

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
3	U.S. Adults 18+							
4		Unwgt	50764	8799	26280	3958	24484	4841
5		(000)	230375	44088	111471	18463	118904	25625
6		Horz %	100.00	19.14	48.39	8.01	51.61	11.12
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9	Male						*	*
10		Unwgt	26280	3958	26280	3958	0	0
11		(000)	111471	18463	111471	18463	0	0
12		Horz %	100.00	16.56	100.00	16.56	0.00	0.00
13		Vert %	48.39	41.88	100.00	100.00	0.00	0.00
14		Index	100	87	207	207	0	0
15	Female				*	*		
16		Unwgt	24484	4841	0	0	24484	4841
17		(000)	118904	25625	0	0	118904	25625
18		Horz %	100.00	21.55	0.00	0.00	100.00	21.55
19		Vert %	51.61	58.12	0.00	0.00	100.00	100.00
20		Index	100	113	0	0	194	194
21	Age 18-24							
22		Unwgt	4063	1829	2314	930	1749	899
23		(000)	29377	13205	14849	5853	14528	7352
24		Horz %	100.00	44.95	50.55	19.92	49.45	25.03
25		Vert %	12.75	29.95	13.32	31.70	12.22	28.69
26		Index	100	235	104	249	96	225
27	Age 25-34							
28		Unwgt	8080	2694	4218	1191	3862	1503
29		(000)	41280	13382	20756	5774	20524	7608
30		Horz %	100.00	32.42	50.28	13.99	49.72	18.43
31		Vert %	17.92	30.35	18.62	31.27	17.26	29.69
32		Index	100	169	104	175	96	166
33	Age 35-44							
34		Unwgt	9539	2251	5074	971	4465	1280
35		(000)	40737	9065	20147	3567	20590	5498
36		Horz %	100.00	22.25	49.46	8.76	50.54	13.50
37		Vert %	17.68	20.56	18.07	19.32	17.32	21.46
38		Index	100	116	102	109	98	121
39	Age 45-54							
40		Unwgt	10179	1332	5388	545	4791	787
41		(000)	44531	5653	21782	2038	22749	3615
42		Horz %	100.00	12.70	48.91	4.58	51.09	8.12
43		Vert %	19.33	12.82	19.54	11.04	19.13	14.11
44		Index	100	66	101	57	99	73
45	Age 55-64							
46		Unwgt	8584	504	4412	228	4172	276
47		(000)	35695	2038	17145	870	18550	1168
48		Horz %	100.00	5.71	48.03	2.44	51.97	3.27
49		Vert %	15.49	4.62	15.38	4.71	15.60	4.56
50		Index	100	30	99	30	101	29
51	Age 65+							
52		Unwgt	10319	189	4874	93	5445	96
53		(000)	38754	744	16791	361	21963	383
54		Horz %	100.00	1.92	43.33	0.93	56.67	0.99
55		Vert %	16.82	1.69	15.06	1.96	18.47	1.49
56		Index	100	10	90	12	110	9

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
57	Age 21+							
58		Unwgted	49151	8031	25297	3525	23854	4506
59		(000)	217192	37937	104396	15411	112796	22526
60		Horz %	100.00	17.47	48.07	7.10	51.93	10.37
61		Vert %	94.28	86.05	93.65	83.47	94.86	87.91
62		Index	100	91	99	89	101	93
63	Age 21-34							
64		Unwgted	10530	3755	5549	1688	4981	2067
65		(000)	57475	20437	28531	8576	28944	11861
66		Horz %	100.00	35.56	49.64	14.92	50.36	20.64
67		Vert %	24.95	46.36	25.59	46.45	24.34	46.29
68		Index	100	186	103	186	98	186
69	Age 18-34							
70		Unwgted	12143	4523	6532	2121	5611	2402
71		(000)	70657	26588	35605	11627	35053	14960
72		Horz %	100.00	37.63	50.39	16.46	49.61	21.17
73		Vert %	30.67	60.31	31.94	62.98	29.48	58.38
74		Index	100	197	104	205	96	190
75	Age 18-49							
76		Unwgted	26777	7610	14373	3451	12404	4159
77		(000)	133969	39287	66829	16523	67140	22764
78		Horz %	100.00	29.33	49.88	12.33	50.12	16.99
79		Vert %	58.15	89.11	59.95	89.49	56.47	88.83
80		Index	100	153	103	154	97	153
81	Age 25-54							
82		Unwgted	27798	6277	14680	2707	13118	3570
83		(000)	126548	28100	62685	11379	63863	16722
84		Horz %	100.00	22.21	49.53	8.99	50.47	13.21
85		Vert %	54.93	63.74	56.23	61.63	53.71	65.26
86		Index	100	116	102	112	98	119
87	Age 35-64							
88		Unwgted	28302	4087	14874	1744	13428	2343
89		(000)	120963	16756	59074	6474	61889	10282
90		Horz %	100.00	13.85	48.84	5.35	51.16	8.50
91		Vert %	52.51	38.01	53.00	35.07	52.05	40.12
92		Index	100	72	101	67	99	76
93	Age 50+							
94		Unwgted	23987	1189	11907	507	12080	682
95		(000)	96406	4801	44642	1940	51764	2861
96		Horz %	100.00	4.98	46.31	2.01	53.69	2.97
97		Vert %	41.85	10.89	40.05	10.51	43.53	11.17
98		Index	100	26	96	25	104	27
99	Median Age							
100		Unwgted						
101		(000)	45.80	31.30	45.00	30.40	46.70	32.00
102		Horz %						
103		Vert %						
104		Index						
105	Race: White Only							
106		Unwgted	38545	6073	20124	2577	18421	3496
107		(000)	172664	30913	83100	11870	89564	19043
108		Horz %	100.00	17.90	48.13	6.87	51.87	11.03
109		Vert %	74.95	70.12	74.55	64.29	75.32	74.31
110		Index	100	94	99	86	101	99

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			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
111	Race: Black/African-American Only							
112		Unwgted	5358	1001	2489	465	2869	536
113		(000)	26062	4997	11837	2318	14225	2678
114		Horz %	100.00	19.17	45.42	8.89	54.58	10.28
115		Vert %	11.31	11.33	10.62	12.56	11.96	10.45
116		Index	100	100	94	111	106	92
117	Race: Other Race/Multiple Classifications							
118		Unwgted	6861	1725	3667	916	3194	809
119		(000)	31649	8178	16534	4275	15115	3904
120		Horz %	100.00	25.84	52.24	13.51	47.76	12.33
121		Vert %	13.74	18.55	14.83	23.15	12.71	15.23
122		Index	100	135	108	169	93	111
123	Spanish, Hispanic, Latino Origin or Descent							
124		Unwgted	5242	1390	2726	678	2516	712
125		(000)	32152	8142	16538	4001	15614	4140
126		Horz %	100.00	25.32	51.44	12.44	48.56	12.88
127		Vert %	13.96	18.47	14.84	21.67	13.13	16.16
128		Index	100	132	106	155	94	116
129	Personally Speak Only Spanish at Home							
130		Unwgted	806	105	406	53	400	52
131		(000)	8547	1165	4453	576	4094	589
132		Horz %	100.00	13.63	52.10	6.74	47.90	6.89
133		Vert %	3.71	2.64	3.99	3.12	3.44	2.30
134		Index	100	71	108	84	93	62
135	Personally Speak Mostly Spanish, but Some English, at Home							
136		Unwgted	1218	270	661	144	557	126
137		(000)	8824	2091	4659	1170	4165	921
138		Horz %	100.00	23.70	52.80	13.26	47.20	10.44
139		Vert %	3.83	4.74	4.18	6.34	3.50	3.59
140		Index	100	124	109	166	91	94
141	Personally Speak Spanish and English Equally at Home			*		*		*
142		Unwgted	125	38	71	27	54	11
143		(000)	1077	342	574	229	503	113
144		Horz %	100.00	31.74	53.33	21.26	46.67	10.48
145		Vert %	0.47	0.78	0.52	1.24	0.42	0.44
146		Index	100	166	110	265	90	94
147	Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree							
148		Unwgted	6776	900	3694	375	3082	525
149		(000)	22020	3095	10873	1168	11147	1926
150		Horz %	100.00	14.05	49.38	5.31	50.62	8.75
151		Vert %	9.56	7.02	9.75	6.33	9.37	7.52
152		Index	100	73	102	66	98	79
153	Highest Level Education Completed/Highest Degree: Bachelor's Degree							
154		Unwgted	11531	2087	6015	838	5516	1249
155		(000)	40983	8184	19645	2921	21338	5263
156		Horz %	100.00	19.97	47.93	7.13	52.07	12.84
157		Vert %	17.79	18.56	17.62	15.82	17.95	20.54
158		Index	100	104	99	89	101	115
159	Highest Level Education Completed/Highest Degree: Associate Degree, Academic							
160		Unwgted	2455	502	1069	204	1386	298
161		(000)	8920	1982	3595	725	5326	1257
162		Horz %	100.00	22.22	40.30	8.13	59.70	14.09
163		Vert %	3.87	4.50	3.22	3.93	4.48	4.91
164		Index	100	116	83	101	116	127

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			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
165	Highest Level Education							
166	Completed/Highest Degree:	Unwgt	3022	535	1491	222	1531	313
167	Associate Degree,	(000)	11493	2259	5089	772	6404	1488
168	Occupational/Vocational	Horz %	100.00	19.66	44.28	6.71	55.72	12.94
169		Vert %	4.99	5.12	4.57	4.18	5.39	5.81
170		Index	100	103	92	84	108	116
171	Highest Level Education							
172	Completed/Highest Degree:	Unwgt	10967	2314	5521	1026	5446	1288
173	Some College, But No Degree	(000)	44277	10989	20849	4537	23427	6452
174		Horz %	100.00	24.82	47.09	10.25	52.91	14.57
175		Vert %	19.22	24.92	18.70	24.57	19.70	25.18
176		Index	100	130	97	128	103	131
177	Highest Level Education							
178	Completed/Highest Degree:	Unwgt	11623	1825	6110	937	5513	888
179	High School Graduate - High	(000)	71029	12578	35255	5741	35775	6837
180	School Diploma or Equivalent,	Horz %	100.00	17.71	49.63	8.08	50.37	9.63
181	such as GED	Vert %	30.83	28.53	31.63	31.10	30.09	26.68
182		Index	100	93	103	101	98	87
183	Highest Level Education							
184	Completed/Highest Degree:	Unwgt	4390	636	2380	356	2010	280
185	Did Not Graduate High School	(000)	31652	5001	16165	2599	15487	2402
186		Horz %	100.00	15.80	51.07	8.21	48.93	7.59
187		Vert %	13.74	11.34	14.50	14.07	13.02	9.37
188		Index	100	83	106	102	95	68
189	Currently Attending College or							
190	University	Unwgt	3923	1303	1833	514	2090	789
191		(000)	19381	7138	8675	2504	10706	4634
192		Horz %	100.00	36.83	44.76	12.92	55.24	23.91
193		Vert %	8.41	16.19	7.78	13.56	9.00	18.09
194		Index	100	192	93	161	107	215
195	Employed Full-Time							
196		Unwgt	26249	5383	16019	2749	10230	2634
197		(000)	110329	23827	63217	11261	47112	12566
198		Horz %	100.00	21.60	57.30	10.21	42.70	11.39
199		Vert %	47.89	54.05	56.71	61.00	39.62	49.04
200		Index	100	113	118	127	83	102
201	Employed Part-Time							
202		Unwgt	5913	1303	2328	423	3585	880
203		(000)	27672	7092	10154	2132	17518	4959
204		Horz %	100.00	25.63	36.69	7.71	63.31	17.92
205		Vert %	12.01	16.09	9.11	11.55	14.73	19.35
206		Index	100	134	76	96	123	161
207	Not Employed							
208		Unwgt	18602	2113	7933	786	10669	1327
209		(000)	92373	13169	38100	5069	54274	8100
210		Horz %	100.00	14.26	41.25	5.49	58.75	8.77
211		Vert %	40.10	29.87	34.18	27.46	45.64	31.61
212		Index	100	74	85	68	114	79
213	Temporarily Employed							
214		Unwgt	2975	705	1574	358	1401	347
215		(000)	18093	4799	10077	2547	8016	2252
216		Horz %	100.00	26.53	55.70	14.08	44.30	12.45
217		Vert %	7.85	10.89	9.04	13.80	6.74	8.79
218		Index	100	139	115	176	86	112

