

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

		U.S. Adults 18+	Adults18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgted	48646	3551	24620	1399	24026	2152
	Weighted (000)	244084	17450	117785	6424	126299	11026
	Horz %	100.00	7.15	48.26	2.63	51.74	4.52
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male						*	*
	Unwgted	24620	1399	24620	1399	0	0
	Weighted (000)	117785	6424	117785	6424	0	0
	Horz %	100.00	5.45	100.00	5.45	0.00	0.00
	Vert %	48.26	36.82	100.00	100.00	0.00	0.00
Female				*	*		
	Unwgted	24026	2152	0	0	24026	2152
	Weighted (000)	126299	11026	0	0	126299	11026
	Horz %	100.00	8.73	0.00	0.00	100.00	8.73
	Vert %	51.74	63.18	0.00	0.00	100.00	100.00
Age 18-24							
	Unwgted	3885	378	2163	157	1722	221
	Weighted (000)	30253	3204	15267	1083	14986	2122
	Horz %	100.00	10.59	50.46	3.58	49.54	7.01
	Vert %	12.39	18.36	12.96	16.85	11.87	19.24
Age 25-34							
	Unwgted	8183	797	4209	320	3974	477
	Weighted (000)	43389	4163	21595	1675	21794	2487
	Horz %	100.00	9.59	49.77	3.86	50.23	5.73
	Vert %	17.78	23.85	18.33	26.07	17.26	22.56
Age 35-44							
	Unwgted	8605	927	4423	344	4182	583
	Weighted (000)	40230	3948	19746	1391	20484	2557
	Horz %	100.00	9.81	49.08	3.46	50.92	6.36
	Vert %	16.48	22.62	16.76	21.65	16.22	23.19
Age 45-54							
	Unwgted	8861	799	4477	312	4384	487
	Weighted (000)	43105	3445	21038	1267	22067	2177
	Horz %	100.00	7.99	48.81	2.94	51.19	5.05
	Vert %	17.66	19.74	17.86	19.73	17.47	19.75
Age 55-64							
	Unwgted	8498	442	4321	173	4177	269
	Weighted (000)	40725	1931	19559	693	21165	1239
	Horz %	100.00	4.74	48.03	1.70	51.97	3.04
	Vert %	16.68	11.07	16.61	10.78	16.76	11.23
Age 65+							
	Unwgted	10614	208	5027	93	5587	115
	Weighted (000)	46383	760	20580	316	25803	444
	Horz %	100.00	1.64	44.37	0.68	55.63	0.96
	Vert %	19.00	4.35	17.47	4.92	20.43	4.02
Age 21+							
	Unwgted	47284	3404	23832	1327	23452	2077
	Weighted (000)	232046	16160	111578	5964	120468	10196
	Horz %	100.00	6.96	48.08	2.57	51.92	4.39
	Vert %	95.07	92.61	94.73	92.83	95.38	92.48
	Index	100	97	100	98	100	97

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Age 18-34	Unwgted	12068	1175	6372	477	5696	698
	Weighted (000)	73642	7367	36862	2758	36780	4609
	Horz %	100.00	10.00	50.06	3.74	49.94	6.26
	Vert %	30.17	42.22	31.30	42.92	29.12	41.80
	Index	100	140	104	142	97	139
Age 18-49	Unwgted	24996	2558	12990	994	12006	1564
	Weighted (000)	134658	13301	66787	4830	67871	8471
	Horz %	100.00	9.88	49.60	3.59	50.40	6.29
	Vert %	55.17	76.22	56.70	75.18	53.74	76.82
	Index	100	138	103	136	97	139
Age 25-54	Unwgted	25649	2523	13109	976	12540	1547
	Weighted (000)	126724	11555	62379	4333	64345	7222
	Horz %	100.00	9.12	49.22	3.42	50.78	5.70
	Vert %	51.92	66.22	52.96	67.45	50.95	65.50
	Index	100	128	102	130	98	126
Age 35-64	Unwgted	25964	2168	13221	829	12743	1339
	Weighted (000)	124059	9324	60343	3351	63716	5973
	Horz %	100.00	7.52	48.64	2.70	51.36	4.81
	Vert %	50.83	53.43	51.23	52.16	50.45	54.17
	Index	100	105	101	103	99	107
Age 50+	Unwgted	23650	993	11630	405	12020	588
	Weighted (000)	109426	4150	50998	1594	58428	2555
	Horz %	100.00	3.79	46.60	1.46	53.40	2.34
	Vert %	44.83	23.78	43.30	24.82	46.26	23.18
	Index	100	53	97	55	103	52
Median Age	Unwgted						
	Weighted (000)	47.00	38.30	46.10	38.10	47.80	38.40
	Horz %						
	Vert %						
	Index	100	82	98	81	102	82
Race: White Only	Unwgted	34564	2744	17599	1023	16965	1721
	Weighted (000)	179823	14120	87142	4986	92681	9134
	Horz %	100.00	7.85	48.46	2.77	51.54	5.08
	Vert %	73.67	80.92	73.98	77.62	73.38	82.84
	Index	100	110	100	105	100	112
Race: Black/African-American Only	Unwgted	5909	169	2691	80	3218	89
	Weighted (000)	29535	756	13591	370	15944	387
	Horz %	100.00	2.56	46.02	1.25	53.98	1.31
	Vert %	12.10	4.33	11.54	5.75	12.62	3.51
	Index	100	36	95	48	104	29
Race: Asian	Unwgted	2388	254	1240	131	1148	123
	Weighted (000)	8358	921	3764	389	4594	532
	Horz %	100.00	11.01	45.03	4.65	54.97	6.36
	Vert %	3.42	5.28	3.20	6.05	3.64	4.82
	Index	100	154	93	177	106	141
Race: Other Race/Multi-Racial	Unwgted	8173	638	4330	296	3843	342
	Weighted (000)	34726	2574	17052	1068	17674	1505
	Horz %	100.00	7.41	49.10	3.08	50.90	4.33
	Vert %	14.23	14.75	14.48	16.63	13.99	13.65
	Index	100	104	102	117	98	96
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	471	3530	195	3321	276
	Weighted (000)	37743	2462	18812	1061	18930	1401
	Horz %	100.00	6.52	49.84	2.81	50.16	3.71
	Vert %	15.46	14.11	15.97	16.52	14.99	12.70
	Index	100	91	103	107	97	82

