

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgted	48646	3360	24620	2263	24026	1097
	Weighted (000)	244084	16987	117785	10773	126299	6214
	Horz %	100.00	6.96	48.26	4.41	51.74	2.55
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male	Unwgted	24620	2263	24620	2263	0	0
	Weighted (000)	117785	10773	117785	10773	0	0
	Horz %	100.00	9.15	100.00	9.15	0.00	0.00
	Vert %	48.26	63.42	100.00	100.00	0.00	0.00
	Index	100	131	207	207	0	0
Female	Unwgted	24026	1097	0	0	24026	1097
	Weighted (000)	126299	6214	0	0	126299	6214
	Horz %	100.00	4.92	0.00	0.00	100.00	4.92
	Vert %	51.74	36.58	0.00	0.00	100.00	100.00
	Index	100	71	0	0	193	193
Age 18-24	Unwgted	3885	242	2163	171	1722	71
	Weighted (000)	30253	1982	15267	1206	14986	776
	Horz %	100.00	6.55	50.46	3.99	49.54	2.56
	Vert %	12.39	11.67	12.96	11.20	11.87	12.49
	Index	100	94	105	90	96	101
Age 25-34	Unwgted	8183	490	4209	331	3974	159
	Weighted (000)	43389	2600	21595	1557	21794	1043
	Horz %	100.00	5.99	49.77	3.59	50.23	2.40
	Vert %	17.78	15.30	18.33	14.45	17.26	16.78
	Index	100	86	103	81	97	94
Age 35-44	Unwgted	8605	623	4423	417	4182	206
	Weighted (000)	40230	3030	19746	1893	20484	1137
	Horz %	100.00	7.53	49.08	4.71	50.92	2.83
	Vert %	16.48	17.84	16.76	17.57	16.22	18.29
	Index	100	108	102	107	98	111
Age 45-54	Unwgted	8861	948	4477	638	4384	310
	Weighted (000)	43105	4537	21038	3024	22067	1513
	Horz %	100.00	10.53	48.81	7.01	51.19	3.51
	Vert %	17.66	26.71	17.86	28.07	17.47	24.35
	Index	100	151	101	159	99	138
Age 55-64	Unwgted	8498	779	4321	532	4177	247
	Weighted (000)	40725	3682	19559	2361	21165	1321
	Horz %	100.00	9.04	48.03	5.80	51.97	3.24
	Vert %	16.68	21.68	16.61	21.92	16.76	21.26
	Index	100	130	100	131	100	127
Age 65+	Unwgted	10614	278	5027	174	5587	104
	Weighted (000)	46383	1157	20580	732	25803	424
	Horz %	100.00	2.49	44.37	1.58	55.63	0.91
	Vert %	19.00	6.81	17.47	6.80	20.43	6.83
	Index	100	36	92	36	108	36
Age 21+	Unwgted	47284	3281	23832	2206	23452	1075
	Weighted (000)	232046	16250	111578	10297	120468	5953
	Horz %	100.00	7.00	48.08	4.44	51.92	2.57
	Vert %	95.07	95.66	94.73	95.58	95.38	95.79
	Index	100	101	100	101	100	101
Age 18-34	Unwgted	12068	732	6372	502	5696	230
	Weighted (000)	73642	4582	36862	2763	36780	1819
	Horz %	100.00	6.22	50.06	3.75	49.94	2.47
	Vert %	30.17	26.97	31.30	25.65	29.12	29.27
	Index	100	89	104	85	97	97

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Age 18-49	Unwgted	24996	1770	12990	1197	12006	573
	Weighted (000)	134658	9506	66787	5882	67871	3624
	Horz %	100.00	7.06	49.60	4.37	50.40	2.69
	Vert %	55.17	55.96	56.70	54.60	53.74	58.32
	Index	100	101	103	99	97	106
Age 25-54	Unwgted	25649	2061	13109	1386	12540	675
	Weighted (000)	126724	10166	62379	6473	64345	3693
	Horz %	100.00	8.02	49.22	5.11	50.78	2.91
	Vert %	51.92	59.85	52.96	60.09	50.95	59.43
	Index	100	115	102	116	98	114
Age 35-64	Unwgted	25964	2350	13221	1587	12743	763
	Weighted (000)	124059	11249	60343	7277	63716	3971
	Horz %	100.00	9.07	48.64	5.87	51.36	3.20
	Vert %	50.83	66.22	51.23	67.56	50.45	63.90
	Index	100	130	101	133	99	126
Age 50+	Unwgted	23650	1590	11630	1066	12020	524
	Weighted (000)	109426	7481	50998	4890	58428	2590
	Horz %	100.00	6.84	46.60	4.47	53.40	2.37
	Vert %	44.83	44.04	43.30	45.40	46.26	41.68
	Index	100	98	97	101	103	93
Median Age	Unwgted						
	Weighted (000)	47.00	47.30	46.10	48.00	47.80	46.10
	Horz %						
	Vert %						
	Index	100	101	98	102	102	98
Race: White Only	Unwgted	34564	3002	17599	2026	16965	976
	Weighted (000)	179823	15552	87142	9958	92681	5594
	Horz %	100.00	8.65	48.46	5.54	51.54	3.11
	Vert %	73.67	91.55	73.98	92.44	73.38	90.02
	Index	100	124	100	125	100	122
Race: Black/African-American Only	Unwgted	5909	66	2691	36	3218	30
	Weighted (000)	29535	305	13591	143	15944	161
	Horz %	100.00	1.03	46.02	0.49	53.98	0.55
	Vert %	12.10	1.79	11.54	1.33	12.62	2.59
	Index	100	15	95	11	104	21
Race: Asian	Unwgted	2388	55	1240	34	1148	21
	Weighted (000)	8358	167	3764	67	4594	99
	Horz %	100.00	1.99	45.03	0.80	54.97	1.19
	Vert %	3.42	0.98	3.20	0.62	3.64	1.60
	Index	100	29	93	18	106	47
Race: Other Race/Multi-Racial	Unwgted	8173	292	4330	201	3843	91
	Weighted (000)	34726	1130	17052	671	17674	459
	Horz %	100.00	3.25	49.10	1.93	50.90	1.32
	Vert %	14.23	6.65	14.48	6.23	13.99	7.39
	Index	100	47	102	44	98	52
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	248	3530	171	3321	77
	Weighted (000)	37743	1298	18812	836	18930	462
	Horz %	100.00	3.44	49.84	2.22	50.16	1.22
	Vert %	15.46	7.64	15.97	7.76	14.99	7.43
	Index	100	49	103	50	97	48
Hispanic, Personally Speak Only English at Home	Unwgted	1739	105	949	72	790	33
	Weighted (000)	6214	411	3087	267	3127	144
	Horz %	100.00	6.61	49.67	4.29	50.33	2.32
	Vert %	2.55	2.42	2.62	2.48	2.48	2.32
	Index	100	95	103	97	97	91
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	86	1051	62	996	24
	Weighted (000)	9439	370	4679	221	4760	149
	Horz %	100.00	3.92	49.57	2.34	50.43	1.58
	Vert %	3.87	2.18	3.97	2.05	3.77	2.40
	Index	100	56	103	53	97	62

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			*		*		*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	15	621	11	659	4
	Weighted (000)	10474	174	5089	108	5385	65
	Horz %	100.00	1.66	48.59	1.03	51.41	0.63
	Vert %	4.29	1.02	4.32	1.00	4.26	1.05
	Index	100	24	101	23	99	25
			*		*		*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	37	850	21	818	16
	Weighted (000)	9512	263	4874	160	4638	103
	Horz %	100.00	2.76	51.24	1.68	48.76	1.08
	Vert %	3.90	1.55	4.14	1.48	3.67	1.66
	Index	100	40	106	38	94	43
			*		*		*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	5	51	5	48	0
	Weighted (000)	1751	81	918	81	833	0
	Horz %	100.00	4.63	52.43	4.63	47.57	0.00
	Vert %	0.72	0.48	0.78	0.75	0.66	0.00
	Index	100	67	109	105	92	0
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	348	3452	224	3373	124
	Weighted (000)	26213	1320	11985	770	14228	550
	Horz %	100.00	5.04	45.72	2.94	54.28	2.10
	Vert %	10.74	7.77	10.18	7.15	11.27	8.85
	Index	100	72	95	67	105	82
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	763	5591	516	5374	247
	Weighted (000)	46746	3412	22626	2193	24120	1219
	Horz %	100.00	7.30	48.40	4.69	51.60	2.61
	Vert %	19.15	20.09	19.21	20.36	19.10	19.61
	Index	100	105	100	106	100	102
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	213	1187	117	1462	96
	Weighted (000)	11210	825	4576	400	6634	425
	Horz %	100.00	7.36	40.82	3.57	59.18	3.79
	Vert %	4.59	4.86	3.89	3.71	5.25	6.84
	Index	100	106	85	81	114	149
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	286	1664	191	1743	95
	Weighted (000)	13775	1104	6335	640	7440	465
	Horz %	100.00	8.02	45.99	4.64	54.01	3.37
	Vert %	5.64	6.50	5.38	5.94	5.89	7.48
	Index	100	115	95	105	104	132
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	759	5033	498	5056	261
	Weighted (000)	44682	3548	21206	2181	23476	1367
	Horz %	100.00	7.94	47.46	4.88	52.54	3.06
	Vert %	18.31	20.89	18.00	20.24	18.59	22.00
	Index	100	114	98	111	102	120
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	809	5407	587	4949	222
	Weighted (000)	71816	5386	36018	3683	35799	1704
	Horz %	100.00	7.50	50.15	5.13	49.85	2.37
	Vert %	29.42	31.71	30.58	34.19	28.34	27.41
	Index	100	108	104	116	96	93
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	182	2286	130	2069	52
	Weighted (000)	29641	1392	15039	906	14602	485
	Horz %	100.00	4.69	50.74	3.06	49.26	1.64
	Vert %	12.14	8.19	12.77	8.41	11.56	7.81
	Index	100	67	105	69	95	64
Currently Attending College or University	Unwgted	3403	162	1618	95	1785	67
	Weighted (000)	19372	1094	8726	521	10647	572
	Horz %	100.00	5.64	45.04	2.69	54.96	2.95
	Vert %	7.94	6.44	7.41	4.84	8.43	9.21
	Index	100	81	93	61	106	116
Employed Full Time	Unwgted	25438	2207	15105	1649	10333	558
	Weighted (000)	119890	10353	68797	7486	51094	2867
	Horz %	100.00	8.64	57.38	6.24	42.62	2.39
	Vert %	49.12	60.94	58.41	69.49	40.45	46.13
	Index	100	124	119	141	82	94

