

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgt	48168	3448	24457	1973	23711	1475
5		Weighted (000)	238155	16147	114766	8900	123389	7247
6		Horz %	100.00	6.78	48.19	3.74	51.81	3.04
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9	Male						*	*
10		Unwgt	24457	1973	24457	1973	0	0
11		Weighted (000)	114766	8900	114766	8900	0	0
12		Horz %	100.00	7.76	100.00	7.76	0.00	0.00
13		Vert %	48.19	55.12	100.00	100.00	0.00	0.00
14	Index	100	114	208	208	0	0	
15	Female				*	*		
16		Unwgt	23711	1475	0	0	23711	1475
17		Weighted (000)	123389	7247	0	0	123389	7247
18		Horz %	100.00	5.87	0.00	0.00	100.00	5.87
19		Vert %	51.81	44.88	0.00	0.00	100.00	100.00
20	Index	100	87	0	0	193	193	
21	Age 18-24							
22		Unwgt	3835	419	2176	266	1659	153
23		Weighted (000)	30197	3083	15211	1757	14986	1326
24		Horz %	100.00	10.21	50.37	5.82	49.63	4.39
25		Vert %	12.68	19.09	13.25	19.74	12.15	18.30
26	Index	100	151	105	156	96	144	
27	Age 25-34							
28		Unwgt	7986	882	4052	478	3934	404
29		Weighted (000)	42012	4337	20869	2372	21143	1965
30		Horz %	100.00	10.32	49.67	5.65	50.33	4.68
31		Vert %	17.64	26.86	18.18	26.65	17.14	27.12
32	Index	100	152	103	151	97	154	
33	Age 35-44							
34		Unwgt	8452	813	4443	484	4009	329
35		Weighted (000)	40087	3583	19682	2026	20405	1557
36		Horz %	100.00	8.94	49.10	5.05	50.90	3.88
37		Vert %	16.83	22.19	17.15	22.76	16.54	21.49
38	Index	100	132	102	135	98	128	
39	Age 45-54							
40		Unwgt	9050	731	4578	404	4472	327
41		Weighted (000)	43666	2752	21286	1501	22380	1251
42		Horz %	100.00	6.30	48.75	3.44	51.25	2.86
43		Vert %	18.33	17.04	18.55	16.86	18.14	17.26
44	Index	100	93	101	92	99	94	
45	Age 55-64							
46		Unwgt	8207	415	4240	236	3967	179
47		Weighted (000)	38818	1680	18503	879	20315	801
48		Horz %	100.00	4.33	47.67	2.27	52.33	2.06
49		Vert %	16.30	10.41	16.12	9.88	16.46	11.05
50	Index	100	64	99	61	101	68	
51	Age 65+							
52		Unwgt	10638	188	4968	105	5670	83
53		Weighted (000)	43374	712	19215	365	24160	347
54		Horz %	100.00	1.64	44.30	0.84	55.70	0.80
55		Vert %	18.21	4.41	16.74	4.10	19.58	4.78
56	Index	100	24	92	23	108	26	

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2								
57								
58		Unwgted	46644	3285	23528	1876	23116	1409
59	Age 21+	Weighted (000)	225241	14832	107990	8262	117251	6571
60		Horz %	100.00	6.59	47.94	3.67	52.06	2.92
61		Vert %	94.58	91.86	94.10	92.82	95.03	90.67
62		Index	100	97	99	98	100	96
63								
64	Age 18-34	Unwgted	11821	1301	6228	744	5593	557
65		Weighted (000)	72209	7420	36080	4129	36129	3291
66		Horz %	100.00	10.28	49.97	5.72	50.03	4.56
67		Vert %	30.32	45.95	31.44	46.39	29.28	45.42
68		Index	100	152	104	153	97	150
69								
70	Age 18-49	Unwgted	24702	2511	12939	1438	11763	1073
71		Weighted (000)	133505	12518	66134	6991	67371	5527
72		Horz %	100.00	9.38	49.54	5.24	50.46	4.14
73		Vert %	56.06	77.52	57.63	78.54	54.60	76.27
74		Index	100	138	103	140	97	136
75								
76	Age 25-54	Unwgted	25488	2426	13073	1366	12415	1060
77		Weighted (000)	125765	10672	61837	5899	63928	4773
78		Horz %	100.00	8.49	49.17	4.69	50.83	3.80
79		Vert %	52.81	66.09	53.88	66.28	51.81	65.86
80		Index	100	125	102	126	98	125
81								
82	Age 35-64	Unwgted	25709	1959	13261	1124	12448	835
83		Weighted (000)	122571	8015	59471	4406	63100	3609
84		Horz %	100.00	6.54	48.52	3.59	51.48	2.94
85		Vert %	51.47	49.64	51.82	49.51	51.14	49.80
86		Index	100	96	101	96	99	97
87								
88	Age 50+	Unwgted	23466	937	11518	535	11948	402
89		Weighted (000)	104649	3629	48631	1910	56018	1719
90		Horz %	100.00	3.47	46.47	1.82	53.53	1.64
91		Vert %	43.94	22.48	42.37	21.46	45.40	23.73
92		Index	100	51	96	49	103	54
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	36.60	45.80	36.40	47.40	36.80
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	35231	2925	17988	1667	17243	1258
101		Weighted (000)	176436	13859	85107	7618	91329	6241
102		Horz %	100.00	7.85	48.24	4.32	51.76	3.54
103		Vert %	74.08	85.83	74.16	85.59	74.02	86.12
104		Index	100	116	100	116	100	116
105								
106	Race: Black/African-American Only	Unwgted	5807	123	2719	65	3088	58
107		Weighted (000)	28531	590	13037	297	15494	293
108		Horz %	100.00	2.07	45.69	1.04	54.31	1.03
109		Vert %	11.98	3.65	11.36	3.34	12.56	4.04
110		Index	100	31	95	28	105	34

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2								
111								*
112		Unwgt	2180	98	1128	57	1052	41
113	Race: Asian	Weighted (000)	7671	395	3482	207	4189	188
114		Horz %	100.00	5.15	45.39	2.70	54.61	2.45
115		Vert %	3.22	2.45	3.03	2.33	3.39	2.59
116		Index	100	76	94	72	105	80
117								
118		Unwgt	7130	400	3750	241	3380	159
119	Race: Other Race/Multi-Racial	Weighted (000)	33187	1698	16622	986	16565	713
120		Horz %	100.00	5.12	50.09	2.97	49.91	2.15
121		Vert %	13.94	10.52	14.48	11.07	13.43	9.83
122		Index	100	75	104	79	96	71
123								
124		Unwgt	5677	376	2846	220	2831	156
125	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	35739	1832	17858	1060	17882	772
126		Horz %	100.00	5.13	49.97	2.97	50.03	2.16
127		Vert %	15.01	11.35	15.56	11.91	14.49	10.65
128		Index	100	76	104	79	97	71
129								
130		Unwgt	1612	180	851	102	761	78
131	Hispanic, Personally Speak Only English at Home	Weighted (000)	5378	568	2712	275	2667	293
132		Horz %	100.00	10.57	50.42	5.11	49.58	5.45
133		Vert %	2.26	3.52	2.36	3.09	2.16	4.05
134		Index	100	156	105	137	96	179
135								
136		Unwgt	1702	127	820	71	882	56
137	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Weighted (000)	9096	717	4752	451	4344	266
138		Horz %	100.00	7.89	52.24	4.96	47.76	2.93
139		Vert %	3.82	4.44	4.14	5.07	3.52	3.67
140		Index	100	116	108	133	92	96
141				*		*		*
142		Unwgt	897	10	420	7	477	3
143	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10398	107	5173	59	5225	49
144		Horz %	100.00	1.03	49.75	0.57	50.25	0.47
145		Vert %	4.37	0.67	4.51	0.66	4.23	0.67
146		Index	100	15	103	15	97	15
147				*		*		*
148		Unwgt	1355	48	702	33	653	15
149	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Weighted (000)	8786	334	4447	220	4340	113
150		Horz %	100.00	3.80	50.61	2.51	49.39	1.29
151		Vert %	3.69	2.07	3.87	2.48	3.52	1.56
152		Index	100	56	105	67	95	42
153				*	*	*	*	*
154		Unwgt	84	11	41	7	43	4
155	Hispanic, Personally Speak Spanish and English Equally at Home	Weighted (000)	1523	105	602	55	920	50
156		Horz %	100.00	6.90	39.56	3.60	60.44	3.30
157		Vert %	0.64	0.65	0.52	0.62	0.75	0.69
158		Index	100	102	82	96	117	108
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt	6749	527	3535	259	3214	268
161		Weighted (000)	24693	1954	11947	873	12745	1081
162		Horz %	100.00	7.91	48.38	3.53	51.62	4.38
163		Vert %	10.37	12.10	10.41	9.80	10.33	14.92
164		Index	100	117	100	95	100	144

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt	10897	990	5594	532	5303	458
167		Weighted (000)	43976	3869	21010	2052	22966	1817
168		Horz %	100.00	8.80	47.78	4.67	52.22	4.13
169		Vert %	18.47	23.96	18.31	23.06	18.61	25.07
170		Index	100	130	99	125	101	136
171								
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt	2492	200	1055	99	1437	101
173		Weighted (000)	10385	821	4055	385	6330	436
174		Horz %	100.00	7.91	39.05	3.71	60.95	4.20
175		Vert %	4.36	5.09	3.53	4.33	5.13	6.02
176		Index	100	117	81	99	118	138
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt	3108	232	1466	139	1642	93
179		Weighted (000)	12939	988	5528	557	7411	431
180		Horz %	100.00	7.63	42.72	4.30	57.28	3.33
181		Vert %	5.43	6.12	4.82	6.26	6.01	5.95
182		Index	100	113	89	115	111	109
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt	10167	840	5138	513	5029	327
185		Weighted (000)	45323	3952	21898	2170	23425	1782
186		Horz %	100.00	8.72	48.32	4.79	51.68	3.93
187		Vert %	19.03	24.47	19.08	24.38	18.98	24.59
188		Index	100	129	100	128	100	129
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt	10627	503	5465	318	5162	185
190		Weighted (000)	70635	3332	34949	1962	35686	1370
191		Horz %	100.00	4.72	49.48	2.78	50.52	1.94
192		Vert %	29.66	20.64	30.45	22.05	28.92	18.90
193		Index	100	70	103	74	98	64
194								
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt	4128	156	2204	113	1924	43
196		Weighted (000)	30203	1232	15378	902	14825	330
197		Horz %	100.00	4.08	50.91	2.99	49.09	1.09
198		Vert %	12.68	7.63	13.40	10.13	12.02	4.55
199		Index	100	60	106	80	95	36
200								
201	Currently Attending College or University	Unwgt	3489	344	1681	182	1808	162
202		Weighted (000)	19251	1941	8953	974	10297	967
203		Horz %	100.00	10.08	46.51	5.06	53.49	5.03
204		Vert %	8.08	12.02	7.80	10.94	8.35	13.35
205		Index	100	149	97	135	103	165
206								
207	Employed Full Time	Unwgt	24693	2287	14836	1480	9857	807
208		Weighted (000)	114968	9912	66238	6346	48730	3566
209		Horz %	100.00	8.62	57.61	5.52	42.39	3.10
210		Vert %	48.27	61.38	57.72	71.30	39.49	49.21
211		Index	100	127	120	148	82	102
212								
213	Employed Part Time	Unwgt	5566	479	2103	177	3463	302
214		Weighted (000)	28629	2337	10048	839	18582	1498
215		Horz %	100.00	8.16	35.10	2.93	64.90	5.23
216		Vert %	12.02	14.47	8.75	9.43	15.06	20.67
217		Index	100	120	73	78	125	172
218								

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2								
219	Not Employed							
220		Unwgted	17909	682	7518	316	10391	366
221		Weighted (000)	94557	3898	38480	1716	56077	2183
222		Horz %	100.00	4.12	40.70	1.81	59.30	2.31
223		Vert %	39.70	24.14	33.53	19.28	45.45	30.12
224	Index	100	61	84	49	114	76	
225	Temporarily Unemployed							
226		Unwgted	2163	168	1076	82	1087	86
227		Weighted (000)	14225	1051	7394	521	6830	530
228		Horz %	100.00	7.39	51.98	3.66	48.02	3.73
229		Vert %	5.97	6.51	6.44	5.86	5.54	7.31
230	Index	100	109	108	98	93	122	
231	Retired from Employment							
232		Unwgted	10300	210	4886	122	5414	88
233		Weighted (000)	44807	885	20795	479	24012	406
234		Horz %	100.00	1.98	46.41	1.07	53.59	0.91
235		Vert %	18.81	5.48	18.12	5.38	19.46	5.60
236	Index	100	29	96	29	103	30	
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	143	63	9	2389	134
239		Weighted (000)	16222	857	415	46	15807	811
240		Horz %	100.00	5.28	2.56	0.28	97.44	5.00
241		Vert %	6.81	5.31	0.36	0.52	12.81	11.19
242	Index	100	78	5	8	188	164	
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	725	3516	356	3948	369
245		Weighted (000)	32463	3079	13816	1447	18647	1632
246		Horz %	100.00	9.48	42.56	4.46	57.44	5.03
247		Vert %	13.63	19.07	12.04	16.26	15.11	22.52
248	Index	100	140	88	119	111	165	
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	661	3914	403	2381	258
251		Weighted (000)	23158	2390	13110	1355	10048	1035
252		Horz %	100.00	10.32	56.61	5.85	43.39	4.47
253		Vert %	9.72	14.80	11.42	15.22	8.14	14.29
254	Index	100	152	117	157	84	147	
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	485	2267	228	3680	257
257		Weighted (000)	32581	2556	12510	1279	20071	1277
258		Horz %	100.00	7.85	38.40	3.93	61.60	3.92
259		Vert %	13.68	15.83	10.90	14.37	16.27	17.62
260	Index	100	116	80	105	119	129	
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	269	2431	263	87	6
263		Weighted (000)	13283	1328	12692	1296	591	32
264		Horz %	100.00	10.00	95.55	9.76	4.45	0.24
265		Vert %	5.58	8.23	11.06	14.56	0.48	0.44
266	Index	100	147	198	261	9	8	
267	Occupation: Other Employed							
268		Unwgted	8035	626	4811	407	3224	219
269		Weighted (000)	42112	2896	24157	1808	17955	1088
270		Horz %	100.00	6.88	57.36	4.29	42.64	2.58
271		Vert %	17.68	17.93	21.05	20.31	14.55	15.01
272	Index	100	101	119	115	82	85	

