

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgted	48646	1353	24620	704	24026	649
	Weighted (000)	244084	5307	117785	2699	126299	2608
	Horz %	100.00	2.17	48.26	1.11	51.74	1.07
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male	Unwgted	24620	704	24620	704	0	0
	Weighted (000)	117785	2699	117785	2699	0	0
	Horz %	100.00	2.29	100.00	2.29	0.00	0.00
	Vert %	48.26	50.86	100.00	100.00	0.00	0.00
	Index	100	105	207	207	0	0
Female	Unwgted	24026	649	0	0	24026	649
	Weighted (000)	126299	2608	0	0	126299	2608
	Horz %	100.00	2.06	0.00	0.00	100.00	2.06
	Vert %	51.74	49.14	0.00	0.00	100.00	100.00
	Index	100	95	0	0	193	193
Age 18-24	Unwgted	3885	36	2163	25	1722	11
	Weighted (000)	30253	247	15267	171	14986	76
	Horz %	100.00	0.82	50.46	0.56	49.54	0.25
	Vert %	12.39	4.65	12.96	6.32	11.87	2.93
	Index	100	38	105	51	96	24
Age 25-34	Unwgted	8183	128	4209	71	3974	57
	Weighted (000)	43389	656	21595	350	21794	307
	Horz %	100.00	1.51	49.77	0.81	50.23	0.71
	Vert %	17.78	12.37	18.33	12.95	17.26	11.76
	Index	100	70	103	73	97	66
Age 35-44	Unwgted	8605	166	4423	98	4182	68
	Weighted (000)	40230	657	19746	338	20484	319
	Horz %	100.00	1.63	49.08	0.84	50.92	0.79
	Vert %	16.48	12.37	16.76	12.50	16.22	12.24
	Index	100	75	102	76	98	74
Age 45-54	Unwgted	8861	185	4477	97	4384	88
	Weighted (000)	43105	796	21038	449	22067	347
	Horz %	100.00	1.85	48.81	1.04	51.19	0.80
	Vert %	17.66	14.99	17.86	16.63	17.47	13.30
	Index	100	85	101	94	99	75
Age 55-64	Unwgted	8498	291	4321	143	4177	148
	Weighted (000)	40725	1185	19559	567	21165	618
	Horz %	100.00	2.91	48.03	1.39	51.97	1.52
	Vert %	16.68	22.34	16.61	21.02	16.76	23.70
	Index	100	134	100	126	100	142
Age 65+	Unwgted	10614	547	5027	270	5587	277
	Weighted (000)	46383	1766	20580	826	25803	941
	Horz %	100.00	3.81	44.37	1.78	55.63	2.03
	Vert %	19.00	33.28	17.47	30.58	20.43	36.07
	Index	100	175	92	161	108	190
Age 21+	Unwgted	47284	1342	23832	696	23452	646
	Weighted (000)	232046	5229	111578	2641	120468	2588
	Horz %	100.00	2.25	48.08	1.14	51.92	1.12
	Vert %	95.07	98.53	94.73	97.84	95.38	99.25
	Index	100	104	100	103	100	104
Age 18-34	Unwgted	12068	164	6372	96	5696	68
	Weighted (000)	73642	903	36862	520	36780	383
	Horz %	100.00	1.23	50.06	0.71	49.94	0.52
	Vert %	30.17	17.02	31.30	19.27	29.12	14.70

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	Index	100	56	104	64	97	49
Age 18-49	Unwgted	24996	407	12990	236	12006	171
	Weighted (000)	134658	1915	66787	1078	67871	837
	Horz %	100.00	1.42	49.60	0.80	50.40	0.62
	Vert %	55.17	36.08	56.70	39.92	53.74	32.11
	Index	100	65	103	72	97	58
Age 25-54	Unwgted	25649	479	13109	266	12540	213
	Weighted (000)	126724	2109	62379	1136	64345	973
	Horz %	100.00	1.66	49.22	0.90	50.78	0.77
	Vert %	51.92	39.73	52.96	42.08	50.95	37.30
	Index	100	77	102	81	98	72
Age 35-64	Unwgted	25964	642	13221	338	12743	304
	Weighted (000)	124059	2638	60343	1354	63716	1284
	Horz %	100.00	2.13	48.64	1.09	51.36	1.03
	Vert %	50.83	49.70	51.23	50.15	50.45	49.24
	Index	100	98	101	99	99	97
Age 50+	Unwgted	23650	946	11630	468	12020	478
	Weighted (000)	109426	3392	50998	1622	58428	1771
	Horz %	100.00	3.10	46.60	1.48	53.40	1.62
	Vert %	44.83	63.92	43.30	60.08	46.26	67.89
	Index	100	143	97	134	103	151
Median Age	Unwgted						
	Weighted (000)	47.00	57.90	46.10	55.90	47.80	59.70
	Horz %						
	Vert %						
	Index	100	123	98	119	102	127
Race: White Only	Unwgted	34564	1115	17599	568	16965	547
	Weighted (000)	179823	4506	87142	2268	92681	2238
	Horz %	100.00	2.51	48.46	1.26	51.54	1.24
	Vert %	73.67	84.90	73.98	84.01	73.38	85.83
	Index	100	115	100	114	100	116
Race: Black/African-American Only	Unwgted	5909	63	2691	39	3218	24
	Weighted (000)	29535	250	13591	160	15944	90
	Horz %	100.00	0.85	46.02	0.54	53.98	0.31
	Vert %	12.10	4.72	11.54	5.93	12.62	3.46
	Index	100	39	95	49	104	29
Race: Asian	Unwgted	2388	92	1240	46	1148	46
	Weighted (000)	8358	278	3764	101	4594	177
	Horz %	100.00	3.33	45.03	1.21	54.97	2.11
	Vert %	3.42	5.24	3.20	3.76	3.64	6.77
	Index	100	153	93	110	106	198
Race: Other Race/Multi-Racial	Unwgted	8173	175	4330	97	3843	78
	Weighted (000)	34726	551	17052	272	17674	279
	Horz %	100.00	1.59	49.10	0.78	50.90	0.80
	Vert %	14.23	10.38	14.48	10.06	13.99	10.71
	Index	100	73	102	71	98	75
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	98	3530	53	3321	45
	Weighted (000)	37743	401	18812	197	18930	204
	Horz %	100.00	1.06	49.84	0.52	50.16	0.54
	Vert %	15.46	7.56	15.97	7.30	14.99	7.83
	Index	100	49	103	47	97	51
Hispanic, Personally Speak Only English at Home	Unwgted	1739	37	949	16	790	21
	Weighted (000)	6214	109	3087	39	3127	70
	Horz %	100.00	1.75	49.67	0.62	50.33	1.13
	Vert %	2.55	2.05	2.62	1.44	2.48	2.69
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	Index	100	81	103	56	97	106
			*		*		*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	36	1051	22	996	14
	Weighted (000)	9439	134	4679	80	4760	54
	Horz %	100.00	1.42	49.57	0.85	50.43	0.57
	Vert %	3.87	2.53	3.97	2.97	3.77	2.08
	Index	100	65	103	77	97	54
			*		*		*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	5	621	3	659	2
	Weighted (000)	10474	38	5089	34	5385	5
	Horz %	100.00	0.37	48.59	0.32	51.41	0.05
	Vert %	4.29	0.72	4.32	1.24	4.26	0.18
	Index	100	17	101	29	99	4
			*		*		*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	17	850	12	818	5
	Weighted (000)	9512	80	4874	45	4638	35
	Horz %	100.00	0.84	51.24	0.47	48.76	0.37
	Vert %	3.90	1.50	4.14	1.65	3.67	1.34
	Index	100	38	106	42	94	34
			*		*		*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	2	51	0	48	2
	Weighted (000)	1751	25	918	0	833	25
	Horz %	100.00	1.45	52.43	0.00	47.57	1.45
	Vert %	0.72	0.48	0.78	0.00	0.66	0.98
	Index	100	67	109	0	92	136
			*		*		*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	437	3452	230	3373	207
	Weighted (000)	26213	1456	11985	682	14228	773
	Horz %	100.00	5.55	45.72	2.60	54.28	2.95
	Vert %	10.74	27.43	10.18	25.28	11.27	29.66
	Index	100	255	95	235	105	276
			*		*		*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	432	5591	222	5374	210
	Weighted (000)	46746	1622	22626	827	24120	795
	Horz %	100.00	3.47	48.40	1.77	51.60	1.70
	Vert %	19.15	30.57	19.21	30.65	19.10	30.48
	Index	100	160	100	160	100	159
			*		*		*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	51	1187	26	1462	25
	Weighted (000)	11210	213	4576	113	6634	100
	Horz %	100.00	1.90	40.82	1.01	59.18	0.89
	Vert %	4.59	4.02	3.89	4.20	5.25	3.83
	Index	100	87	85	91	114	83
			*		*		*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	59	1664	24	1743	35
	Weighted (000)	13775	266	6335	116	7440	149
	Horz %	100.00	1.93	45.99	0.84	54.01	1.08
	Vert %	5.64	5.00	5.38	4.31	5.89	5.73
	Index	100	89	95	76	104	101
			*		*		*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	213	5033	115	5056	98
	Weighted (000)	44682	703	21206	371	23476	332
	Horz %	100.00	1.57	47.46	0.83	52.54	0.74
	Vert %	18.31	13.25	18.00	13.75	18.59	12.74
	Index	100	72	98	75	102	70
			*		*		*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	125	5407	70	4949	55
	Weighted (000)	71816	814	36018	451	35799	363
	Horz %	100.00	1.13	50.15	0.63	49.85	0.51
	Vert %	29.42	15.34	30.58	16.72	28.34	13.92
	Index	100	52	104	57	96	47
			*		*		*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	36	2286	17	2069	19
	Weighted (000)	29641	233	15039	138	14602	95
	Horz %	100.00	0.79	50.74	0.47	49.26	0.32
	Vert %	12.14	4.39	12.77	5.11	11.56	3.65
				*		*	