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Employed Part Time	Unwgted	5730	344	2169	167	3561	177
	Weighted (000)	28854	1830	10532	771	18322	1059
	Horz %	100.00	6.34	36.50	2.67	63.50	3.67
	Vert %	11.82	10.78	8.94	7.16	14.51	17.05
	Index	100	91	76	61	123	144
Not Employed	Unwgted	17478	809	7346	447	10132	362
	Weighted (000)	95339	4804	38457	2516	56883	2288
	Horz %	100.00	5.04	40.34	2.64	59.66	2.40
	Vert %	39.06	28.28	32.65	23.35	45.04	36.82
	Index	100	72	84	60	115	94
Temporarily Unemployed	Unwgted	1886	153	939	90	947	63
	Weighted (000)	12314	965	6528	588	5786	378
	Horz %	100.00	7.84	53.01	4.77	46.99	3.07
	Vert %	5.05	5.68	5.54	5.45	4.58	6.08
	Index	100	113	110	108	91	120
Retired from Employment	Unwgted	10143	349	4871	223	5272	126
	Weighted (000)	46820	1596	21680	1077	25140	518
	Horz %	100.00	3.41	46.31	2.30	53.69	1.11
	Vert %	19.18	9.39	18.41	10.00	19.90	8.34
	Index	100	49	96	52	104	43
Not Employed, Principal Shopper for Household	Unwgted	2543	95	65	11	2478	84
	Weighted (000)	16573	721	399	73	16173	648
	Horz %	100.00	4.35	2.41	0.44	97.59	3.91
	Vert %	6.79	4.25	0.34	0.68	12.81	10.43
	Index	100	63	5	10	189	154
Occupation: Professional and Related Occupations	Unwgted	7405	470	3381	277	4024	193
	Weighted (000)	34142	2230	14741	1196	19401	1034
	Horz %	100.00	6.53	43.18	3.50	56.82	3.03
	Vert %	13.99	13.13	12.52	11.10	15.36	16.63
	Index	100	94	89	79	110	119
Occupation: Management, Business and Financial Operations	Unwgted	6595	546	4012	411	2583	135
	Weighted (000)	24720	2073	13920	1526	10800	547
	Horz %	100.00	8.38	56.31	6.17	43.69	2.21
	Vert %	10.13	12.20	11.82	14.16	8.55	8.80
	Index	100	120	117	140	84	87
Occupation: Sales and Office Occupations	Unwgted	5959	428	2273	214	3686	214
	Weighted (000)	32636	2263	12665	1089	19970	1174
	Horz %	100.00	6.94	38.81	3.34	61.19	3.60
	Vert %	13.37	13.32	10.75	10.11	15.81	18.89
	Index	100	100	80	76	118	141
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	381	2638	373	118	8
	Weighted (000)	13728	1743	13073	1708	655	35
	Horz %	100.00	12.70	95.23	12.44	4.77	0.25
	Vert %	5.62	10.26	11.10	15.86	0.52	0.56
	Index	100	182	197	282	9	10
Occupation: Other Employed	Unwgted	8453	726	4970	541	3483	185
	Weighted (000)	43519	3874	24929	2737	18590	1137
	Horz %	100.00	8.90	57.28	6.29	42.72	2.61
	Vert %	17.83	22.81	21.17	25.41	14.72	18.29
	Index	100	128	119	143	83	103
Household Income: \$250,000+	Unwgted	1966	135	1191	101	775	34
	Weighted (000)	7800	559	4116	354	3684	205
	Horz %	100.00	7.16	52.77	4.54	47.23	2.62
	Vert %	3.20	3.29	3.49	3.29	2.92	3.29
	Index	100	103	109	103	91	103
Household Income: \$200,000-\$249,999	Unwgted	1583	117	918	81	665	36
	Weighted (000)	7178	507	3579	307	3599	201
	Horz %	100.00	7.07	49.86	4.27	50.14	2.79
	Vert %	2.94	2.99	3.04	2.85	2.85	3.23
	Index	100	102	103	97	97	110

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Household Income: \$150,000-\$199,999	Unwgted	3725	279	2156	206	1569	73
	Weighted (000)	18847	1209	9705	839	9142	369
	Horz %	100.00	6.41	51.50	4.45	48.50	1.96
	Vert %	7.72	7.12	8.24	7.79	7.24	5.95
	Index	100	92	107	101	94	77
Household Income: \$100,000-\$149,999	Unwgted	7038	573	4030	433	3008	140
	Weighted (000)	39997	3218	20517	2211	19481	1008
	Horz %	100.00	8.05	51.29	5.53	48.71	2.52
	Vert %	16.39	18.95	17.42	20.52	15.42	16.22
	Index	100	116	106	125	94	99
Household Income: \$75,000-\$99,999	Unwgted	6168	520	3380	365	2788	155
	Weighted (000)	32585	2842	16514	1823	16071	1019
	Horz %	100.00	8.72	50.68	5.59	49.32	3.13
	Vert %	13.35	16.73	14.02	16.92	12.72	16.39
	Index	100	125	105	127	95	123
Household Income: \$60,000-\$74,999	Unwgted	4945	375	2570	253	2375	122
	Weighted (000)	24958	1960	12413	1266	12545	694
	Horz %	100.00	7.85	49.74	5.07	50.26	2.78
	Vert %	10.23	11.54	10.54	11.75	9.93	11.17
	Index	100	113	103	115	97	109
Household Income: \$50,000-\$59,999	Unwgted	3824	273	1925	170	1899	103
	Weighted (000)	18483	1265	9176	763	9306	501
	Horz %	100.00	6.84	49.65	4.13	50.35	2.71
	Vert %	7.57	7.44	7.79	7.09	7.37	8.07
	Index	100	98	103	94	97	107
Household Income: \$40,000-\$49,999	Unwgted	4928	332	2410	215	2518	117
	Weighted (000)	20001	1382	9681	854	10320	528
	Horz %	100.00	6.91	48.40	4.27	51.60	2.64
	Vert %	8.19	8.14	8.22	7.93	8.17	8.50
	Index	100	99	100	97	100	104
Household Income: \$30,000-\$39,999	Unwgted	4676	288	2239	188	2437	100
	Weighted (000)	21673	1380	10287	887	11386	493
	Horz %	100.00	6.37	47.47	4.09	52.53	2.28
	Vert %	8.88	8.12	8.73	8.23	9.01	7.94
	Index	100	92	98	93	102	89
Household Income: \$20,000-\$29,999	Unwgted	4378	210	1770	115	2608	95
	Weighted (000)	21286	1094	9271	604	12015	491
	Horz %	100.00	5.14	43.56	2.84	56.44	2.30
	Vert %	8.72	6.44	7.87	5.60	9.51	7.89
	Index	100	74	90	64	109	91
Household Income: Under \$20,000	Unwgted	5415	258	2031	136	3384	122
	Weighted (000)	31275	1571	12525	865	18751	706
	Horz %	100.00	5.02	40.05	2.77	59.95	2.26
	Vert %	12.81	9.25	10.63	8.03	14.85	11.36
	Index	100	72	83	63	116	89
Median Household Income	Unwgted						
	Weighted (000)	65.60	73.80	69.60	77.00	61.60	68.40
	Horz %						
	Vert %						
	Index	100	112	106	117	94	104
Marital Status: Single, Never Married	Unwgted	12107	788	6453	552	5654	236
	Weighted (000)	69105	4644	36957	3007	32148	1637
	Horz %	100.00	6.72	53.48	4.35	46.52	2.37
	Vert %	28.31	27.34	31.38	27.92	25.45	26.35
	Index	100	97	111	99	90	93
Marital Status: Currently Married	Unwgted	24506	1773	13836	1246	10670	527
	Weighted (000)	129071	9273	64428	5954	64643	3319
	Horz %	100.00	7.18	49.92	4.61	50.08	2.57
	Vert %	52.88	54.59	54.70	55.27	51.18	53.40
	Index	100	103	103	105	97	101