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2								
273								*
274		Unwgt	1652	127	995	80	657	47
275	Household Income:	Weighted (000)	6409	470	3331	288	3078	182
276	\$250,000+	Horz %	100.00	7.34	51.98	4.50	48.02	2.84
277		Vert %	2.69	2.91	2.90	3.24	2.49	2.51
278		Index	100	108	108	120	93	93
279								
280		Unwgt	1403	150	802	82	601	68
281	Household Income: \$200,000-	Weighted (000)	5818	651	2971	305	2847	346
282	\$249,999	Horz %	100.00	11.20	51.06	5.25	48.94	5.95
283		Vert %	2.44	4.03	2.59	3.43	2.31	4.78
284		Index	100	165	106	140	94	196
285								
286	Household Income: \$150,000-	Unwgt	3416	316	2002	196	1414	120
287	\$199,999	Weighted (000)	15518	1367	7893	745	7625	622
288		Horz %	100.00	8.81	50.87	4.80	49.13	4.01
289		Vert %	6.52	8.46	6.88	8.37	6.18	8.58
290		Index	100	130	106	128	95	132
291								
292		Unwgt	7088	696	4096	426	2992	270
293	Household Income: \$100,000-	Weighted (000)	36360	3380	18625	1942	17735	1439
294	\$149,999	Horz %	100.00	9.30	51.22	5.34	48.78	3.96
295		Vert %	15.27	20.94	16.23	21.82	14.37	19.85
296		Index	100	137	106	143	94	130
297								
298		Unwgt	6291	540	3511	310	2780	230
299	Household Income: \$75,000-	Weighted (000)	31892	2612	16159	1368	15732	1244
300	\$99,999	Horz %	100.00	8.19	50.67	4.29	49.33	3.90
301		Vert %	13.39	16.18	14.08	15.37	12.75	17.16
302		Index	100	121	105	115	95	128
303								
304		Unwgt	5133	405	2676	236	2457	169
305	Household Income: \$60,000-	Weighted (000)	25163	1872	12461	1103	12702	769
306	\$74,999	Horz %	100.00	7.44	49.52	4.38	50.48	3.05
307		Vert %	10.57	11.59	10.86	12.40	10.29	10.60
308		Index	100	110	103	117	97	100
309								
310		Unwgt	3809	263	1962	138	1847	125
311	Household Income: \$50,000-	Weighted (000)	18825	1278	9277	668	9548	610
312	\$59,999	Horz %	100.00	6.79	49.28	3.55	50.72	3.24
313		Vert %	7.90	7.92	8.08	7.51	7.74	8.42
314		Index	100	100	102	95	98	106
315								
316		Unwgt	4740	297	2353	166	2387	131
317	Household Income: \$40,000-	Weighted (000)	20651	1248	10068	683	10584	565
318	\$49,999	Horz %	100.00	6.04	48.75	3.31	51.25	2.73
319		Vert %	8.67	7.73	8.77	7.67	8.58	7.79
320		Index	100	89	101	88	99	90
321								
322		Unwgt	4631	246	2090	130	2541	116
323	Household Income: \$30,000-	Weighted (000)	22417	1162	10701	602	11716	561
324	\$39,999	Horz %	100.00	5.18	47.74	2.68	52.26	2.50
325		Vert %	9.41	7.20	9.32	6.76	9.49	7.74
326		Index	100	76	99	72	101	82

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)
2								
327								
328		Unwgted	4429	222	1882	122	2547	100
329	Household Income: \$20,000-	Weighted (000)	22639	1086	10224	618	12416	468
330	\$29,999	Horz %	100.00	4.79	45.16	2.73	54.84	2.07
331		Vert %	9.51	6.72	8.91	6.94	10.06	6.45
332		Index	100	71	94	73	106	68
333								
334		Unwgted	5576	186	2088	87	3488	99
335	Household Income: Under	Weighted (000)	32463	1021	13056	578	19407	443
336	\$20,000	Horz %	100.00	3.15	40.22	1.78	59.78	1.37
337		Vert %	13.63	6.32	11.38	6.49	15.73	6.12
338		Index	100	46	83	48	115	45
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	78.90	64.90	78.60	57.90	79.20
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	1115	6285	658	5408	457
347	Marital Status: Single, Never	Weighted (000)	65997	6139	35246	3578	30751	2561
348	Married	Horz %	100.00	9.30	53.41	5.42	46.59	3.88
349		Vert %	27.71	38.02	30.71	40.20	24.92	35.34
350		Index	100	137	111	145	90	128
351								
352		Unwgted	24820	1742	14100	1041	10720	701
353	Marital Status: Currently	Weighted (000)	126882	7951	63254	4350	63629	3601
354	Married	Horz %	100.00	6.27	49.85	3.43	50.15	2.84
355		Vert %	53.28	49.24	55.12	48.87	51.57	49.70
356		Index	100	92	103	92	97	93
357								
358		Unwgted	7777	518	3127	251	4650	267
359	Marital Status: Divorced or	Weighted (000)	30608	1797	12849	884	17759	913
360	Legally Separated	Horz %	100.00	5.87	41.98	2.89	58.02	2.98
361		Vert %	12.85	11.13	11.20	9.93	14.39	12.60
362		Index	100	87	87	77	112	98
363						*		
364		Unwgted	3878	73	945	23	2933	50
365	Marital Status: Widowed	Weighted (000)	14666	260	3416	88	11250	171
366		Horz %	100.00	1.77	23.29	0.60	76.71	1.17
367		Vert %	6.16	1.61	2.98	0.99	9.12	2.36
368		Index	100	26	48	16	148	38
369								
370		Unwgted	1983	162	1032	95	951	67
371	Marital Status: Engaged to Be	Weighted (000)	11217	866	5384	487	5833	379
372	Married	Horz %	100.00	7.72	48.00	4.34	52.00	3.38
373		Vert %	4.71	5.36	4.69	5.47	4.73	5.23
374		Index	100	114	100	116	100	111
375								
376	Marital Status: Living with	Unwgted	3313	321	1820	197	1493	124
377	Partner/Fiancé/Boyfriend or	Weighted (000)	20943	1837	10281	1030	10662	807
378	Girlfriend (Same or Opposite	Horz %	100.00	8.77	49.09	4.92	50.91	3.86
379	Sex)	Vert %	8.79	11.38	8.96	11.57	8.64	11.14
380		Index	100	129	102	132	98	127

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)
2								
381								
382		Unwgted	17843	1640	8707	887	9136	753
383	Any Child(ren) Under Age 18	Weighted (000)	94619	7902	42720	4067	51899	3835
384	Living at Home	Horz %	100.00	8.35	45.15	4.30	54.85	4.05
385		Vert %	39.73	48.94	37.22	45.69	42.06	52.92
386		Index	100	123	94	115	106	133
387								
388		Unwgted	7219	697	3511	358	3708	339
389	1 Child Under Age 18	Weighted (000)	38752	3614	17649	1827	21103	1787
390	Currently Living at Home	Horz %	100.00	9.33	45.54	4.71	54.46	4.61
391		Vert %	16.27	22.38	15.38	20.52	17.10	24.66
392		Index	100	138	95	126	105	152
393								
394		Unwgted	6632	611	3312	338	3320	273
395	2 Children Under Age 18	Weighted (000)	33339	2632	15370	1294	17969	1337
396	Currently Living at Home	Horz %	100.00	7.89	46.10	3.88	53.90	4.01
397		Vert %	14.00	16.30	13.39	14.54	14.56	18.46
398		Index	100	116	96	104	104	132
399								
400		Unwgted	2738	240	1283	134	1455	106
401	3 Children Under Age 18	Weighted (000)	14851	1177	6431	684	8420	493
402	Currently Living at Home	Horz %	100.00	7.92	43.31	4.61	56.69	3.32
403		Vert %	6.24	7.29	5.60	7.69	6.82	6.80
404		Index	100	117	90	123	109	109
405						*		*
406		Unwgted	882	69	427	41	455	28
407	4 Children Under Age 18	Weighted (000)	5223	345	2303	185	2920	160
408	Currently Living at Home	Horz %	100.00	6.61	44.10	3.55	55.90	3.06
409		Vert %	2.19	2.14	2.01	2.08	2.37	2.21
410		Index	100	97	92	95	108	101
411				*		*		*
412		Unwgted	372	23	174	16	198	7
413	5 or More Children Under Age 18	Weighted (000)	2454	134	967	76	1487	58
414	Currently Living at Home	Horz %	100.00	5.47	39.40	3.11	60.60	2.36
415		Vert %	1.03	0.83	0.84	0.86	1.21	0.80
416		Index	100	81	82	83	117	78
417								
418		Unwgted	33340	2460	17386	1407	15954	1053
419	Own Home/Residence	Weighted (000)	157962	11208	76483	5986	81479	5223
420		Horz %	100.00	7.10	48.42	3.79	51.58	3.31
421		Vert %	66.33	69.41	66.64	67.25	66.03	72.07
422		Index	100	105	100	101	100	109
423								
424		Unwgted	14260	954	6787	548	7473	406
425	Rent Home/Residence	Weighted (000)	77153	4759	36837	2833	40316	1926
426		Horz %	100.00	6.17	47.75	3.67	52.25	2.50
427		Vert %	32.40	29.47	32.10	31.83	32.67	26.57
428		Index	100	91	99	98	101	82
429				*		*		*
430		Unwgted	568	34	284	18	284	16
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	180	1445	81	1594	99
432		Horz %	100.00	5.93	47.54	2.68	52.46	3.25
433		Vert %	1.28	1.12	1.26	0.91	1.29	1.36
434		Index	100	87	99	72	101	107

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

	A	B	C	D	E	F	G	H
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2								
435	Census Region: North East							
436		Unwgted	11308	614	5685	366	5623	248
437		Weighted (000)	43253	2347	20622	1334	22631	1013
438		Horz %	100.00	5.43	47.68	3.08	52.32	2.34
439		Vert %	18.16	14.54	17.97	14.99	18.34	13.98
440		Index	100	80	99	83	101	77
441	Census Region: South							
442		Unwgted	16124	729	8035	413	8089	316
443		Weighted (000)	89346	4225	42766	2439	46580	1786
444		Horz %	100.00	4.73	47.87	2.73	52.13	2.00
445		Vert %	37.52	26.17	37.26	27.40	37.75	24.65
446		Index	100	70	99	73	101	66
447	Census Region: Midwest							
448		Unwgted	10891	1019	5544	576	5347	443
449		Weighted (000)	51282	4023	24805	2139	26477	1884
450		Horz %	100.00	7.84	48.37	4.17	51.63	3.67
451		Vert %	21.53	24.91	21.61	24.04	21.46	25.99
452		Index	100	116	100	112	100	121
453	Census Region: West							
454		Unwgted	9845	1086	5193	618	4652	468
455		Weighted (000)	54273	5551	26572	2987	27701	2564
456		Horz %	100.00	10.23	48.96	5.50	51.04	4.72
457		Vert %	22.79	34.38	23.15	33.57	22.45	35.38
458		Index	100	151	102	147	99	155
459	Census Sub-Region: New England							
460		Unwgted	2844	286	1449	160	1395	126
461		Weighted (000)	11320	1172	5419	603	5901	570
462		Horz %	100.00	10.36	47.87	5.32	52.13	5.03
463		Vert %	4.75	7.26	4.72	6.77	4.78	7.86
464		Index	100	153	99	142	101	165
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	328	4236	206	4228	122
467		Weighted (000)	31933	1175	15203	732	16730	443
468		Horz %	100.00	3.68	47.61	2.29	52.39	1.39
469		Vert %	13.41	7.28	13.25	8.22	13.56	6.12
470		Index	100	54	99	61	101	46
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	313	4475	177	4641	136
473		Weighted (000)	45960	1976	21872	1138	24087	838
474		Horz %	100.00	4.30	47.59	2.48	52.41	1.82
475		Vert %	19.30	12.24	19.06	12.78	19.52	11.56
476		Index	100	63	99	66	101	60
477	Census Sub-Region: East South Central							*
478		Unwgted	2066	91	1066	59	1000	32
479		Weighted (000)	14946	667	7248	438	7697	229
480		Horz %	100.00	4.47	48.50	2.93	51.50	1.53
481		Vert %	6.28	4.13	6.32	4.92	6.24	3.16
482		Index	100	66	101	78	99	50
483	Census Sub-Region: West South Central							
484		Unwgted	4942	325	2494	177	2448	148
485		Weighted (000)	28441	1582	13646	863	14795	719
486		Horz %	100.00	5.56	47.98	3.03	52.02	2.53
487		Vert %	11.94	9.80	11.89	9.70	11.99	9.92
488		Index	100	82	100	81	100	83