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	Index	100	36	105	42	95	30
					*		*
Currently Attending College or University	Unwgt	3403	81	1618	41	1785	40
	Weighted (000)	19372	374	8726	199	10647	175
	Horz %	100.00	1.93	45.04	1.03	54.96	0.90
	Vert %	7.94	7.05	7.41	7.38	8.43	6.71
	Index	100	89	93	93	106	85
Employed Full Time	Unwgt	25438	591	15105	362	10333	229
	Weighted (000)	119890	2337	68797	1455	51094	882
	Horz %	100.00	1.95	57.38	1.21	42.62	0.74
	Vert %	49.12	44.04	58.41	53.91	40.45	33.82
	Index	100	90	119	110	82	69
Employed Part Time	Unwgt	5730	153	2169	70	3561	83
	Weighted (000)	28854	627	10532	246	18322	381
	Horz %	100.00	2.17	36.50	0.85	63.50	1.32
	Vert %	11.82	11.82	8.94	9.11	14.51	14.63
	Index	100	100	76	77	123	124
Not Employed	Unwgt	17478	609	7346	272	10132	337
	Weighted (000)	95339	2343	38457	998	56883	1344
	Horz %	100.00	2.46	40.34	1.05	59.66	1.41
	Vert %	39.06	44.14	32.65	36.98	45.04	51.55
	Index	100	113	84	95	115	132
Temporarily Unemployed			*		*		*
	Unwgt	1886	38	939	22	947	16
	Weighted (000)	12314	190	6528	82	5786	108
	Horz %	100.00	1.54	53.01	0.67	46.99	0.87
	Vert %	5.05	3.58	5.54	3.04	4.58	4.13
Retired from Employment	Unwgt	10143	473	4871	225	5272	248
	Weighted (000)	46820	1582	21680	751	25140	831
	Horz %	100.00	3.38	46.31	1.60	53.69	1.77
	Vert %	19.18	29.80	18.41	27.82	19.90	31.86
	Index	100	155	96	145	104	166
Not Employed, Principal Shopper for Household					*		
	Unwgt	2543	54	65	0	2478	54
	Weighted (000)	16573	308	399	0	16173	308
	Horz %	100.00	1.86	2.41	0.00	97.59	1.86
	Vert %	6.79	5.80	0.34	0.00	12.81	11.81
Occupation: Professional and Related Occupations	Unwgt	7405	298	3381	165	4024	133
	Weighted (000)	34142	1160	14741	638	19401	521
	Horz %	100.00	3.40	43.18	1.87	56.82	1.53
	Vert %	13.99	21.85	12.52	23.65	15.36	19.99
	Index	100	156	89	169	110	143
Occupation: Management, Business and Financial Operations	Unwgt	6595	192	4012	115	2583	77
	Weighted (000)	24720	592	13920	324	10800	268
	Horz %	100.00	2.40	56.31	1.31	43.69	1.08
	Vert %	10.13	11.16	11.82	12.02	8.55	10.28
	Index	100	110	117	119	84	102
Occupation: Sales and Office Occupations	Unwgt	5959	117	2273	50	3686	67
	Weighted (000)	32636	531	12665	248	19970	283
	Horz %	100.00	1.63	38.81	0.76	61.19	0.87
	Vert %	13.37	10.01	10.75	9.19	15.81	10.87
	Index	100	75	80	69	118	81
Occupation: Natural Resources, Construction and Maintenance Occupations			*		*		*
	Unwgt	2756	32	2638	31	118	1
	Weighted (000)	13728	145	13073	116	655	29
	Horz %	100.00	1.06	95.23	0.84	4.77	0.21
	Vert %	5.62	2.73	11.10	4.28	0.52	1.12

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	Index	100	49	197	76	9	20
Occupation: Other Employed							*
	Unwgted	8453	105	4970	71	3483	34
	Weighted (000)	43519	536	24929	375	18590	161
	Horz %	100.00	1.23	57.28	0.86	42.72	0.37
	Vert %	17.83	10.10	21.17	13.88	14.72	6.18
Index	100	57	119	78	83	35	
Household Income: \$250,000+							*
	Unwgted	1966	74	1191	36	775	38
	Weighted (000)	7800	286	4116	126	3684	160
	Horz %	100.00	3.67	52.77	1.62	47.23	2.05
	Vert %	3.20	5.39	3.49	4.67	2.92	6.14
Index	100	169	109	146	91	192	
Household Income: \$200,000- \$249,999							*
	Unwgted	1583	59	918	38	665	21
	Weighted (000)	7178	198	3579	130	3599	68
	Horz %	100.00	2.76	49.86	1.81	50.14	0.95
	Vert %	2.94	3.73	3.04	4.82	2.85	2.60
Index	100	127	103	164	97	88	
Household Income: \$150,000- \$199,999							*
	Unwgted	3725	120	2156	74	1569	46
	Weighted (000)	18847	601	9705	342	9142	259
	Horz %	100.00	3.19	51.50	1.81	48.50	1.37
	Vert %	7.72	11.32	8.24	12.67	7.24	9.93
Index	100	147	107	164	94	129	
Household Income: \$100,000- \$149,999							
	Unwgted	7038	234	4030	149	3008	85
	Weighted (000)	39997	1099	20517	635	19481	464
	Horz %	100.00	2.75	51.29	1.59	48.71	1.16
	Vert %	16.39	20.71	17.42	23.54	15.42	17.78
Index	100	126	106	144	94	109	
Household Income: \$75,000- \$99,999							
	Unwgted	6168	201	3380	100	2788	101
	Weighted (000)	32585	805	16514	396	16071	408
	Horz %	100.00	2.47	50.68	1.22	49.32	1.25
	Vert %	13.35	15.17	14.02	14.69	12.72	15.66
Index	100	114	105	110	95	117	
Household Income: \$60,000- \$74,999							
	Unwgted	4945	142	2570	71	2375	71
	Weighted (000)	24958	464	12413	197	12545	266
	Horz %	100.00	1.86	49.74	0.79	50.26	1.07
	Vert %	10.23	8.74	10.54	7.32	9.93	10.21
Index	100	85	103	72	97	100	
Household Income: \$50,000- \$59,999							*
	Unwgted	3824	103	1925	46	1899	57
	Weighted (000)	18483	388	9176	172	9306	217
	Horz %	100.00	2.10	49.65	0.93	50.35	1.17
	Vert %	7.57	7.31	7.79	6.35	7.37	8.30
Index	100	97	103	84	97	110	
Household Income: \$40,000- \$49,999							
	Unwgted	4928	112	2410	57	2518	55
	Weighted (000)	20001	374	9681	192	10320	182
	Horz %	100.00	1.87	48.40	0.96	51.60	0.91
	Vert %	8.19	7.05	8.22	7.09	8.17	7.00
Index	100	86	100	87	100	85	
Household Income: \$30,000- \$39,999							*
	Unwgted	4676	124	2239	47	2437	77
	Weighted (000)	21673	351	10287	134	11386	218
	Horz %	100.00	1.62	47.47	0.62	52.53	1.00
	Vert %	8.88	6.62	8.73	4.95	9.01	8.35
Index	100	75	98	56	102	94	
Household Income: \$20,000- \$29,999							*
	Unwgted	4378	86	1770	40	2608	46
	Weighted (000)	21286	291	9271	155	12015	136
	Horz %	100.00	1.37	43.56	0.73	56.44	0.64
	Vert %	8.72	5.48	7.87	5.73	9.51	5.23

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	Index	100	63	90	66	109	60
Household Income: Under \$20,000					*		
	Unwgted	5415	98	2031	46	3384	52
	Weighted (000)	31275	450	12525	221	18751	229
	Horz %	100.00	1.44	40.05	0.71	59.95	0.73
	Vert %	12.81	8.48	10.63	8.18	14.85	8.80
Index	100	66	83	64	116	69	
Median Household Income	Unwgted						
	Weighted (000)	65.60	85.40	69.60	92.70	61.60	78.40
	Horz %						
	Vert %						
	Index	100	130	106	141	94	119
Marital Status: Single, Never Married	Unwgted	12107	250	6453	139	5654	111
	Weighted (000)	69105	1071	36957	674	32148	397
	Horz %	100.00	1.55	53.48	0.97	46.52	0.57
	Vert %	28.31	20.18	31.38	24.96	25.45	15.24
	Index	100	71	111	88	90	54
Marital Status: Currently Married	Unwgted	24506	730	13836	441	10670	289
	Weighted (000)	129071	3142	64428	1656	64643	1486
	Horz %	100.00	2.43	49.92	1.28	50.08	1.15
	Vert %	52.88	59.21	54.70	61.36	51.18	56.99
	Index	100	112	103	116	97	108
Marital Status: Divorced or Legally Separated	Unwgted	8229	202	3344	78	4885	124
	Weighted (000)	31030	608	12607	236	18423	372
	Horz %	100.00	1.96	40.63	0.76	59.37	1.20
	Vert %	12.71	11.45	10.70	8.73	14.59	14.27
	Index	100	90	84	69	115	112
Marital Status: Widowed					*		
	Unwgted	3804	171	987	46	2817	125
	Weighted (000)	14879	486	3794	134	11085	352
	Horz %	100.00	3.27	25.50	0.90	74.50	2.37
	Vert %	6.10	9.16	3.22	4.96	8.78	13.50
Index	100	150	53	81	144	222	
Marital Status: Engaged to Be Married			*		*		*
	Unwgted	2120	25	1122	17	998	8
	Weighted (000)	11812	106	5830	71	5982	35
	Horz %	100.00	0.90	49.36	0.60	50.64	0.29
	Vert %	4.84	2.00	4.95	2.64	4.74	1.33
Index	100	41	102	55	98	28	
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)					*		*
	Unwgted	3596	58	1959	33	1637	25
	Weighted (000)	21557	269	10333	179	11224	91
	Horz %	100.00	1.25	47.93	0.83	52.07	0.42
	Vert %	8.83	5.07	8.77	6.61	8.89	3.47
Index	100	57	99	75	101	39	
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	327	8890	184	9311	143
	Weighted (000)	94932	1412	43462	763	51470	650
	Horz %	100.00	1.49	45.78	0.80	54.22	0.68
	Vert %	38.89	26.61	36.90	28.26	40.75	24.91
	Index	100	68	95	73	105	64
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	134	3410	77	3717	57
	Weighted (000)	38013	601	17033	360	20980	241
	Horz %	100.00	1.58	44.81	0.95	55.19	0.64
	Vert %	15.57	11.33	14.46	13.32	16.61	9.26
	Index	100	73	93	86	107	59
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	133	3495	72	3440	61
	Weighted (000)	34366	520	16367	270	17998	250
	Horz %	100.00	1.51	47.63	0.79	52.37	0.73
	Vert %	14.08	9.80	13.90	10.01	14.25	9.59

