

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	3669	24457	1436	23711	2233
5		Weighted (000)	238155	17141	114766	6212	123389	10929
6		Horz %	100.00	7.20	48.19	2.61	51.81	4.59
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10	Male	Unwgted	24457	1436	24457	1436	0	0
11		Weighted (000)	114766	6212	114766	6212	0	0
12		Horz %	100.00	5.41	100.00	5.41	0.00	0.00
13		Vert %	48.19	36.24	100.00	100.00	0.00	0.00
14		Index	100	75	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	2233	0	0	23711	2233
17		Weighted (000)	123389	10929	0	0	123389	10929
18		Horz %	100.00	8.86	0.00	0.00	100.00	8.86
19		Vert %	51.81	63.76	0.00	0.00	100.00	100.00
20		Index	100	123	0	0	193	193
21								
22	Age 18-24	Unwgted	3835	392	2176	173	1659	219
23		Weighted (000)	30197	3147	15211	1146	14986	2001
24		Horz %	100.00	10.42	50.37	3.80	49.63	6.63
25		Vert %	12.68	18.36	13.25	18.46	12.15	18.31
26		Index	100	145	105	146	96	144
27								
28	Age 25-34	Unwgted	7986	776	4052	297	3934	479
29		Weighted (000)	42012	3880	20869	1408	21143	2472
30		Horz %	100.00	9.24	49.67	3.35	50.33	5.88
31		Vert %	17.64	22.64	18.18	22.67	17.14	22.62
32		Index	100	128	103	129	97	128
33								
34	Age 35-44	Unwgted	8452	1006	4443	399	4009	607
35		Weighted (000)	40087	4308	19682	1604	20405	2703
36		Horz %	100.00	10.75	49.10	4.00	50.90	6.74
37		Vert %	16.83	25.13	17.15	25.83	16.54	24.73
38		Index	100	149	102	153	98	147
39								
40	Age 45-54	Unwgted	9050	848	4578	301	4472	547
41		Weighted (000)	43666	3181	21286	1063	22380	2118
42		Horz %	100.00	7.28	48.75	2.43	51.25	4.85
43		Vert %	18.33	18.56	18.55	17.11	18.14	19.38
44		Index	100	101	101	93	99	106
45								
46	Age 55-64	Unwgted	8207	454	4240	189	3967	265
47		Weighted (000)	38818	1862	18503	708	20315	1154
48		Horz %	100.00	4.80	47.67	1.82	52.33	2.97
49		Vert %	16.30	10.86	16.12	11.39	16.46	10.56
50		Index	100	67	99	70	101	65
51								
52	Age 65+	Unwgted	10638	193	4968	77	5670	116
53		Weighted (000)	43374	763	19215	282	24160	481
54		Horz %	100.00	1.76	44.30	0.65	55.70	1.11
55		Vert %	18.21	4.45	16.74	4.54	19.58	4.41
56		Index	100	24	92	25	108	24

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2								
57								
58	Age 21+	Unwgted	46644	3503	23528	1358	23116	2145
59		Weighted (000)	225241	15745	107990	5677	117251	10068
60		Horz %	100.00	6.99	47.94	2.52	52.06	4.47
61		Vert %	94.58	91.86	94.10	91.39	95.03	92.12
62		Index	100	97	99	97	100	97
63								
64	Age 18-34	Unwgted	11821	1168	6228	470	5593	698
65		Weighted (000)	72209	7027	36080	2555	36129	4473
66		Horz %	100.00	9.73	49.97	3.54	50.03	6.19
67		Vert %	30.32	41.00	31.44	41.13	29.28	40.93
68		Index	100	135	104	136	97	135
69								
70	Age 18-49	Unwgted	24702	2640	12939	1040	11763	1600
71		Weighted (000)	133505	13046	66134	4730	67371	8316
72		Horz %	100.00	9.77	49.54	3.54	50.46	6.23
73		Vert %	56.06	76.11	57.63	76.15	54.60	76.09
74		Index	100	136	103	136	97	136
75								
76	Age 25-54	Unwgted	25488	2630	13073	997	12415	1633
77		Weighted (000)	125765	11369	61837	4076	63928	7293
78		Horz %	100.00	9.04	49.17	3.24	50.83	5.80
79		Vert %	52.81	66.33	53.88	65.62	51.81	66.73
80		Index	100	126	102	124	98	126
81								
82	Age 35-64	Unwgted	25709	2308	13261	889	12448	1419
83		Weighted (000)	122571	9350	59471	3375	63100	5975
84		Horz %	100.00	7.63	48.52	2.75	51.48	4.87
85		Vert %	51.47	54.55	51.82	54.33	51.14	54.67
86		Index	100	106	101	106	99	106
87								
88	Age 50+	Unwgted	23466	1029	11518	396	11948	633
89		Weighted (000)	104649	4095	48631	1481	56018	2613
90		Horz %	100.00	3.91	46.47	1.42	53.53	2.50
91		Vert %	43.94	23.89	42.37	23.85	45.40	23.91
92		Index	100	54	96	54	103	54
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	38.60	45.80	38.80	47.40	38.60
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	35231	2989	17988	1145	17243	1844
101		Weighted (000)	176436	14244	85107	5087	91329	9157
102		Horz %	100.00	8.07	48.24	2.88	51.76	5.19
103		Vert %	74.08	83.10	74.16	81.90	74.02	83.78
104		Index	100	112	100	111	100	113
105								
106	Race: Black/African-American Only	Unwgted	5807	170	2719	71	3088	99
107		Weighted (000)	28531	720	13037	281	15494	439
108		Horz %	100.00	2.52	45.69	0.98	54.31	1.54
109		Vert %	11.98	4.20	11.36	4.52	12.56	4.02
110		Index	100	35	95	38	105	34

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2								
111	Race: Asian							
112		Unwgted	2180	219	1128	91	1052	128
113		Weighted (000)	7671	793	3482	277	4189	516
114		Horz %	100.00	10.34	45.39	3.61	54.61	6.72
115		Vert %	3.22	4.63	3.03	4.46	3.39	4.72
116		Index	100	144	94	139	105	147
117	Race: Other Race/Multi-Racial							
118		Unwgted	7130	510	3750	220	3380	290
119		Weighted (000)	33187	2177	16622	843	16565	1333
120		Horz %	100.00	6.56	50.09	2.54	49.91	4.02
121		Vert %	13.94	12.70	14.48	13.58	13.43	12.20
122		Index	100	91	104	97	96	88
123	Hispanic, Latino, Spanish Origin or Descent							
124		Unwgted	5677	389	2846	156	2831	233
125		Weighted (000)	35739	2285	17858	900	17882	1385
126		Horz %	100.00	6.39	49.97	2.52	50.03	3.87
127		Vert %	15.01	13.33	15.56	14.49	14.49	12.67
128		Index	100	89	104	97	97	84
129	Hispanic, Personally Speak Only English at Home							
130		Unwgted	1612	149	851	59	761	90
131		Weighted (000)	5378	576	2712	211	2667	365
132		Horz %	100.00	10.71	50.42	3.92	49.58	6.79
133		Vert %	2.26	3.36	2.36	3.39	2.16	3.34
134		Index	100	149	105	150	96	148
135	Hispanic, Personally Speak Mostly English, But Some Spanish at Home							
136		Unwgted	1702	151	820	50	882	101
137		Weighted (000)	9096	798	4752	280	4344	518
138		Horz %	100.00	8.77	52.24	3.08	47.76	5.69
139		Vert %	3.82	4.65	4.14	4.51	3.52	4.74
140		Index	100	122	108	118	92	124
141	Hispanic, Personally Speak Only Spanish at Home			*		*		*
142		Unwgted	897	20	420	11	477	9
143		Weighted (000)	10398	289	5173	148	5225	140
144		Horz %	100.00	2.78	49.75	1.43	50.25	1.35
145		Vert %	4.37	1.68	4.51	2.39	4.23	1.28
146		Index	100	39	103	55	97	29
147	Hispanic, Personally Speak Mostly Spanish, But Some English at Home					*		*
148		Unwgted	1355	66	702	35	653	31
149		Weighted (000)	8786	555	4447	246	4340	308
150		Horz %	100.00	6.31	50.61	2.80	49.39	3.51
151		Vert %	3.69	3.24	3.87	3.97	3.52	2.82
152		Index	100	88	105	108	95	77
153	Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*	*
154		Unwgted	84	0	41	0	43	0
155		Weighted (000)	1523	0	602	0	920	0
156		Horz %	100.00	0.00	39.56	0.00	60.44	0.00
157		Vert %	0.64	0.00	0.52	0.00	0.75	0.00
158		Index	100	0	82	0	117	0
159	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree							
160		Unwgted	6749	597	3535	219	3214	378
161		Weighted (000)	24693	2084	11947	636	12745	1447
162		Horz %	100.00	8.44	48.38	2.58	51.62	5.86
163		Vert %	10.37	12.16	10.41	10.24	10.33	13.24
164	Index	100	117	100	99	100	128	

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	1065	5594	393	5303	672
167		Weighted (000)	43976	4091	21010	1367	22966	2724
168		Horz %	100.00	9.30	47.78	3.11	52.22	6.19
169		Vert %	18.47	23.87	18.31	22.01	18.61	24.92
170		Index	100	129	99	119	101	135
171								
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	251	1055	91	1437	160
173		Weighted (000)	10385	1073	4055	317	6330	756
174		Horz %	100.00	10.33	39.05	3.05	60.95	7.28
175		Vert %	4.36	6.26	3.53	5.10	5.13	6.92
176		Index	100	144	81	117	118	159
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	233	1466	75	1642	158
179		Weighted (000)	12939	915	5528	244	7411	671
180		Horz %	100.00	7.07	42.72	1.89	57.28	5.19
181		Vert %	5.43	5.34	4.82	3.93	6.01	6.14
182		Index	100	98	89	72	111	113
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	790	5138	335	5029	455
185		Weighted (000)	45323	3821	21898	1618	23425	2203
186		Horz %	100.00	8.43	48.32	3.57	51.68	4.86
187		Vert %	19.03	22.29	19.08	26.05	18.98	20.16
188		Index	100	117	100	137	100	106
189								
190	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	599	5465	257	5162	342
191		Weighted (000)	70635	4140	34949	1582	35686	2558
192		Horz %	100.00	5.86	49.48	2.24	50.52	3.62
193		Vert %	29.66	24.15	30.45	25.47	28.92	23.40
194		Index	100	81	103	86	98	79
195								
196	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	134	2204	66	1924	68
197		Weighted (000)	30203	1017	15378	447	14825	570
198		Horz %	100.00	3.37	50.91	1.48	49.09	1.89
199		Vert %	12.68	5.93	13.40	7.20	12.02	5.21
200		Index	100	47	106	57	95	41
201								
202	Currently Attending College or University	Unwgted	3489	385	1681	148	1808	237
203		Weighted (000)	19251	2185	8953	696	10297	1489
204		Horz %	100.00	11.35	46.51	3.61	53.49	7.74
205		Vert %	8.08	12.75	7.80	11.20	8.35	13.63
206		Index	100	158	97	139	103	169
207								
208	Employed Full Time	Unwgted	24693	2277	14836	1065	9857	1212
209		Weighted (000)	114968	9392	66238	4138	48730	5254
210		Horz %	100.00	8.17	57.61	3.60	42.39	4.57
211		Vert %	48.27	54.79	57.72	66.61	39.49	48.07
212		Index	100	114	120	138	82	100
213								
214	Employed Part Time	Unwgted	5566	535	2103	119	3463	416
215		Weighted (000)	28629	2731	10048	564	18582	2167
216		Horz %	100.00	9.54	35.10	1.97	64.90	7.57
217		Vert %	12.02	15.93	8.75	9.09	15.06	19.83
218		Index	100	133	73	76	125	165