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Hispanic, Personally Speak Only English at Home	Unwgt	1739	167	949	68	790	99
	Weighted (000)	6214	507	3087	217	3127	289
	Horz %	100.00	8.15	49.67	3.50	50.33	4.65
	Vert %	2.55	2.90	2.62	3.38	2.48	2.62
	Index	100	114	103	133	97	103
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt	2047	154	1051	59	996	95
	Weighted (000)	9439	691	4679	213	4760	478
	Horz %	100.00	7.32	49.57	2.26	50.43	5.06
	Vert %	3.87	3.96	3.97	3.32	3.77	4.34
	Index	100	102	103	86	97	112
Hispanic, Personally Speak Only Spanish at Home	Unwgt	1280	41	621	23	659	18
	Weighted (000)	10474	449	5089	277	5385	172
	Horz %	100.00	4.28	48.59	2.65	51.41	1.64
	Vert %	4.29	2.57	4.32	4.31	4.26	1.56
	Index	100	60	101	101	99	36
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt	1668	100	850	43	818	57
	Weighted (000)	9512	664	4874	324	4638	340
	Horz %	100.00	6.98	51.24	3.40	48.76	3.58
	Vert %	3.90	3.80	4.14	5.04	3.67	3.08
	Index	100	98	106	129	94	79
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt	99	8	51	1	48	7
	Weighted (000)	1751	132	918	10	833	122
	Horz %	100.00	7.53	52.43	0.57	47.57	6.95
	Vert %	0.72	0.76	0.78	0.16	0.66	1.10
	Index	100	105	109	22	92	154
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt	6825	554	3452	213	3373	341
	Weighted (000)	26213	2233	11985	741	14228	1492
	Horz %	100.00	8.52	45.72	2.83	54.28	5.69
	Vert %	10.74	12.80	10.18	11.53	11.27	13.53
	Index	100	119	95	107	105	126
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt	10965	1034	5591	369	5374	665
	Weighted (000)	46746	4407	22626	1558	24120	2849
	Horz %	100.00	9.43	48.40	3.33	51.60	6.09
	Vert %	19.15	25.25	19.21	24.25	19.10	25.84
	Index	100	132	100	127	100	135
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt	2649	240	1187	88	1462	152
	Weighted (000)	11210	1114	4576	340	6634	774
	Horz %	100.00	9.94	40.82	3.03	59.18	6.90
	Vert %	4.59	6.38	3.89	5.29	5.25	7.02
	Index	100	139	85	115	114	153
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt	3407	265	1664	99	1743	166
	Weighted (000)	13775	1059	6335	364	7440	695
	Horz %	100.00	7.69	45.99	2.64	54.01	5.04
	Vert %	5.64	6.07	5.38	5.67	5.89	6.30
	Index	100	108	95	100	104	112
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt	10089	771	5033	309	5056	462
	Weighted (000)	44682	3465	21206	1225	23476	2239
	Horz %	100.00	7.75	47.46	2.74	52.54	5.01
	Vert %	18.31	19.86	18.00	19.07	18.59	20.31
	Index	100	108	98	104	102	111
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt	10356	576	5407	269	4949	307
	Weighted (000)	71816	4306	36018	1838	35799	2468
	Horz %	100.00	6.00	50.15	2.56	49.85	3.44
	Vert %	29.42	24.67	30.58	28.61	28.34	22.38
	Index	100	84	104	97	96	76