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	70	99	71	101	68
			*		*		*
3 Children Under Age 18 Currently Living at Home	Unwgt	2804	42	1357	26	1447	16
	Weighted (000)	14813	199	6725	107	8088	92
	Horz %	100.00	1.34	45.40	0.72	54.60	0.62
	Vert %	6.07	3.75	5.71	3.97	6.40	3.53
	Index	100	62	94	65	106	58
			*		*		*
4 Children Under Age 18 Currently Living at Home	Unwgt	872	12	407	5	465	7
	Weighted (000)	4873	64	2163	10	2710	54
	Horz %	100.00	1.31	44.38	0.21	55.62	1.10
	Vert %	2.00	1.20	1.84	0.38	2.15	2.05
	Index	100	60	92	19	107	103
			*		*		*
5 or More Children Under Age 18 Currently Living at Home	Unwgt	463	6	221	4	242	2
	Weighted (000)	2867	28	1175	15	1693	13
	Horz %	100.00	0.98	40.96	0.54	59.04	0.44
	Vert %	1.17	0.53	1.00	0.57	1.34	0.48
	Index	100	45	85	49	114	41
Own Home/Residence	Unwgt	32775	1044	17020	561	15755	483
	Weighted (000)	160976	4057	78141	2088	82835	1969
	Horz %	100.00	2.52	48.54	1.30	51.46	1.22
	Vert %	65.95	76.44	66.34	77.35	65.59	75.50
	Index	100	116	101	117	99	114
Rent Home/Residence	Unwgt	15306	296	7334	137	7972	159
	Weighted (000)	80205	1209	38249	598	41956	611
	Horz %	100.00	1.51	47.69	0.75	52.31	0.76
	Vert %	32.86	22.79	32.47	22.16	33.22	23.44
	Index	100	69	99	67	101	71
			*		*		*
Live Rent-Free in Home/Residence	Unwgt	565	13	266	6	299	7
	Weighted (000)	2903	41	1395	13	1508	28
	Horz %	100.00	1.41	48.05	0.46	51.95	0.95
	Vert %	1.19	0.77	1.18	0.49	1.19	1.06
	Index	100	65	100	41	100	89
Census Region: North East	Unwgt	11000	385	5477	193	5523	192
	Weighted (000)	44018	1153	21032	581	22986	573
	Horz %	100.00	2.62	47.78	1.32	52.22	1.30
	Vert %	18.03	21.73	17.86	21.51	18.20	21.96
	Index	100	120	99	119	101	122
Census Region: South	Unwgt	17645	375	8745	200	8900	175
	Weighted (000)	92016	1408	44107	709	47909	699
	Horz %	100.00	1.53	47.93	0.77	52.07	0.76
	Vert %	37.70	26.52	37.45	26.27	37.93	26.79
	Index	100	70	99	70	101	71
Census Region: Midwest	Unwgt	9880	225	5113	124	4767	101
	Weighted (000)	52062	987	25228	609	26834	378
	Horz %	100.00	1.90	48.46	1.17	51.54	0.73
	Vert %	21.33	18.60	21.42	22.57	21.25	14.50
	Index	100	87	100	106	100	68
Census Region: West	Unwgt	10121	368	5285	187	4836	181
	Weighted (000)	55988	1759	27418	800	28570	959
	Horz %	100.00	3.14	48.97	1.43	51.03	1.71
	Vert %	22.94	33.14	23.28	29.65	22.62	36.76
	Index	100	144	101	129	99	160
Census Sub-Region: New England	Unwgt	2748	113	1330	60	1418	53
	Weighted (000)	11567	288	5545	146	6022	142
	Horz %	100.00	2.49	47.94	1.26	52.06	1.23
	Vert %	4.74	5.43	4.71	5.42	4.77	5.43

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	115	99	114	101	115
Census Sub-Region: Mid Atlantic	Unwgted	8252	272	4147	133	4105	139
	Weighted (000)	32451	865	15487	434	16964	431
	Horz %	100.00	2.67	47.73	1.34	52.27	1.33
	Vert %	13.30	16.30	13.15	16.09	13.43	16.53
	Index	100	123	99	121	101	124
Census Sub-Region: South Atlantic	Unwgted	9812	212	4839	114	4973	98
	Weighted (000)	48740	757	23082	355	25658	403
	Horz %	100.00	1.55	47.36	0.73	52.64	0.83
	Vert %	19.97	14.27	19.60	13.15	20.32	15.43
	Index	100	71	98	66	102	77
Census Sub-Region: East South Central			*		*		*
	Unwgted	1890	23	940	15	950	8
	Weighted (000)	14067	154	6879	92	7188	62
	Horz %	100.00	1.10	48.90	0.66	51.10	0.44
	Vert %	5.76	2.90	5.84	3.42	5.69	2.37
Index	100	50	101	59	99	41	
Census Sub-Region: West South Central	Unwgted	5943	140	2966	71	2977	69
	Weighted (000)	29209	496	14146	262	15062	234
	Horz %	100.00	1.70	48.43	0.90	51.57	0.80
	Vert %	11.97	9.35	12.01	9.71	11.93	8.98
	Index	100	78	100	81	100	75
Census Sub-Region: East North Central	Unwgted	7303	174	3789	101	3514	73
	Weighted (000)	36089	736	17381	481	18708	255
	Horz %	100.00	2.04	48.16	1.33	51.84	0.71
	Vert %	14.79	13.87	14.76	17.84	14.81	9.76
	Index	100	94	100	121	100	66
Census Sub-Region: West North Central					*		*
	Unwgted	2577	51	1324	23	1253	28
	Weighted (000)	15973	251	7846	128	8127	124
	Horz %	100.00	1.57	49.12	0.80	50.88	0.77
	Vert %	6.54	4.74	6.66	4.74	6.43	4.74
Index	100	72	102	72	98	72	
Census Sub-Region: Mountain	Unwgted	2752	102	1444	52	1308	50
	Weighted (000)	18482	684	9091	286	9391	399
	Horz %	100.00	3.70	49.19	1.55	50.81	2.16
	Vert %	7.57	12.90	7.72	10.58	7.44	15.29
	Index	100	170	102	140	98	202
Census Sub-Region: Pacific	Unwgted	7369	266	3841	135	3528	131
	Weighted (000)	37506	1074	18327	515	19179	560
	Horz %	100.00	2.86	48.86	1.37	51.14	1.49
	Vert %	15.37	20.24	15.56	19.07	15.19	21.46
	Index	100	132	101	124	99	140
County Size: A	Unwgted	26326	839	13377	431	12949	408
	Weighted (000)	102649	2688	49402	1389	53247	1299
	Horz %	100.00	2.62	48.13	1.35	51.87	1.27
	Vert %	42.05	50.65	41.94	51.45	42.16	49.82
	Index	100	120	100	122	100	118
County Size: B	Unwgted	11709	308	5932	166	5777	142
	Weighted (000)	72000	1544	34639	823	37361	721
	Horz %	100.00	2.14	48.11	1.14	51.89	1.00
	Vert %	29.50	29.09	29.41	30.50	29.58	27.63
	Index	100	99	100	103	100	94
County Size: C/D	Unwgted	10611	206	5311	107	5300	99
	Weighted (000)	69435	1075	33744	487	35691	588
	Horz %	100.00	1.55	48.60	0.70	51.40	0.85
	Vert %	28.45	20.26	28.65	18.05	28.26	22.55

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	71	101	63	99	79
					*		*
Radio Formats: AAA (subset of Alternative) (Monday- Sunday 24-Hour Cume)	Unwgted	1128	66	630	40	498	26
	Weighted (000)	4719	277	2463	160	2256	117
	Horz %	100.00	5.87	52.20	3.40	47.80	2.48
	Vert %	1.93	5.22	2.09	5.93	1.79	4.48
	Index	100	270	108	307	92	232
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Unwgted	7893	205	3408	88	4485	117
	Weighted (000)	38375	949	15888	405	22487	544
	Horz %	100.00	2.47	41.40	1.06	58.60	1.42
	Vert %	15.72	17.88	13.49	15.01	17.80	20.86
	Index	100	114	86	95	113	133
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	40	674	24	546	16
	Weighted (000)	6399	179	3477	117	2922	62
	Horz %	100.00	2.80	54.33	1.82	45.67	0.97
	Vert %	2.62	3.37	2.95	4.32	2.31	2.39
	Index	100	129	113	165	88	91
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24- Hour Cume)	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	191	1658	106	1068	85
	Weighted (000)	7983	606	4558	331	3424	275
	Horz %	100.00	7.60	57.10	4.15	42.90	3.45
	Vert %	3.27	11.43	3.87	12.27	2.71	10.56
	Index	100	349	118	375	83	323
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	89	2668	74	564	15
	Weighted (000)	12837	311	10355	266	2482	45
	Horz %	100.00	2.42	80.67	2.07	19.33	0.35
	Vert %	5.26	5.85	8.79	9.86	1.97	1.71
	Index	100	111	167	187	37	32
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	35	592	28	258	7
	Weighted (000)	3908	123	2506	98	1402	25
	Horz %	100.00	3.15	64.12	2.51	35.88	0.65
	Vert %	1.60	2.32	2.13	3.63	1.11	0.97
	Index	100	145	133	227	69	61
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	122	1752	73	1299	49
	Weighted (000)	14357	522	7933	306	6424	216
	Horz %	100.00	3.64	55.26	2.13	44.74	1.50
	Vert %	5.88	9.84	6.74	11.35	5.09	8.27
	Index	100	167	115	193	86	141
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	127	3585	60	4551	67
	Weighted (000)	42891	526	17737	206	25154	320
	Horz %	100.00	1.23	41.35	0.48	58.65	0.75
	Vert %	17.57	9.92	15.06	7.64	19.92	12.28
	Index	100	56	86	43	113	70
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	86	1603	48	1261	38
	Weighted (000)	14285	335	7775	184	6510	151
	Horz %	100.00	2.35	54.43	1.29	45.57	1.06
	Vert %	5.85	6.31	6.60	6.83	5.15	5.78
	Index	100	108	113	117	88	99
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	88	2263	57	1097	31
	Weighted (000)	16987	374	10773	229	6214	145
	Horz %	100.00	2.20	63.42	1.35	36.58	0.85
	Vert %	6.96	7.05	9.15	8.49	4.92	5.56

