
Retired from Employment	Unwgt'd	10143	219	4871	129	5272	90
	Weighted (000)	46820	902	21680	483	25140	418
	Horz %	100.00	1.93	46.31	1.03	53.69	0.89
	Vert %	19.18	6.28	18.41	6.09	19.90	6.51
	Index	100	33	96	32	104	34
Not Employed, Principal Shopper for Household					*		
	Unwgt'd	2543	156	65	7	2478	149
	Weighted (000)	16573	826	399	20	16173	805
	Horz %	100.00	4.98	2.41	0.12	97.59	4.86
	Vert %	6.79	5.75	0.34	0.26	12.81	12.54
Occupation: Professional and Related Occupations	Unwgt'd	7405	676	3381	334	4024	342
	Weighted (000)	34142	3154	14741	1591	19401	1562
	Horz %	100.00	9.24	43.18	4.66	56.82	4.58
	Vert %	13.99	21.97	12.52	20.06	15.36	24.32
	Index	100	157	89	143	110	174
Occupation: Management, Business and Financial Operations	Unwgt'd	6595	569	4012	363	2583	206
	Weighted (000)	24720	2067	13920	1255	10800	812
	Horz %	100.00	8.36	56.31	5.08	43.69	3.29
	Vert %	10.13	14.40	11.82	15.82	8.55	12.64
	Index	100	142	117	156	84	125
Occupation: Sales and Office Occupations	Unwgt'd	5959	438	2273	210	3686	228
	Weighted (000)	32636	2338	12665	1129	19970	1209
	Horz %	100.00	7.16	38.81	3.46	61.19	3.71
	Vert %	13.37	16.29	10.75	14.23	15.81	18.83
	Index	100	122	80	106	118	141
Occupation: Natural Resources, Construction and Maintenance Occupations							*
	Unwgt'd	2756	235	2638	231	118	4
	Weighted (000)	13728	1078	13073	1040	655	38
	Horz %	100.00	7.85	95.23	7.58	4.77	0.28
	Vert %	5.62	7.51	11.10	13.11	0.52	0.60
Occupation: Other Employed	Unwgt'd	8453	504	4970	333	3483	171
	Weighted (000)	43519	2593	24929	1554	18590	1039
	Horz %	100.00	5.96	57.28	3.57	42.72	2.39
	Vert %	17.83	18.06	21.17	19.59	14.72	16.18
	Index	100	101	119	110	83	91
Household Income: \$250,000+	Unwgt'd	1966	162	1191	100	775	62
	Weighted (000)	7800	593	4116	311	3684	283
	Horz %	100.00	7.61	52.77	3.98	47.23	3.63
	Vert %	3.20	4.13	3.49	3.91	2.92	4.40
	Index	100	129	109	122	91	138
Household Income: \$200,000-\$249,999	Unwgt'd	1583	130	918	79	665	51
	Weighted (000)	7178	528	3579	298	3599	230
	Horz %	100.00	7.36	49.86	4.16	50.14	3.20
	Vert %	2.94	3.68	3.04	3.76	2.85	3.58
	Index	100	125	103	128	97	122

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Household Income: \$150,000-\$199,999	Unwgt'd	3725	332	2156	199	1569	133
	Weighted (000)	18847	1823	9705	1105	9142	718
	Horz %	100.00	9.68	51.50	5.86	48.50	3.81
	Vert %	7.72	12.70	8.24	13.93	7.24	11.18
	Index	100	164	107	180	94	145
Household Income: \$100,000-\$149,999	Unwgt'd	7038	579	4030	364	3008	215
	Weighted (000)	39997	3084	20517	1789	19481	1296
	Horz %	100.00	7.71	51.29	4.47	48.71	3.24
	Vert %	16.39	21.48	17.42	22.55	15.42	20.17
	Index	100	131	106	138	94	123
Household Income: \$75,000-\$99,999	Unwgt'd	6168	498	3380	293	2788	205
	Weighted (000)	32585	2576	16514	1362	16071	1215
	Horz %	100.00	7.91	50.68	4.18	49.32	3.73
	Vert %	13.35	17.95	14.02	17.16	12.72	18.91
	Index	100	134	105	129	95	142
Household Income: \$60,000-\$74,999	Unwgt'd	4945	362	2570	197	2375	165
	Weighted (000)	24958	1656	12413	865	12545	791
	Horz %	100.00	6.64	49.74	3.47	50.26	3.17
	Vert %	10.23	11.54	10.54	10.91	9.93	12.32
	Index	100	113	103	107	97	120
Household Income: \$50,000-\$59,999	Unwgt'd	3824	217	1925	118	1899	99
	Weighted (000)	18483	895	9176	499	9306	397
	Horz %	100.00	4.84	49.65	2.70	50.35	2.15
	Vert %	7.57	6.23	7.79	6.28	7.37	6.17
	Index	100	82	103	83	97	82
Household Income: \$40,000-\$49,999	Unwgt'd	4928	264	2410	147	2518	117
	Weighted (000)	20001	963	9681	520	10320	442
	Horz %	100.00	4.81	48.40	2.60	51.60	2.21
	Vert %	8.19	6.71	8.22	6.56	8.17	6.89
	Index	100	82	100	80	100	84
Household Income: \$30,000-\$39,999	Unwgt'd	4676	195	2239	107	2437	88
	Weighted (000)	21673	844	10287	474	11386	370
	Horz %	100.00	3.90	47.47	2.19	52.53	1.71
	Vert %	8.88	5.88	8.73	5.98	9.01	5.76
	Index	100	66	98	67	102	65
Household Income: \$20,000-\$29,999	Unwgt'd	4378	147	1770	66	2608	81
	Weighted (000)	21286	635	9271	288	12015	348
	Horz %	100.00	2.98	43.56	1.35	56.44	1.63
	Vert %	8.72	4.42	7.87	3.62	9.51	5.41
	Index	100	51	90	42	109	62
Household Income: Under \$20,000	Unwgt'd	5415	165	2031	82	3384	83
	Weighted (000)	31275	757	12525	423	18751	334
	Horz %	100.00	2.42	40.05	1.35	59.95	1.07
	Vert %	12.81	5.27	10.63	5.33	14.85	5.20
	Index	100	41	83	42	116	41
Median Household Income	Unwgt'd						
	Weighted (000)	65.60	88.90	69.60	91.50	61.60	85.90
	Horz %						
	Vert %						
	Index	100	135	106	139	94	131
Marital Status: Single, Never Married	Unwgt'd	12107	937	6453	560	5654	377
	Weighted (000)	69105	5373	36957	3147	32148	2226
	Horz %	100.00	7.78	53.48	4.55	46.52	3.22
	Vert %	28.31	37.43	31.38	39.67	25.45	34.66
	Index	100	132	111	140	90	122
Marital Status: Currently Married	Unwgt'd	24506	1602	13836	964	10670	638
	Weighted (000)	129071	7375	64428	4120	64643	3256
	Horz %	100.00	5.71	49.92	3.19	50.08	2.52
	Vert %	52.88	51.37	54.70	51.93	51.18	50.68
	Index	100	97	103	98	97	96