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1								
2								
219	Not Employed							
220		Unwgted	17909	857	7518	252	10391	605
221		Weighted (000)	94557	5018	38480	1509	56077	3508
222		Horz %	100.00	5.31	40.70	1.60	59.30	3.71
223		Vert %	39.70	29.27	33.53	24.30	45.45	32.10
224		Index	100	74	84	61	114	81
225	Temporarily Unemployed							
226		Unwgted	2163	172	1076	67	1087	105
227		Weighted (000)	14225	1092	7394	512	6830	580
228		Horz %	100.00	7.68	51.98	3.60	48.02	4.08
229		Vert %	5.97	6.37	6.44	8.24	5.54	5.31
230		Index	100	107	108	138	93	89
231	Retired from Employment							
232		Unwgted	10300	232	4886	97	5414	135
233		Weighted (000)	44807	1021	20795	431	24012	590
234		Horz %	100.00	2.28	46.41	0.96	53.59	1.32
235		Vert %	18.81	5.96	18.12	6.93	19.46	5.40
236		Index	100	32	96	37	103	29
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	235	63	4	2389	231
239		Weighted (000)	16222	1485	415	47	15807	1438
240		Horz %	100.00	9.16	2.56	0.29	97.44	8.87
241		Vert %	6.81	8.67	0.36	0.75	12.81	13.16
242		Index	100	127	5	11	188	193
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	811	3516	254	3948	557
245		Weighted (000)	32463	3127	13816	878	18647	2248
246		Horz %	100.00	9.63	42.56	2.71	57.44	6.93
247		Vert %	13.63	18.24	12.04	14.14	15.11	20.57
248		Index	100	134	88	104	111	151
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	669	3914	319	2381	350
251		Weighted (000)	23158	2242	13110	945	10048	1298
252		Horz %	100.00	9.68	56.61	4.08	43.39	5.60
253		Vert %	9.72	13.08	11.42	15.21	8.14	11.87
254		Index	100	135	117	156	84	122
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	572	2267	164	3680	408
257		Weighted (000)	32581	2929	12510	868	20071	2061
258		Horz %	100.00	8.99	38.40	2.66	61.60	6.33
259		Vert %	13.68	17.09	10.90	13.97	16.27	18.86
260		Index	100	125	80	102	119	138
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	162	2431	151	87	11
263		Weighted (000)	13283	805	12692	740	591	64
264		Horz %	100.00	6.06	95.55	5.57	4.45	0.48
265		Vert %	5.58	4.69	11.06	11.92	0.48	0.59
266		Index	100	84	198	214	9	11
267	Occupation: Other Employed							
268		Unwgted	8035	598	4811	296	3224	302
269		Weighted (000)	42112	3020	24157	1271	17955	1749
270		Horz %	100.00	7.17	57.36	3.02	42.64	4.15
271		Vert %	17.68	17.62	21.05	20.47	14.55	16.00
272		Index	100	100	119	116	82	90

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1								
2								
273								
274		Unwgted	1652	155	995	64	657	91
275	Household Income:	Weighted (000)	6409	591	3331	204	3078	387
276	\$250,000+	Horz %	100.00	9.22	51.98	3.18	48.02	6.04
277		Vert %	2.69	3.45	2.90	3.28	2.49	3.54
278		Index	100	128	108	122	93	132
279								
280		Unwgted	1403	157	802	62	601	95
281	Household Income: \$200,000-	Weighted (000)	5818	644	2971	230	2847	414
282	\$249,999	Horz %	100.00	11.06	51.06	3.95	48.94	7.11
283		Vert %	2.44	3.75	2.59	3.70	2.31	3.79
284		Index	100	154	106	151	94	155
285								
286		Unwgted	3416	378	2002	163	1414	215
287	Household Income: \$150,000-	Weighted (000)	15518	1566	7893	545	7625	1021
288	\$199,999	Horz %	100.00	10.09	50.87	3.51	49.13	6.58
289		Vert %	6.52	9.14	6.88	8.77	6.18	9.34
290		Index	100	140	106	135	95	143
291								
292		Unwgted	7088	755	4096	314	2992	441
293	Household Income: \$100,000-	Weighted (000)	36360	3871	18625	1388	17735	2484
294	\$149,999	Horz %	100.00	10.65	51.22	3.82	48.78	6.83
295		Vert %	15.27	22.59	16.23	22.34	14.37	22.73
296		Index	100	148	106	146	94	149
297								
298		Unwgted	6291	613	3511	268	2780	345
299	Household Income: \$75,000-	Weighted (000)	31892	2863	16159	1134	15732	1729
300	\$99,999	Horz %	100.00	8.98	50.67	3.56	49.33	5.42
301		Vert %	13.39	16.70	14.08	18.26	12.75	15.82
302		Index	100	125	105	136	95	118
303								
304		Unwgted	5133	408	2676	141	2457	267
305	Household Income: \$60,000-	Weighted (000)	25163	1831	12461	615	12702	1216
306	\$74,999	Horz %	100.00	7.27	49.52	2.44	50.48	4.83
307		Vert %	10.57	10.68	10.86	9.89	10.29	11.13
308		Index	100	101	103	94	97	105
309								
310		Unwgted	3809	234	1962	97	1847	137
311	Household Income: \$50,000-	Weighted (000)	18825	1052	9277	350	9548	702
312	\$59,999	Horz %	100.00	5.59	49.28	1.86	50.72	3.73
313		Vert %	7.90	6.14	8.08	5.63	7.74	6.43
314		Index	100	78	102	71	98	81
315								
316		Unwgted	4740	270	2353	105	2387	165
317	Household Income: \$40,000-	Weighted (000)	20651	1078	10068	463	10584	615
318	\$49,999	Horz %	100.00	5.22	48.75	2.24	51.25	2.98
319		Vert %	8.67	6.29	8.77	7.45	8.58	5.63
320		Index	100	73	101	86	99	65
321								
322		Unwgted	4631	254	2090	80	2541	174
323	Household Income: \$30,000-	Weighted (000)	22417	1128	10701	431	11716	697
324	\$39,999	Horz %	100.00	5.03	47.74	1.92	52.26	3.11
325		Vert %	9.41	6.58	9.32	6.94	9.49	6.38
326		Index	100	70	99	74	101	68

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
327								
328		Unwgted	4429	198	1882	66	2547	132
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	1045	10224	343	12416	702
330		Horz %	100.00	4.62	45.16	1.51	54.84	3.10
331		Vert %	9.51	6.10	8.91	5.52	10.06	6.43
332		Index	100	64	94	58	106	68
333								
334		Unwgted	5576	247	2088	76	3488	171
335	Household Income: Under \$20,000	Weighted (000)	32463	1472	13056	510	19407	962
336		Horz %	100.00	4.53	40.22	1.57	59.78	2.96
337		Vert %	13.63	8.59	11.38	8.22	15.73	8.80
338		Index	100	63	83	60	115	65
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	83.40	64.90	83.70	57.90	83.20
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	1025	6285	420	5408	605
347	Marital Status: Single, Never Married	Weighted (000)	65997	5925	35246	2360	30751	3565
348		Horz %	100.00	8.98	53.41	3.58	46.59	5.40
349		Vert %	27.71	34.57	30.71	37.99	24.92	32.62
350		Index	100	125	111	137	90	118
351								
352		Unwgted	24820	1981	14100	837	10720	1144
353	Marital Status: Currently Married	Weighted (000)	126882	8906	63254	3062	63629	5844
354		Horz %	100.00	7.02	49.85	2.41	50.15	4.61
355		Vert %	53.28	51.96	55.12	49.30	51.57	53.47
356		Index	100	98	103	93	97	100
357								
358		Unwgted	7777	578	3127	167	4650	411
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	1975	12849	743	17759	1231
360		Horz %	100.00	6.45	41.98	2.43	58.02	4.02
361		Vert %	12.85	11.52	11.20	11.97	14.39	11.27
362		Index	100	90	87	93	112	88
363							*	
364		Unwgted	3878	85	945	12	2933	73
365	Marital Status: Widowed	Weighted (000)	14666	335	3416	46	11250	289
366		Horz %	100.00	2.28	23.29	0.31	76.71	1.97
367		Vert %	6.16	1.95	2.98	0.74	9.12	2.64
368		Index	100	32	48	12	148	43
369								
370		Unwgted	1983	169	1032	61	951	108
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	1122	5384	399	5833	723
372		Horz %	100.00	10.00	48.00	3.55	52.00	6.45
373		Vert %	4.71	6.54	4.69	6.42	4.73	6.62
374		Index	100	139	100	136	100	140
375								
376		Unwgted	3313	294	1820	130	1493	164
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	2049	10281	831	10662	1217
378		Horz %	100.00	9.78	49.09	3.97	50.91	5.81
379		Vert %	8.79	11.95	8.96	13.38	8.64	11.14
380		Index	100	136	102	152	98	127

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
1								
2								
381								
382		Unwgted	17843	1979	8707	722	9136	1257
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	9310	42720	3057	51899	6254
384		Horz %	100.00	9.84	45.15	3.23	54.85	6.61
385		Vert %	39.73	54.32	37.22	49.21	42.06	57.22
386		Index	100	137	94	124	106	144
387								
388		Unwgted	7219	691	3511	240	3708	451
389	1 Child Under Age 18 Currently Living at Home	Weighted (000)	38752	3479	17649	1169	21103	2310
390		Horz %	100.00	8.98	45.54	3.02	54.46	5.96
391		Vert %	16.27	20.30	15.38	18.82	17.10	21.14
392		Index	100	125	95	116	105	130
393								
394		Unwgted	6632	829	3312	310	3320	519
395	2 Children Under Age 18 Currently Living at Home	Weighted (000)	33339	3684	15370	1218	17969	2466
396		Horz %	100.00	11.05	46.10	3.65	53.90	7.40
397		Vert %	14.00	21.49	13.39	19.61	14.56	22.56
398		Index	100	154	96	140	104	161
399								
400		Unwgted	2738	339	1283	121	1455	218
401	3 Children Under Age 18 Currently Living at Home	Weighted (000)	14851	1489	6431	432	8420	1057
402		Horz %	100.00	10.03	43.31	2.91	56.69	7.12
403		Vert %	6.24	8.69	5.60	6.96	6.82	9.67
404		Index	100	139	90	112	109	155
405							*	
406		Unwgted	882	88	427	37	455	51
407	4 Children Under Age 18 Currently Living at Home	Weighted (000)	5223	454	2303	169	2920	285
408		Horz %	100.00	8.69	44.10	3.23	55.90	5.46
409		Vert %	2.19	2.65	2.01	2.72	2.37	2.61
410		Index	100	121	92	124	108	119
411					*		*	
412		Unwgted	372	32	174	14	198	18
413	5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	2454	204	967	69	1487	135
414		Horz %	100.00	8.33	39.40	2.81	60.60	5.51
415		Vert %	1.03	1.19	0.84	1.11	1.21	1.24
416		Index	100	116	82	108	117	120
417								
418		Unwgted	33340	2645	17386	1047	15954	1598
419	Own Home/Residence	Weighted (000)	157962	11917	76483	4238	81479	7679
420		Horz %	100.00	7.54	48.42	2.68	51.58	4.86
421		Vert %	66.33	69.52	66.64	68.22	66.03	70.26
422		Index	100	105	100	103	100	106
423								
424		Unwgted	14260	996	6787	381	7473	615
425	Rent Home/Residence	Weighted (000)	77153	5041	36837	1925	40316	3116
426		Horz %	100.00	6.53	47.75	2.49	52.25	4.04
427		Vert %	32.40	29.41	32.10	30.98	32.67	28.51
428		Index	100	91	99	96	101	88
429					*		*	
430		Unwgted	568	28	284	8	284	20
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	183	1445	49	1594	134
432		Horz %	100.00	6.02	47.54	1.62	52.46	4.40
433		Vert %	1.28	1.07	1.26	0.79	1.29	1.22
434		Index	100	84	99	62	101	96



RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
1								
2								
435	Census Region: North East							
436		Unwgted	11308	1074	5685	413	5623	661
437		Weighted (000)	43253	3967	20622	1521	22631	2446
438		Horz %	100.00	9.17	47.68	3.52	52.32	5.66
439		Vert %	18.16	23.14	17.97	24.48	18.34	22.38
440		Index	100	127	99	135	101	123
441	Census Region: South							
442		Unwgted	16124	647	8035	254	8089	393
443		Weighted (000)	89346	3984	42766	1417	46580	2567
444		Horz %	100.00	4.46	47.87	1.59	52.13	2.87
445		Vert %	37.52	23.24	37.26	22.81	37.75	23.49
446		Index	100	62	99	61	101	63
447	Census Region: Midwest							
448		Unwgted	10891	1104	5544	428	5347	676
449		Weighted (000)	51282	4510	24805	1642	26477	2867
450		Horz %	100.00	8.79	48.37	3.20	51.63	5.59
451		Vert %	21.53	26.31	21.61	26.44	21.46	26.24
452		Index	100	122	100	123	100	122
453	Census Region: West							
454		Unwgted	9845	844	5193	341	4652	503
455		Weighted (000)	54273	4680	26572	1632	27701	3048
456		Horz %	100.00	8.62	48.96	3.01	51.04	5.62
457		Vert %	22.79	27.30	23.15	26.27	22.45	27.89
458		Index	100	120	102	115	99	122
459	Census Sub-Region: New England							
460		Unwgted	2844	235	1449	87	1395	148
461		Weighted (000)	11320	962	5419	393	5901	569
462		Horz %	100.00	8.50	47.87	3.47	52.13	5.03
463		Vert %	4.75	5.61	4.72	6.32	4.78	5.21
464		Index	100	118	99	133	101	110
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	839	4236	326	4228	513
467		Weighted (000)	31933	3005	15203	1128	16730	1877
468		Horz %	100.00	9.41	47.61	3.53	52.39	5.88
469		Vert %	13.41	17.53	13.25	18.16	13.56	17.18
470		Index	100	131	99	135	101	128
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	427	4475	171	4641	256
473		Weighted (000)	45960	2338	21872	910	24087	1429
474		Horz %	100.00	5.09	47.59	1.98	52.41	3.11
475		Vert %	19.30	13.64	19.06	14.65	19.52	13.07
476		Index	100	71	99	76	101	68
477	Census Sub-Region: East South Central					*		*
478		Unwgted	2066	68	1066	25	1000	43
479		Weighted (000)	14946	670	7248	185	7697	485
480		Horz %	100.00	4.48	48.50	1.24	51.50	3.25
481		Vert %	6.28	3.91	6.32	2.98	6.24	4.44
482		Index	100	62	101	47	99	71
483	Census Sub-Region: West South Central							
484		Unwgted	4942	152	2494	58	2448	94
485		Weighted (000)	28441	975	13646	322	14795	653
486		Horz %	100.00	3.43	47.98	1.13	52.02	2.30
487		Vert %	11.94	5.69	11.89	5.18	11.99	5.98
488		Index	100	48	100	43	100	50