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

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2								
489	Census Sub-Region: East North Central							
490		Unwgted	8456	801	4267	451	4189	350
491		Weighted (000)	35650	2751	16892	1433	18758	1318
492		Horz %	100.00	7.72	47.38	4.02	52.62	3.70
493		Vert %	14.97	17.03	14.72	16.10	15.20	18.19
494	Index	100	114	98	108	102	121	
495	Census Sub-Region: West North Central							
496		Unwgted	2435	218	1277	125	1158	93
497		Weighted (000)	15632	1272	7913	707	7719	566
498		Horz %	100.00	8.14	50.62	4.52	49.38	3.62
499		Vert %	6.56	7.88	6.90	7.94	6.26	7.81
500	Index	100	120	105	121	95	119	
501	Census Sub-Region: Mountain							
502		Unwgted	2321	229	1229	144	1092	85
503		Weighted (000)	16500	1530	8176	911	8324	619
504		Horz %	100.00	9.28	49.55	5.52	50.45	3.75
505		Vert %	6.93	9.48	7.12	10.24	6.75	8.54
506	Index	100	137	103	148	97	123	
507	Census Sub-Region: Pacific							
508		Unwgted	7524	857	3964	474	3560	383
509		Weighted (000)	37774	4021	18396	2076	19378	1945
510		Horz %	100.00	10.65	48.70	5.50	51.30	5.15
511		Vert %	15.86	24.90	16.03	23.33	15.70	26.84
512	Index	100	157	101	147	99	169	
513	County Size: A							
514		Unwgted	26679	2167	13529	1197	13150	970
515		Weighted (000)	99155	8007	47699	4245	51456	3762
516		Horz %	100.00	8.08	48.11	4.28	51.89	3.79
517		Vert %	41.63	49.59	41.56	47.70	41.70	51.91
518	Index	100	119	100	115	100	125	
519	County Size: B							
520		Unwgted	12036	868	6063	535	5973	333
521		Weighted (000)	70767	5213	34009	3024	36758	2189
522		Horz %	100.00	7.37	48.06	4.27	51.94	3.09
523		Vert %	29.71	32.29	29.63	33.98	29.79	30.21
524	Index	100	109	100	114	100	102	
525	County Size: C/D							
526		Unwgted	9453	413	4865	241	4588	172
527		Weighted (000)	68232	2927	33058	1631	35175	1296
528		Horz %	100.00	4.29	48.45	2.39	51.55	1.90
529		Vert %	28.65	18.13	28.80	18.32	28.51	17.89
530	Index	100	63	101	64	99	62	
531	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)							
532		Unwgted	1292	1292	710	710	582	582
533		Weighted (000)	5120	5120	2746	2746	2374	2374
534		Horz %	100.00	100.00	53.63	53.63	46.37	46.37
535		Vert %	2.15	31.71	2.39	30.85	1.92	32.76
536	Index	100	1475	111	1435	90	1524	
537	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)							
538		Unwgted	8429	1007	3621	456	4808	551
539		Weighted (000)	40779	4491	16635	1985	24144	2506
540		Horz %	100.00	11.01	40.79	4.87	59.21	6.14
541		Vert %	17.12	27.81	14.49	22.30	19.57	34.58
542	Index	100	162	85	130	114	202	

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2								
543								
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt	1278	222	715	133	563	89
545		Weighted (000)	7030	1063	3657	605	3373	459
546		Horz %	100.00	15.13	52.02	8.60	47.98	6.53
547		Vert %	2.95	6.59	3.19	6.79	2.73	6.33
548		Index	100	223	108	230	93	214
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt	389	13	186	6	203	7
551		Weighted (000)	2075	78	838	17	1237	61
552		Horz %	100.00	3.78	40.41	0.82	59.59	2.96
553		Vert %	0.87	0.49	0.73	0.19	1.00	0.85
554		Index	100	56	84	22	115	97
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt	3031	188	1797	122	1234	66
557		Weighted (000)	8416	585	4632	355	3784	230
558		Horz %	100.00	6.95	55.04	4.22	44.96	2.73
559		Vert %	3.53	3.62	4.04	3.99	3.07	3.17
560		Index	100	102	114	113	87	90
561								*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt	3523	384	2871	317	652	67
563		Weighted (000)	12663	1254	9964	1056	2698	198
564		Horz %	100.00	9.90	78.69	8.34	21.31	1.57
565		Vert %	5.32	7.77	8.68	11.86	2.19	2.74
566		Index	100	146	163	223	41	51
567								*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt	988	73	663	54	325	19
569		Weighted (000)	4277	344	2782	241	1494	102
570		Horz %	100.00	8.04	65.06	5.64	34.94	2.39
571		Vert %	1.80	2.13	2.42	2.71	1.21	1.41
572		Index	100	119	135	151	67	79
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt	3448	3448	1973	1973	1475	1475
575		Weighted (000)	16147	16147	8900	8900	7247	7247
576		Horz %	100.00	100.00	55.12	55.12	44.88	44.88
577		Vert %	6.78	100.00	7.76	100.00	5.87	100.00
578		Index	100	1475	114	1475	87	1475
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt	8864	1033	3987	511	4877	522
581		Weighted (000)	46661	5118	19823	2451	26837	2667
582		Horz %	100.00	10.97	42.48	5.25	57.52	5.72
583		Vert %	19.59	31.70	17.27	27.54	21.75	36.80
584		Index	100	162	88	141	111	188
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt	2856	335	1569	190	1287	145
587		Weighted (000)	13017	1409	7079	866	5938	543
588		Horz %	100.00	10.82	54.38	6.66	45.62	4.17
589		Vert %	5.47	8.73	6.17	9.73	4.81	7.49
590		Index	100	160	113	178	88	137
591								
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3781	599	2511	396	1270	203
593		Weighted (000)	18048	2874	11714	1956	6334	918
594		Horz %	100.00	15.92	64.90	10.84	35.10	5.09
595		Vert %	7.58	17.80	10.21	21.97	5.13	12.67
596		Index	100	235	135	290	68	167

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2								
597								
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt	1442	145	755	94	687	51
599		Weighted (000)	5709	565	2958	388	2752	177
600		Horz %	100.00	9.89	51.81	6.79	48.19	3.10
601		Vert %	2.40	3.50	2.58	4.36	2.23	2.44
602		Index	100	146	108	182	93	102
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	8237	615	4003	354	4234	261
605		Weighted (000)	46833	3200	21488	1783	25345	1417
606		Horz %	100.00	6.83	45.88	3.81	54.12	3.03
607		Vert %	19.66	19.82	18.72	20.03	20.54	19.56
608		Index	100	101	95	102	104	99
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt	285	17	147	11	138	6
611		Weighted (000)	1065	62	495	32	570	30
612		Horz %	100.00	5.85	46.46	3.01	53.54	2.84
613		Vert %	0.45	0.39	0.43	0.36	0.46	0.42
614		Index	100	86	96	81	103	93
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt	714	10	264	5	450	5
617		Weighted (000)	3659	54	1332	35	2327	18
618		Horz %	100.00	1.47	36.41	0.97	63.59	0.50
619		Vert %	1.54	0.33	1.16	0.40	1.89	0.25
620		Index	100	22	76	26	123	17
621								
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	2223	142	1107	84	1116	58
623		Weighted (000)	15844	740	7607	414	8236	326
624		Horz %	100.00	4.67	48.01	2.61	51.99	2.06
625		Vert %	6.65	4.59	6.63	4.65	6.68	4.50
626		Index	100	69	100	70	100	68
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt	3669	477	1436	184	2233	293
629		Weighted (000)	17141	2090	6212	800	10929	1290
630		Horz %	100.00	12.20	36.24	4.67	63.76	7.53
631		Vert %	7.20	12.95	5.41	8.99	8.86	17.80
632		Index	100	180	75	125	123	247
633								*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt	787	91	460	56	327	35
635		Weighted (000)	2899	303	1579	177	1320	126
636		Horz %	100.00	10.46	54.47	6.12	45.53	4.34
637		Vert %	1.22	1.88	1.38	1.99	1.07	1.74
638		Index	100	154	113	164	88	143
639								*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt	915	75	515	51	400	24
641		Weighted (000)	7068	394	3599	242	3469	152
642		Horz %	100.00	5.58	50.92	3.43	49.08	2.15
643		Vert %	2.97	2.44	3.14	2.72	2.81	2.10
644		Index	100	82	106	92	95	71
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt	6215	542	3816	366	2399	176
647		Weighted (000)	23523	2115	14154	1392	9369	723
648		Horz %	100.00	8.99	60.17	5.92	39.83	3.07
649		Vert %	9.88	13.10	12.33	15.64	7.59	9.97
650		Index	100	133	125	158	77	101

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)
2								
651								
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	114	952	64	936	50
653		Weighted (000)	9927	548	4669	272	5258	276
654		Horz %	100.00	5.52	47.04	2.74	52.96	2.78
655		Vert %	4.17	3.39	4.07	3.06	4.26	3.81
656		Index	100	81	98	73	102	91
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	311	1372	169	1196	142
659		Weighted (000)	10435	1340	5282	705	5153	635
660		Horz %	100.00	12.84	50.62	6.75	49.38	6.09
661		Vert %	4.38	8.30	4.60	7.92	4.18	8.77
662		Index	100	189	105	181	95	200
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	365	1596	189	2353	176
665		Weighted (000)	19990	1743	7792	896	12198	847
666		Horz %	100.00	8.72	38.98	4.48	61.02	4.24
667		Vert %	8.39	10.80	6.79	10.07	9.89	11.69
668		Index	100	129	81	120	118	139
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	312	1404	163	1472	149
671		Weighted (000)	15341	1722	7412	874	7930	848
672		Horz %	100.00	11.23	48.31	5.69	51.69	5.53
673		Vert %	6.44	10.67	6.46	9.82	6.43	11.71
674		Index	100	166	100	152	100	182
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	726	2680	474	1590	252
677		Weighted (000)	20195	3495	12063	2160	8132	1335
678		Horz %	100.00	17.31	59.73	10.70	40.27	6.61
679		Vert %	8.48	21.65	10.51	24.27	6.59	18.42
680		Index	100	255	124	286	78	217
681						*	*	
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	66	429	27	733	39
683		Weighted (000)	5686	345	2013	117	3672	228
684		Horz %	100.00	6.07	35.41	2.05	64.59	4.02
685		Vert %	2.39	2.14	1.75	1.31	2.98	3.15
686		Index	100	90	73	55	125	132
687				*		*	*	
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	42	319	26	365	16
689		Weighted (000)	4664	229	2063	138	2601	90
690		Horz %	100.00	4.90	44.23	2.96	55.77	1.94
691		Vert %	1.96	1.42	1.80	1.55	2.11	1.25
692		Index	100	72	92	79	108	64
693				*		*	*	
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	3	129	2	177	1
695		Weighted (000)	1821	32	910	26	911	6
696		Horz %	100.00	1.74	49.96	1.41	50.04	0.33
697		Vert %	0.76	0.20	0.79	0.29	0.74	0.08
698		Index	100	26	104	38	97	11
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	310	2494	173	2807	137
701		Weighted (000)	27306	1754	12722	937	14585	817
702		Horz %	100.00	6.42	46.59	3.43	53.41	2.99
703		Vert %	11.47	10.86	11.09	10.53	11.82	11.27
704		Index	100	95	97	92	103	98

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)
2								
705						*		*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2414	82	1035	42	1379	40
707		Weighted (000)	10854	388	4643	195	6211	192
708		Horz %	100.00	3.57	42.78	1.80	57.22	1.77
709		Vert %	4.56	2.40	4.05	2.20	5.03	2.66
710		Index	100	53	89	48	110	58
711								
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2034	123	1018	66	1016	57
713		Weighted (000)	12023	865	5724	389	6299	475
714		Horz %	100.00	7.19	47.61	3.24	52.39	3.95
715		Vert %	5.05	5.36	4.99	4.38	5.11	6.56
716		Index	100	106	99	87	101	130
717								*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt	1259	160	706	112	553	48
719		Weighted (000)	6468	749	3593	538	2875	210
720		Horz %	100.00	11.58	55.55	8.32	44.45	3.25
721		Vert %	2.72	4.64	3.13	6.05	2.33	2.90
722		Index	100	171	115	223	86	107
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt	40105	3321	20746	1909	19359	1412
725		Weighted (000)	195910	15536	96272	8661	99638	6875
726		Horz %	100.00	7.93	49.14	4.42	50.86	3.51
727		Vert %	82.26	96.21	83.89	97.31	80.75	94.88
728		Index	100	117	102	118	98	115
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt	25006	2273	13440	1331	11566	942
731		Weighted (000)	118698	10216	60364	5708	58335	4508
732		Horz %	100.00	8.61	50.85	4.81	49.15	3.80
733		Vert %	49.84	63.27	52.60	64.13	47.28	62.21
734		Index	100	127	106	129	95	125
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt	17883	1519	9422	877	8461	642
737		Weighted (000)	88241	7126	44427	4072	43814	3053
738		Horz %	100.00	8.08	50.35	4.61	49.65	3.46
739		Vert %	37.05	44.13	38.71	45.75	35.51	42.14
740		Index	100	119	104	123	96	114
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt	21483	2148	11583	1268	9900	880
743		Weighted (000)	102780	9840	52607	5677	50173	4163
744		Horz %	100.00	9.57	51.18	5.52	48.82	4.05
745		Vert %	43.16	60.94	45.84	63.78	40.66	57.45
746		Index	100	141	106	148	94	133
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt	7300	692	3947	406	3353	286
749		Weighted (000)	36869	3321	19177	1946	17692	1375
750		Horz %	100.00	9.01	52.01	5.28	47.99	3.73
751		Vert %	15.48	20.57	16.71	21.86	14.34	18.97
752		Index	100	133	108	141	93	123
753								
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt	2363	212	1456	128	907	84
755		Weighted (000)	12089	1010	7351	605	4738	405
756		Horz %	100.00	8.35	60.81	5.00	39.19	3.35
757		Vert %	5.08	6.25	6.41	6.80	3.84	5.59
758		Index	100	123	126	134	76	110

