

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgted	48646	7757	24620	3837	24026	3920
	Weighted (000)	244084	44958	117785	20903	126299	24055
	Horz %	100.00	18.42	48.26	8.56	51.74	9.86
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male						*	*
	Unwgted	24620	3837	24620	3837	0	0
	Weighted (000)	117785	20903	117785	20903	0	0
	Horz %	100.00	17.75	100.00	17.75	0.00	0.00
	Vert %	48.26	46.49	100.00	100.00	0.00	0.00
Female	Index	100	96	207	207	0	0
				*	*		
	Unwgted	24026	3920	0	0	24026	3920
	Weighted (000)	126299	24055	0	0	126299	24055
	Horz %	100.00	19.05	0.00	0.00	100.00	19.05
Age 18-24	Vert %	51.74	53.51	0.00	0.00	100.00	100.00
	Index	100	103	0	0	193	193
	Unwgted	3885	717	2163	370	1722	347
	Weighted (000)	30253	6103	15267	2719	14986	3385
	Horz %	100.00	20.17	50.46	8.99	49.54	11.19
Age 25-34	Vert %	12.39	13.58	12.96	13.01	11.87	14.07
	Index	100	110	105	105	96	114
	Unwgted	8183	1540	4209	760	3974	780
	Weighted (000)	43389	8858	21595	4263	21794	4595
	Horz %	100.00	20.41	49.77	9.83	50.23	10.59
Age 35-44	Vert %	17.78	19.70	18.33	20.39	17.26	19.10
	Index	100	111	103	115	97	107
	Unwgted	8605	1352	4423	649	4182	703
	Weighted (000)	40230	7508	19746	3382	20484	4125
	Horz %	100.00	18.66	49.08	8.41	50.92	10.25
Age 45-54	Vert %	16.48	16.70	16.76	16.18	16.22	17.15
	Index	100	101	102	98	98	104
	Unwgted	8861	1503	4477	717	4384	786
	Weighted (000)	43105	8822	21038	3919	22067	4902
	Horz %	100.00	20.47	48.81	9.09	51.19	11.37
Age 55-64	Vert %	17.66	19.62	17.86	18.75	17.47	20.38
	Index	100	111	101	106	99	115
	Unwgted	8498	1290	4321	667	4177	623
	Weighted (000)	40725	6911	19559	3458	21165	3453
	Horz %	100.00	16.97	48.03	8.49	51.97	8.48
Age 65+	Vert %	16.68	15.37	16.61	16.54	16.76	14.35
	Index	100	92	100	99	100	86
	Unwgted	10614	1355	5027	674	5587	681
	Weighted (000)	46383	6757	20580	3162	25803	3595
	Horz %	100.00	14.57	44.37	6.82	55.63	7.75
Age 21+	Vert %	19.00	15.03	17.47	15.13	20.43	14.95
	Index	100	79	92	80	108	79
	Unwgted	47284	7510	23832	3705	23452	3805
	Weighted (000)	232046	42644	111578	19906	120468	22738
	Horz %	100.00	18.38	48.08	8.58	51.92	9.80
Age 18-34	Vert %	95.07	94.85	94.73	95.23	95.38	94.52
	Index	100	100	100	100	100	99
	Unwgted	12068	2257	6372	1130	5696	1127
	Weighted (000)	73642	14961	36862	6982	36780	7980
	Horz %	100.00	20.32	50.06	9.48	49.94	10.84
Age 18-34	Vert %	30.17	33.28	31.30	33.40	29.12	33.17
	Index	100	110	104	111	97	110

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Age 18-49	Unwgted	24996	4334	12990	2121	12006	2213
	Weighted (000)	134658	26845	66787	12274	67871	14571
	Horz %	100.00	19.94	49.60	9.11	50.40	10.82
	Vert %	55.17	59.71	56.70	58.72	53.74	60.57
	Index	100	108	103	106	97	110
Age 25-54	Unwgted	25649	4395	13109	2126	12540	2269
	Weighted (000)	126724	25187	62379	11565	64345	13622
	Horz %	100.00	19.88	49.22	9.13	50.78	10.75
	Vert %	51.92	56.02	52.96	55.32	50.95	56.63
	Index	100	108	102	107	98	109
Age 35-64	Unwgted	25964	4145	13221	2033	12743	2112
	Weighted (000)	124059	23241	60343	10760	63716	12481
	Horz %	100.00	18.73	48.64	8.67	51.36	10.06
	Vert %	50.83	51.69	51.23	51.48	50.45	51.88
	Index	100	102	101	101	99	102
Age 50+	Unwgted	23650	3423	11630	1716	12020	1707
	Weighted (000)	109426	18114	50998	8629	58428	9484
	Horz %	100.00	16.55	46.60	7.89	53.40	8.67
	Vert %	44.83	40.29	43.30	41.28	46.26	39.43
	Index	100	90	97	92	103	88
Median Age	Unwgted						
	Weighted (000)	47.00	45.00	46.10	45.20	47.80	44.80
	Horz %						
	Vert %						
	Index	100	96	98	96	102	95
Race: White Only	Unwgted	34564	6861	17599	3357	16965	3504
	Weighted (000)	179823	41208	87142	19012	92681	22196
	Horz %	100.00	22.92	48.46	10.57	51.54	12.34
	Vert %	73.67	91.66	73.98	90.95	73.38	92.27
	Index	100	124	100	123	100	125
Race: Black/African-American Only	Unwgted	5909	233	2691	124	3218	109
	Weighted (000)	29535	1144	13591	606	15944	538
	Horz %	100.00	3.87	46.02	2.05	53.98	1.82
	Vert %	12.10	2.54	11.54	2.90	12.62	2.24
	Index	100	21	95	24	104	18
Race: Asian	Unwgted	2388	127	1240	69	1148	58
	Weighted (000)	8358	442	3764	233	4594	209
	Horz %	100.00	5.29	45.03	2.79	54.97	2.50
	Vert %	3.42	0.98	3.20	1.12	3.64	0.87
	Index	100	29	93	33	106	25
Race: Other Race/Multi-Racial	Unwgted	8173	663	4330	356	3843	307
	Weighted (000)	34726	2606	17052	1285	17674	1321
	Horz %	100.00	7.51	49.10	3.70	50.90	3.80
	Vert %	14.23	5.80	14.48	6.15	13.99	5.49
	Index	100	41	102	43	98	39
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	571	3530	293	3321	278
	Weighted (000)	37743	2790	18812	1321	18930	1469
	Horz %	100.00	7.39	49.84	3.50	50.16	3.89
	Vert %	15.46	6.21	15.97	6.32	14.99	6.11
	Index	100	40	103	41	97	39
Hispanic, Personally Speak Only English at Home	Unwgted	1739	225	949	109	790	116
	Weighted (000)	6214	901	3087	358	3127	543
	Horz %	100.00	14.50	49.67	5.76	50.33	8.74
	Vert %	2.55	2.00	2.62	1.71	2.48	2.26
	Index	100	79	103	67	97	89
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	191	1051	99	996	92
	Weighted (000)	9439	903	4679	445	4760	458
	Horz %	100.00	9.57	49.57	4.72	50.43	4.85
	Vert %	3.87	2.01	3.97	2.13	3.77	1.90
	Index	100	52	103	55	97	49

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					*		*
Hispanic, Personally Speak Only Spanish at Home	Unwgt	1280	57	621	30	659	27
	Weighted (000)	10474	361	5089	197	5385	164
	Horz %	100.00	3.45	48.59	1.88	51.41	1.57
	Vert %	4.29	0.80	4.32	0.94	4.26	0.68
	Index	100	19	101	22	99	16
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt	1668	90	850	50	818	40
	Weighted (000)	9512	518	4874	255	4638	263
	Horz %	100.00	5.45	51.24	2.68	48.76	2.77
	Vert %	3.90	1.15	4.14	1.22	3.67	1.09
	Index	100	30	106	31	94	28
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt	99	8	51	5	48	3
	Weighted (000)	1751	106	918	65	833	41
	Horz %	100.00	6.06	52.43	3.73	47.57	2.34
	Vert %	0.72	0.24	0.78	0.31	0.66	0.17
	Index	100	33	109	43	92	24
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt	6825	676	3452	292	3373	384
	Weighted (000)	26213	3318	11985	1232	14228	2086
	Horz %	100.00	12.66	45.72	4.70	54.28	7.96
	Vert %	10.74	7.38	10.18	5.90	11.27	8.67
	Index	100	69	95	55	105	81
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt	10965	1390	5591	665	5374	725
	Weighted (000)	46746	7027	22626	3088	24120	3939
	Horz %	100.00	15.03	48.40	6.61	51.60	8.43
	Vert %	19.15	15.63	19.21	14.77	19.10	16.37
	Index	100	82	100	77	100	85
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt	2649	450	1187	177	1462	273
	Weighted (000)	11210	2187	4576	817	6634	1371
	Horz %	100.00	19.51	40.82	7.29	59.18	12.23
	Vert %	4.59	4.87	3.89	3.91	5.25	5.70
	Index	100	106	85	85	114	124
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt	3407	637	1664	304	1743	333
	Weighted (000)	13775	2887	6335	1320	7440	1567
	Horz %	100.00	20.96	45.99	9.58	54.01	11.38
	Vert %	5.64	6.42	5.38	6.31	5.89	6.51
	Index	100	114	95	112	104	115
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt	10089	1831	5033	849	5056	982
	Weighted (000)	44682	9032	21206	3881	23476	5151
	Horz %	100.00	20.22	47.46	8.69	52.54	11.53
	Vert %	18.31	20.09	18.00	18.57	18.59	21.41
	Index	100	110	98	101	102	117
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt	10356	2086	5407	1137	4949	949
	Weighted (000)	71816	15799	36018	7856	35799	7943
	Horz %	100.00	22.00	50.15	10.94	49.85	11.06
	Vert %	29.42	35.14	30.58	37.58	28.34	33.02
	Index	100	119	104	128	96	112
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt	4355	687	2286	413	2069	274
	Weighted (000)	29641	4708	15039	2709	14602	1998
	Horz %	100.00	15.88	50.74	9.14	49.26	6.74
	Vert %	12.14	10.47	12.77	12.96	11.56	8.31
	Index	100	86	105	107	95	68
Currently Attending College or University	Unwgt	3403	520	1618	218	1785	302
	Weighted (000)	19372	3175	8726	1190	10647	1985
	Horz %	100.00	16.39	45.04	6.14	54.96	10.25
	Vert %	7.94	7.06	7.41	5.69	8.43	8.25
	Index	100	89	93	72	106	104
Employed Full Time	Unwgt	25438	4434	15105	2531	10333	1903
	Weighted (000)	119890	24729	68797	13392	51094	11337
	Horz %	100.00	20.63	57.38	11.17	42.62	9.46
	Vert %	49.12	55.00	58.41	64.07	40.45	47.13
	Index	100	112	119	130	82	96