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
489	Census Sub-Region: East North Central							
490		Unwgted	8456	973	4267	372	4189	601
491		Weighted (000)	35650	3716	16892	1328	18758	2388
492		Horz %	100.00	10.42	47.38	3.72	52.62	6.70
493		Vert %	14.97	21.68	14.72	21.38	15.20	21.85
494		Index	100	145	98	143	102	146
495	Census Sub-Region: West North Central							
496		Unwgted	2435	131	1277	56	1158	75
497		Weighted (000)	15632	794	7913	315	7719	480
498		Horz %	100.00	5.08	50.62	2.01	49.38	3.07
499		Vert %	6.56	4.63	6.90	5.06	6.26	4.39
500		Index	100	71	105	77	95	67
501	Census Sub-Region: Mountain							
502		Unwgted	2321	193	1229	81	1092	112
503		Weighted (000)	16500	1423	8176	538	8324	886
504		Horz %	100.00	8.62	49.55	3.26	50.45	5.37
505		Vert %	6.93	8.30	7.12	8.65	6.75	8.10
506		Index	100	120	103	125	97	117
507	Census Sub-Region: Pacific							
508		Unwgted	7524	651	3964	260	3560	391
509		Weighted (000)	37774	3257	18396	1094	19378	2163
510		Horz %	100.00	8.62	48.70	2.90	51.30	5.73
511		Vert %	15.86	19.00	16.03	17.62	15.70	19.79
512		Index	100	120	101	111	99	125
513	County Size: A							
514		Unwgted	26679	2382	13529	885	13150	1497
515		Weighted (000)	99155	8784	47699	2917	51456	5867
516		Horz %	100.00	8.86	48.11	2.94	51.89	5.92
517		Vert %	41.63	51.24	41.56	46.96	41.70	53.68
518		Index	100	123	100	113	100	129
519	County Size: B							
520		Unwgted	12036	782	6063	324	5973	458
521		Weighted (000)	70767	4491	34009	1686	36758	2805
522		Horz %	100.00	6.35	48.06	2.38	51.94	3.96
523		Vert %	29.71	26.20	29.63	27.14	29.79	25.66
524		Index	100	88	100	91	100	86
525	County Size: C/D							
526		Unwgted	9453	505	4865	227	4588	278
527		Weighted (000)	68232	3866	33058	1609	35175	2257
528		Horz %	100.00	5.67	48.45	2.36	51.55	3.31
529		Vert %	28.65	22.56	28.80	25.90	28.51	20.65
530		Index	100	79	101	90	99	72
531	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)							
532		Unwgted	1292	159	710	58	582	101
533		Weighted (000)	5120	528	2746	212	2374	316
534		Horz %	100.00	10.31	53.63	4.14	46.37	6.16
535		Vert %	2.15	3.08	2.39	3.42	1.92	2.89
536		Index	100	143	111	159	90	134
537	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)							
538		Unwgted	8429	3669	3621	1436	4808	2233
539		Weighted (000)	40779	17141	16635	6212	24144	10929
540		Horz %	100.00	42.03	40.79	15.23	59.21	26.80
541		Vert %	17.12	100.00	14.49	100.00	19.57	100.00
542		Index	100	584	85	584	114	584

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1								
2								
543								
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	156	715	62	563	94
545		Weighted (000)	7030	873	3657	298	3373	575
546		Horz %	100.00	12.41	52.02	4.24	47.98	8.18
547		Vert %	2.95	5.09	3.19	4.79	2.73	5.26
548		Index	100	172	108	162	93	178
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	20	186	8	203	12
551		Weighted (000)	2075	125	838	33	1237	91
552		Horz %	100.00	6.00	40.41	1.61	59.59	4.39
553		Vert %	0.87	0.73	0.73	0.54	1.00	0.83
554		Index	100	83	84	62	115	96
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	285	1797	143	1234	142
557		Weighted (000)	8416	765	4632	347	3784	417
558		Horz %	100.00	9.08	55.04	4.12	44.96	4.96
559		Vert %	3.53	4.46	4.04	5.59	3.07	3.82
560		Index	100	126	114	158	87	108
561								
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	355	2871	242	652	113
563		Weighted (000)	12663	1209	9964	783	2698	426
564		Horz %	100.00	9.55	78.69	6.19	21.31	3.37
565		Vert %	5.32	7.06	8.68	12.61	2.19	3.90
566		Index	100	133	163	237	41	73
567						*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	65	663	40	325	25
569		Weighted (000)	4277	253	2782	172	1494	81
570		Horz %	100.00	5.92	65.06	4.03	34.94	1.89
571		Vert %	1.80	1.48	2.42	2.78	1.21	0.74
572		Index	100	82	135	155	67	41
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	477	1973	184	1475	293
575		Weighted (000)	16147	2090	8900	800	7247	1290
576		Horz %	100.00	12.95	55.12	4.96	44.88	7.99
577		Vert %	6.78	12.20	7.76	12.89	5.87	11.80
578		Index	100	180	114	190	87	174
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	1598	3987	576	4877	1022
581		Weighted (000)	46661	7593	19823	2500	26837	5093
582		Horz %	100.00	16.27	42.48	5.36	57.52	10.91
583		Vert %	19.59	44.30	17.27	40.24	21.75	46.60
584		Index	100	226	88	205	111	238
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	330	1569	151	1287	179
587		Weighted (000)	13017	1729	7079	749	5938	980
588		Horz %	100.00	13.28	54.38	5.76	45.62	7.53
589		Vert %	5.47	10.09	6.17	12.06	4.81	8.97
590		Index	100	185	113	221	88	164
591								
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	485	2511	241	1270	244
593		Weighted (000)	18048	2064	11714	972	6334	1092
594		Horz %	100.00	11.44	64.90	5.39	35.10	6.05
595		Vert %	7.58	12.04	10.21	15.65	5.13	9.99
596		Index	100	159	135	207	68	132

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
597							*	*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	66	755	27	687	39
599		Weighted (000)	5709	253	2958	103	2752	150
600		Horz %	100.00	4.43	51.81	1.81	48.19	2.62
601		Vert %	2.40	1.48	2.58	1.66	2.23	1.37
602		Index	100	62	108	69	93	57
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	808	4003	291	4234	517
605		Weighted (000)	46833	4293	21488	1390	25345	2903
606		Horz %	100.00	9.17	45.88	2.97	54.12	6.20
607		Vert %	19.66	25.05	18.72	22.39	20.54	26.56
608		Index	100	127	95	114	104	135
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	29	147	13	138	16
611		Weighted (000)	1065	100	495	54	570	47
612		Horz %	100.00	9.43	46.46	5.03	53.54	4.40
613		Vert %	0.45	0.59	0.43	0.86	0.46	0.43
614		Index	100	131	96	193	103	96
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	18	264	7	450	11
617		Weighted (000)	3659	112	1332	54	2327	58
618		Horz %	100.00	3.07	36.41	1.48	63.59	1.59
619		Vert %	1.54	0.66	1.16	0.87	1.89	0.53
620		Index	100	43	76	57	123	35
621								
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	173	1107	69	1116	104
623		Weighted (000)	15844	1102	7607	376	8236	726
624		Horz %	100.00	6.96	48.01	2.37	51.99	4.58
625		Vert %	6.65	6.43	6.63	6.06	6.68	6.64
626		Index	100	97	100	91	100	100
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	3669	1436	1436	2233	2233
629		Weighted (000)	17141	17141	6212	6212	10929	10929
630		Horz %	100.00	100.00	36.24	36.24	63.76	63.76
631		Vert %	7.20	100.00	5.41	100.00	8.86	100.00
632		Index	100	1389	75	1389	123	1389
633				*		*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	45	460	20	327	25
635		Weighted (000)	2899	166	1579	72	1320	94
636		Horz %	100.00	5.74	54.47	2.50	45.53	3.24
637		Vert %	1.22	0.97	1.38	1.17	1.07	0.86
638		Index	100	80	113	96	88	71
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	49	515	23	400	26
641		Weighted (000)	7068	329	3599	100	3469	229
642		Horz %	100.00	4.66	50.92	1.42	49.08	3.24
643		Vert %	2.97	1.92	3.14	1.61	2.81	2.10
644		Index	100	65	106	54	95	71
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	418	3816	213	2399	205
647		Weighted (000)	23523	1585	14154	779	9369	806
648		Horz %	100.00	6.74	60.17	3.31	39.83	3.43
649		Vert %	9.88	9.25	12.33	12.54	7.59	7.37
650		Index	100	94	125	127	77	75

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
651								
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	196	952	78	936	118
653		Weighted (000)	9927	980	4669	358	5258	622
654		Horz %	100.00	9.87	47.04	3.61	52.96	6.26
655		Vert %	4.17	5.72	4.07	5.76	4.26	5.69
656		Index	100	137	98	138	102	136
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	158	1372	66	1196	92
659		Weighted (000)	10435	638	5282	285	5153	353
660		Horz %	100.00	6.11	50.62	2.73	49.38	3.39
661		Vert %	4.38	3.72	4.60	4.58	4.18	3.23
662		Index	100	85	105	105	95	74
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	265	1596	98	2353	167
665		Weighted (000)	19990	1310	7792	410	12198	900
666		Horz %	100.00	6.55	38.98	2.05	61.02	4.50
667		Vert %	8.39	7.64	6.79	6.60	9.89	8.23
668		Index	100	91	81	79	118	98
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	489	1404	181	1472	308
671		Weighted (000)	15341	2307	7412	725	7930	1582
672		Horz %	100.00	15.03	48.31	4.72	51.69	10.31
673		Vert %	6.44	13.46	6.46	11.67	6.43	14.47
674		Index	100	209	100	181	100	225
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	566	2680	292	1590	274
677		Weighted (000)	20195	2504	12063	1227	8132	1277
678		Horz %	100.00	12.40	59.73	6.07	40.27	6.32
679		Vert %	8.48	14.61	10.51	19.75	6.59	11.69
680		Index	100	172	124	233	78	138
681								
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	205	429	60	733	145
683		Weighted (000)	5686	913	2013	280	3672	633
684		Horz %	100.00	16.06	35.41	4.93	64.59	11.13
685		Vert %	2.39	5.33	1.75	4.52	2.98	5.79
686		Index	100	223	73	189	125	243
687						*		
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	83	319	29	365	54
689		Weighted (000)	4664	590	2063	210	2601	380
690		Horz %	100.00	12.66	44.23	4.50	55.77	8.15
691		Vert %	1.96	3.44	1.80	3.38	2.11	3.48
692		Index	100	176	92	173	108	178
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	32	129	12	177	20
695		Weighted (000)	1821	170	910	103	911	67
696		Horz %	100.00	9.32	49.96	5.67	50.04	3.65
697		Vert %	0.76	0.99	0.79	1.66	0.74	0.61
698		Index	100	129	104	217	97	80
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	343	2494	142	2807	201
701		Weighted (000)	27306	1588	12722	595	14585	994
702		Horz %	100.00	5.82	46.59	2.18	53.41	3.64
703		Vert %	11.47	9.27	11.09	9.57	11.82	9.09
704		Index	100	81	97	83	103	79