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	101	131	122	71	80
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt	1353	1353	704	704	649	649
	Weighted (000)	5307	5307	2699	2699	2608	2608
	Horz %	100.00	100.00	50.86	50.86	49.14	49.14
	Vert %	2.17	100.00	2.29	100.00	2.06	100.00
	Index	100	4599	105	4599	95	4599
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	7757	127	3837	64	3920	63
	Weighted (000)	44958	578	20903	280	24055	298
	Horz %	100.00	1.29	46.49	0.62	53.51	0.66
	Vert %	18.42	10.90	17.75	10.38	19.05	11.43
	Index	100	59	96	56	103	62
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt	310	11	172	8	138	3
	Weighted (000)	1196	26	639	9	557	17
	Horz %	100.00	2.17	53.45	0.78	46.55	1.40
	Vert %	0.49	0.49	0.54	0.34	0.44	0.64
	Index	100	100	111	70	90	131
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt	642	17	245	10	397	7
	Weighted (000)	3662	80	1387	56	2275	24
	Horz %	100.00	2.19	37.87	1.53	62.13	0.66
	Vert %	1.50	1.51	1.18	2.07	1.80	0.93
	Index	100	101	78	138	120	62
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgt	2577	41	1288	27	1289	14
	Weighted (000)	15181	141	7552	109	7628	32
	Horz %	100.00	0.93	49.75	0.72	50.25	0.21
	Vert %	6.22	2.66	6.41	4.03	6.04	1.24
	Index	100	43	103	65	97	20
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgt	3551	86	1399	36	2152	50
	Weighted (000)	17450	411	6424	158	11026	253
	Horz %	100.00	2.35	36.82	0.91	63.18	1.45
	Vert %	7.15	7.74	5.45	5.85	8.73	9.69
	Index	100	108	76	82	122	136
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgt	631	140	356	78	275	62
	Weighted (000)	2496	495	1441	317	1055	177
	Horz %	100.00	19.81	57.74	12.70	42.26	7.11
	Vert %	1.02	9.32	1.22	11.75	0.84	6.81
	Index	100	911	120	1149	82	666
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt	1108	9	625	7	483	2
	Weighted (000)	6328	28	3490	24	2838	4
	Horz %	100.00	0.45	55.15	0.38	44.85	0.07
	Vert %	2.59	0.53	2.96	0.89	2.25	0.17
	Index	100	21	114	34	87	6
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt	5806	316	3543	180	2263	136
	Weighted (000)	23554	1100	14195	610	9359	490
	Horz %	100.00	4.67	60.27	2.59	39.73	2.08
	Vert %	9.65	20.72	12.05	22.60	7.41	18.78
	Index	100	215	125	234	77	195
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt	1456	37	713	20	743	17
	Weighted (000)	7376	164	3364	84	4012	80
	Horz %	100.00	2.22	45.61	1.14	54.39	1.08
	Vert %	3.02	3.09	2.86	3.10	3.18	3.07
	Index	100	102	95	103	105	102
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt	2625	236	1348	131	1277	105
	Weighted (000)	10677	938	5254	489	5423	449
	Horz %	100.00	8.79	49.21	4.58	50.79	4.20
	Vert %	4.37	17.67	4.46	18.13	4.29	17.20

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	404	102	415	98	393
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)					*		
	Unwgt	3944	100	1603	48	2341	52
	Weighted (000)	20120	358	7818	165	12302	193
	Horz %	100.00	1.78	38.86	0.82	61.14	0.96
	Vert %	8.24	6.75	6.64	6.12	9.74	7.40
Index	100	82	81	74	118	90	
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	2569	33	1177	15	1392	18
	Weighted (000)	13480	132	5921	56	7559	76
	Horz %	100.00	0.98	43.93	0.41	56.07	0.57
	Vert %	5.52	2.48	5.03	2.06	5.98	2.92
Index	100	45	91	37	108	53	
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)							*
	Unwgt	3181	97	2115	57	1066	40
	Weighted (000)	16260	422	10651	266	5609	156
	Horz %	100.00	2.60	65.50	1.64	34.50	0.96
	Vert %	6.66	7.96	9.04	9.86	4.44	5.99
Index	100	119	136	148	67	90	
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	1106	44	449	17	657	27
	Weighted (000)	5735	203	2251	79	3483	124
	Horz %	100.00	3.54	39.26	1.37	60.74	2.17
	Vert %	2.35	3.82	1.91	2.91	2.76	4.77
Index	100	163	81	124	117	203	
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	906	16	426	9	480	7
	Weighted (000)	5268	50	2577	31	2692	19
	Horz %	100.00	0.95	48.91	0.58	51.09	0.37
	Vert %	2.16	0.94	2.19	1.13	2.13	0.75
Index	100	44	101	52	99	35	
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	302	8	136	5	166	3
	Weighted (000)	1893	30	914	16	979	14
	Horz %	100.00	1.60	48.29	0.85	51.71	0.76
	Vert %	0.78	0.57	0.78	0.60	0.77	0.55
Index	100	74	100	77	100	71	
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)			*		*		*
	Unwgt	5121	70	2466	38	2655	32
	Weighted (000)	26008	249	12354	138	13654	111
	Horz %	100.00	0.96	47.50	0.53	52.50	0.43
	Vert %	10.66	4.69	10.49	5.10	10.81	4.26
Index	100	44	98	48	101	40	
Radio Formats: Urban AC (Subset of Urban) (Monday- Sunday 24-Hour Cume)			*		*		*
	Unwgt	2133	34	947	18	1186	16
	Weighted (000)	10077	145	4430	79	5646	67
	Horz %	100.00	1.44	43.97	0.78	56.03	0.66
	Vert %	4.13	2.74	3.76	2.92	4.47	2.55
Index	100	66	91	71	108	62	
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume)			*		*		*
	Unwgt	1989	27	1016	14	973	13
	Weighted (000)	11746	88	5748	51	5998	37
	Horz %	100.00	0.75	48.93	0.43	51.07	0.32
	Vert %	4.81	1.66	4.88	1.89	4.75	1.43
Index	100	35	101	39	99	30	
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt	1303	79	710	46	593	33
	Weighted (000)	6945	359	3765	209	3180	150
	Horz %	100.00	5.17	54.22	3.01	45.78	2.16
	Vert %	2.85	6.77	3.20	7.75	2.52	5.76
Index	100	238	112	272	88	203	
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours							
	Unwgt	41037	1288	21166	669	19871	619
	Weighted (000)	204462	5054	100664	2585	103799	2469
	Horz %	100.00	2.47	49.23	1.26	50.77	1.21
Vert %	83.77	95.22	85.46	95.74	82.18	94.68	

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	114	102	114	98	113
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt	25278	844	13552	454	11726	390
	Weighted (000)	122460	3238	62601	1699	59859	1539
	Horz %	100.00	2.64	51.12	1.39	48.88	1.26
	Vert %	50.17	61.01	53.15	62.92	47.39	59.02
	Index	100	122	106	125	94	118
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt	18835	623	9879	331	8956	292
	Weighted (000)	94930	2578	47803	1326	47126	1251
	Horz %	100.00	2.72	50.36	1.40	49.64	1.32
	Vert %	38.89	48.57	40.59	49.13	37.31	47.99
	Index	100	125	104	126	96	123
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt	22339	723	11965	400	10374	323
	Weighted (000)	109527	2865	55888	1600	53639	1265
	Horz %	100.00	2.62	51.03	1.46	48.97	1.15
	Vert %	44.87	53.98	47.45	59.27	42.47	48.50
	Index	100	120	106	132	95	108
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt	8087	306	4389	179	3698	127
	Weighted (000)	41055	1135	21314	655	19741	480
	Horz %	100.00	2.76	51.92	1.59	48.08	1.17
	Vert %	16.82	21.38	18.10	24.26	15.63	18.41
	Index	100	127	108	144	93	109
Radio Daypart Cumes: Weekday Midnight - 6:00 am					*		*
	Unwgt	2418	74	1517	48	901	26
	Weighted (000)	12268	317	7410	220	4858	97
	Horz %	100.00	2.59	60.40	1.80	39.60	0.79
	Vert %	5.03	5.98	6.29	8.16	3.85	3.72
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt	16140	595	8419	305	7721	290
	Weighted (000)	79167	2277	39548	1100	39619	1177
	Horz %	100.00	2.88	49.96	1.39	50.04	1.49
	Vert %	32.43	42.90	33.58	40.73	31.37	45.15
	Index	100	132	104	126	97	139
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt	21592	733	10775	376	10817	357
	Weighted (000)	106532	2725	50518	1475	56014	1250
	Horz %	100.00	2.56	47.42	1.38	52.58	1.17
	Vert %	43.65	51.35	42.89	54.64	44.35	47.95
	Index	100	118	98	125	102	110
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt	16960	571	8662	307	8298	264
	Weighted (000)	85146	2183	41344	1202	43802	981
	Horz %	100.00	2.56	48.56	1.41	51.44	1.15
	Vert %	34.88	41.13	35.10	44.53	34.68	37.61
	Index	100	118	101	128	99	108
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt	8346	299	4357	167	3989	132
	Weighted (000)	42195	1215	21137	673	21058	542
	Horz %	100.00	2.88	50.09	1.60	49.91	1.28
	Vert %	17.29	22.90	17.95	24.94	16.67	20.78
	Index	100	132	104	144	96	120
Radio Daypart Cumes: Weekend Midnight - 6:00 am					*		*
	Unwgt	2161	79	1240	49	921	30
	Weighted (000)	10847	297	5916	205	4931	92
	Horz %	100.00	2.73	54.54	1.89	45.46	0.84
	Vert %	4.44	5.59	5.02	7.59	3.90	3.51
Where Listen to Radio on Typical Weekday: Home	Unwgt	13605	607	6181	289	7424	318
	Weighted (000)	66444	2149	29038	969	37407	1180
	Horz %	100.00	3.23	43.70	1.46	56.30	1.78
	Vert %	27.22	40.49	24.65	35.91	29.62	45.24