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Employed Part Time	Unwgt'd	5730	903	2169	299	3561	604
	Weighted (000)	28854	5333	10532	1556	18322	3777
	Horz %	100.00	18.48	36.50	5.39	63.50	13.09
	Vert %	11.82	11.86	8.94	7.44	14.51	15.70
	Index	100	100	76	63	123	133
Not Employed	Unwgt'd	17478	2420	7346	1007	10132	1413
	Weighted (000)	95339	14896	38457	5955	56883	8941
	Horz %	100.00	15.62	40.34	6.25	59.66	9.38
	Vert %	39.06	33.13	32.65	28.49	45.04	37.17
	Index	100	85	84	73	115	95
Temporarily Unemployed	Unwgt'd	1886	268	939	121	947	147
	Weighted (000)	12314	1952	6528	943	5786	1009
	Horz %	100.00	15.85	53.01	7.66	46.99	8.20
	Vert %	5.05	4.34	5.54	4.51	4.58	4.20
	Index	100	86	110	89	91	83
Retired from Employment	Unwgt'd	10143	1284	4871	650	5272	634
	Weighted (000)	46820	6746	21680	3325	25140	3420
	Horz %	100.00	14.41	46.31	7.10	53.69	7.31
	Vert %	19.18	15.00	18.41	15.91	19.90	14.22
	Index	100	78	96	83	104	74
Not Employed, Principal Shopper for Household	Unwgt'd	2543	399	65	10	2478	389
	Weighted (000)	16573	2707	399	81	16173	2626
	Horz %	100.00	16.34	2.41	0.49	97.59	15.85
	Vert %	6.79	6.02	0.34	0.39	12.81	10.92
	Index	100	89	5	6	189	161
Occupation: Professional and Related Occupations	Unwgt'd	7405	1022	3381	348	4024	674
	Weighted (000)	34142	5808	14741	1833	19401	3976
	Horz %	100.00	17.01	43.18	5.37	56.82	11.65
	Vert %	13.99	12.92	12.52	8.77	15.36	16.53
	Index	100	92	89	63	110	118
Occupation: Management, Business and Financial Operations	Unwgt'd	6595	1011	4012	593	2583	418
	Weighted (000)	24720	4592	13920	2514	10800	2078
	Horz %	100.00	18.58	56.31	10.17	43.69	8.41
	Vert %	10.13	10.21	11.82	12.03	8.55	8.64
	Index	100	101	117	119	84	85
Occupation: Sales and Office Occupations	Unwgt'd	5959	1059	2273	326	3686	733
	Weighted (000)	32636	6998	12665	2212	19970	4786
	Horz %	100.00	21.44	38.81	6.78	61.19	14.67
	Vert %	13.37	15.57	10.75	10.58	15.81	19.90
	Index	100	116	80	79	118	149
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2756	652	2638	628	118	24
	Weighted (000)	13728	3614	13073	3494	655	120
	Horz %	100.00	26.32	95.23	25.45	4.77	0.87
	Vert %	5.62	8.04	11.10	16.72	0.52	0.50
	Index	100	143	197	297	9	9
Occupation: Other Employed	Unwgt'd	8453	1593	4970	935	3483	658
	Weighted (000)	43519	9050	24929	4896	18590	4154
	Horz %	100.00	20.80	57.28	11.25	42.72	9.55
	Vert %	17.83	20.13	21.17	23.42	14.72	17.27
	Index	100	113	119	131	83	97
Household Income: \$250,000+	Unwgt'd	1966	226	1191	120	775	106
	Weighted (000)	7800	1148	4116	490	3684	658
	Horz %	100.00	14.72	52.77	6.28	47.23	8.44
	Vert %	3.20	2.55	3.49	2.34	2.92	2.74
	Index	100	80	109	73	91	86
Household Income: \$200,000- \$249,999	Unwgt'd	1583	208	918	106	665	102
	Weighted (000)	7178	1325	3579	537	3599	788
	Horz %	100.00	18.45	49.86	7.48	50.14	10.98
	Vert %	2.94	2.95	3.04	2.57	2.85	3.28
	Index	100	100	103	87	97	111

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Household Income: \$150,000- \$199,999	Unwgted	3725	529	2156	282	1569	247
	Weighted (000)	18847	3185	9705	1526	9142	1660
	Horz %	100.00	16.90	51.50	8.09	48.50	8.81
	Vert %	7.72	7.08	8.24	7.30	7.24	6.90
	Index	100	92	107	95	94	89
Household Income: \$100,000- \$149,999	Unwgted	7038	1165	4030	632	3008	533
	Weighted (000)	39997	7886	20517	3700	19481	4186
	Horz %	100.00	19.72	51.29	9.25	48.71	10.47
	Vert %	16.39	17.54	17.42	17.70	15.42	17.40
	Index	100	107	106	108	94	106
Household Income: \$75,000- \$99,999	Unwgted	6168	1036	3380	572	2788	464
	Weighted (000)	32585	6421	16514	3231	16071	3190
	Horz %	100.00	19.70	50.68	9.91	49.32	9.79
	Vert %	13.35	14.28	14.02	15.46	12.72	13.26
	Index	100	107	105	116	95	99
Household Income: \$60,000- \$74,999	Unwgted	4945	836	2570	440	2375	396
	Weighted (000)	24958	4997	12413	2538	12545	2459
	Horz %	100.00	20.02	49.74	10.17	50.26	9.85
	Vert %	10.23	11.11	10.54	12.14	9.93	10.22
	Index	100	109	103	119	97	100
Household Income: \$50,000- \$59,999	Unwgted	3824	666	1925	350	1899	316
	Weighted (000)	18483	3557	9176	1837	9306	1720
	Horz %	100.00	19.24	49.65	9.94	50.35	9.31
	Vert %	7.57	7.91	7.79	8.79	7.37	7.15
	Index	100	104	103	116	97	94
Household Income: \$40,000- \$49,999	Unwgted	4928	772	2410	380	2518	392
	Weighted (000)	20001	3516	9681	1737	10320	1779
	Horz %	100.00	17.58	48.40	8.68	51.60	8.90
	Vert %	8.19	7.82	8.22	8.31	8.17	7.40
	Index	100	95	100	101	100	90
Household Income: \$30,000- \$39,999	Unwgted	4676	826	2239	407	2437	419
	Weighted (000)	21673	4259	10287	2114	11386	2145
	Horz %	100.00	19.65	47.47	9.76	52.53	9.90
	Vert %	8.88	9.47	8.73	10.11	9.01	8.92
	Index	100	107	98	114	102	100
Household Income: \$20,000- \$29,999	Unwgted	4378	694	1770	261	2608	433
	Weighted (000)	21286	3712	9271	1406	12015	2306
	Horz %	100.00	17.44	43.56	6.60	56.44	10.83
	Vert %	8.72	8.26	7.87	6.73	9.51	9.59
	Index	100	95	90	77	109	110
Household Income: Under \$20,000	Unwgted	5415	799	2031	287	3384	512
	Weighted (000)	31275	4952	12525	1789	18751	3164
	Horz %	100.00	15.84	40.05	5.72	59.95	10.12
	Vert %	12.81	11.02	10.63	8.56	14.85	13.15
	Index	100	86	83	67	116	103
Median Household Income	Unwgted						
	Weighted (000)	65.60	67.50	69.60	69.30	61.60	65.60
	Horz %						
	Vert %						
	Index	100	103	106	106	94	100
Marital Status: Single, Never Married	Unwgted	12107	1680	6453	859	5654	821
	Weighted (000)	69105	11196	36957	5413	32148	5783
	Horz %	100.00	16.20	53.48	7.83	46.52	8.37
	Vert %	28.31	24.90	31.38	25.89	25.45	24.04
	Index	100	88	111	91	90	85
Marital Status: Currently Married	Unwgted	24506	4092	13836	2234	10670	1858
	Weighted (000)	129071	25121	64428	12298	64643	12824
	Horz %	100.00	19.46	49.92	9.53	50.08	9.94
	Vert %	52.88	55.88	54.70	58.83	51.18	53.31
	Index	100	106	103	111	97	101