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
705							*	
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	96	1035	30	1379	66
707		Weighted (000)	10854	407	4643	138	6211	269
708		Horz %	100.00	3.75	42.78	1.27	57.22	2.47
709		Vert %	4.56	2.37	4.05	2.22	5.03	2.46
710		Index	100	52	89	49	110	54
711								
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	166	1018	75	1016	91
713		Weighted (000)	12023	879	5724	315	6299	564
714		Horz %	100.00	7.31	47.61	2.62	52.39	4.69
715		Vert %	5.05	5.13	4.99	5.07	5.11	5.16
716		Index	100	102	99	100	101	102
717							*	*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	84	706	38	553	46
719		Weighted (000)	6468	494	3593	210	2875	284
720		Horz %	100.00	7.64	55.55	3.25	44.45	4.39
721		Vert %	2.72	2.88	3.13	3.38	2.33	2.60
722		Index	100	106	115	125	86	96
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	3541	20746	1385	19359	2156
725		Weighted (000)	195910	16433	96272	5936	99638	10497
726		Horz %	100.00	8.39	49.14	3.03	50.86	5.36
727		Vert %	82.26	95.87	83.89	95.56	80.75	96.04
728		Index	100	117	102	116	98	117
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	2400	13440	955	11566	1445
731		Weighted (000)	118698	10563	60364	3885	58335	6678
732		Horz %	100.00	8.90	50.85	3.27	49.15	5.63
733		Vert %	49.84	61.63	52.60	62.55	47.28	61.10
734		Index	100	124	106	125	95	123
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	1551	9422	602	8461	949
737		Weighted (000)	88241	7699	44427	2793	43814	4907
738		Horz %	100.00	8.73	50.35	3.17	49.65	5.56
739		Vert %	37.05	44.92	38.71	44.96	35.51	44.89
740		Index	100	121	104	121	96	121
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	2176	11583	892	9900	1284
743		Weighted (000)	102780	9713	52607	3694	50173	6019
744		Horz %	100.00	9.45	51.18	3.59	48.82	5.86
745		Vert %	43.16	56.67	45.84	59.47	40.66	55.08
746		Index	100	131	106	138	94	128
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	709	3947	305	3353	404
749		Weighted (000)	36869	3552	19177	1472	17692	2080
750		Horz %	100.00	9.63	52.01	3.99	47.99	5.64
751		Vert %	15.48	20.72	16.71	23.71	14.34	19.03
752		Index	100	134	108	153	93	123
753								
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	162	1456	77	907	85
755		Weighted (000)	12089	876	7351	420	4738	456
756		Horz %	100.00	7.24	60.81	3.47	39.19	3.77
757		Vert %	5.08	5.11	6.41	6.76	3.84	4.17
758		Index	100	101	126	133	76	82

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
759								
760		Unwgted	15477	1347	8106	552	7371	795
761	Radio Daypart Cumes:	Weighted (000)	74270	6108	37528	2436	36742	3672
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	8.22	50.53	3.28	49.47	4.94
763		Vert %	31.19	35.63	32.70	39.21	29.78	33.60
764		Index	100	114	105	126	95	108
765								
766		Unwgted	21457	2187	10719	800	10738	1387
767	Radio Daypart Cumes:	Weighted (000)	102778	9901	48768	3400	54011	6501
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	9.63	47.45	3.31	52.55	6.33
769		Vert %	43.16	57.76	42.49	54.73	43.77	59.48
770		Index	100	134	98	127	101	138
771								
772		Unwgted	16141	1625	8215	604	7926	1021
773	Radio Daypart Cumes:	Weighted (000)	79854	7771	38468	2881	41386	4890
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	9.73	48.17	3.61	51.83	6.12
775		Vert %	33.53	45.33	33.52	46.38	33.54	44.74
776		Index	100	135	100	138	100	133
777								
778		Unwgted	7721	722	4043	287	3678	435
779	Radio Daypart Cumes:	Weighted (000)	38919	3588	19420	1388	19499	2199
780	Weekend 7:00 pm - Midnight	Horz %	100.00	9.22	49.90	3.57	50.10	5.65
781		Vert %	16.34	20.93	16.92	22.35	15.80	20.12
782		Index	100	128	104	137	97	123
783								
784		Unwgted	1911	162	1118	77	793	85
785	Radio Daypart Cumes:	Weighted (000)	9972	898	5625	378	4346	520
786	Weekend Midnight - 6:00 am	Horz %	100.00	9.01	56.41	3.79	43.59	5.22
787		Vert %	4.19	5.24	4.90	6.09	3.52	4.76
788		Index	100	125	117	145	84	114
789								
790		Unwgted	12646	862	5791	291	6855	571
791	Where Listen to Radio on	Weighted (000)	61519	4100	27333	1376	34186	2724
792	Typical Weekday: Home	Horz %	100.00	6.66	44.43	2.24	55.57	4.43
793		Vert %	25.83	23.92	23.82	22.15	27.71	24.93
794		Index	100	93	92	86	107	96
795								
796		Unwgted	36747	3320	18963	1280	17784	2040
797	Where Listen to Radio on	Weighted (000)	177653	15192	86450	5378	91203	9815
798	Typical Weekday: Car	Horz %	100.00	8.55	48.66	3.03	51.34	5.52
799		Vert %	74.60	88.63	75.33	86.57	73.92	89.80
800		Index	100	119	101	116	99	120
801								
802		Unwgted	5605	565	3421	266	2184	299
803	Where Listen to Radio on	Weighted (000)	29068	2668	16938	1211	12131	1458
804	Typical Weekday: Work	Horz %	100.00	9.18	58.27	4.16	41.73	5.01
805		Vert %	12.21	15.57	14.76	19.49	9.83	13.34
806		Index	100	128	121	160	81	109
807						*		*
808		Unwgted	985	77	550	39	435	38
809	Where Listen to Radio on	Weighted (000)	5269	414	2888	197	2380	216
810	Typical Weekday: Place Other Than Home, Car, Work	Horz %	100.00	7.85	54.82	3.74	45.18	4.11
811		Vert %	2.21	2.41	2.52	3.18	1.93	1.98
812		Index	100	109	114	144	87	90

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
1								
2								
813								
814		Unwgted	14284	1056	6807	363	7477	693
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	4915	31782	1674	37401	3241
816		Horz %	100.00	7.10	45.94	2.42	54.06	4.69
817		Vert %	29.05	28.68	27.69	26.95	30.31	29.66
818		Index	100	99	95	93	104	102
819								
820		Unwgted	33644	3125	17193	1190	16451	1935
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	14235	78252	4939	84188	9297
822		Horz %	100.00	8.76	48.17	3.04	51.83	5.72
823		Vert %	68.21	83.05	68.18	79.51	68.23	85.07
824		Index	100	122	100	117	100	125
825								
826		Unwgted	1927	180	1266	100	661	80
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	928	6599	505	3821	423
828		Horz %	100.00	8.90	63.33	4.84	36.67	4.06
829		Vert %	4.38	5.41	5.75	8.12	3.10	3.87
830		Index	100	124	131	186	71	88
831							*	
832	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	957	79	546	32	411	47
833		Weighted (000)	5414	420	3017	169	2397	251
834		Horz %	100.00	7.76	55.73	3.12	44.27	4.65
835		Vert %	2.27	2.45	2.63	2.71	1.94	2.30
836		Index	100	108	116	119	85	101
837								
838		Unwgted	9766	694	5971	366	3795	328
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	2651	23093	1298	16294	1353
840		Horz %	100.00	6.73	58.63	3.30	41.37	3.44
841		Vert %	16.54	15.47	20.12	20.90	13.21	12.38
842		Index	100	94	122	126	80	75
843								
844		Unwgted	36381	3669	18453	1436	17928	2233
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	17141	87796	6212	94145	10929
846		Horz %	100.00	9.42	48.26	3.41	51.74	6.01
847		Vert %	76.40	100.00	76.50	100.00	76.30	100.00
848		Index	100	131	100	131	100	131
849								
850		Unwgted	39530	3669	20284	1436	19246	2233
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	17141	94677	6212	99607	10929
852		Horz %	100.00	8.82	48.73	3.20	51.27	5.63
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855								
856		Unwgted	6338	340	3528	137	2810	203
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	1289	14032	539	13682	750
858		Horz %	100.00	4.65	50.63	1.95	49.37	2.71
859		Vert %	11.64	7.52	12.23	8.68	11.09	6.86
860		Index	100	65	105	75	95	59
861								
862		Unwgted	8685	598	4748	229	3937	369
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	2660	19203	943	20006	1717
864		Horz %	100.00	6.78	48.98	2.41	51.02	4.38
865		Vert %	16.46	15.52	16.73	15.18	16.21	15.71
866		Index	100	94	102	92	98	95



RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	1103	6842	446	5833	657
869		Weighted (000)	60478	4986	29974	1853	30504	3133
870		Horz %	100.00	8.24	49.56	3.06	50.44	5.18
871		Vert %	25.39	29.09	26.12	29.83	24.72	28.67
872		Index	100	115	103	117	97	113
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	1116	6301	470	4930	646
875		Weighted (000)	56535	5327	28911	2045	27624	3283
876		Horz %	100.00	9.42	51.14	3.62	48.86	5.81
877		Vert %	23.74	31.08	25.19	32.92	22.39	30.03
878		Index	100	131	106	139	94	127
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	729	4209	318	2985	411
881		Weighted (000)	34638	3237	19095	1356	15543	1881
882		Horz %	100.00	9.35	55.13	3.92	44.87	5.43
883		Vert %	14.54	18.89	16.64	21.84	12.60	17.21
884		Index	100	130	114	150	87	118
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	1144	6076	456	5127	688
887		Weighted (000)	54650	5422	28025	2056	26625	3366
888		Horz %	100.00	9.92	51.28	3.76	48.72	6.16
889		Vert %	22.95	31.63	24.42	33.09	21.58	30.80
890		Index	100	138	106	144	94	134
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	1401	7625	575	6345	826
893		Weighted (000)	68093	6623	34986	2566	33107	4057
894		Horz %	100.00	9.73	51.38	3.77	48.62	5.96
895		Vert %	28.59	38.64	30.48	41.32	26.83	37.12
896		Index	100	135	107	144	94	130
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	333	2072	145	1493	188
899		Weighted (000)	16453	1445	9050	635	7404	810
900		Horz %	100.00	8.78	55.00	3.86	45.00	4.92
901		Vert %	6.91	8.43	7.89	10.22	6.00	7.41
902		Index	100	122	114	148	87	107
903								
904	Downloaded Music - Past Month	Unwgted	10771	1081	5842	428	4929	653
905		Weighted (000)	55635	5322	28526	1961	27109	3360
906		Horz %	100.00	9.57	51.27	3.53	48.73	6.04
907		Vert %	23.36	31.05	24.86	31.58	21.97	30.74
908		Index	100	133	106	135	94	132
909								
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	176	1374	86	741	90
911		Weighted (000)	9292	729	5804	360	3488	369
912		Horz %	100.00	7.84	62.46	3.87	37.54	3.97
913		Vert %	3.90	4.25	5.06	5.79	2.83	3.37
914		Index	100	109	130	148	72	86
915								
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	292	1255	116	1221	176
917		Weighted (000)	12781	1380	6091	491	6690	889
918		Horz %	100.00	10.80	47.66	3.84	52.34	6.96
919		Vert %	5.37	8.05	5.31	7.91	5.42	8.13
920		Index	100	150	99	147	101	152

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
921								
922		Unwgted	6881	765	3642	300	3239	465
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	3468	16078	1304	16393	2164
924		Horz %	100.00	10.68	49.51	4.02	50.49	6.66
925		Vert %	13.63	20.23	14.01	20.99	13.29	19.80
926		Index	100	148	103	154	97	145
927								
928		Unwgted	9499	992	4700	370	4799	622
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	4724	22377	1662	25926	3062
930		Horz %	100.00	9.78	46.33	3.44	53.67	6.34
931		Vert %	20.28	27.56	19.50	26.75	21.01	28.02
932		Index	100	136	96	132	104	138
933								
934		Unwgted	2160	217	1248	93	912	124
935	Visited Spotify.com - Past Month	Weighted (000)	10770	1021	5929	405	4841	615
936		Horz %	100.00	9.48	55.05	3.76	44.95	5.71
937		Vert %	4.52	5.95	5.17	6.52	3.92	5.63
938		Index	100	132	114	144	87	125
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	1341	8481	510	8257	831
941		Weighted (000)	83979	6435	40117	2132	43862	4302
942		Horz %	100.00	7.66	47.77	2.54	52.23	5.12
943		Vert %	35.26	37.54	34.96	34.33	35.55	39.37
944		Index	100	106	99	97	101	112
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	1082	7079	446	6513	636
947		Weighted (000)	67996	5124	33168	1852	34828	3271
948		Horz %	100.00	7.54	48.78	2.72	51.22	4.81
949		Vert %	28.55	29.89	28.90	29.82	28.23	29.93
950		Index	100	105	101	104	99	105
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	1358	8682	516	8300	842
953		Weighted (000)	84461	6454	40721	2186	43740	4268
954		Horz %	100.00	7.64	48.21	2.59	51.79	5.05
955		Vert %	35.46	37.65	35.48	35.19	35.45	39.05
956		Index	100	106	100	99	100	110
957								
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	1032	7052	439	6258	593
959		Weighted (000)	67825	4940	33599	1943	34226	2997
960		Horz %	100.00	7.28	49.54	2.86	50.46	4.42
961		Vert %	28.48	28.82	29.28	31.27	27.74	27.42
962		Index	100	101	103	110	97	96
963								
964		Unwgted	39310	2988	19854	1154	19456	1834
965	TV Dayparts: Total Week Prime Time Cume Audience	Weighted (000)	191753	13573	91658	4867	100095	8706
966		Horz %	100.00	7.08	47.80	2.54	52.20	4.54
967		Vert %	80.52	79.19	79.87	78.35	81.12	79.66
968		Index	100	98	99	97	101	99
969								
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	2350	15784	918	15579	1432
971		Weighted (000)	151527	10490	72027	3756	79500	6734
972		Horz %	100.00	6.92	47.53	2.48	52.47	4.44
973		Vert %	63.63	61.20	62.76	60.47	64.43	61.61
974		Index	100	96	99	95	101	97