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Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	111	2286	52	2069	59
	Weighted (000)	29641	867	15039	358	14602	509
	Horz %	100.00	2.92	50.74	1.21	49.26	1.72
	Vert %	12.14	4.97	12.77	5.57	11.56	4.62
	Index	100	41	105	46	95	38
Currently Attending College or University	Unwgted	3403	305	1618	119	1785	186
	Weighted (000)	19372	1869	8726	636	10647	1233
	Horz %	100.00	9.65	45.04	3.28	54.96	6.36
	Vert %	7.94	10.71	7.41	9.90	8.43	11.18
	Index	100	135	93	125	106	141
Employed Full Time	Unwgted	25438	2279	15105	1051	10333	1228
	Weighted (000)	119890	10289	68797	4594	51094	5695
	Horz %	100.00	8.58	57.38	3.83	42.62	4.75
	Vert %	49.12	58.96	58.41	71.51	40.45	51.65
	Index	100	120	119	146	82	105
Employed Part Time	Unwgted	5730	522	2169	135	3561	387
	Weighted (000)	28854	2939	10532	722	18322	2217
	Horz %	100.00	10.19	36.50	2.50	63.50	7.68
	Vert %	11.82	16.84	8.94	11.24	14.51	20.11
	Index	100	142	76	95	123	170
Not Employed	Unwgted	17478	750	7346	213	10132	537
	Weighted (000)	95339	4222	38457	1108	56883	3114
	Horz %	100.00	4.43	40.34	1.16	59.66	3.27
	Vert %	39.06	24.20	32.65	17.25	45.04	28.24
	Index	100	62	84	44	115	72
Temporarily Unemployed	Unwgted	1886	144	939	49	947	95
	Weighted (000)	12314	901	6528	333	5786	568
	Horz %	100.00	7.32	53.01	2.70	46.99	4.61
	Vert %	5.05	5.16	5.54	5.18	4.58	5.15
	Index	100	102	110	103	91	102
Retired from Employment	Unwgted	10143	222	4871	95	5272	127
	Weighted (000)	46820	878	21680	379	25140	499
	Horz %	100.00	1.88	46.31	0.81	53.69	1.07
	Vert %	19.18	5.03	18.41	5.90	19.90	4.53
	Index	100	26	96	31	104	24
Not Employed, Principal Shopper for Household	Unwgted	2543	230	65	2	2478	228
	Weighted (000)	16573	1329	399	9	16173	1320
	Horz %	100.00	8.02	2.41	0.06	97.59	7.97
	Vert %	6.79	7.62	0.34	0.14	12.81	11.97
	Index	100	112	5	2	189	176
Occupation: Professional and Related Occupations	Unwgted	7405	775	3381	233	4024	542
	Weighted (000)	34142	3371	14741	1003	19401	2368
	Horz %	100.00	9.87	43.18	2.94	56.82	6.94
	Vert %	13.99	19.32	12.52	15.62	15.36	21.47
	Index	100	138	89	112	110	154
Occupation: Management, Business and Financial Operations	Unwgted	6595	657	4012	316	2583	341
	Weighted (000)	24720	2420	13920	1000	10800	1420
	Horz %	100.00	9.79	56.31	4.05	43.69	5.75
	Vert %	10.13	13.87	11.82	15.57	8.55	12.88
	Index	100	137	117	154	84	127
Occupation: Sales and Office Occupations	Unwgted	5959	589	2273	177	3686	412
	Weighted (000)	32636	3262	12665	1092	19970	2170
	Horz %	100.00	9.99	38.81	3.35	61.19	6.65
	Vert %	13.37	18.69	10.75	17.00	15.81	19.68
	Index	100	140	80	127	118	147

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Occupation: Natural Resources, Construction and Maintenance Occupations							*
	Unwgted	2756	155	2638	146	118	9
	Weighted (000)	13728	710	13073	662	655	49
	Horz %	100.00	5.17	95.23	4.82	4.77	0.35
	Vert %	5.62	4.07	11.10	10.30	0.52	0.44
Index	100	72	197	183	9	8	
Occupation: Other Employed	Unwgted	8453	625	4970	314	3483	311
	Weighted (000)	43519	3464	24929	1559	18590	1905
	Horz %	100.00	7.96	57.28	3.58	42.72	4.38
	Vert %	17.83	19.85	21.17	24.26	14.72	17.28
	Index	100	111	119	136	83	97
Household Income: \$250,000+	Unwgted	1966	189	1191	76	775	113
	Weighted (000)	7800	783	4116	245	3684	538
	Horz %	100.00	10.03	52.77	3.14	47.23	6.90
	Vert %	3.20	4.49	3.49	3.81	2.92	4.88
	Index	100	140	109	119	91	153
Household Income: \$200,000-\$249,999	Unwgted	1583	166	918	68	665	98
	Weighted (000)	7178	843	3579	282	3599	561
	Horz %	100.00	11.75	49.86	3.93	50.14	7.81
	Vert %	2.94	4.83	3.04	4.39	2.85	5.09
	Index	100	164	103	149	97	173
Household Income: \$150,000-\$199,999	Unwgted	3725	415	2156	186	1569	229
	Weighted (000)	18847	1993	9705	728	9142	1265
	Horz %	100.00	10.57	51.50	3.86	48.50	6.71
	Vert %	7.72	11.42	8.24	11.34	7.24	11.47
	Index	100	148	107	147	94	149
Household Income: \$100,000-\$149,999	Unwgted	7038	737	4030	303	3008	434
	Weighted (000)	39997	3921	20517	1343	19481	2578
	Horz %	100.00	9.80	51.29	3.36	48.71	6.45
	Vert %	16.39	22.47	17.42	20.90	15.42	23.38
	Index	100	137	106	128	94	143
Household Income: \$75,000-\$99,999	Unwgted	6168	516	3380	234	2788	282
	Weighted (000)	32585	2559	16514	1140	16071	1419
	Horz %	100.00	7.85	50.68	3.50	49.32	4.35
	Vert %	13.35	14.67	14.02	17.75	12.72	12.87
	Index	100	110	105	133	95	96
Household Income: \$60,000-\$74,999	Unwgted	4945	365	2570	134	2375	231
	Weighted (000)	24958	1749	12413	665	12545	1084
	Horz %	100.00	7.01	49.74	2.66	50.26	4.34
	Vert %	10.23	10.02	10.54	10.35	9.93	9.83
	Index	100	98	103	101	97	96
Household Income: \$50,000-\$59,999	Unwgted	3824	249	1925	99	1899	150
	Weighted (000)	18483	1289	9176	557	9306	731
	Horz %	100.00	6.97	49.65	3.02	50.35	3.96
	Vert %	7.57	7.39	7.79	8.68	7.37	6.63
	Index	100	98	103	115	97	88
Household Income: \$40,000-\$49,999	Unwgted	4928	290	2410	102	2518	188
	Weighted (000)	20001	1180	9681	392	10320	788
	Horz %	100.00	5.90	48.40	1.96	51.60	3.94
	Vert %	8.19	6.76	8.22	6.10	8.17	7.14
	Index	100	83	100	74	100	87
Household Income: \$30,000-\$39,999	Unwgted	4676	255	2239	92	2437	163
	Weighted (000)	21673	1228	10287	440	11386	788
	Horz %	100.00	5.67	47.47	2.03	52.53	3.63
	Vert %	8.88	7.04	8.73	6.86	9.01	7.14
	Index	100	79	98	77	102	80