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Marital Status: Divorced or Legally Separated	Unwgted	8229	701	3344	422	4885	279
	Weighted (000)	31030	2702	12607	1650	18423	1051
	Horz %	100.00	8.71	40.63	5.32	59.37	3.39
	Vert %	12.71	15.90	10.70	15.32	14.59	16.92
	Index	100	125	84	121	115	133
Marital Status: Widowed	Unwgted	3804	98	987	43	2817	55
	Weighted (000)	14879	368	3794	161	11085	207
	Horz %	100.00	2.47	25.50	1.08	74.50	1.39
	Vert %	6.10	2.17	3.22	1.50	8.78	3.33
	Index	100	36	53	25	144	55
Marital Status: Engaged to Be Married	Unwgted	2120	170	1122	117	998	53
	Weighted (000)	11812	1024	5830	601	5982	423
	Horz %	100.00	8.67	49.36	5.09	50.64	3.58
	Vert %	4.84	6.03	4.95	5.58	4.74	6.80
	Index	100	125	102	115	98	141
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	325	1959	224	1637	101
	Weighted (000)	21557	1991	10333	1216	11224	775
	Horz %	100.00	9.24	47.93	5.64	52.07	3.60
	Vert %	8.83	11.72	8.77	11.29	8.89	12.47
	Index	100	133	99	128	101	141
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	1296	8890	864	9311	432
	Weighted (000)	94932	6588	43462	4106	51470	2482
	Horz %	100.00	6.94	45.78	4.33	54.22	2.61
	Vert %	38.89	38.78	36.90	38.12	40.75	39.94
	Index	100	100	95	98	105	103
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	555	3410	365	3717	190
	Weighted (000)	38013	3038	17033	1853	20980	1185
	Horz %	100.00	7.99	44.81	4.87	55.19	3.12
	Vert %	15.57	17.88	14.46	17.20	16.61	19.06
	Index	100	115	93	110	107	122
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	512	3495	343	3440	169
	Weighted (000)	34366	2416	16367	1527	17998	889
	Horz %	100.00	7.03	47.63	4.44	52.37	2.59
	Vert %	14.08	14.22	13.90	14.17	14.25	14.30
	Index	100	101	99	101	101	102
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	156	1357	102	1447	54
	Weighted (000)	14813	766	6725	449	8088	317
	Horz %	100.00	5.17	45.40	3.03	54.60	2.14
	Vert %	6.07	4.51	5.71	4.17	6.40	5.10
	Index	100	74	94	69	106	84
4 Children Under Age 18 Currently Living at Home	Unwgted	872	44	407	32	465	12
	Weighted (000)	4873	231	2163	170	2710	61
	Horz %	100.00	4.74	44.38	3.50	55.62	1.24
	Vert %	2.00	1.36	1.84	1.58	2.15	0.98
	Index	100	68	92	79	107	49
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	29	221	22	242	7
	Weighted (000)	2867	137	1175	107	1693	30
	Horz %	100.00	4.79	40.96	3.73	59.04	1.06
	Vert %	1.17	0.81	1.00	0.99	1.34	0.49
	Index	100	69	85	84	114	42
Own Home/Residence	Unwgted	32775	2478	17020	1684	15755	794
	Weighted (000)	160976	12388	78141	7879	82835	4509
	Horz %	100.00	7.70	48.54	4.89	51.46	2.80
	Vert %	65.95	72.92	66.34	73.14	65.59	72.55
	Index	100	111	101	111	99	110
Rent Home/Residence	Unwgted	15306	851	7334	562	7972	289
	Weighted (000)	80205	4449	38249	2800	41956	1649
	Horz %	100.00	5.55	47.69	3.49	52.31	2.06
	Vert %	32.86	26.19	32.47	25.99	33.22	26.53
	Index	100	80	99	79	101	81

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
			*		*		*
Live Rent-Free in Home/Residence	Unwgted	565	31	266	17	299	14
	Weighted (000)	2903	151	1395	94	1508	57
	Horz %	100.00	5.19	48.05	3.23	51.95	1.97
	Vert %	1.19	0.89	1.18	0.87	1.19	0.92
	Index	100	75	100	73	100	77
Census Region: North East	Unwgted	11000	994	5477	651	5523	343
	Weighted (000)	44018	3659	21032	2253	22986	1407
	Horz %	100.00	8.31	47.78	5.12	52.22	3.20
	Vert %	18.03	21.54	17.86	20.91	18.20	22.64
	Index	100	119	99	116	101	126
Census Region: South	Unwgted	17645	856	8745	547	8900	309
	Weighted (000)	92016	4889	44107	2872	47909	2017
	Horz %	100.00	5.31	47.93	3.12	52.07	2.19
	Vert %	37.70	28.78	37.45	26.66	37.93	32.45
	Index	100	76	99	71	101	86
Census Region: Midwest	Unwgted	9880	877	5113	634	4767	243
	Weighted (000)	52062	4749	25228	3217	26834	1532
	Horz %	100.00	9.12	48.46	6.18	51.54	2.94
	Vert %	21.33	27.96	21.42	29.86	21.25	24.66
	Index	100	131	100	140	100	116
Census Region: West	Unwgted	10121	633	5285	431	4836	202
	Weighted (000)	55988	3689	27418	2431	28570	1259
	Horz %	100.00	6.59	48.97	4.34	51.03	2.25
	Vert %	22.94	21.72	23.28	22.56	22.62	20.25
	Index	100	95	101	98	99	88
Census Sub-Region: New England	Unwgted	2748	209	1330	139	1418	70
	Weighted (000)	11567	876	5545	551	6022	325
	Horz %	100.00	7.57	47.94	4.76	52.06	2.81
	Vert %	4.74	5.15	4.71	5.11	4.77	5.23
	Index	100	109	99	108	101	110
Census Sub-Region: Mid Atlantic	Unwgted	8252	785	4147	512	4105	273
	Weighted (000)	32451	2784	15487	1702	16964	1082
	Horz %	100.00	8.58	47.73	5.24	52.27	3.33
	Vert %	13.30	16.39	13.15	15.80	13.43	17.41
	Index	100	123	99	119	101	131
Census Sub-Region: South Atlantic	Unwgted	9812	432	4839	286	4973	146
	Weighted (000)	48740	2255	23082	1410	25658	845
	Horz %	100.00	4.63	47.36	2.89	52.64	1.73
	Vert %	19.97	13.28	19.60	13.09	20.32	13.59
	Index	100	66	98	66	102	68
Census Sub-Region: East South Central	Unwgted	1890	123	940	85	950	38
	Weighted (000)	14067	992	6879	701	7188	292
	Horz %	100.00	7.05	48.90	4.98	51.10	2.07
	Vert %	5.76	5.84	5.84	6.51	5.69	4.69
	Index	100	101	101	113	99	81
Census Sub-Region: West South Central	Unwgted	5943	301	2966	176	2977	125
	Weighted (000)	29209	1642	14146	761	15062	881
	Horz %	100.00	5.62	48.43	2.61	51.57	3.01
	Vert %	11.97	9.66	12.01	7.07	11.93	14.17
	Index	100	81	100	59	100	118
Census Sub-Region: East North Central	Unwgted	7303	605	3789	453	3514	152
	Weighted (000)	36089	3159	17381	2210	18708	949
	Horz %	100.00	8.75	48.16	6.12	51.84	2.63
	Vert %	14.79	18.60	14.76	20.52	14.81	15.28
	Index	100	126	100	139	100	103
Census Sub-Region: West North Central	Unwgted	2577	272	1324	181	1253	91
	Weighted (000)	15973	1590	7846	1007	8127	583
	Horz %	100.00	9.95	49.12	6.30	50.88	3.65
	Vert %	6.54	9.36	6.66	9.34	6.43	9.38
	Index	100	143	102	143	98	143

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Census Sub-Region: Mountain	Unwgted	2752	213	1444	144	1308	69
	Weighted (000)	18482	1472	9091	919	9391	553
	Horz %	100.00	7.96	49.19	4.97	50.81	2.99
	Vert %	7.57	8.66	7.72	8.53	7.44	8.90
	Index	100	114	102	113	98	118
Census Sub-Region: Pacific	Unwgted	7369	420	3841	287	3528	133
	Weighted (000)	37506	2217	18327	1512	19179	705
	Horz %	100.00	5.91	48.86	4.03	51.14	1.88
	Vert %	15.37	13.05	15.56	14.04	15.19	11.35
	Index	100	85	101	91	99	74
County Size: A	Unwgted	26326	1664	13377	1139	12949	525
	Weighted (000)	102649	6223	49402	4085	53247	2138
	Horz %	100.00	6.06	48.13	3.98	51.87	2.08
	Vert %	42.05	36.63	41.94	37.92	42.16	34.41
	Index	100	87	100	90	100	82
County Size: B	Unwgted	11709	894	5932	585	5777	309
	Weighted (000)	72000	5593	34639	3439	37361	2153
	Horz %	100.00	7.77	48.11	4.78	51.89	2.99
	Vert %	29.50	32.92	29.41	31.93	29.58	34.65
	Index	100	112	100	108	100	117
County Size: C/D	Unwgted	10611	802	5311	539	5300	263
	Weighted (000)	69435	5172	33744	3249	35691	1923
	Horz %	100.00	7.45	48.60	4.68	51.40	2.77
	Vert %	28.45	30.44	28.65	30.16	28.26	30.94
	Index	100	107	101	106	99	109
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	195	630	131	498	64
	Weighted (000)	4719	839	2463	494	2256	345
	Horz %	100.00	17.78	52.20	10.46	47.80	7.32
	Vert %	1.93	4.94	2.09	4.58	1.79	5.56
	Index	100	256	108	237	92	287
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	889	3408	501	4485	388
	Weighted (000)	38375	4413	15888	2319	22487	2094
	Horz %	100.00	11.50	41.40	6.04	58.60	5.46
	Vert %	15.72	25.98	13.49	21.52	17.80	33.70
	Index	100	165	86	137	113	214
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	214	674	137	546	77
	Weighted (000)	6399	1145	3477	769	2922	375
	Horz %	100.00	17.89	54.33	12.02	45.67	5.86
	Vert %	2.62	6.74	2.95	7.14	2.31	6.04
	Index	100	257	113	272	88	230
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	*	*	*	*	*	*
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	262	1658	187	1068	75
	Weighted (000)	7983	770	4558	495	3424	275
	Horz %	100.00	9.65	57.10	6.20	42.90	3.44
	Vert %	3.27	4.53	3.87	4.60	2.71	4.42
	Index	100	139	118	141	83	135
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	376	2668	331	564	45
	Weighted (000)	12837	1554	10355	1324	2482	231
	Horz %	100.00	12.11	80.67	10.31	19.33	1.80
	Vert %	5.26	9.15	8.79	12.29	1.97	3.72
	Index	100	174	167	234	37	71
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	76	592	63	258	13
	Weighted (000)	3908	316	2506	249	1402	67
	Horz %	100.00	8.08	64.12	6.37	35.88	1.71
	Vert %	1.60	1.86	2.13	2.31	1.11	1.07
	Index	100	116	133	144	69	67



RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	471	1752	332	1299	139
	Weighted (000)	14357	2251	7933	1492	6424	759
	Horz %	100.00	15.68	55.26	10.40	44.74	5.28
	Vert %	5.88	13.25	6.74	13.85	5.09	12.21
	Index	100	225	115	236	86	208
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	645	3585	380	4551	265
	Weighted (000)	42891	3470	17737	1847	25154	1623
	Horz %	100.00	8.09	41.35	4.31	58.65	3.78
	Vert %	17.57	20.43	15.06	17.15	19.92	26.11
	Index	100	116	86	98	113	149
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	468	1603	328	1261	140
	Weighted (000)	14285	2422	7775	1709	6510	713
	Horz %	100.00	16.95	54.43	11.96	45.57	4.99
	Vert %	5.85	14.26	6.60	15.86	5.15	11.48
	Index	100	244	113	271	88	196
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	3360	2263	2263	1097	1097
	Weighted (000)	16987	16987	10773	10773	6214	6214
	Horz %	100.00	100.00	63.42	63.42	36.58	36.58
	Vert %	6.96	100.00	9.15	100.00	4.92	100.00
	Index	100	1437	131	1437	71	1437
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	88	704	57	649	31
	Weighted (000)	5307	374	2699	229	2608	145
	Horz %	100.00	7.05	50.86	4.32	49.14	2.73
	Vert %	2.17	2.20	2.29	2.13	2.06	2.33
	Index	100	101	105	98	95	107
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	692	3837	441	3920	251
	Weighted (000)	44958	4081	20903	2434	24055	1647
	Horz %	100.00	9.08	46.49	5.41	53.51	3.66
	Vert %	18.42	24.02	17.75	22.59	19.05	26.51
	Index	100	130	96	123	103	144
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	13	172	7	138	6
	Weighted (000)	1196	89	639	45	557	45
	Horz %	100.00	7.45	53.45	3.72	46.55	3.73
	Vert %	0.49	0.52	0.54	0.41	0.44	0.72
	Index	100	107	111	84	90	146
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	12	245	6	397	6
	Weighted (000)	3662	91	1387	50	2275	41
	Horz %	100.00	2.49	37.87	1.37	62.13	1.12
	Vert %	1.50	0.54	1.18	0.47	1.80	0.66
	Index	100	36	78	31	120	44
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	69	1288	41	1289	28
	Weighted (000)	15181	414	7552	279	7628	135
	Horz %	100.00	2.73	49.75	1.84	50.25	0.89
	Vert %	6.22	2.44	6.41	2.59	6.04	2.18
	Index	100	39	103	42	97	35
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	411	1399	220	2152	191
	Weighted (000)	17450	1907	6424	855	11026	1052
	Horz %	100.00	10.93	36.82	4.90	63.18	6.03
	Vert %	7.15	11.23	5.45	7.94	8.73	16.93
	Index	100	157	76	111	122	237
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	41	356	27	275	14
	Weighted (000)	2496	153	1441	84	1055	69
	Horz %	100.00	6.12	57.74	3.37	42.26	2.76
	Vert %	1.02	0.90	1.22	0.78	0.84	1.11
	Index	100	88	120	76	82	108
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	25	625	17	483	8
	Weighted (000)	6328	133	3490	100	2838	33
	Horz %	100.00	2.10	55.15	1.58	44.85	0.53
	Vert %	2.59	0.78	2.96	0.93	2.25	0.54
	Index	100	30	114	36	87	21

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	477	3543	370	2263	107
	Weighted (000)	23554	2154	14195	1588	9359	566
	Horz %	100.00	9.15	60.27	6.74	39.73	2.41
	Vert %	9.65	12.68	12.05	14.74	7.41	9.12
	Index	100	131	125	153	77	94
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	203	713	122	743	81
	Weighted (000)	7376	975	3364	559	4012	416
	Horz %	100.00	13.21	45.61	7.57	54.39	5.64
	Vert %	3.02	5.74	2.86	5.18	3.18	6.69
	Index	100	190	95	172	105	222
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	126	1348	88	1277	38
	Weighted (000)	10677	552	5254	335	5423	218
	Horz %	100.00	5.17	49.21	3.14	50.79	2.04
	Vert %	4.37	3.25	4.46	3.11	4.29	3.50
	Index	100	74	102	71	98	80
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	214	1603	124	2341	90
	Weighted (000)	20120	1137	7818	593	12302	544
	Horz %	100.00	5.65	38.86	2.95	61.14	2.70
	Vert %	8.24	6.69	6.64	5.50	9.74	8.75
	Index	100	81	81	67	118	106
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	158	1177	90	1392	68
	Weighted (000)	13480	927	5921	473	7559	455
	Horz %	100.00	6.88	43.93	3.51	56.07	3.37
	Vert %	5.52	5.46	5.03	4.39	5.98	7.31
	Index	100	99	91	79	108	132
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	669	2115	508	1066	161
	Weighted (000)	16260	3288	10651	2334	5609	954
	Horz %	100.00	20.22	65.50	14.36	34.50	5.87
	Vert %	6.66	19.36	9.04	21.67	4.44	15.35
	Index	100	291	136	325	67	230
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	135	449	61	657	74
	Weighted (000)	5735	669	2251	274	3483	395
	Horz %	100.00	11.66	39.26	4.78	60.74	6.89
	Vert %	2.35	3.94	1.91	2.54	2.76	6.35
	Index	100	168	81	108	117	270
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	23	426	14	480	9
	Weighted (000)	5268	154	2577	107	2692	47
	Horz %	100.00	2.92	48.91	2.03	51.09	0.89
	Vert %	2.16	0.90	2.19	0.99	2.13	0.75
	Index	100	42	101	46	99	35
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	9	136	5	166	4
	Weighted (000)	1893	55	914	36	979	19
	Horz %	100.00	2.89	48.29	1.89	51.71	1.00
	Vert %	0.78	0.32	0.78	0.33	0.77	0.30
	Index	100	42	100	43	100	39
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	217	2466	141	2655	76
	Weighted (000)	26008	1103	12354	598	13654	505
	Horz %	100.00	4.24	47.50	2.30	52.50	1.94
	Vert %	10.66	6.50	10.49	5.55	10.81	8.13
	Index	100	61	98	52	101	76
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	53	947	29	1186	24
	Weighted (000)	10077	215	4430	132	5646	83
	Horz %	100.00	2.14	43.97	1.31	56.03	0.82
	Vert %	4.13	1.27	3.76	1.23	4.47	1.34
	Index	100	31	91	30	108	32
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	104	1016	66	973	38
	Weighted (000)	11746	600	5748	283	5998	317
	Horz %	100.00	5.10	48.93	2.41	51.07	2.70
	Vert %	4.81	3.53	4.88	2.62	4.75	5.10
	Index	100	73	101	55	99	106

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
							*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	109	710	74	593	35
	Weighted (000)	6945	565	3765	366	3180	199
	Horz %	100.00	8.13	54.22	5.26	45.78	2.87
	Vert %	2.85	3.33	3.20	3.39	2.52	3.21
	Index	100	117	112	119	88	113
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	3274	21166	2209	19871	1065
	Weighted (000)	204462	16509	100664	10512	103799	5997
	Horz %	100.00	8.07	49.23	5.14	50.77	2.93
	Vert %	83.77	97.19	85.46	97.58	82.18	96.51
	Index	100	116	102	116	98	115
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	2219	13552	1570	11726	649
	Weighted (000)	122460	10836	62601	7406	59859	3430
	Horz %	100.00	8.85	51.12	6.05	48.88	2.80
	Vert %	50.17	63.79	53.15	68.75	47.39	55.19
	Index	100	127	106	137	94	110
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	1679	9879	1139	8956	540
	Weighted (000)	94930	8445	47803	5485	47126	2960
	Horz %	100.00	8.90	50.36	5.78	49.64	3.12
	Vert %	38.89	49.71	40.59	50.91	37.31	47.64
	Index	100	128	104	131	96	122
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	2042	11965	1418	10374	624
	Weighted (000)	109527	10122	55888	6586	53639	3535
	Horz %	100.00	9.24	51.03	6.01	48.97	3.23
	Vert %	44.87	59.59	47.45	61.14	42.47	56.89
	Index	100	133	106	136	95	127
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	714	4389	489	3698	225
	Weighted (000)	41055	3642	21314	2383	19741	1259
	Horz %	100.00	8.87	51.92	5.80	48.08	3.07
	Vert %	16.82	21.44	18.10	22.12	15.63	20.26
	Index	100	127	108	131	93	120
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	226	1517	173	901	53
	Weighted (000)	12268	1213	7410	889	4858	325
	Horz %	100.00	9.89	60.40	7.24	39.60	2.65
	Vert %	5.03	7.14	6.29	8.25	3.85	5.22
	Index	100	142	125	164	77	104
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	1333	8419	916	7721	417
	Weighted (000)	79167	6541	39548	4433	39619	2108
	Horz %	100.00	8.26	49.96	5.60	50.04	2.66
	Vert %	32.43	38.50	33.58	41.15	31.37	33.92
	Index	100	119	104	127	97	105
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	1907	10775	1247	10817	660
	Weighted (000)	106532	9402	50518	5840	56014	3562
	Horz %	100.00	8.83	47.42	5.48	52.58	3.34
	Vert %	43.65	55.35	42.89	54.21	44.35	57.32
	Index	100	127	98	124	102	131
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	1566	8662	1032	8298	534
	Weighted (000)	85146	7812	41344	4917	43802	2896
	Horz %	100.00	9.18	48.56	5.77	51.44	3.40
	Vert %	34.88	45.99	35.10	45.64	34.68	46.60
	Index	100	132	101	131	99	134
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	728	4357	481	3989	247
	Weighted (000)	42195	3786	21137	2326	21058	1459
	Horz %	100.00	8.97	50.09	5.51	49.91	3.46
	Vert %	17.29	22.29	17.95	21.59	16.67	23.49
	Index	100	129	104	125	96	136
Radio Daypart Cumes: Weekend Midnight - 6:00 am							*
	Unwgted	2161	183	1240	138	921	45
	Weighted (000)	10847	946	5916	660	4931	286
	Horz %	100.00	8.72	54.54	6.08	45.46	2.64
	Index	100	125	113	138	88	104