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

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Marital Status: Divorced or Legally Separated	Unwgt'd	8229	452	3344	209	4885	243
	Weighted (000)	31030	1395	12607	596	18423	799
	Horz %	100.00	4.50	40.63	1.92	59.37	2.57
	Vert %	12.71	9.72	10.70	7.52	14.59	12.44
	Index	100	76	84	59	115	98
Marital Status: Widowed					*		*
	Unwgt'd	3804	60	987	19	2817	41
	Weighted (000)	14879	213	3794	70	11085	143
	Horz %	100.00	1.43	25.50	0.47	74.50	0.96
	Vert %	6.10	1.48	3.22	0.88	8.78	2.22
Index	100	24	53	14	144	36	
Marital Status: Engaged to Be Married	Unwgt'd	2120	178	1122	104	998	74
	Weighted (000)	11812	905	5830	525	5982	380
	Horz %	100.00	7.66	49.36	4.44	50.64	3.22
	Vert %	4.84	6.30	4.95	6.62	4.74	5.92
	Index	100	130	102	137	98	122
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3596	301	1959	167	1637	134
	Weighted (000)	21557	1746	10333	852	11224	894
	Horz %	100.00	8.10	47.93	3.95	52.07	4.15
	Vert %	8.83	12.16	8.77	10.74	8.89	13.91
	Index	100	138	99	122	101	158
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18201	1457	8890	818	9311	639
	Weighted (000)	94932	6815	43462	3635	51470	3180
	Horz %	100.00	7.18	45.78	3.83	54.22	3.35
	Vert %	38.89	47.47	36.90	45.82	40.75	49.51
	Index	100	122	95	118	105	127
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7127	560	3410	315	3717	245
	Weighted (000)	38013	2823	17033	1550	20980	1272
	Horz %	100.00	7.43	44.81	4.08	55.19	3.35
	Vert %	15.57	19.66	14.46	19.54	16.61	19.81
	Index	100	126	93	125	107	127
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	598	3495	335	3440	263
	Weighted (000)	34366	2630	16367	1364	17998	1267
	Horz %	100.00	7.65	47.63	3.97	52.37	3.69
	Vert %	14.08	18.32	13.90	17.19	14.25	19.72
	Index	100	130	99	122	101	140
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2804	225	1357	126	1447	99
	Weighted (000)	14813	950	6725	500	8088	450
	Horz %	100.00	6.41	45.40	3.37	54.60	3.04
	Vert %	6.07	6.61	5.71	6.30	6.40	7.00
	Index	100	109	94	104	106	115
4 Children Under Age 18 Currently Living at Home					*		*
	Unwgt'd	872	54	407	31	465	23
	Weighted (000)	4873	293	2163	165	2710	128
	Horz %	100.00	6.02	44.38	3.40	55.62	2.62
	Vert %	2.00	2.04	1.84	2.09	2.15	1.99
Index	100	102	92	104	107	100	
5 or More Children Under Age 18 Currently Living at Home			*		*		*
	Unwgt'd	463	20	221	11	242	9
	Weighted (000)	2867	120	1175	56	1693	64
	Horz %	100.00	4.17	40.96	1.94	59.04	2.22
	Vert %	1.17	0.83	1.00	0.70	1.34	0.99
Index	100	71	85	60	114	84	
Own Home/Residence	Unwgt'd	32775	2122	17020	1242	15755	880
	Weighted (000)	160976	9687	78141	5392	82835	4295
	Horz %	100.00	6.02	48.54	3.35	51.46	2.67
	Vert %	65.95	67.48	66.34	67.97	65.59	66.87
	Index	100	102	101	103	99	101
Rent Home/Residence	Unwgt'd	15306	904	7334	499	7972	405
	Weighted (000)	80205	4545	38249	2471	41956	2074
	Horz %	100.00	5.67	47.69	3.08	52.31	2.59
	Vert %	32.86	31.66	32.47	31.15	33.22	32.29
	Index	100	96	99	95	101	98

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		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Live Rent-Free in Home/Residence			*		*		*
	Unwgt'd	565	25	266	11	299	14
	Weighted (000)	2903	124	1395	70	1508	54
	Horz %	100.00	4.28	48.05	2.42	51.95	1.86
	Vert %	1.19	0.87	1.18	0.89	1.19	0.84
Index	100	73	100	74	100	71	
Census Region: North East	Unwgt'd	11000	568	5477	325	5523	243
	Weighted (000)	44018	2200	21032	1216	22986	984
	Horz %	100.00	5.00	47.78	2.76	52.22	2.24
	Vert %	18.03	15.32	17.86	15.32	18.20	15.32
	Index	100	85	99	85	101	85
Census Region: South	Unwgt'd	17645	657	8745	373	8900	284
	Weighted (000)	92016	3209	44107	1852	47909	1357
	Horz %	100.00	3.49	47.93	2.01	52.07	1.47
	Vert %	37.70	22.35	37.45	23.35	37.93	21.12
	Index	100	59	99	62	101	56
Census Region: Midwest	Unwgt'd	9880	781	5113	477	4767	304
	Weighted (000)	52062	3326	25228	1872	26834	1454
	Horz %	100.00	6.39	48.46	3.60	51.54	2.79
	Vert %	21.33	23.17	21.42	23.60	21.25	22.63
	Index	100	109	100	111	100	106
Census Region: West	Unwgt'd	10121	1045	5285	577	4836	468
	Weighted (000)	55988	5622	27418	2993	28570	2629
	Horz %	100.00	10.04	48.97	5.35	51.03	4.70
	Vert %	22.94	39.16	23.28	37.73	22.62	40.93
	Index	100	171	101	164	99	178
Census Sub-Region: New England	Unwgt'd	2748	259	1330	130	1418	129
	Weighted (000)	11567	1106	5545	571	6022	536
	Horz %	100.00	9.56	47.94	4.93	52.06	4.63
	Vert %	4.74	7.70	4.71	7.19	4.77	8.34
	Index	100	163	99	152	101	176
Census Sub-Region: Mid Atlantic	Unwgt'd	8252	309	4147	195	4105	114
	Weighted (000)	32451	1094	15487	645	16964	449
	Horz %	100.00	3.37	47.73	1.99	52.27	1.38
	Vert %	13.30	7.62	13.15	8.13	13.43	6.98
	Index	100	57	99	61	101	53
Census Sub-Region: South Atlantic	Unwgt'd	9812	245	4839	147	4973	98
	Weighted (000)	48740	1293	23082	808	25658	485
	Horz %	100.00	2.65	47.36	1.66	52.64	1.00
	Vert %	19.97	9.01	19.60	10.18	20.32	7.55
	Index	100	45	98	51	102	38
Census Sub-Region: East South Central					*		*
	Unwgt'd	1890	54	940	30	950	24
	Weighted (000)	14067	451	6879	247	7188	203
	Horz %	100.00	3.20	48.90	1.76	51.10	1.45
	Vert %	5.76	3.14	5.84	3.12	5.69	3.17
Index	100	54	101	54	99	55	
Census Sub-Region: West South Central	Unwgt'd	5943	358	2966	196	2977	162
	Weighted (000)	29209	1465	14146	797	15062	668
	Horz %	100.00	5.02	48.43	2.73	51.57	2.29
	Vert %	11.97	10.21	12.01	10.05	11.93	10.40
	Index	100	85	100	84	100	87
Census Sub-Region: East North Central	Unwgt'd	7303	614	3789	372	3514	242
	Weighted (000)	36089	2313	17381	1253	18708	1060
	Horz %	100.00	6.41	48.16	3.47	51.84	2.94
	Vert %	14.79	16.11	14.76	15.80	14.81	16.50
	Index	100	109	100	107	100	112
Census Sub-Region: West North Central	Unwgt'd	2577	167	1324	105	1253	62
	Weighted (000)	15973	1012	7846	619	8127	394
	Horz %	100.00	6.34	49.12	3.87	50.88	2.47
	Vert %	6.54	7.05	6.66	7.80	6.43	6.13
	Index	100	108	102	119	98	94

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Census Sub-Region: Mountain	Unwgt	2752	280	1444	168	1308	112
	Weighted (000)	18482	2000	9091	1151	9391	848
	Horz %	100.00	10.82	49.19	6.23	50.81	4.59
	Vert %	7.57	13.93	7.72	14.51	7.44	13.20
	Index	100	184	102	192	98	174
Census Sub-Region: Pacific	Unwgt	7369	765	3841	409	3528	356
	Weighted (000)	37506	3622	18327	1842	19179	1781
	Horz %	100.00	9.66	48.86	4.91	51.14	4.75
	Vert %	15.37	25.23	15.56	23.21	15.19	27.72
	Index	100	164	101	151	99	180
County Size: A	Unwgt	26326	1950	13377	1101	12949	849
	Weighted (000)	102649	7727	49402	4158	53247	3569
	Horz %	100.00	7.53	48.13	4.05	51.87	3.48
	Vert %	42.05	53.82	41.94	52.41	42.16	55.56
	Index	100	128	100	125	100	132
County Size: B	Unwgt	11709	731	5932	429	5777	302
	Weighted (000)	72000	4446	34639	2524	37361	1922
	Horz %	100.00	6.18	48.11	3.51	51.89	2.67
	Vert %	29.50	30.97	29.41	31.82	29.58	29.92
	Index	100	105	100	108	100	101
County Size: C/D	Unwgt	10611	370	5311	222	5300	148
	Weighted (000)	69435	2184	33744	1251	35691	932
	Horz %	100.00	3.14	48.60	1.80	51.40	1.34
	Vert %	28.45	15.21	28.65	15.77	28.26	14.51
	Index	100	53	101	55	99	51
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt	1128	1128	630	630	498	498
	Weighted (000)	4719	4719	2463	2463	2256	2256
	Horz %	100.00	100.00	52.20	52.20	47.80	47.80
	Vert %	1.93	32.87	2.09	31.05	1.79	35.12
	Index	100	1700	108	1606	92	1816
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt	7893	850	3408	391	4485	459
	Weighted (000)	38375	4109	15888	1814	22487	2295
	Horz %	100.00	10.71	41.40	4.73	58.60	5.98
	Vert %	15.72	28.62	13.49	22.86	17.80	35.73
	Index	100	182	86	145	113	227
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt	1220	173	674	96	546	77
	Weighted (000)	6399	877	3477	512	2922	364
	Horz %	100.00	13.70	54.33	8.01	45.67	5.69
	Vert %	2.62	6.11	2.95	6.46	2.31	5.67
	Index	100	233	113	246	88	216
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt	*	*	*	*	*	*
	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)	Unwgt	2726	162	1658	106	1068	56
	Weighted (000)	7983	449	4558	266	3424	184
	Horz %	100.00	5.63	57.10	3.33	42.90	2.30
	Vert %	3.27	3.13	3.87	3.35	2.71	2.86
	Index	100	96	118	102	83	87
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt	3232	305	2668	263	564	42
	Weighted (000)	12837	1191	10355	1017	2482	174
	Horz %	100.00	9.28	80.67	7.92	19.33	1.36
	Vert %	5.26	8.30	8.79	12.82	1.97	2.71
	Index	100	158	167	244	37	52
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt	850	77	592	63	258	14
	Weighted (000)	3908	332	2506	274	1402	57
	Horz %	100.00	8.49	64.12	7.02	35.88	1.47
	Vert %	1.60	2.31	2.13	3.46	1.11	0.89
	Index	100	144	133	216	69	56