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Marital Status: Divorced or Legally Separated	Unwgted	8229	1473	3344	599	4885	874
	Weighted (000)	31030	6428	12607	2593	18423	3835
	Horz %	100.00	20.72	40.63	8.36	59.37	12.36
	Vert %	12.71	14.30	10.70	12.40	14.59	15.94
	Index	100	112	84	98	115	125
Marital Status: Widowed	Unwgted	3804	512	987	145	2817	367
	Weighted (000)	14879	2213	3794	600	11085	1613
	Horz %	100.00	14.87	25.50	4.03	74.50	10.84
	Vert %	6.10	4.92	3.22	2.87	8.78	6.71
	Index	100	81	53	47	144	110
Marital Status: Engaged to Be Married	Unwgted	2120	428	1122	228	998	200
	Weighted (000)	11812	2708	5830	1298	5982	1410
	Horz %	100.00	22.93	49.36	10.99	50.64	11.94
	Vert %	4.84	6.02	4.95	6.21	4.74	5.86
	Index	100	124	102	128	98	121
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	734	1959	376	1637	358
	Weighted (000)	21557	4913	10333	2121	11224	2792
	Horz %	100.00	22.79	47.93	9.84	52.07	12.95
	Vert %	8.83	10.93	8.77	10.15	8.89	11.61
	Index	100	124	99	115	101	131
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	3189	8890	1497	9311	1692
	Weighted (000)	94932	18935	43462	8346	51470	10589
	Horz %	100.00	19.95	45.78	8.79	54.22	11.15
	Vert %	38.89	42.12	36.90	39.93	40.75	44.02
	Index	100	108	95	103	105	113
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	1253	3410	594	3717	659
	Weighted (000)	38013	7660	17033	3356	20980	4303
	Horz %	100.00	20.15	44.81	8.83	55.19	11.32
	Vert %	15.57	17.04	14.46	16.06	16.61	17.89
	Index	100	109	93	103	107	115
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	1220	3495	585	3440	635
	Weighted (000)	34366	7062	16367	3183	17998	3879
	Horz %	100.00	20.55	47.63	9.26	52.37	11.29
	Vert %	14.08	15.71	13.90	15.23	14.25	16.13
	Index	100	112	99	108	101	115
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	498	1357	221	1447	277
	Weighted (000)	14813	2943	6725	1298	8088	1645
	Horz %	100.00	19.86	45.40	8.76	54.60	11.10
	Vert %	6.07	6.55	5.71	6.21	6.40	6.84
	Index	100	108	94	102	106	113
4 Children Under Age 18 Currently Living at Home	Unwgted	872	149	407	67	465	82
	Weighted (000)	4873	849	2163	365	2710	484
	Horz %	100.00	17.41	44.38	7.49	55.62	9.93
	Vert %	2.00	1.89	1.84	1.75	2.15	2.01
	Index	100	95	92	87	107	101
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	69	221	30	242	39
	Weighted (000)	2867	422	1175	144	1693	278
	Horz %	100.00	14.70	40.96	5.01	59.04	9.69
	Vert %	1.17	0.94	1.00	0.69	1.34	1.16
	Index	100	80	85	59	114	98
Own Home/Residence	Unwgted	32775	5590	17020	2814	15755	2776
	Weighted (000)	160976	32078	78141	14912	82835	17166
	Horz %	100.00	19.93	48.54	9.26	51.46	10.66
	Vert %	65.95	71.35	66.34	71.34	65.59	71.36
	Index	100	108	101	108	99	108
Rent Home/Residence	Unwgted	15306	2069	7334	968	7972	1101
	Weighted (000)	80205	12323	38249	5649	41956	6674
	Horz %	100.00	15.36	47.69	7.04	52.31	8.32
	Vert %	32.86	27.41	32.47	27.02	33.22	27.74
	Index	100	83	99	82	101	84

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
							*
Live Rent-Free in Home/Residence	Unwgt'd	565	98	266	55	299	43
	Weighted (000)	2903	558	1395	343	1508	215
	Horz %	100.00	19.23	48.05	11.81	51.95	7.42
	Vert %	1.19	1.24	1.18	1.64	1.19	0.90
	Index	100	104	100	138	100	75
Census Region: North East	Unwgt'd	11000	1076	5477	504	5523	572
	Weighted (000)	44018	5511	21032	2465	22986	3046
	Horz %	100.00	12.52	47.78	5.60	52.22	6.92
	Vert %	18.03	12.26	17.86	11.79	18.20	12.66
	Index	100	68	99	65	101	70
Census Region: South	Unwgt'd	17645	3342	8745	1671	8900	1671
	Weighted (000)	92016	19653	44107	9360	47909	10293
	Horz %	100.00	21.36	47.93	10.17	52.07	11.19
	Vert %	37.70	43.71	37.45	44.78	37.93	42.79
	Index	100	116	99	119	101	114
Census Region: Midwest	Unwgt'd	9880	2185	5113	1121	4767	1064
	Weighted (000)	52062	12744	25228	6007	26834	6737
	Horz %	100.00	24.48	48.46	11.54	51.54	12.94
	Vert %	21.33	28.35	21.42	28.74	21.25	28.01
	Index	100	133	100	135	100	131
Census Region: West	Unwgt'd	10121	1154	5285	541	4836	613
	Weighted (000)	55988	7051	27418	3072	28570	3979
	Horz %	100.00	12.59	48.97	5.49	51.03	7.11
	Vert %	22.94	15.68	23.28	14.70	22.62	16.54
	Index	100	68	101	64	99	72
Census Sub-Region: New England	Unwgt'd	2748	372	1330	168	1418	204
	Weighted (000)	11567	1724	5545	796	6022	928
	Horz %	100.00	14.91	47.94	6.88	52.06	8.02
	Vert %	4.74	3.84	4.71	3.81	4.77	3.86
	Index	100	81	99	80	101	81
Census Sub-Region: Mid Atlantic	Unwgt'd	8252	704	4147	336	4105	368
	Weighted (000)	32451	3787	15487	1668	16964	2118
	Horz %	100.00	11.67	47.73	5.14	52.27	6.53
	Vert %	13.30	8.42	13.15	7.98	13.43	8.81
	Index	100	63	99	60	101	66
Census Sub-Region: South Atlantic	Unwgt'd	9812	1576	4839	782	4973	794
	Weighted (000)	48740	8706	23082	4116	25658	4590
	Horz %	100.00	17.86	47.36	8.44	52.64	9.42
	Vert %	19.97	19.36	19.60	19.69	20.32	19.08
	Index	100	97	98	99	102	96
Census Sub-Region: East South Central	Unwgt'd	1890	534	940	271	950	263
	Weighted (000)	14067	4166	6879	2020	7188	2147
	Horz %	100.00	29.62	48.90	14.36	51.10	15.26
	Vert %	5.76	9.27	5.84	9.66	5.69	8.92
	Index	100	161	101	168	99	155
Census Sub-Region: West South Central	Unwgt'd	5943	1232	2966	618	2977	614
	Weighted (000)	29209	6780	14146	3224	15062	3557
	Horz %	100.00	23.21	48.43	11.04	51.57	12.18
	Vert %	11.97	15.08	12.01	15.42	11.93	14.79
	Index	100	126	100	129	100	124
Census Sub-Region: East North Central	Unwgt'd	7303	1465	3789	740	3514	725
	Weighted (000)	36089	8298	17381	3785	18708	4512
	Horz %	100.00	22.99	48.16	10.49	51.84	12.50
	Vert %	14.79	18.46	14.76	18.11	14.81	18.76
	Index	100	125	100	122	100	127
Census Sub-Region: West North Central	Unwgt'd	2577	720	1324	381	1253	339
	Weighted (000)	15973	4446	7846	2222	8127	2225
	Horz %	100.00	27.84	49.12	13.91	50.88	13.93
	Vert %	6.54	9.89	6.66	10.63	6.43	9.25
	Index	100	151	102	162	98	141

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Census Sub-Region: Mountain	Unwgted	2752	513	1444	239	1308	274
	Weighted (000)	18482	3607	9091	1560	9391	2047
	Horz %	100.00	19.52	49.19	8.44	50.81	11.08
	Vert %	7.57	8.02	7.72	7.46	7.44	8.51
	Index	100	106	102	99	98	112
Census Sub-Region: Pacific	Unwgted	7369	641	3841	302	3528	339
	Weighted (000)	37506	3444	18327	1513	19179	1931
	Horz %	100.00	9.18	48.86	4.03	51.14	5.15
	Vert %	15.37	7.66	15.56	7.24	15.19	8.03
	Index	100	50	101	47	99	52
County Size: A	Unwgted	26326	2889	13377	1421	12949	1468
	Weighted (000)	102649	11752	49402	5213	53247	6539
	Horz %	100.00	11.45	48.13	5.08	51.87	6.37
	Vert %	42.05	26.14	41.94	24.94	42.16	27.18
	Index	100	62	100	59	100	65
County Size: B	Unwgted	11709	2070	5932	987	5777	1083
	Weighted (000)	72000	14182	34639	6366	37361	7816
	Horz %	100.00	19.70	48.11	8.84	51.89	10.86
	Vert %	29.50	31.55	29.41	30.45	29.58	32.49
	Index	100	107	100	103	100	110
County Size: C/D	Unwgted	10611	2798	5311	1429	5300	1369
	Weighted (000)	69435	19025	33744	9324	35691	9700
	Horz %	100.00	27.40	48.60	13.43	51.40	13.97
	Vert %	28.45	42.32	28.65	44.61	28.26	40.32
	Index	100	149	101	157	99	142
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	164	630	103	498	61
	Weighted (000)	4719	908	2463	596	2256	312
	Horz %	100.00	19.23	52.20	12.62	47.80	6.61
	Vert %	1.93	2.02	2.09	2.85	1.79	1.30
	Index	100	104	108	147	92	67
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	1526	3408	589	4485	937
	Weighted (000)	38375	8589	15888	3046	22487	5543
	Horz %	100.00	22.38	41.40	7.94	58.60	14.45
	Vert %	15.72	19.10	13.49	14.57	17.80	23.04
	Index	100	122	86	93	113	147
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	204	674	100	546	104
	Weighted (000)	6399	1148	3477	515	2922	633
	Horz %	100.00	17.94	54.33	8.05	45.67	9.90
	Vert %	2.62	2.55	2.95	2.46	2.31	2.63
	Index	100	97	113	94	88	100
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	*	*	*	*	*	*
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	232	1658	150	1068	82
	Weighted (000)	7983	677	4558	445	3424	231
	Horz %	100.00	8.48	57.10	5.58	42.90	2.90
	Vert %	3.27	1.51	3.87	2.13	2.71	0.96
	Index	100	46	118	65	83	29
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	450	2668	375	564	75
	Weighted (000)	12837	2059	10355	1733	2482	326
	Horz %	100.00	16.04	80.67	13.50	19.33	2.54
	Vert %	5.26	4.58	8.79	8.29	1.97	1.35
	Index	100	87	167	158	37	26
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	123	592	85	258	38
	Weighted (000)	3908	623	2506	422	1402	201
	Horz %	100.00	15.93	64.12	10.79	35.88	5.15
	Vert %	1.60	1.38	2.13	2.02	1.11	0.84
	Index	100	87	133	126	69	52