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1								
2								
219	Retired (Not Employed)							
220		Unwgted	10044	238	4852	122	5192	116
221		(000)	39775	1014	18414	475	21362	540
222		Horz %	100.00	2.55	46.29	1.19	53.71	1.36
223		Vert %	17.27	2.30	16.52	2.57	17.97	2.11
224		Index	100	13	96	15	104	12
225	Not Employed; Principal Shopper for HH				*	*		
226		Unwgted	2555	511	42	7	2513	504
227		(000)	15405	3039	227	33	15178	3005
228		Horz %	100.00	19.72	1.47	0.22	98.53	19.51
229		Vert %	6.69	6.89	0.20	0.18	12.76	11.73
230		Index	100	103	3	3	191	175
231	Occupation: Professional and Related Occupations							
232		Unwgted	7709	1461	3696	520	4013	941
233		(000)	30625	6276	13145	1974	17479	4302
234		Horz %	100.00	20.49	42.92	6.45	57.08	14.05
235		Vert %	13.29	14.24	11.79	10.69	14.70	16.79
236		Index	100	107	89	80	111	126
237	Occupation: Management, Business and Financial Operations							
238		Unwgted	6629	1231	4171	638	2458	593
239		(000)	21389	4099	12127	1933	9262	2166
240		Horz %	100.00	19.16	56.70	9.04	43.30	10.13
241		Vert %	9.28	9.30	10.88	10.47	7.79	8.45
242		Index	100	100	117	113	84	91
243	Occupation: Sales and Office Occupations							
244		Unwgted	6696	1644	2631	566	4065	1078
245		(000)	32500	8879	12294	2834	20206	6045
246		Horz %	100.00	27.32	37.83	8.72	62.17	18.60
247		Vert %	14.11	20.14	11.03	15.35	16.99	23.59
248		Index	100	143	78	109	120	167
249	Occupation: Natural Resources, Construction and Maintenance Occupations							*
250		Unwgted	2865	475	2788	453	77	22
251		(000)	12920	2085	12352	1925	568	161
252		Horz %	100.00	16.14	95.60	14.90	4.40	1.24
253		Vert %	5.61	4.73	11.08	10.42	0.48	0.63
254		Index	100	84	198	186	9	11
255	Occupation: Other Employed							
256		Unwgted	8263	1875	5061	995	3202	880
257		(000)	40568	9580	23453	4728	17115	4852
258		Horz %	100.00	23.61	57.81	11.65	42.19	11.96
259		Vert %	17.61	21.73	21.04	25.61	14.39	18.93
260		Index	100	123	119	145	82	108
261	Household Income: \$250,000+							
262		Unwgted	1541	274	933	146	608	128
263		(000)	5192	1081	2778	530	2413	551
264		Horz %	100.00	20.82	53.51	10.21	46.49	10.62
265		Vert %	2.25	2.45	2.49	2.87	2.03	2.15
266		Index	100	109	111	127	90	95
267	Household Income: \$200,000-\$249,999							
268		Unwgted	1413	274	855	139	558	135
269		(000)	5128	1086	2673	527	2455	559
270		Horz %	100.00	21.19	52.12	10.28	47.88	10.90
271		Vert %	2.23	2.46	2.40	2.86	2.06	2.18
272		Index	100	111	108	128	93	98

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1								
2								
273	Household Income: \$150,000-\$199,999							
274		Unwgted	3390	714	2024	350	1366	364
275		(000)	13415	3287	6952	1486	6462	1800
276		Horz %	100.00	24.50	51.83	11.08	48.17	13.42
277		Vert %	5.82	7.45	6.24	8.05	5.43	7.02
278		Index	100	128	107	138	93	121
279	Household Income: \$100,000-\$149,999							
280		Unwgted	7381	1383	4323	667	3058	716
281		(000)	34172	7049	17408	2798	16763	4251
282		Horz %	100.00	20.63	50.94	8.19	49.06	12.44
283		Vert %	14.83	15.99	15.62	15.15	14.10	16.59
284		Index	100	108	105	102	95	112
285	Household Income: \$75,000-\$99,999							
286		Unwgted	6745	1258	3819	618	2926	640
287		(000)	31027	6355	15877	2798	15150	3557
288		Horz %	100.00	20.48	51.17	9.02	48.83	11.46
289		Vert %	13.47	14.41	14.24	15.15	12.74	13.88
290		Index	100	107	106	113	95	103
291	Household Income: \$60,000-\$74,999							
292		Unwgted	5572	1010	3008	466	2564	544
293		(000)	25077	4988	12701	2102	12375	2886
294		Horz %	100.00	19.89	50.65	8.38	49.35	11.51
295		Vert %	10.89	11.31	11.39	11.38	10.41	11.26
296		Index	100	104	105	105	96	103
297	Household Income: \$50,000-\$59,999							
298		Unwgted	4048	656	2139	290	1909	366
299		(000)	18911	3712	9469	1548	9442	2164
300		Horz %	100.00	19.63	50.07	8.19	49.93	11.44
301		Vert %	8.21	8.42	8.49	8.39	7.94	8.44
302		Index	100	103	103	102	97	103
303	Household Income: \$40,000-\$49,999							
304		Unwgted	5142	865	2602	379	2540	486
305		(000)	20203	3972	9915	1629	10287	2343
306		Horz %	100.00	19.66	49.08	8.06	50.92	11.60
307		Vert %	8.77	9.01	8.89	8.82	8.65	9.14
308		Index	100	103	101	101	99	104
309	Household Income: \$30,000-\$39,999							
310		Unwgted	4923	760	2319	299	2604	461
311		(000)	22348	3720	10626	1524	11722	2196
312		Horz %	100.00	16.64	47.55	6.82	52.45	9.83
313		Vert %	9.70	8.44	9.53	8.25	9.86	8.57
314		Index	100	87	98	85	102	88
315	Household Income: Under \$20,000							
316		Unwgted	4715	671	2053	258	2662	413
317		(000)	22989	3732	10476	1476	12513	2256
318		Horz %	100.00	16.23	45.57	6.42	54.43	9.81
319		Vert %	9.98	8.46	9.40	8.00	10.52	8.80
320		Index	100	85	94	80	105	88
321	Median Household Income (\$00)							
322		Unwgted						
323		(000)	59.40	65.40	63.10	67.20	55.90	64.10
324		Horz %						
325		Vert %						
326		Index						

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
327	Marital Status: Single, Never Married							
328		Unwgted	11552	3407	6291	1643	5261	1764
329		(000)	61704	19962	33680	9453	28024	10509
330		Horz %	100.00	32.35	54.58	15.32	45.42	17.03
331		Vert %	26.78	45.28	30.21	51.20	23.57	41.01
332	Index	100	169	113	191	88	153	
333	Marital Status: Currently Married							
334		Unwgted	26908	4001	15690	1864	11218	2137
335		(000)	124920	19103	62393	7323	62527	11780
336		Horz %	100.00	15.29	49.95	5.86	50.05	9.43
337		Vert %	54.22	43.33	55.97	39.67	52.59	45.97
338	Index	100	80	103	73	97	85	
339	Marital Status: Legally Separated, Divorced, or Widowed							
340		Unwgted	12304	1391	4299	451	8005	940
341		(000)	43750	5022	15398	1686	28353	3336
342		Horz %	100.00	11.48	35.19	3.85	64.81	7.63
343		Vert %	18.99	11.39	13.81	9.13	23.85	13.02
344	Index	100	60	73	48	126	69	
345	Marital Status: Engaged to be Married							
346		Unwgted	2017	587	1127	308	890	279
347		(000)	10916	3226	5674	1538	5242	1688
348		Horz %	100.00	29.55	51.98	14.09	48.02	15.47
349		Vert %	4.74	7.32	5.09	8.33	4.41	6.59
350	Index	100	154	107	176	93	139	
351	Marital Status: Sole Parent (Single Parent)							
352		Unwgted	3472	1140	647	150	2825	990
353		(000)	12162	3964	2146	528	10017	3436
354		Horz %	100.00	32.59	17.64	4.34	82.36	28.25
355		Vert %	5.28	8.99	1.92	2.86	8.42	13.41
356	Index	100	170	36	54	160	254	
357	Any Child(ren) Under Age 18 Livig in Household							
358		Unwgted	18919	5036	9643	2051	9276	2985
359		(000)	92793	25097	42721	9357	50072	15740
360		Horz %	100.00	27.05	46.04	10.08	53.96	16.96
361		Vert %	40.28	56.92	38.33	50.68	42.11	61.42
362	Index	100	141	95	126	105	152	
363	1 Child Under Age 18 Living in Household							
364		Unwgted	7680	1911	3824	747	3856	1164
365		(000)	38924	10309	17940	3706	20984	6603
366		Horz %	100.00	26.49	46.09	9.52	53.91	16.96
367		Vert %	16.90	23.38	16.09	20.07	17.65	25.77
368	Index	100	138	95	119	104	153	
369	2 Children Under Age 18 Living in Household							
370		Unwgted	7061	1925	3684	798	3377	1127
371		(000)	32339	8825	15096	3255	17243	5570
372		Horz %	100.00	27.29	46.68	10.07	53.32	17.22
373		Vert %	14.04	20.02	13.54	17.63	14.50	21.74
374	Index	100	143	96	126	103	155	
375	3 Children Under Age 18 Living in Household							
376		Unwgted	2928	860	1493	355	1435	505
377		(000)	14381	4130	6411	1681	7970	2450
378		Horz %	100.00	28.72	44.58	11.69	55.42	17.03
379		Vert %	6.24	9.37	5.75	9.10	6.70	9.56
380	Index	100	150	92	146	107	153	

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
381	4 or More Children Under Age 18 Living in Household							
382		Unwgted	1250	340	642	151	608	189
383		(000)	7150	1832	3275	715	3875	1117
384		Horz %	100.00	25.62	45.81	10.00	54.19	15.62
385		Vert %	3.10	4.16	2.94	3.87	3.26	4.36
386		Index	100	134	95	125	105	140
387	No Children Under Age 18 Living in Household							
388		Unwgted	31845	3763	16637	1907	15208	1856
389		(000)	137581	18991	68749	9106	68832	9885
390		Horz %	100.00	13.80	49.97	6.62	50.03	7.19
391		Vert %	59.72	43.08	61.67	49.32	57.89	38.58
392		Index	100	72	103	83	97	65
393	Own Residence							
394		Unwgted	36594	5579	19385	2567	17209	3012
395		(000)	158745	26894	77287	11248	81458	15646
396		Horz %	100.00	16.94	48.69	7.09	51.31	9.86
397		Vert %	68.91	61.00	69.33	60.92	68.51	61.06
398		Index	100	89	101	88	99	89
399	Rent Residence							
400		Unwgted	13685	3129	6657	1353	7028	1776
401		(000)	69564	16773	33253	7062	36311	9712
402		Horz %	100.00	24.11	47.80	10.15	52.20	13.96
403		Vert %	30.20	38.05	29.83	38.25	30.54	37.90
404		Index	100	126	99	127	101	126
405	Live Rent-Free in Residence					*		
406		Unwgted	485	91	238	38	247	53
407		(000)	2066	420	931	153	1135	267
408		Horz %	100.00	20.33	45.07	7.40	54.93	12.94
409		Vert %	0.90	0.95	0.84	0.83	0.95	1.04
410		Index	100	106	93	92	106	116
411	Census Region: North East							
412		Unwgted	11668	2242	5967	984	5701	1258
413		(000)	42098	8748	20126	3497	21972	5251
414		Horz %	100.00	20.78	47.81	8.31	52.19	12.47
415		Vert %	18.27	19.84	18.06	18.94	18.48	20.49
416		Index	100	109	99	104	101	112
417	Census Region: South							
418		Unwgted	16233	2803	8242	1227	7991	1576
419		(000)	85385	15595	41027	6431	44358	9164
420		Horz %	100.00	18.26	48.05	7.53	51.95	10.73
421		Vert %	37.06	35.37	36.81	34.83	37.31	35.76
422		Index	100	95	99	94	101	96
423	Census Region: Midwest							
424		Unwgted	11708	1918	6108	860	5600	1058
425		(000)	50288	9247	24410	3874	25878	5374
426		Horz %	100.00	18.39	48.54	7.70	51.46	10.69
427		Vert %	21.83	20.98	21.90	20.98	21.76	20.97
428		Index	100	96	100	96	100	96
429	Census Region: West							
430		Unwgted	11155	1836	5963	887	5192	949
431		(000)	52603	10497	25907	4661	26696	5836
432		Horz %	100.00	19.96	49.25	8.86	50.75	11.09
433		Vert %	22.83	23.81	23.24	25.25	22.45	22.77
434		Index	100	104	102	111	98	100

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
435	Census Sub-Region: New England							
436		Unwgted	2968	392	1509	167	1459	225
437		(000)	11005	1918	5282	698	5723	1219
438		Horz %	100.00	17.43	47.99	6.34	52.01	11.08
439		Vert %	4.78	4.35	4.74	3.78	4.81	4.76
440		Index	100	91	99	79	101	100
441	Census Sub-Region: Mid Atlantic							
442		Unwgted	8700	1850	4458	817	4242	1033
443		(000)	31094	6830	14845	2798	16249	4032
444		Horz %	100.00	21.97	47.74	9.00	52.26	12.97
445		Vert %	13.50	15.49	13.32	15.16	13.67	15.73
446		Index	100	115	99	112	101	117
447	Census Sub-Region: South Atlantic							
448		Unwgted	9447	1761	4714	768	4733	993
449		(000)	43998	8506	20966	3453	23032	5053
450		Horz %	100.00	19.33	47.65	7.85	52.35	11.48
451		Vert %	19.10	19.29	18.81	18.70	19.37	19.72
452		Index	100	101	98	98	101	103
453	Census Sub-Region: East South Central							
454		Unwgted	2111	341	1067	149	1044	192
455		(000)	15182	2695	7348	1110	7833	1585
456		Horz %	100.00	17.75	48.40	7.31	51.60	10.44
457		Vert %	6.59	6.11	6.59	6.01	6.59	6.18
458		Index	100	93	100	91	100	94
459	Census Sub-Region: West South Central							
460		Unwgted	4675	701	2461	310	2214	391
461		(000)	26206	4394	12713	1868	13493	2526
462		Horz %	100.00	16.77	48.51	7.13	51.49	9.64
463		Vert %	11.38	9.97	11.40	10.12	11.35	9.86
464		Index	100	88	100	89	100	87
465	Census Sub-Region: East North Central							
466		Unwgted	9127	1470	4715	656	4412	814
467		(000)	35069	6212	17002	2573	18067	3639
468		Horz %	100.00	17.71	48.48	7.34	51.52	10.38
469		Vert %	15.22	14.09	15.25	13.94	15.19	14.20
470		Index	100	93	100	92	100	93
471	Census Sub-Region: West North Central							
472		Unwgted	2581	448	1393	204	1188	244
473		(000)	15219	3035	7407	1300	7812	1735
474		Horz %	100.00	19.94	48.67	8.54	51.33	11.40
475		Vert %	6.61	6.88	6.65	7.04	6.57	6.77
476		Index	100	104	101	107	99	102
477	Census Sub-Region: Mountain							
478		Unwgted	2724	372	1482	178	1242	194
479		(000)	15864	2615	7997	1144	7867	1471
480		Horz %	100.00	16.48	50.41	7.21	49.59	9.27
481		Vert %	6.89	5.93	7.17	6.19	6.62	5.74
482		Index	100	86	104	90	96	83
483	Census Sub-Region: Pacific							
484		Unwgted	8431	1464	4481	709	3950	755
485		(000)	36739	7883	17910	3518	18829	4365
486		Horz %	100.00	21.46	48.75	9.58	51.25	11.88
487		Vert %	15.95	17.88	16.07	19.05	15.84	17.03
488		Index	100	112	101	119	99	107