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Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt	3051	3051	1752	1752	1299	1299
	Weighted (000)	14357	14357	7933	7933	6424	6424
	Horz %	100.00	100.00	55.26	55.26	44.74	44.74
	Vert %	5.88	100.00	6.74	100.00	5.09	100.00
	Index	100	1700	115	1700	86	1700
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt	8136	786	3585	386	4551	400
	Weighted (000)	42891	4026	17737	1838	25154	2188
	Horz %	100.00	9.39	41.35	4.28	58.65	5.10
	Vert %	17.57	28.04	15.06	23.17	19.92	34.06
	Index	100	160	86	132	113	194
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt	2864	301	1603	180	1261	121
	Weighted (000)	14285	1431	7775	841	6510	590
	Horz %	100.00	10.02	54.43	5.89	45.57	4.13
	Vert %	5.85	9.97	6.60	10.60	5.15	9.19
	Index	100	170	113	181	88	157
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3360	471	2263	332	1097	139
	Weighted (000)	16987	2251	10773	1492	6214	759
	Horz %	100.00	13.25	63.42	8.79	36.58	4.47
	Vert %	6.96	15.68	9.15	18.81	4.92	11.81
	Index	100	225	131	270	71	170
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt	1353	122	704	73	649	49
	Weighted (000)	5307	522	2699	306	2608	216
	Horz %	100.00	9.84	50.86	5.77	49.14	4.06
	Vert %	2.17	3.64	2.29	3.86	2.06	3.36
	Index	100	167	105	178	95	154
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	7757	511	3837	313	3920	198
	Weighted (000)	44958	2835	20903	1656	24055	1179
	Horz %	100.00	6.31	46.49	3.68	53.51	2.62
	Vert %	18.42	19.75	17.75	20.88	19.05	18.35
	Index	100	107	96	113	103	100
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt	310	20	172	5	138	15
	Weighted (000)	1196	61	639	8	557	53
	Horz %	100.00	5.08	53.45	0.67	46.55	4.41
	Vert %	0.49	0.42	0.54	0.10	0.44	0.82
	Index	100	86	111	21	90	167
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt	642	11	245	8	397	3
	Weighted (000)	3662	73	1387	62	2275	11
	Horz %	100.00	1.99	37.87	1.69	62.13	0.30
	Vert %	1.50	0.51	1.18	0.78	1.80	0.17
	Index	100	34	78	52	120	11
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	2577	106	1288	58	1289	48
	Weighted (000)	15181	470	7552	277	7628	193
	Horz %	100.00	3.10	49.75	1.82	50.25	1.27
	Vert %	6.22	3.27	6.41	3.49	6.04	3.01
	Index	100	53	103	56	97	48
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt	3551	440	1399	168	2152	272
	Weighted (000)	17450	2235	6424	791	11026	1443
	Horz %	100.00	12.81	36.82	4.54	63.18	8.27
	Vert %	7.15	15.56	5.45	9.98	8.73	22.47
	Index	100	218	76	140	122	314
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt	631	81	356	49	275	32
	Weighted (000)	2496	256	1441	160	1055	96
	Horz %	100.00	10.27	57.74	6.42	42.26	3.84
	Vert %	1.02	1.78	1.22	2.02	0.84	1.49
	Index	100	175	120	198	82	146
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt	1108	41	625	23	483	18
	Weighted (000)	6328	193	3490	109	2838	84
	Horz %	100.00	3.05	55.15	1.72	44.85	1.33
	Vert %	2.59	1.35	2.96	1.37	2.25	1.32
	Index	100	52	114	53	87	51

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Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt	5806	475	3543	311	2263	164
	Weighted (000)	23554	1927	14195	1226	9359	701
	Horz %	100.00	8.18	60.27	5.21	39.73	2.98
	Vert %	9.65	13.42	12.05	15.46	7.41	10.91
	Index	100	139	125	160	77	113
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)					*		*
	Unwgt	1456	77	713	44	743	33
	Weighted (000)	7376	363	3364	201	4012	162
	Horz %	100.00	4.92	45.61	2.73	54.39	2.19
	Vert %	3.02	2.53	2.86	2.54	3.18	2.52
Index	100	84	95	84	105	83	
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt	2625	271	1348	145	1277	126
	Weighted (000)	10677	1150	5254	585	5423	565
	Horz %	100.00	10.77	49.21	5.48	50.79	5.29
	Vert %	4.37	8.01	4.46	7.37	4.29	8.80
	Index	100	183	102	169	98	201
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt	3944	344	1603	174	2341	170
	Weighted (000)	20120	1631	7818	818	12302	812
	Horz %	100.00	8.10	38.86	4.07	61.14	4.04
	Vert %	8.24	11.36	6.64	10.32	9.74	12.64
	Index	100	138	81	125	118	153
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt	2569	232	1177	122	1392	110
	Weighted (000)	13480	1180	5921	579	7559	600
	Horz %	100.00	8.75	43.93	4.30	56.07	4.45
	Vert %	5.52	8.22	5.03	7.30	5.98	9.35
	Index	100	149	91	132	108	169
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3181	482	2115	330	1066	152
	Weighted (000)	16260	2172	10651	1444	5609	728
	Horz %	100.00	13.36	65.50	8.88	34.50	4.47
	Vert %	6.66	15.13	9.04	18.21	4.44	11.33
	Index	100	227	136	273	67	170
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)					*		*
	Unwgt	1106	67	449	37	657	30
	Weighted (000)	5735	465	2251	213	3483	252
	Horz %	100.00	8.10	39.26	3.71	60.74	4.39
	Vert %	2.35	3.24	1.91	2.68	2.76	3.92
Index	100	138	81	114	117	167	
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	906	43	426	25	480	18
	Weighted (000)	5268	187	2577	111	2692	75
	Horz %	100.00	3.54	48.91	2.11	51.09	1.43
	Vert %	2.16	1.30	2.19	1.40	2.13	1.17
Index	100	60	101	65	99	54	
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	302	4	136	3	166	1
	Weighted (000)	1893	22	914	20	979	2
	Horz %	100.00	1.16	48.29	1.07	51.71	0.10
	Vert %	0.78	0.15	0.78	0.26	0.77	0.03
Index	100	20	100	33	100	4	
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	5121	255	2466	164	2655	91
	Weighted (000)	26008	1243	12354	731	13654	511
	Horz %	100.00	4.78	47.50	2.81	52.50	1.97
	Vert %	10.66	8.66	10.49	9.22	10.81	7.96
	Index	100	81	98	87	101	75
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)							*
	Unwgt	2133	89	947	56	1186	33
	Weighted (000)	10077	326	4430	201	5646	125
	Horz %	100.00	3.24	43.97	1.99	56.03	1.24
	Vert %	4.13	2.27	3.76	2.53	4.47	1.95
Index	100	55	91	61	108	47	
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)							*
	Unwgt	1989	107	1016	72	973	35
	Weighted (000)	11746	663	5748	383	5998	280
	Horz %	100.00	5.64	48.93	3.26	51.07	2.38
	Vert %	4.81	4.62	4.88	4.83	4.75	4.36
Index	100	96	101	100	99	91	