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt	3051	511	1752	313	1299	198
	Weighted (000)	14357	2835	7933	1656	6424	1179
	Horz %	100.00	19.75	55.26	11.54	44.74	8.21
	Vert %	5.88	6.31	6.74	7.92	5.09	4.90
	Index	100	107	115	135	86	83
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt	8136	1652	3585	669	4551	983
	Weighted (000)	42891	10134	17737	3666	25154	6468
	Horz %	100.00	23.63	41.35	8.55	58.65	15.08
	Vert %	17.57	22.54	15.06	17.54	19.92	26.89
	Index	100	128	86	100	113	153
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt	2864	593	1603	344	1261	249
	Weighted (000)	14285	3228	7775	1851	6510	1377
	Horz %	100.00	22.60	54.43	12.96	45.57	9.64
	Vert %	5.85	7.18	6.60	8.86	5.15	5.72
	Index	100	123	113	151	88	98
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3360	692	2263	441	1097	251
	Weighted (000)	16987	4081	10773	2434	6214	1647
	Horz %	100.00	24.02	63.42	14.33	36.58	9.70
	Vert %	6.96	9.08	9.15	11.64	4.92	6.85
	Index	100	130	131	167	71	98
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt	1353	127	704	64	649	63
	Weighted (000)	5307	578	2699	280	2608	298
	Horz %	100.00	10.90	50.86	5.28	49.14	5.61
	Vert %	2.17	1.29	2.29	1.34	2.06	1.24
	Index	100	59	105	62	95	57
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	7757	7757	3837	3837	3920	3920
	Weighted (000)	44958	44958	20903	20903	24055	24055
	Horz %	100.00	100.00	46.49	46.49	53.51	53.51
	Vert %	18.42	100.00	17.75	100.00	19.05	100.00
	Index	100	543	96	543	103	543
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt	310	30	172	18	138	12
	Weighted (000)	1196	113	639	64	557	50
	Horz %	100.00	9.47	53.45	5.32	46.55	4.15
	Vert %	0.49	0.25	0.54	0.30	0.44	0.21
	Index	100	51	111	62	90	42
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt	642	74	245	39	397	35
	Weighted (000)	3662	467	1387	242	2275	225
	Horz %	100.00	12.75	37.87	6.60	62.13	6.15
	Vert %	1.50	1.04	1.18	1.16	1.80	0.94
	Index	100	69	78	77	120	62
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	2577	218	1288	123	1289	95
	Weighted (000)	15181	1107	7552	622	7628	485
	Horz %	100.00	7.30	49.75	4.10	50.25	3.20
	Vert %	6.22	2.46	6.41	2.98	6.04	2.02
	Index	100	40	103	48	97	32
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt	3551	755	1399	264	2152	491
	Weighted (000)	17450	4304	6424	1352	11026	2952
	Horz %	100.00	24.66	36.82	7.75	63.18	16.91
	Vert %	7.15	9.57	5.45	6.47	8.73	12.27
	Index	100	134	76	91	122	172
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt	631	45	356	22	275	23
	Weighted (000)	2496	230	1441	137	1055	93
	Horz %	100.00	9.23	57.74	5.50	42.26	3.73
	Vert %	1.02	0.51	1.22	0.66	0.84	0.39
	Index	100	50	120	64	82	38
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt	1108	115	625	70	483	45
	Weighted (000)	6328	566	3490	350	2838	216
	Horz %	100.00	8.95	55.15	5.54	44.85	3.41
	Vert %	2.59	1.26	2.96	1.68	2.25	0.90
	Index	100	49	114	65	87	35

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	715	3543	466	2263	249
	Weighted (000)	23554	3700	14195	2458	9359	1242
	Horz %	100.00	15.71	60.27	10.44	39.73	5.27
	Vert %	9.65	8.23	12.05	11.76	7.41	5.16
	Index	100	85	125	122	77	53
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	240	713	117	743	123
	Weighted (000)	7376	1454	3364	651	4012	803
	Horz %	100.00	19.72	45.61	8.83	54.39	10.89
	Vert %	3.02	3.23	2.86	3.12	3.18	3.34
	Index	100	107	95	103	105	110
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	190	1348	100	1277	90
	Weighted (000)	10677	882	5254	441	5423	441
	Horz %	100.00	8.26	49.21	4.13	50.79	4.14
	Vert %	4.37	1.96	4.46	2.11	4.29	1.84
	Index	100	45	102	48	98	42
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgted	3944	652	1603	279	2341	373
	Weighted (000)	20120	3524	7818	1365	12302	2158
	Horz %	100.00	17.51	38.86	6.79	61.14	10.73
	Vert %	8.24	7.84	6.64	6.53	9.74	8.97
	Index	100	95	81	79	118	109
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	349	1177	158	1392	191
	Weighted (000)	13480	2039	5921	772	7559	1267
	Horz %	100.00	15.13	43.93	5.73	56.07	9.40
	Vert %	5.52	4.54	5.03	3.69	5.98	5.27
	Index	100	82	91	67	108	95
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgted	3181	677	2115	453	1066	224
	Weighted (000)	16260	3924	10651	2484	5609	1440
	Horz %	100.00	24.13	65.50	15.28	34.50	8.86
	Vert %	6.66	8.73	9.04	11.88	4.44	5.99
	Index	100	131	136	178	67	90
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	157	449	60	657	97
	Weighted (000)	5735	1067	2251	409	3483	658
	Horz %	100.00	18.60	39.26	7.12	60.74	11.48
	Vert %	2.35	2.37	1.91	1.95	2.76	2.74
	Index	100	101	81	83	117	116
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	55	426	31	480	24
	Weighted (000)	5268	219	2577	123	2692	96
	Horz %	100.00	4.16	48.91	2.33	51.09	1.83
	Vert %	2.16	0.49	2.19	0.59	2.13	0.40
	Index	100	23	101	27	99	19
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	11	136	6	166	5
	Weighted (000)	1893	115	914	56	979	59
	Horz %	100.00	6.08	48.29	2.94	51.71	3.14
	Vert %	0.78	0.26	0.78	0.27	0.77	0.25
	Index	100	33	100	34	100	32
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	5121	501	2466	269	2655	232
	Weighted (000)	26008	2934	12354	1525	13654	1410
	Horz %	100.00	11.28	47.50	5.86	52.50	5.42
	Vert %	10.66	6.53	10.49	7.29	10.81	5.86
	Index	100	61	98	68	101	55
Radio Formats: Urban AC (Subset of Urban) (Monday- Sunday 24-Hour Cume)	Unwgted	2133	140	947	79	1186	61
	Weighted (000)	10077	728	4430	466	5646	263
	Horz %	100.00	7.23	43.97	4.62	56.03	2.61
	Vert %	4.13	1.62	3.76	2.23	4.47	1.09
	Index	100	39	91	54	108	26
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume)	Unwgted	1989	225	1016	121	973	104
	Weighted (000)	11746	1402	5748	655	5998	747
	Horz %	100.00	11.93	48.93	5.58	51.07	6.36
	Vert %	4.81	3.12	4.88	3.13	4.75	3.10
	Index	100	65	101	65	99	65

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1303	178	710	109	593	69
	Weighted (000)	6945	1005	3765	641	3180	364
	Horz %	100.00	14.47	54.22	9.23	45.78	5.24
	Vert %	2.85	2.23	3.20	3.07	2.52	1.51
	Index	100	79	112	108	88	53
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	41037	7437	21166	3703	19871	3734
	Weighted (000)	204462	43009	100664	20102	103799	22907
	Horz %	100.00	21.04	49.23	9.83	50.77	11.20
	Vert %	83.77	95.66	85.46	96.17	82.18	95.23
	Index	100	114	102	115	98	114
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	25278	4814	13552	2505	11726	2309
	Weighted (000)	122460	27108	62601	13221	59859	13887
	Horz %	100.00	22.14	51.12	10.80	48.88	11.34
	Vert %	50.17	60.30	53.15	63.25	47.39	57.73
	Index	100	120	106	126	94	115
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18835	3697	9879	1923	8956	1774
	Weighted (000)	94930	21452	47803	10617	47126	10836
	Horz %	100.00	22.60	50.36	11.18	49.64	11.41
	Vert %	38.89	47.72	40.59	50.79	37.31	45.05
	Index	100	123	104	131	96	116
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	22339	4390	11965	2244	10374	2146
	Weighted (000)	109527	25337	55888	11983	53639	13354
	Horz %	100.00	23.13	51.03	10.94	48.97	12.19
	Vert %	44.87	56.36	47.45	57.33	42.47	55.51
	Index	100	126	106	128	95	124
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	8087	1465	4389	773	3698	692
	Weighted (000)	41055	8833	21314	4346	19741	4487
	Horz %	100.00	21.52	51.92	10.59	48.08	10.93
	Vert %	16.82	19.65	18.10	20.79	15.63	18.65
	Index	100	117	108	124	93	111
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2418	479	1517	287	901	192
	Weighted (000)	12268	2911	7410	1649	4858	1262
	Horz %	100.00	23.73	60.40	13.44	39.60	10.29
	Vert %	5.03	6.47	6.29	7.89	3.85	5.25
	Index	100	129	125	157	77	104
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	16140	3149	8419	1641	7721	1508
	Weighted (000)	79167	18046	39548	8730	39619	9316
	Horz %	100.00	22.79	49.96	11.03	50.04	11.77
	Vert %	32.43	40.14	33.58	41.76	31.37	38.73
	Index	100	124	104	129	97	119
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21592	4219	10775	2032	10817	2187
	Weighted (000)	106532	24386	50518	10718	56014	13668
	Horz %	100.00	22.89	47.42	10.06	52.58	12.83
	Vert %	43.65	54.24	42.89	51.27	44.35	56.82
	Index	100	124	98	117	102	130
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16960	3462	8662	1687	8298	1775
	Weighted (000)	85146	20168	41344	9071	43802	11098
	Horz %	100.00	23.69	48.56	10.65	51.44	13.03
	Vert %	34.88	44.86	35.10	43.39	34.68	46.13
	Index	100	129	101	124	99	132
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	8346	1570	4357	789	3989	781
	Weighted (000)	42195	9429	21137	4423	21058	5006
	Horz %	100.00	22.35	50.09	10.48	49.91	11.86
	Vert %	17.29	20.97	17.95	21.16	16.67	20.81
	Index	100	121	104	122	96	120
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	2161	402	1240	224	921	178
	Weighted (000)	10847	2414	5916	1179	4931	1234
	Horz %	100.00	22.25	54.54	10.87	45.46	11.38
	Vert %	4.44	5.37	5.02	5.64	3.90	5.13
	Index	100	121	113	127	88	115