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	149	91	132	109	166
Where Listen to Radio on Typical Weekday: Car	Unwgt	37582	1121	19374	602	18208	519
	Weighted (000)	186198	4481	90927	2347	95271	2134
	Horz %	100.00	2.41	48.83	1.26	51.17	1.15
	Vert %	76.28	84.43	77.20	86.94	75.43	81.84
	Index	100	111	101	114	99	107
Where Listen to Radio on Typical Weekday: Work	Unwgt	6358	145	3918	94	2440	51
	Weighted (000)	32708	588	19546	367	13161	221
	Horz %	100.00	1.80	59.76	1.12	40.24	0.68
	Vert %	13.40	11.08	16.59	13.59	10.42	8.48
	Index	100	83	124	101	78	63
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt	1490	38	867	23	623	15
	Weighted (000)	7844	143	4568	97	3276	46
	Horz %	100.00	1.82	58.23	1.24	41.77	0.58
	Vert %	3.21	2.69	3.88	3.60	2.59	1.75
	Index	100	84	121	112	81	55
Where Listen to Radio on Typical Weekend: Home	Unwgt	16122	669	7619	330	8503	339
	Weighted (000)	79216	2409	35906	1152	43310	1257
	Horz %	100.00	3.04	45.33	1.45	54.67	1.59
	Vert %	32.45	45.39	30.48	42.66	34.29	48.20
	Index	100	140	94	131	106	149
Where Listen to Radio on Typical Weekend: Car	Unwgt	34584	1022	17663	529	16921	493
	Weighted (000)	172300	4048	83400	2014	88900	2034
	Horz %	100.00	2.35	48.40	1.17	51.60	1.18
	Vert %	70.59	76.28	70.81	74.61	70.39	78.01
	Index	100	108	100	106	100	111
Where Listen to Radio on Typical Weekend: Work	Unwgt	2377	58	1536	40	841	18
	Weighted (000)	13032	236	8169	174	4864	62
	Horz %	100.00	1.81	62.68	1.34	37.32	0.47
	Vert %	5.34	4.45	6.94	6.46	3.85	2.36
	Index	100	83	130	121	72	44
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt	1550	37	843	23	707	14
	Weighted (000)	8439	131	4527	84	3913	47
	Horz %	100.00	1.55	53.64	1.00	46.36	0.56
	Vert %	3.46	2.47	3.84	3.11	3.10	1.81
	Index	100	71	111	90	90	52
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt	8872	333	5526	185	3346	148
	Weighted (000)	37216	1122	22205	628	15011	494
	Horz %	100.00	3.02	59.67	1.69	40.33	1.33
	Vert %	15.25	21.14	18.85	23.27	11.89	18.94
	Index	100	139	124	153	78	124
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt	35648	1342	18015	701	17633	641
	Weighted (000)	180517	5271	87416	2692	93101	2579
	Horz %	100.00	2.92	48.43	1.49	51.57	1.43
	Vert %	73.96	99.32	74.22	99.73	73.71	98.90
	Index	100	134	100	135	100	134
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt	38624	1353	19803	704	18821	649
	Weighted (000)	192537	5307	94151	2699	98386	2608
	Horz %	100.00	2.76	48.90	1.40	51.10	1.35
	Vert %	78.88	100.00	79.93	100.00	77.90	100.00
	Index	100	127	101	127	99	127
Ever Listen to Satellite Radio (SiriusXM)	Unwgt	6808	122	3674	71	3134	51
	Weighted (000)	31804	432	15468	248	16336	184
	Horz %	100.00	1.36	48.63	0.78	51.37	0.58
	Vert %	13.03	8.13	13.13	9.17	12.93	7.05

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	62	101	70	99	54
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt	9333	193	5019	117	4314	76
	Weighted (000)	45323	746	22079	454	23244	291
	Horz %	100.00	1.65	48.72	1.00	51.28	0.64
	Vert %	18.57	14.05	18.75	16.84	18.40	11.16
	Index	100	76	101	91	99	60
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt	15153	354	8170	205	6983	149
	Weighted (000)	76621	1422	38271	752	38350	670
	Horz %	100.00	1.86	49.95	0.98	50.05	0.87
	Vert %	31.39	26.79	32.49	27.87	30.36	25.68
	Index	100	85	104	89	97	82
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt	12633	313	7086	192	5547	121
	Weighted (000)	64670	1355	33579	779	31091	577
	Horz %	100.00	2.10	51.92	1.20	48.08	0.89
	Vert %	26.49	25.53	28.51	28.84	24.62	22.11
	Index	100	96	108	109	93	83
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt	7343	281	4033	164	3310	117
	Weighted (000)	36346	1198	18766	634	17579	564
	Horz %	100.00	3.30	51.63	1.74	48.37	1.55
	Vert %	14.89	22.57	15.93	23.47	13.92	21.64
	Index	100	152	107	158	93	145
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt	19242	478	9763	262	9479	216
	Weighted (000)	97996	1982	47386	1062	50610	920
	Horz %	100.00	2.02	48.36	1.08	51.64	0.94
	Vert %	40.15	37.34	40.23	39.33	40.07	35.29
	Index	100	93	100	98	100	88
Listening to Any Radio on the Internet/Online - Past Month	Unwgt	21921	578	11253	323	10668	255
	Weighted (000)	110983	2406	54016	1253	56967	1152
	Horz %	100.00	2.17	48.67	1.13	51.33	1.04
	Vert %	45.47	45.32	45.86	46.43	45.10	44.18
	Index	100	100	101	102	99	97
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt	3452	139	1813	90	1639	49
	Weighted (000)	17001	543	8246	343	8755	200
	Horz %	100.00	3.19	48.51	2.02	51.49	1.18
	Vert %	6.97	10.23	7.00	12.70	6.93	7.68
	Index	100	147	101	182	100	110
Downloaded Music - Past Month	Unwgt	9054	216	4802	125	4252	91
	Weighted (000)	47933	1018	24203	562	23730	456
	Horz %	100.00	2.12	50.49	1.17	49.51	0.95
	Vert %	19.64	19.19	20.55	20.83	18.79	17.48
	Index	100	98	105	106	96	89
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt	3700	138	2158	77	1542	61
	Weighted (000)	17081	663	9453	352	7628	311
	Horz %	100.00	3.88	55.34	2.06	44.66	1.82
	Vert %	7.00	12.50	8.03	13.06	6.04	11.93
	Index	100	179	115	187	86	170
Visited iHeartRadio site - Past Month	Unwgt	4412	94	2137	48	2275	46
	Weighted (000)	21989	397	9936	204	12053	193
	Horz %	100.00	1.81	45.19	0.93	54.81	0.88
	Vert %	9.01	7.49	8.44	7.56	9.54	7.41
	Index	100	83	94	84	106	82
Visited iTunes.com site - Past Month	Unwgt	8331	257	4228	138	4103	119
	Weighted (000)	40212	1131	19546	571	20666	560
	Horz %	100.00	2.81	48.61	1.42	51.39	1.39
	Vert %	16.47	21.30	16.59	21.14	16.36	21.47

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	129	101	128	99	130
Visited Pandora.com site - Past Month	Unwgt	16996	376	8143	191	8853	185
	Weighted (000)	87700	1495	39828	720	47872	775
	Horz %	100.00	1.70	45.41	0.82	54.59	0.88
	Vert %	35.93	28.17	33.81	26.66	37.90	29.74
	Index	100	78	94	74	105	83
Visited Spotify site - Past Month	Unwgt	6074	150	3265	85	2809	65
	Weighted (000)	32588	717	16510	363	16078	354
	Horz %	100.00	2.20	50.66	1.11	49.34	1.09
	Vert %	13.35	13.51	14.02	13.45	12.73	13.58
	Index	100	101	105	101	95	102
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt	16507	385	8133	185	8374	200
	Weighted (000)	83844	1457	39387	694	44457	762
	Horz %	100.00	1.74	46.98	0.83	53.02	0.91
	Vert %	34.35	27.45	33.44	25.72	35.20	29.23
	Index	100	80	97	75	102	85
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt	13908	305	6987	158	6921	147
	Weighted (000)	70343	1137	33619	595	36723	541
	Horz %	100.00	1.62	47.79	0.85	52.21	0.77
	Vert %	28.82	21.42	28.54	22.06	29.08	20.75
	Index	100	74	99	77	101	72
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt	17125	411	8480	202	8645	209
	Weighted (000)	86850	1568	40962	794	45888	775
	Horz %	100.00	1.81	47.16	0.91	52.84	0.89
	Vert %	35.58	29.55	34.78	29.41	36.33	29.70
	Index	100	83	98	83	102	83
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt	12845	295	6657	160	6188	135
	Weighted (000)	65189	1163	31982	635	33207	528
	Horz %	100.00	1.78	49.06	0.97	50.94	0.81
	Vert %	26.71	21.91	27.15	23.53	26.29	20.24
	Index	100	82	102	88	98	76
Most trusted media: Radio	Unwgt	4143	153	2212	73	1931	80
	Weighted (000)	21056	549	10937	237	10119	312
	Horz %	100.00	2.61	51.94	1.12	48.06	1.48
	Vert %	8.63	10.34	9.29	8.77	8.01	11.96
	Index	100	120	108	102	93	139
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt	38598	1070	19503	552	19095	518
	Weighted (000)	190885	4025	91892	2111	98994	1914
	Horz %	100.00	2.11	48.14	1.11	51.86	1.00
	Vert %	78.20	75.84	78.02	78.21	78.38	73.39
	Index	100	97	100	100	100	94
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt	30674	832	15505	431	15169	401
	Weighted (000)	150599	3146	72409	1675	78190	1471
	Horz %	100.00	2.09	48.08	1.11	51.92	0.98
	Vert %	61.70	59.28	61.48	62.06	61.91	56.39
	Index	100	96	100	101	100	91
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt	26407	747	13432	390	12975	357
	Weighted (000)	129573	2743	63337	1516	66237	1226
	Horz %	100.00	2.12	48.88	1.17	51.12	0.95
	Vert %	53.09	51.68	53.77	56.17	52.44	47.02
	Index	100	97	101	106	99	89
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt	30767	851	15521	427	15246	424
	Weighted (000)	150356	3136	72364	1631	77992	1504
	Horz %	100.00	2.09	48.13	1.09	51.87	1.00
	Vert %	61.60	59.08	61.44	60.44	61.75	57.68
	Index	100	97	101	106	99	89