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt	1303	162	710	91	593	71
	Weighted (000)	6945	781	3765	439	3180	342
	Horz %	100.00	11.24	54.22	6.32	45.78	4.92
	Vert %	2.85	5.44	3.20	5.54	2.52	5.32
	Index	100	191	112	195	88	187
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt	41037	2961	21166	1702	19871	1259
	Weighted (000)	204462	13866	100664	7717	103799	6149
	Horz %	100.00	6.78	49.23	3.77	50.77	3.01
	Vert %	83.77	96.59	85.46	97.28	82.18	95.73
	Index	100	115	102	116	98	114
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt	25278	2034	13552	1203	11726	831
	Weighted (000)	122460	9149	62601	5272	59859	3877
	Horz %	100.00	7.47	51.12	4.31	48.88	3.17
	Vert %	50.17	63.73	53.15	66.46	47.39	60.35
	Index	100	127	106	132	94	120
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt	18835	1427	9879	856	8956	571
	Weighted (000)	94930	6561	47803	3936	47126	2626
	Horz %	100.00	6.91	50.36	4.15	49.64	2.77
	Vert %	38.89	45.70	40.59	49.61	37.31	40.87
	Index	100	118	104	128	96	105
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt	22339	1927	11965	1129	10374	798
	Weighted (000)	109527	9135	55888	5233	53639	3902
	Horz %	100.00	8.34	51.03	4.78	48.97	3.56
	Vert %	44.87	63.63	47.45	65.97	42.47	60.74
	Index	100	142	106	147	95	135
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt	8087	670	4389	393	3698	277
	Weighted (000)	41055	3233	21314	1810	19741	1423
	Horz %	100.00	7.88	51.92	4.41	48.08	3.47
	Vert %	16.82	22.52	18.10	22.82	15.63	22.15
	Index	100	134	108	136	93	132
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt	2418	195	1517	133	901	62
	Weighted (000)	12268	1049	7410	662	4858	387
	Horz %	100.00	8.55	60.40	5.40	39.60	3.16
	Vert %	5.03	7.31	6.29	8.35	3.85	6.03
	Index	100	145	125	166	77	120
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt	16140	1272	8419	724	7721	548
	Weighted (000)	79167	5688	39548	3069	39619	2619
	Horz %	100.00	7.18	49.96	3.88	50.04	3.31
	Vert %	32.43	39.62	33.58	38.68	31.37	40.78
	Index	100	122	104	119	97	126
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt	21592	1693	10775	958	10817	735
	Weighted (000)	106532	7843	50518	4245	56014	3599
	Horz %	100.00	7.36	47.42	3.98	52.58	3.38
	Vert %	43.65	54.63	42.89	53.51	44.35	56.02
	Index	100	125	98	123	102	128
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt	16960	1433	8662	832	8298	601
	Weighted (000)	85146	6953	41344	3879	43802	3074
	Horz %	100.00	8.17	48.56	4.56	51.44	3.61
	Vert %	34.88	48.43	35.10	48.90	34.68	47.86
	Index	100	139	101	140	99	137
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt	8346	708	4357	406	3989	302
	Weighted (000)	42195	3412	21137	1957	21058	1455
	Horz %	100.00	8.09	50.09	4.64	49.91	3.45
	Vert %	17.29	23.77	17.95	24.67	16.67	22.65
	Index	100	137	104	143	96	131
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt	2161	166	1240	105	921	61
	Weighted (000)	10847	817	5916	515	4931	302
	Horz %	100.00	7.53	54.54	4.75	45.46	2.79
	Vert %	4.44	5.69	5.02	6.49	3.90	4.70
	Index	100	128	113	146	88	106

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	13605	847	6181	460	7424	387
	Weighted (000)	66444	3705	29038	1965	37407	1741
	Horz %	100.00	5.58	43.70	2.96	56.30	2.62
	Vert %	27.22	25.81	24.65	24.76	29.62	27.10
	Index	100	95	91	91	109	100
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37582	2737	19374	1559	18208	1178
	Weighted (000)	186198	12879	90927	7016	95271	5863
	Horz %	100.00	6.92	48.83	3.77	51.17	3.15
	Vert %	76.28	89.71	77.20	88.44	75.43	91.27
	Index	100	118	101	116	99	120
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	6358	544	3918	378	2440	166
	Weighted (000)	32708	2654	19546	1790	13161	863
	Horz %	100.00	8.11	59.76	5.47	40.24	2.64
	Vert %	13.40	18.48	16.59	22.57	10.42	13.44
	Index	100	138	124	168	78	100
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1490	83	867	60	623	23
	Weighted (000)	7844	411	4568	294	3276	117
	Horz %	100.00	5.24	58.23	3.75	41.77	1.49
	Vert %	3.21	2.86	3.88	3.71	2.59	1.81
	Index	100	89	121	116	81	56
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	1104	7619	603	8503	501
	Weighted (000)	79216	4770	35906	2576	43310	2194
	Horz %	100.00	6.02	45.33	3.25	54.67	2.77
	Vert %	32.45	33.23	30.48	32.47	34.29	34.16
	Index	100	102	94	100	106	105
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	2528	17663	1445	16921	1083
	Weighted (000)	172300	11983	83400	6536	88900	5446
	Horz %	100.00	6.95	48.40	3.79	51.60	3.16
	Vert %	70.59	83.46	70.81	82.39	70.39	84.79
	Index	100	118	100	117	100	120
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2377	195	1536	147	841	48
	Weighted (000)	13032	1060	8169	750	4864	310
	Horz %	100.00	8.13	62.68	5.76	37.32	2.38
	Vert %	5.34	7.38	6.94	9.46	3.85	4.82
	Index	100	138	130	177	72	90
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1550	92	843	68	707	24
	Weighted (000)	8439	484	4527	367	3913	117
	Horz %	100.00	5.74	53.64	4.35	46.36	1.38
	Vert %	3.46	3.37	3.84	4.63	3.10	1.82
	Index	100	98	111	134	90	53
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	558	5526	394	3346	164
	Weighted (000)	37216	2086	22205	1456	15011	630
	Horz %	100.00	5.60	59.67	3.91	40.33	1.69
	Vert %	15.25	14.53	18.85	18.35	11.89	9.80
	Index	100	95	124	120	78	64
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	3051	18015	1752	17633	1299
	Weighted (000)	180517	14357	87416	7933	93101	6424
	Horz %	100.00	7.95	48.43	4.39	51.57	3.56
	Vert %	73.96	100.00	74.22	100.00	73.71	100.00
	Index	100	135	100	135	100	135
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	3051	19803	1752	18821	1299
	Weighted (000)	192537	14357	94151	7933	98386	6424
	Horz %	100.00	7.46	48.90	4.12	51.10	3.34
	Vert %	78.88	100.00	79.93	100.00	77.90	100.00
	Index	100	127	101	127	99	127
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	306	3674	180	3134	126
	Weighted (000)	31804	1248	15468	711	16336	538
	Horz %	100.00	3.93	48.63	2.23	51.37	1.69
	Vert %	13.03	8.70	13.13	8.96	12.93	8.37
	Index	100	67	101	69	99	64

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	9333	485	5019	291	4314	194
	Weighted (000)	45323	2120	22079	1118	23244	1002
	Horz %	100.00	4.68	48.72	2.47	51.28	2.21
	Vert %	18.57	14.77	18.75	14.10	18.40	15.59
	Index	100	80	101	76	99	84
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	15153	1000	8170	583	6983	417
	Weighted (000)	76621	4899	38271	2802	38350	2096
	Horz %	100.00	6.39	49.95	3.66	50.05	2.74
	Vert %	31.39	34.12	32.49	35.33	30.36	32.63
	Index	100	109	104	113	97	104
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12633	1046	7086	636	5547	410
	Weighted (000)	64670	5161	33579	3045	31091	2116
	Horz %	100.00	7.98	51.92	4.71	48.08	3.27
	Vert %	26.49	35.95	28.51	38.38	24.62	32.94
	Index	100	136	108	145	93	124
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt'd	7343	723	4033	439	3310	284
	Weighted (000)	36346	3427	18766	1981	17579	1446
	Horz %	100.00	9.43	51.63	5.45	48.37	3.98
	Vert %	14.89	23.87	15.93	24.97	13.92	22.50
	Index	100	160	107	168	93	151
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt'd	19242	1619	9763	923	9479	696
	Weighted (000)	97996	8115	47386	4521	50610	3594
	Horz %	100.00	8.28	48.36	4.61	51.64	3.67
	Vert %	40.15	56.52	40.23	56.99	40.07	55.94
	Index	100	141	100	142	100	139
Listening to Any Radio on the Internet/Online - Past Month	Unwgt'd	21921	1857	11253	1071	10668	786
	Weighted (000)	110983	9188	54016	5142	56967	4046
	Horz %	100.00	8.28	48.67	4.63	51.33	3.65
	Vert %	45.47	64.00	45.86	64.82	45.10	62.98
	Index	100	141	101	143	99	139
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt'd	3452	384	1813	213	1639	171
	Weighted (000)	17001	1898	8246	970	8755	928
	Horz %	100.00	11.16	48.51	5.70	51.49	5.46
	Vert %	6.97	13.22	7.00	12.23	6.93	14.45
	Index	100	190	101	176	100	207
Downloaded Music - Past Month	Unwgt'd	9054	792	4802	442	4252	350
	Weighted (000)	47933	4027	24203	2119	23730	1908
	Horz %	100.00	8.40	50.49	4.42	49.51	3.98
	Vert %	19.64	28.05	20.55	26.71	18.79	29.70
	Index	100	143	105	136	96	151
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt'd	3700	393	2158	249	1542	144
	Weighted (000)	17081	1782	9453	1054	7628	728
	Horz %	100.00	10.43	55.34	6.17	44.66	4.26
	Vert %	7.00	12.41	8.03	13.29	6.04	11.33
	Index	100	177	115	190	86	162
Visited iHeartRadio site - Past Month	Unwgt'd	4412	365	2137	202	2275	163
	Weighted (000)	21989	1613	9936	877	12053	736
	Horz %	100.00	7.34	45.19	3.99	54.81	3.35
	Vert %	9.01	11.24	8.44	11.06	9.54	11.46
	Index	100	125	94	123	106	127
Visited iTunes.com site - Past Month	Unwgt'd	8331	809	4228	429	4103	380
	Weighted (000)	40212	3922	19546	2023	20666	1899
	Horz %	100.00	9.75	48.61	5.03	51.39	4.72
	Vert %	16.47	27.32	16.59	25.50	16.36	29.56
	Index	100	166	101	155	99	179
Visited Pandora.com site - Past Month	Unwgt'd	16996	1436	8143	792	8853	644
	Weighted (000)	87700	7123	39828	3675	47872	3449
	Horz %	100.00	8.12	45.41	4.19	54.59	3.93
	Vert %	35.93	49.62	33.81	46.32	37.90	53.69
	Index	100	138	94	129	105	149