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

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2								
759								
760		Unwgted	15477	1314	8106	743	7371	571
761	Radio Daypart Cumes:	Weighted (000)	74270	5864	37528	3258	36742	2606
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	7.90	50.53	4.39	49.47	3.51
763		Vert %	31.19	36.32	32.70	36.60	29.78	35.96
764		Index	100	116	105	117	95	115
765								
766		Unwgted	21457	1954	10719	1084	10738	870
767	Radio Daypart Cumes:	Weighted (000)	102778	8956	48768	4872	54011	4084
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	8.71	47.45	4.74	52.55	3.97
769		Vert %	43.16	55.47	42.49	54.74	43.77	56.36
770		Index	100	129	98	127	101	131
771								
772		Unwgted	16141	1550	8215	874	7926	676
773	Radio Daypart Cumes:	Weighted (000)	79854	7280	38468	4025	41386	3256
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	9.12	48.17	5.04	51.83	4.08
775		Vert %	33.53	45.09	33.52	45.22	33.54	44.92
776		Index	100	134	100	135	100	134
777								
778		Unwgted	7721	775	4043	459	3678	316
779	Radio Daypart Cumes:	Weighted (000)	38919	3760	19420	2212	19499	1549
780	Weekend 7:00 pm - Midnight	Horz %	100.00	9.66	49.90	5.68	50.10	3.98
781		Vert %	16.34	23.29	16.92	24.85	15.80	21.37
782		Index	100	143	104	152	97	131
783								
784		Unwgted	1911	184	1118	118	793	66
785	Radio Daypart Cumes:	Weighted (000)	9972	908	5625	599	4346	308
786	Weekend Midnight - 6:00 am	Horz %	100.00	9.10	56.41	6.01	43.59	3.09
787		Vert %	4.19	5.62	4.90	6.73	3.52	4.25
788		Index	100	134	117	161	84	102
789								
790		Unwgted	12646	892	5791	467	6855	425
791	Where Listen to Radio on	Weighted (000)	61519	4085	27333	2129	34186	1956
792	Typical Weekday: Home	Horz %	100.00	6.64	44.43	3.46	55.57	3.18
793		Vert %	25.83	25.30	23.82	23.92	27.71	26.99
794		Index	100	98	92	93	107	105
795								
796		Unwgted	36747	3068	18963	1746	17784	1322
797	Where Listen to Radio on	Weighted (000)	177653	14200	86450	7824	91203	6376
798	Typical Weekday: Car	Horz %	100.00	7.99	48.66	4.40	51.34	3.59
799		Vert %	74.60	87.94	75.33	87.90	73.92	87.99
800		Index	100	118	101	118	99	118
801								
802		Unwgted	5605	564	3421	381	2184	183
803	Where Listen to Radio on	Weighted (000)	29068	2645	16938	1778	12131	867
804	Typical Weekday: Work	Horz %	100.00	9.10	58.27	6.12	41.73	2.98
805		Vert %	12.21	16.38	14.76	19.98	9.83	11.96
806		Index	100	134	121	164	81	98
807						*		*
808		Unwgted	985	70	550	37	435	33
809	Where Listen to Radio on	Weighted (000)	5269	321	2888	154	2380	167
810	Typical Weekday: Place	Horz %	100.00	6.10	54.82	2.93	45.18	3.17
811	Other Than Home, Car, Work	Vert %	2.21	1.99	2.52	1.73	1.93	2.30
812		Index	100	90	114	78	87	104

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2								
813								
814		Unwgted	14284	1153	6807	633	7477	520
815	Where Listen to Radio on	Weighted (000)	69183	5237	31782	2881	37401	2356
816	Typical Weekend: Home	Horz %	100.00	7.57	45.94	4.16	54.06	3.41
817		Vert %	29.05	32.43	27.69	32.37	30.31	32.51
818		Index	100	112	95	111	104	112
819								
820		Unwgted	33644	2801	17193	1552	16451	1249
821	Where Listen to Radio on	Weighted (000)	162441	12900	78252	6789	84188	6111
822	Typical Weekend: Car	Horz %	100.00	7.94	48.17	4.18	51.83	3.76
823		Vert %	68.21	79.89	68.18	76.27	68.23	84.33
824		Index	100	117	100	112	100	124
825								
826		Unwgted	1927	184	1266	130	661	54
827	Where Listen to Radio on	Weighted (000)	10420	909	6599	635	3821	274
828	Typical Weekend: Work	Horz %	100.00	8.72	63.33	6.09	36.67	2.63
829		Vert %	4.38	5.63	5.75	7.13	3.10	3.78
830		Index	100	129	131	163	71	86
831								*
832		Unwgted	957	82	546	51	411	31
833	Where Listen to Radio on	Weighted (000)	5414	411	3017	238	2397	173
834	Typical Weekend: Place Other Than Home, Car, Work	Horz %	100.00	7.60	55.73	4.39	44.27	3.20
835		Vert %	2.27	2.55	2.63	2.67	1.94	2.39
836		Index	100	112	116	118	85	105
837								
838		Unwgted	9766	644	5971	450	3795	194
839	Ever Listen to AM Radio	Weighted (000)	39386	2427	23093	1623	16294	805
840	(Terrestrial Radio)	Horz %	100.00	6.16	58.63	4.12	41.37	2.04
841		Vert %	16.54	15.03	20.12	18.23	13.21	11.10
842		Index	100	91	122	110	80	67
843								
844		Unwgted	36381	3447	18453	1972	17928	1475
845	Ever Listen to FM Radio	Weighted (000)	181940	16135	87796	8889	94145	7247
846	(Terrestrial Radio)	Horz %	100.00	8.87	48.26	4.89	51.74	3.98
847		Vert %	76.40	99.93	76.50	99.87	76.30	100.00
848		Index	100	131	100	131	100	131
849								
850		Unwgted	39530	3448	20284	1973	19246	1475
851	Ever Listen to Any Terrestrial	Weighted (000)	194284	16147	94677	8900	99607	7247
852	Radio (AM/FM)	Horz %	100.00	8.31	48.73	4.58	51.27	3.73
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855								
856		Unwgted	6338	314	3528	186	2810	128
857	Ever Listen to Satellite Radio	Weighted (000)	27714	1246	14032	689	13682	557
858	(SiriusXM)	Horz %	100.00	4.50	50.63	2.49	49.37	2.01
859		Vert %	11.64	7.72	12.23	7.75	11.09	7.68
860		Index	100	66	105	67	95	66
861								
862		Unwgted	8685	495	4748	302	3937	193
863	Household Subscribes to	Weighted (000)	39210	2201	19203	1268	20006	933
864	Satellite (SiriusXM) Radio	Horz %	100.00	5.61	48.98	3.23	51.02	2.38
865		Vert %	16.46	13.63	16.73	14.25	16.21	12.88
866		Index	100	83	102	87	98	78

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2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	905	6842	532	5833	373
869		Weighted (000)	60478	4214	29974	2294	30504	1919
870		Horz %	100.00	6.97	49.56	3.79	50.44	3.17
871		Vert %	25.39	26.09	26.12	25.78	24.72	26.48
872		Index	100	103	103	102	97	104
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	1103	6301	634	4930	469
875		Weighted (000)	56535	5187	28911	2748	27624	2439
876		Horz %	100.00	9.17	51.14	4.86	48.86	4.31
877		Vert %	23.74	32.12	25.19	30.87	22.39	33.66
878		Index	100	135	106	130	94	142
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	874	4209	519	2985	355
881		Weighted (000)	34638	4050	19095	2327	15543	1723
882		Horz %	100.00	11.69	55.13	6.72	44.87	4.97
883		Vert %	14.54	25.08	16.64	26.15	12.60	23.77
884		Index	100	172	114	180	87	163
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	1265	6076	737	5127	528
887		Weighted (000)	54650	6050	28025	3430	26625	2620
888		Horz %	100.00	11.07	51.28	6.28	48.72	4.79
889		Vert %	22.95	37.47	24.42	38.54	21.58	36.15
890		Index	100	163	106	168	94	158
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	1562	7625	900	6345	662
893		Weighted (000)	68093	7374	34986	4117	33107	3257
894		Horz %	100.00	10.83	51.38	6.05	48.62	4.78
895		Vert %	28.59	45.67	30.48	46.26	26.83	44.95
896		Index	100	160	107	162	94	157
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	455	2072	290	1493	165
899		Weighted (000)	16453	2010	9050	1265	7404	745
900		Horz %	100.00	12.22	55.00	7.69	45.00	4.53
901		Vert %	6.91	12.45	7.89	14.22	6.00	10.28
902		Index	100	180	114	206	87	149
903								
904	Downloaded Music - Past Month	Unwgted	10771	1109	5842	656	4929	453
905		Weighted (000)	55635	5206	28526	2920	27109	2287
906		Horz %	100.00	9.36	51.27	5.25	48.73	4.11
907		Vert %	23.36	32.24	24.86	32.81	21.97	31.55
908		Index	100	138	106	140	94	135
909								
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	297	1374	197	741	100
911		Weighted (000)	9292	1257	5804	832	3488	425
912		Horz %	100.00	13.52	62.46	8.95	37.54	4.57
913		Vert %	3.90	7.78	5.06	9.35	2.83	5.86
914		Index	100	199	130	240	72	150
915								
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	243	1255	137	1221	106
917		Weighted (000)	12781	1195	6091	645	6690	549
918		Horz %	100.00	9.35	47.66	5.05	52.34	4.30
919		Vert %	5.37	7.40	5.31	7.25	5.42	7.58
920		Index	100	138	99	135	101	141

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

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2								
921								
922		Unwgted	6881	754	3642	422	3239	332
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	3433	16078	1782	16393	1652
924		Horz %	100.00	10.57	49.51	5.49	50.49	5.09
925		Vert %	13.63	21.26	14.01	20.02	13.29	22.79
926		Index	100	156	103	147	97	167
927								
928		Unwgted	9499	1090	4700	601	4799	489
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	5421	22377	2891	25926	2530
930		Horz %	100.00	11.22	46.33	5.98	53.67	5.24
931		Vert %	20.28	33.57	19.50	32.48	21.01	34.91
932		Index	100	166	96	160	104	172
933								
934		Unwgted	2160	294	1248	181	912	113
935	Visited Spotify.com - Past Month	Weighted (000)	10770	1559	5929	900	4841	659
936		Horz %	100.00	14.48	55.05	8.36	44.95	6.12
937		Vert %	4.52	9.66	5.17	10.12	3.92	9.10
938		Index	100	214	114	224	87	201
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	1204	8481	678	8257	526
941		Weighted (000)	83979	5595	40117	2953	43862	2642
942		Horz %	100.00	6.66	47.77	3.52	52.23	3.15
943		Vert %	35.26	34.65	34.96	33.18	35.55	36.45
944	Index	100	98	99	94	101	103	
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	970	7079	578	6513	392
947		Weighted (000)	67996	4495	33168	2460	34828	2035
948		Horz %	100.00	6.61	48.78	3.62	51.22	2.99
949		Vert %	28.55	27.84	28.90	27.64	28.23	28.08
950	Index	100	97	101	97	99	98	
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	1244	8682	725	8300	519
953		Weighted (000)	84461	5758	40721	3156	43740	2602
954		Horz %	100.00	6.82	48.21	3.74	51.79	3.08
955		Vert %	35.46	35.66	35.48	35.46	35.45	35.90
956	Index	100	101	100	100	100	101	
957								
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	1022	7052	615	6258	407
959		Weighted (000)	67825	4814	33599	2812	34226	2002
960		Horz %	100.00	7.10	49.54	4.15	50.46	2.95
961		Vert %	28.48	29.81	29.28	31.60	27.74	27.62
962	Index	100	105	103	111	97	97	
963								
964		Unwgted	39310	2719	19854	1552	19456	1167
965	TV Dayparts: Total Week Prime Time Cume Audience	Weighted (000)	191753	12246	91658	6706	100095	5539
966		Horz %	100.00	6.39	47.80	3.50	52.20	2.89
967		Vert %	80.52	75.84	79.87	75.35	81.12	76.44
968		Index	100	94	99	94	101	95
969								
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	2059	15784	1177	15579	882
971		Weighted (000)	151527	9169	72027	5029	79500	4140
972		Horz %	100.00	6.05	47.53	3.32	52.47	2.73
973		Vert %	63.63	56.78	62.76	56.50	64.43	57.12
974	Index	100	89	99	89	101	90	