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Household Income: \$20,000-\$29,999	Unwgted	4378	184	1770	53	2608	131
	Weighted (000)	21286	900	9271	352	12015	548
	Horz %	100.00	4.23	43.56	1.65	56.44	2.58
	Vert %	8.72	5.16	7.87	5.47	9.51	4.97
	Index	100	59	90	63	109	57
Household Income: Under \$20,000	Unwgted	5415	185	2031	52	3384	133
	Weighted (000)	31275	1005	12525	279	18751	726
	Horz %	100.00	3.21	40.05	0.89	59.95	2.32
	Vert %	12.81	5.76	10.63	4.35	14.85	6.58
	Index	100	45	83	34	116	51
Median Household Income	Unwgted						
	Weighted (000)	65.60	88.40	69.60	86.50	61.60	89.90
	Horz %						
	Vert %						
	Index	100	135	106	132	94	137
Marital Status: Single, Never Married	Unwgted	12107	959	6453	382	5654	577
	Weighted (000)	69105	5672	36957	2157	32148	3515
	Horz %	100.00	8.21	53.48	3.12	46.52	5.09
	Vert %	28.31	32.50	31.38	33.58	25.45	31.88
	Index	100	115	111	119	90	113
Marital Status: Currently Married	Unwgted	24506	1936	13836	842	10670	1094
	Weighted (000)	129071	9618	64428	3688	64643	5930
	Horz %	100.00	7.45	49.92	2.86	50.08	4.59
	Vert %	52.88	55.12	54.70	57.41	51.18	53.78
	Index	100	104	103	109	97	102
Marital Status: Divorced or Legally Separated	Unwgted	8229	554	3344	153	4885	401
	Weighted (000)	31030	1839	12607	518	18423	1321
	Horz %	100.00	5.93	40.63	1.67	59.37	4.26
	Vert %	12.71	10.54	10.70	8.07	14.59	11.98
	Index	100	83	84	63	115	94
Marital Status: Widowed	Unwgted	3804	102	987	22	2817	80
	Weighted (000)	14879	321	3794	61	11085	261
	Horz %	100.00	2.16	25.50	0.41	74.50	1.75
	Vert %	6.10	1.84	3.22	0.95	8.78	2.36
	Index	100	30	53	16	144	39
Marital Status: Engaged to Be Married	Unwgted	2120	169	1122	64	998	105
	Weighted (000)	11812	926	5830	290	5982	636
	Horz %	100.00	7.84	49.36	2.45	50.64	5.39
	Vert %	4.84	5.31	4.95	4.51	4.74	5.77
	Index	100	110	102	93	98	119
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	269	1959	104	1637	165
	Weighted (000)	21557	1745	10333	486	11224	1259
	Horz %	100.00	8.10	47.93	2.26	52.07	5.84
	Vert %	8.83	10.00	8.77	7.57	8.89	11.42
	Index	100	113	99	86	101	129
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	1907	8890	701	9311	1206
	Weighted (000)	94932	9251	43462	3101	51470	6149
	Horz %	100.00	9.74	45.78	3.27	54.22	6.48
	Vert %	38.89	53.01	36.90	48.28	40.75	55.77
	Index	100	136	95	124	105	143
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	683	3410	245	3717	438
	Weighted (000)	38013	3679	17033	1143	20980	2536
	Horz %	100.00	9.68	44.81	3.01	55.19	6.67
	Vert %	15.57	21.08	14.46	17.79	16.61	23.00
	Index	100	135	93	114	107	148