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	96	100	98	100	94
TV Dayparts: Weekdays Cume Audience: 9:00 am- 4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	332	6007	170	7581	162
	Weighted (000)	72467	1264	30905	655	41562	609
	Horz %	100.00	1.74	42.65	0.90	57.35	0.84
	Vert %	29.69	23.82	26.24	24.25	32.91	23.37
	Index	100	80	88	82	111	79
TV Dayparts: Weekdays Cume Audience: 4:00 pm- 7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	670	12125	345	12089	325
	Weighted (000)	122899	2648	58920	1412	63979	1236
	Horz %	100.00	2.15	47.94	1.15	52.06	1.01
	Vert %	50.35	49.90	50.02	52.31	50.66	47.40
	Index	100	99	99	104	101	94
TV Dayparts: Weekdays Cume Audience: 11:30 pm- 1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	208	4271	114	3932	94
	Weighted (000)	41009	728	20395	439	20614	288
	Horz %	100.00	1.77	49.73	1.07	50.27	0.70
	Vert %	16.80	13.71	17.32	16.27	16.32	11.06
	Index	100	82	103	97	97	66
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	509	10375	269	10051	240
	Weighted (000)	102185	2022	50170	1107	52014	915
	Horz %	100.00	1.98	49.10	1.08	50.90	0.90
	Vert %	41.86	38.10	42.59	41.00	41.18	35.09
	Index	100	91	102	98	98	84
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	542	12786	313	11032	229
	Weighted (000)	120635	2124	61633	1277	59003	847
	Horz %	100.00	1.76	51.09	1.06	48.91	0.70
	Vert %	49.42	40.02	52.33	47.30	46.72	32.49
	Index	100	81	106	96	95	66
Downloaded a TV Program - Past Month	Unwgted	2514	71	1488	36	1026	35
	Weighted (000)	11768	293	6862	139	4906	154
	Horz %	100.00	2.49	58.31	1.18	41.69	1.31
	Vert %	4.82	5.52	5.83	5.14	3.88	5.91
	Index	100	114	121	107	81	123
Watched a TV Program Online - Past Month	Unwgted	8915	285	4794	161	4121	124
	Weighted (000)	43431	1277	22357	689	21075	588
	Horz %	100.00	2.94	51.48	1.59	48.52	1.35
	Vert %	17.79	24.05	18.98	25.51	16.69	22.54
	Index	100	135	107	143	94	127
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	289	4824	152	4962	137
	Weighted (000)	47213	1123	22102	542	25111	581
	Horz %	100.00	2.38	46.81	1.15	53.19	1.23
	Vert %	19.34	21.16	18.76	20.07	19.88	22.28
	Index	100	109	97	104	103	115
Looked at TV Listings Online - Past Month	Unwgted	5331	186	2875	114	2456	72
	Weighted (000)	24808	652	12867	374	11941	278
	Horz %	100.00	2.63	51.87	1.51	48.13	1.12
	Vert %	10.16	12.29	10.92	13.86	9.45	10.66
	Index	100	121	107	136	93	105
Household Subscribes to Cable TV	Unwgted	22534	651	10957	318	11577	333
	Weighted (000)	109088	2410	50697	1148	58392	1261
	Horz %	100.00	2.21	46.47	1.05	53.53	1.16
	Vert %	44.69	45.40	43.04	42.54	46.23	48.37
	Index	100	102	96	95	103	108
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	1031	19081	525	18813	506
	Weighted (000)	188357	3895	89899	1971	98458	1924
	Horz %	100.00	2.07	47.73	1.05	52.27	1.02
	Vert %	77.17	73.39	76.32	73.02	77.96	73.77

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	95	99	95	101	96
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	966	18395	499	17949	467
	Weighted (000)	180739	3646	86452	1878	94287	1768
	Horz %	100.00	2.02	47.83	1.04	52.17	0.98
	Vert %	74.05	68.71	73.40	69.57	74.65	67.81
	Index	100	93	99	94	101	92
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	627	13744	356	12557	271
	Weighted (000)	131456	2383	65357	1401	66099	983
	Horz %	100.00	1.81	49.72	1.07	50.28	0.75
	Vert %	53.86	44.91	55.49	51.88	52.34	37.69
	Index	100	83	103	96	97	70
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	399	8571	225	7230	174
	Weighted (000)	75868	1633	39018	969	36850	664
	Horz %	100.00	2.15	51.43	1.28	48.57	0.87
	Vert %	31.08	30.76	33.13	35.90	29.18	25.45
	Index	100	99	107	115	94	82
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	135	3175	72	2518	63
	Weighted (000)	27121	480	14383	259	12737	221
	Horz %	100.00	1.77	53.03	0.96	46.97	0.81
	Vert %	11.11	9.04	12.21	9.61	10.09	8.46
	Index	100	81	110	86	91	76
Viewed Any Video-On- Demand Programs or Events - Past Year	Unwgted	13030	363	6519	182	6511	181
	Weighted (000)	59121	1312	27723	616	31399	696
	Horz %	100.00	2.22	46.89	1.04	53.11	1.18
	Vert %	24.22	24.73	23.54	22.83	24.86	26.69
	Index	100	102	97	94	103	110
Household Has a Satellite Dish	Unwgted	10843	206	5773	120	5070	86
	Weighted (000)	61939	984	30806	562	31133	422
	Horz %	100.00	1.59	49.74	0.91	50.26	0.68
	Vert %	25.38	18.55	26.15	20.83	24.65	16.18
	Index	100	73	103	82	97	64
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	621	12159	331	11569	290
	Weighted (000)	116768	2371	56214	1233	60553	1138
	Horz %	100.00	2.03	48.14	1.06	51.86	0.97
	Vert %	47.84	44.68	47.73	45.68	47.94	43.63
	Index	100	93	100	95	100	91
Any Internet/Online Activity - Past Month	Unwgted	42373	1229	21479	649	20894	580
	Weighted (000)	208554	4800	100358	2446	108196	2353
	Horz %	100.00	2.30	48.12	1.17	51.88	1.13
	Vert %	85.44	90.43	85.20	90.62	85.67	90.24
	Index	100	106	100	106	100	106
Played Games Online - Past Month	Unwgted	13852	313	6886	157	6966	156
	Weighted (000)	73850	1276	36139	702	37711	574
	Horz %	100.00	1.73	48.94	0.95	51.06	0.78
	Vert %	30.26	24.04	30.68	26.02	29.86	22.00
	Index	100	79	101	86	99	73
Downloaded a Video Game - Past Month	Unwgted	5083	96	3219	57	1864	39
	Weighted (000)	28601	461	17857	297	10744	165
	Horz %	100.00	1.61	62.43	1.04	37.57	0.58
	Vert %	11.72	8.69	15.16	10.98	8.51	6.32
	Index	100	74	129	94	73	54
Downloaded a Movie - Past Month	Unwgted	4447	135	2686	79	1761	56
	Weighted (000)	21989	516	13002	298	8988	218
	Horz %	100.00	2.35	59.13	1.35	40.87	0.99
	Vert %	9.01	9.72	11.04	11.02	7.12	8.36

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

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	Index	100	108	123	122	79	93
Watched a Movie Online - Past Month	Unwgt	11540	345	6607	199	4933	146
	Weighted (000)	58047	1561	31657	881	26390	680
	Horz %	100.00	2.69	54.54	1.52	45.46	1.17
	Vert %	23.78	29.42	26.88	32.65	20.89	26.08
	Index	100	124	113	137	88	110
Watched Online Video (Not Movie, TV) - Past Month	Unwgt	10029	328	5966	195	4063	133
	Weighted (000)	50248	1440	28918	823	21330	616
	Horz %	100.00	2.87	57.55	1.64	42.45	1.23
	Vert %	20.59	27.13	24.55	30.50	16.89	23.64
	Index	100	132	119	148	82	115
Visited a Chat Room - Past Month	Unwgt	2194	71	1304	46	890	25
	Weighted (000)	10601	282	6275	192	4326	91
	Horz %	100.00	2.66	59.20	1.81	40.80	0.85
	Vert %	4.34	5.32	5.33	7.10	3.42	3.48
	Index	100	122	123	164	79	80
Used e-Mail - Past Month	Unwgt	37148	1145	18452	601	18696	544
	Weighted (000)	177506	4405	82663	2228	94843	2177
	Horz %	100.00	2.48	46.57	1.26	53.43	1.23
	Vert %	72.72	83.00	70.18	82.55	75.09	83.47
	Index	100	114	97	114	103	115
Used Instant Messenger/IM Online - Past Month	Unwgt	29084	723	13749	364	15335	359
	Weighted (000)	148723	2999	66365	1432	82359	1567
	Horz %	100.00	2.02	44.62	0.96	55.38	1.05
	Vert %	60.93	56.50	56.34	53.04	65.21	60.09
	Index	100	93	92	87	107	99
Visited Online Blogs - Past Month	Unwgt	6650	254	3248	129	3402	125
	Weighted (000)	32542	1072	14793	467	17749	605
	Horz %	100.00	3.30	45.46	1.44	54.54	1.86
	Vert %	13.33	20.20	12.56	17.31	14.05	23.20
	Index	100	152	94	130	105	174
Wrote an Online Blog - Past Month	Unwgt	1215	38	626	20	589	18
	Weighted (000)	5810	183	2813	68	2997	114
	Horz %	100.00	3.14	48.42	1.17	51.58	1.97
	Vert %	2.38	3.44	2.39	2.53	2.37	4.39
	Index	100	145	100	106	100	184
Uploaded or Added Video to a Web Site - Past Month	Unwgt	4085	96	2036	51	2049	45
	Weighted (000)	20569	448	9626	189	10943	259
	Horz %	100.00	2.18	46.80	0.92	53.20	1.26
	Vert %	8.43	8.44	8.17	7.00	8.66	9.93
	Index	100	100	97	83	103	118
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video- sharing services	Unwgt	36787	989	18156	510	18631	479
	Weighted (000)	184180	4002	86438	2009	97741	1993
	Horz %	100.00	2.17	46.93	1.09	53.07	1.08
	Vert %	75.46	75.41	73.39	74.44	77.39	76.42
	Index	100	100	97	99	103	101
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt	29944	723	13748	338	16196	385
	Weighted (000)	152016	2986	66499	1346	85517	1640
	Horz %	100.00	1.96	43.75	0.89	56.25	1.08
	Vert %	62.28	56.27	56.46	49.86	67.71	62.91
	Index	100	90	91	80	109	101
Foursquare	Unwgt	259	7	127	4	132	3
	Weighted (000)	1096	49	542	29	554	20
	Horz %	100.00	4.50	49.44	2.66	50.56	1.84
	Vert %	0.45	0.93	0.46	1.08	0.44	0.77
				*		*	