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

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2								
975								
976	TV Dayparts: Prime Time	Unwgt	27069	1723	13766	1005	13303	718
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	7826	63885	4359	67474	3467
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	5.96	48.63	3.32	51.37	2.64
979	(Central/Mountain)	Vert %	55.16	48.46	55.67	48.98	54.68	47.84
980		Index	100	88	101	89	99	87
981								
982	TV Dayparts: Prime Time	Unwgt	31508	2140	15957	1218	15551	922
983	Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific),	Weighted (000)	152474	9686	73082	5348	79393	4338
984	6:00-10:00 pm	Horz %	100.00	6.35	47.93	3.51	52.07	2.85
985	(Central/Mountain)	Vert %	64.02	59.99	63.68	60.09	64.34	59.86
986		Index	100	94	99	94	101	93
987								
988	TV Dayparts: Weekdays	Unwgt	13670	670	6126	354	7544	316
989	Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am -	Weighted (000)	72627	3420	30958	1751	41669	1670
990	3:00 pm (Central/Mountain)	Horz %	100.00	4.71	42.63	2.41	57.37	2.30
991		Vert %	30.50	21.18	26.98	19.67	33.77	23.04
992		Index	100	69	88	64	111	76
993								
994	TV Dayparts: Weekdays	Unwgt	24527	1432	12354	839	12173	593
995	Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-	Weighted (000)	122242	6828	57750	3821	64492	3008
996	6:30 pm (Central/Mountain)	Horz %	100.00	5.59	47.24	3.13	52.76	2.46
997		Vert %	51.33	42.29	50.32	42.93	52.27	41.50
998		Index	100	82	98	84	102	81
999								
1000	TV Dayparts: Weekdays	Unwgt	8031	561	4197	337	3834	224
1001	Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific)	Weighted (000)	40564	2604	20501	1516	20063	1088
1002	10:30 pm-Midnight	Horz %	100.00	6.42	50.54	3.74	49.46	2.68
1003	(Central/Mountain)	Vert %	17.03	16.13	17.86	17.03	16.26	15.02
1004		Index	100	95	105	100	95	88
1005								
1006	TV Dayparts: Weekend	Unwgt	19901	1255	10227	764	9674	491
1007	Children's Shows Cume	Weighted (000)	98456	5982	48277	3442	50179	2540
1008	Audience: Saturday-Sunday	Horz %	100.00	6.08	49.03	3.50	50.97	2.58
1009	Morning	Vert %	41.34	37.05	42.07	38.67	40.67	35.05
1010		Index	100	90	102	94	98	85
1011								
1012	TV Dayparts: Weekend Sports	Unwgt	24366	1642	13227	1036	11139	606
1013	Cume Audience: Saturday-Sunday	Weighted (000)	120692	7881	61780	4716	58912	3164
1014	Afternoon	Horz %	100.00	6.53	51.19	3.91	48.81	2.62
1015		Vert %	50.68	48.80	53.83	52.99	47.74	43.66
1016		Index	100	96	106	105	94	86
1017								
1018		Unwgt	2498	268	1497	174	1001	94
1019	Downloaded a TV Program -	Weighted (000)	12342	1332	7184	933	5158	398
1020	Past Month	Horz %	100.00	10.79	58.21	7.56	41.79	3.23
1021		Vert %	5.18	8.25	6.26	10.49	4.18	5.50
1022		Index	100	159	121	202	81	106
1023								
1024		Unwgt	8118	938	4404	548	3714	390
1025	Watched a TV Program Online	Weighted (000)	39203	4417	19922	2485	19281	1932
1026	- Past Month	Horz %	100.00	11.27	50.82	6.34	49.18	4.93
1027		Vert %	16.46	27.36	17.36	27.92	15.63	26.67
1028		Index	100	166	105	170	95	162

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2								
1029								
1030		Unwgted	10544	1052	5205	594	5339	458
1031	Visited a TV Network or TV Show's Web Site - Past Month	Weighted (000)	50236	4937	23290	2657	26946	2280
1032		Horz %	100.00	9.83	46.36	5.29	53.64	4.54
1033		Vert %	21.09	30.58	20.29	29.86	21.84	31.46
1034		Index	100	145	96	142	104	149
1035								
1036		Unwgted	5568	531	3052	348	2516	183
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	2322	13083	1516	12414	807
1038		Horz %	100.00	9.11	51.31	5.94	48.69	3.16
1039		Vert %	10.71	14.38	11.40	17.03	10.06	11.13
1040		Index	100	134	106	159	94	104
1041								
1042		Unwgted	23815	1564	11641	899	12174	665
1043	Household Subscribes to Cable TV	Weighted (000)	113098	6923	52487	3846	60611	3077
1044		Horz %	100.00	6.12	46.41	3.40	53.59	2.72
1045		Vert %	47.49	42.87	45.73	43.21	49.12	42.46
1046		Index	100	90	96	91	103	89
1047								
1048		Unwgted	40083	2749	20313	1586	19770	1163
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	12546	93321	6851	101872	5695
1050		Horz %	100.00	6.43	47.81	3.51	52.19	2.92
1051		Vert %	81.96	77.70	81.31	76.97	82.56	78.58
1052		Index	100	95	99	94	101	96
1053								
1054		Unwgted	38774	2660	19682	1541	19092	1119
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	12186	90255	6643	98509	5544
1056		Horz %	100.00	6.46	47.81	3.52	52.19	2.94
1057		Vert %	79.26	75.47	78.64	74.63	79.84	76.50
1058		Index	100	95	99	94	101	97
1059								
1060		Unwgted	29145	1957	15363	1186	13782	771
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	9129	71157	5197	72174	3932
1062		Horz %	100.00	6.37	49.65	3.63	50.35	2.74
1063		Vert %	60.18	56.54	62.00	58.39	58.49	54.26
1064		Index	100	94	103	97	97	90
1065								
1066		Unwgted	16614	1350	9062	787	7552	563
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	6106	40068	3344	38489	2762
1068		Horz %	100.00	7.77	51.00	4.26	49.00	3.52
1069		Vert %	32.99	37.81	34.91	37.57	31.19	38.11
1070		Index	100	115	106	114	95	116
1071								
1072		Unwgted	6367	555	3495	332	2872	223
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	2420	15494	1433	14668	987
1074		Horz %	100.00	8.02	51.37	4.75	48.63	3.27
1075		Vert %	12.66	14.99	13.50	16.10	11.89	13.62
1076		Index	100	118	107	127	94	108
1077								
1078		Unwgted	13594	1308	6858	733	6736	575
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	5562	27260	2987	31584	2575
1080		Horz %	100.00	9.45	46.33	5.08	53.67	4.38
1081		Vert %	24.71	34.44	23.75	33.56	25.60	35.53
1082		Index	100	139	96	136	104	144

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2								
1083								
1084		Unwgt	10960	729	5902	416	5058	313
1085	Household Has a Satellite Dish	Weighted (000)	63040	3956	31481	2039	31559	1917
1086		Horz %	100.00	6.28	49.94	3.23	50.06	3.04
1087		Vert %	26.47	24.50	27.43	22.91	25.58	26.45
1088		Index	100	93	104	87	97	100
1089								
1090		Unwgt	24143	1873	12572	1077	11571	796
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	8435	55528	4464	59595	3971
1092		Horz %	100.00	7.33	48.23	3.88	51.77	3.45
1093		Vert %	48.34	52.24	48.38	50.16	48.30	54.80
1094		Index	100	108	100	104	100	113
1095								
1096		Unwgt	41061	3302	20873	1868	20188	1434
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	15266	94592	8272	103386	6994
1098		Horz %	100.00	7.71	47.78	4.18	52.22	3.53
1099		Vert %	83.13	94.54	82.42	92.94	83.79	96.51
1100		Index	100	114	99	112	101	116
1101								
1102		Unwgt	13895	1205	6586	707	7309	498
1103	Played Games Online - Past Month	Weighted (000)	73492	6353	34103	3603	39389	2750
1104		Horz %	100.00	8.64	46.40	4.90	53.60	3.74
1105		Vert %	30.86	39.34	29.72	40.48	31.92	37.95
1106		Index	100	127	96	131	103	123
1107								
1108		Unwgt	5057	524	3031	379	2026	145
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	2762	16227	1894	11709	867
1110		Horz %	100.00	9.89	58.09	6.78	41.91	3.10
1111		Vert %	11.73	17.10	14.14	21.28	9.49	11.97
1112		Index	100	146	121	181	81	102
1113								
1114		Unwgt	3934	413	2481	274	1453	139
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	2082	11541	1408	7765	673
1116		Horz %	100.00	10.78	59.78	7.29	40.22	3.49
1117		Vert %	8.11	12.89	10.06	15.82	6.29	9.29
1118		Index	100	159	124	195	78	115
1119								
1120		Unwgt	8746	957	5192	620	3554	337
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	4721	24810	3020	19120	1701
1122		Horz %	100.00	10.75	56.48	6.87	43.52	3.87
1123		Vert %	18.45	29.24	21.62	33.93	15.50	23.47
1124		Index	100	159	117	184	84	127
1125								
1126		Unwgt	8001	882	4894	567	3107	315
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	4259	23059	2683	15840	1575
1128		Horz %	100.00	10.95	59.28	6.90	40.72	4.05
1129		Vert %	16.33	26.37	20.09	30.15	12.84	21.74
1130		Index	100	161	123	185	79	133
1131								
1132		Unwgt	2267	175	1300	111	967	64
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	849	6393	533	5078	316
1134		Horz %	100.00	7.40	55.73	4.65	44.27	2.75
1135		Vert %	4.82	5.26	5.57	5.99	4.12	4.36
1136		Index	100	109	116	124	85	91

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2								
1137								
1138		Unwgt	36633	3076	18316	1706	18317	1370
1139	Used e-Mail - Past Month	Weighted (000)	171151	13953	79258	7352	91893	6601
1140		Horz %	100.00	8.15	46.31	4.30	53.69	3.86
1141		Vert %	71.87	86.41	69.06	82.60	74.47	91.09
1142		Index	100	120	96	115	104	127
1143								
1144		Unwgt	24340	2174	11627	1171	12713	1003
1145	Used Instant Messenger/IM Online - Past Month	Weighted (000)	124814	10652	55745	5488	69070	5164
1146		Horz %	100.00	8.53	44.66	4.40	55.34	4.14
1147		Vert %	52.41	65.97	48.57	61.66	55.98	71.26
1148		Index	100	126	93	118	107	136
1149								
1150		Unwgt	6346	771	3275	418	3071	353
1151	Visited Online Blogs - Past Month	Weighted (000)	30027	3586	14151	1868	15876	1718
1152		Horz %	100.00	11.94	47.13	6.22	52.87	5.72
1153		Vert %	12.61	22.21	12.33	20.99	12.87	23.71
1154		Index	100	176	98	166	102	188
1155								
1156		Unwgt	1391	155	728	93	663	62
1157	Wrote an Online Blog - Past Month	Weighted (000)	6899	767	3295	449	3604	318
1158		Horz %	100.00	11.12	47.76	6.51	52.24	4.61
1159		Vert %	2.90	4.75	2.87	5.05	2.92	4.39
1160		Index	100	164	99	174	101	151
1161								
1162		Unwgt	3450	391	1785	224	1665	167
1163	Uploaded or Added Video to a Web Site - Past Month	Weighted (000)	17397	1956	8470	1043	8927	913
1164		Horz %	100.00	11.24	48.69	6.00	51.31	5.25
1165		Vert %	7.30	12.11	7.38	11.72	7.23	12.60
1166		Index	100	166	101	160	99	172
1167								
1168		Unwgt	34147	2979	16879	1655	17268	1324
1169	Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Weighted (000)	168726	13939	78135	7399	90591	6539
1170		Horz %	100.00	8.26	46.31	4.39	53.69	3.88
1171		Vert %	70.85	86.32	68.08	83.14	73.42	90.24
1172		Index	100	122	96	117	104	127
1173								
1174		Unwgt	27263	2433	12472	1253	14791	1180
1175	Accessed Facebook.com - Past Month	Weighted (000)	138263	11624	59501	5778	78762	5846
1176		Horz %	100.00	8.41	43.03	4.18	56.97	4.23
1177		Vert %	58.06	71.99	51.85	64.92	63.83	80.68
1178		Index	100	124	89	112	110	139
1179				*		*		*
1180		Unwgt	377	41	193	21	184	20
1181	Accessed Foursquare - Past Month	Weighted (000)	1812	235	903	143	909	92
1182		Horz %	100.00	12.95	49.84	7.88	50.16	5.07
1183		Vert %	0.76	1.45	0.79	1.60	0.74	1.27
1184		Index	100	191	103	211	97	167
1185								
1186		Unwgt	7850	639	3867	365	3983	274
1187	Accessed Google+ (Google Plus) - Past Month	Weighted (000)	38984	2944	18160	1641	20824	1304
1188		Horz %	100.00	7.55	46.58	4.21	53.42	3.34
1189		Vert %	16.37	18.23	15.82	18.43	16.88	17.99
1190		Index	100	111	97	113	103	110