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	883	6181	558	7424	325
	Weighted (000)	66444	4230	29038	2641	37407	1589
	Horz %	100.00	6.37	43.70	3.98	56.30	2.39
	Vert %	27.22	24.90	24.65	24.52	29.62	25.57
	Index	100	91	91	90	109	94
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	2982	19374	1993	18208	989
	Weighted (000)	186198	14878	90927	9359	95271	5519
	Horz %	100.00	7.99	48.83	5.03	51.17	2.96
	Vert %	76.28	87.58	77.20	86.88	75.43	88.81
	Index	100	115	101	114	99	116
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	765	3918	593	2440	172
	Weighted (000)	32708	3798	19546	2868	13161	931
	Horz %	100.00	11.61	59.76	8.77	40.24	2.85
	Vert %	13.40	22.36	16.59	26.62	10.42	14.98
	Index	100	167	124	199	78	112
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	98	867	69	623	29
	Weighted (000)	7844	480	4568	356	3276	125
	Horz %	100.00	6.12	58.23	4.53	41.77	1.59
	Vert %	3.21	2.83	3.88	3.30	2.59	2.00
	Index	100	88	121	103	81	62
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	1224	7619	805	8503	419
	Weighted (000)	79216	5972	35906	3788	43310	2184
	Horz %	100.00	7.54	45.33	4.78	54.67	2.76
	Vert %	32.45	35.16	30.48	35.16	34.29	35.15
	Index	100	108	94	108	106	108
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	2743	17663	1825	16921	918
	Weighted (000)	172300	13682	83400	8564	88900	5118
	Horz %	100.00	7.94	48.40	4.97	51.60	2.97
	Vert %	70.59	80.54	70.81	79.50	70.39	82.36
	Index	100	114	100	113	100	117
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	263	1536	203	841	60
	Weighted (000)	13032	1413	8169	1024	4864	389
	Horz %	100.00	10.84	62.68	7.86	37.32	2.98
	Vert %	5.34	8.32	6.94	9.51	3.85	6.25
	Index	100	156	130	178	72	117
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	111	843	80	707	31
	Weighted (000)	8439	585	4527	420	3913	165
	Horz %	100.00	6.93	53.64	4.97	46.36	1.96
	Vert %	3.46	3.44	3.84	3.90	3.10	2.66
	Index	100	100	111	113	90	77
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	695	5526	546	3346	149
	Weighted (000)	37216	2863	22205	2188	15011	675
	Horz %	100.00	7.69	59.67	5.88	40.33	1.81
	Vert %	15.25	16.85	18.85	20.31	11.89	10.87
	Index	100	111	124	133	78	71
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	3360	18015	2263	17633	1097
	Weighted (000)	180517	16987	87416	10773	93101	6214
	Horz %	100.00	9.41	48.43	5.97	51.57	3.44
	Vert %	73.96	100.00	74.22	100.00	73.71	100.00
	Index	100	135	100	135	100	135
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	3360	19803	2263	18821	1097
	Weighted (000)	192537	16987	94151	10773	98386	6214
	Horz %	100.00	8.82	48.90	5.60	51.10	3.23
	Vert %	78.88	100.00	79.93	100.00	77.90	100.00
	Index	100	127	101	127	99	127
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	336	3674	236	3134	100
	Weighted (000)	31804	1565	15468	1013	16336	553
	Horz %	100.00	4.92	48.63	3.18	51.37	1.74
	Vert %	13.03	9.21	13.13	9.40	12.93	8.89
	Index	100	71	101	72	99	68

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	530	5019	389	4314	141
	Weighted (000)	45323	2439	22079	1760	23244	679
	Horz %	100.00	5.38	48.72	3.88	51.28	1.50
	Vert %	18.57	14.36	18.75	16.34	18.40	10.92
	Index	100	77	101	88	99	59
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	1086	8170	771	6983	315
	Weighted (000)	76621	5422	38271	3657	38350	1765
	Horz %	100.00	7.08	49.95	4.77	50.05	2.30
	Vert %	31.39	31.92	32.49	33.95	30.36	28.40
	Index	100	102	104	108	97	90
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	1001	7086	707	5547	294
	Weighted (000)	64670	5150	33579	3310	31091	1840
	Horz %	100.00	7.96	51.92	5.12	48.08	2.85
	Vert %	26.49	30.32	28.51	30.72	24.62	29.61
	Index	100	114	108	116	93	112
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	566	4033	402	3310	164
	Weighted (000)	36346	2933	18766	1923	17579	1009
	Horz %	100.00	8.07	51.63	5.29	48.37	2.78
	Vert %	14.89	17.26	15.93	17.85	13.92	16.24
	Index	100	116	107	120	93	109
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	1412	9763	934	9479	478
	Weighted (000)	97996	7351	47386	4669	50610	2681
	Horz %	100.00	7.50	48.36	4.76	51.64	2.74
	Vert %	40.15	43.27	40.23	43.34	40.07	43.15
	Index	100	108	100	108	100	107
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	1619	11253	1089	10668	530
	Weighted (000)	110983	8395	54016	5390	56967	3005
	Horz %	100.00	7.56	48.67	4.86	51.33	2.71
	Vert %	45.47	49.42	45.86	50.03	45.10	48.35
	Index	100	109	101	110	99	106
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	328	1813	218	1639	110
	Weighted (000)	17001	1646	8246	1022	8755	624
	Horz %	100.00	9.68	48.51	6.01	51.49	3.67
	Vert %	6.97	9.69	7.00	9.48	6.93	10.04
	Index	100	139	101	136	100	144
Downloaded Music - Past Month	Unwgted	9054	620	4802	401	4252	219
	Weighted (000)	47933	3238	24203	1853	23730	1385
	Horz %	100.00	6.76	50.49	3.87	49.51	2.89
	Vert %	19.64	19.06	20.55	17.20	18.79	22.29
	Index	100	97	105	88	96	114
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	221	2158	164	1542	57
	Weighted (000)	17081	1079	9453	762	7628	317
	Horz %	100.00	6.32	55.34	4.46	44.66	1.85
	Vert %	7.00	6.35	8.03	7.08	6.04	5.09
	Index	100	91	115	101	86	73
Visited iHeartRadio site - Past Month	Unwgted	4412	354	2137	227	2275	127
	Weighted (000)	21989	1860	9936	1142	12053	718
	Horz %	100.00	8.46	45.19	5.19	54.81	3.27
	Vert %	9.01	10.95	8.44	10.60	9.54	11.56
	Index	100	122	94	118	106	128
Visited iTunes.com site - Past Month	Unwgted	8331	629	4228	402	4103	227
	Weighted (000)	40212	2867	19546	1606	20666	1262
	Horz %	100.00	7.13	48.61	3.99	51.39	3.14
	Vert %	16.47	16.88	16.59	14.91	16.36	20.30
	Index	100	102	101	90	99	123
Visited Pandora.com site - Past Month	Unwgted	16996	1296	8143	846	8853	450
	Weighted (000)	87700	6671	39828	4172	47872	2500
	Horz %	100.00	7.61	45.41	4.76	54.59	2.85
	Vert %	35.93	39.27	33.81	38.72	37.90	40.22
	Index	100	109	94	108	105	112

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Visited Spotify site - Past Month	Unwgted	6074	438	3265	292	2809	146
	Weighted (000)	32588	2318	16510	1409	16078	909
	Horz %	100.00	7.11	50.66	4.32	49.34	2.79
	Vert %	13.35	13.65	14.02	13.08	12.73	14.62
	Index	100	102	105	98	95	110
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	1189	8133	784	8374	405
	Weighted (000)	83844	5883	39387	3541	44457	2342
	Horz %	100.00	7.02	46.98	4.22	53.02	2.79
	Vert %	34.35	34.63	33.44	32.87	35.20	37.69
	Index	100	101	97	96	102	110
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	953	6987	634	6921	319
	Weighted (000)	70343	4554	33619	2795	36723	1759
	Horz %	100.00	6.47	47.79	3.97	52.21	2.50
	Vert %	28.82	26.81	28.54	25.94	29.08	28.31
	Index	100	93	99	90	101	98
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	1241	8480	820	8645	421
	Weighted (000)	86850	6152	40962	3839	45888	2312
	Horz %	100.00	7.08	47.16	4.42	52.84	2.66
	Vert %	35.58	36.21	34.78	35.64	36.33	37.21
	Index	100	102	98	100	102	105
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	913	6657	633	6188	280
	Weighted (000)	65189	4546	31982	3000	33207	1546
	Horz %	100.00	6.97	49.06	4.60	50.94	2.37
	Vert %	26.71	26.76	27.15	27.85	26.29	24.87
	Index	100	100	102	104	98	93
Most trusted media: Radio	Unwgted	4143	321	2212	220	1931	101
	Weighted (000)	21056	1654	10937	1131	10119	523
	Horz %	100.00	7.86	51.94	5.37	48.06	2.48
	Vert %	8.63	9.74	9.29	10.50	8.01	8.41
	Index	100	113	108	122	93	97
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	2790	19503	1874	19095	916
	Weighted (000)	190885	13813	91892	8714	98994	5099
	Horz %	100.00	7.24	48.14	4.57	51.86	2.67
	Vert %	78.20	81.31	78.02	80.89	78.38	82.05
	Index	100	104	100	103	100	105
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	2275	15505	1518	15169	757
	Weighted (000)	150599	11391	72409	7112	78190	4279
	Horz %	100.00	7.56	48.08	4.72	51.92	2.84
	Vert %	61.70	67.06	61.48	66.02	61.91	68.85
	Index	100	109	100	107	100	112
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	1953	13432	1318	12975	635
	Weighted (000)	129573	9739	63337	6199	66237	3539
	Horz %	100.00	7.52	48.88	4.78	51.12	2.73
	Vert %	53.09	57.33	53.77	57.55	52.44	56.95
	Index	100	108	101	108	99	107
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	2285	15521	1530	15246	755
	Weighted (000)	150356	11353	72364	7134	77992	4220
	Horz %	100.00	7.55	48.13	4.74	51.87	2.81
	Vert %	61.60	66.83	61.44	66.22	61.75	67.90
	Index	100	108	100	107	100	110
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	809	6007	482	7581	327
	Weighted (000)	72467	4273	30905	2382	41562	1891
	Horz %	100.00	5.90	42.65	3.29	57.35	2.61
	Vert %	29.69	25.16	26.24	22.12	32.91	30.42
	Index	100	85	88	74	111	102
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	1715	12125	1151	12089	564
	Weighted (000)	122899	8678	58920	5595	63979	3083
	Horz %	100.00	7.06	47.94	4.55	52.06	2.51
	Vert %	50.35	51.09	50.02	51.94	50.66	49.60
	Index	100	101	99	103	101	99