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Visited Spotify site - Past Month	Unwgt	6074	663	3265	383	2809	280
	Weighted (000)	32588	3422	16510	1958	16078	1464
	Horz %	100.00	10.50	50.66	6.01	49.34	4.49
	Vert %	13.35	23.83	14.02	24.68	12.73	22.79
	Index	100	179	105	185	95	171
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt	16507	960	8133	544	8374	416
	Weighted (000)	83844	4318	39387	2433	44457	1885
	Horz %	100.00	5.15	46.98	2.90	53.02	2.25
	Vert %	34.35	30.08	33.44	30.66	35.20	29.35
	Index	100	88	97	89	102	85
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt	13908	786	6987	458	6921	328
	Weighted (000)	70343	3525	33619	1999	36723	1526
	Horz %	100.00	5.01	47.79	2.84	52.21	2.17
	Vert %	28.82	24.55	28.54	25.20	29.08	23.76
	Index	100	85	99	87	101	82
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt	17125	1042	8480	595	8645	447
	Weighted (000)	86850	4639	40962	2581	45888	2058
	Horz %	100.00	5.34	47.16	2.97	52.84	2.37
	Vert %	35.58	32.31	34.78	32.54	36.33	32.03
	Index	100	91	98	91	102	90
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt	12845	800	6657	478	6188	322
	Weighted (000)	65189	3760	31982	2230	33207	1530
	Horz %	100.00	5.77	49.06	3.42	50.94	2.35
	Vert %	26.71	26.19	27.15	28.11	26.29	23.83
	Index	100	98	102	105	98	89
Most trusted media: Radio	Unwgt	4143	312	2212	184	1931	128
	Weighted (000)	21056	1435	10937	861	10119	574
	Horz %	100.00	6.81	51.94	4.09	48.06	2.73
	Vert %	8.63	9.99	9.29	10.85	8.01	8.94
	Index	100	116	108	126	93	104
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt	38598	2357	19503	1354	19095	1003
	Weighted (000)	190885	10716	91892	5980	98994	4736
	Horz %	100.00	5.61	48.14	3.13	51.86	2.48
	Vert %	78.20	74.64	78.02	75.38	78.38	73.72
	Index	100	95	100	96	100	94
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt	30674	1814	15505	1049	15169	765
	Weighted (000)	150599	8199	72409	4613	78190	3586
	Horz %	100.00	5.44	48.08	3.06	51.92	2.38
	Vert %	61.70	57.11	61.48	58.15	61.91	55.82
	Index	100	93	100	94	100	90
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt	26407	1501	13432	860	12975	641
	Weighted (000)	129573	6561	63337	3649	66237	2912
	Horz %	100.00	5.06	48.88	2.82	51.12	2.25
	Vert %	53.09	45.70	53.77	46.00	52.44	45.33
	Index	100	86	101	87	99	85
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt	30767	1858	15521	1069	15246	789
	Weighted (000)	150356	8327	72364	4561	77992	3766
	Horz %	100.00	5.54	48.13	3.03	51.87	2.50
	Vert %	61.60	58.00	61.44	57.49	61.75	58.63
	Index	100	94	100	93	100	95
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt	13588	562	6007	302	7581	260
	Weighted (000)	72467	2838	30905	1475	41562	1363
	Horz %	100.00	3.92	42.65	2.04	57.35	1.88
	Vert %	29.69	19.77	26.24	18.59	32.91	21.22
	Index	100	67	88	63	111	71
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt	24214	1255	12125	734	12089	521
	Weighted (000)	122899	5804	58920	3299	63979	2505
	Horz %	100.00	4.72	47.94	2.68	52.06	2.04
	Vert %	50.35	40.43	50.02	41.58	50.66	39.00
	Index	100	80	99	83	101	77

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	8203	488	4271	293	3932	195
	Weighted (000)	41009	2241	20395	1295	20614	945
	Horz %	100.00	5.46	49.73	3.16	50.27	2.31
	Vert %	16.80	15.61	17.32	16.33	16.32	14.72
	Index	100	93	103	97	97	88
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	20426	1145	10375	664	10051	481
	Weighted (000)	102185	5152	50170	2947	52014	2206
	Horz %	100.00	5.04	49.10	2.88	50.90	2.16
	Vert %	41.86	35.89	42.59	37.15	41.18	34.34
	Index	100	86	102	89	98	82
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23818	1379	12786	849	11032	530
	Weighted (000)	120635	6377	61633	3805	59003	2572
	Horz %	100.00	5.29	51.09	3.15	48.91	2.13
	Vert %	49.42	44.42	52.33	47.97	46.72	40.04
	Index	100	90	106	97	95	81
Downloaded a TV Program - Past Month	Unwgt'd	2514	228	1488	145	1026	83
	Weighted (000)	11768	1044	6862	665	4906	379
	Horz %	100.00	8.87	58.31	5.65	41.69	3.22
	Vert %	4.82	7.27	5.83	8.38	3.88	5.90
	Index	100	151	121	174	81	122
Watched a TV Program Online - Past Month	Unwgt'd	8915	855	4794	508	4121	347
	Weighted (000)	43431	4327	22357	2500	21075	1827
	Horz %	100.00	9.96	51.48	5.76	48.52	4.21
	Vert %	17.79	30.14	18.98	31.51	16.69	28.45
	Index	100	169	107	177	94	160
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	877	4824	491	4962	386
	Weighted (000)	47213	4164	22102	2288	25111	1876
	Horz %	100.00	8.82	46.81	4.85	53.19	3.97
	Vert %	19.34	29.00	18.76	28.84	19.88	29.21
	Index	100	150	97	149	103	151
Looked at TV Listings Online - Past Month	Unwgt'd	5331	391	2875	240	2456	151
	Weighted (000)	24808	1715	12867	1011	11941	704
	Horz %	100.00	6.91	51.87	4.07	48.13	2.84
	Vert %	10.16	11.95	10.92	12.74	9.45	10.96
	Index	100	118	107	125	93	108
Household Subscribes to Cable TV	Unwgt'd	22534	1364	10957	781	11577	583
	Weighted (000)	109088	6221	50697	3447	58392	2774
	Horz %	100.00	5.70	46.47	3.16	53.53	2.54
	Vert %	44.69	43.33	43.04	43.45	46.23	43.19
	Index	100	97	96	97	103	97
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	2260	19081	1314	18813	946
	Weighted (000)	188357	10351	89899	5875	98458	4476
	Horz %	100.00	5.50	47.73	3.12	52.27	2.38
	Vert %	77.17	72.10	76.32	74.05	77.96	69.68
	Index	100	93	99	96	101	90
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	2171	18395	1262	17949	909
	Weighted (000)	180739	9940	86452	5641	94287	4300
	Horz %	100.00	5.50	47.83	3.12	52.17	2.38
	Vert %	74.05	69.24	73.40	71.10	74.65	66.94
	Index	100	94	99	96	101	90
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	1486	13744	906	12557	580
	Weighted (000)	131456	6633	65357	3967	66099	2666
	Horz %	100.00	5.05	49.72	3.02	50.28	2.03
	Vert %	53.86	46.20	55.49	50.01	52.34	41.51
	Index	100	86	103	93	97	77
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	1141	8571	672	7230	469
	Weighted (000)	75868	5201	39018	2940	36850	2261
	Horz %	100.00	6.86	51.43	3.88	48.57	2.98
	Vert %	31.08	36.23	33.13	37.06	29.18	35.20
	Index	100	117	107	119	94	113