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)
2								
1191								
1192		Unwgted	7474	834	4269	500	3205	334
1193	Accessed LinkedIn.com - Past	Weighted (000)	28803	3296	15641	1935	13163	1360
1194	Month	Horz %	100.00	11.44	54.30	6.72	45.70	4.72
1195		Vert %	12.09	20.41	13.63	21.74	10.67	18.77
1196		Index	100	169	113	180	88	155
1197								
1198		Unwgted	7044	759	1340	199	5704	560
1199	Accessed Pinterest - Past	Weighted (000)	37538	3675	6285	938	31253	2736
1200	Month	Horz %	100.00	9.79	16.74	2.50	83.26	7.29
1201		Vert %	15.76	22.76	5.48	10.54	25.33	37.76
1202		Index	100	144	35	67	161	240
1203								
1204		Unwgted	1723	257	1010	148	713	109
1205	Accessed Tumblr - Past	Weighted (000)	9134	1420	4736	747	4399	673
1206	Month	Horz %	100.00	15.54	51.84	8.17	48.16	7.37
1207		Vert %	3.84	8.79	4.13	8.39	3.56	9.29
1208		Index	100	229	108	219	93	242
1209								
1210		Unwgted	5641	627	3159	395	2482	232
1211	Accessed Twitter.com - Past	Weighted (000)	28989	3138	15361	1924	13628	1214
1212	Month	Horz %	100.00	10.82	52.99	6.64	47.01	4.19
1213		Vert %	12.17	19.43	13.38	21.62	11.04	16.75
1214		Index	100	160	110	178	91	138
1215								
1216		Unwgted	3125	445	1605	245	1520	200
1217	Accessed Yelp - Past Month	Weighted (000)	12195	1731	5827	896	6368	834
1218		Horz %	100.00	14.19	47.78	7.35	52.22	6.84
1219		Vert %	5.12	10.72	5.08	10.07	5.16	11.51
1220		Index	100	209	99	197	101	225
1221								
1222		Unwgted	23106	2237	12543	1314	10563	923
1223	Accessed YouTube.com -	Weighted (000)	114822	10517	58760	5930	56062	4587
1224	Past Month	Horz %	100.00	9.16	51.17	5.16	48.83	3.99
1225		Vert %	48.21	65.13	51.20	66.63	45.44	63.30
1226		Index	100	135	106	138	94	131
1227								
1228		Unwgted	16414	1606	6547	735	9867	871
1229	Posted "Like" on Social	Weighted (000)	84341	7660	31182	3359	53159	4301
1230	Network - Past Month	Horz %	100.00	9.08	36.97	3.98	63.03	5.10
1231		Vert %	35.41	47.44	27.17	37.74	43.08	59.35
1232		Index	100	134	77	107	122	168
1233								
1234		Unwgted	7779	870	3383	427	4396	443
1235	"Followed" or Became a "Fan"	Weighted (000)	41677	4457	16898	2041	24779	2416
1236	or Something or Someone on	Horz %	100.00	10.69	40.55	4.90	59.45	5.80
1237	Social Network - Past Month	Vert %	17.50	27.60	14.72	22.93	20.08	33.34
1238		Index	100	158	84	131	115	191
1239								
1240		Unwgted	4897	492	2376	273	2521	219
1241	Clicked on an Advertisement	Weighted (000)	23787	2293	10534	1212	13253	1081
1242	on Social Network - Past	Horz %	100.00	9.64	44.28	5.10	55.72	4.54
1243	Month	Vert %	9.99	14.20	9.18	13.62	10.74	14.91
1244		Index	100	142	92	136	108	149

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

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1			U.S. Adults 18+	Adults 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Alternative Format (Monday-Sunday 24-Hour Cume)
2								
1245								
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	417	2291	217	2433	200
1247		Weighted (000)	22158	1908	9847	869	12311	1040
1248		Horz %	100.00	8.61	44.44	3.92	55.56	4.69
1249		Vert %	9.30	11.82	8.58	9.76	9.98	14.35
1250		Index	100	127	92	105	107	154
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	1973	10573	1156	9187	817
1253		Weighted (000)	99513	9488	50394	5336	49119	4153
1254		Horz %	100.00	9.53	50.64	5.36	49.36	4.17
1255		Vert %	41.78	58.76	43.91	59.95	39.81	57.30
1256		Index	100	141	105	143	95	137
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	3158	18496	1771	18163	1387
1259		Weighted (000)	181288	14655	85841	7815	95447	6840
1260		Horz %	100.00	8.08	47.35	4.31	52.65	3.77
1261		Vert %	76.12	90.76	74.80	87.80	77.35	94.39
1262		Index	100	119	98	115	102	124
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	1444	7718	807	7620	637
1265		Weighted (000)	76191	6935	35752	3709	40439	3226
1266		Horz %	100.00	9.10	46.92	4.87	53.08	4.23
1267		Vert %	31.99	42.95	31.15	41.67	32.77	44.52
1268		Index	100	134	97	130	102	139
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	1572	7469	841	7654	731
1271		Weighted (000)	76014	7532	34445	3725	41569	3808
1272		Horz %	100.00	9.91	45.31	4.90	54.69	5.01
1273		Vert %	31.92	46.65	30.01	41.85	33.69	52.54
1274		Index	100	146	94	131	106	165
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	2000	10415	1139	9263	861
1277		Weighted (000)	100588	9610	49831	5163	50757	4447
1278		Horz %	100.00	9.55	49.54	5.13	50.46	4.42
1279		Vert %	42.24	59.51	43.42	58.01	41.14	61.36
1280		Index	100	141	103	137	97	145
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	1412	7019	776	7350	636
1283		Weighted (000)	75338	6930	34629	3656	40709	3274
1284		Horz %	100.00	9.20	45.96	4.85	54.04	4.35
1285		Vert %	31.63	42.92	30.17	41.07	32.99	45.18
1286		Index	100	136	95	130	104	143
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	908	4888	576	3584	332
1289		Weighted (000)	43183	4351	23745	2738	19438	1613
1290		Horz %	100.00	10.08	54.99	6.34	45.01	3.73
1291		Vert %	18.13	26.94	20.69	30.76	15.75	22.25
1292		Index	100	149	114	170	87	123
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	2196	11334	1228	10242	968
1295		Weighted (000)	104133	10170	51075	5374	53058	4796
1296		Horz %	100.00	9.77	49.05	5.16	50.95	4.61
1297		Vert %	43.72	62.99	44.50	60.38	43.00	66.18
1298		Index	100	144	102	138	98	151

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

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2								
1299								
1300		Unwgt	12940	751	6843	460	6097	291
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	3060	28496	1789	29500	1271
1302		Horz %	100.00	5.28	49.13	3.08	50.87	2.19
1303		Vert %	24.35	18.95	24.83	20.10	23.91	17.53
1304		Index	100	78	102	83	98	72
1305								
1306		Unwgt	16613	1013	8096	577	8517	436
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	4325	34285	2294	41722	2031
1308		Horz %	100.00	5.69	45.11	3.02	54.89	2.67
1309		Vert %	31.91	26.79	29.87	25.78	33.81	28.02
1310		Index	100	84	94	81	106	88
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt	17705	1618	9640	945	8065	673
1313		Weighted (000)	81230	7310	40943	4070	40287	3239
1314		Horz %	100.00	9.00	50.40	5.01	49.60	3.99
1315		Vert %	34.11	45.27	35.68	45.73	32.65	44.70
1316		Index	100	133	105	134	96	131
1317								
1318		Unwgt	4358	243	2029	121	2329	122
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	1130	10416	491	13426	638
1320		Horz %	100.00	4.74	43.69	2.06	56.31	2.68
1321		Vert %	10.01	7.00	9.08	5.52	10.88	8.81
1322		Index	100	70	91	55	109	88
1323								
1324		Unwgt	4622	292	2188	153	2434	139
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	1332	10413	632	14042	700
1326		Horz %	100.00	5.45	42.58	2.58	57.42	2.86
1327		Vert %	10.27	8.25	9.07	7.10	11.38	9.66
1328		Index	100	80	88	69	111	94
1329								
1330		Unwgt	4402	259	2006	137	2396	122
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	1104	8818	547	12024	558
1332		Horz %	100.00	5.30	42.31	2.62	57.69	2.68
1333		Vert %	8.75	6.84	7.68	6.14	9.74	7.70
1334		Index	100	78	88	70	111	88
1335								
1336		Unwgt	5602	399	2434	188	3168	211
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	1710	10486	748	15893	963
1338		Horz %	100.00	6.48	39.75	2.83	60.25	3.65
1339		Vert %	11.08	10.59	9.14	8.40	12.88	13.28
1340		Index	100	96	82	76	116	120
1341								
1342		Unwgt	5931	334	2398	152	3533	182
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	1339	10182	620	17387	719
1344		Horz %	100.00	4.86	36.93	2.25	63.07	2.61
1345		Vert %	11.58	8.29	8.87	6.96	14.09	9.93
1346		Index	100	72	77	60	122	86
1347								
1348		Unwgt	8893	619	3392	267	5501	352
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	2495	13703	1002	26465	1493
1350		Horz %	100.00	6.21	34.11	2.49	65.89	3.72
1351		Vert %	16.87	15.45	11.94	11.26	21.45	20.60
1352		Index	100	92	71	67	127	122

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2								
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt	4998	328	2457	167	2541	161
1355		Weighted (000)	23988	1490	11131	717	12857	772
1356		Horz %	100.00	6.21	46.40	2.99	53.60	3.22
1357		Vert %	10.07	9.22	9.70	8.06	10.42	10.66
1358		Index	100	92	96	80	103	106
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper Past Year	Unwgt	12281	831	5749	422	6532	409
1361		Weighted (000)	58527	3840	25759	1923	32768	1918
1362		Horz %	100.00	6.56	44.01	3.29	55.99	3.28
1363		Vert %	24.58	23.78	22.45	21.60	26.56	26.46
1364		Index	100	97	91	88	108	108
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgt	3705	170	1705	85	2000	85
1367		Weighted (000)	18217	852	8219	429	9999	423
1368		Horz %	100.00	4.67	45.12	2.35	54.88	2.32
1369		Vert %	7.65	5.27	7.16	4.82	8.10	5.84
1370		Index	100	69	94	63	106	76
1371								
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgt	2809	206	1208	107	1601	99
1373		Weighted (000)	13935	841	5376	388	8559	453
1374		Horz %	100.00	6.03	38.58	2.78	61.42	3.25
1375		Vert %	5.85	5.21	4.68	4.36	6.94	6.25
1376		Index	100	89	80	74	119	107
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt	5968	341	2655	177	3313	164
1379		Weighted (000)	29277	1551	12298	738	16979	813
1380		Horz %	100.00	5.30	42.00	2.52	58.00	2.78
1381		Vert %	12.29	9.61	10.72	8.30	13.76	11.22
1382		Index	100	78	87	67	112	91
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgt	3048	253	1294	123	1754	130
1385		Weighted (000)	15175	1177	5992	554	9183	623
1386		Horz %	100.00	7.75	39.49	3.65	60.51	4.11
1387		Vert %	6.37	7.29	5.22	6.22	7.44	8.60
1388		Index	100	114	82	98	117	135
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgt	9101	729	4858	456	4243	273
1391		Weighted (000)	46255	3639	23425	2194	22830	1445
1392		Horz %	100.00	7.87	50.64	4.74	49.36	3.12
1393		Vert %	19.42	22.53	20.41	24.65	18.50	19.94
1394		Index	100	116	105	127	95	103
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgt	5921	452	3127	273	2794	179
1397		Weighted (000)	30253	2378	14939	1362	15314	1016
1398		Horz %	100.00	7.86	49.38	4.50	50.62	3.36
1399		Vert %	12.70	14.73	13.02	15.30	12.41	14.03
1400		Index	100	116	102	120	98	110
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgt	5828	485	3376	320	2452	165
1403		Weighted (000)	30660	2524	16758	1565	13902	959
1404		Horz %	100.00	8.23	54.66	5.10	45.34	3.13
1405		Vert %	12.87	15.63	14.60	17.58	11.27	13.23
1406		Index	100	121	113	137	88	103