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
489	County Size: A							
490		Unwgt	29018	5465	14991	2438	14027	3027
491		(000)	94997	20901	46021	8924	48976	11977
492		Horz %	100.00	22.00	48.45	9.39	51.55	12.61
493		Vert %	41.24	47.41	41.29	48.34	41.19	46.74
494		Index	100	115	100	117	100	113
495	County Size: B							
496		Unwgt	12013	2101	6243	938	5770	1163
497		(000)	70160	14090	33876	5596	36284	8494
498		Horz %	100.00	20.08	48.28	7.98	51.72	12.11
499		Vert %	30.45	31.96	30.39	30.31	30.52	33.15
500		Index	100	105	100	100	100	109
501	County Size: C							
502		Unwgt	5679	872	2963	423	2716	449
503		(000)	33516	6181	16165	2703	17351	3478
504		Horz %	100.00	18.44	48.23	8.07	51.77	10.38
505		Vert %	14.55	14.02	14.50	14.64	14.59	13.57
506		Index	100	96	100	101	100	93
507	County Size: D							
508		Unwgt	4054	361	2083	159	1971	202
509		(000)	31701	2916	15408	1239	16293	1677
510		Horz %	100.00	9.20	48.60	3.91	51.40	5.29
511		Vert %	13.76	6.61	13.82	6.71	13.70	6.54
512		Index	100	48	100	49	100	48
513	Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume)							
514		Unwgt	8525	2567	3708	978	4817	1589
515		(000)	38188	12122	15124	4191	23064	7931
516		Horz %	100.00	31.74	39.60	10.97	60.40	20.77
517		Vert %	16.58	27.50	13.57	22.70	19.40	30.95
518		Index	100	166	82	137	117	187
519	Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume)							
520		Unwgt	737	174	434	86	303	88
521		(000)	3058	806	1631	344	1427	461
522		Horz %	100.00	26.35	53.33	11.27	46.67	15.09
523		Vert %	1.33	1.83	1.46	1.87	1.20	1.80
524		Index	100	138	110	141	90	136
525	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume)			*		*		*
526		Unwgt	539	33	270	8	269	25
527		(000)	2702	147	1185	32	1518	116
528		Horz %	100.00	5.46	43.84	1.18	56.16	4.28
529		Vert %	1.17	0.33	1.06	0.17	1.28	0.45
530		Index	100	29	91	15	109	38
531	Radio Formats: All News (Mon-Sun 24-Hr Cume)							
532		Unwgt	3825	606	2307	321	1518	285
533		(000)	9833	1595	5539	819	4295	776
534		Horz %	100.00	16.22	56.33	8.33	43.67	7.89
535		Vert %	4.27	3.62	4.97	4.44	3.61	3.03
536		Index	100	85	116	104	85	71
537	Radio Formats: All Sports (Mon-Sun 24-Hr Cume)							
538		Unwgt	3855	655	3222	517	633	138
539		(000)	12824	2400	10318	1831	2507	569
540		Horz %	100.00	18.71	80.45	14.28	19.55	4.44
541		Vert %	5.57	5.44	9.26	9.92	2.11	2.22
542		Index	100	98	166	178	38	40

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
543	Radio Formats: All Talk (Mon-Sun 24-Hr Cume)							
544		Unwgted	1386	149	922	94	464	55
545		(000)	5131	684	3233	362	1897	322
546		Horz %	100.00	13.34	63.02	7.06	36.98	6.28
547		Vert %	2.23	1.55	2.90	1.96	1.60	1.26
548		Index	100	70	130	88	72	56
549	Radio Formats: Alternative (Mon-Sun 24-Hr Cume)							
550		Unwgted	3593	999	2194	522	1399	477
551		(000)	15471	5090	8671	2396	6800	2694
552		Horz %	100.00	32.90	56.05	15.49	43.95	17.41
553		Vert %	6.72	11.54	7.78	12.98	5.72	10.51
554		Index	100	172	116	193	85	157
555	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume)							
556		Unwgted	8799	8799	3958	3958	4841	4841
557		(000)	44088	44088	18463	18463	25625	25625
558		Horz %	100.00	100.00	41.88	41.88	58.12	58.12
559		Vert %	19.14	100.00	16.56	100.00	21.55	100.00
560		Index	100	523	87	523	113	523
561	Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume)							
562		Unwgted	3032	617	1723	295	1309	322
563		(000)	13875	3152	7377	1411	6498	1740
564		Horz %	100.00	22.71	53.17	10.17	46.83	12.54
565		Vert %	6.02	7.15	6.62	7.64	5.46	6.79
566		Index	100	119	110	127	91	113
567	Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume)							
568		Unwgted	4432	984	3001	566	1431	418
569		(000)	20642	4785	13324	2475	7318	2309
570		Horz %	100.00	23.18	64.55	11.99	35.45	11.19
571		Vert %	8.96	10.85	11.95	13.41	6.15	9.01
572		Index	100	121	133	150	69	101
573	Radio Formats: Classical (Mon-Sun 24-Hr Cume)							
574		Unwgted	1771	147	934	75	837	72
575		(000)	6064	666	3018	338	3046	328
576		Horz %	100.00	10.98	49.76	5.58	50.24	5.40
577		Vert %	2.63	1.51	2.71	1.83	2.56	1.28
578		Index	100	57	103	70	97	49
579	Radio Formats: Country (Mon-Sun 24-Hr Cume)							
580		Unwgted	8534	1753	4291	668	4243	1085
581		(000)	46390	10170	21500	3398	24890	6772
582		Horz %	100.00	21.92	46.35	7.32	53.65	14.60
583		Vert %	20.14	23.07	19.29	18.40	20.93	26.43
584		Index	100	115	96	91	104	131
585	Radio Formats: Ethnic (Mon-Sun 24-Hr Cume)			*		*		*
586		Unwgted	273	40	147	26	126	14
587		(000)	1081	151	544	105	537	46
588		Horz %	100.00	13.98	50.31	9.68	49.69	4.29
589		Vert %	0.47	0.34	0.49	0.57	0.45	0.18
590		Index	100	73	104	121	96	39
591	Radio Formats: Gospel (Mon-Sun 24-Hr Cume)				*			
592		Unwgted	819	87	311	28	508	59
593		(000)	4222	387	1601	166	2621	222
594		Horz %	100.00	9.18	37.93	3.92	62.07	5.25
595		Vert %	1.83	0.88	1.44	0.90	2.20	0.87
596		Index	100	48	78	49	120	47

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
597	Radio Formats: Hispanic - All Genres (Mon-Sun 24-Hr Cume)							
598		Unwgted	2249	624	1178	292	1071	332
599		(000)	15622	4086	8027	1966	7594	2119
600		Horz %	100.00	26.15	51.39	12.59	48.61	13.57
601		Vert %	6.78	9.27	7.20	10.65	6.39	8.27
602	Index	100	137	106	157	94	122	
603	Radio Formats: Hot AC (Mon-Sun 24-Hr Cume)							
604		Unwgted	2567	2567	978	978	1589	1589
605		(000)	12122	12122	4191	4191	7931	7931
606		Horz %	100.00	100.00	34.57	34.57	65.43	65.43
607		Vert %	5.26	27.50	3.76	22.70	6.67	30.95
608	Index	100	523	71	431	127	588	
609	Radio Formats: Hot Country (Mon-Sun 24-Hr Cume)							
610		Unwgted	1753	1753	668	668	1085	1085
611		(000)	10170	10170	3398	3398	6772	6772
612		Horz %	100.00	100.00	33.41	33.41	66.59	66.59
613		Vert %	4.41	23.07	3.05	18.40	5.70	26.43
614	Index	100	523	69	417	129	599	
615	Radio Formats: Hurban (Mon-Sun 24-Hr Cume)							
616		Unwgted	356	184	182	89	174	95
617		(000)	2290	1180	1206	630	1084	550
618		Horz %	100.00	51.53	52.67	27.53	47.33	24.00
619		Vert %	0.99	2.68	1.08	3.41	0.91	2.14
620	Index	100	269	109	344	92	216	
621	Radio Formats: Jazz (Mon-Sun 24-Hr Cume)							
622		Unwgted	1138	138	637	60	501	78
623		(000)	3902	647	2114	319	1788	328
624		Horz %	100.00	16.58	54.17	8.17	45.83	8.42
625		Vert %	1.69	1.47	1.90	1.73	1.50	1.28
626	Index	100	87	112	102	89	76	
627	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume)							
628		Unwgted	890	207	511	109	379	98
629		(000)	6766	1323	3651	711	3115	611
630		Horz %	100.00	19.55	53.96	10.51	46.04	9.04
631		Vert %	2.94	3.00	3.28	3.85	2.62	2.39
632	Index	100	102	112	131	89	81	
633	Radio Formats: News/Talk (Mon-Sun 24-Hr Cume)							
634		Unwgted	7780	809	4790	454	2990	355
635		(000)	26067	2838	15441	1554	10626	1284
636		Horz %	100.00	10.89	59.23	5.96	40.77	4.93
637		Vert %	11.32	6.44	13.85	8.42	8.94	5.01
638	Index	100	57	122	74	79	44	
639	Radio Formats: Oldies (Mon-Sun 24-Hr Cume)							
640		Unwgted	2627	425	1408	188	1219	237
641		(000)	12292	2306	6168	929	6124	1377
642		Horz %	100.00	18.76	50.18	7.55	49.82	11.20
643		Vert %	5.34	5.23	5.53	5.03	5.15	5.37
644	Index	100	98	104	94	97	101	
645	Radio Formats: Public (Mon-Sun 24-Hr Cume)							
646		Unwgted	2643	272	1367	118	1276	154
647		(000)	9819	1013	4722	395	5097	618
648		Horz %	100.00	10.32	48.09	4.02	51.91	6.29
649		Vert %	4.26	2.30	4.24	2.14	4.29	2.41
650	Index	100	54	99	50	101	57	

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
2								
651	Radio Formats: Religious (Mon-Sun 24-Hr Cume)							
652		Unwgtd	3833	638	1618	242	2215	396
653		(000)	17826	3135	6593	1036	11233	2099
654		Horz %	100.00	17.59	36.98	5.81	63.02	11.77
655		Vert %	7.74	7.11	5.91	5.61	9.45	8.19
656		Index	100	92	76	73	122	106
657	Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume)							
658		Unwgtd	2879	2465	1419	1217	1460	1248
659		(000)	14270	12112	6744	5698	7526	6414
660		Horz %	100.00	84.88	47.26	39.93	52.74	44.95
661		Vert %	6.19	27.47	6.05	30.86	6.33	25.03
662		Index	100	444	98	498	102	404
663	Radio Formats: Rock (Mon-Sun 24-Hr Cume)							
664		Unwgtd	5056	1409	3241	779	1815	630
665		(000)	22282	6728	13599	3394	8683	3335
666		Horz %	100.00	30.19	61.03	15.23	38.97	14.97
667		Vert %	9.67	15.26	12.20	18.38	7.30	13.01
668		Index	100	158	126	190	76	135
669	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume)							
670		Unwgtd	1928	518	760	174	1168	344
671		(000)	8571	2509	3028	728	5543	1781
672		Horz %	100.00	29.27	35.33	8.49	64.67	20.78
673		Vert %	3.72	5.69	2.72	3.94	4.66	6.95
674		Index	100	153	73	106	125	187
675	Radio Formats: Spanish AC (subset of "Hispanic") (Mon-Sun 24-Hr Cume)							
676		Unwgtd	725	241	347	102	378	139
677		(000)	4946	1568	2297	668	2649	900
678		Horz %	100.00	31.69	46.44	13.50	53.56	18.20
679		Vert %	2.15	3.56	2.06	3.62	2.23	3.51
680		Index	100	166	96	168	104	164
681	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume)							
682		Unwgtd	311	108	161	56	150	52
683		(000)	1886	602	1056	375	830	227
684		Horz %	100.00	31.92	56.00	19.91	44.00	12.01
685		Vert %	0.82	1.37	0.95	2.03	0.70	0.88
686		Index	100	167	116	248	85	108
687	Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume)							
688		Unwgtd	5552	1959	2624	914	2928	1045
689		(000)	27519	9923	12691	4436	14829	5487
690		Horz %	100.00	36.06	46.12	16.12	53.88	19.94
691		Vert %	11.95	22.51	11.38	24.03	12.47	21.41
692		Index	100	188	95	201	104	179
693	Radio Formats: Urban AC (Mon-Sun 24-Hr Cume)							
694		Unwgtd	863	443	373	179	490	264
695		(000)	4247	2170	1745	804	2503	1366
696		Horz %	100.00	51.08	41.07	18.92	58.93	32.15
697		Vert %	1.84	4.92	1.57	4.35	2.10	5.33
698		Index	100	267	85	236	114	289
699	Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume)					*		*
700		Unwgtd	232	81	117	37	115	44
701		(000)	1517	558	738	218	779	340
702		Horz %	100.00	36.79	48.66	14.35	51.34	22.44
703		Vert %	0.66	1.27	0.66	1.18	0.66	1.33
704		Index	100	192	101	179	99	202