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	2178	6181	966	7424	1212
	Weighted (000)	66444	12211	29038	5292	37407	6919
	Horz %	100.00	18.38	43.70	7.97	56.30	10.41
	Vert %	27.22	27.16	24.65	25.32	29.62	28.76
	Index	100	100	91	93	109	106
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	6871	19374	3395	18208	3476
	Weighted (000)	186198	39527	90927	18261	95271	21266
	Horz %	100.00	21.23	48.83	9.81	51.17	11.42
	Vert %	76.28	87.92	77.20	87.36	75.43	88.40
	Index	100	115	101	115	99	116
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	1455	3918	889	2440	566
	Weighted (000)	32708	8708	19546	5152	13161	3556
	Horz %	100.00	26.62	59.76	15.75	40.24	10.87
	Vert %	13.40	19.37	16.59	24.65	10.42	14.78
	Index	100	145	124	184	78	110
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	208	867	108	623	100
	Weighted (000)	7844	1214	4568	605	3276	610
	Horz %	100.00	15.48	58.23	7.71	41.77	7.77
	Vert %	3.21	2.70	3.88	2.89	2.59	2.53
	Index	100	84	121	90	81	79
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	2814	7619	1324	8503	1490
	Weighted (000)	79216	15915	35906	7097	43310	8818
	Horz %	100.00	20.09	45.33	8.96	54.67	11.13
	Vert %	32.45	35.40	30.48	33.95	34.29	36.66
	Index	100	109	94	105	106	113
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	6346	17663	3119	16921	3227
	Weighted (000)	172300	36925	83400	16979	88900	19945
	Horz %	100.00	21.43	48.40	9.85	51.60	11.58
	Vert %	70.59	82.13	70.81	81.23	70.39	82.92
	Index	100	116	100	115	100	117
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	513	1536	320	841	193
	Weighted (000)	13032	3282	8169	1906	4864	1376
	Horz %	100.00	25.19	62.68	14.63	37.32	10.56
	Vert %	5.34	7.30	6.94	9.12	3.85	5.72
	Index	100	137	130	171	72	107
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	261	843	139	707	122
	Weighted (000)	8439	1632	4527	875	3913	757
	Horz %	100.00	19.34	53.64	10.37	46.36	8.98
	Vert %	3.46	3.63	3.84	4.19	3.10	3.15
	Index	100	105	111	121	90	91
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	1212	5526	792	3346	420
	Weighted (000)	37216	5989	22205	3780	15011	2209
	Horz %	100.00	16.09	59.67	10.16	40.33	5.94
	Vert %	15.25	13.32	18.85	18.08	11.89	9.18
	Index	100	87	124	119	78	60
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	7659	18015	3782	17633	3877
	Weighted (000)	180517	44393	87416	20576	93101	23817
	Horz %	100.00	24.59	48.43	11.40	51.57	13.19
	Vert %	73.96	98.74	74.22	98.44	73.71	99.01
	Index	100	134	100	133	100	134
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	7757	19803	3837	18821	3920
	Weighted (000)	192537	44958	94151	20903	98386	24055
	Horz %	100.00	23.35	48.90	10.86	51.10	12.49
	Vert %	78.88	100.00	79.93	100.00	77.90	100.00
	Index	100	127	101	127	99	127
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	775	3674	392	3134	383
	Weighted (000)	31804	4275	15468	1849	16336	2426
	Horz %	100.00	13.44	48.63	5.81	51.37	7.63
	Vert %	13.03	9.51	13.13	8.85	12.93	10.09
	Index	100	73	101	68	99	77

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt	9333	1261	5019	648	4314	613
	Weighted (000)	45323	7298	22079	3346	23244	3952
	Horz %	100.00	16.10	48.72	7.38	51.28	8.72
	Vert %	18.57	16.23	18.75	16.01	18.40	16.43
	Index	100	87	101	86	99	88
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt	15153	2522	8170	1306	6983	1216
	Weighted (000)	76621	14994	38271	7158	38350	7837
	Horz %	100.00	19.57	49.95	9.34	50.05	10.23
	Vert %	31.39	33.35	32.49	34.24	30.36	32.58
	Index	100	106	104	109	97	104
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt	12633	2092	7086	1108	5547	984
	Weighted (000)	64670	12369	33579	5977	31091	6392
	Horz %	100.00	19.13	51.92	9.24	48.08	9.88
	Vert %	26.49	27.51	28.51	28.59	24.62	26.57
	Index	100	104	108	108	93	100
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt	7343	1256	4033	631	3310	625
	Weighted (000)	36346	7454	18766	3375	17579	4079
	Horz %	100.00	20.51	51.63	9.29	48.37	11.22
	Vert %	14.89	16.58	15.93	16.15	13.92	16.96
	Index	100	111	107	108	93	114
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt	19242	3052	9763	1447	9479	1605
	Weighted (000)	97996	18364	47386	8242	50610	10121
	Horz %	100.00	18.74	48.36	8.41	51.64	10.33
	Vert %	40.15	40.85	40.23	39.43	40.07	42.08
	Index	100	102	100	98	100	105
Listening to Any Radio on the Internet/Online - Past Month	Unwgt	21921	3498	11253	1689	10668	1809
	Weighted (000)	110983	20875	54016	9394	56967	11482
	Horz %	100.00	18.81	48.67	8.46	51.33	10.35
	Vert %	45.47	46.43	45.86	44.94	45.10	47.73
	Index	100	102	101	99	99	105
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt	3452	586	1813	296	1639	290
	Weighted (000)	17001	3435	8246	1606	8755	1828
	Horz %	100.00	20.20	48.51	9.45	51.49	10.75
	Vert %	6.97	7.64	7.00	7.69	6.93	7.60
	Index	100	110	101	110	100	109
Downloaded Music - Past Month	Unwgt	9054	1428	4802	646	4252	782
	Weighted (000)	47933	8820	24203	3705	23730	5115
	Horz %	100.00	18.40	50.49	7.73	49.51	10.67
	Vert %	19.64	19.62	20.55	17.73	18.79	21.26
	Index	100	100	105	90	96	108
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt	3700	418	2158	234	1542	184
	Weighted (000)	17081	2293	9453	1264	7628	1030
	Horz %	100.00	13.43	55.34	7.40	44.66	6.03
	Vert %	7.00	5.10	8.03	6.04	6.04	4.28
	Index	100	73	115	86	86	61
Visited iHeartRadio site - Past Month	Unwgt	4412	908	2137	419	2275	489
	Weighted (000)	21989	5209	9936	2127	12053	3082
	Horz %	100.00	23.69	45.19	9.67	54.81	14.02
	Vert %	9.01	11.59	8.44	10.17	9.54	12.81
	Index	100	129	94	113	106	142
Visited iTunes.com site - Past Month	Unwgt	8331	1269	4228	566	4103	703
	Weighted (000)	40212	7184	19546	2960	20666	4225
	Horz %	100.00	17.87	48.61	7.36	51.39	10.51
	Vert %	16.47	15.98	16.59	14.16	16.36	17.56
	Index	100	97	101	86	99	107
Visited Pandora.com site - Past Month	Unwgt	16996	2934	8143	1351	8853	1583
	Weighted (000)	87700	17628	39828	7514	47872	10114
	Horz %	100.00	20.10	45.41	8.57	54.59	11.53
	Vert %	35.93	39.21	33.81	35.94	37.90	42.05
	Index	100	109	94	100	105	117

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Visited Spotify site - Past Month	Unwgttd	6074	883	3265	423	2809	460
	Weighted (000)	32588	5531	16510	2548	16078	2983
	Horz %	100.00	16.97	50.66	7.82	49.34	9.15
	Vert %	13.35	12.30	14.02	12.19	12.73	12.40
	Index	100	92	105	91	95	93
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgttd	16507	2785	8133	1343	8374	1442
	Weighted (000)	83844	16214	39387	7421	44457	8793
	Horz %	100.00	19.34	46.98	8.85	53.02	10.49
	Vert %	34.35	36.06	33.44	35.50	35.20	36.55
	Index	100	105	97	103	102	106
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgttd	13908	2313	6987	1155	6921	1158
	Weighted (000)	70343	13397	33619	6325	36723	7072
	Horz %	100.00	19.05	47.79	8.99	52.21	10.05
	Vert %	28.82	29.80	28.54	30.26	29.08	29.40
	Index	100	103	99	105	101	102
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgttd	17125	2869	8480	1375	8645	1494
	Weighted (000)	86850	16670	40962	7561	45888	9109
	Horz %	100.00	19.19	47.16	8.71	52.84	10.49
	Vert %	35.58	37.08	34.78	36.17	36.33	37.87
	Index	100	104	98	102	102	106
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgttd	12845	2114	6657	1081	6188	1033
	Weighted (000)	65189	12584	31982	6143	33207	6441
	Horz %	100.00	19.30	49.06	9.42	50.94	9.88
	Vert %	26.71	27.99	27.15	29.39	26.29	26.78
	Index	100	105	102	110	98	100
Most trusted media: Radio	Unwgttd	4143	679	2212	365	1931	314
	Weighted (000)	21056	3826	10937	1979	10119	1847
	Horz %	100.00	18.17	51.94	9.40	48.06	8.77
	Vert %	8.63	8.51	9.29	9.47	8.01	7.68
	Index	100	99	108	110	93	89
TV Dayparts: Total Week Prime Time Cume Audience	Unwgttd	38598	6379	19503	3168	19095	3211
	Weighted (000)	190885	36536	91892	17094	98994	19442
	Horz %	100.00	19.14	48.14	8.96	51.86	10.19
	Vert %	78.20	81.27	78.02	81.78	78.38	80.82
	Index	100	104	100	105	100	103
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	30674	5134	15505	2558	15169	2576
	Weighted (000)	150599	29494	72409	13865	78190	15629
	Horz %	100.00	19.58	48.08	9.21	51.92	10.38
	Vert %	61.70	65.60	61.48	66.33	61.91	64.97
	Index	100	106	100	108	100	105
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	26407	4335	13432	2176	12975	2159
	Weighted (000)	129573	24686	63337	11865	66237	12821
	Horz %	100.00	19.05	48.88	9.16	51.12	9.89
	Vert %	53.09	54.91	53.77	56.76	52.44	53.30
	Index	100	103	101	107	99	100
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgttd	30767	5159	15521	2568	15246	2591
	Weighted (000)	150356	29116	72364	13685	77992	15431
	Horz %	100.00	19.36	48.13	9.10	51.87	10.26
	Vert %	61.60	64.76	61.44	65.47	61.75	64.15
	Index	100	105	100	106	100	104
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgttd	13588	2167	6007	918	7581	1249
	Weighted (000)	72467	13252	30905	5282	41562	7970
	Horz %	100.00	18.29	42.65	7.29	57.35	11.00
	Vert %	29.69	29.48	26.24	25.27	32.91	33.13
	Index	100	99	88	85	111	112
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgttd	24214	3972	12125	1980	12089	1992
	Weighted (000)	122899	22888	58920	10674	63979	12214
	Horz %	100.00	18.62	47.94	8.69	52.06	9.94
	Vert %	50.35	50.91	50.02	51.06	50.66	50.78
	Index	100	101	99	101	101	101