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	715	4271	480	3932	235
	Weighted (000)	41009	3647	20395	2259	20614	1388
	Horz %	100.00	8.89	49.73	5.51	50.27	3.38
	Vert %	16.80	21.47	17.32	20.97	16.32	22.33
	Index	100	128	103	125	97	133
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	1562	10375	1078	10051	484
	Weighted (000)	102185	7917	50170	5212	52014	2705
	Horz %	100.00	7.75	49.10	5.10	50.90	2.65
	Vert %	41.86	46.61	42.59	48.38	41.18	43.53
	Index	100	111	102	116	98	104
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	1712	12786	1214	11032	498
	Weighted (000)	120635	8648	61633	5768	59003	2880
	Horz %	100.00	7.17	51.09	4.78	48.91	2.39
	Vert %	49.42	50.91	52.33	53.55	46.72	46.34
	Index	100	103	106	108	95	94
Downloaded a TV Program - Past Month	Unwgted	2514	158	1488	109	1026	49
	Weighted (000)	11768	687	6862	489	4906	198
	Horz %	100.00	5.84	58.31	4.15	41.69	1.68
	Vert %	4.82	4.04	5.83	4.54	3.88	3.19
	Index	100	84	121	94	81	66
Watched a TV Program Online - Past Month	Unwgted	8915	629	4794	442	4121	187
	Weighted (000)	43431	3134	22357	2063	21075	1070
	Horz %	100.00	7.22	51.48	4.75	48.52	2.46
	Vert %	17.79	18.45	18.98	19.15	16.69	17.22
	Index	100	104	107	108	94	97
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	743	4824	464	4962	279
	Weighted (000)	47213	3451	22102	2017	25111	1434
	Horz %	100.00	7.31	46.81	4.27	53.19	3.04
	Vert %	19.34	20.31	18.76	18.72	19.88	23.07
	Index	100	105	97	97	103	119
Looked at TV Listings Online - Past Month	Unwgted	5331	431	2875	299	2456	132
	Weighted (000)	24808	1928	12867	1301	11941	626
	Horz %	100.00	7.77	51.87	5.25	48.13	2.53
	Vert %	10.16	11.35	10.92	12.08	9.45	10.08
	Index	100	112	107	119	93	99
Household Subscribes to Cable TV	Unwgted	22534	1516	10957	1015	11577	501
	Weighted (000)	109088	7485	50697	4692	58392	2793
	Horz %	100.00	6.86	46.47	4.30	53.53	2.56
	Vert %	44.69	44.06	43.04	43.55	46.23	44.94
	Index	100	99	96	97	103	101
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	2692	19081	1813	18813	879
	Weighted (000)	188357	13331	89899	8439	98458	4892
	Horz %	100.00	7.08	47.73	4.48	52.27	2.60
	Vert %	77.17	78.48	76.32	78.34	77.96	78.73
	Index	100	102	99	102	101	102
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	2599	18395	1755	17949	844
	Weighted (000)	180739	12801	86452	8083	94287	4718
	Horz %	100.00	7.08	47.83	4.47	52.17	2.61
	Vert %	74.05	75.36	73.40	75.03	74.65	75.91
	Index	100	102	99	101	101	103
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	2001	13744	1389	12557	612
	Weighted (000)	131456	9912	65357	6493	66099	3419
	Horz %	100.00	7.54	49.72	4.94	50.28	2.60
	Vert %	53.86	58.35	55.49	60.28	52.34	55.02
	Index	100	108	103	112	97	102
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	1277	8571	878	7230	399
	Weighted (000)	75868	6233	39018	3992	36850	2241
	Horz %	100.00	8.22	51.43	5.26	48.57	2.95
	Vert %	31.08	36.69	33.13	37.05	29.18	36.07
	Index	100	118	107	119	94	116

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	481	3175	333	2518	148
	Weighted (000)	27121	2258	14383	1469	12737	789
	Horz %	100.00	8.33	53.03	5.42	46.97	2.91
	Vert %	11.11	13.29	12.21	13.64	10.09	12.70
	Index	100	120	110	123	91	114
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	1099	6519	726	6511	373
	Weighted (000)	59121	4980	27723	3131	31399	1849
	Horz %	100.00	8.42	46.89	5.30	53.11	3.13
	Vert %	24.22	29.32	23.54	29.07	24.86	29.75
	Index	100	121	97	120	103	123
Household Has a Satellite Dish	Unwgted	10843	772	5773	536	5070	236
	Weighted (000)	61939	4340	30806	2847	31133	1493
	Horz %	100.00	7.01	49.74	4.60	50.26	2.41
	Vert %	25.38	25.55	26.15	26.43	24.65	24.03
	Index	100	101	103	104	97	95
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	1775	12159	1202	11569	573
	Weighted (000)	116768	8632	56214	5599	60553	3034
	Horz %	100.00	7.39	48.14	4.79	51.86	2.60
	Vert %	47.84	50.82	47.73	51.97	47.94	48.82
	Index	100	106	100	109	100	102
Any Internet/Online Activity - Past Month	Unwgted	42373	3082	21479	2058	20894	1024
	Weighted (000)	208554	15544	100358	9805	108196	5739
	Horz %	100.00	7.45	48.12	4.70	51.88	2.75
	Vert %	85.44	91.51	85.20	91.01	85.67	92.36
	Index	100	107	100	107	100	108
Played Games Online - Past Month	Unwgted	13852	1069	6886	679	6966	390
	Weighted (000)	73850	5819	36139	3558	37711	2261
	Horz %	100.00	7.88	48.94	4.82	51.06	3.06
	Vert %	30.26	34.26	30.68	33.03	29.86	36.38
	Index	100	113	101	109	99	120
Downloaded a Video Game - Past Month	Unwgted	5083	394	3219	299	1864	95
	Weighted (000)	28601	2120	17857	1588	10744	532
	Horz %	100.00	7.41	62.43	5.55	37.57	1.86
	Vert %	11.72	12.48	15.16	14.74	8.51	8.56
	Index	100	107	129	126	73	73
Downloaded a Movie - Past Month	Unwgted	4447	280	2686	200	1761	80
	Weighted (000)	21989	1380	13002	962	8988	418
	Horz %	100.00	6.27	59.13	4.37	40.87	1.90
	Vert %	9.01	8.12	11.04	8.93	7.12	6.72
	Index	100	90	123	99	79	75
Watched a Movie Online - Past Month	Unwgted	11540	730	6607	540	4933	190
	Weighted (000)	58047	3802	31657	2684	26390	1118
	Horz %	100.00	6.55	54.54	4.62	45.46	1.93
	Vert %	23.78	22.38	26.88	24.91	20.89	17.99
	Index	100	94	113	105	88	76
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	782	5966	576	4063	206
	Weighted (000)	50248	3823	28918	2681	21330	1142
	Horz %	100.00	7.61	57.55	5.34	42.45	2.27
	Vert %	20.59	22.50	24.55	24.89	16.89	18.37
	Index	100	109	119	121	82	89
Visited a Chat Room - Past Month	Unwgted	2194	159	1304	116	890	43
	Weighted (000)	10601	699	6275	506	4326	193
	Horz %	100.00	6.59	59.20	4.78	40.80	1.82
	Vert %	4.34	4.11	5.33	4.70	3.42	3.10
	Index	100	95	123	108	79	71
Used e-Mail - Past Month	Unwgted	37148	2728	18452	1786	18696	942
	Weighted (000)	177506	13374	82663	8209	94843	5165
	Horz %	100.00	7.53	46.57	4.62	53.43	2.91
	Vert %	72.72	78.73	70.18	76.20	75.09	83.12
	Index	100	108	97	105	103	114



RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	2082	13749	1286	15335	796
	Weighted (000)	148723	10666	66365	6145	82359	4521
	Horz %	100.00	7.17	44.62	4.13	55.38	3.04
	Vert %	60.93	62.79	56.34	57.05	65.21	72.75
	Index	100	103	92	94	107	119
Visited Online Blogs - Past Month	Unwgted	6650	413	3248	261	3402	152
	Weighted (000)	32542	2042	14793	1173	17749	869
	Horz %	100.00	6.28	45.46	3.60	54.54	2.67
	Vert %	13.33	12.02	12.56	10.89	14.05	13.99
	Index	100	90	94	82	105	105
Wrote an Online Blog - Past Month	Unwgted	1215	61	626	38	589	23
	Weighted (000)	5810	341	2813	215	2997	126
	Horz %	100.00	5.87	48.42	3.71	51.58	2.16
	Vert %	2.38	2.01	2.39	2.00	2.37	2.02
	Index	100	84	100	84	100	85
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	286	2036	186	2049	100
	Weighted (000)	20569	1403	9626	823	10943	580
	Horz %	100.00	6.82	46.80	4.00	53.20	2.82
	Vert %	8.43	8.26	8.17	7.64	8.66	9.34
	Index	100	98	97	91	103	111
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	2698	18156	1751	18631	947
	Weighted (000)	184180	13795	86438	8377	97741	5417
	Horz %	100.00	7.49	46.93	4.55	53.07	2.94
	Vert %	75.46	81.21	73.39	77.76	77.39	87.18
	Index	100	108	97	103	103	116
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	2167	13748	1327	16196	840
	Weighted (000)	152016	11078	66499	6296	85517	4782
	Horz %	100.00	7.29	43.75	4.14	56.25	3.15
	Vert %	62.28	65.22	56.46	58.44	67.71	76.96
	Index	100	105	91	94	109	124
Foursquare	Unwgted	259	19	127	13	132	6
	Weighted (000)	1096	111	542	55	554	56
	Horz %	100.00	10.14	49.44	5.04	50.56	5.09
	Vert %	0.45	0.65	0.46	0.51	0.44	0.90
	Index	100	146	102	114	98	200
Google + (Google Plus)	Unwgted	7523	550	3548	345	3975	205
	Weighted (000)	37002	2768	16517	1667	20485	1101
	Horz %	100.00	7.48	44.64	4.50	55.36	2.97
	Vert %	15.16	16.29	14.02	15.47	16.22	17.71
	Index	100	107	93	102	107	117
Instagram	Unwgted	11180	632	4771	358	6409	274
	Weighted (000)	59923	3407	24271	1673	35652	1734
	Horz %	100.00	5.69	40.50	2.79	59.50	2.89
	Vert %	24.55	20.05	20.61	15.53	28.23	27.90
	Index	100	82	84	63	115	114
LinkedIn	Unwgted	7899	605	4439	407	3460	198
	Weighted (000)	31599	2396	17071	1497	14527	900
	Horz %	100.00	7.58	54.03	4.74	45.97	2.85
	Vert %	12.95	14.11	14.49	13.89	11.50	14.48
	Index	100	109	112	107	89	112
Pinterest	Unwgted	9299	599	1975	195	7324	404
	Weighted (000)	49108	3175	9190	843	39919	2333
	Horz %	100.00	6.47	18.71	1.72	81.29	4.75
	Vert %	20.12	18.69	7.80	7.82	31.61	37.54
	Index	100	93	39	39	157	187
Tumblr	Unwgted	1737	106	1029	76	708	30
	Weighted (000)	9309	591	4915	381	4394	210
	Horz %	100.00	6.35	52.80	4.09	47.20	2.25
	Vert %	3.81	3.48	4.17	3.54	3.48	3.38
	Index	100	91	109	93	91	89