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	5693	470	3175	280	2518	190
	Weighted (000)	27121	1880	14383	1062	12737	818
	Horz %	100.00	6.93	53.03	3.92	46.97	3.02
	Vert %	11.11	13.10	12.21	13.39	10.09	12.73
	Index	100	118	110	121	91	115
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13030	1083	6519	620	6511	463
	Weighted (000)	59121	4710	27723	2552	31399	2158
	Horz %	100.00	7.97	46.89	4.32	53.11	3.65
	Vert %	24.22	32.81	23.54	32.17	24.86	33.59
	Index	100	135	97	133	103	139
Household Has a Satellite Dish	Unwgt'd	10843	603	5773	362	5070	241
	Weighted (000)	61939	3147	30806	1910	31133	1237
	Horz %	100.00	5.08	49.74	3.08	50.26	2.00
	Vert %	25.38	21.92	26.15	24.07	24.65	19.26
	Index	100	86	103	95	97	76
Household Has a Digital Video Recorder (DVR)	Unwgt'd	23728	1576	12159	899	11569	677
	Weighted (000)	116768	7136	56214	3983	60553	3153
	Horz %	100.00	6.11	48.14	3.41	51.86	2.70
	Vert %	47.84	49.71	47.73	50.21	47.94	49.08
	Index	100	104	100	105	100	103
Any Internet/Online Activity - Past Month	Unwgt'd	42373	2948	21479	1686	20894	1262
	Weighted (000)	208554	13886	100358	7655	108196	6231
	Horz %	100.00	6.66	48.12	3.67	51.88	2.99
	Vert %	85.44	96.72	85.20	96.50	85.67	97.00
	Index	100	113	100	113	100	114
Played Games Online - Past Month	Unwgt'd	13852	1011	6886	604	6966	407
	Weighted (000)	73850	5078	36139	3096	37711	1982
	Horz %	100.00	6.88	48.94	4.19	51.06	2.68
	Vert %	30.26	35.37	30.68	39.03	29.86	30.86
	Index	100	117	101	129	99	102
Downloaded a Video Game - Past Month	Unwgt'd	5083	458	3219	312	1864	146
	Weighted (000)	28601	2324	17857	1639	10744	684
	Horz %	100.00	8.13	62.43	5.73	37.57	2.39
	Vert %	11.72	16.19	15.16	20.67	8.51	10.65
	Index	100	138	129	176	73	91
Downloaded a Movie - Past Month	Unwgt'd	4447	357	2686	230	1761	127
	Weighted (000)	21989	1741	13002	1109	8988	632
	Horz %	100.00	7.92	59.13	5.04	40.87	2.87
	Vert %	9.01	12.13	11.04	13.98	7.12	9.84
	Index	100	135	123	155	79	109
Watched a Movie Online - Past Month	Unwgt'd	11540	1054	6607	661	4933	393
	Weighted (000)	58047	5288	31657	3213	26390	2075
	Horz %	100.00	9.11	54.54	5.53	45.46	3.57
	Vert %	23.78	36.83	26.88	40.50	20.89	32.30
	Index	100	155	113	170	88	136
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	958	5966	617	4063	341
	Weighted (000)	50248	4761	28918	2937	21330	1823
	Horz %	100.00	9.47	57.55	5.85	42.45	3.63
	Vert %	20.59	33.16	24.55	37.03	16.89	28.39
	Index	100	161	119	180	82	138
Visited a Chat Room - Past Month	Unwgt'd	2194	172	1304	117	890	55
	Weighted (000)	10601	779	6275	514	4326	265
	Horz %	100.00	7.35	59.20	4.85	40.80	2.50
	Vert %	4.34	5.43	5.33	6.48	3.42	4.12
	Index	100	125	123	149	79	95
Used e-Mail - Past Month	Unwgt'd	37148	2726	18452	1528	18696	1198
	Weighted (000)	177506	12666	82663	6794	94843	5872
	Horz %	100.00	7.14	46.57	3.83	53.43	3.31
	Vert %	72.72	88.22	70.18	85.64	75.09	91.42
	Index	100	121	97	118	103	126

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Used Instant Messenger/IM Online - Past Month	Unwgt	29084	2165	13749	1158	15335	1007
	Weighted (000)	148723	10541	66365	5484	82359	5057
	Horz %	100.00	7.09	44.62	3.69	55.38	3.40
	Vert %	60.93	73.42	56.34	69.13	65.21	78.72
	Index	100	120	92	113	107	129
Visited Online Blogs - Past Month	Unwgt	6650	713	3248	376	3402	337
	Weighted (000)	32542	3592	14793	1702	17749	1890
	Horz %	100.00	11.04	45.46	5.23	54.54	5.81
	Vert %	13.33	25.02	12.56	21.46	14.05	29.43
	Index	100	188	94	161	105	221
Wrote an Online Blog - Past Month	Unwgt	1215	117	626	63	589	54
	Weighted (000)	5810	495	2813	249	2997	246
	Horz %	100.00	8.52	48.42	4.28	51.58	4.24
	Vert %	2.38	3.45	2.39	3.14	2.37	3.84
	Index	100	145	100	132	100	161
Uploaded or Added Video to a Web Site - Past Month	Unwgt	4085	378	2036	214	2049	164
	Weighted (000)	20569	1823	9626	996	10943	827
	Horz %	100.00	8.86	46.80	4.84	53.20	4.02
	Vert %	8.43	12.70	8.17	12.56	8.66	12.88
	Index	100	151	97	149	103	153
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgt	36787	2719	18156	1530	18631	1189
	Weighted (000)	184180	13006	86438	7060	97741	5946
	Horz %	100.00	7.06	46.93	3.83	53.07	3.23
	Vert %	75.46	90.59	73.39	88.99	77.39	92.57
	Index	100	120	97	118	103	123
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt	29944	2236	13748	1183	16196	1053
	Weighted (000)	152016	10675	66499	5350	85517	5325
	Horz %	100.00	7.02	43.75	3.52	56.25	3.50
	Vert %	62.28	74.36	56.46	67.44	67.71	82.89
	Index	100	119	91	108	109	133
Foursquare			*		*		*
	Unwgt	259	22	127	15	132	7
	Weighted (000)	1096	95	542	68	554	27
	Horz %	100.00	8.71	49.44	6.25	50.56	2.46
	Index	100	148	102	192	98	93
Google + (Google Plus)	Unwgt	7523	532	3548	298	3975	234
	Weighted (000)	37002	2349	16517	1253	20485	1096
	Horz %	100.00	6.35	44.64	3.39	55.36	2.96
	Vert %	15.16	16.36	14.02	15.79	16.22	17.07
	Index	100	108	93	104	107	113
Instagram	Unwgt	11180	964	4771	468	6409	496
	Weighted (000)	59923	5125	24271	2394	35652	2731
	Horz %	100.00	8.55	40.50	3.99	59.50	4.56
	Vert %	24.55	35.70	20.61	30.18	28.23	42.51
	Index	100	145	84	123	115	173
LinkedIn	Unwgt	7899	749	4439	451	3460	298
	Weighted (000)	31599	3055	17071	1816	14527	1238
	Horz %	100.00	9.67	54.03	5.75	45.97	3.92
	Vert %	12.95	21.28	14.49	22.90	11.50	19.27
	Index	100	164	112	177	89	149
Pinterest	Unwgt	9299	793	1975	205	7324	588
	Weighted (000)	49108	4046	9190	865	39919	3181
	Horz %	100.00	8.24	18.71	1.76	81.29	6.48
	Vert %	20.12	28.18	7.80	10.90	31.61	49.52
	Index	100	140	39	54	157	246
Tumblr	Unwgt	1737	204	1029	118	708	86
	Weighted (000)	9309	1035	4915	477	4394	558
	Horz %	100.00	11.12	52.80	5.12	47.20	6.00
	Vert %	3.81	7.21	4.17	6.01	3.48	8.69
	Index	100	189	109	158	91	228