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	1971	13766	789	13303	1182
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	8755	63885	3243	67474	5512
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	6.67	48.63	2.47	51.37	4.20
979	(Central/Mountain)	Vert %	55.16	51.08	55.67	52.20	54.68	50.44
980		Index	100	93	101	95	99	91
981								
982	TV Dayparts: Prime Time	Unwgted	31508	2356	15957	927	15551	1429
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	10550	73082	3782	79393	6768
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	6.92	47.93	2.48	52.07	4.44
985	(Central/Mountain)	Vert %	64.02	61.55	63.68	60.88	64.34	61.93
986		Index	100	96	99	95	101	97
987								
988	TV Dayparts: Weekdays	Unwgted	13670	859	6126	311	7544	548
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	4785	30958	1550	41669	3235
990	(Eastern/Pacific) 9:00 am - 3:00 pm	Horz %	100.00	6.59	42.63	2.13	57.37	4.45
991	(Central/Mountain)	Vert %	30.50	27.92	26.98	24.96	33.77	29.60
992		Index	100	92	88	82	111	97
993								
994	TV Dayparts: Weekdays	Unwgted	24527	1596	12354	664	12173	932
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	7668	57750	2862	64492	4806
996	(Eastern/Pacific) 3:00 pm-6:30 pm	Horz %	100.00	6.27	47.24	2.34	52.76	3.93
997	(Central/Mountain)	Vert %	51.33	44.74	50.32	46.07	52.27	43.98
998		Index	100	87	98	90	102	86
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	567	4197	255	3834	312
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	2775	20501	1251	20063	1524
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	6.84	50.54	3.09	49.46	3.76
1003	(Central/Mountain)	Vert %	17.03	16.19	17.86	20.15	16.26	13.94
1004		Index	100	95	105	118	95	82
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	1474	10227	615	9674	859
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	6756	48277	2608	50179	4148
1008		Horz %	100.00	6.86	49.03	2.65	50.97	4.21
1009		Vert %	41.34	39.42	42.07	41.99	40.67	37.95
1010		Index	100	95	102	102	98	92
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	1714	13227	764	11139	950
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	8361	61780	3346	58912	5014
1014		Horz %	100.00	6.93	51.19	2.77	48.81	4.15
1015		Vert %	50.68	48.78	53.83	53.87	47.74	45.88
1016		Index	100	96	106	106	94	91
1017								
1018		Unwgted	2498	221	1497	107	1001	114
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	1026	7184	494	5158	532
1020		Horz %	100.00	8.32	58.21	4.00	41.79	4.31
1021		Vert %	5.18	5.99	6.26	7.95	4.18	4.87
1022		Index	100	116	121	153	81	94
1023								
1024		Unwgted	8118	811	4404	344	3714	467
1025	Watched a TV Program Online - Past Month	Weighted (000)	39203	3936	19922	1587	19281	2349
1026		Horz %	100.00	10.04	50.82	4.05	49.18	5.99
1027		Vert %	16.46	22.96	17.36	25.55	15.63	21.49
1028		Index	100	139	105	155	95	131

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

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1								
2								
1029								
1030		Unwgted	10544	1098	5205	407	5339	691
1031	Visited a TV Network or TV	Weighted (000)	50236	5133	23290	1728	26946	3405
1032	Show's Web Site - Past Month	Horz %	100.00	10.22	46.36	3.44	53.64	6.78
1033		Vert %	21.09	29.95	20.29	27.81	21.84	31.16
1034		Index	100	142	96	132	104	148
1035								
1036		Unwgted	5568	518	3052	214	2516	304
1037	Looked at TV Listings Online -	Weighted (000)	25497	2135	13083	776	12414	1359
1038	Past Month	Horz %	100.00	8.37	51.31	3.05	48.69	5.33
1039		Vert %	10.71	12.46	11.40	12.50	10.06	12.43
1040		Index	100	116	106	117	94	116
1041								
1042		Unwgted	23815	1881	11641	705	12174	1176
1043	Household Subscribes to	Weighted (000)	113098	8286	52487	2917	60611	5369
1044	Cable TV	Horz %	100.00	7.33	46.41	2.58	53.59	4.75
1045		Vert %	47.49	48.34	45.73	46.95	49.12	49.13
1046		Index	100	102	96	99	103	103
1047								
1048		Unwgted	40083	3158	20313	1229	19770	1929
1049	Household Subscribes to	Weighted (000)	195193	14524	93321	5176	101872	9348
1050	Cable, Satellite or Fiber Optic	Horz %	100.00	7.44	47.81	2.65	52.19	4.79
1051	TV	Vert %	81.96	84.73	81.31	83.32	82.56	85.53
1052		Index	100	103	99	102	101	104
1053								
1054		Unwgted	38774	3074	19682	1200	19092	1874
1055	Viewed Any Cable TV	Weighted (000)	188764	14139	90255	5060	98509	9080
1056	(Including Pay) - Past Week	Horz %	100.00	7.49	47.81	2.68	52.19	4.81
1057		Vert %	79.26	82.49	78.64	81.45	79.84	83.08
1058		Index	100	104	99	103	101	105
1059								
1060		Unwgted	29145	2273	15363	974	13782	1299
1061	Heavy Cable TV Viewer	Weighted (000)	143332	10490	71157	4149	72174	6341
1062	(Including Pay) - Past Week	Horz %	100.00	7.32	49.65	2.89	50.35	4.42
1063		Vert %	60.18	61.20	62.00	66.80	58.49	58.02
1064		Index	100	102	103	111	97	96
1065								
1066		Unwgted	16614	1471	9062	617	7552	854
1067	Viewed Any Premium Cable	Weighted (000)	78557	6441	40068	2510	38489	3931
1068	Channels - Past Month	Horz %	100.00	8.20	51.00	3.20	49.00	5.00
1069		Vert %	32.99	37.58	34.91	40.41	31.19	35.97
1070		Index	100	114	106	123	95	109
1071								
1072		Unwgted	6367	623	3495	263	2872	360
1073	Viewed Any Pay-Per-View	Weighted (000)	30162	2885	15494	1105	14668	1780
1074	Programs or Events - Past	Horz %	100.00	9.56	51.37	3.66	48.63	5.90
1075	Year	Vert %	12.66	16.83	13.50	17.79	11.89	16.29
1076		Index	100	133	107	140	94	129
1077								
1078		Unwgted	13594	1552	6858	572	6736	980
1079	Viewed Any Video-On-	Weighted (000)	58844	6248	27260	2034	31584	4214
1080	Demand Programs or Events -	Horz %	100.00	10.62	46.33	3.46	53.67	7.16
1081	Past Year	Vert %	24.71	36.45	23.75	32.74	25.60	38.55
1082		Index	100	148	96	133	104	156

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2								
1083								
1084		Unwgted	10960	750	5902	327	5058	423
1085	Household Has a Satellite Dish	Weighted (000)	63040	4423	31481	1654	31559	2769
1086		Horz %	100.00	7.02	49.94	2.62	50.06	4.39
1087		Vert %	26.47	25.80	27.43	26.62	25.58	25.34
1088		Index	100	97	104	101	97	96
1089								
1090		Unwgted	24143	2160	12572	830	11571	1330
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	9747	55528	3320	59595	6427
1092		Horz %	100.00	8.47	48.23	2.88	51.77	5.58
1093		Vert %	48.34	56.87	48.38	53.45	48.30	58.81
1094		Index	100	118	100	111	100	122
1095								
1096		Unwgted	41061	3515	20873	1359	20188	2156
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	16256	94592	5772	103386	10485
1098		Horz %	100.00	8.21	47.78	2.92	52.22	5.30
1099		Vert %	83.13	94.84	82.42	92.92	83.79	95.93
1100		Index	100	114	99	112	101	115
1101								
1102		Unwgted	13895	1293	6586	514	7309	779
1103	Played Games Online - Past Month	Weighted (000)	73492	6410	34103	2567	39389	3843
1104		Horz %	100.00	8.72	46.40	3.49	53.60	5.23
1105		Vert %	30.86	37.40	29.72	41.33	31.92	35.16
1106		Index	100	121	96	134	103	114
1107								
1108		Unwgted	5057	450	3031	243	2026	207
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	2356	16227	1185	11709	1171
1110		Horz %	100.00	8.43	58.09	4.24	41.91	4.19
1111		Vert %	11.73	13.74	14.14	19.07	9.49	10.71
1112		Index	100	117	121	163	81	91
1113								
1114		Unwgted	3934	359	2481	191	1453	168
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	1597	11541	819	7765	778
1116		Horz %	100.00	8.27	59.78	4.24	40.22	4.03
1117		Vert %	8.11	9.32	10.06	13.18	6.29	7.12
1118		Index	100	115	124	163	78	88
1119								
1120		Unwgted	8746	811	5192	397	3554	414
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	3945	24810	1819	19120	2125
1122		Horz %	100.00	8.98	56.48	4.14	43.52	4.84
1123		Vert %	18.45	23.01	21.62	29.29	15.50	19.45
1124		Index	100	125	117	159	84	105
1125								
1126		Unwgted	8001	771	4894	386	3107	385
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	3613	23059	1846	15840	1767
1128		Horz %	100.00	9.29	59.28	4.75	40.72	4.54
1129		Vert %	16.33	21.08	20.09	29.72	12.84	16.17
1130		Index	100	129	123	182	79	99
1131								
1132		Unwgted	2267	186	1300	90	967	96
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	925	6393	427	5078	498
1134		Horz %	100.00	8.07	55.73	3.72	44.27	4.34
1135		Vert %	4.82	5.40	5.57	6.88	4.12	4.56
1136		Index	100	112	116	143	85	95

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1								
2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	3272	18316	1216	18317	2056
1139		Weighted (000)	171151	14800	79258	4981	91893	9820
1140		Horz %	100.00	8.65	46.31	2.91	53.69	5.74
1141		Vert %	71.87	86.35	69.06	80.18	74.47	89.85
1142		Index	100	120	96	112	104	125
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	2370	11627	880	12713	1490
1145		Weighted (000)	124814	11396	55745	3908	69070	7489
1146		Horz %	100.00	9.13	44.66	3.13	55.34	6.00
1147		Vert %	52.41	66.49	48.57	62.91	55.98	68.52
1148		Index	100	127	93	120	107	131
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	630	3275	226	3071	404
1151		Weighted (000)	30027	2944	14151	967	15876	1977
1152		Horz %	100.00	9.81	47.13	3.22	52.87	6.58
1153		Vert %	12.61	17.18	12.33	15.57	12.87	18.09
1154		Index	100	136	98	124	102	143
1155	Wrote an Online Blog - Past Month					*		
1156		Unwgted	1391	122	728	41	663	81
1157		Weighted (000)	6899	541	3295	175	3604	366
1158		Horz %	100.00	7.84	47.76	2.54	52.24	5.30
1159		Vert %	2.90	3.15	2.87	2.82	2.92	3.35
1160		Index	100	109	99	97	101	115
1161	Uploaded or Added Video to a Web Site - Past Month							
1162		Unwgted	3450	337	1785	135	1665	202
1163		Weighted (000)	17397	1682	8470	626	8927	1056
1164		Horz %	100.00	9.67	48.69	3.60	51.31	6.07
1165		Vert %	7.30	9.81	7.38	10.08	7.23	9.66
1166		Index	100	134	101	138	99	132
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	3191	16879	1199	17268	1992
1169		Weighted (000)	168726	14974	78135	5191	90591	9783
1170		Horz %	100.00	8.87	46.31	3.08	53.69	5.80
1171		Vert %	70.85	87.36	68.08	83.56	73.42	89.51
1172		Index	100	123	96	118	104	126
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	2640	12472	896	14791	1744
1175		Weighted (000)	138263	12753	59501	4047	78762	8706
1176		Horz %	100.00	9.22	43.03	2.93	56.97	6.30
1177		Vert %	58.06	74.40	51.85	65.16	63.83	79.66
1178		Index	100	128	89	112	110	137
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	47	193	19	184	28
1181		Weighted (000)	1812	199	903	85	909	114
1182		Horz %	100.00	10.99	49.84	4.67	50.16	6.31
1183		Vert %	0.76	1.16	0.79	1.36	0.74	1.05
1184		Index	100	153	103	179	97	138
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	714	3867	267	3983	447
1187		Weighted (000)	38984	3253	18160	1106	20824	2147
1188		Horz %	100.00	8.34	46.58	2.84	53.42	5.51
1189		Vert %	16.37	18.98	15.82	17.81	16.88	19.64
1190		Index	100	116	97	109	103	120