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
705	Radio Formats: Variety (Mon-Sun 24-Hr Cume)							
706		Unwgted	1406	228	796	102	610	126
707		(000)	6356	1225	3473	523	2883	702
708		Horz %	100.00	19.27	54.64	8.22	45.36	11.05
709		Vert %	2.76	2.78	3.12	2.83	2.42	2.74
710	Index	100	101	113	103	88	99	
711	Listen to Traffic Reports							
712		Unwgted	28850	5145	15670	2335	13180	2810
713		(000)	120723	23877	60610	9995	60113	13882
714		Horz %	100.00	19.78	50.21	8.28	49.79	11.50
715		Vert %	52.40	54.16	54.37	54.14	50.56	54.17
716	Index	100	103	104	103	96	103	
717	Listen to Any Sports Play-by-Play on Radio							
718		Unwgted	9164	1618	6438	1008	2726	610
719		(000)	38468	7724	25046	4420	13423	3304
720		Horz %	100.00	20.08	65.11	11.49	34.89	8.59
721		Vert %	16.70	17.52	22.47	23.94	11.29	12.89
722	Index	100	105	135	143	68	77	
723	Radio Daypart Cumes: Monday-Sunday 24-Hours							
724		Unwgted	42006	8450	22222	3795	19784	4655
725		(000)	188851	42162	92691	17608	96159	24555
726		Horz %	100.00	22.33	49.08	9.32	50.92	13.00
727		Vert %	81.98	95.63	83.15	95.37	80.87	95.82
728	Index	100	117	101	116	99	117	
729	Radio Daypart Cumes: Weekday 6-10AM							
730		Unwgted	26258	5358	14399	2427	11859	2931
731		(000)	112676	25145	56948	10528	55728	14617
732		Horz %	100.00	22.32	50.54	9.34	49.46	12.97
733		Vert %	48.91	57.03	51.09	57.02	46.87	57.04
734	Index	100	117	104	117	96	117	
735	Radio Daypart Cumes: Weekday 10AM-3PM							
736		Unwgted	18640	3705	10125	1698	8515	2007
737		(000)	84177	18865	42668	7849	41510	11017
738		Horz %	100.00	22.41	50.69	9.32	49.31	13.09
739		Vert %	36.54	42.79	38.28	42.51	34.91	42.99
740	Index	100	117	105	116	96	118	
741	Radio Daypart Cumes: Weekday 3-7PM							
742		Unwgted	22605	5116	12448	2317	10157	2799
743		(000)	98984	24793	50585	10434	48399	14360
744		Horz %	100.00	25.05	51.10	10.54	48.90	14.51
745		Vert %	42.97	56.24	45.38	56.51	40.70	56.04
746	Index	100	131	106	132	95	130	
747	Radio Daypart Cumes: Weekday 7PM-Midnight							
748		Unwgted	7585	1940	4181	941	3404	999
749		(000)	35636	10312	18732	4767	16904	5545
750		Horz %	100.00	28.94	52.56	13.38	47.44	15.56
751		Vert %	15.47	23.39	16.80	25.82	14.22	21.64
752	Index	100	151	109	167	92	140	
753	Radio Daypart Cumes: Weekday Midnight-6AM							
754		Unwgted	2339	488	1429	283	910	205
755		(000)	11108	2607	6434	1349	4674	1258
756		Horz %	100.00	23.47	57.92	12.14	42.08	11.32
757		Vert %	4.82	5.91	5.77	7.31	3.93	4.91
758	Index	100	123	120	152	82	102	

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
759	Radio Daypart Cumes:							
760	Weekend 6-10AM	Unwgted	15693	2892	8454	1354	7239	1538
761		(000)	68813	13941	34737	6175	34076	7765
762		Horz %	100.00	20.26	50.48	8.97	49.52	11.28
763		Vert %	29.87	31.62	31.16	33.45	28.66	30.30
764		Index	100	106	104	112	96	101
765	Radio Daypart Cumes:							
766	Weekend 10AM-3PM	Unwgted	21506	4688	11022	2007	10484	2681
767		(000)	96212	23261	45558	9124	50654	14137
768		Horz %	100.00	24.18	47.35	9.48	52.65	14.69
769		Vert %	41.76	52.76	40.87	49.42	42.60	55.17
770		Index	100	126	98	118	102	132
771	Radio Daypart Cumes:							
772	Weekend 3-7PM	Unwgted	15724	3873	8255	1696	7469	2177
773		(000)	72203	20053	35440	8145	36763	11908
774		Horz %	100.00	27.77	49.08	11.28	50.92	16.49
775		Vert %	31.34	45.48	31.79	44.12	30.92	46.47
776		Index	100	145	101	141	99	148
777	Radio Daypart Cumes:							
778	Weekend 7PM-Midnight	Unwgted	7637	2055	4095	973	3542	1082
779		(000)	36563	11197	18499	5018	18064	6179
780		Horz %	100.00	30.62	50.59	13.72	49.41	16.90
781		Vert %	15.87	25.40	16.60	27.18	15.19	24.11
782		Index	100	160	105	171	96	152
783	Radio Daypart Cumes:							
784	Weekend Midnight-6AM	Unwgted	1857	483	1070	258	787	225
785		(000)	9163	2595	5059	1257	4104	1337
786		Horz %	100.00	28.32	55.22	13.72	44.78	14.60
787		Vert %	3.98	5.88	4.54	6.81	3.45	5.22
788		Index	100	148	114	171	87	131
789	Most Often Listen to Radio at							
790	Home - Typical Weekday	Unwgted	8565	968	3856	369	4709	599
791		(000)	39763	5620	16939	2149	22824	3471
792		Horz %	100.00	14.13	42.60	5.40	57.40	8.73
793		Vert %	17.26	12.75	15.20	11.64	19.20	13.55
794		Index	100	74	88	67	111	78
795	Most Often Listen to Radio in							
796	Vehicle - Typical Weekday	Unwgted	31284	6533	16603	2920	14681	3613
797		(000)	139172	31891	68349	13270	70822	18621
798		Horz %	100.00	22.91	49.11	9.53	50.89	13.38
799		Vert %	60.41	72.33	61.32	71.87	59.56	72.67
800		Index	100	120	101	119	99	120
801	Most Often Listen to Radio at							
802	Work - Typical Weekday	Unwgted	4631	1023	2865	536	1766	487
803		(000)	22312	5161	12773	2378	9539	2783
804		Horz %	100.00	23.13	57.25	10.66	42.75	12.47
805		Vert %	9.69	11.71	11.46	12.88	8.02	10.86
806		Index	100	121	118	133	83	112
807	Most Often Listen to Radio					*		*
808	Other Place (Not Home,	Unwgted	303	58	176	33	127	25
809	Vehicle, Work) - Typical	(000)	1618	331	908	193	710	138
810	Weekday	Horz %	100.00	20.46	56.12	11.92	43.88	8.54
811		Vert %	0.70	0.75	0.81	1.04	0.60	0.54
812		Index	100	107	116	149	85	77

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
813	Most Often Listen to Radio at Home - Typical Weekend							
814		Unwgted	10970	1517	5294	620	5676	897
815		(000)	50422	8197	22990	3179	27432	5018
816		Horz %	100.00	16.26	45.60	6.31	54.40	9.95
817		Vert %	21.89	18.59	20.62	17.22	23.07	19.58
818		Index	100	85	94	79	105	89
819	Most Often Listen to Radio in Vehicle - Typical Weekend							
820		Unwgted	29384	6290	15499	2831	13885	3459
821		(000)	131660	31017	63968	12944	67692	18073
822		Horz %	100.00	23.56	48.59	9.83	51.41	13.73
823		Vert %	57.15	70.35	57.39	70.11	56.93	70.53
824		Index	100	123	100	123	100	123
825	Most often Listen to Radio at Work - Typical Weekend							
826		Unwgted	1271	320	839	177	432	143
827		(000)	6636	1683	4104	876	2531	807
828		Horz %	100.00	25.37	61.85	13.20	38.15	12.17
829		Vert %	2.88	3.82	3.68	4.75	2.13	3.15
830		Index	100	133	128	165	74	109
831	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend					*		*
832		Unwgted	411	84	262	46	149	38
833		(000)	2111	470	1290	268	821	202
834		Horz %	100.00	22.26	61.10	12.68	38.90	9.58
835		Vert %	0.92	1.07	1.16	1.45	0.69	0.79
836		Index	100	116	126	158	75	86
837	Ever Listen to AM Radio							
838		Unwgted	12619	1437	7801	860	4818	577
839		(000)	45368	5375	26616	3186	18752	2189
840		Horz %	100.00	11.85	58.67	7.02	41.33	4.83
841		Vert %	19.69	12.19	23.88	17.25	15.77	8.54
842		Index	100	62	121	88	80	43
843	Ever Listen to FM Radio							
844		Unwgted	38802	8798	20017	3957	18785	4841
845		(000)	180242	44085	86936	18459	93306	25625
846		Horz %	100.00	24.46	48.23	10.24	51.77	14.22
847		Vert %	78.24	99.99	77.99	99.98	78.47	100.00
848		Index	100	128	100	128	100	128
849	Ever Listen to Internet Radio							
850		Unwgted	2190	484	1197	222	993	262
851		(000)	9911	2460	5066	1111	4844	1349
852		Horz %	100.00	24.82	51.12	11.21	48.88	13.61
853		Vert %	4.30	5.58	4.55	6.02	4.07	5.26
854		Index	100	130	106	140	95	122
855	Ever Listen to Satellite Radio							
856		Unwgted	5397	669	3156	308	2241	361
857		(000)	21379	2959	11090	1213	10289	1746
858		Horz %	100.00	13.84	51.87	5.67	48.13	8.17
859		Vert %	9.28	6.71	9.95	6.57	8.65	6.81
860		Index	100	72	107	71	93	73
861	Listened to Radio Online - Last 30 Days							
862		Unwgted	8938	2152	5242	1065	3696	1087
863		(000)	38579	10579	20709	4784	17871	5795
864		Horz %	100.00	27.42	53.68	12.40	46.32	15.02
865		Vert %	16.75	23.99	18.58	25.91	15.03	22.62
866		Index	100	143	111	155	90	135

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
2								
867	Visited a Radio Station, Radio Program or Radio Personality's Web Site - Last 30 Days							
868		Unwgted	3566	845	2145	429	1421	416
869		(000)	14994	3982	8461	1873	6533	2109
870		Horz %	100.00	26.56	56.43	12.49	43.57	14.07
871		Vert %	6.51	9.03	7.59	10.15	5.49	8.23
872		Index	100	139	117	156	84	126
873	Household Subscribes to Satellite Radio							
874		Unwgted	7418	1054	4285	490	3133	564
875		(000)	30456	4916	15624	2052	14832	2864
876		Horz %	100.00	16.14	51.30	6.74	48.70	9.40
877		Vert %	13.22	11.15	14.02	11.11	12.47	11.18
878		Index	100	84	106	84	94	85
879	Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement							
880		Unwgted	17929	3305	9279	1499	8650	1806
881		(000)	84302	17029	40831	7237	43471	9792
882		Horz %	100.00	20.20	48.43	8.58	51.57	11.62
883		Vert %	36.59	38.62	36.63	39.20	36.56	38.21
884		Index	100	106	100	107	100	104
885	Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement				*	*		
886		Unwgted	24484	4841	0	0	24484	4841
887		(000)	118904	25625	0	0	118904	25625
888		Horz %	100.00	21.55	0.00	0.00	100.00	21.55
889		Vert %	51.61	58.12	0.00	0.00	100.00	100.00
890		Index	100	113	0	0	194	194
891	Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement							
892		Unwgted	18648	3318	9553	1490	9095	1828
893		(000)	85647	16672	41290	6943	44357	9729
894		Horz %	100.00	19.47	48.21	8.11	51.79	11.36
895		Vert %	37.18	37.81	37.04	37.60	37.30	37.97
896		Index	100	102	100	101	100	102
897	For Me, Advertising on Radio Is Amusing - Agree with Statement							
898		Unwgted	14915	2871	8026	1341	6889	1530
899		(000)	70126	14502	35673	6348	34453	8154
900		Horz %	100.00	20.68	50.87	9.05	49.13	11.63
901		Vert %	30.44	32.89	32.00	34.38	28.98	31.82
902		Index	100	108	105	113	95	105
903	Vehicle Currently Owned/Leased Has AM/FM Radio							
904		Unwgted	39027	6672	20390	2943	18637	3729
905		(000)	173829	32692	84354	13180	89474	19512
906		Horz %	100.00	18.81	48.53	7.58	51.47	11.22
907		Vert %	75.45	74.15	75.67	71.39	75.25	76.14
908		Index	100	98	100	95	100	101
909	Vehicle Currently Owned/Leased Has Satellite Radio							
910		Unwgted	8883	1483	4997	678	3886	805
911		(000)	37327	6831	18765	2757	18562	4074
912		Horz %	100.00	18.30	50.27	7.39	49.73	10.91
913		Vert %	16.20	15.49	16.83	14.93	15.61	15.90
914		Index	100	96	104	92	96	98
915	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)							
916		Unwgted	38086	6874	20250	3081	17836	3793
917		(000)	168267	33358	82475	13686	85793	19672
918		Horz %	100.00	19.82	49.01	8.13	50.99	11.69
919		Vert %	73.04	75.66	73.99	74.13	72.15	76.77
920		Index	100	104	101	101	99	105