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

		U.S. Adults 18+	Adults18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	804	3495	298	3440	506
	Weighted (000)	34366	3558	16367	1286	17998	2272
	Horz %	100.00	10.35	47.63	3.74	52.37	6.61
	Vert %	14.08	20.39	13.90	20.02	14.25	20.60
	Index	100	145	99	142	101	146
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	299	1357	108	1447	191
	Weighted (000)	14813	1349	6725	443	8088	906
	Horz %	100.00	9.11	45.40	2.99	54.60	6.12
	Vert %	6.07	7.73	5.71	6.90	6.40	8.22
	Index	100	127	94	114	106	135
4 Children Under Age 18 Currently Living at Home	Unwgted	872	86	407	36	465	50
	Weighted (000)	4873	478	2163	171	2710	306
	Horz %	100.00	9.80	44.38	3.52	55.62	6.29
	Vert %	2.00	2.74	1.84	2.67	2.15	2.78
	Index	100	137	92	134	107	139
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	35	221	14	242	21
	Weighted (000)	2867	187	1175	58	1693	130
	Horz %	100.00	6.53	40.96	2.01	59.04	4.52
	Vert %	1.17	1.07	1.00	0.90	1.34	1.18
	Index	100	91	85	77	114	100
Own Home/Residence	Unwgted	32775	2507	17020	991	15755	1516
	Weighted (000)	160976	11928	78141	4249	82835	7679
	Horz %	100.00	7.41	48.54	2.64	51.46	4.77
	Vert %	65.95	68.35	66.34	66.14	65.59	69.65
	Index	100	104	101	100	99	106
Rent Home/Residence	Unwgted	15306	1005	7334	393	7972	612
	Weighted (000)	80205	5340	38249	2108	41956	3233
	Horz %	100.00	6.66	47.69	2.63	52.31	4.03
	Vert %	32.86	30.60	32.47	32.81	33.22	29.32
	Index	100	93	99	100	101	89
Live Rent-Free in Home/Residence	Unwgted	565	39	266	15	299	24
	Weighted (000)	2903	182	1395	68	1508	114
	Horz %	100.00	6.26	48.05	2.33	51.95	3.93
	Vert %	1.19	1.04	1.18	1.05	1.19	1.04
	Index	100	88	100	88	100	87
Census Region: North East	Unwgted	11000	918	5477	363	5523	555
	Weighted (000)	44018	3823	21032	1432	22986	2391
	Horz %	100.00	8.68	47.78	3.25	52.22	5.43
	Vert %	18.03	21.91	17.86	22.29	18.20	21.68
	Index	100	121	99	124	101	120
Census Region: South	Unwgted	17645	866	8745	350	8900	516
	Weighted (000)	92016	4330	44107	1654	47909	2676
	Horz %	100.00	4.71	47.93	1.80	52.07	2.91
	Vert %	37.70	24.81	37.45	25.74	37.93	24.27
	Index	100	66	99	68	101	64
Census Region: Midwest	Unwgted	9880	801	5113	314	4767	487
	Weighted (000)	52062	3913	25228	1452	26834	2461
	Horz %	100.00	7.52	48.46	2.79	51.54	4.73
	Vert %	21.33	22.42	21.42	22.60	21.25	22.32
	Index	100	105	100	106	100	105
Census Region: West	Unwgted	10121	966	5285	372	4836	594
	Weighted (000)	55988	5385	27418	1887	28570	3499
	Horz %	100.00	9.62	48.97	3.37	51.03	6.25
	Vert %	22.94	30.86	23.28	29.37	22.62	31.73
	Index	100	135	101	128	99	138

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

		U.S. Adults 18+	Adults18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)
Census Sub-Region: New England	Unwgt	2748	210	1330	81	1418	129
	Weighted (000)	11567	873	5545	320	6022	553
	Horz %	100.00	7.55	47.94	2.77	52.06	4.78
	Vert %	4.74	5.00	4.71	4.98	4.77	5.02
	Index	100	106	99	105	101	106
Census Sub-Region: Mid Atlantic	Unwgt	8252	708	4147	282	4105	426
	Weighted (000)	32451	2949	15487	1112	16964	1838
	Horz %	100.00	9.09	47.73	3.43	52.27	5.66
	Vert %	13.30	16.90	13.15	17.30	13.43	16.67
	Index	100	127	99	130	101	125
Census Sub-Region: South Atlantic	Unwgt	9812	574	4839	235	4973	339
	Weighted (000)	48740	2695	23082	1038	25658	1658
	Horz %	100.00	5.53	47.36	2.13	52.64	3.40
	Vert %	19.97	15.44	19.60	16.15	20.32	15.03
	Index	100	77	98	81	102	75
Census Sub-Region: East South Central	Unwgt	1890	69	940	32	950	37
	Weighted (000)	14067	529	6879	217	7188	311
	Horz %	100.00	3.76	48.90	1.55	51.10	2.21
	Vert %	5.76	3.03	5.84	3.38	5.69	2.82
	Index	100	53	101	59	99	49
Census Sub-Region: West South Central	Unwgt	5943	223	2966	83	2977	140
	Weighted (000)	29209	1106	14146	399	15062	707
	Horz %	100.00	3.79	48.43	1.37	51.57	2.42
	Vert %	11.97	6.34	12.01	6.21	11.93	6.41
	Index	100	53	100	52	100	54
Census Sub-Region: East North Central	Unwgt	7303	609	3789	230	3514	379
	Weighted (000)	36089	2850	17381	1008	18708	1842
	Horz %	100.00	7.90	48.16	2.79	51.84	5.10
	Vert %	14.79	16.33	14.76	15.69	14.81	16.70
	Index	100	110	100	106	100	113
Census Sub-Region: West North Central	Unwgt	2577	192	1324	84	1253	108
	Weighted (000)	15973	1063	7846	444	8127	619
	Horz %	100.00	6.66	49.12	2.78	50.88	3.87
	Vert %	6.54	6.09	6.66	6.91	6.43	5.61
	Index	100	93	102	106	98	86
Census Sub-Region: Mountain	Unwgt	2752	289	1444	114	1308	175
	Weighted (000)	18482	1985	9091	717	9391	1268
	Horz %	100.00	10.74	49.19	3.88	50.81	6.86
	Vert %	7.57	11.37	7.72	11.16	7.44	11.50
	Index	100	150	102	147	98	152
Census Sub-Region: Pacific	Unwgt	7369	677	3841	258	3528	419
	Weighted (000)	37506	3401	18327	1170	19179	2231
	Horz %	100.00	9.07	48.86	3.12	51.14	5.95
	Vert %	15.37	19.49	15.56	18.21	15.19	20.23
	Index	100	127	101	119	99	132
County Size: A	Unwgt	26326	2261	13377	869	12949	1392
	Weighted (000)	102649	9258	49402	3289	53247	5970
	Horz %	100.00	9.02	48.13	3.20	51.87	5.82
	Vert %	42.05	53.06	41.94	51.19	42.16	54.14
	Index	100	126	100	122	100	129
County Size: B	Unwgt	11709	704	5932	291	5777	413
	Weighted (000)	72000	4257	34639	1589	37361	2668
	Horz %	100.00	5.91	48.11	2.21	51.89	3.71
	Vert %	29.50	24.39	29.41	24.73	29.58	24.20
	Index	100	83	100	84	100	82