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
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1								
2								
1191								
1192		Unwgted	7474	801	4269	347	3205	454
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	2898	15641	1202	13163	1696
1194		Horz %	100.00	10.06	54.30	4.17	45.70	5.89
1195		Vert %	12.09	16.91	13.63	19.36	10.67	15.52
1196		Index	100	140	113	160	88	128
1197								
1198		Unwgted	7044	970	1340	136	5704	834
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	4883	6285	624	31253	4259
1200		Horz %	100.00	13.01	16.74	1.66	83.26	11.35
1201		Vert %	15.76	28.49	5.48	10.04	25.33	38.97
1202		Index	100	181	35	64	161	247
1203								
1204		Unwgted	1723	184	1010	73	713	111
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	988	4736	355	4399	633
1206		Horz %	100.00	10.82	51.84	3.89	48.16	6.93
1207		Vert %	3.84	5.77	4.13	5.72	3.56	5.80
1208		Index	100	150	108	149	93	151
1209								
1210		Unwgted	5641	589	3159	257	2482	332
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	2781	15361	1095	13628	1686
1212		Horz %	100.00	9.59	52.99	3.78	47.01	5.82
1213		Vert %	12.17	16.23	13.38	17.63	11.04	15.43
1214		Index	100	133	110	145	91	127
1215								
1216		Unwgted	3125	361	1605	131	1520	230
1217	Accessed Yelp - Past Month	Weighted (000)	12195	1412	5827	446	6368	966
1218		Horz %	100.00	11.58	47.78	3.66	52.22	7.92
1219		Vert %	5.12	8.24	5.08	7.18	5.16	8.84
1220		Index	100	161	99	140	101	173
1221								
1222		Unwgted	23106	2284	12543	963	10563	1321
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	10825	58760	4250	56062	6575
1224		Horz %	100.00	9.43	51.17	3.70	48.83	5.73
1225		Vert %	48.21	63.15	51.20	68.42	45.44	60.16
1226		Index	100	131	106	142	94	125
1227								
1228		Unwgted	16414	1816	6547	529	9867	1287
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	8881	31182	2407	53159	6474
1230		Horz %	100.00	10.53	36.97	2.85	63.03	7.68
1231		Vert %	35.41	51.81	27.17	38.75	43.08	59.23
1232		Index	100	146	77	109	122	167
1233								
1234		Unwgted	7779	889	3383	283	4396	606
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	4519	16898	1275	24779	3244
1236		Horz %	100.00	10.84	40.55	3.06	59.45	7.78
1237		Vert %	17.50	26.36	14.72	20.53	20.08	29.68
1238		Index	100	151	84	117	115	170
1239								
1240		Unwgted	4897	537	2376	204	2521	333
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	2587	10534	821	13253	1766
1242		Horz %	100.00	10.88	44.28	3.45	55.72	7.42
1243		Vert %	9.99	15.10	9.18	13.22	10.74	16.16
1244		Index	100	151	92	132	108	162

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

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1								
2								
1245								
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	509	2291	167	2433	342
1247		Weighted (000)	22158	2464	9847	733	12311	1730
1248		Horz %	100.00	11.12	44.44	3.31	55.56	7.81
1249		Vert %	9.30	14.37	8.58	11.81	9.98	15.83
1250		Index	100	154	92	127	107	170
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	1983	10573	814	9187	1169
1253		Weighted (000)	99513	9612	50394	3614	49119	5998
1254		Horz %	100.00	9.66	50.64	3.63	49.36	6.03
1255		Vert %	41.78	56.07	43.91	58.17	39.81	54.88
1256		Index	100	134	105	139	95	131
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	3350	18496	1286	18163	2064
1259		Weighted (000)	181288	15529	85841	5418	95447	10110
1260		Horz %	100.00	8.57	47.35	2.99	52.65	5.58
1261		Vert %	76.12	90.60	74.80	87.23	77.35	92.51
1262		Index	100	119	98	115	102	122
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	1568	7718	606	7620	962
1265		Weighted (000)	76191	7183	35752	2555	40439	4628
1266		Horz %	100.00	9.43	46.92	3.35	53.08	6.07
1267		Vert %	31.99	41.91	31.15	41.13	32.77	42.35
1268		Index	100	131	97	129	102	132
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	1674	7469	637	7654	1037
1271		Weighted (000)	76014	7868	34445	2580	41569	5287
1272		Horz %	100.00	10.35	45.31	3.39	54.69	6.96
1273		Vert %	31.92	45.90	30.01	41.54	33.69	48.38
1274		Index	100	144	94	130	106	152
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	2033	10415	813	9263	1220
1277		Weighted (000)	100588	9784	49831	3479	50757	6304
1278		Horz %	100.00	9.73	49.54	3.46	50.46	6.27
1279		Vert %	42.24	57.08	43.42	56.01	41.14	57.68
1280		Index	100	135	103	133	97	137
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	1595	7019	623	7350	972
1283		Weighted (000)	75338	7621	34629	2765	40709	4856
1284		Horz %	100.00	10.12	45.96	3.67	54.04	6.45
1285		Vert %	31.63	44.46	30.17	44.51	32.99	44.44
1286		Index	100	141	95	141	104	140
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	845	4888	391	3584	454
1289		Weighted (000)	43183	3982	23745	1739	19438	2243
1290		Horz %	100.00	9.22	54.99	4.03	45.01	5.20
1291		Vert %	18.13	23.23	20.69	27.99	15.75	20.53
1292		Index	100	128	114	154	87	113
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	2233	11334	875	10242	1358
1295		Weighted (000)	104133	10288	51075	3646	53058	6642
1296		Horz %	100.00	9.88	49.05	3.50	50.95	6.38
1297		Vert %	43.72	60.02	44.50	58.69	43.00	60.78
1298		Index	100	137	102	134	98	139



RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

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1								
2								
1299								
1300		Unwgted	12940	881	6843	398	6097	483
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	3892	28496	1617	29500	2275
1302		Horz %	100.00	6.71	49.13	2.79	50.87	3.92
1303		Vert %	24.35	22.71	24.83	26.02	23.91	20.82
1304		Index	100	93	102	107	98	85
1305								
1306		Unwgted	16613	1260	8096	505	8517	755
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	5614	34285	2056	41722	3558
1308		Horz %	100.00	7.39	45.11	2.70	54.89	4.68
1309		Vert %	31.91	32.75	29.87	33.10	33.81	32.55
1310		Index	100	103	94	104	106	102
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	1635	9640	677	8065	958
1313		Weighted (000)	81230	7295	40943	2690	40287	4604
1314		Horz %	100.00	8.98	50.40	3.31	49.60	5.67
1315		Vert %	34.11	42.56	35.68	43.31	32.65	42.13
1316		Index	100	125	105	127	96	124
1317								
1318		Unwgted	4358	289	2029	110	2329	179
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	1587	10416	572	13426	1015
1320		Horz %	100.00	6.66	43.69	2.40	56.31	4.26
1321		Vert %	10.01	9.26	9.08	9.21	10.88	9.29
1322		Index	100	93	91	92	109	93
1323								
1324		Unwgted	4622	326	2188	112	2434	214
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	1643	10413	516	14042	1127
1326		Horz %	100.00	6.72	42.58	2.11	57.42	4.61
1327		Vert %	10.27	9.58	9.07	8.30	11.38	10.31
1328		Index	100	93	88	81	111	100
1329								
1330		Unwgted	4402	295	2006	108	2396	187
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	1353	8818	407	12024	946
1332		Horz %	100.00	6.49	42.31	1.95	57.69	4.54
1333		Vert %	8.75	7.89	7.68	6.55	9.74	8.66
1334		Index	100	90	88	75	111	99
1335								
1336		Unwgted	5602	440	2434	139	3168	301
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	2088	10486	540	15893	1548
1338		Horz %	100.00	7.91	39.75	2.05	60.25	5.87
1339		Vert %	11.08	12.18	9.14	8.70	12.88	14.16
1340		Index	100	110	82	79	116	128
1341								
1342		Unwgted	5931	413	2398	134	3533	279
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	1791	10182	532	17387	1259
1344		Horz %	100.00	6.49	36.93	1.93	63.07	4.57
1345		Vert %	11.58	10.45	8.87	8.56	14.09	11.52
1346		Index	100	90	77	74	122	100
1347								
1348		Unwgted	8893	766	3392	206	5501	560
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	3298	13703	742	26465	2555
1350		Horz %	100.00	8.21	34.11	1.85	65.89	6.36
1351		Vert %	16.87	19.24	11.94	11.95	21.45	23.38
1352		Index	100	114	71	71	127	139

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2								
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	390	2457	141	2541	249
1355		Weighted (000)	23988	1795	11131	599	12857	1196
1356		Horz %	100.00	7.48	46.40	2.50	53.60	4.99
1357		Vert %	10.07	10.47	9.70	9.65	10.42	10.95
1358		Index	100	104	96	96	103	109
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	992	5749	354	6532	638
1361		Weighted (000)	58527	4590	25759	1473	32768	3117
1362		Horz %	100.00	7.84	44.01	2.52	55.99	5.33
1363		Vert %	24.58	26.78	22.45	23.71	26.56	28.52
1364		Index	100	109	91	96	108	116
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	178	1705	61	2000	117
1367		Weighted (000)	18217	797	8219	263	9999	534
1368		Horz %	100.00	4.38	45.12	1.45	54.88	2.93
1369		Vert %	7.65	4.65	7.16	4.24	8.10	4.89
1370		Index	100	61	94	55	106	64
1371								
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	234	1208	76	1601	158
1373		Weighted (000)	13935	1110	5376	307	8559	803
1374		Horz %	100.00	7.96	38.58	2.20	61.42	5.76
1375		Vert %	5.85	6.47	4.68	4.94	6.94	7.35
1376		Index	100	111	80	84	119	126
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	382	2655	131	3313	251
1379		Weighted (000)	29277	1779	12298	561	16979	1218
1380		Horz %	100.00	6.08	42.00	1.92	58.00	4.16
1381		Vert %	12.29	10.38	10.72	9.04	13.76	11.14
1382		Index	100	84	87	74	112	91
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	302	1294	97	1754	205
1385		Weighted (000)	15175	1409	5992	419	9183	991
1386		Horz %	100.00	9.29	39.49	2.76	60.51	6.53
1387		Vert %	6.37	8.22	5.22	6.74	7.44	9.06
1388		Index	100	129	82	106	117	142
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	726	4858	311	4243	415
1391		Weighted (000)	46255	3288	23425	1266	22830	2022
1392		Horz %	100.00	7.11	50.64	2.74	49.36	4.37
1393		Vert %	19.42	19.18	20.41	20.38	18.50	18.50
1394		Index	100	99	105	105	95	95
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	436	3127	196	2794	240
1397		Weighted (000)	30253	2102	14939	848	15314	1254
1398		Horz %	100.00	6.95	49.38	2.80	50.62	4.14
1399		Vert %	12.70	12.26	13.02	13.65	12.41	11.47
1400		Index	100	97	102	107	98	90
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	443	3376	222	2452	221
1403		Weighted (000)	30660	2294	16758	1020	13902	1274
1404		Horz %	100.00	7.48	54.66	3.33	45.34	4.16
1405		Vert %	12.87	13.38	14.60	16.41	11.27	11.66
1406		Index	100	104	113	128	88	91

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1								
2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	514	3507	245	2935	269
1409		Weighted (000)	33198	2618	16830	1044	16367	1575
1410		Horz %	100.00	7.89	50.70	3.14	49.30	4.74
1411		Vert %	13.94	15.28	14.67	16.80	13.26	14.41
1412		Index	100	110	105	121	95	103
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	440	2967	217	2260	223
1415		Weighted (000)	26198	2163	13774	921	12423	1242
1416		Horz %	100.00	8.26	52.58	3.52	47.42	4.74
1417		Vert %	11.00	12.62	12.00	14.83	10.07	11.37
1418		Index	100	115	109	135	92	103
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	366	2856	179	2103	187
1421		Weighted (000)	25734	1853	14007	835	11727	1018
1422		Horz %	100.00	7.20	54.43	3.25	45.57	3.96
1423		Vert %	10.81	10.81	12.20	13.45	9.50	9.32
1424		Index	100	100	113	124	88	86
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	601	3786	262	3315	339
1427		Weighted (000)	34578	2825	17132	1078	17446	1747
1428		Horz %	100.00	8.17	49.55	3.12	50.45	5.05
1429		Vert %	14.52	16.48	14.93	17.35	14.14	15.99
1430		Index	100	114	103	120	97	110
1431								
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	352	2639	190	1621	162
1433		Weighted (000)	20853	1712	12281	857	8571	855
1434		Horz %	100.00	8.21	58.90	4.11	41.10	4.10
1435		Vert %	8.76	9.99	10.70	13.79	6.95	7.82
1436		Index	100	114	122	158	79	89
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	469	3476	231	2679	238
1439		Weighted (000)	32878	2578	17503	1079	15375	1498
1440		Horz %	100.00	7.84	53.24	3.28	46.76	4.56
1441		Vert %	13.81	15.04	15.25	17.37	12.46	13.71
1442		Index	100	109	110	126	90	99
1443								
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	352	2544	163	2131	189
1445		Weighted (000)	23668	1706	12129	695	11539	1011
1446		Horz %	100.00	7.21	51.25	2.94	48.75	4.27
1447		Vert %	9.94	9.95	10.57	11.18	9.35	9.25
1448		Index	100	100	106	113	94	93
1449								
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	311	2258	150	1648	161
1451		Weighted (000)	19046	1502	10397	694	8648	809
1452		Horz %	100.00	7.89	54.59	3.64	45.41	4.25
1453		Vert %	8.00	8.76	9.06	11.16	7.01	7.40
1454		Index	100	110	113	140	88	93
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	405	2839	161	2890	244
1457		Weighted (000)	28661	1923	13411	707	15249	1216
1458		Horz %	100.00	6.71	46.79	2.47	53.21	4.24
1459		Vert %	12.03	11.22	11.69	11.38	12.36	11.13
1460		Index	100	93	97	95	103	92