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

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Twitter	Unwgt'd	6507	608	3592	364	2915	244
	Weighted (000)	32509	3003	16927	1638	15583	1365
	Horz %	100.00	9.24	52.07	5.04	47.93	4.20
	Vert %	13.32	20.92	14.37	20.65	12.34	21.25
	Index	100	157	108	155	93	160
Yelp	Unwgt'd	4238	515	2031	256	2207	259
	Weighted (000)	17049	2225	7651	1000	9398	1225
	Horz %	100.00	13.05	44.88	5.86	55.12	7.19
	Vert %	6.98	15.50	6.50	12.60	7.44	19.07
	Index	100	222	93	180	107	273
YouTube	Unwgt'd	24878	2060	13348	1208	11530	852
	Weighted (000)	125197	10013	64072	5632	61125	4382
	Horz %	100.00	8.00	51.18	4.50	48.82	3.50
	Vert %	51.29	69.75	54.40	70.99	48.40	68.21
	Index	100	136	106	138	94	133
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	1598	7934	758	11457	840
	Weighted (000)	98998	7866	37956	3593	61042	4274
	Horz %	100.00	7.95	38.34	3.63	61.66	4.32
	Vert %	40.56	54.79	32.22	45.29	48.33	66.53
	Index	100	135	79	112	119	164
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	993	4289	480	5591	513
	Weighted (000)	51999	5007	21230	2217	30768	2790
	Horz %	100.00	9.63	40.83	4.26	59.17	5.37
	Vert %	21.30	34.88	18.02	27.95	24.36	43.44
	Index	100	164	85	131	114	204
Clicked on an advertisement	Unwgt'd	7250	652	3332	333	3918	319
	Weighted (000)	34609	3095	14941	1467	19669	1627
	Horz %	100.00	8.94	43.17	4.24	56.83	4.70
	Vert %	14.18	21.56	12.68	18.50	15.57	25.33
	Index	100	152	89	130	110	179
Watched a video	Unwgt'd	23931	2003	12520	1153	11411	850
	Weighted (000)	121821	9886	60888	5541	60933	4346
	Horz %	100.00	8.12	49.98	4.55	50.02	3.57
	Vert %	49.91	68.86	51.69	69.84	48.25	67.65
	Index	100	138	104	140	97	136
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	112	404	34	1238	78
	Weighted (000)	7736	545	1683	151	6052	394
	Horz %	100.00	7.04	21.76	1.95	78.24	5.09
	Vert %	3.17	3.79	1.43	1.90	4.79	6.13
	Index	100	120	45	60	151	193
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	2867	20163	1631	20017	1236
	Weighted (000)	200974	13546	95462	7408	105511	6138
	Horz %	100.00	6.74	47.50	3.69	52.50	3.05
	Vert %	82.34	94.35	81.05	93.38	83.54	95.55
	Index	100	115	98	113	101	116
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	1617	10025	876	10927	741
	Weighted (000)	106707	7888	47788	4137	58918	3751
	Horz %	100.00	7.39	44.78	3.88	55.22	3.52
	Vert %	43.72	54.95	40.57	52.15	46.65	58.40
	Index	100	126	93	119	107	134
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	1629	9447	876	9892	753
	Weighted (000)	97935	7874	44522	3914	53413	3961
	Horz %	100.00	8.04	45.46	4.00	54.54	4.04
	Vert %	40.12	54.85	37.80	49.33	42.29	61.66
	Index	100	137	94	123	105	154
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	2045	12866	1166	11859	879
	Weighted (000)	126500	9884	62393	5341	64107	4543
	Horz %	100.00	7.81	49.32	4.22	50.68	3.59
	Vert %	51.83	68.84	52.97	67.33	50.76	70.72
	Index	100	133	102	130	98	136

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

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Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt	15697	1246	7823	707	7874	539
	Weighted (000)	84080	6334	39914	3517	44166	2817
	Horz %	100.00	7.53	47.47	4.18	52.53	3.35
	Vert %	34.45	44.12	33.89	44.34	34.97	43.85
	Index	100	128	98	129	102	127
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt	11626	978	6471	592	5155	386
	Weighted (000)	61092	4952	32067	2863	29025	2089
	Horz %	100.00	8.11	52.49	4.69	47.51	3.42
	Vert %	25.03	34.49	27.22	36.09	22.98	32.52
	Index	100	138	109	144	92	130
Used a Mobile "App" - Past Month	Unwgt	25794	2135	13219	1205	12575	930
	Weighted (000)	128777	10443	62189	5740	66588	4703
	Horz %	100.00	8.11	48.29	4.46	51.71	3.65
	Vert %	52.76	72.74	52.80	72.36	52.72	73.21
	Index	100	138	100	137	100	139
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt	10912	594	5777	366	5135	228
	Weighted (000)	50128	2288	24847	1289	25281	999
	Horz %	100.00	4.56	49.57	2.57	50.43	1.99
	Vert %	20.54	15.93	21.10	16.25	20.02	15.55
	Index	100	78	103	79	97	76
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt	14245	842	6852	473	7393	369
	Weighted (000)	67106	3582	30235	1887	36871	1695
	Horz %	100.00	5.34	45.05	2.81	54.95	2.53
	Vert %	27.49	24.95	25.67	23.79	29.19	26.39
	Index	100	91	93	87	106	96
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt	19488	1638	10461	958	9027	680
	Weighted (000)	91290	7571	46056	4247	45234	3324
	Horz %	100.00	8.29	50.45	4.65	49.55	3.64
	Vert %	37.40	52.74	39.10	53.53	35.82	51.75
	Index	100	141	105	143	96	138
Read Classified Advertising in Weekday Newspaper	Unwgt	3772	202	1751	112	2021	90
	Weighted (000)	20084	909	9059	505	11024	404
	Horz %	100.00	4.52	45.11	2.51	54.89	2.01
	Vert %	8.23	6.33	7.69	6.37	8.73	6.28
	Index	100	77	93	77	106	76
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt	3758	226	1675	108	2083	118
	Weighted (000)	19510	1131	8252	521	11258	610
	Horz %	100.00	5.80	42.30	2.67	57.70	3.13
	Vert %	7.99	7.88	7.01	6.57	8.91	9.50
	Index	100	99	88	82	112	119
Read Advertisements in Weekday Newspaper	Unwgt	3812	219	1663	128	2149	91
	Weighted (000)	17916	928	7281	548	10635	380
	Horz %	100.00	5.18	40.64	3.06	59.36	2.12
	Vert %	7.34	6.46	6.18	6.91	8.42	5.91
	Index	100	88	84	94	115	81
Read Advertisements in Sunday/Weekend Newspaper	Unwgt	4633	287	1918	145	2715	142
	Weighted (000)	22092	1176	8259	553	13833	623
	Horz %	100.00	5.32	37.38	2.50	62.62	2.82
	Vert %	9.05	8.19	7.01	6.97	10.95	9.70
	Index	100	91	77	77	121	107
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt	5068	272	2004	134	3064	138
	Weighted (000)	23852	1105	8816	567	15037	538
	Horz %	100.00	4.63	36.96	2.38	63.04	2.26
	Vert %	9.77	7.70	7.48	7.14	11.91	8.38
	Index	100	79	77	73	122	86
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt	7203	428	2739	196	4464	232
	Weighted (000)	34013	1813	11663	717	22350	1096
	Horz %	100.00	5.33	34.29	2.11	65.71	3.22
	Vert %	13.93	12.63	9.90	9.03	17.70	17.07
	Index	100	91	71	65	127	122

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	229	2044	135	2147	94
	Weighted (000)	20652	913	9419	483	11233	430
	Horz %	100.00	4.42	45.61	2.34	54.39	2.08
	Vert %	8.46	6.36	8.00	6.09	8.89	6.69
	Index	100	75	95	72	105	79
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	508	4401	276	5138	232
	Weighted (000)	47372	2345	20433	1243	26940	1102
	Horz %	100.00	4.95	43.13	2.62	56.87	2.33
	Vert %	19.41	16.33	17.35	15.67	21.33	17.16
	Index	100	84	89	81	110	88
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
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
	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
	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
	Index	0	0	0	0	0	0
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	534	4333	337	3842	197
	Weighted (000)	42062	2681	21099	1609	20963	1072
	Horz %	100.00	6.37	50.16	3.83	49.84	2.55
	Vert %	17.23	18.67	17.91	20.28	16.60	16.68
	Index	100	108	104	118	96	97
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	362	2941	244	2493	118
	Weighted (000)	27750	1701	14430	1152	13321	550
	Horz %	100.00	6.13	52.00	4.15	48.00	1.98
	Vert %	11.37	11.85	12.25	14.52	10.55	8.56
	Index	100	104	108	128	93	75
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	367	3143	258	2282	109
	Weighted (000)	27941	1772	15561	1255	12381	517
	Horz %	100.00	6.34	55.69	4.49	44.31	1.85
	Vert %	11.45	12.34	13.21	15.82	9.80	8.04
	Index	100	108	115	138	86	70
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	385	3195	246	2612	139
	Weighted (000)	30170	1814	15891	1112	14279	702
	Horz %	100.00	6.01	52.67	3.69	47.33	2.33
	Vert %	12.36	12.63	13.49	14.02	11.31	10.93
	Index	100	102	109	113	91	88
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	323	2853	220	2194	103
	Weighted (000)	24469	1395	13265	931	11204	464
	Horz %	100.00	5.70	54.21	3.81	45.79	1.89
	Vert %	10.02	9.72	11.26	11.74	8.87	7.22
	Index	100	97	112	117	88	72
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	306	2629	214	1943	92
	Weighted (000)	23484	1496	12984	1059	10501	437
	Horz %	100.00	6.37	55.29	4.51	44.71	1.86
	Vert %	9.62	10.42	11.02	13.35	8.31	6.80
	Index	100	108	115	139	86	71