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
921	Vehicle Currently Owned/Leased Has MP3 Player Connection							
922		Unwgted	8443	1886	4828	897	3615	989
923		(000)	37368	9238	19346	3998	18023	5240
924		Horz %	100.00	24.72	51.77	10.70	48.23	14.02
925		Vert %	16.22	20.95	17.36	21.66	15.16	20.45
926		Index	100	129	107	134	93	126
927	Vehicle Currently Owned/Leased Has DVD Player							
928		Unwgted	5562	1083	3019	503	2543	580
929		(000)	23341	4920	11296	2067	12046	2852
930		Horz %	100.00	21.08	48.39	8.86	51.61	12.22
931		Vert %	10.13	11.16	10.13	11.20	10.13	11.13
932		Index	100	110	100	111	100	110
933	TV Total (Monday-Sunday) Prime-Time Cume Audience							
934		Unwgted	42214	7292	21780	3276	20434	4016
935		(000)	190067	35957	91273	14916	98794	21041
936		Horz %	100.00	18.92	48.02	7.85	51.98	11.07
937		Vert %	82.50	81.56	81.88	80.79	83.09	82.11
938		Index	100	99	99	98	101	100
939	TV Weekday Prime-Time Cume Audience (8-11PM Eastern/Pacific), 7-10PM Central/Mountain)							
940		Unwgted	34027	5670	17446	2535	16581	3135
941		(000)	152513	27684	72873	11351	79640	16333
942		Horz %	100.00	18.15	47.78	7.44	52.22	10.71
943		Vert %	66.20	62.79	65.37	61.48	66.98	63.74
944		Index	100	95	99	93	101	96
945	TV Saturday Prime-Time Cume Audience (8-11PM Eastern/Pacific, 7-10PM Central/Mountain)							
946		Unwgted	28330	4612	14733	2121	13597	2491
947		(000)	127565	22358	61984	9509	65581	12850
948		Horz %	100.00	17.53	48.59	7.45	51.41	10.07
949		Vert %	55.37	50.71	55.61	51.50	55.15	50.14
950		Index	100	92	100	93	100	91
951	TV Sunday Prime-Time Cume Audience (7-11PM Eastern/Pacific, 5-10PM Central/Mountain)							
952		Unwgted	33267	5640	17135	2542	16132	3098
953		(000)	148294	27382	70989	11391	77305	15991
954		Horz %	100.00	18.46	47.87	7.68	52.13	10.78
955		Vert %	64.37	62.11	63.68	61.70	65.01	62.40
956		Index	100	96	99	96	101	97
957	TV Daytime Cume Audience (Weekdays 9AM-4PM Eastern/Pacific, 9AM-3PM Central/Mountain)							
958		Unwgted	14527	2256	6577	965	7950	1291
959		(000)	71497	12706	30527	5197	40971	7509
960		Horz %	100.00	17.77	42.70	7.27	57.30	10.50
961		Vert %	31.04	28.82	27.39	28.15	34.46	29.30
962		Index	100	93	88	91	111	94
963	TV Early Fringe Cume Audience (Weekdays 4-7:30PM Eastern/Pacific), 3-6:30PM Central/Mountain)							
964		Unwgted	26005	3928	13346	1822	12659	2106
965		(000)	119308	20029	57118	8696	62191	11333
966		Horz %	100.00	16.79	47.87	7.29	52.13	9.50
967		Vert %	51.79	45.43	51.24	47.10	52.30	44.22
968		Index	100	88	99	91	101	85
969	TV Late Fringe Cume Audience (Weekdays 11:30PM-1AM Eastern/Pacific, 10:30PM-Midnight)							
970		Unwgted	8799	1657	4738	824	4061	833
971		(000)	41182	8430	20991	3802	20191	4629
972		Horz %	100.00	20.47	50.97	9.23	49.03	11.24
973		Vert %	17.88	19.12	18.83	20.59	16.98	18.06
974		Index	100	107	105	115	95	101

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
975	TV Weekend Sports Cume Audience (Saturday-Sunday Afternoon)							
976		Unwgted	25992	4550	14593	2306	11399	2244
977		(000)	119317	23187	62500	10926	56817	12261
978		Horz %	100.00	19.43	52.38	9.16	47.62	10.28
979		Vert %	51.79	52.59	56.07	59.18	47.78	47.85
980		Index	100	102	108	114	92	92
981	TV Weekend Children's Shows Cume Audience (Saturday-Sunday Morning)							
982		Unwgted	20769	3701	10818	1736	9951	1965
983		(000)	95574	18274	46927	7977	48647	10297
984		Horz %	100.00	19.12	49.10	8.35	50.90	10.77
985		Vert %	41.49	41.45	42.10	43.20	40.91	40.18
986		Index	100	100	101	104	99	97
987	Downloaded a TV Program from Internet - Last 30 Days							
988		Unwgted	1932	466	1236	255	696	211
989		(000)	8140	2153	4957	1078	3183	1074
990		Horz %	100.00	26.44	60.90	13.25	39.10	13.19
991		Vert %	3.53	4.88	4.45	5.84	2.68	4.19
992		Index	100	138	126	165	76	119
993	Watched a TV Program Online - Last 30 Days							
994		Unwgted	6218	1524	3483	740	2735	784
995		(000)	27440	7737	14096	3334	13344	4403
996		Horz %	100.00	28.20	51.37	12.15	48.63	16.05
997		Vert %	11.91	17.55	12.65	18.06	11.22	17.18
998		Index	100	147	106	152	94	144
999	Visited a TV Network or TV Show's Website - Last 30 Days							
1000		Unwgted	10093	2469	5060	1042	5033	1427
1001		(000)	43433	11599	20075	4598	23358	7001
1002		Horz %	100.00	26.70	46.22	10.59	53.78	16.12
1003		Vert %	18.85	26.31	18.01	24.90	19.64	27.32
1004		Index	100	140	96	132	104	145
1005	Household Subscribes to Cable TV							
1006		Unwgted	29494	5302	14792	2340	14702	2962
1007		(000)	127387	25544	59472	10530	67915	15014
1008		Horz %	100.00	20.05	46.69	8.27	53.31	11.79
1009		Vert %	55.30	57.94	53.35	57.03	57.12	58.59
1010		Index	100	105	96	103	103	106
1011	Household Subscribes to Digital Cable							
1012		Unwgted	23318	4524	11977	1995	11341	2529
1013		(000)	97306	21106	46197	8586	51109	12520
1014		Horz %	100.00	21.69	47.48	8.82	52.52	12.87
1015		Vert %	42.24	47.87	41.44	46.50	42.98	48.86
1016		Index	100	113	98	110	102	116
1017	Viewed Any Cable TV (Including Pay) - Past Week							
1018		Unwgted	42237	7545	21981	3413	20256	4132
1019		(000)	188977	37007	91345	15484	97632	21523
1020		Horz %	100.00	19.58	48.34	8.19	51.66	11.39
1021		Vert %	82.03	83.94	81.95	83.86	82.11	83.99
1022		Index	100	102	100	102	100	102
1023	Heavy Cable TV Viewing (Including Pay) - Past Week							
1024		Unwgted	31569	5861	17199	2856	14370	3005
1025		(000)	142875	29062	72282	13065	70593	15997
1026		Horz %	100.00	20.34	50.59	9.14	49.41	11.20
1027		Vert %	62.02	65.92	64.84	70.76	59.37	62.43
1028		Index	100	106	105	114	96	101

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1			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
2								
1029	Viewed Any Premium Cable Channels - Last 30 Days							
1030		Unwgted	17138	3686	9577	1729	7561	1957
1031		(000)	76613	17926	39372	7623	37241	10302
1032		Horz %	100.00	23.40	51.39	9.95	48.61	13.45
1033		Vert %	33.26	40.66	35.32	41.29	31.32	40.20
1034	Index	100	122	106	124	94	121	
1035	Viewed Any Video-On-Demand TV Programs - Last 30 Days							
1036		Unwgted	5984	1675	2947	695	3037	980
1037		(000)	23452	7354	10658	2791	12795	4563
1038		Horz %	100.00	31.36	45.44	11.90	54.56	19.46
1039		Vert %	10.18	16.68	9.56	15.12	10.76	17.81
1040	Index	100	164	94	149	106	175	
1041	Viewed Any Video-On-Demand Movies - Last 30 Days							
1042		Unwgted	8751	2287	4558	983	4193	1304
1043		(000)	35683	10375	16682	3998	19001	6377
1044		Horz %	100.00	29.08	46.75	11.20	53.25	17.87
1045		Vert %	15.49	23.53	14.97	21.66	15.98	24.89
1046	Index	100	152	97	140	103	161	
1047	Viewed Any Video-On-Demand Programming - Past 12 Months							
1048		Unwgted	12191	3078	6375	1342	5816	1736
1049		(000)	49219	14103	23457	5575	25762	8528
1050		Horz %	100.00	28.65	47.66	11.33	52.34	17.33
1051		Vert %	21.36	31.99	21.04	30.19	21.67	33.28
1052	Index	100	150	98	141	101	156	
1053	Household Has a Satellite Dish							
1054		Unwgted	12431	1996	6868	978	5563	1018
1055		(000)	63897	11025	32491	4867	31406	6158
1056		Horz %	100.00	17.25	50.85	7.62	49.15	9.64
1057		Vert %	27.74	25.01	29.15	26.36	26.41	24.03
1058	Index	100	90	105	95	95	87	
1059	Household Has a Digital Video Recorder (DVR)							
1060		Unwgted	22029	4333	11905	1968	10124	2365
1061		(000)	94062	19972	46528	8141	47534	11831
1062		Horz %	100.00	21.23	49.46	8.66	50.54	12.58
1063		Vert %	40.83	45.30	41.74	44.10	39.98	46.17
1064	Index	100	111	102	108	98	113	
1065	Household Has TiVo-Brand DVR Video Recorder (Stand-Alone)					*		
1066		Unwgted	572	104	316	40	256	64
1067		(000)	2095	392	1087	140	1008	253
1068		Horz %	100.00	18.73	51.89	6.66	48.11	12.07
1069		Vert %	0.91	0.89	0.98	0.76	0.85	0.99
1070	Index	100	98	107	83	93	108	
1071	Any Internet/Online Activity - Last 30 Days							
1072		Unwgted	41577	8275	21755	3683	19822	4592
1073		(000)	181282	40887	87773	16897	93509	23990
1074		Horz %	100.00	22.55	48.42	9.32	51.58	13.23
1075		Vert %	78.69	92.74	78.74	91.52	78.64	93.62
1076	Index	100	118	100	116	100	119	
1077	Downloaded Music from Internet - Last 30 Days							
1078		Unwgted	10591	3039	5998	1466	4593	1573
1079		(000)	49339	15393	25962	7032	23378	8361
1080		Horz %	100.00	31.20	52.62	14.25	47.38	16.95
1081		Vert %	21.42	34.92	23.29	38.09	19.66	32.63
1082	Index	100	163	109	178	92	152	

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1								
2								
1083	Downloaded							
1084	Podcasts/Podcasting from Internet - Last 30 Days	Unwgt	1957	335	1296	193	661	142
1085		(000)	7780	1412	4918	807	2861	606
1086		Horz %	100.00	18.15	63.22	10.37	36.78	7.78
1087		Vert %	3.38	3.20	4.41	4.37	2.41	2.36
1088		Index	100	95	131	129	71	70
1089	Downloaded a Movie from Internet - Last 30 Days							
1090		Unwgt	2848	720	1863	420	985	300
1091		(000)	12997	3552	8163	1954	4834	1598
1092		Horz %	100.00	27.33	62.81	15.03	37.19	12.30
1093		Vert %	5.64	8.06	7.32	10.58	4.07	6.24
1094		Index	100	143	130	188	72	111
1095	Watched a Movie Online - Last 30 Days							
1096		Unwgt	5288	1332	3368	764	1920	568
1097		(000)	24686	7118	14912	3818	9774	3300
1098		Horz %	100.00	28.84	60.41	15.47	39.59	13.37
1099		Vert %	10.72	16.15	13.38	20.68	8.22	12.88
1100		Index	100	151	125	193	77	120
1101	Visited Online Blogs, Wrote Online Blog, Posted Comment or Review on Blog, Online Forum, Message or Bulletin Board - Last 30 Days							
1102		Unwgt	9205	2227	4773	953	4432	1274
1103		(000)	40926	11222	19080	4248	21846	6974
1104		Horz %	100.00	27.42	46.62	10.38	53.38	17.04
1105		Vert %	17.77	25.45	17.12	23.01	18.37	27.21
1106		Index	100	143	96	130	103	153
1107	Uploaded or Added Video to Website - Last 30 Days							
1108		Unwgt	2468	692	1387	323	1081	369
1109		(000)	11387	3651	5781	1467	5606	2185
1110		Horz %	100.00	32.06	50.77	12.88	49.23	19.18
1111		Vert %	4.94	8.28	5.19	7.94	4.71	8.52
1112		Index	100	168	105	161	95	172
1113	Visited a Chat Room - Last 30 Days							
1114		Unwgt	2480	613	1430	328	1050	285
1115		(000)	12455	3454	6813	1736	5642	1719
1116		Horz %	100.00	27.73	54.70	13.94	45.30	13.80
1117		Vert %	5.41	7.83	6.11	9.40	4.75	6.71
1118		Index	100	145	113	174	88	124
1119	Used e-Mail - Last 30 Days							
1120		Unwgt	37612	7523	19298	3249	18314	4274
1121		(000)	159278	36187	74855	14429	84422	21759
1122		Horz %	100.00	22.72	47.00	9.06	53.00	13.66
1123		Vert %	69.14	82.08	67.15	78.15	71.00	84.91
1124		Index	100	119	97	113	103	123
1125	Used Instant Messenger/IM Online - Last 30 Days							
1126		Unwgt	21202	5379	10469	2308	10733	3071
1127		(000)	98919	27807	45133	11108	53786	16698
1128		Horz %	100.00	28.11	45.63	11.23	54.37	16.88
1129		Vert %	42.94	63.07	40.49	60.17	45.23	65.16
1130		Index	100	147	94	140	105	152
1131	Visited Facebook.com - Last 30 Days							
1132		Unwgt	22936	5879	10711	2371	12225	3508
1133		(000)	105871	29969	45724	11292	60147	18677
1134		Horz %	100.00	28.31	43.19	10.67	56.81	17.64
1135		Vert %	45.96	67.98	41.02	61.16	50.58	72.88
1136		Index	100	148	89	133	110	159