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
1								
2								
1461								
1462		Unwgted	4266	357	2521	188	1745	169
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	1513	10764	737	8558	776
1464		Horz %	100.00	7.83	55.71	3.81	44.29	4.02
1465		Vert %	8.11	8.83	9.38	11.86	6.94	7.10
1466		Index	100	109	116	146	85	88
1467								
1468		Unwgted	8265	668	4863	323	3402	345
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	2877	21534	1280	17665	1597
1470		Horz %	100.00	7.34	54.94	3.27	45.06	4.07
1471		Vert %	16.46	16.79	18.76	20.61	14.32	14.61
1472		Index	100	102	114	125	87	89
1473								
1474		Unwgted	3648	259	2100	148	1548	111
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	1213	9985	649	8395	564
1476		Horz %	100.00	6.60	54.33	3.53	45.67	3.07
1477		Vert %	7.72	7.08	8.70	10.45	6.80	5.16
1478		Index	100	92	113	135	88	67
1479								
1480		Unwgted	3526	280	2026	150	1500	130
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	1256	9334	648	7744	607
1482		Horz %	100.00	7.35	54.65	3.80	45.35	3.56
1483		Vert %	7.17	7.33	8.13	10.44	6.28	5.56
1484		Index	100	102	113	146	88	77
1485								
1486		Unwgted	5288	438	2955	220	2333	218
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	2110	13723	1011	12200	1099
1488		Horz %	100.00	8.14	52.94	3.90	47.06	4.24
1489		Vert %	10.88	12.31	11.96	16.27	9.89	10.06
1490		Index	100	113	110	149	91	92
1491								
1492		Unwgted	24633	2034	12915	818	11718	1216
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	9802	59062	3568	61432	6234
1494		Horz %	100.00	8.13	49.02	2.96	50.98	5.17
1495		Vert %	50.60	57.18	51.46	57.44	49.79	57.04
1496		Index	100	113	102	114	98	113
1497								
1498		Unwgted	11093	939	6087	414	5006	525
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	4204	26650	1778	24513	2426
1500		Horz %	100.00	8.22	52.09	3.48	47.91	4.74
1501		Vert %	21.48	24.53	23.22	28.63	19.87	22.19
1502		Index	100	114	108	133	92	103
1503								
1504		Unwgted	7336	604	4126	275	3210	329
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	2725	18104	1169	15404	1557
1506		Horz %	100.00	8.13	54.03	3.49	45.97	4.65
1507		Vert %	14.07	15.90	15.77	18.81	12.48	14.24
1508		Index	100	113	112	134	89	101
1509								
1510		Unwgted	3636	268	2145	128	1491	140
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	1223	9619	562	7116	661
1512		Horz %	100.00	7.31	57.48	3.36	42.52	3.95
1513		Vert %	7.03	7.14	8.38	9.05	5.77	6.05
1514		Index	100	102	119	129	82	86

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

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1								
2								
1515								
1516		Unwgted	6365	513	3730	249	2635	264
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	2218	16219	1008	12758	1210
1518		Horz %	100.00	7.65	55.97	3.48	44.03	4.17
1519		Vert %	12.17	12.94	14.13	16.23	10.34	11.07
1520		Index	100	106	116	133	85	91
1521								
1522		Unwgted	2813	200	1717	109	1096	91
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	1080	8317	571	5637	509
1524		Horz %	100.00	7.74	59.60	4.09	40.40	3.65
1525		Vert %	5.86	6.30	7.25	9.19	4.57	4.66
1526		Index	100	108	124	157	78	80
1527								
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	639	4854	325	3073	314
1529		Weighted (000)	38666	3013	22445	1392	16221	1621
1530		Horz %	100.00	7.79	58.05	3.60	41.95	4.19
1531		Vert %	16.24	17.58	19.56	22.40	13.15	14.83
1532		Index	100	108	120	138	81	91
1533								
1534	Have Seen Ads on Postcards - Past Month	Unwgted	6113	494	3025	170	3088	324
1535		Weighted (000)	28468	2070	13367	711	15102	1359
1536		Horz %	100.00	7.27	46.95	2.50	53.05	4.77
1537		Vert %	11.95	12.08	11.65	11.45	12.24	12.43
1538		Index	100	101	97	96	102	104
1539								
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	975	5826	396	5515	579
1541		Weighted (000)	56487	4882	26815	1859	29672	3024
1542		Horz %	100.00	8.64	47.47	3.29	52.53	5.35
1543		Vert %	23.72	28.48	23.37	29.92	24.05	27.67
1544		Index	100	120	99	126	101	117
1545								
1546	Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8802	806	4616	332	4186	474
1547		Weighted (000)	43081	4003	21271	1440	21811	2562
1548		Horz %	100.00	9.29	49.37	3.34	50.63	5.95
1549		Vert %	18.09	23.35	18.53	23.19	17.68	23.44
1550		Index	100	129	102	128	98	130
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	1005	5813	421	5486	584
1553		Weighted (000)	55294	5035	27155	1860	28140	3175
1554		Horz %	100.00	9.11	49.11	3.36	50.89	5.74
1555		Vert %	23.22	29.38	23.66	29.94	22.81	29.05
1556		Index	100	127	102	129	98	125
1557								
1558	Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	16052	1332	8280	531	7772	801
1559		Weighted (000)	78889	6443	38008	2292	40881	4152
1560		Horz %	100.00	8.17	48.18	2.90	51.82	5.26
1561		Vert %	33.13	37.59	33.12	36.89	33.13	37.99
1562		Index	100	113	100	111	100	115
1563								
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	1051	6207	409	6084	642
1565		Weighted (000)	59195	5021	27775	1726	31420	3295
1566		Horz %	100.00	8.48	46.92	2.92	53.08	5.57
1567		Vert %	24.86	29.29	24.20	27.79	25.46	30.14
1568		Index	100	118	97	112	102	121

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1								
2								
1569								
1570		Unwgted	10451	892	5402	383	5049	509
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	4304	25079	1653	26630	2652
1572		Horz %	100.00	8.32	48.50	3.20	51.50	5.13
1573		Vert %	21.71	25.11	21.85	26.60	21.58	24.26
1574		Index	100	116	101	123	99	112
1575								
1576		Unwgted	20709	1672	10271	633	10438	1039
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	7445	46244	2573	53220	4872
1578		Horz %	100.00	7.49	46.49	2.59	53.51	4.90
1579		Vert %	41.76	43.44	40.29	41.42	43.13	44.58
1580		Index	100	104	96	99	103	107
1581								
1582	Have Seen Product Placement in Video Games - Past Month	Unwgted	4281	361	2642	198	1639	163
1583		Weighted (000)	22926	1846	13633	971	9293	876
1584		Horz %	100.00	8.05	59.46	4.23	40.54	3.82
1585		Vert %	9.63	10.77	11.88	15.63	7.53	8.01
1586		Index	100	112	123	162	78	83
1587								
1588	Have Seen Product Placement in TV Shows - Past Month	Unwgted	19255	1584	10075	655	9180	929
1589		Weighted (000)	93431	7319	46093	2771	47338	4548
1590		Horz %	100.00	7.83	49.33	2.97	50.67	4.87
1591		Vert %	39.23	42.70	40.16	44.61	38.36	41.61
1592		Index	100	109	102	114	98	106
1593								
1594	Have Seen Product Placement in Movies - Past Month	Unwgted	11787	1077	6470	486	5317	591
1595		Weighted (000)	58362	5125	30181	2113	28181	3012
1596		Horz %	100.00	8.78	51.71	3.62	48.29	5.16
1597		Vert %	24.51	29.90	26.30	34.02	22.84	27.56
1598		Index	100	122	107	139	93	112
1599								
1600	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Unwgted	4790	336	2489	139	2301	197
1601		Weighted (000)	28535	1938	14310	706	14225	1232
1602		Horz %	100.00	6.79	50.15	2.47	49.85	4.32
1603		Vert %	11.98	11.30	12.47	11.36	11.53	11.27
1604		Index	100	94	104	95	96	94
1605								
1606	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Unwgted	2700	190	1472	85	1228	105
1607		Weighted (000)	13592	901	7182	392	6410	510
1608		Horz %	100.00	6.63	52.84	2.88	47.16	3.75
1609		Vert %	5.71	5.26	6.26	6.30	5.20	4.67
1610		Index	100	92	110	110	91	82
1611								
1612	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Unwgted	3188	230	1717	96	1471	134
1613		Weighted (000)	14337	1033	7122	385	7216	648
1614		Horz %	100.00	7.20	49.67	2.69	50.33	4.52
1615		Vert %	6.02	6.03	6.21	6.20	5.85	5.93
1616		Index	100	100	103	103	97	98
1617								
1618	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Unwgted	1245	106	711	50	534	56
1619		Weighted (000)	5968	470	3118	197	2850	273
1620		Horz %	100.00	7.87	52.24	3.30	47.76	4.57
1621		Vert %	2.51	2.74	2.72	3.17	2.31	2.49
1622		Index	100	109	108	127	92	100

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2								
1623								
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	377	2667	160	2258	217
1625		Weighted (000)	24042	1669	11912	675	12131	994
1626		Horz %	100.00	6.94	49.55	2.81	50.45	4.13
1627		Vert %	10.10	9.74	10.38	10.87	9.83	9.09
1628		Index	100	96	103	108	97	90
1629								
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	478	3155	181	2794	297
1631		Weighted (000)	28812	2107	14088	738	14724	1369
1632		Horz %	100.00	7.31	48.89	2.56	51.11	4.75
1633		Vert %	12.10	12.29	12.28	11.88	11.93	12.53
1634		Index	100	102	101	98	99	104
1635								
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	110	829	52	654	58
1637		Weighted (000)	7566	524	3978	226	3588	298
1638		Horz %	100.00	6.92	52.58	2.99	47.42	3.93
1639		Vert %	3.18	3.05	3.47	3.64	2.91	2.72
1640		Index	100	96	109	114	92	86
1641								
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	119	803	64	607	55
1643		Weighted (000)	7520	547	4033	265	3487	282
1644		Horz %	100.00	7.27	53.63	3.52	46.37	3.75
1645		Vert %	3.16	3.19	3.51	4.26	2.83	2.58
1646		Index	100	101	111	135	89	82
1647								
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	227	1547	101	1293	126
1649		Weighted (000)	13819	943	6939	391	6880	553
1650		Horz %	100.00	6.83	50.21	2.83	49.79	4.00
1651		Vert %	5.80	5.50	6.05	6.29	5.58	5.06
1652		Index	100	95	104	108	96	87
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	615	5030	259	4381	356
1655		Weighted (000)	44715	2891	22370	1156	22345	1734
1656		Horz %	100.00	6.46	50.03	2.59	49.97	3.88
1657		Vert %	18.78	16.86	19.49	18.62	18.11	15.87
1658		Index	100	90	104	99	96	85
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	526	3771	200	3530	326
1661		Weighted (000)	37528	2571	18464	899	19064	1672
1662		Horz %	100.00	6.85	49.20	2.40	50.80	4.46
1663		Vert %	15.76	15.00	16.09	14.48	15.45	15.30
1664		Index	100	95	102	92	98	97
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	740	6056	299	5248	441
1667		Weighted (000)	55116	3438	27961	1329	27155	2108
1668		Horz %	100.00	6.24	50.73	2.41	49.27	3.83
1669		Vert %	23.14	20.05	24.36	21.40	22.01	19.29
1670		Index	100	87	105	92	95	83
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	730	5563	306	4596	424
1673		Weighted (000)	45551	3261	23419	1222	22132	2039
1674		Horz %	100.00	7.16	51.41	2.68	48.59	4.48
1675		Vert %	19.13	19.03	20.41	19.67	17.94	18.66
1676		Index	100	99	107	103	94	98