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	Index	100	207	102	241	98	172
Google + (Google Plus)	Unwgt	7523	201	3548	106	3975	95
	Weighted (000)	37002	762	16517	386	20485	376
	Horz %	100.00	2.06	44.64	1.04	55.36	1.02
	Vert %	15.16	14.35	14.02	14.28	16.22	14.43
	Index	100	95	93	94	107	95
Instagram	Unwgt	11180	212	4771	98	6409	114
	Weighted (000)	59923	917	24271	470	35652	447
	Horz %	100.00	1.53	40.50	0.78	59.50	0.75
	Vert %	24.55	17.29	20.61	17.41	28.23	17.15
	Index	100	70	84	71	115	70
LinkedIn	Unwgt	7899	282	4439	159	3460	123
	Weighted (000)	31599	1017	17071	540	14527	477
	Horz %	100.00	3.22	54.03	1.71	45.97	1.51
	Vert %	12.95	19.16	14.49	19.99	11.50	18.31
	Index	100	148	112	154	89	141
Pinterest	Unwgt	9299	241	1975	68	7324	173
	Weighted (000)	49108	1005	9190	242	39919	762
	Horz %	100.00	2.05	18.71	0.49	81.29	1.55
	Vert %	20.12	18.93	7.80	8.98	31.61	29.24
	Index	100	94	39	45	157	145
Tumblr	Unwgt	1737	55	1029	35	708	20
	Weighted (000)	9309	268	4915	148	4394	120
	Horz %	100.00	2.88	52.80	1.59	47.20	1.29
	Vert %	3.81	5.06	4.17	5.48	3.48	4.61
	Index	100	133	109	144	91	121
Twitter	Unwgt	6507	166	3592	94	2915	72
	Weighted (000)	32509	624	16927	327	15583	297
	Horz %	100.00	1.92	52.07	1.00	47.93	0.91
	Vert %	13.32	11.75	14.37	12.10	12.34	11.39
	Index	100	88	108	91	93	86
Yelp	Unwgt	4238	166	2031	77	2207	89
	Weighted (000)	17049	645	7651	268	9398	378
	Horz %	100.00	3.78	44.88	1.57	55.12	2.21
	Vert %	6.98	12.16	6.50	9.92	7.44	14.48
	Index	100	174	93	142	107	207
YouTube	Unwgt	24878	695	13348	385	11530	310
	Weighted (000)	125197	2894	64072	1557	61125	1336
	Horz %	100.00	2.31	51.18	1.24	48.82	1.07
	Vert %	51.29	54.52	54.40	57.69	48.40	51.24
	Index	100	106	106	112	94	100
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt	19391	509	7934	224	11457	285
	Weighted (000)	98998	2107	37956	870	61042	1238
	Horz %	100.00	2.13	38.34	0.88	61.66	1.25
	Vert %	40.56	39.71	32.22	32.22	48.33	47.46
	Index	100	98	79	79	119	117
"Follow" or become a "fan of" something or someone	Unwgt	9880	237	4289	112	5591	125
	Weighted (000)	51999	1012	21230	474	30768	538
	Horz %	100.00	1.95	40.83	0.91	59.17	1.03
	Vert %	21.30	19.06	18.02	17.56	24.36	20.62
	Index	100	89	85	82	114	97
Clicked on an advertisement	Unwgt	7250	196	3332	107	3918	89
	Weighted (000)	34609	726	14941	407	19669	319
	Horz %	100.00	2.10	43.17	1.18	56.83	0.92
	Vert %	14.18	13.68	12.68	15.08	15.57	12.24

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	Index	100	96	89	106	110	86
Watched a video	Unwgt	23931	633	12520	348	11411	285
	Weighted (000)	121821	2739	60888	1462	60933	1278
	Horz %	100.00	2.25	49.98	1.20	50.02	1.05
	Vert %	49.91	51.61	51.69	54.14	48.25	48.99
	Index	100	103	104	108	97	98
Websites or apps visited or used in the last 30 days: Coupons			*		*		*
	Unwgt	1642	34	404	11	1238	23
	Weighted (000)	7736	108	1683	29	6052	78
	Horz %	100.00	1.39	21.76	0.38	78.24	1.01
	Vert %	3.17	2.03	1.43	1.09	4.79	3.00
Index	100	64	45	34	151	95	
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt	40180	1026	20163	536	20017	490
	Weighted (000)	200974	4206	95462	2130	105511	2076
	Horz %	100.00	2.09	47.50	1.06	52.50	1.03
	Vert %	82.34	79.25	81.05	78.92	83.54	79.60
	Index	100	96	98	96	101	97
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt	20952	472	10025	262	10927	210
	Weighted (000)	106707	1915	47788	1015	58918	900
	Horz %	100.00	1.79	44.78	0.95	55.22	0.84
	Vert %	43.72	36.09	40.57	37.59	46.65	34.53
	Index	100	83	93	86	107	79
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt	19339	428	9447	239	9892	189
	Weighted (000)	97935	1780	44522	948	53413	832
	Horz %	100.00	1.82	45.46	0.97	54.54	0.85
	Vert %	40.12	33.53	37.80	35.11	42.29	31.90
	Index	100	84	94	88	105	79
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt	24725	536	12866	309	11859	227
	Weighted (000)	126500	2262	62393	1266	64107	996
	Horz %	100.00	1.79	49.32	1.00	50.68	0.79
	Vert %	51.83	42.62	52.97	46.90	50.76	38.19
	Index	100	82	102	90	98	74
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt	15697	292	7823	157	7874	135
	Weighted (000)	84080	1270	39914	676	44166	594
	Horz %	100.00	1.51	47.47	0.80	52.53	0.71
	Vert %	34.45	23.92	33.89	25.03	34.97	22.78
	Index	100	69	98	73	102	66
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt	11626	256	6471	154	5155	102
	Weighted (000)	61092	1090	32067	598	29025	492
	Horz %	100.00	1.78	52.49	0.98	47.51	0.80
	Vert %	25.03	20.53	27.22	22.16	22.98	18.85
	Index	100	82	109	89	92	75
Used a Mobile "App" - Past Month	Unwgt	25794	635	13219	340	12575	295
	Weighted (000)	128777	2616	62189	1380	66588	1236
	Horz %	100.00	2.03	48.29	1.07	51.71	0.96
	Vert %	52.76	49.29	52.80	51.13	52.72	47.38
	Index	100	93	100	97	100	90
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt	10912	490	5777	262	5135	228
	Weighted (000)	50128	1797	24847	932	25281	864
	Horz %	100.00	3.58	49.57	1.86	50.43	1.72
	Vert %	20.54	33.85	21.10	34.54	20.02	33.13
	Index	100	165	103	168	97	161
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt	14245	586	6852	291	7393	295
	Weighted (000)	67106	2196	30235	1027	36871	1169
	Horz %	100.00	3.27	45.05	1.53	54.95	1.74
	Vert %	27.49	41.38	25.67	38.05	29.19	44.82

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	Index	100	150	93	138	106	163
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt	19488	706	10461	400	9027	306
	Weighted (000)	91290	2737	46056	1512	45234	1225
	Horz %	100.00	3.00	50.45	1.66	49.55	1.34
	Vert %	37.40	51.57	39.10	56.03	35.82	46.96
	Index	100	138	105	150	96	126
Read Classified Advertising in Weekday Newspaper	Unwgt	3772	100	1751	52	2021	48
	Weighted (000)	20084	406	9059	215	11024	191
	Horz %	100.00	2.02	45.11	1.07	54.89	0.95
	Vert %	8.23	7.64	7.69	7.95	8.73	7.32
	Index	100	93	93	97	106	89
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt	3758	88	1675	48	2083	40
	Weighted (000)	19510	326	8252	205	11258	120
	Horz %	100.00	1.67	42.30	1.05	57.70	0.62
	Vert %	7.99	6.14	7.01	7.61	8.91	4.62
	Index	100	77	88	95	112	58
Read Advertisements in Weekday Newspaper	Unwgt	3812	131	1663	67	2149	64
	Weighted (000)	17916	420	7281	247	10635	173
	Horz %	100.00	2.34	40.64	1.38	59.36	0.97
	Vert %	7.34	7.91	6.18	9.13	8.42	6.65
	Index	100	108	84	124	115	91
Read Advertisements in Sunday/Weekend Newspaper	Unwgt	4633	142	1918	63	2715	79
	Weighted (000)	22092	490	8259	212	13833	278
	Horz %	100.00	2.22	37.38	0.96	62.62	1.26
	Vert %	9.05	9.23	7.01	7.86	10.95	10.64
	Index	100	102	77	87	121	118
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt	5068	178	2004	77	3064	101
	Weighted (000)	23852	580	8816	299	15037	281
	Horz %	100.00	2.43	36.96	1.25	63.04	1.18
	Vert %	9.77	10.92	7.48	11.06	11.91	10.77
	Index	100	112	77	113	122	110
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt	7203	248	2739	108	4464	140
	Weighted (000)	34013	869	11663	393	22350	475
	Horz %	100.00	2.55	34.29	1.16	65.71	1.40
	Vert %	13.93	16.37	9.90	14.57	17.70	18.23
	Index	100	117	71	105	127	131
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt	4191	156	2044	84	2147	72
	Weighted (000)	20652	610	9419	291	11233	319
	Horz %	100.00	2.95	45.61	1.41	54.39	1.55
	Vert %	8.46	11.49	8.00	10.77	8.89	12.24
	Index	100	136	95	127	105	145
Received and/or Clipped Coupons from Sunday/Weekend Newspaper Past Year	Unwgt	9539	318	4401	151	5138	167
	Weighted (000)	47372	1200	20433	554	26940	645
	Horz %	100.00	2.53	43.13	1.17	56.87	1.36
	Vert %	19.41	22.60	17.35	20.53	21.33	24.75
	Index	100	116	89	106	110	128
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	0	0	0	0	0	0
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
		*	*	*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	179	4333	99	3842	80
	Weighted (000)	42062	665	21099	387	20963	277
	Horz %	100.00	1.58	50.16	0.92	49.84	0.66
	Vert %	17.23	12.53	17.91	14.35	16.60	10.63
	Index	100	73	104	83	96	62
							*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	113	2941	64	2493	49
	Weighted (000)	27750	428	14430	280	13321	148
	Horz %	100.00	1.54	52.00	1.01	48.00	0.54
	Vert %	11.37	8.07	12.25	10.36	10.55	5.69
	Index	100	71	108	91	93	50
							*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	102	3143	61	2282	41
	Weighted (000)	27941	424	15561	288	12381	136
	Horz %	100.00	1.52	55.69	1.03	44.31	0.49
	Vert %	11.45	7.99	13.21	10.67	9.80	5.21
	Index	100	70	115	93	86	46
							*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	119	3195	75	2612	44
	Weighted (000)	30170	491	15891	314	14279	176
	Horz %	100.00	1.63	52.67	1.04	47.33	0.58
	Vert %	12.36	9.24	13.49	11.63	11.31	6.77
	Index	100	75	109	94	91	55
							*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	115	2853	68	2194	47
	Weighted (000)	24469	411	13265	260	11204	151
	Horz %	100.00	1.68	54.21	1.06	45.79	0.62
	Vert %	10.02	7.75	11.26	9.65	8.87	5.79
	Index	100	77	112	96	88	58
							*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	87	2629	52	1943	35
	Weighted (000)	23484	344	12984	215	10501	129
	Horz %	100.00	1.46	55.29	0.91	44.71	0.55
	Vert %	9.62	6.48	11.02	7.95	8.31	4.95
	Index	100	67	115	83	86	51
							*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	119	3320	66	2813	53
	Weighted (000)	30556	458	15761	249	14795	209
	Horz %	100.00	1.50	51.58	0.82	48.42	0.68
	Vert %	12.52	8.63	13.38	9.23	11.71	8.01
	Index	100	69	107	74	94	64
							*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	80	2599	57	1613	23
	Weighted (000)	21008	347	12638	271	8370	76
	Horz %	100.00	1.65	60.16	1.29	39.84	0.36
	Vert %	8.61	6.54	10.73	10.03	6.63	2.92
	Index	100	76	125	116	77	34
							*
Have Seen Video Ads in Fast- Food or Family Restaurants - Past Month	Unwgted	6034	115	3444	64	2590	51
	Weighted (000)	31175	461	16942	254	14234	208
	Horz %	100.00	1.48	54.34	0.81	45.66	0.67
	Vert %	12.77	8.69	14.38	9.39	11.27	7.97