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
TV Dayparts: Weekdays Cume Audience: 11:30 pm- 1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	1264	4271	643	3932	621
	Weighted (000)	41009	7112	20395	3496	20614	3616
	Horz %	100.00	17.34	49.73	8.53	50.27	8.82
	Vert %	16.80	15.82	17.32	16.73	16.32	15.03
	Index	100	94	103	100	97	89
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	3434	10375	1711	10051	1723
	Weighted (000)	102185	19658	50170	9310	52014	10348
	Horz %	100.00	19.24	49.10	9.11	50.90	10.13
	Vert %	41.86	43.73	42.59	44.54	41.18	43.02
	Index	100	104	102	106	98	103
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgted	23818	3978	12786	2093	11032	1885
	Weighted (000)	120635	23210	61633	11549	59003	11661
	Horz %	100.00	19.24	51.09	9.57	48.91	9.67
	Vert %	49.42	51.62	52.33	55.25	46.72	48.47
	Index	100	104	106	112	95	98
Downloaded a TV Program - Past Month	Unwgted	2514	294	1488	153	1026	141
	Weighted (000)	11768	1614	6862	814	4906	801
	Horz %	100.00	13.72	58.31	6.92	41.69	6.80
	Vert %	4.82	3.59	5.83	3.89	3.88	3.33
	Index	100	74	121	81	81	69
Watched a TV Program Online - Past Month	Unwgted	8915	1175	4794	574	4121	601
	Weighted (000)	43431	6922	22357	3251	21075	3672
	Horz %	100.00	15.94	51.48	7.48	48.52	8.45
	Vert %	17.79	15.40	18.98	15.55	16.69	15.26
	Index	100	87	107	87	94	86
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	1424	4824	630	4962	794
	Weighted (000)	47213	8208	22102	3521	25111	4687
	Horz %	100.00	17.38	46.81	7.46	53.19	9.93
	Vert %	19.34	18.26	18.76	16.84	19.88	19.48
	Index	100	94	97	87	103	101
Looked at TV Listings Online - Past Month	Unwgted	5331	730	2875	351	2456	379
	Weighted (000)	24808	4004	12867	1866	11941	2138
	Horz %	100.00	16.14	51.87	7.52	48.13	8.62
	Vert %	10.16	8.91	10.92	8.93	9.45	8.89
	Index	100	88	107	88	93	87
Household Subscribes to Cable TV	Unwgted	22534	3274	10957	1531	11577	1743
	Weighted (000)	109088	18295	50697	8145	58392	10150
	Horz %	100.00	16.77	46.47	7.47	53.53	9.30
	Vert %	44.69	40.69	43.04	38.96	46.23	42.20
	Index	100	91	96	87	103	94
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	6194	19081	3049	18813	3145
	Weighted (000)	188357	35960	89899	16626	98458	19334
	Horz %	100.00	19.09	47.73	8.83	52.27	10.26
	Vert %	77.17	79.98	76.32	79.54	77.96	80.37
	Index	100	104	99	103	101	104
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	6015	18395	2970	17949	3045
	Weighted (000)	180739	34955	86452	16160	94287	18796
	Horz %	100.00	19.34	47.83	8.94	52.17	10.40
	Vert %	74.05	77.75	73.40	77.31	74.65	78.14
	Index	100	105	99	104	101	106
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	4472	13744	2321	12557	2151
	Weighted (000)	131456	25868	65357	12696	66099	13172
	Horz %	100.00	19.68	49.72	9.66	50.28	10.02
	Vert %	53.86	57.54	55.49	60.74	52.34	54.76
	Index	100	107	103	113	97	102
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	2292	8571	1186	7230	1106
	Weighted (000)	75868	13197	39018	6213	36850	6983
	Horz %	100.00	17.39	51.43	8.19	48.57	9.20
	Vert %	31.08	29.35	33.13	29.72	29.18	29.03
	Index	100	94	107	96	94	93

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	861	3175	454	2518	407
	Weighted (000)	27121	4930	14383	2354	12737	2576
	Horz %	100.00	18.18	53.03	8.68	46.97	9.50
	Vert %	11.11	10.96	12.21	11.26	10.09	10.71
	Index	100	99	110	101	91	96
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	2064	6519	959	6511	1105
	Weighted (000)	59121	11007	27723	4745	31399	6261
	Horz %	100.00	18.62	46.89	8.03	53.11	10.59
	Vert %	24.22	24.48	23.54	22.70	24.86	26.03
	Index	100	101	97	94	103	107
Household Has a Satellite Dish	Unwgted	10843	2353	5773	1242	5070	1111
	Weighted (000)	61939	15073	30806	7366	31133	7707
	Horz %	100.00	24.33	49.74	11.89	50.26	12.44
	Vert %	25.38	33.53	26.15	35.24	24.65	32.04
	Index	100	132	103	139	97	126
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	4019	12159	1961	11569	2058
	Weighted (000)	116768	23282	56214	10624	60553	12658
	Horz %	100.00	19.94	48.14	9.10	51.86	10.84
	Vert %	47.84	51.79	47.73	50.82	47.94	52.62
	Index	100	108	100	106	100	110
Any Internet/Online Activity - Past Month	Unwgted	42373	6828	21479	3285	20894	3543
	Weighted (000)	208554	39453	100358	17820	108196	21633
	Horz %	100.00	18.92	48.12	8.54	51.88	10.37
	Vert %	85.44	87.76	85.20	85.25	85.67	89.93
	Index	100	103	100	100	100	105
Played Games Online - Past Month	Unwgted	13852	2364	6886	1102	6966	1262
	Weighted (000)	73850	14284	36139	6555	37711	7728
	Horz %	100.00	19.34	48.94	8.88	51.06	10.46
	Vert %	30.26	31.77	30.68	31.36	29.86	32.13
	Index	100	105	101	104	99	106
Downloaded a Video Game - Past Month	Unwgted	5083	768	3219	450	1864	318
	Weighted (000)	28601	4781	17857	2734	10744	2047
	Horz %	100.00	16.72	62.43	9.56	37.57	7.16
	Vert %	11.72	10.63	15.16	13.08	8.51	8.51
	Index	100	91	129	112	73	73
Downloaded a Movie - Past Month	Unwgted	4447	559	2686	313	1761	246
	Weighted (000)	21989	3078	13002	1683	8988	1395
	Horz %	100.00	14.00	59.13	7.65	40.87	6.35
	Vert %	9.01	6.85	11.04	8.05	7.12	5.80
	Index	100	76	123	89	79	64
Watched a Movie Online - Past Month	Unwgted	11540	1487	6607	806	4933	681
	Weighted (000)	58047	8819	31657	4560	26390	4259
	Horz %	100.00	15.19	54.54	7.86	45.46	7.34
	Vert %	23.78	19.62	26.88	21.82	20.89	17.71
	Index	100	82	113	92	88	74
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	1386	5966	787	4063	599
	Weighted (000)	50248	7937	28918	4419	21330	3518
	Horz %	100.00	15.80	57.55	8.79	42.45	7.00
	Vert %	20.59	17.65	24.55	21.14	16.89	14.63
	Index	100	86	119	103	82	71
Visited a Chat Room - Past Month	Unwgted	2194	276	1304	160	890	116
	Weighted (000)	10601	1566	6275	901	4326	665
	Horz %	100.00	14.77	59.20	8.49	40.80	6.28
	Vert %	4.34	3.48	5.33	4.31	3.42	2.77
	Index	100	80	123	99	79	64
Used e-Mail - Past Month	Unwgted	37148	5870	18452	2701	18696	3169
	Weighted (000)	177506	32876	82663	14109	94843	18766
	Horz %	100.00	18.52	46.57	7.95	53.43	10.57
	Vert %	72.72	73.12	70.18	67.50	75.09	78.01
	Index	100	101	97	93	103	107

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	4851	13749	2061	15335	2790
	Weighted (000)	148723	28506	66365	11213	82359	17294
	Horz %	100.00	19.17	44.62	7.54	55.38	11.63
	Vert %	60.93	63.41	56.34	53.64	65.21	71.89
	Index	100	104	92	88	107	118
Visited Online Blogs - Past Month	Unwgt'd	6650	797	3248	333	3402	464
	Weighted (000)	32542	4685	14793	1841	17749	2844
	Horz %	100.00	14.40	45.46	5.66	54.54	8.74
	Vert %	13.33	10.42	12.56	8.81	14.05	11.82
	Index	100	78	94	66	105	89
Wrote an Online Blog - Past Month	Unwgt'd	1215	144	626	64	589	80
	Weighted (000)	5810	844	2813	327	2997	516
	Horz %	100.00	14.52	48.42	5.63	51.58	8.89
	Vert %	2.38	1.88	2.39	1.57	2.37	2.15
	Index	100	79	100	66	100	90
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	4085	635	2036	285	2049	350
	Weighted (000)	20569	3678	9626	1605	10943	2073
	Horz %	100.00	17.88	46.80	7.80	53.20	10.08
	Vert %	8.43	8.18	8.17	7.68	8.66	8.62
	Index	100	97	97	91	103	102
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgt'd	36787	6063	18156	2788	18631	3275
	Weighted (000)	184180	35402	86438	15364	97741	20037
	Horz %	100.00	19.22	46.93	8.34	53.07	10.88
	Vert %	75.46	78.74	73.39	73.50	77.39	83.30
	Index	100	104	97	97	103	110
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	5180	13748	2210	16196	2970
	Weighted (000)	152016	30560	66499	12292	85517	18268
	Horz %	100.00	20.10	43.75	8.09	56.25	12.02
	Vert %	62.28	67.97	56.46	58.80	67.71	75.94
	Index	100	109	91	94	109	122
Foursquare	Unwgt'd	259	36	127	12	132	24
	Weighted (000)	1096	194	542	49	554	145
	Horz %	100.00	17.69	49.44	4.48	50.56	13.22
	Vert %	0.45	0.43	0.46	0.23	0.44	0.60
	Index	100	96	102	52	98	134
Google + (Google Plus)	Unwgt'd	7523	1234	3548	547	3975	687
	Weighted (000)	37002	6916	16517	3002	20485	3913
	Horz %	100.00	18.69	44.64	8.11	55.36	10.58
	Vert %	15.16	15.38	14.02	14.36	16.22	16.27
	Index	100	101	93	95	107	107
Instagram	Unwgt'd	11180	1770	4771	629	6409	1141
	Weighted (000)	59923	11178	24271	3637	35652	7541
	Horz %	100.00	18.65	40.50	6.07	59.50	12.58
	Vert %	24.55	24.86	20.61	17.40	28.23	31.35
	Index	100	101	84	71	115	128
LinkedIn	Unwgt'd	7899	1027	4439	523	3460	504
	Weighted (000)	31599	4913	17071	2387	14527	2526
	Horz %	100.00	15.55	54.03	7.55	45.97	7.99
	Vert %	12.95	10.93	14.49	11.42	11.50	10.50
	Index	100	84	112	88	89	81
Pinterest	Unwgt'd	9299	1914	1975	317	7324	1597
	Weighted (000)	49108	11566	9190	1748	39919	9819
	Horz %	100.00	23.55	18.71	3.56	81.29	19.99
	Vert %	20.12	25.73	7.80	8.36	31.61	40.82
	Index	100	128	39	42	157	203
Tumblr	Unwgt'd	1737	196	1029	95	708	101
	Weighted (000)	9309	1261	4915	479	4394	782
	Horz %	100.00	13.55	52.80	5.15	47.20	8.40
	Vert %	3.81	2.81	4.17	2.29	3.48	3.25
	Index	100	74	109	60	91	85