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1								
2								
1677								
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	391	2576	145	2394	246
1679		Weighted (000)	24002	1905	11714	594	12288	1311
1680		Horz %	100.00	7.94	48.81	2.47	51.19	5.46
1681		Vert %	10.08	11.11	10.21	9.55	9.96	12.00
1682		Index	100	110	101	95	99	119
1683								
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgted	11534	930	5911	342	5623	588
1685		Weighted (000)	53932	4020	26278	1350	27654	2670
1686		Horz %	100.00	7.45	48.72	2.50	51.28	4.95
1687		Vert %	22.65	23.45	22.90	21.73	22.41	24.43
1688		Index	100	104	101	96	99	108
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	981	5104	381	4923	600
1691		Weighted (000)	51549	4783	24091	1614	27458	3169
1692		Horz %	100.00	9.28	46.73	3.13	53.27	6.15
1693		Vert %	21.65	27.90	20.99	25.98	22.25	28.99
1694		Index	100	129	97	120	103	134
1695								
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	1465	8763	571	8314	894
1697		Weighted (000)	81581	6554	39666	2341	41915	4212
1698		Horz %	100.00	8.03	48.62	2.87	51.38	5.16
1699		Vert %	34.26	38.23	34.56	37.69	33.97	38.54
1700		Index	100	112	101	110	99	113
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	607	4059	228	4183	379
1703		Weighted (000)	39549	2725	18605	940	20944	1785
1704		Horz %	100.00	6.89	47.04	2.38	52.96	4.51
1705		Vert %	16.61	15.90	16.21	15.13	16.97	16.33
1706		Index	100	96	98	91	102	98
1707								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	472	3094	176	2975	296
1709		Weighted (000)	26240	1985	12639	718	13601	1268
1710		Horz %	100.00	7.57	48.17	2.74	51.83	4.83
1711		Vert %	11.02	11.58	11.01	11.55	11.02	11.60
1712		Index	100	105	100	105	100	105
1713								
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	450	2996	173	2812	277
1715		Weighted (000)	26834	2012	13114	697	13720	1315
1716		Horz %	100.00	7.50	48.87	2.60	51.13	4.90
1717		Vert %	11.27	11.74	11.43	11.23	11.12	12.03
1718		Index	100	104	101	100	99	107
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	381	2407	144	2187	237
1721		Weighted (000)	22674	1799	11129	551	11545	1248
1722		Horz %	100.00	7.93	49.08	2.43	50.92	5.50
1723		Vert %	9.52	10.50	9.70	8.87	9.36	11.42
1724		Index	100	110	102	93	98	120
1725								
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	188	1487	84	1260	104
1727		Weighted (000)	13145	819	6703	318	6441	501
1728		Horz %	100.00	6.23	51.00	2.42	49.00	3.81
1729		Vert %	5.52	4.78	5.84	5.13	5.22	4.58
1730		Index	100	87	106	93	95	83



RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Hot AC Format (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Hot AC Formats (Subset of Adult Contemporary) (Monday-Sunday 24-Hour Cume)
1								
2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	366	2639	143	2513	223
1733		Weighted (000)	23740	1549	11440	526	12300	1022
1734		Horz %	100.00	6.52	48.19	2.22	51.81	4.31
1735		Vert %	9.97	9.03	9.97	8.47	9.97	9.36
1736		Index	100	91	100	85	100	94
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	553	4014	221	3709	332
1739		Weighted (000)	39198	2639	19291	1025	19907	1614
1740		Horz %	100.00	6.73	49.21	2.61	50.79	4.12
1741		Vert %	16.46	15.39	16.81	16.50	16.13	14.77
1742		Index	100	94	102	100	98	90
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	844	5413	353	4687	491
1745		Weighted (000)	55260	4732	27484	1770	27776	2963
1746		Horz %	100.00	8.56	49.74	3.20	50.26	5.36
1747		Vert %	23.20	27.61	23.95	28.49	22.51	27.11
1748		Index	100	119	103	123	97	117
1749								
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	222	1494	79	1463	143
1751		Weighted (000)	14457	972	6912	376	7544	595
1752		Horz %	100.00	6.72	47.81	2.60	52.19	4.12
1753		Vert %	6.07	5.67	6.02	6.06	6.11	5.45
1754		Index	100	93	99	100	101	90
1755								
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	218	1704	102	1286	116
1757		Weighted (000)	16815	1127	9242	513	7573	614
1758		Horz %	100.00	6.70	54.96	3.05	45.04	3.65
1759		Vert %	7.06	6.57	8.05	8.26	6.14	5.62
1760		Index	100	93	114	117	87	80
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	715	4472	273	4273	442
1763		Weighted (000)	46358	3613	22016	1245	24343	2368
1764		Horz %	100.00	7.79	47.49	2.69	52.51	5.11
1765		Vert %	19.47	21.08	19.18	20.05	19.73	21.66
1766		Index	100	108	99	103	101	111
1767								
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	203	1254	78	1272	125
1769		Weighted (000)	13610	973	6443	343	7166	630
1770		Horz %	100.00	7.15	47.34	2.52	52.66	4.63
1771		Vert %	5.71	5.68	5.61	5.52	5.81	5.77
1772		Index	100	99	98	97	102	101
1773						*		
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	105	753	42	561	63
1775		Weighted (000)	7509	555	4067	218	3442	337
1776		Horz %	100.00	7.40	54.16	2.91	45.84	4.49
1777		Vert %	3.15	3.24	3.54	3.51	2.79	3.09
1778		Index	100	103	112	111	88	98
1779								
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	414	2510	169	2135	245
1781		Weighted (000)	23280	1963	11830	761	11450	1202
1782		Horz %	100.00	8.43	50.82	3.27	49.18	5.16
1783		Vert %	9.78	11.45	10.31	12.25	9.28	11.00
1784		Index	100	117	105	125	95	112

RAB / GfK MRI FORMAT PROFILE: HOT AC (Subset of Adult Contemporary)

	A	B	C	D	E	F	G	H
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2								
1785								
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	256	2021	131	1458	125
1787		Weighted (000)	19879	1578	10490	692	9389	886
1788		Horz %	100.00	7.94	52.77	3.48	47.23	4.46
1789		Vert %	8.35	9.21	9.14	11.15	7.61	8.11
1790		Index	100	110	110	134	91	97
1791								
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	217	1315	85	1147	132
1793		Weighted (000)	12512	1133	6369	388	6143	745
1794		Horz %	100.00	9.05	50.91	3.10	49.09	5.96
1795		Vert %	5.25	6.61	5.55	6.24	4.98	6.82
1796		Index	100	126	106	119	95	130
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	311	2049	126	2141	185
1799		Weighted (000)	21080	1603	9864	598	11216	1005
1800		Horz %	100.00	7.60	46.79	2.84	53.21	4.77
1801		Vert %	8.85	9.35	8.60	9.62	9.09	9.20
1802		Index	100	106	97	109	103	104
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	667	4131	273	3990	394
1805		Weighted (000)	40517	3300	19489	1239	21027	2061
1806		Horz %	100.00	8.14	48.10	3.06	51.90	5.09
1807		Vert %	17.01	19.25	16.98	19.95	17.04	18.86
1808		Index	100	113	100	117	100	111
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	273	1984	132	1558	141
1811		Weighted (000)	19708	1419	10433	625	9275	793
1812		Horz %	100.00	7.20	52.94	3.17	47.06	4.03
1813		Vert %	8.28	8.28	9.09	10.06	7.52	7.26
1814		Index	100	100	110	122	91	88
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	483	3436	191	3261	292
1817		Weighted (000)	33664	2476	16421	908	17243	1568
1818		Horz %	100.00	7.36	48.78	2.70	51.22	4.66
1819		Vert %	14.14	14.45	14.31	14.62	13.97	14.35
1820		Index	100	102	101	103	99	101
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	438	3200	205	2439	233
1823		Weighted (000)	29083	2155	15419	900	13664	1255
1824		Horz %	100.00	7.41	53.02	3.10	46.98	4.31
1825		Vert %	12.21	12.57	13.44	14.49	11.07	11.48
1826		Index	100	103	110	119	91	94
1827								
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	258	1694	106	1679	152
1829		Weighted (000)	18399	1333	9036	439	9363	894
1830		Horz %	100.00	7.25	49.11	2.38	50.89	4.86
1831		Vert %	7.73	7.78	7.87	7.06	7.59	8.18
1832		Index	100	101	102	91	98	106
1833								
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	296	2074	134	1766	162
1835		Weighted (000)	20586	1527	10563	578	10023	950
1836		Horz %	100.00	7.42	51.31	2.81	48.69	4.61
1837		Vert %	8.64	8.91	9.20	9.30	8.12	8.69
1838		Index	100	103	106	108	94	101

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2								
1839								
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	318	1940	129	1804	189
1841		Weighted (000)	19635	1645	9629	586	10006	1059
1842		Horz %	100.00	8.38	49.04	2.98	50.96	5.39
1843		Vert %	8.24	9.60	8.39	9.43	8.11	9.69
1844		Index	100	116	102	114	98	117
1845								
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	375	2700	171	2261	204
1847		Weighted (000)	24816	1778	12645	679	12171	1099
1848		Horz %	100.00	7.16	50.95	2.74	49.05	4.43
1849		Vert %	10.42	10.37	11.02	10.94	9.86	10.05
1850		Index	100	100	106	105	95	96
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	719	4515	305	4165	414
1853		Weighted (000)	42931	3382	21281	1271	21650	2110
1854		Horz %	100.00	7.88	49.57	2.96	50.43	4.92
1855		Vert %	18.03	19.73	18.54	20.46	17.55	19.31
1856		Index	100	109	103	114	97	107
1857								
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	182	1389	79	1185	103
1859		Weighted (000)	13914	838	7217	310	6696	527
1860		Horz %	100.00	6.02	51.87	2.23	48.13	3.79
1861		Vert %	5.84	4.89	6.29	4.99	5.43	4.83
1862		Index	100	84	108	85	93	83
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	1086	6300	430	5903	656
1865		Weighted (000)	60976	5305	29597	1936	31379	3368
1866		Horz %	100.00	8.70	48.54	3.18	51.46	5.52
1867		Vert %	25.60	30.95	25.79	31.17	25.43	30.82
1868		Index	100	121	101	122	99	120
1869								
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	383	2203	140	2385	243
1871		Weighted (000)	25555	2360	12099	856	13455	1504
1872		Horz %	100.00	9.24	47.35	3.35	52.65	5.89
1873		Vert %	10.73	13.77	10.54	13.78	10.90	13.76
1874		Index	100	128	98	128	102	128
1875								
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	272	1344	89	1645	183
1877		Weighted (000)	17427	1560	7495	455	9932	1105
1878		Horz %	100.00	8.95	43.01	2.61	56.99	6.34
1879		Vert %	7.32	9.10	6.53	7.32	8.05	10.11
1880		Index	100	124	89	100	110	138
1881								
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	212	2115	78	2083	134
1883		Weighted (000)	21562	1091	10308	354	11254	737
1884		Horz %	100.00	5.06	47.80	1.64	52.20	3.42
1885		Vert %	9.05	6.37	8.98	5.70	9.12	6.75
1886		Index	100	70	99	63	101	75
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	313	1919	115	1970	198
1889		Weighted (000)	20103	1540	9461	514	10642	1026
1890		Horz %	100.00	7.66	47.06	2.56	52.94	5.10
1891		Vert %	8.44	8.99	8.24	8.28	8.62	9.39
1892		Index	100	106	98	98	102	111

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2								
1893								
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	224	1515	80	1465	144
1895		Weighted (000)	15777	1114	7470	349	8307	765
1896		Horz %	100.00	7.06	47.35	2.21	52.65	4.85
1897		Vert %	6.62	6.50	6.51	5.61	6.73	7.00
1898		Index	100	98	98	85	102	106
1899								
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	205	1596	72	1587	133
1901		Weighted (000)	17028	1071	8386	381	8642	690
1902		Horz %	100.00	6.29	49.25	2.24	50.75	4.05
1903		Vert %	7.15	6.25	7.31	6.13	7.00	6.31
1904		Index	100	87	102	86	98	88
1905								
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	171	1980	77	1641	94
1907		Weighted (000)	17939	819	9567	407	8373	412
1908		Horz %	100.00	4.57	53.33	2.27	46.67	2.30
1909		Vert %	7.53	4.78	8.34	6.55	6.79	3.77
1910		Index	100	63	111	87	90	50
1911						*		*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	73	964	42	702	31
1913		Weighted (000)	8568	343	4961	238	3607	104
1914		Horz %	100.00	4.00	57.90	2.78	42.10	1.22
1915		Vert %	3.60	2.00	4.32	3.84	2.92	0.95
1916		Index	100	56	120	107	81	27
1917								
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	243	1939	112	1532	131
1919		Weighted (000)	18078	1251	9637	601	8441	649
1920		Horz %	100.00	6.92	53.31	3.32	46.69	3.59
1921		Vert %	7.59	7.30	8.40	9.68	6.84	5.94
1922		Index	100	96	111	127	90	78
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	610	3800	243	3131	367
1925		Weighted (000)	34135	2734	17910	968	16225	1766
1926		Horz %	100.00	8.01	52.47	2.84	47.53	5.17
1927		Vert %	14.33	15.95	15.61	15.59	13.15	16.16
1928		Index	100	111	109	109	92	113
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	519	3057	186	3258	333
1931		Weighted (000)	33305	2615	15146	842	18159	1773
1932		Horz %	100.00	7.85	45.48	2.53	54.52	5.32
1933		Vert %	13.98	15.25	13.20	13.55	14.72	16.22
1934		Index	100	109	94	97	105	116
1935								
1936								