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1								
2								
1137	Visited Flickr.com - Last 30 Days							
1138		Unwgted	1128	254	671	133	457	121
1139		(000)	4799	1206	2698	600	2101	606
1140		Horz %	100.00	25.12	56.22	12.49	43.78	12.63
1141		Vert %	2.08	2.73	2.42	3.25	1.77	2.36
1142		Index	100	131	116	156	85	114
1143	Visited LinkedIn.com - Last 30 Days							
1144		Unwgted	4150	801	2487	403	1663	398
1145		(000)	13209	2750	7432	1228	5778	1522
1146		Horz %	100.00	20.82	56.26	9.29	43.74	11.52
1147		Vert %	5.73	6.24	6.67	6.65	4.86	5.94
1148		Index	100	109	116	116	85	104
1149	Visited MySpace.com - Last 30 Days							
1150		Unwgted	1938	655	1033	314	905	341
1151		(000)	11658	4229	5548	1795	6110	2434
1152		Horz %	100.00	36.27	47.59	15.40	52.41	20.88
1153		Vert %	5.06	9.59	4.98	9.72	5.14	9.50
1154		Index	100	190	98	192	102	188
1155	Visited Photobucket.com - Last 30 Days							
1156		Unwgted	1086	372	550	147	536	225
1157		(000)	5565	2103	2495	735	3071	1368
1158		Horz %	100.00	37.79	44.82	13.20	55.18	24.59
1159		Vert %	2.42	4.77	2.24	3.98	2.58	5.34
1160		Index	100	197	93	165	107	221
1161	Visited Shutterfly.com - Last 30 Days							
1162		Unwgted	1519	400	402	75	1117	325
1163		(000)	6033	1606	1285	212	4748	1393
1164		Horz %	100.00	26.62	21.29	3.52	78.71	23.10
1165		Vert %	2.62	3.64	1.15	1.15	3.99	5.44
1166		Index	100	139	44	44	152	208
1167	Visited Twitter.com - Last 30 Days							
1168		Unwgted	2984	836	1671	400	1313	436
1169		(000)	13447	4287	6861	1869	6585	2418
1170		Horz %	100.00	31.88	51.03	13.90	48.97	17.98
1171		Vert %	5.84	9.72	6.16	10.12	5.54	9.44
1172		Index	100	167	105	173	95	162
1173	Visited YouTube.com - Last 30 Days							
1174		Unwgted	18165	4704	10470	2350	7695	2354
1175		(000)	82265	23581	43969	10878	38296	12704
1176		Horz %	100.00	28.66	53.45	13.22	46.55	15.44
1177		Vert %	35.71	53.49	39.44	58.92	32.21	49.57
1178		Index	100	150	110	165	90	139
1179	Rated or Reviewed a Product or Service on Any Social Network - Last 30 Days							
1180		Unwgted	3136	922	1508	382	1628	540
1181		(000)	14311	4515	6530	1695	7781	2820
1182		Horz %	100.00	31.55	45.63	11.84	54.37	19.71
1183		Vert %	6.21	10.24	5.86	9.18	6.54	11.01
1184		Index	100	165	94	148	105	177
1185	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family							
1186		Unwgted	27940	6606	14247	2818	13693	3788
1187		(000)	128335	33307	59812	12997	68523	20310
1188		Horz %	100.00	25.95	46.61	10.13	53.39	15.83
1189		Vert %	55.71	75.55	53.66	70.40	57.63	79.26
1190		Index	100	136	96	126	103	142

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1								
2								
1191	Ever Used Text Messaging on Cellular/Mobile							
1192		Unwgt	3600	999	1896	466	1704	533
1193		(000)	17138	5212	8427	2319	8711	2893
1194	Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion	Horz %	100.00	30.41	49.17	13.53	50.83	16.88
1195		Vert %	7.44	11.82	7.56	12.56	7.33	11.29
1196		Index	100	159	102	169	98	152
1197	Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile							
1198		Unwgt	3873	1086	2055	507	1818	579
1199		(000)	18580	5967	9291	2665	9289	3302
1200	Phone/Smartphone	Horz %	100.00	32.11	50.01	14.34	49.99	17.77
1201		Vert %	8.07	13.53	8.33	14.44	7.81	12.88
1202		Index	100	168	103	179	97	160
1203	Ever Used Text Messaging on Cellular/Mobile							
1204		Unwgt	1757	508	1003	261	754	247
1205		(000)	8486	2663	4618	1343	3869	1320
1206	Phone/Smartphone to Respond to an Advertisement or Make a Purchase	Horz %	100.00	31.38	54.41	15.83	45.59	15.55
1207		Vert %	3.68	6.04	4.14	7.28	3.25	5.15
1208		Index	100	164	112	198	88	140
1209	Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile							
1210		Unwgt	3905	1078	2001	458	1904	620
1211		(000)	18488	5624	8514	2205	9974	3419
1212	Phone/Smartphone	Horz %	100.00	30.42	46.05	11.93	53.95	18.49
1213		Vert %	8.03	12.76	7.64	11.94	8.39	13.34
1214		Index	100	159	95	149	105	166
1215	Ever Received a Text Message "Alert" on Cellular/Mobile							
1216		Unwgt	8656	2235	4442	965	4214	1270
1217		(000)	40217	11567	18941	4671	21276	6896
1218	Phone/Smartphone	Horz %	100.00	28.76	47.10	11.61	52.90	17.15
1219		Vert %	17.46	26.24	16.99	25.30	17.89	26.91
1220		Index	100	150	97	145	102	154
1221	Ever Redeemed a Mobile Coupon from Cellular/Mobile							
1222		Unwgt	1965	617	921	242	1044	375
1223		(000)	9318	3054	3968	1111	5350	1943
1224	Phone/Smartphone	Horz %	100.00	32.77	42.59	11.92	57.41	20.85
1225		Vert %	4.04	6.93	3.56	6.02	4.50	7.58
1226		Index	100	171	88	149	111	187
1227	Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile							
1228		Unwgt	2693	794	1736	444	957	350
1229		(000)	12631	3998	7382	2010	5249	1988
1230	Phone/Smartphone	Horz %	100.00	31.65	58.44	15.91	41.56	15.74
1231		Vert %	5.48	9.07	6.62	10.89	4.41	7.76
1232		Index	100	165	121	199	81	141
1233	Ever Watched Live Television on Cellular/Mobile							
1234		Unwgt	1291	381	861	229	430	152
1235		(000)	6103	1923	3691	1058	2412	865
1236	Phone/Smartphone	Horz %	100.00	31.51	60.48	17.34	39.52	14.17
1237		Vert %	2.65	4.36	3.31	5.73	2.03	3.38
1238		Index	100	165	125	216	77	127
1239	Ever Listened to a Podcast on Cellular/Mobile							
1240		Unwgt	1619	408	1047	233	572	175
1241		(000)	7444	2027	4427	998	3017	1029
1242	Phone/Smartphone	Horz %	100.00	27.24	59.48	13.41	40.52	13.83
1243		Vert %	3.23	4.60	3.97	5.41	2.54	4.02
1244		Index	100	142	123	167	79	124

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
1245	Ever Listened to Music on Cellular/Mobile Phone/Smartphone							
1246		Unwgted	8759	2403	4947	1096	3812	1307
1247		(000)	41422	12263	21366	5120	20056	7143
1248		Horz %	100.00	29.60	51.58	12.36	48.42	17.24
1249		Vert %	17.98	27.81	19.17	27.73	16.87	27.88
1250		Index	100	155	107	154	94	155
1251	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone							
1252		Unwgted	10793	2795	6536	1429	4257	1366
1253		(000)	46232	13402	25561	6192	20671	7209
1254		Horz %	100.00	28.99	55.29	13.39	44.71	15.59
1255		Vert %	20.07	30.40	22.93	33.54	17.38	28.13
1256		Index	100	151	114	167	87	140
1257	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone							
1258		Unwgted	7537	1933	5491	1249	2046	684
1259		(000)	31880	8936	21734	5436	10146	3501
1260		Horz %	100.00	28.03	68.17	17.05	31.83	10.98
1261		Vert %	13.84	20.27	19.50	29.44	8.53	13.66
1262		Index	100	146	141	213	62	99
1263	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone							
1264		Unwgted	11814	3135	6755	1483	5059	1652
1265		(000)	51372	15086	26734	6433	24638	8653
1266		Horz %	100.00	29.37	52.04	12.52	47.96	16.84
1267		Vert %	22.30	34.22	23.98	34.84	20.72	33.77
1268		Index	100	153	108	156	93	151
1269	Ever Visited a Search Engine on Cellular/Mobile Phone/Smartphone							
1270		Unwgted	13412	3597	7541	1680	5871	1917
1271		(000)	58167	17363	29836	7341	28331	10022
1272		Horz %	100.00	29.85	51.29	12.62	48.71	17.23
1273		Vert %	25.25	39.38	26.77	39.76	23.83	39.11
1274		Index	100	156	106	157	94	155
1275	Ever Visited or Used a Social Networking Site on Cellular/Mobile Phone/Smartphone							
1276		Unwgted	8960	2662	4585	1123	4375	1539
1277		(000)	41200	13435	19350	5112	21851	8324
1278		Horz %	100.00	32.61	46.96	12.41	53.04	20.20
1279		Vert %	17.88	30.47	17.36	27.69	18.38	32.48
1280		Index	100	170	97	155	103	182
1281	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone							
1282		Unwgted	6477	1739	3756	807	2721	932
1283		(000)	28485	8594	15075	3687	13410	4907
1284		Horz %	100.00	30.17	52.92	12.94	47.08	17.23
1285		Vert %	12.36	19.49	13.52	19.97	11.28	19.15
1286		Index	100	158	109	162	91	155
1287	Read Any Daily Newspaper							
1288		Unwgted	18473	2428	10078	1226	8395	1202
1289		(000)	75392	11100	37876	5221	37515	5879
1290		Horz %	100.00	14.72	50.24	6.93	49.76	7.80
1291		Vert %	32.73	25.18	33.98	28.28	31.55	22.94
1292		Index	100	77	104	86	96	70
1293	Read Any Sunday Newspaper							
1294		Unwgted	22699	3405	11550	1513	11149	1892
1295		(000)	95498	16223	44426	6563	51072	9660
1296		Horz %	100.00	16.99	46.52	6.87	53.48	10.12
1297		Vert %	41.45	36.80	39.85	35.55	42.95	37.70
1298		Index	100	89	96	86	104	91

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
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1								
2								
1299	Read Advertisements in Weekday Newspaper							
1300		Unwgted	6188	798	2816	304	3372	494
1301		(000)	28200	4189	11426	1376	16774	2813
1302		Horz %	100.00	14.86	40.52	4.88	59.48	9.98
1303		Vert %	12.24	9.50	10.25	7.45	14.11	10.98
1304	Index	100	78	84	61	115	90	
1305	Read Advertisements in Sunday/Weekend Newspaper							
1306		Unwgted	8128	1290	3490	444	4638	846
1307		(000)	36348	6613	14049	1978	22300	4635
1308		Horz %	100.00	18.19	38.65	5.44	61.35	12.75
1309		Vert %	15.78	15.00	12.60	10.71	18.75	18.09
1310	Index	100	95	80	68	119	115	
1311	Read Classified Advertising in Weekday Newspaper							
1312		Unwgted	6167	1020	3180	425	2987	595
1313		(000)	31328	5497	14506	1981	16821	3516
1314		Horz %	100.00	17.55	46.31	6.32	53.69	11.22
1315		Vert %	13.60	12.47	13.01	10.73	14.15	13.72
1316	Index	100	92	96	79	104	101	
1317	Read Classified Advertising in Sunday/Weekend Newspaper							
1318		Unwgted	6978	1309	3398	513	3580	796
1319		(000)	34108	6894	15176	2362	18932	4532
1320		Horz %	100.00	20.21	44.49	6.92	55.51	13.29
1321		Vert %	14.81	15.64	13.61	12.79	15.92	17.69
1322	Index	100	106	92	86	108	119	
1323	Read Circulars/Inserts/Fliers in Weekday Newspaper							
1324		Unwgted	7940	954	3338	330	4602	624
1325		(000)	34515	4626	12910	1335	21606	3291
1326		Horz %	100.00	13.40	37.40	3.87	62.60	9.54
1327		Vert %	14.98	10.49	11.58	7.23	18.17	12.84
1328	Index	100	70	77	48	121	86	
1329	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper							
1330		Unwgted	12103	1819	4866	580	7237	1239
1331		(000)	51749	8599	18660	2409	33089	6191
1332		Horz %	100.00	16.62	36.06	4.65	63.94	11.96
1333		Vert %	22.46	19.50	16.74	13.05	27.83	24.16
1334	Index	100	87	75	58	124	108	
1335	Read Newspaper on e-Reader/Tablet - Last 6 Months							
1336		Unwgted	1512	303	952	172	560	131
1337		(000)	5352	1212	3118	674	2234	538
1338		Horz %	100.00	22.64	58.26	12.59	41.74	10.05
1339		Vert %	2.32	2.75	2.80	3.65	1.88	2.10
1340	Index	100	118	120	157	81	90	
1341	Personally Referred to Yellow Pages (Paper or Internet) - Past Week							
1342		Unwgted	9256	1371	4203	501	5053	870
1343		(000)	42473	6981	17817	2277	24656	4704
1344		Horz %	100.00	16.44	41.95	5.36	58.05	11.07
1345		Vert %	18.44	15.83	15.98	12.33	20.74	18.36
1346	Index	100	86	87	67	112	100	
1347	Personally Referred to Paper Yellow Pages - Past Week							
1348		Unwgted	6328	771	2872	289	3456	482
1349		(000)	29769	4137	12582	1386	17187	2751
1350		Horz %	100.00	13.90	42.27	4.66	57.73	9.24
1351		Vert %	12.92	9.38	11.29	7.51	14.45	10.74
1352	Index	100	73	87	58	112	83	