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Twitter	Unwgted	6507	941	3592	463	2915	478
	Weighted (000)	32509	5763	16927	2590	15583	3172
	Horz %	100.00	17.73	52.07	7.97	47.93	9.76
	Vert %	13.32	12.82	14.37	12.39	12.34	13.19
	Index	100	96	108	93	93	99
Yelp	Unwgted	4238	404	2031	177	2207	227
	Weighted (000)	17049	1882	7651	800	9398	1082
	Horz %	100.00	11.04	44.88	4.69	55.12	6.34
	Vert %	6.98	4.19	6.50	3.83	7.44	4.50
	Index	100	60	93	55	107	64
YouTube	Unwgted	24878	3890	13348	1974	11530	1916
	Weighted (000)	125197	22754	64072	10958	61125	11795
	Horz %	100.00	18.17	51.18	8.75	48.82	9.42
	Vert %	51.29	50.61	54.40	52.42	48.40	49.03
	Index	100	99	106	102	94	96
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	3480	7934	1270	11457	2210
	Weighted (000)	98998	20824	37956	6954	61042	13870
	Horz %	100.00	21.04	38.34	7.02	61.66	14.01
	Vert %	40.56	46.32	32.22	33.27	48.33	57.66
	Index	100	114	79	82	119	142
"Follow" or become a "fan of" something or someone	Unwgted	9880	1765	4289	662	5591	1103
	Weighted (000)	51999	10915	21230	3820	30768	7095
	Horz %	100.00	20.99	40.83	7.35	59.17	13.64
	Vert %	21.30	24.28	18.02	18.27	24.36	29.50
	Index	100	114	85	86	114	138
Clicked on an advertisement	Unwgted	7250	1189	3332	494	3918	695
	Weighted (000)	34609	6686	14941	2590	19669	4096
	Horz %	100.00	19.32	43.17	7.48	56.83	11.84
	Vert %	14.18	14.87	12.68	12.39	15.57	17.03
	Index	100	105	89	87	110	120
Watched a video	Unwgted	23931	3969	12520	1945	11411	2024
	Weighted (000)	121821	23741	60888	10922	60933	12818
	Horz %	100.00	19.49	49.98	8.97	50.02	10.52
	Vert %	49.91	52.81	51.69	52.25	48.25	53.29
	Index	100	106	104	105	97	107
Websites or apps visited or used in the last 30 days: Coupons	Unwgted	1642	265	404	59	1238	206
	Weighted (000)	7736	1498	1683	338	6052	1160
	Horz %	100.00	19.36	21.76	4.37	78.24	15.00
	Vert %	3.17	3.33	1.43	1.62	4.79	4.82
	Index	100	105	45	51	151	152
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	6610	20163	3159	20017	3451
	Weighted (000)	200974	38472	95462	17214	105511	21257
	Horz %	100.00	19.14	47.50	8.57	52.50	10.58
	Vert %	82.34	85.57	81.05	82.35	83.54	88.37
	Index	100	104	98	100	101	107
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	3419	10025	1453	10927	1966
	Weighted (000)	106707	20131	47788	7863	58918	12268
	Horz %	100.00	18.87	44.78	7.37	55.22	11.50
	Vert %	43.72	44.78	40.57	37.62	46.65	51.00
	Index	100	102	93	86	107	117
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	3134	9447	1390	9892	1744
	Weighted (000)	97935	18399	44522	7485	53413	10914
	Horz %	100.00	18.79	45.46	7.64	54.54	11.14
	Vert %	40.12	40.93	37.80	35.81	42.29	45.37
	Index	100	102	94	89	105	113
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	3952	12866	1886	11859	2066
	Weighted (000)	126500	23447	62393	10394	64107	13053
	Horz %	100.00	18.54	49.32	8.22	50.68	10.32
	Vert %	51.83	52.15	52.97	49.72	50.76	54.26
	Index	100	101	102	96	98	105

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	2777	7823	1281	7874	1496
	Weighted (000)	84080	16950	39914	7253	44166	9697
	Horz %	100.00	20.16	47.47	8.63	52.53	11.53
	Vert %	34.45	37.70	33.89	34.70	34.97	40.31
	Index	100	109	98	101	102	117
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	1644	6471	864	5155	780
	Weighted (000)	61092	9839	32067	4897	29025	4941
	Horz %	100.00	16.10	52.49	8.02	47.51	8.09
	Vert %	25.03	21.88	27.22	23.43	22.98	20.54
	Index	100	87	109	94	92	82
Used a Mobile "App" - Past Month	Unwgted	25794	4231	13219	1979	12575	2252
	Weighted (000)	128777	24868	62189	10763	66588	14105
	Horz %	100.00	19.31	48.29	8.36	51.71	10.95
	Vert %	52.76	55.31	52.80	51.49	52.72	58.64
	Index	100	105	100	98	100	111
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	1706	5777	890	5135	816
	Weighted (000)	50128	9577	24847	4597	25281	4980
	Horz %	100.00	19.11	49.57	9.17	50.43	9.93
	Vert %	20.54	21.30	21.10	21.99	20.02	20.70
	Index	100	104	103	107	97	101
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	2366	6852	1119	7393	1247
	Weighted (000)	67106	13215	30235	5930	36871	7285
	Horz %	100.00	19.69	45.05	8.84	54.95	10.86
	Vert %	27.49	29.39	25.67	28.37	29.19	30.28
	Index	100	107	93	103	106	110
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	2831	10461	1347	9027	1484
	Weighted (000)	91290	15971	46056	6974	45234	8997
	Horz %	100.00	17.49	50.45	7.64	49.55	9.85
	Vert %	37.40	35.52	39.10	33.36	35.82	37.40
	Index	100	95	105	89	96	100
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	784	1751	373	2021	411
	Weighted (000)	20084	4968	9059	2286	11024	2682
	Horz %	100.00	24.73	45.11	11.38	54.89	13.35
	Vert %	8.23	11.05	7.69	10.94	8.73	11.15
	Index	100	134	93	133	106	135
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	738	1675	342	2083	396
	Weighted (000)	19510	4555	8252	2006	11258	2549
	Horz %	100.00	23.35	42.30	10.28	57.70	13.06
	Vert %	7.99	10.13	7.01	9.60	8.91	10.60
	Index	100	127	88	120	112	133
Read Advertisements in Weekday Newspaper	Unwgted	3812	652	1663	277	2149	375
	Weighted (000)	17916	3660	7281	1480	10635	2180
	Horz %	100.00	20.43	40.64	8.26	59.36	12.17
	Vert %	7.34	8.14	6.18	7.08	8.42	9.06
	Index	100	111	84	96	115	123
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	803	1918	338	2715	465
	Weighted (000)	22092	4344	8259	1673	13833	2671
	Horz %	100.00	19.66	37.38	7.57	62.62	12.09
	Vert %	9.05	9.66	7.01	8.00	10.95	11.11
	Index	100	107	77	88	121	123
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	910	2004	361	3064	549
	Weighted (000)	23852	5169	8816	1978	15037	3192
	Horz %	100.00	21.67	36.96	8.29	63.04	13.38
	Vert %	9.77	11.50	7.48	9.46	11.91	13.27
	Index	100	118	77	97	122	136
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	1286	2739	494	4464	792
	Weighted (000)	34013	7157	11663	2527	22350	4630
	Horz %	100.00	21.04	34.29	7.43	65.71	13.61
	Vert %	13.93	15.92	9.90	12.09	17.70	19.25
	Index	100	114	71	87	127	138