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2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	494	3507	301	2935	193
1409		Weighted (000)	33198	2523	16830	1440	16367	1083
1410		Horz %	100.00	7.60	50.70	4.34	49.30	3.26
1411		Vert %	13.94	15.62	14.67	16.18	13.26	14.95
1412		Index	100	112	105	116	95	107
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	406	2967	264	2260	142
1415		Weighted (000)	26198	2101	13774	1281	12423	820
1416		Horz %	100.00	8.02	52.58	4.89	47.42	3.13
1417		Vert %	11.00	13.01	12.00	14.39	10.07	11.32
1418		Index	100	118	109	131	92	103
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	384	2856	268	2103	116
1421		Weighted (000)	25734	1958	14007	1261	11727	697
1422		Horz %	100.00	7.61	54.43	4.90	45.57	2.71
1423		Vert %	10.81	12.13	12.20	14.17	9.50	9.61
1424		Index	100	112	113	131	88	89
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	565	3786	349	3315	216
1427		Weighted (000)	34578	2755	17132	1560	17446	1195
1428		Horz %	100.00	7.97	49.55	4.51	50.45	3.46
1429		Vert %	14.52	17.06	14.93	17.52	14.14	16.49
1430		Index	100	117	103	121	97	114
1431								
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	397	2639	270	1621	127
1433		Weighted (000)	20853	1956	12281	1265	8571	691
1434		Horz %	100.00	9.38	58.90	6.07	41.10	3.31
1435		Vert %	8.76	12.11	10.70	14.21	6.95	9.53
1436		Index	100	138	122	162	79	109
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	509	3476	327	2679	182
1439		Weighted (000)	32878	2736	17503	1632	15375	1103
1440		Horz %	100.00	8.32	53.24	4.96	46.76	3.36
1441		Vert %	13.81	16.94	15.25	18.34	12.46	15.23
1442		Index	100	123	110	133	90	110
1443								
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	381	2544	242	2131	139
1445		Weighted (000)	23668	1985	12129	1123	11539	863
1446		Horz %	100.00	8.39	51.25	4.74	48.75	3.65
1447		Vert %	9.94	12.30	10.57	12.61	9.35	11.90
1448		Index	100	124	106	127	94	120
1449								
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	350	2258	224	1648	126
1451		Weighted (000)	19046	1644	10397	1013	8648	631
1452		Horz %	100.00	8.63	54.59	5.32	45.41	3.31
1453		Vert %	8.00	10.18	9.06	11.38	7.01	8.70
1454		Index	100	127	113	142	88	109
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	407	2839	221	2890	186
1457		Weighted (000)	28661	2163	13411	1151	15249	1012
1458		Horz %	100.00	7.55	46.79	4.02	53.21	3.53
1459		Vert %	12.03	13.40	11.69	12.94	12.36	13.96
1460		Index	100	111	97	107	103	116

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2								
1461								
1462		Unwgt	4266	328	2521	216	1745	112
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	1536	10764	922	8558	614
1464		Horz %	100.00	7.95	55.71	4.77	44.29	3.18
1465		Vert %	8.11	9.51	9.38	10.36	6.94	8.47
1466		Index	100	117	116	128	85	104
1467								
1468		Unwgt	8265	800	4863	526	3402	274
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	3673	21534	2200	17665	1472
1470		Horz %	100.00	9.37	54.94	5.61	45.06	3.76
1471		Vert %	16.46	22.74	18.76	24.72	14.32	20.32
1472		Index	100	138	114	150	87	123
1473								
1474		Unwgt	3648	289	2100	187	1548	102
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	1434	9985	888	8395	546
1476		Horz %	100.00	7.80	54.33	4.83	45.67	2.97
1477		Vert %	7.72	8.88	8.70	9.98	6.80	7.53
1478		Index	100	115	113	129	88	98
1479								
1480		Unwgt	3526	268	2026	179	1500	89
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	1269	9334	820	7744	449
1482		Horz %	100.00	7.43	54.65	4.80	45.35	2.63
1483		Vert %	7.17	7.86	8.13	9.21	6.28	6.19
1484		Index	100	110	113	128	88	86
1485								
1486		Unwgt	5288	456	2955	290	2333	166
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	2294	13723	1330	12200	964
1488		Horz %	100.00	8.85	52.94	5.13	47.06	3.72
1489		Vert %	10.88	14.21	11.96	14.94	9.89	13.30
1490		Index	100	131	110	137	91	122
1491								
1492		Unwgt	24633	2047	12915	1162	11718	885
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	9507	59062	5068	61432	4439
1494		Horz %	100.00	7.89	49.02	4.21	50.98	3.68
1495		Vert %	50.60	58.88	51.46	56.95	49.79	61.25
1496		Index	100	116	102	113	98	121
1497								
1498		Unwgt	11093	937	6087	542	5006	395
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	4234	26650	2399	24513	1835
1500		Horz %	100.00	8.28	52.09	4.69	47.91	3.59
1501		Vert %	21.48	26.22	23.22	26.96	19.87	25.32
1502		Index	100	122	108	125	92	118
1503								
1504		Unwgt	7336	636	4126	384	3210	252
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	2819	18104	1591	15404	1228
1506		Horz %	100.00	8.41	54.03	4.75	45.97	3.67
1507		Vert %	14.07	17.46	15.77	17.87	12.48	16.95
1508		Index	100	124	112	127	89	120
1509								
1510		Unwgt	3636	285	2145	185	1491	100
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	1256	9619	815	7116	441
1512		Horz %	100.00	7.50	57.48	4.87	42.52	2.64
1513		Vert %	7.03	7.78	8.38	9.15	5.77	6.09
1514		Index	100	111	119	130	82	87

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2								
1515								
1516		Unwgt	6365	519	3730	342	2635	177
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	2262	16219	1398	12758	864
1518		Horz %	100.00	7.81	55.97	4.83	44.03	2.98
1519		Vert %	12.17	14.01	14.13	15.71	10.34	11.92
1520		Index	100	115	116	129	85	98
1521								
1522		Unwgt	2813	220	1717	159	1096	61
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	1159	8317	797	5637	362
1524		Horz %	100.00	8.30	59.60	5.71	40.40	2.59
1525		Vert %	5.86	7.18	7.25	8.95	4.57	4.99
1526		Index	100	122	124	153	78	85
1527								
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt	7927	696	4854	457	3073	239
1529		Weighted (000)	38666	3118	22445	1920	16221	1198
1530		Horz %	100.00	8.06	58.05	4.97	41.95	3.10
1531		Vert %	16.24	19.31	19.56	21.57	13.15	16.53
1532	Index	100	119	120	133	81	102	
1533								
1534		Unwgt	6113	493	3025	262	3088	231
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	2074	13367	1117	15102	957
1536		Horz %	100.00	7.29	46.95	3.92	53.05	3.36
1537		Vert %	11.95	12.84	11.65	12.55	12.24	13.21
1538		Index	100	107	97	105	102	110
1539								
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt	11341	943	5826	540	5515	403
1541		Weighted (000)	56487	4447	26815	2367	29672	2080
1542		Horz %	100.00	7.87	47.47	4.19	52.53	3.68
1543		Vert %	23.72	27.54	23.37	26.59	24.05	28.71
1544	Index	100	116	99	112	101	121	
1545								
1546		Unwgt	8802	776	4616	451	4186	325
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	4015	21271	2211	21811	1804
1548		Horz %	100.00	9.32	49.37	5.13	50.63	4.19
1549		Vert %	18.09	24.86	18.53	24.84	17.68	24.89
1550		Index	100	137	102	137	98	138
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt	11299	1030	5813	580	5486	450
1553		Weighted (000)	55294	5132	27155	2753	28140	2378
1554		Horz %	100.00	9.28	49.11	4.98	50.89	4.30
1555		Vert %	23.22	31.78	23.66	30.93	22.81	32.82
1556	Index	100	137	102	133	98	141	
1557								
1558		Unwgt	16052	1303	8280	763	7772	540
1559	Have Seen Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	78889	6309	38008	3446	40881	2864
1560		Horz %	100.00	8.00	48.18	4.37	51.82	3.63
1561		Vert %	33.13	39.07	33.12	38.71	33.13	39.52
1562		Index	100	118	100	117	100	119
1563								
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt	12291	982	6207	566	6084	416
1565		Weighted (000)	59195	4830	27775	2540	31420	2290
1566		Horz %	100.00	8.16	46.92	4.29	53.08	3.87
1567		Vert %	24.86	29.91	24.20	28.53	25.46	31.60
1568	Index	100	120	97	115	102	127	

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2								
1569								
1570		Unwgted	10451	854	5402	494	5049	360
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	4431	25079	2415	26630	2016
1572		Horz %	100.00	8.57	48.50	4.67	51.50	3.90
1573		Vert %	21.71	27.44	21.85	27.14	21.58	27.82
1574		Index	100	126	101	125	99	128
1575								
1576		Unwgted	20709	1623	10271	902	10438	721
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	7568	46244	3972	53220	3595
1578		Horz %	100.00	7.61	46.49	3.99	53.51	3.61
1579		Vert %	41.76	46.87	40.29	44.63	43.13	49.61
1580		Index	100	112	96	107	103	119
1581								
1582		Unwgted	4281	398	2642	273	1639	125
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	2094	13633	1416	9293	678
1584		Horz %	100.00	9.13	59.46	6.18	40.54	2.96
1585		Vert %	9.63	12.97	11.88	15.91	7.53	9.36
1586		Index	100	135	123	165	78	97
1587								
1588		Unwgted	19255	1549	10075	897	9180	652
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	7455	46093	4075	47338	3380
1590		Horz %	100.00	7.98	49.33	4.36	50.67	3.62
1591		Vert %	39.23	46.17	40.16	45.79	38.36	46.64
1592		Index	100	118	102	117	98	119
1593								
1594		Unwgted	11787	1116	6470	655	5317	461
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	5571	30181	3064	28181	2507
1596		Horz %	100.00	9.55	51.71	5.25	48.29	4.30
1597		Vert %	24.51	34.50	26.30	34.42	22.84	34.60
1598		Index	100	141	107	140	93	141
1599								
1600		Unwgted	4790	352	2489	207	2301	145
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	1852	14310	1047	14225	805
1602		Horz %	100.00	6.49	50.15	3.67	49.85	2.82
1603		Vert %	11.98	11.47	12.47	11.77	11.53	11.11
1604		Index	100	96	104	98	96	93
1605								
1606		Unwgted	2700	191	1472	124	1228	67
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	841	7182	544	6410	298
1608		Horz %	100.00	6.19	52.84	4.00	47.16	2.19
1609		Vert %	5.71	5.21	6.26	6.11	5.20	4.11
1610		Index	100	91	110	107	91	72
1611								
1612		Unwgted	3188	237	1717	154	1471	83
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	1007	7122	578	7216	429
1614		Horz %	100.00	7.02	49.67	4.03	50.33	2.99
1615		Vert %	6.02	6.24	6.21	6.50	5.85	5.91
1616		Index	100	104	103	108	97	98
1617								
1618		Unwgted	1245	99	711	63	534	36
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	479	3118	305	2850	174
1620		Horz %	100.00	8.03	52.24	5.11	47.76	2.92
1621		Vert %	2.51	2.97	2.72	3.42	2.31	2.41
1622		Index	100	118	108	137	92	96

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2								
1623								
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	354	2667	210	2258	144
1625		Weighted (000)	24042	1778	11912	979	12131	798
1626		Horz %	100.00	7.39	49.55	4.07	50.45	3.32
1627		Vert %	10.10	11.01	10.38	11.00	9.83	11.02
1628		Index	100	109	103	109	97	109
1629								
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	448	3155	246	2794	202
1631		Weighted (000)	28812	2012	14088	993	14724	1019
1632		Horz %	100.00	6.98	48.89	3.45	51.11	3.54
1633		Vert %	12.10	12.46	12.28	11.16	11.93	14.06
1634		Index	100	103	101	92	99	116
1635								*
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	109	829	70	654	39
1637		Weighted (000)	7566	546	3978	360	3588	185
1638		Horz %	100.00	7.21	52.58	4.76	47.42	2.45
1639		Vert %	3.18	3.38	3.47	4.05	2.91	2.56
1640		Index	100	106	109	127	92	80
1641								*
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	81	803	54	607	27
1643		Weighted (000)	7520	450	4033	274	3487	177
1644		Horz %	100.00	5.99	53.63	3.64	46.37	2.35
1645		Vert %	3.16	2.79	3.51	3.08	2.83	2.44
1646		Index	100	88	111	97	89	77
1647								
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	221	1547	146	1293	75
1649		Weighted (000)	13819	975	6939	652	6880	323
1650		Horz %	100.00	7.05	50.21	4.72	49.79	2.34
1651		Vert %	5.80	6.04	6.05	7.32	5.58	4.46
1652		Index	100	104	104	126	96	77
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	640	5030	381	4381	259
1655		Weighted (000)	44715	2801	22370	1661	22345	1140
1656		Horz %	100.00	6.27	50.03	3.72	49.97	2.55
1657		Vert %	18.78	17.35	19.49	18.67	18.11	15.73
1658		Index	100	92	104	99	96	84
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	497	3771	297	3530	200
1661		Weighted (000)	37528	2346	18464	1403	19064	943
1662		Horz %	100.00	6.25	49.20	3.74	50.80	2.51
1663		Vert %	15.76	14.53	16.09	15.76	15.45	13.01
1664		Index	100	92	102	100	98	83
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	775	6056	469	5248	306
1667		Weighted (000)	55116	3497	27961	2038	27155	1459
1668		Horz %	100.00	6.35	50.73	3.70	49.27	2.65
1669		Vert %	23.14	21.66	24.36	22.90	22.01	20.14
1670		Index	100	94	105	99	95	87
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	750	5563	455	4596	295
1673		Weighted (000)	45551	3226	23419	1870	22132	1356
1674		Horz %	100.00	7.08	51.41	4.11	48.59	2.98
1675		Vert %	19.13	19.98	20.41	21.01	17.94	18.71
1676		Index	100	104	107	110	94	98