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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Twitter	Unwgted	6507	425	3592	292	2915	133
	Weighted (000)	32509	2077	16927	1265	15583	813
	Horz %	100.00	6.39	52.07	3.89	47.93	2.50
	Vert %	13.32	12.23	14.37	11.74	12.34	13.07
	Index	100	92	108	88	93	98
Yelp	Unwgted	4238	242	2031	144	2207	98
	Weighted (000)	17049	1004	7651	510	9398	494
	Horz %	100.00	5.89	44.88	2.99	55.12	2.90
	Vert %	6.98	5.91	6.50	4.73	7.44	7.95
	Index	100	85	93	68	107	114
YouTube	Unwgted	24878	1931	13348	1324	11530	607
	Weighted (000)	125197	9654	64072	6222	61125	3433
	Horz %	100.00	7.71	51.18	4.97	48.82	2.74
	Vert %	51.29	56.83	54.40	57.76	48.40	55.24
	Index	100	111	106	113	94	108
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	1458	7934	826	11457	632
	Weighted (000)	98998	7527	37956	3872	61042	3655
	Horz %	100.00	7.60	38.34	3.91	61.66	3.69
	Vert %	40.56	44.31	32.22	35.94	48.33	58.81
	Index	100	109	79	89	119	145
"Follow" or become a "fan of" something or someone	Unwgted	9880	739	4289	441	5591	298
	Weighted (000)	51999	3825	21230	2042	30768	1782
	Horz %	100.00	7.36	40.83	3.93	59.17	3.43
	Vert %	21.30	22.51	18.02	18.96	24.36	28.68
	Index	100	106	85	89	114	135
Clicked on an advertisement	Unwgted	7250	555	3332	337	3918	218
	Weighted (000)	34609	2671	14941	1533	19669	1138
	Horz %	100.00	7.72	43.17	4.43	56.83	3.29
	Vert %	14.18	15.72	12.68	14.23	15.57	18.31
	Index	100	111	89	100	110	129
Watched a video	Unwgted	23931	1847	12520	1247	11411	600
	Weighted (000)	121821	9417	60888	5942	60933	3476
	Horz %	100.00	7.73	49.98	4.88	50.02	2.85
	Vert %	49.91	55.44	51.69	55.15	48.25	55.93
	Index	100	111	104	111	97	112
Websites or apps visited or used in the last 30 days: Coupons	Unwgted	1642	93	404	30	1238	63
	Weighted (000)	7736	459	1683	135	6052	324
	Horz %	100.00	5.93	21.76	1.74	78.24	4.19
	Vert %	3.17	2.70	1.43	1.25	4.79	5.22
	Index	100	85	45	39	151	165
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	3048	20163	2026	20017	1022
	Weighted (000)	200974	15337	95462	9509	105511	5828
	Horz %	100.00	7.63	47.50	4.73	52.50	2.90
	Vert %	82.34	90.29	81.05	88.27	83.54	93.78
	Index	100	110	98	107	101	114
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	1497	10025	934	10927	563
	Weighted (000)	106707	7669	47788	4427	58918	3242
	Horz %	100.00	7.19	44.78	4.15	55.22	3.04
	Vert %	43.72	45.15	40.57	41.10	46.65	52.17
	Index	100	103	93	94	107	119
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	1376	9447	875	9892	501
	Weighted (000)	97935	6759	44522	3989	53413	2769
	Horz %	100.00	6.90	45.46	4.07	54.54	2.83
	Vert %	40.12	39.79	37.80	37.03	42.29	44.56
	Index	100	99	94	92	105	111
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	1790	12866	1204	11859	586
	Weighted (000)	126500	9040	62393	5622	64107	3418
	Horz %	100.00	7.15	49.32	4.44	50.68	2.70
	Vert %	51.83	53.21	52.97	52.19	50.76	54.99
	Index	100	103	102	101	98	106

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	1171	7823	766	7874	405
	Weighted (000)	84080	6328	39914	3866	44166	2462
	Horz %	100.00	7.53	47.47	4.60	52.53	2.93
	Vert %	34.45	37.25	33.89	35.89	34.97	39.61
	Index	100	108	98	104	102	115
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	738	6471	528	5155	210
	Weighted (000)	61092	3726	32067	2484	29025	1242
	Horz %	100.00	6.10	52.49	4.07	47.51	2.03
	Vert %	25.03	21.93	27.22	23.06	22.98	19.98
	Index	100	88	109	92	92	80
Used a Mobile "App" - Past Month	Unwgted	25794	1947	13219	1290	12575	657
	Weighted (000)	128777	9878	62189	6116	66588	3762
	Horz %	100.00	7.67	48.29	4.75	51.71	2.92
	Vert %	52.76	58.15	52.80	56.77	52.72	60.54
	Index	100	110	100	108	100	115
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	804	5777	562	5135	242
	Weighted (000)	50128	3454	24847	2219	25281	1234
	Horz %	100.00	6.89	49.57	4.43	50.43	2.46
	Vert %	20.54	20.33	21.10	20.60	20.02	19.86
	Index	100	99	103	100	97	97
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	1030	6852	665	7393	365
	Weighted (000)	67106	4765	30235	2907	36871	1858
	Horz %	100.00	7.10	45.05	4.33	54.95	2.77
	Vert %	27.49	28.05	25.67	26.98	29.19	29.90
	Index	100	102	93	98	106	109
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	1469	10461	999	9027	470
	Weighted (000)	91290	7106	46056	4524	45234	2582
	Horz %	100.00	7.78	50.45	4.96	49.55	2.83
	Vert %	37.40	41.83	39.10	42.00	35.82	41.55
	Index	100	112	105	112	96	111
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	301	1751	190	2021	111
	Weighted (000)	20084	1712	9059	996	11024	716
	Horz %	100.00	8.52	45.11	4.96	54.89	3.57
	Vert %	8.23	10.08	7.69	9.24	8.73	11.52
	Index	100	122	93	112	106	140
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	316	1675	193	2083	123
	Weighted (000)	19510	1620	8252	925	11258	695
	Horz %	100.00	8.30	42.30	4.74	57.70	3.56
	Vert %	7.99	9.54	7.01	8.59	8.91	11.18
	Index	100	119	88	107	112	140
Read Advertisements in Weekday Newspaper	Unwgted	3812	274	1663	163	2149	111
	Weighted (000)	17916	1382	7281	799	10635	583
	Horz %	100.00	7.71	40.64	4.46	59.36	3.25
	Vert %	7.34	8.13	6.18	7.41	8.42	9.38
	Index	100	111	84	101	115	128
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	367	1918	218	2715	149
	Weighted (000)	22092	1755	8259	1015	13833	741
	Horz %	100.00	7.95	37.38	4.59	62.62	3.35
	Vert %	9.05	10.33	7.01	9.42	10.95	11.92
	Index	100	114	77	104	121	132
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	366	2004	224	3064	142
	Weighted (000)	23852	1760	8816	1048	15037	712
	Horz %	100.00	7.38	36.96	4.39	63.04	2.98
	Vert %	9.77	10.36	7.48	9.73	11.91	11.45
	Index	100	106	77	100	122	117
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	601	2739	355	4464	246
	Weighted (000)	34013	2747	11663	1563	22350	1184
	Horz %	100.00	8.08	34.29	4.59	65.71	3.48
	Vert %	13.93	16.17	9.90	14.51	17.70	19.05
	Index	100	116	71	104	127	137