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1								
2								
1353	Personally Referred to Internet							
1354	Yellow Pages - Past Week	Unwgted	3834	750	1696	265	2138	485
1355		(000)	16836	3593	6687	1092	10149	2501
1356		Horz %	100.00	21.34	39.72	6.49	60.28	14.86
1357		Vert %	7.31	8.15	6.00	5.92	8.54	9.76
1358		Index	100	112	82	81	117	134
1359	Have Seen Digital/Video Ads							
1360	in Shopping Malls - Last 6 Months	Unwgted	12375	2781	6801	1315	5574	1466
1361		(000)	58004	14798	29376	6335	28627	8463
1362		Horz %	100.00	25.51	50.65	10.92	49.35	14.59
1363		Vert %	25.18	33.56	26.35	34.31	24.08	33.03
1364		Index	100	133	105	136	96	131
1365	Have Seen Digital/Video Ads							
1366	in Bars/Pubs - Last 6 Months	Unwgted	7666	1774	4747	945	2919	829
1367		(000)	36680	9624	20852	4640	15828	4984
1368		Horz %	100.00	26.24	56.85	12.65	43.15	13.59
1369		Vert %	15.92	21.83	18.71	25.13	13.31	19.45
1370		Index	100	137	117	158	84	122
1371	Have Seen Digital/Video Ads							
1372	in Gym/Health Clubs - Last 6 Months	Unwgted	6795	1634	3891	812	2904	822
1373		(000)	32254	8669	17166	3925	15088	4745
1374		Horz %	100.00	26.88	53.22	12.17	46.78	14.71
1375		Vert %	14.00	19.66	15.40	21.26	12.69	18.52
1376		Index	100	140	110	152	91	132
1377	Have Seen Digital/Video Ads							
1378	in Medical Offices - Last 6 Months	Unwgted	10232	2174	5207	945	5025	1229
1379		(000)	49109	11605	22892	4488	26218	7116
1380		Horz %	100.00	23.63	46.61	9.14	53.39	14.49
1381		Vert %	21.32	26.32	20.54	24.31	22.05	27.77
1382		Index	100	123	96	114	103	130
1383	Have Seen Digital/Video Ads							
1384	in Airports - Last 6 Months	Unwgted	9360	1968	5440	1002	3920	966
1385		(000)	41630	10003	22336	4605	19295	5397
1386		Horz %	100.00	24.03	53.65	11.06	46.35	12.97
1387		Vert %	18.07	22.69	20.04	24.94	16.23	21.06
1388		Index	100	126	111	138	90	117
1389	Have Seen Digital/Video Ads							
1390	at Gas Stations - Last 6 Months	Unwgted	12231	2635	7301	1359	4930	1276
1391		(000)	55564	13401	30620	6342	24943	7060
1392		Horz %	100.00	24.12	55.11	11.41	44.89	12.71
1393		Vert %	24.12	30.40	27.47	34.35	20.98	27.55
1394		Index	100	126	114	142	87	114
1395	Have Seen Digital/Video Ads							
1396	in Office Building Elevators - Last 6 Months	Unwgted	8635	1924	4859	939	3776	985
1397		(000)	39663	9977	20404	4359	19259	5618
1398		Horz %	100.00	25.16	51.44	10.99	48.56	14.16
1399		Vert %	17.22	22.63	18.30	23.61	16.20	21.92
1400		Index	100	131	106	137	94	127
1401	Have Seen Digital/Video Ads							
1402	in Stores - Last 6 Months	Unwgted	14809	3022	8131	1413	6678	1609
1403		(000)	69366	16082	35299	6816	34067	9266
1404		Horz %	100.00	23.18	50.89	9.83	49.11	13.36
1405		Vert %	30.11	36.48	31.67	36.92	28.65	36.16
1406		Index	100	121	105	123	95	120

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1								
2								
1407	Have Seen Digital/Video Ads in Restaurants - Last 6 Months							
1408		Unwgted	9731	2164	5597	1089	4134	1075
1409		(000)	47270	11785	25163	5369	22107	6416
1410		Horz %	100.00	24.93	53.23	11.36	46.77	13.57
1411		Vert %	20.52	26.73	22.57	29.08	18.59	25.04
1412		Index	100	130	110	142	91	122
1413	Have Seen Ads on Billboards - Last 6 Months							
1414		Unwgted	32686	5953	17333	2681	15353	3272
1415		(000)	147223	29733	72239	12502	74984	17231
1416		Horz %	100.00	20.20	49.07	8.49	50.93	11.70
1417		Vert %	63.91	67.44	64.81	67.72	63.06	67.24
1418		Index	100	106	101	106	99	105
1419	Have Seen Ads on Buses/Trains - Last 6 Months							
1420		Unwgted	17373	3467	9530	1601	7843	1866
1421		(000)	75212	17315	38263	7310	36949	10004
1422		Horz %	100.00	23.02	50.87	9.72	49.13	13.30
1423		Vert %	32.65	39.27	34.33	39.60	31.07	39.04
1424		Index	100	120	105	121	95	120
1425	Have Seen Ads at Bus Stops or Train Stations - Last 6 Months							
1426		Unwgted	12527	2584	7040	1253	5487	1331
1427		(000)	54426	12938	28375	5747	26051	7191
1428		Horz %	100.00	23.77	52.13	10.56	47.87	13.21
1429		Vert %	23.62	29.35	25.46	31.13	21.91	28.06
1430		Index	100	124	108	132	93	119
1431	Have Seen Ads Inside Taxis - Last 6 Months							
1432		Unwgted	7184	1581	4105	786	3079	795
1433		(000)	32282	7945	17376	3805	14905	4140
1434		Horz %	100.00	24.61	53.83	11.79	46.17	12.82
1435		Vert %	14.01	18.02	15.59	20.61	12.54	16.15
1436		Index	100	129	111	147	89	115
1437	Have Seen Ads on Top of Taxis - Last 6 Months							
1438		Unwgted	11263	2235	6572	1107	4691	1128
1439		(000)	48910	11065	26688	5051	22222	6014
1440		Horz %	100.00	22.62	54.57	10.33	45.43	12.30
1441		Vert %	21.23	25.10	23.94	27.36	18.69	23.47
1442		Index	100	118	113	129	88	111
1443	Have Seen Ads on Phone Booths - Last 6 Months							
1444		Unwgted	6539	1453	3842	753	2697	700
1445		(000)	31382	7901	17185	3742	14198	4159
1446		Horz %	100.00	25.18	54.76	11.93	45.24	13.25
1447		Vert %	13.62	17.92	15.42	20.27	11.94	16.23
1448		Index	100	132	113	149	88	119
1449	Have Seen Ads at Sports or Entertainment Events - last 6 Months							
1450		Unwgted	15270	3175	9192	1618	6078	1557
1451		(000)	68549	16304	38007	7619	30542	8684
1452		Horz %	100.00	23.78	55.44	11.12	44.56	12.67
1453		Vert %	29.76	36.98	34.10	41.27	25.69	33.89
1454		Index	100	124	115	139	86	114
1455	Have Seen Ads on Postcards - Last 6 Months							
1456		Unwgted	10441	1994	5341	896	5100	1098
1457		(000)	46860	10395	22200	4443	24661	5951
1458		Horz %	100.00	22.18	47.37	9.48	52.63	12.70
1459		Vert %	20.34	23.58	19.92	24.07	20.74	23.23
1460		Index	100	116	98	118	102	114

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2								
1461	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months							
1462		Unwgted	11880	2616	6458	1206	5422	1410
1463		(000)	55733	13662	27932	5810	27801	7851
1464		Horz %	100.00	24.51	50.12	10.43	49.88	14.09
1465		Vert %	24.19	30.99	25.06	31.47	23.38	30.64
1466		Index	100	128	104	130	97	127
1467	Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months							
1468		Unwgted	24385	4579	12974	2061	11411	2518
1469		(000)	111246	23448	54793	9711	56453	13737
1470		Horz %	100.00	21.08	49.25	8.73	50.75	12.35
1471		Vert %	48.29	53.19	49.15	52.60	47.48	53.61
1472		Index	100	110	102	109	98	111
1473	Have Seen Infomercials - Last 6 Months							
1474		Unwgted	17354	3575	9275	1605	8079	1970
1475		(000)	80809	18368	39696	7484	41113	10883
1476		Horz %	100.00	22.73	49.12	9.26	50.88	13.47
1477		Vert %	35.08	41.66	35.61	40.54	34.58	42.47
1478		Index	100	119	102	116	99	121
1479	Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months							
1480		Unwgted	27289	4710	13855	2017	13434	2693
1481		(000)	122415	23486	57167	9082	65248	14404
1482		Horz %	100.00	19.19	46.70	7.42	53.30	11.77
1483		Vert %	53.14	53.27	51.28	49.19	54.87	56.21
1484		Index	100	100	97	93	103	106
1485	Have Seen Product Placement in Video Games - Last 6 Months							
1486		Unwgted	7712	1797	4702	1008	3010	789
1487		(000)	39249	10078	22522	5337	16726	4741
1488		Horz %	100.00	25.68	57.38	13.60	42.62	12.08
1489		Vert %	17.04	22.86	20.20	28.91	14.07	18.50
1490		Index	100	134	119	170	83	109
1491	Have Seen Product Placement in TV Shows - Last 6 Months							
1492		Unwgted	26807	4841	14328	2203	12479	2638
1493		(000)	121884	24484	60563	10296	61321	14188
1494		Horz %	100.00	20.09	49.69	8.45	50.31	11.64
1495		Vert %	52.91	55.54	54.33	55.77	51.57	55.37
1496		Index	100	105	103	105	97	105
1497	Have Seen Product Placement in Movies - Last 6 Months							
1498		Unwgted	19656	4014	10767	1908	8889	2106
1499		(000)	90596	20731	46182	9057	44414	11673
1500		Horz %	100.00	22.88	50.98	10.00	49.02	12.89
1501		Vert %	39.33	47.02	41.43	49.06	37.35	45.55
1502		Index	100	120	105	125	95	116
1503	Have Seen Ads at the Cinema - Last 6 Months							
1504		Unwgted	19424	4058	10086	1815	9338	2243
1505		(000)	87394	20590	42339	8490	45055	12100
1506		Horz %	100.00	23.56	48.45	9.72	51.55	13.85
1507		Vert %	37.94	46.70	37.98	45.99	37.89	47.22
1508		Index	100	123	100	121	100	124
1509	Your Intentions - Likely to Buy First House/Residence - Next 12 Months							
1510		Unwgted	4144	1060	2173	480	1971	580
1511		(000)	23864	6426	12097	2818	11767	3608
1512		Horz %	100.00	26.93	50.69	11.81	49.31	15.12
1513		Vert %	10.36	14.58	10.85	15.26	9.90	14.08
1514		Index	100	141	105	147	96	136

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
1515	Your Intentions - Likely to Buy							
1516	Second House/Vacation Home - Next 12 Months	Unwgted	2417	499	1343	230	1074	269
1517		(000)	11124	2678	5878	1187	5247	1491
1518		Horz %	100.00	24.07	52.84	10.67	47.16	13.40
1519		Vert %	4.83	6.07	5.27	6.43	4.41	5.82
1520		Index	100	126	109	133	91	121
1521	Your Intentions - Likely to Sell							
1522	House/Residence - Next 12 Months	Unwgted	3368	519	1803	233	1565	286
1523		(000)	13882	2491	7053	1113	6830	1378
1524		Horz %	100.00	17.94	50.80	8.02	49.20	9.93
1525		Vert %	6.03	5.65	6.33	6.03	5.74	5.38
1526		Index	100	94	105	100	95	89
1527	Your Intentions - Likely to							
1528	Take Out 2nd Mortgage or	Unwgted	1218	204	727	100	491	104
1529	Equity Loan - Next 12 Months	(000)	5366	1045	3009	465	2357	580
1530		Horz %	100.00	19.48	56.08	8.66	43.92	10.81
1531		Vert %	2.33	2.37	2.70	2.52	1.98	2.26
1532		Index	100	102	116	108	85	97
1533	Your Intentions - Likely to							
1534	Remodel Kitchen - Next 12 Months	Unwgted	5407	901	3019	413	2388	488
1535		(000)	24807	4449	12848	1876	11959	2572
1536		Horz %	100.00	17.93	51.79	7.56	48.21	10.37
1537		Vert %	10.77	10.09	11.53	10.16	10.06	10.04
1538		Index	100	94	107	94	93	93
1539	Your Intentions - Likely to							
1540	Remodel Bathroom - Next 12 Months	Unwgted	6440	1023	3601	490	2839	533
1541		(000)	29418	5069	15187	2201	14231	2869
1542		Horz %	100.00	17.23	51.62	7.48	48.38	9.75
1543		Vert %	12.77	11.50	13.62	11.92	11.97	11.19
1544		Index	100	90	107	93	94	88
1545	Your Intentions - Likely to							
1546	Convert Room to Home Office - Next 12 Months	Unwgted	1476	243	837	111	639	132
1547		(000)	7006	1356	3723	577	3283	779
1548		Horz %	100.00	19.36	53.14	8.24	46.86	11.12
1549		Vert %	3.04	3.08	3.34	3.13	2.76	3.04
1550		Index	100	101	110	103	91	100
1551	Your Intentions - Likely to Add							
1552	Rooms/Exterior Additions to Home - Next 12 Months	Unwgted	1411	272	837	131	574	141
1553		(000)	6731	1361	3720	603	3010	758
1554		Horz %	100.00	20.23	55.27	8.96	44.73	11.27
1555		Vert %	2.92	3.09	3.34	3.27	2.53	2.96
1556		Index	100	106	114	112	87	101
1557	Your Intentions - Likely to Do							
1558	Other Remodeling Projects to Home - Next 12 Months	Unwgted	3226	526	1803	257	1423	269
1559		(000)	14406	2602	7520	1206	6886	1396
1560		Horz %	100.00	18.06	52.20	8.37	47.80	9.69
1561		Vert %	6.25	5.90	6.75	6.53	5.79	5.45
1562		Index	100	94	108	104	93	87
1563	Your Intentions - Likely to							
1564	Purchase Homeowner or Personal Property Insurance - Next 12 Months	Unwgted	8339	1312	4476	602	3863	710
1565		(000)	36699	6513	18414	2790	18285	3723
1566		Horz %	100.00	17.75	50.18	7.60	49.82	10.15
1567		Vert %	15.93	14.77	16.52	15.11	15.38	14.53
1568		Index	100	93	104	95	97	91