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

		U.S. Adults 18+	Adults18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)
County Size: C/D	Unwgted	10611	586	5311	239	5300	347
	Weighted (000)	69435	3935	33744	1547	35691	2388
	Horz %	100.00	5.67	48.60	2.23	51.40	3.44
	Vert %	28.45	22.55	28.65	24.08	28.26	21.66
	Index	100	79	101	85	99	76
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	131	630	51	498	80
	Weighted (000)	4719	578	2463	207	2256	371
	Horz %	100.00	12.24	52.20	4.39	47.80	7.85
	Vert %	1.93	3.31	2.09	3.23	1.79	3.36
	Index	100	171	108	167	92	174
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	3551	3408	1399	4485	2152
	Weighted (000)	38375	17450	15888	6424	22487	11026
	Horz %	100.00	45.47	41.40	16.74	58.60	28.73
	Vert %	15.72	100.00	13.49	100.00	17.80	100.00
	Index	100	636	86	636	113	636
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	131	674	59	546	72
	Weighted (000)	6399	619	3477	246	2922	373
	Horz %	100.00	9.68	54.33	3.85	45.67	5.83
	Vert %	2.62	3.55	2.95	3.83	2.31	3.38
	Index	100	135	113	146	88	129
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	*	*	*	*	*	*
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	272	1658	123	1068	149
	Weighted (000)	7983	848	4558	348	3424	500
	Horz %	100.00	10.62	57.10	4.36	42.90	6.26
	Vert %	3.27	4.86	3.87	5.42	2.71	4.53
	Index	100	149	118	166	83	139
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	277	2668	211	564	66
	Weighted (000)	12837	1057	10355	790	2482	267
	Horz %	100.00	8.23	80.67	6.16	19.33	2.08
	Vert %	5.26	6.06	8.79	12.30	1.97	2.42
	Index	100	115	167	234	37	46
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	57	592	30	258	27
	Weighted (000)	3908	272	2506	142	1402	130
	Horz %	100.00	6.97	64.12	3.64	35.88	3.33
	Vert %	1.60	1.56	2.13	2.21	1.11	1.18
	Index	100	97	133	138	69	74
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	440	1752	168	1299	272
	Weighted (000)	14357	2235	7933	791	6424	1443
	Horz %	100.00	15.56	55.26	5.51	44.74	10.05
	Vert %	5.88	12.81	6.74	12.32	5.09	13.09
	Index	100	218	115	209	86	223
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	1428	3585	508	4551	920
	Weighted (000)	42891	7315	17737	2228	25154	5088
	Horz %	100.00	17.06	41.35	5.19	58.65	11.86
	Vert %	17.57	41.92	15.06	34.68	19.92	46.14
	Index	100	239	86	197	113	263
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	331	1603	138	1261	193
	Weighted (000)	14285	1525	7775	604	6510	921
	Horz %	100.00	10.68	54.43	4.23	45.57	6.45
	Vert %	5.85	8.74	6.60	9.40	5.15	8.35
	Index	100	149	113	161	88	143