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	307	2044	198	2147	109
	Weighted (000)	20652	1429	9419	914	11233	515
	Horz %	100.00	6.92	45.61	4.43	54.39	2.49
	Vert %	8.46	8.41	8.00	8.49	8.89	8.28
	Index	100	99	95	100	105	98
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	737	4401	458	5138	279
	Weighted (000)	47372	3571	20433	2054	26940	1517
	Horz %	100.00	7.54	43.13	4.34	56.87	3.20
	Vert %	19.41	21.02	17.35	19.07	21.33	24.40
	Index	100	108	89	98	110	126
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	550	4333	388	3842	162
	Weighted (000)	42062	2977	21099	1957	20963	1020
	Horz %	100.00	7.08	50.16	4.65	49.84	2.42
	Vert %	17.23	17.53	17.91	18.17	16.60	16.41
	Index	100	102	104	105	96	95
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	340	2941	238	2493	102
	Weighted (000)	27750	1802	14430	1166	13321	636
	Horz %	100.00	6.50	52.00	4.20	48.00	2.29
	Vert %	11.37	10.61	12.25	10.83	10.55	10.23
	Index	100	93	108	95	93	90
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	379	3143	301	2282	78
	Weighted (000)	27941	2050	15561	1589	12381	460
	Horz %	100.00	7.34	55.69	5.69	44.31	1.65
	Vert %	11.45	12.07	13.21	14.75	9.80	7.41
	Index	100	105	115	129	86	65
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	370	3195	259	2612	111
	Weighted (000)	30170	2059	15891	1377	14279	682
	Horz %	100.00	6.82	52.67	4.56	47.33	2.26
	Vert %	12.36	12.12	13.49	12.78	11.31	10.98
	Index	100	98	109	103	91	89
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	358	2853	270	2194	88
	Weighted (000)	24469	1827	13265	1323	11204	504
	Horz %	100.00	7.47	54.21	5.41	45.79	2.06
	Vert %	10.02	10.75	11.26	12.28	8.87	8.11
	Index	100	107	112	122	88	81
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	318	2629	242	1943	76
	Weighted (000)	23484	1706	12984	1266	10501	440
	Horz %	100.00	7.26	55.29	5.39	44.71	1.87
	Vert %	9.62	10.04	11.02	11.75	8.31	7.08
	Index	100	104	115	122	86	74

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	393	3320	280	2813	113
	Weighted (000)	30556	1939	15761	1250	14795	689
	Horz %	100.00	6.35	51.58	4.09	48.42	2.25
	Vert %	12.52	11.42	13.38	11.61	11.71	11.09
	Index	100	91	107	93	94	89
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	307	2599	243	1613	64
	Weighted (000)	21008	1556	12638	1169	8370	387
	Horz %	100.00	7.41	60.16	5.56	39.84	1.84
	Vert %	8.61	9.16	10.73	10.85	6.63	6.23
	Index	100	106	125	126	77	72
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	384	3444	278	2590	106
	Weighted (000)	31175	2033	16942	1344	14234	689
	Horz %	100.00	6.52	54.34	4.31	45.66	2.21
	Vert %	12.77	11.97	14.38	12.48	11.27	11.08
	Index	100	94	113	98	88	87
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	300	2539	215	2072	85
	Weighted (000)	23019	1580	12109	1016	10909	564
	Horz %	100.00	6.87	52.61	4.42	47.39	2.45
	Vert %	9.43	9.30	10.28	9.43	8.64	9.08
	Index	100	99	109	100	92	96
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	232	2310	167	1706	65
	Weighted (000)	19382	1121	10885	820	8496	301
	Horz %	100.00	5.78	56.16	4.23	43.84	1.55
	Vert %	7.94	6.60	9.24	7.62	6.73	4.84
	Index	100	83	116	96	85	61
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	360	2788	241	2711	119
	Weighted (000)	27407	1770	13342	1134	14066	636
	Horz %	100.00	6.46	48.68	4.14	51.32	2.32
	Vert %	11.23	10.42	11.33	10.52	11.14	10.24
	Index	100	93	101	94	99	91
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	254	2363	197	1566	57
	Weighted (000)	17909	1162	10424	815	7485	347
	Horz %	100.00	6.49	58.21	4.55	41.79	1.94
	Vert %	7.34	6.84	8.85	7.56	5.93	5.58
	Index	100	93	121	103	81	76
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	622	4916	477	3474	145
	Weighted (000)	41042	3073	22712	2196	18330	877
	Horz %	100.00	7.49	55.34	5.35	44.66	2.14
	Vert %	16.81	18.09	19.28	20.38	14.51	14.12
	Index	100	108	115	121	86	84
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	237	2128	176	1541	61
	Weighted (000)	18065	1207	10099	778	7966	429
	Horz %	100.00	6.68	55.90	4.31	44.10	2.37
	Vert %	7.40	7.10	8.57	7.22	6.31	6.90
	Index	100	96	116	98	85	93
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	209	2086	160	1466	49
	Weighted (000)	16785	962	9475	682	7310	279
	Horz %	100.00	5.73	56.45	4.06	43.55	1.66
	Vert %	6.88	5.66	8.04	6.33	5.79	4.49
	Index	100	82	117	92	84	65
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	343	2889	254	2203	89
	Weighted (000)	25878	1752	13824	1225	12053	527
	Horz %	100.00	6.77	53.42	4.73	46.58	2.04
	Vert %	10.60	10.31	11.74	11.37	9.54	8.49
	Index	100	97	111	107	90	80
Have Seen Ads on Billboards - Past Month	Unwgted	23703	1857	12315	1287	11388	570
	Weighted (000)	117973	9183	57972	5988	60001	3195
	Horz %	100.00	7.78	49.14	5.08	50.86	2.71
	Vert %	48.33	54.06	49.22	55.59	47.51	51.42
	Index	100	112	102	115	98	106

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

		U.S. Adults 18+	Adults18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classic Rock (Monday-Sunday 24-hour cume)
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	788	5916	574	4970	214
	Weighted (000)	50330	3546	26109	2400	24221	1146
	Horz %	100.00	7.05	51.88	4.77	48.12	2.28
	Vert %	20.62	20.88	22.17	22.28	19.18	18.44
	Index	100	101	108	108	93	89
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	513	4174	375	3154	138
	Weighted (000)	32843	2227	18004	1511	14838	716
	Horz %	100.00	6.78	54.82	4.60	45.18	2.18
	Vert %	13.46	13.11	15.29	14.02	11.75	11.53
	Index	100	97	114	104	87	86
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	236	2254	179	1595	57
	Weighted (000)	17102	964	9977	687	7125	277
	Horz %	100.00	5.64	58.34	4.02	41.66	1.62
	Vert %	7.01	5.68	8.47	6.38	5.64	4.45
	Index	100	81	121	91	81	64
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	413	3558	321	2334	92
	Weighted (000)	26219	1706	15564	1241	10655	465
	Horz %	100.00	6.51	59.36	4.73	40.64	1.77
	Vert %	10.74	10.04	13.21	11.52	8.44	7.49
	Index	100	93	123	107	79	70
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	180	1859	139	1149	41
	Weighted (000)	14451	881	8852	615	5599	266
	Horz %	100.00	6.09	61.25	4.25	38.75	1.84
	Vert %	5.92	5.18	7.52	5.71	4.43	4.28
	Index	100	88	127	96	75	72
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	598	4598	442	2807	156
	Weighted (000)	36191	3003	21726	2137	14466	867
	Horz %	100.00	8.30	60.03	5.90	39.97	2.39
	Vert %	14.83	17.68	18.45	19.84	11.45	13.94
	Index	100	119	124	134	77	94
Have Seen Ads on Postcards - Past Month	Unwgted	5576	402	2856	270	2720	132
	Weighted (000)	26312	2017	13258	1272	13054	744
	Horz %	100.00	7.66	50.39	4.84	49.61	2.83
	Vert %	10.78	11.87	11.26	11.81	10.34	11.97
	Index	100	110	104	110	96	111
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	1021	6893	697	6528	324
	Weighted (000)	66442	5009	32223	3319	34219	1690
	Horz %	100.00	7.54	48.50	5.00	51.50	2.54
	Vert %	27.22	29.49	27.36	30.81	27.09	27.20
	Index	100	108	101	113	100	100
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	595	4572	433	4034	162
	Weighted (000)	42087	2985	21394	2074	20693	911
	Horz %	100.00	7.09	50.83	4.93	49.17	2.17
	Vert %	17.24	17.58	18.16	19.25	16.38	14.66
	Index	100	102	105	112	95	85
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	785	5666	542	5277	243
	Weighted (000)	53139	3874	26487	2596	26653	1279
	Horz %	100.00	7.29	49.84	4.88	50.16	2.41
	Vert %	21.77	22.81	22.49	24.09	21.10	20.58
	Index	100	105	103	111	97	95
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	1173	7927	801	7244	372
	Weighted (000)	76102	6034	37939	3864	38163	2171
	Horz %	100.00	7.93	49.85	5.08	50.15	2.85
	Vert %	31.18	35.52	32.21	35.87	30.22	34.93
	Index	100	114	103	115	97	112
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	729	5402	493	5185	236
	Weighted (000)	52205	3687	25466	2333	26739	1354
	Horz %	100.00	7.06	48.78	4.47	51.22	2.59
	Vert %	21.39	21.71	21.62	21.66	21.17	21.79
	Index	100	101	101	101	99	102

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSIC ROCK

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Have Seen Infomercials - Past Month	Unwgted	9871	762	5073	538	4798	224
	Weighted (000)	49119	3835	24353	2632	24766	1203
	Horz %	100.00	7.81	49.58	5.36	50.42	2.45
	Vert %	20.12	22.58	20.68	24.43	19.61	19.36
	Index	100	112	103	121	97	96
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	1469	9597	967	10035	502
	Weighted (000)	96299	7383	44442	4641	51856	2743
	Horz %	100.00	7.67	46.15	4.82	53.85	2.85
	Vert %	39.45	43.47	37.73	43.08	41.06	44.14
	Index	100	110	96	109	104	112
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	334	2751	250	1845	84
	Weighted (000)	24167	1880	14376	1410	9791	470
	Horz %	100.00	7.78	59.49	5.83	40.51	1.95
	Vert %	9.90	11.07	12.21	13.09	7.75	7.57
	Index	100	112	123	132	78	76
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	1401	9209	962	8614	439
	Weighted (000)	88092	6982	43604	4590	44489	2392
	Horz %	100.00	7.93	49.50	5.21	50.50	2.72
	Vert %	36.09	41.10	37.02	42.61	35.22	38.49
	Index	100	114	103	118	98	107
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	911	6124	664	5124	247
	Weighted (000)	56256	4442	29146	3025	27110	1416
	Horz %	100.00	7.90	51.81	5.38	48.19	2.52
	Vert %	23.05	26.15	24.75	28.08	21.46	22.79
	Index	100	113	107	122	93	99