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

		U.S. Adults 18+	Adults18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Classical (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Classical (Monday-Sunday 24-hour cume)
	Index	100	68	113	74	88	62
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month							*
	Unwgted	4611	92	2539	56	2072	36
	Weighted (000)	23019	349	12109	218	10909	131
	Horz %	100.00	1.52	52.61	0.95	47.39	0.57
	Vert %	9.43	6.58	10.28	8.08	8.64	5.03
Index	100	70	109	86	92	53	
Have Seen Video Ads in Gym/Health Clubs - Past Month							*
	Unwgted	4016	84	2310	51	1706	33
	Weighted (000)	19382	409	10885	250	8496	159
	Horz %	100.00	2.11	56.16	1.29	43.84	0.82
	Vert %	7.94	7.71	9.24	9.26	6.73	6.10
Index	100	97	116	117	85	77	
Have Seen Video Ads in Medical Offices - Past Month							*
	Unwgted	5499	120	2788	58	2711	62
	Weighted (000)	27407	455	13342	245	14066	210
	Horz %	100.00	1.66	48.68	0.89	51.32	0.77
	Vert %	11.23	8.57	11.33	9.08	11.14	8.05
Index	100	76	101	81	99	72	
Have Seen Video Ads in Airports - Past Month							*
	Unwgted	3929	95	2363	56	1566	39
	Weighted (000)	17909	365	10424	242	7485	123
	Horz %	100.00	2.04	58.21	1.35	41.79	0.69
	Vert %	7.34	6.87	8.85	8.96	5.93	4.71
Index	100	94	121	122	81	64	
Have Seen Video Ads at Gas Stations - Past Month							*
	Unwgted	8390	202	4916	121	3474	81
	Weighted (000)	41042	782	22712	456	18330	326
	Horz %	100.00	1.90	55.34	1.11	44.66	0.79
	Vert %	16.81	14.73	19.28	16.88	14.51	12.50
Index	100	88	115	100	86	74	
Have Seen Video Ads in Office Building Lobbies - Past Month							*
	Unwgted	3669	63	2128	39	1541	24
	Weighted (000)	18065	233	10099	157	7966	77
	Horz %	100.00	1.29	55.90	0.87	44.10	0.43
	Vert %	7.40	4.40	8.57	5.80	6.31	2.95
Index	100	59	116	78	85	40	
Have Seen Video Ads in Office Building Elevators - Past Month							*
	Unwgted	3552	63	2086	36	1466	27
	Weighted (000)	16785	231	9475	153	7310	78
	Horz %	100.00	1.38	56.45	0.91	43.55	0.46
	Vert %	6.88	4.35	8.04	5.67	5.79	2.98
Index	100	63	117	82	84	43	
Have Seen Video Ads in Movie Theater Lobbies - Past Month							*
	Unwgted	5092	106	2889	57	2203	49
	Weighted (000)	25878	405	13824	240	12053	165
	Horz %	100.00	1.57	53.42	0.93	46.58	0.64
	Vert %	10.60	7.64	11.74	8.88	9.54	6.35
Index	100	72	111	84	90	60	
Have Seen Ads on Billboards - Past Month							*
	Unwgted	23703	694	12315	379	11388	315
	Weighted (000)	117973	2788	57972	1487	60001	1301
	Horz %	100.00	2.36	49.14	1.26	50.86	1.10
	Vert %	48.33	52.54	49.22	55.09	47.51	49.89
Index	100	109	102	114	98	103	
Have Seen Ads on Buses/Trains - Past Month							*
	Unwgted	10886	333	5916	192	4970	141
	Weighted (000)	50330	1302	26109	735	24221	567
	Horz %	100.00	2.59	51.88	1.46	48.12	1.13
	Vert %	20.62	24.54	22.17	27.23	19.18	21.76
Index	100	119	108	132	93	106	
Have Seen Ads at Bus Stops or Train Stations - Past Month							*
	Unwgted	7328	232	4174	136	3154	96
	Weighted (000)	32843	883	18004	539	14838	344
	Horz %	100.00	2.69	54.82	1.64	45.18	1.05
	Vert %	13.46	16.64	15.29	19.96	11.75	13.20

RAB/GFK MRI RADIO FORMAT PROFILE: CLASSICAL

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	Index	100	124	114	148	87	98
Have Seen Ads Inside Taxis - Past Month	Unwgt	3849	98	2254	63	1595	35
	Weighted (000)	17102	367	9977	253	7125	113
	Horz %	100.00	2.14	58.34	1.48	41.66	0.66
	Vert %	7.01	6.91	8.47	9.39	5.64	4.35
	Index	100	99	121	134	81	62
Have Seen Ads on Top of Taxis - Past Month	Unwgt	5892	172	3558	107	2334	65
	Weighted (000)	26219	669	15564	454	10655	215
	Horz %	100.00	2.55	59.36	1.73	40.64	0.82
	Vert %	10.74	12.60	13.21	16.81	8.44	8.24
	Index	100	117	123	156	79	77
Have Seen Ads on Phone Booths - Past Month	Unwgt	3008	60	1859	35	1149	25
	Weighted (000)	14451	236	8852	168	5599	68
	Horz %	100.00	1.63	61.25	1.17	38.75	0.47
	Vert %	5.92	4.44	7.52	6.24	4.43	2.59
	Index	100	75	127	105	75	44
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt	7405	183	4598	114	2807	69
	Weighted (000)	36191	761	21726	467	14466	294
	Horz %	100.00	2.10	60.03	1.29	39.97	0.81
	Vert %	14.83	14.34	18.45	17.31	11.45	11.27
	Index	100	97	124	117	77	76
Have Seen Ads on Postcards - Past Month	Unwgt	5576	162	2856	78	2720	84
	Weighted (000)	26312	700	13258	319	13054	381
	Horz %	100.00	2.66	50.39	1.21	49.61	1.45
	Vert %	10.78	13.19	11.26	11.82	10.34	14.62
	Index	100	122	104	110	96	136
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt	13421	344	6893	189	6528	155
	Weighted (000)	66442	1381	32223	723	34219	658
	Horz %	100.00	2.08	48.50	1.09	51.50	0.99
	Vert %	27.22	26.02	27.36	26.77	27.09	25.24
	Index	100	96	101	98	100	93
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt	8606	245	4572	131	4034	114
	Weighted (000)	42087	995	21394	533	20693	462
	Horz %	100.00	2.36	50.83	1.27	49.17	1.10
	Vert %	17.24	18.75	18.16	19.75	16.38	17.71
	Index	100	109	105	115	95	103
Have Seen Ads Shown On- Screen Before Start of a Movie - Past Month	Unwgt	10943	329	5666	175	5277	154
	Weighted (000)	53139	1307	26487	713	26653	594
	Horz %	100.00	2.46	49.84	1.34	50.16	1.12
	Vert %	21.77	24.63	22.49	26.41	21.10	22.79
	Index	100	113	103	121	97	105
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt	15171	407	7927	229	7244	178
	Weighted (000)	76102	1616	37939	915	38163	701
	Horz %	100.00	2.12	49.85	1.20	50.15	0.92
	Vert %	31.18	30.45	32.21	33.89	30.22	26.89
	Index	100	98	103	109	97	86
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt	10587	278	5402	142	5185	136
	Weighted (000)	52205	1126	25466	579	26739	547
	Horz %	100.00	2.16	48.78	1.11	51.22	1.05
	Vert %	21.39	21.21	21.62	21.46	21.17	20.96
	Index	100	99	101	100	99	98
Have Seen Infomercials - Past Month	Unwgt	9871	244	5073	134	4798	110
	Weighted (000)	49119	1003	24353	560	24766	443
	Horz %	100.00	2.04	49.58	1.14	50.42	0.90
	Vert %	20.12	18.90	20.68	20.75	19.61	16.99

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	Index	100	94	103	103	97	84
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	616	9597	322	10035	294
	Weighted (000)	96299	2335	44442	1121	51856	1214
	Horz %	100.00	2.42	46.15	1.16	53.85	1.26
	Vert %	39.45	44.00	37.73	41.53	41.06	46.55
	Index	100	112	96	105	104	118
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	92	2751	52	1845	40
	Weighted (000)	24167	456	14376	285	9791	171
	Horz %	100.00	1.89	59.49	1.18	40.51	0.71
	Vert %	9.90	8.60	12.21	10.55	7.75	6.57
	Index	100	87	123	107	78	66
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	471	9209	262	8614	209
	Weighted (000)	88092	1936	43604	1060	44489	876
	Horz %	100.00	2.20	49.50	1.20	50.50	0.99
	Vert %	36.09	36.47	37.02	39.27	35.22	33.58
	Index	100	101	103	109	98	93
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	302	6124	165	5124	137
	Weighted (000)	56256	1231	29146	645	27110	586
	Horz %	100.00	2.19	51.81	1.15	48.19	1.04
	Vert %	23.05	23.19	24.75	23.89	21.46	22.46
	Index	100	101	107	104	93	97
* Projections relatively unstable, use with caution							
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Base: All No Audit Report Was Generated							