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

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Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	411	2263	220	1097	191
	Weighted (000)	16987	1907	10773	855	6214	1052
	Horz %	100.00	11.23	63.42	5.04	36.58	6.19
	Vert %	6.96	10.93	9.15	13.31	4.92	9.54
	Index	100	157	131	191	71	137
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)					*		
	Unwgted	1353	86	704	36	649	50
	Weighted (000)	5307	411	2699	158	2608	253
	Horz %	100.00	7.74	50.86	2.98	49.14	4.76
	Vert %	2.17	2.35	2.29	2.46	2.06	2.29
Index	100	108	105	113	95	105	
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	755	3837	264	3920	491
	Weighted (000)	44958	4304	20903	1352	24055	2952
	Horz %	100.00	9.57	46.49	3.01	53.51	6.57
	Vert %	18.42	24.66	17.75	21.05	19.05	26.77
	Index	100	134	96	114	103	145
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgted	310	23	172	10	138	13
	Weighted (000)	1196	105	639	37	557	68
	Horz %	100.00	8.74	53.45	3.08	46.55	5.66
	Vert %	0.49	0.60	0.54	0.57	0.44	0.61
Index	100	122	111	117	90	125	
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgted	642	18	245	7	397	11
	Weighted (000)	3662	67	1387	38	2275	29
	Horz %	100.00	1.83	37.87	1.03	62.13	0.80
	Vert %	1.50	0.38	1.18	0.59	1.80	0.27
Index	100	26	78	39	120	18	
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	174	1288	80	1289	94
	Weighted (000)	15181	1267	7552	608	7628	659
	Horz %	100.00	8.35	49.75	4.01	50.25	4.34
	Vert %	6.22	7.26	6.41	9.46	6.04	5.98
	Index	100	117	103	152	97	96
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	3551	1399	1399	2152	2152
	Weighted (000)	17450	17450	6424	6424	11026	11026
	Horz %	100.00	100.00	36.82	36.82	63.18	63.18
	Vert %	7.15	100.00	5.45	100.00	8.73	100.00
	Index	100	1399	76	1399	122	1399
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgted	631	36	356	24	275	12
	Weighted (000)	2496	123	1441	78	1055	44
	Horz %	100.00	4.92	57.74	3.14	42.26	1.78
	Vert %	1.02	0.70	1.22	1.22	0.84	0.40
Index	100	69	120	119	82	39	
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)					*		*
	Unwgted	1108	51	625	28	483	23
	Weighted (000)	6328	315	3490	140	2838	175
	Horz %	100.00	4.98	55.15	2.22	44.85	2.76
	Vert %	2.59	1.81	2.96	2.19	2.25	1.59
Index	100	70	114	84	87	61	
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	387	3543	197	2263	190
	Weighted (000)	23554	1638	14195	748	9359	890
	Horz %	100.00	6.95	60.27	3.17	39.73	3.78
	Vert %	9.65	9.38	12.05	11.64	7.41	8.07
	Index	100	97	125	121	77	84
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	151	713	53	743	98
	Weighted (000)	7376	722	3364	205	4012	517
	Horz %	100.00	9.79	45.61	2.79	54.39	7.01
	Vert %	3.02	4.14	2.86	3.20	3.18	4.69
	Index	100	137	95	106	105	155

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

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Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt	2625	172	1348	74	1277	98
	Weighted (000)	10677	680	5254	268	5423	412
	Horz %	100.00	6.37	49.21	2.51	50.79	3.86
	Vert %	4.37	3.89	4.46	4.17	4.29	3.73
	Index	100	89	102	95	98	85
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt	3944	282	1603	96	2341	186
	Weighted (000)	20120	1359	7818	449	12302	910
	Horz %	100.00	6.75	38.86	2.23	61.14	4.52
	Vert %	8.24	7.79	6.64	6.99	9.74	8.25
	Index	100	94	81	85	118	100
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt	2569	452	1177	179	1392	273
	Weighted (000)	13480	2446	5921	841	7559	1605
	Horz %	100.00	18.15	43.93	6.24	56.07	11.91
	Vert %	5.52	14.02	5.03	13.09	5.98	14.56
	Index	100	254	91	237	108	264
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3181	387	2115	187	1066	200
	Weighted (000)	16260	1918	10651	852	5609	1065
	Horz %	100.00	11.79	65.50	5.24	34.50	6.55
	Vert %	6.66	10.99	9.04	13.27	4.44	9.66
	Index	100	165	136	199	67	145
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt	1106	234	449	79	657	155
	Weighted (000)	5735	1210	2251	383	3483	827
	Horz %	100.00	21.09	39.26	6.67	60.74	14.42
	Vert %	2.35	6.93	1.91	5.95	2.76	7.50
	Index	100	295	81	253	117	319
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt	906	92	426	45	480	47
	Weighted (000)	5268	758	2577	435	2692	323
	Horz %	100.00	14.39	48.91	8.25	51.09	6.14
	Vert %	2.16	4.34	2.19	6.76	2.13	2.93
	Index	100	201	101	313	99	136
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt	302	17	136	4	166	13
	Weighted (000)	1893	115	914	36	979	79
	Horz %	100.00	6.08	48.29	1.89	51.71	4.19
	Vert %	0.78	0.66	0.78	0.56	0.77	0.72
	Index	100	85	100	72	100	93
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	5121	308	2466	140	2655	168
	Weighted (000)	26008	1457	12354	589	13654	868
	Horz %	100.00	5.60	47.50	2.27	52.50	3.34
	Vert %	10.66	8.35	10.49	9.17	10.81	7.88
	Index	100	78	98	86	101	74
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2133	102	947	45	1186	57
	Weighted (000)	10077	425	4430	193	5646	232
	Horz %	100.00	4.22	43.97	1.92	56.03	2.30
	Vert %	4.13	2.44	3.76	3.00	4.47	2.10
	Index	100	59	91	73	108	51
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	1989	149	1016	70	973	79
	Weighted (000)	11746	793	5748	306	5998	487
	Horz %	100.00	6.75	48.93	2.60	51.07	4.15
	Vert %	4.81	4.54	4.88	4.76	4.75	4.42
	Index	100	94	101	99	99	92
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt	1303	85	710	41	593	44
	Weighted (000)	6945	453	3765	206	3180	246
	Horz %	100.00	6.52	54.22	2.97	45.78	3.55
	Vert %	2.85	2.59	3.20	3.21	2.52	2.23
	Index	100	91	112	113	88	79