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	708	2044	349	2147	359
	Weighted (000)	20652	4033	9419	1904	11233	2129
	Horz %	100.00	19.53	45.61	9.22	54.39	10.31
	Vert %	8.46	8.97	8.00	9.11	8.89	8.85
	Index	100	106	95	108	105	105
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	1721	4401	782	5138	939
	Weighted (000)	47372	10091	20433	4200	26940	5892
	Horz %	100.00	21.30	43.13	8.86	56.87	12.44
	Vert %	19.41	22.45	17.35	20.09	21.33	24.49
	Index	100	116	89	104	110	126
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	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	1309	4333	678	3842	631
	Weighted (000)	42062	7496	21099	3600	20963	3897
	Horz %	100.00	17.82	50.16	8.56	49.84	9.26
	Vert %	17.23	16.67	17.91	17.22	16.60	16.20
	Index	100	97	104	100	96	94
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	787	2941	415	2493	372
	Weighted (000)	27750	4510	14430	2204	13321	2306
	Horz %	100.00	16.25	52.00	7.94	48.00	8.31
	Vert %	11.37	10.03	12.25	10.54	10.55	9.59
	Index	100	88	108	93	93	84
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	875	3143	495	2282	380
	Weighted (000)	27941	4973	15561	2649	12381	2324
	Horz %	100.00	17.80	55.69	9.48	44.31	8.32
	Vert %	11.45	11.06	13.21	12.67	9.80	9.66
	Index	100	97	115	111	86	84
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	957	3195	508	2612	449
	Weighted (000)	30170	5514	15891	2732	14279	2781
	Horz %	100.00	18.28	52.67	9.06	47.33	9.22
	Vert %	12.36	12.26	13.49	13.07	11.31	11.56
	Index	100	99	109	106	91	94
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	743	2853	407	2194	336
	Weighted (000)	24469	3998	13265	2045	11204	1953
	Horz %	100.00	16.34	54.21	8.36	45.79	7.98
	Vert %	10.02	8.89	11.26	9.78	8.87	8.12
	Index	100	89	112	98	88	81
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	645	2629	368	1943	277
	Weighted (000)	23484	3642	12984	1916	10501	1727
	Horz %	100.00	15.51	55.29	8.16	44.71	7.35
	Vert %	9.62	8.10	11.02	9.17	8.31	7.18
	Index	100	84	115	95	86	75

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt	6133	853	3320	432	2813	421
	Weighted (000)	30556	4796	15761	2235	14795	2561
	Horz %	100.00	15.70	51.58	7.31	48.42	8.38
	Vert %	12.52	10.67	13.38	10.69	11.71	10.65
	Index	100	85	107	85	94	85
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt	4212	679	2599	412	1613	267
	Weighted (000)	21008	3786	12638	2100	8370	1687
	Horz %	100.00	18.02	60.16	9.99	39.84	8.03
	Vert %	8.61	8.42	10.73	10.04	6.63	7.01
	Index	100	98	125	117	77	81
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt	6034	970	3444	531	2590	439
	Weighted (000)	31175	5669	16942	2795	14234	2875
	Horz %	100.00	18.19	54.34	8.97	45.66	9.22
	Vert %	12.77	12.61	14.38	13.37	11.27	11.95
	Index	100	99	113	105	88	94
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt	4611	659	2539	340	2072	319
	Weighted (000)	23019	3799	12109	1773	10909	2026
	Horz %	100.00	16.50	52.61	7.70	47.39	8.80
	Vert %	9.43	8.45	10.28	8.48	8.64	8.42
	Index	100	90	109	90	92	89
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt	4016	543	2310	298	1706	245
	Weighted (000)	19382	2877	10885	1440	8496	1437
	Horz %	100.00	14.84	56.16	7.43	43.84	7.42
	Vert %	7.94	6.40	9.24	6.89	6.73	5.98
	Index	100	81	116	87	85	75
Have Seen Video Ads in Medical Offices - Past Month	Unwgt	5499	845	2788	417	2711	428
	Weighted (000)	27407	4981	13342	2193	14066	2788
	Horz %	100.00	18.18	48.68	8.00	51.32	10.17
	Vert %	11.23	11.08	11.33	10.49	11.14	11.59
	Index	100	99	101	93	99	103
Have Seen Video Ads in Airports - Past Month	Unwgt	3929	500	2363	292	1566	208
	Weighted (000)	17909	2679	10424	1413	7485	1266
	Horz %	100.00	14.96	58.21	7.89	41.79	7.07
	Vert %	7.34	5.96	8.85	6.76	5.93	5.26
	Index	100	81	121	92	81	72
Have Seen Video Ads at Gas Stations - Past Month	Unwgt	8390	1323	4916	756	3474	567
	Weighted (000)	41042	7409	22712	3867	18330	3542
	Horz %	100.00	18.05	55.34	9.42	44.66	8.63
	Vert %	16.81	16.48	19.28	18.50	14.51	14.72
	Index	100	98	115	110	86	88
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt	3669	495	2128	268	1541	227
	Weighted (000)	18065	2810	10099	1399	7966	1412
	Horz %	100.00	15.56	55.90	7.74	44.10	7.81
	Vert %	7.40	6.25	8.57	6.69	6.31	5.87
	Index	100	84	116	90	85	79
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt	3552	478	2086	265	1466	213
	Weighted (000)	16785	2586	9475	1342	7310	1244
	Horz %	100.00	15.41	56.45	8.00	43.55	7.41
	Vert %	6.88	5.75	8.04	6.42	5.79	5.17
	Index	100	84	117	93	84	75
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt	5092	725	2889	398	2203	327
	Weighted (000)	25878	4344	13824	2195	12053	2150
	Horz %	100.00	16.79	53.42	8.48	46.58	8.31
	Vert %	10.60	9.66	11.74	10.50	9.54	8.94
	Index	100	91	111	99	90	84
Have Seen Ads on Billboards - Past Month	Unwgt	23703	4015	12315	2002	11388	2013
	Weighted (000)	117973	23048	57972	10811	60001	12238
	Horz %	100.00	19.54	49.14	9.16	50.86	10.37
	Vert %	48.33	51.27	49.22	51.72	47.51	50.87
	Index	100	106	102	107	98	105

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	1454	5916	755	4970	699
	Weighted (000)	50330	7664	26109	3712	24221	3952
	Horz %	100.00	15.23	51.88	7.37	48.12	7.85
	Vert %	20.62	17.05	22.17	17.76	19.18	16.43
	Index	100	83	108	86	93	80
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	852	4174	474	3154	378
	Weighted (000)	32843	4275	18004	2251	14838	2024
	Horz %	100.00	13.02	54.82	6.86	45.18	6.16
	Vert %	13.46	9.51	15.29	10.77	11.75	8.41
	Index	100	71	114	80	87	63
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	456	2254	267	1595	189
	Weighted (000)	17102	2296	9977	1263	7125	1033
	Horz %	100.00	13.43	58.34	7.39	41.66	6.04
	Vert %	7.01	5.11	8.47	6.04	5.64	4.29
	Index	100	73	121	86	81	61
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	707	3558	430	2334	277
	Weighted (000)	26219	3618	15564	2094	10655	1524
	Horz %	100.00	13.80	59.36	7.98	40.64	5.81
	Vert %	10.74	8.05	13.21	10.02	8.44	6.34
	Index	100	75	123	93	79	59
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	374	1859	221	1149	153
	Weighted (000)	14451	2052	8852	1118	5599	934
	Horz %	100.00	14.20	61.25	7.74	38.75	6.46
	Vert %	5.92	4.56	7.52	5.35	4.43	3.88
	Index	100	77	127	90	75	66
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	1209	4598	704	2807	505
	Weighted (000)	36191	6927	21726	3732	14466	3195
	Horz %	100.00	19.14	60.03	10.31	39.97	8.83
	Vert %	14.83	15.41	18.45	17.85	11.45	13.28
	Index	100	104	124	120	77	90
Have Seen Ads on Postcards - Past Month	Unwgted	5576	842	2856	417	2720	425
	Weighted (000)	26312	4448	13258	2124	13054	2323
	Horz %	100.00	16.90	50.39	8.07	49.61	8.83
	Vert %	10.78	9.89	11.26	10.16	10.34	9.66
	Index	100	92	104	94	96	90
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	2143	6893	1043	6528	1100
	Weighted (000)	66442	12247	32223	5602	34219	6645
	Horz %	100.00	18.43	48.50	8.43	51.50	10.00
	Vert %	27.22	27.24	27.36	26.80	27.09	27.63
	Index	100	100	101	98	100	101
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	1308	4572	639	4034	669
	Weighted (000)	42087	7524	21394	3379	20693	4145
	Horz %	100.00	17.88	50.83	8.03	49.17	9.85
	Vert %	17.24	16.74	18.16	16.16	16.38	17.23
	Index	100	97	105	94	95	100
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	1693	5666	837	5277	856
	Weighted (000)	53139	9502	26487	4489	26653	5014
	Horz %	100.00	17.88	49.84	8.45	50.16	9.44
	Vert %	21.77	21.14	22.49	21.47	21.10	20.84
	Index	100	97	103	99	97	96
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	2591	7927	1309	7244	1282
	Weighted (000)	76102	14972	37939	7132	38163	7840
	Horz %	100.00	19.67	49.85	9.37	50.15	10.30
	Vert %	31.18	33.30	32.21	34.12	30.22	32.59
	Index	100	107	103	109	97	105
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	1598	5402	767	5185	831
	Weighted (000)	52205	9252	25466	4131	26739	5121
	Horz %	100.00	17.72	48.78	7.91	51.22	9.81
	Vert %	21.39	20.58	21.62	19.76	21.17	21.29
	Index	100	96	101	92	99	100

RAB/GFK MRI RADIO FORMAT PROFILE: COUNTRY

		U.S. Adults 18+	Adults18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Country (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Country (Monday-Sunday 24-hour cume)
Have Seen Infomercials - Past Month	Unwgted	9871	1601	5073	793	4798	808
	Weighted (000)	49119	9065	24353	4304	24766	4760
	Horz %	100.00	18.45	49.58	8.76	50.42	9.69
	Vert %	20.12	20.16	20.68	20.59	19.61	19.79
	Index	100	100	103	102	97	98
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	3280	9597	1558	10035	1722
	Weighted (000)	96299	18734	44442	8326	51856	10408
	Horz %	100.00	19.45	46.15	8.65	53.85	10.81
	Vert %	39.45	41.67	37.73	39.83	41.06	43.27
	Index	100	106	96	101	104	110
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	689	2751	401	1845	288
	Weighted (000)	24167	4070	14376	2272	9791	1797
	Horz %	100.00	16.84	59.49	9.40	40.51	7.44
	Vert %	9.90	9.05	12.21	10.87	7.75	7.47
	Index	100	91	123	110	78	75
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	2932	9209	1480	8614	1452
	Weighted (000)	88092	16878	43604	8060	44489	8819
	Horz %	100.00	19.16	49.50	9.15	50.50	10.01
	Vert %	36.09	37.54	37.02	38.56	35.22	36.66
	Index	100	104	103	107	98	102
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	1818	6124	970	5124	848
	Weighted (000)	56256	10590	29146	5294	27110	5296
	Horz %	100.00	18.82	51.81	9.41	48.19	9.41
	Vert %	23.05	23.55	24.75	25.32	21.46	22.02
	Index	100	102	107	110	93	96