RAB / GfK MRI FORMAT PROFILE: CONTEMPORARY HIT RADIO / TOP 40

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
1569	Your Intentions - Likely to Purchase Life Insurance - Next 12 Months							
1570		Unwgted	6492	1276	3421	562	3071	714
1571		(000)	31124	6554	15451	2724	15672	3829
1572		Horz %	100.00	21.06	49.64	8.75	50.36	12.30
1573		Vert %	13.51	14.87	13.86	14.76	13.18	14.94
1574	Index	100	110	103	109	98	111	
1575	Your Intentions - Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1576		Unwgted	10728	1705	6103	819	4625	886
1577		(000)	42348	7660	22396	3399	19952	4260
1578		Horz %	100.00	18.09	52.89	8.03	47.11	10.06
1579		Vert %	18.38	17.37	20.09	18.41	16.78	16.63
1580	Index	100	95	109	100	91	90	
1581	Your Intentions - Likely to Visit Theme Park - Next 12 Months							
1582		Unwgted	10852	2634	5689	1162	5163	1472
1583		(000)	50528	12921	24461	5181	26067	7739
1584		Horz %	100.00	25.57	48.41	10.25	51.59	15.32
1585		Vert %	21.93	29.31	21.94	28.06	21.92	30.20
1586	Index	100	134	100	128	100	138	
1587	Your Intentions - Likely to Take Cruise (for More Than 1 Day) - Next 12 Months							
1588		Unwgted	8749	1645	4446	721	4303	924
1589		(000)	38375	8075	18213	3262	20162	4813
1590		Horz %	100.00	21.04	47.46	8.50	52.54	12.54
1591		Vert %	16.66	18.32	16.34	17.67	16.96	18.78
1592	Index	100	110	98	106	102	113	
1593	Your Intentions - Likely to Buy a New Vehicle - Next 12 Months							
1594		Unwgted	7672	1550	4174	721	3498	829
1595		(000)	36308	8109	18030	3317	18278	4792
1596		Horz %	100.00	22.33	49.66	9.14	50.34	13.20
1597		Vert %	15.76	18.39	16.17	17.97	15.37	18.70
1598	Index	100	117	103	114	98	119	
1599	Your Intentions - Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months							
1600		Unwgted	10607	2230	5862	1029	4745	1201
1601		(000)	53923	12272	27638	5225	26285	7046
1602		Horz %	100.00	22.76	51.25	9.69	48.75	13.07
1603		Vert %	23.41	27.83	24.79	28.30	22.11	27.50
1604	Index	100	119	106	121	94	117	
1605	Your Intentions - Likely to Lease a Vehicle - Next 12 Months							
1606		Unwgted	2534	595	1291	248	1243	347
1607		(000)	12202	3098	5869	1225	6333	1874
1608		Horz %	100.00	25.39	48.10	10.04	51.90	15.35
1609		Vert %	5.30	7.03	5.27	6.63	5.33	7.31
1610	Index	100	133	99	125	101	138	
1611	Your Intentions - Likely to Buy a 2-Door Car - Next 12 Months							
1612		Unwgted	3080	694	1781	349	1299	345
1613		(000)	15566	3828	8671	1870	6894	1958
1614		Horz %	100.00	24.59	55.71	12.01	44.29	12.58
1615		Vert %	6.76	8.68	7.78	10.13	5.80	7.64
1616	Index	100	129	115	150	86	113	
1617	Your Intentions - Likely to Buy a 4-Door Car - Next 12 Months							
1618		Unwgted	8518	1805	4500	780	4018	1025
1619		(000)	41828	9769	20328	3760	21500	6010
1620		Horz %	100.00	23.36	48.60	8.99	51.40	14.37
1621		Vert %	18.16	22.16	18.24	20.36	18.08	23.45
1622	Index	100	122	100	112	100	129	

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1								
2								
1623	Your Intentions - Likely to Buy a Van/Mini-Van - Next 12 Months							
1624		Unwgted	2447	517	1340	218	1107	299
1625		(000)	12807	2943	6431	1111	6375	1832
1626		Horz %	100.00	22.98	50.22	8.68	49.78	14.30
1627		Vert %	5.56	6.68	5.77	6.02	5.36	7.15
1628		Index	100	120	104	108	96	129
1629	Your Intentions - Likely to Buy a Motorcycle - Next 12 Months							
1630		Unwgted	1278	301	809	154	469	147
1631		(000)	6999	1970	4242	973	2756	998
1632		Horz %	100.00	28.16	60.62	13.90	39.38	14.25
1633		Vert %	3.04	4.47	3.81	5.27	2.32	3.89
1634		Index	100	147	125	173	76	128
1635	Your Intentions - Likely to Buy a Sport-Utility Vehicle - Next 12 Months							
1636		Unwgted	4517	1023	2479	462	2038	561
1637		(000)	21316	5316	10692	2170	10624	3146
1638		Horz %	100.00	24.94	50.16	10.18	49.84	14.76
1639		Vert %	9.25	12.06	9.59	11.75	8.93	12.28
1640		Index	100	130	104	127	97	133
1641	Your Intentions - Likely to Buy a Light Truck - Next 12 Months							
1642		Unwgted	3310	662	2076	349	1234	313
1643		(000)	17770	4036	10215	1969	7555	2067
1644		Horz %	100.00	22.71	57.48	11.08	42.52	11.63
1645		Vert %	7.71	9.15	9.16	10.67	6.35	8.06
1646		Index	100	119	119	138	82	105
1647	Your Intentions - Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Next 12 Months							
1648		Unwgted	2416	480	1334	224	1082	256
1649		(000)	11083	2573	5798	1055	5285	1518
1650		Horz %	100.00	23.22	52.32	9.52	47.68	13.70
1651		Vert %	4.81	5.84	5.20	5.71	4.44	5.92
1652		Index	100	121	108	119	92	123
1653	Your Intentions - Likely to Buy a Home Theater System - Next 12 Months							
1654		Unwgted	3981	935	2307	466	1674	469
1655		(000)	19518	5152	10873	2455	8646	2698
1656		Horz %	100.00	26.40	55.70	12.58	44.30	13.82
1657		Vert %	8.47	11.69	9.75	13.29	7.27	10.53
1658		Index	100	138	115	157	86	124
1659	Your Intentions - Likely to Buy a Large Flat-Screen/HDTV (27"-42") - Next 12 Months							
1660		Unwgted	8726	1656	4639	774	4087	882
1661		(000)	40740	8766	20747	3900	19994	4866
1662		Horz %	100.00	21.52	50.92	9.57	49.08	11.94
1663		Vert %	17.68	19.88	18.61	21.12	16.81	18.99
1664		Index	100	112	105	119	95	107
1665	Your Intentions - Likely to Buy a Giant Flat-Screen/HDTV (43" or More) - Next 12 Months							
1666		Unwgted	5403	1170	3189	582	2214	588
1667		(000)	25635	6306	14089	3026	11546	3280
1668		Horz %	100.00	24.60	54.96	11.80	45.04	12.80
1669		Vert %	11.13	14.30	12.64	16.39	9.71	12.80
1670		Index	100	129	114	147	87	115
1671	Your Intentions - Likely to Buy a Portable DVD Player - Next 12 Months							
1672		Unwgted	4043	832	2108	369	1935	463
1673		(000)	20566	4682	10147	1966	10420	2716
1674		Horz %	100.00	22.77	49.34	9.56	50.66	13.21
1675		Vert %	8.93	10.62	9.10	10.65	8.76	10.60
1676		Index	100	119	102	119	98	119

	A	B	C	D	E	F	G	H
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1								
2								
1677	Your Intentions - Likely to Buy a Blu-Ray Player - Next 12 Months							
1678		Unwgted	5089	1044	2958	516	2131	528
1679		(000)	24204	5709	12857	2637	11347	3072
1680		Horz %	100.00	23.59	53.12	10.89	46.88	12.69
1681		Vert %	10.51	12.95	11.53	14.28	9.54	11.99
1682		Index	100	123	110	136	91	114
1683	Your Intentions - Likely to Buy a Digital Video Camera or Digital Camera - Next 12 Months							
1684		Unwgted	5251	1086	2787	519	2464	567
1685		(000)	25350	6033	12384	2643	12966	3391
1686		Horz %	100.00	23.80	48.85	10.42	51.15	13.38
1687		Vert %	11.00	13.68	11.11	14.31	10.90	13.23
1688		Index	100	124	101	130	99	120
1689	Your Intentions - Likely to Buy a Desktop Computer - Next 12 Months							
1690		Unwgted	5874	1142	3323	559	2551	583
1691		(000)	27475	5941	14226	2767	13249	3174
1692		Horz %	100.00	21.62	51.78	10.07	48.22	11.55
1693		Vert %	11.93	13.47	12.76	14.99	11.14	12.39
1694		Index	100	113	107	126	93	104
1695	Your Intentions - Likely to Buy a Laptop Computer - Next 12 Months							
1696		Unwgted	9834	1978	5209	928	4625	1050
1697		(000)	46220	10431	22814	4576	23406	5855
1698		Horz %	100.00	22.57	49.36	9.90	50.64	12.67
1699		Vert %	20.06	23.66	20.47	24.79	19.68	22.85
1700		Index	100	118	102	124	98	114
1701	Your Intentions - Likely to Subscribe to Satellite Radio - Next 12 Months							
1702		Unwgted	2646	547	1468	264	1178	283
1703		(000)	13158	2970	6963	1364	6194	1607
1704		Horz %	100.00	22.58	52.92	10.36	47.08	12.21
1705		Vert %	5.71	6.74	6.25	7.39	5.21	6.27
1706		Index	100	118	109	129	91	110
1707	Your Intentions - Likely to Get Engaged - Next 12 Months							
1708		Unwgted	4556	1377	2304	643	2252	734
1709		(000)	24442	7902	12208	3708	12234	4194
1710		Horz %	100.00	32.33	49.95	15.17	50.05	17.16
1711		Vert %	10.61	17.92	10.95	20.08	10.29	16.37
1712		Index	100	169	103	189	97	154
1713	Your Intentions - Likely to Become a Parent - Next 12 Months							
1714		Unwgted	3008	928	1415	390	1593	538
1715		(000)	16551	5214	7229	2017	9321	3197
1716		Horz %	100.00	31.50	43.68	12.19	56.32	19.32
1717		Vert %	7.18	11.83	6.49	10.92	7.84	12.48
1718		Index	100	165	90	152	109	174
1719	Your Intentions - Likely to Become a Grandparent - Next 12 Months							
1720		Unwgted	4255	479	2155	213	2100	266
1721		(000)	20418	2649	9609	1180	10809	1468
1722		Horz %	100.00	12.97	47.06	5.78	52.94	7.19
1723		Vert %	8.86	6.01	8.62	6.39	9.09	5.73
1724		Index	100	68	97	72	103	65
1725	Your Intentions - Likely to Have a Child Go Away to College - Next 12 Months							
1726		Unwgted	4037	731	2135	307	1902	424
1727		(000)	19488	3878	9510	1577	9978	2300
1728		Horz %	100.00	19.90	48.80	8.09	51.20	11.80
1729		Vert %	8.46	8.80	8.53	8.54	8.39	8.98
1730		Index	100	104	101	101	99	106

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to CHR Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to CHR Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to CHR Format (Total Week Cume)
1								
2								
1731	Your Intentions - Likely to							
1732	Have a Child Graduate from	Unwgted	2757	393	1433	169	1324	224
1733	College - Next 12 Months	(000)	13242	2181	6419	993	6823	1188
1734		Horz %	100.00	16.47	48.47	7.50	51.53	8.97
1735		Vert %	5.75	4.95	5.76	5.38	5.74	4.64
1736		Index	100	86	100	94	100	81
1737	Your Intentions - Likely to							
1738	Have a Child Get Married -	Unwgted	3100	412	1534	174	1566	238
1739	Next 12 Months	(000)	15422	2414	7070	1061	8352	1353
1740		Horz %	100.00	15.65	45.84	6.88	54.16	8.77
1741		Vert %	6.69	5.48	6.34	5.75	7.02	5.28
1742		Index	100	82	95	86	105	79
1743	Your Intentions - Likely to							
1744	Retire from Full-Time Work -	Unwgted	3412	450	1951	231	1461	219
1745	Next 12 Months	(000)	15336	2349	8543	1284	6793	1064
1746		Horz %	100.00	15.31	55.71	8.37	44.29	6.94
1747		Vert %	6.66	5.33	7.66	6.96	5.71	4.15
1748		Index	100	80	115	104	86	62
1749	Your Intentions - Likely to							
1750	Collect Lump-Sum from	Unwgted	1592	228	880	124	712	104
1751	Pension/IRA/401(k) - Next 12	(000)	7515	1306	4031	738	3484	567
1752	Months	Horz %	100.00	17.37	53.65	9.82	46.35	7.55
1753		Vert %	3.26	2.96	3.62	4.00	2.93	2.21
1754		Index	100	91	111	123	90	68
1755	Your Intentions - Likely to							
1756	Start or Buy a New Business -	Unwgted	3676	776	2187	413	1489	363
1757	Next 12 Months	(000)	17479	3908	10201	2043	7278	1864
1758		Horz %	100.00	22.36	58.36	11.69	41.64	10.67
1759		Vert %	7.59	8.86	9.15	11.07	6.12	7.28
1760		Index	100	117	121	146	81	96
1761	Your Intentions - Likely to							
1762	Change Jobs - Next 12	Unwgted	7643	1859	4255	858	3388	1001
1763	Months	(000)	33336	8994	17707	3829	15629	5165
1764		Horz %	100.00	26.98	53.12	11.49	46.88	15.49
1765		Vert %	14.47	20.40	15.88	20.74	13.14	20.16
1766		Index	100	141	110	143	91	139