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6133	405	3320	256	2813	149
	Weighted (000)	30556	1916	15761	1180	14795	736
	Horz %	100.00	6.27	51.58	3.86	48.42	2.41
	Vert %	12.52	13.35	13.38	14.88	11.71	11.46
	Index	100	107	107	119	94	92
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4212	311	2599	220	1613	91
	Weighted (000)	21008	1487	12638	1048	8370	440
	Horz %	100.00	7.08	60.16	4.99	39.84	2.09
	Vert %	8.61	10.36	10.73	13.20	6.63	6.85
	Index	100	120	125	153	77	80
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	399	3444	264	2590	135
	Weighted (000)	31175	1962	16942	1286	14234	676
	Horz %	100.00	6.29	54.34	4.13	45.66	2.17
	Vert %	12.77	13.67	14.38	16.22	11.27	10.52
	Index	100	107	113	127	88	82
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	299	2539	193	2072	106
	Weighted (000)	23019	1477	12109	897	10909	580
	Horz %	100.00	6.41	52.61	3.90	47.39	2.52
	Vert %	9.43	10.28	10.28	11.31	8.64	9.02
	Index	100	109	109	120	92	96
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	4016	286	2310	180	1706	106
	Weighted (000)	19382	1357	10885	817	8496	540
	Horz %	100.00	7.00	56.16	4.22	43.84	2.79
	Vert %	7.94	9.46	9.24	10.30	6.73	8.41
	Index	100	119	116	130	85	106
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	315	2788	176	2711	139
	Weighted (000)	27407	1469	13342	759	14066	711
	Horz %	100.00	5.36	48.68	2.77	51.32	2.59
	Vert %	11.23	10.24	11.33	9.56	11.14	11.06
	Index	100	91	101	85	99	99
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	264	2363	177	1566	87
	Weighted (000)	17909	1040	10424	707	7485	333
	Horz %	100.00	5.81	58.21	3.95	41.79	1.86
	Vert %	7.34	7.25	8.85	8.92	5.93	5.18
	Index	100	99	121	122	81	71
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	707	4916	455	3474	252
	Weighted (000)	41042	3120	22712	2037	18330	1082
	Horz %	100.00	7.60	55.34	4.96	44.66	2.64
	Vert %	16.81	21.73	19.28	25.68	14.51	16.85
	Index	100	129	115	153	86	100
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3669	253	2128	169	1541	84
	Weighted (000)	18065	1121	10099	738	7966	383
	Horz %	100.00	6.21	55.90	4.09	44.10	2.12
	Vert %	7.40	7.81	8.57	9.31	6.31	5.96
	Index	100	106	116	126	85	81
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3552	255	2086	169	1466	86
	Weighted (000)	16785	1033	9475	653	7310	380
	Horz %	100.00	6.16	56.45	3.89	43.55	2.27
	Vert %	6.88	7.20	8.04	8.23	5.79	5.92
	Index	100	105	117	120	84	86
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	375	2889	245	2203	130
	Weighted (000)	25878	1902	13824	1171	12053	731
	Horz %	100.00	7.35	53.42	4.52	46.58	2.83
	Vert %	10.60	13.25	11.74	14.76	9.54	11.39
	Index	100	125	111	139	90	107
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	1775	12315	1044	11388	731
	Weighted (000)	117973	8193	57972	4622	60001	3570
	Horz %	100.00	6.94	49.14	3.92	50.86	3.03
	Vert %	48.33	57.06	49.22	58.27	47.51	55.58
	Index	100	118	102	121	98	115

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	10886	812	5916	484	4970	328
	Weighted (000)	50330	3639	26109	2063	24221	1576
	Horz %	100.00	7.23	51.88	4.10	48.12	3.13
	Vert %	20.62	25.35	22.17	26.00	19.18	24.53
	Index	100	123	108	126	93	119
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7328	558	4174	344	3154	214
	Weighted (000)	32843	2373	18004	1412	14838	961
	Horz %	100.00	7.23	54.82	4.30	45.18	2.93
	Vert %	13.46	16.53	15.29	17.80	11.75	14.96
	Index	100	123	114	132	87	111
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3849	253	2254	168	1595	85
	Weighted (000)	17102	1024	9977	669	7125	356
	Horz %	100.00	5.99	58.34	3.91	41.66	2.08
	Vert %	7.01	7.13	8.47	8.43	5.64	5.54
	Index	100	102	121	120	81	79
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	5892	402	3558	280	2334	122
	Weighted (000)	26219	1680	15564	1187	10655	494
	Horz %	100.00	6.41	59.36	4.53	40.64	1.88
	Vert %	10.74	11.70	13.21	14.96	8.44	7.68
	Index	100	109	123	139	79	72
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	3008	199	1859	154	1149	45
	Weighted (000)	14451	894	8852	672	5599	222
	Horz %	100.00	6.19	61.25	4.65	38.75	1.54
	Vert %	5.92	6.23	7.52	8.47	4.43	3.46
	Index	100	105	127	143	75	58
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7405	586	4598	389	2807	197
	Weighted (000)	36191	2575	21726	1679	14466	896
	Horz %	100.00	7.12	60.03	4.64	39.97	2.48
	Vert %	14.83	17.94	18.45	21.17	11.45	13.95
	Index	100	121	124	143	77	94
Have Seen Ads on Postcards - Past Month	Unwgt'd	5576	420	2856	250	2720	170
	Weighted (000)	26312	1792	13258	1047	13054	745
	Horz %	100.00	6.81	50.39	3.98	49.61	2.83
	Vert %	10.78	12.48	11.26	13.20	10.34	11.60
	Index	100	116	104	122	96	108
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	13421	965	6893	577	6528	388
	Weighted (000)	66442	4572	32223	2702	34219	1869
	Horz %	100.00	6.88	48.50	4.07	51.50	2.81
	Vert %	27.22	31.84	27.36	34.07	27.09	29.10
	Index	100	117	101	125	100	107
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8606	678	4572	414	4034	264
	Weighted (000)	42087	3039	21394	1872	20693	1167
	Horz %	100.00	7.22	50.83	4.45	49.17	2.77
	Vert %	17.24	21.17	18.16	23.60	16.38	18.16
	Index	100	123	105	137	95	105
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	10943	804	5666	479	5277	325
	Weighted (000)	53139	3600	26487	2196	26653	1404
	Horz %	100.00	6.77	49.84	4.13	50.16	2.64
	Vert %	21.77	25.08	22.49	27.68	21.10	21.86
	Index	100	115	103	127	97	100
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	1051	7927	629	7244	422
	Weighted (000)	76102	4988	37939	2919	38163	2069
	Horz %	100.00	6.55	49.85	3.84	50.15	2.72
	Vert %	31.18	34.74	32.21	36.79	30.22	32.21
	Index	100	111	103	118	97	103
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	744	5402	429	5185	315
	Weighted (000)	52205	3526	25466	1932	26739	1594
	Horz %	100.00	6.75	48.78	3.70	51.22	3.05
	Vert %	21.39	24.56	21.62	24.35	21.17	24.82
	Index	100	115	101	114	99	116

RAB/GFK MRI RADIO FORMAT PROFILE: ALTERNATIVE

		U.S. Adults 18+	Adults18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Alternative (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Alternative (Monday-Sunday 24-hour cume)
Have Seen Infomercials - Past Month	Unwgt'd	9871	683	5073	423	4798	260
	Weighted (000)	49119	3169	24353	1924	24766	1245
	Horz %	100.00	6.45	49.58	3.92	50.42	2.53
	Vert %	20.12	22.07	20.68	24.25	19.61	19.38
	Index	100	110	103	121	97	96
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	1347	9597	750	10035	597
	Weighted (000)	96299	5983	44442	3279	51856	2703
	Horz %	100.00	6.21	46.15	3.41	53.85	2.81
	Vert %	39.45	41.67	37.73	41.34	41.06	42.09
	Index	100	106	96	105	104	107
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4596	343	2751	242	1845	101
	Weighted (000)	24167	1756	14376	1241	9791	515
	Horz %	100.00	7.27	59.49	5.13	40.51	2.13
	Vert %	9.90	12.23	12.21	15.64	7.75	8.02
	Index	100	124	123	158	78	81
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	1250	9209	738	8614	512
	Weighted (000)	88092	5748	43604	3269	44489	2479
	Horz %	100.00	6.53	49.50	3.71	50.50	2.81
	Vert %	36.09	40.04	37.02	41.21	35.22	38.60
	Index	100	111	103	114	98	107
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	930	6124	578	5124	352
	Weighted (000)	56256	4343	29146	2599	27110	1744
	Horz %	100.00	7.72	51.81	4.62	48.19	3.10
	Vert %	23.05	30.25	24.75	32.76	21.46	27.15
	Index	100	131	107	142	93	118