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2								
1677								
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	387	2576	227	2394	160
1679		Weighted (000)	24002	1713	11714	1020	12288	693
1680		Horz %	100.00	7.14	48.81	4.25	51.19	2.89
1681		Vert %	10.08	10.61	10.21	11.46	9.96	9.56
1682		Index	100	105	101	114	99	95
1683								
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgted	11534	726	5911	423	5623	303
1685		Weighted (000)	53932	3135	26278	1800	27654	1335
1686		Horz %	100.00	5.81	48.72	3.34	51.28	2.47
1687		Vert %	22.65	19.41	22.90	20.23	22.41	18.42
1688		Index	100	86	101	89	99	81
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	782	5104	437	4923	345
1691		Weighted (000)	51549	3806	24091	1981	27458	1825
1692		Horz %	100.00	7.38	46.73	3.84	53.27	3.54
1693		Vert %	21.65	23.57	20.99	22.26	22.25	25.18
1694		Index	100	109	97	103	103	116
1695								
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	1313	8763	730	8314	583
1697		Weighted (000)	81581	6023	39666	3224	41915	2799
1698		Horz %	100.00	7.38	48.62	3.95	51.38	3.43
1699		Vert %	34.26	37.30	34.56	36.23	33.97	38.62
1700		Index	100	109	101	106	99	113
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	532	4059	282	4183	250
1703		Weighted (000)	39549	2574	18605	1234	20944	1340
1704		Horz %	100.00	6.51	47.04	3.12	52.96	3.39
1705		Vert %	16.61	15.94	16.21	13.87	16.97	18.49
1706		Index	100	96	98	84	102	111
1707								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	428	3094	233	2975	195
1709		Weighted (000)	26240	1823	12639	918	13601	905
1710		Horz %	100.00	6.95	48.17	3.50	51.83	3.45
1711		Vert %	11.02	11.29	11.01	10.31	11.02	12.49
1712		Index	100	102	100	94	100	113
1713								
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	351	2996	209	2812	142
1715		Weighted (000)	26834	1570	13114	924	13720	646
1716		Horz %	100.00	5.85	48.87	3.44	51.13	2.41
1717		Vert %	11.27	9.72	11.43	10.38	11.12	8.92
1718		Index	100	86	101	92	99	79
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	374	2407	221	2187	153
1721		Weighted (000)	22674	1600	11129	881	11545	719
1722		Horz %	100.00	7.05	49.08	3.89	50.92	3.17
1723		Vert %	9.52	9.91	9.70	9.90	9.36	9.92
1724		Index	100	104	102	104	98	104
1725								
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	191	1487	124	1260	67
1727		Weighted (000)	13145	793	6703	492	6441	300
1728		Horz %	100.00	6.03	51.00	3.75	49.00	2.28
1729		Vert %	5.52	4.91	5.84	5.53	5.22	4.14
1730		Index	100	89	106	100	95	75

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2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgt	5152	325	2639	183	2513	142
1733		Weighted (000)	23740	1385	11440	714	12300	672
1734		Horz %	100.00	5.84	48.19	3.01	51.81	2.83
1735		Vert %	9.97	8.58	9.97	8.02	9.97	9.27
1736		Index	100	86	100	80	100	93
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgt	7723	524	4014	296	3709	228
1739		Weighted (000)	39198	2597	19291	1432	19907	1165
1740		Horz %	100.00	6.62	49.21	3.65	50.79	2.97
1741		Vert %	16.46	16.08	16.81	16.09	16.13	16.08
1742		Index	100	98	102	98	98	98
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgt	10100	835	5413	512	4687	323
1745		Weighted (000)	55260	4322	27484	2655	27776	1667
1746		Horz %	100.00	7.82	49.74	4.80	50.26	3.02
1747		Vert %	23.20	26.77	23.95	29.83	22.51	23.01
1748		Index	100	115	103	129	97	99
1749								
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgt	2957	197	1494	112	1463	85
1751		Weighted (000)	14457	1029	6912	556	7544	473
1752		Horz %	100.00	7.12	47.81	3.85	52.19	3.27
1753		Vert %	6.07	6.37	6.02	6.25	6.11	6.52
1754		Index	100	105	99	103	101	107
1755								
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgt	2990	251	1704	163	1286	88
1757		Weighted (000)	16815	1260	9242	847	7573	413
1758		Horz %	100.00	7.50	54.96	5.04	45.04	2.46
1759		Vert %	7.06	7.81	8.05	9.52	6.14	5.70
1760		Index	100	111	114	135	87	81
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgt	8745	660	4472	386	4273	274
1763		Weighted (000)	46358	3384	22016	1945	24343	1439
1764		Horz %	100.00	7.30	47.49	4.19	52.51	3.10
1765		Vert %	19.47	20.96	19.18	21.85	19.73	19.86
1766		Index	100	108	99	112	101	102
1767								
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgt	2526	156	1254	88	1272	68
1769		Weighted (000)	13610	842	6443	518	7166	324
1770		Horz %	100.00	6.19	47.34	3.81	52.66	2.38
1771		Vert %	5.71	5.22	5.61	5.82	5.81	4.47
1772		Index	100	91	98	102	102	78
1773								*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgt	1314	100	753	70	561	30
1775		Weighted (000)	7509	503	4067	365	3442	139
1776		Horz %	100.00	6.71	54.16	4.85	45.84	1.85
1777		Vert %	3.15	3.12	3.54	4.10	2.79	1.92
1778		Index	100	99	112	130	88	61
1779								
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgt	4645	364	2510	211	2135	153
1781		Weighted (000)	23280	1665	11830	996	11450	669
1782		Horz %	100.00	7.15	50.82	4.28	49.18	2.87
1783		Vert %	9.78	10.31	10.31	11.20	9.28	9.23
1784		Index	100	105	105	115	95	94

RAB / GfK MRI FORMAT PROFILE: ALTERNATIVE

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2								
1785								
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	266	2021	171	1458	95
1787		Weighted (000)	19879	1439	10490	855	9389	585
1788		Horz %	100.00	7.24	52.77	4.30	47.23	2.94
1789		Vert %	8.35	8.91	9.14	9.60	7.61	8.07
1790		Index	100	107	110	115	91	97
1791								
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	211	1315	123	1147	88
1793		Weighted (000)	12512	1006	6369	600	6143	406
1794		Horz %	100.00	8.04	50.91	4.79	49.09	3.24
1795		Vert %	5.25	6.23	5.55	6.74	4.98	5.60
1796		Index	100	119	106	128	95	107
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	283	2049	166	2141	117
1799		Weighted (000)	21080	1438	9864	782	11216	657
1800		Horz %	100.00	6.82	46.79	3.71	53.21	3.12
1801		Vert %	8.85	8.91	8.60	8.78	9.09	9.06
1802		Index	100	101	97	99	103	102
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	594	4131	348	3990	246
1805		Weighted (000)	40517	2896	19489	1556	21027	1340
1806		Horz %	100.00	7.15	48.10	3.84	51.90	3.31
1807		Vert %	17.01	17.94	16.98	17.49	17.04	18.48
1808		Index	100	105	100	103	100	109
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	215	1984	157	1558	58
1811		Weighted (000)	19708	1047	10433	738	9275	309
1812		Horz %	100.00	5.31	52.94	3.75	47.06	1.57
1813		Vert %	8.28	6.49	9.09	8.29	7.52	4.27
1814		Index	100	78	110	100	91	52
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	426	3436	264	3261	162
1817		Weighted (000)	33664	2078	16421	1274	17243	804
1818		Horz %	100.00	6.17	48.78	3.78	51.22	2.39
1819		Vert %	14.14	12.87	14.31	14.31	13.97	11.09
1820		Index	100	91	101	101	99	78
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	365	3200	238	2439	127
1823		Weighted (000)	29083	1840	15419	1155	13664	684
1824		Horz %	100.00	6.33	53.02	3.97	46.98	2.35
1825		Vert %	12.21	11.39	13.44	12.98	11.07	9.44
1826		Index	100	93	110	106	91	77
1827								
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	201	1694	126	1679	75
1829		Weighted (000)	18399	1092	9036	669	9363	423
1830		Horz %	100.00	5.93	49.11	3.64	50.89	2.30
1831		Vert %	7.73	6.76	7.87	7.52	7.59	5.83
1832		Index	100	88	102	97	98	75
1833								
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	265	2074	175	1766	90
1835		Weighted (000)	20586	1443	10563	849	10023	594
1836		Horz %	100.00	7.01	51.31	4.13	48.69	2.88
1837		Vert %	8.64	8.94	9.20	9.54	8.12	8.19
1838		Index	100	103	106	110	94	95

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2								
1839								
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgt	3744	249	1940	158	1804	91
1841		Weighted (000)	19635	1199	9629	731	10006	469
1842		Horz %	100.00	6.11	49.04	3.72	50.96	2.39
1843		Vert %	8.24	7.43	8.39	8.21	8.11	6.47
1844		Index	100	90	102	100	98	78
1845								
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgt	4961	336	2700	218	2261	118
1847		Weighted (000)	24816	1529	12645	1044	12171	485
1848		Horz %	100.00	6.16	50.95	4.21	49.05	1.95
1849		Vert %	10.42	9.47	11.02	11.73	9.86	6.69
1850		Index	100	91	106	113	95	64
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgt	8680	701	4515	412	4165	289
1853		Weighted (000)	42931	3273	21281	1844	21650	1429
1854		Horz %	100.00	7.62	49.57	4.29	50.43	3.33
1855		Vert %	18.03	20.27	18.54	20.71	17.55	19.72
1856		Index	100	112	103	115	97	109
1857								
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgt	2574	164	1389	106	1185	58
1859		Weighted (000)	13914	845	7217	532	6696	313
1860		Horz %	100.00	6.07	51.87	3.83	48.13	2.25
1861		Vert %	5.84	5.23	6.29	5.98	5.43	4.31
1862		Index	100	90	108	102	93	74
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgt	12203	1031	6300	611	5903	420
1865		Weighted (000)	60976	5032	29597	2797	31379	2234
1866		Horz %	100.00	8.25	48.54	4.59	51.46	3.66
1867		Vert %	25.60	31.16	25.79	31.43	25.43	30.83
1868		Index	100	122	101	123	99	120
1869								
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgt	4588	376	2203	210	2385	166
1871		Weighted (000)	25555	2032	12099	1063	13455	968
1872		Horz %	100.00	7.95	47.35	4.16	52.65	3.79
1873		Vert %	10.73	12.58	10.54	11.95	10.90	13.36
1874		Index	100	117	98	111	102	125
1875								
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgt	2989	238	1344	126	1645	112
1877		Weighted (000)	17427	1270	7495	696	9932	573
1878		Horz %	100.00	7.29	43.01	4.00	56.99	3.29
1879		Vert %	7.32	7.86	6.53	7.82	8.05	7.91
1880		Index	100	107	89	107	110	108
1881								
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgt	4198	181	2115	103	2083	78
1883		Weighted (000)	21562	930	10308	454	11254	476
1884		Horz %	100.00	4.31	47.80	2.10	52.20	2.21
1885		Vert %	9.05	5.76	8.98	5.10	9.12	6.57
1886		Index	100	64	99	56	101	73
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgt	3889	287	1919	165	1970	122
1889		Weighted (000)	20103	1344	9461	794	10642	549
1890		Horz %	100.00	6.68	47.06	3.95	52.94	2.73
1891		Vert %	8.44	8.32	8.24	8.93	8.62	7.58
1892		Index	100	99	98	106	102	90

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1								
2								
1893								
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	201	1515	120	1465	81
1895		Weighted (000)	15777	891	7470	468	8307	422
1896		Horz %	100.00	5.65	47.35	2.97	52.65	2.68
1897		Vert %	6.62	5.52	6.51	5.26	6.73	5.83
1898		Index	100	83	98	79	102	88
1899								
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	169	1596	99	1587	70
1901		Weighted (000)	17028	816	8386	416	8642	400
1902		Horz %	100.00	4.79	49.25	2.44	50.75	2.35
1903		Vert %	7.15	5.05	7.31	4.67	7.00	5.51
1904		Index	100	71	102	65	98	77
1905								
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	176	1980	109	1641	67
1907		Weighted (000)	17939	736	9567	430	8373	306
1908		Horz %	100.00	4.10	53.33	2.40	46.67	1.70
1909		Vert %	7.53	4.56	8.34	4.83	6.79	4.22
1910		Index	100	60	111	64	90	56
1911								*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	81	964	53	702	28
1913		Weighted (000)	8568	379	4961	276	3607	103
1914		Horz %	100.00	4.43	57.90	3.22	42.10	1.21
1915		Vert %	3.60	2.35	4.32	3.10	2.92	1.42
1916		Index	100	65	120	86	81	40
1917								
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	258	1939	158	1532	100
1919		Weighted (000)	18078	1176	9637	730	8441	446
1920		Horz %	100.00	6.51	53.31	4.04	46.69	2.47
1921		Vert %	7.59	7.29	8.40	8.20	6.84	6.16
1922		Index	100	96	111	108	90	81
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	679	3800	407	3131	272
1925		Weighted (000)	34135	3199	17910	1938	16225	1261
1926		Horz %	100.00	9.37	52.47	5.68	47.53	3.69
1927		Vert %	14.33	19.81	15.61	21.77	13.15	17.40
1928		Index	100	138	109	152	92	121
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	472	3057	249	3258	223
1931		Weighted (000)	33305	2284	15146	1162	18159	1122
1932		Horz %	100.00	6.86	45.48	3.49	54.52	3.37
1933		Vert %	13.98	14.15	13.20	13.06	14.72	15.48
1934		Index	100	101	94	93	105	111
1935								
1936								