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

		U.S. Adults 18+	Adults18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	3469	21166	1371	19871	2098
	Weighted (000)	204462	17078	100664	6321	103799	10757
	Horz %	100.00	8.35	49.23	3.09	50.77	5.26
	Vert %	83.77	97.87	85.46	98.39	82.18	97.56
	Index	100	117	102	117	98	116
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	2363	13552	962	11726	1401
	Weighted (000)	122460	11073	62601	4283	59859	6790
	Horz %	100.00	9.04	51.12	3.50	48.88	5.54
	Vert %	50.17	63.45	53.15	66.66	47.39	61.58
	Index	100	126	106	133	94	123
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	1607	9879	628	8956	979
	Weighted (000)	94930	8115	47803	3089	47126	5026
	Horz %	100.00	8.55	50.36	3.25	49.64	5.29
	Vert %	38.89	46.50	40.59	48.08	37.31	45.58
	Index	100	120	104	124	96	117
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	2210	11965	890	10374	1320
	Weighted (000)	109527	10771	55888	4039	53639	6732
	Horz %	100.00	9.83	51.03	3.69	48.97	6.15
	Vert %	44.87	61.72	47.45	62.87	42.47	61.06
	Index	100	138	106	140	95	136
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	722	4389	310	3698	412
	Weighted (000)	41055	3930	21314	1631	19741	2298
	Horz %	100.00	9.57	51.92	3.97	48.08	5.60
	Vert %	16.82	22.52	18.10	25.39	15.63	20.84
	Index	100	134	108	151	93	124
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	164	1517	95	901	69
	Weighted (000)	12268	876	7410	462	4858	414
	Horz %	100.00	7.14	60.40	3.77	39.60	3.37
	Vert %	5.03	5.02	6.29	7.19	3.85	3.75
	Index	100	100	125	143	77	75
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	1389	8419	577	7721	812
	Weighted (000)	79167	6771	39548	2566	39619	4205
	Horz %	100.00	8.55	49.96	3.24	50.04	5.31
	Vert %	32.43	38.80	33.58	39.95	31.37	38.13
	Index	100	120	104	123	97	118
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	2060	10775	788	10817	1272
	Weighted (000)	106532	9891	50518	3615	56014	6276
	Horz %	100.00	9.28	47.42	3.39	52.58	5.89
	Vert %	43.65	56.68	42.89	56.27	44.35	56.92
	Index	100	130	98	129	102	130
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	1603	8662	629	8298	974
	Weighted (000)	85146	7754	41344	2872	43802	4882
	Horz %	100.00	9.11	48.56	3.37	51.44	5.73
	Vert %	34.88	44.44	35.10	44.71	34.68	44.28
	Index	100	127	101	128	99	127
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	818	4357	352	3989	466
	Weighted (000)	42195	4214	21137	1690	21058	2524
	Horz %	100.00	9.99	50.09	4.01	49.91	5.98
	Vert %	17.29	24.15	17.95	26.31	16.67	22.89
	Index	100	140	104	152	96	132
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	179	1240	85	921	94
	Weighted (000)	10847	956	5916	410	4931	546
	Horz %	100.00	8.81	54.54	3.78	45.46	5.03
	Vert %	4.44	5.48	5.02	6.39	3.90	4.95
	Index	100	123	113	144	88	111

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

		U.S. Adults 18+	Adults18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)
Where Listen to Radio on Typical Weekday: Home	Unwgt	13605	871	6181	294	7424	577
	Weighted (000)	66444	4037	29038	1430	37407	2607
	Horz %	100.00	6.08	43.70	2.15	56.30	3.92
	Vert %	27.22	23.13	24.65	22.26	29.62	23.65
	Index	100	85	91	82	109	87
Where Listen to Radio on Typical Weekday: Car	Unwgt	37582	3254	19374	1272	18208	1982
	Weighted (000)	186198	15796	90927	5742	95271	10054
	Horz %	100.00	8.48	48.83	3.08	51.17	5.40
	Vert %	76.28	90.52	77.20	89.38	75.43	91.18
	Index	100	119	101	117	99	120
Where Listen to Radio on Typical Weekday: Work	Unwgt	6358	645	3918	291	2440	354
	Weighted (000)	32708	3343	19546	1411	13161	1932
	Horz %	100.00	10.22	59.76	4.31	40.24	5.91
	Vert %	13.40	19.16	16.59	21.96	10.42	17.52
	Index	100	143	124	164	78	131
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt	1490	104	867	40	623	64
	Weighted (000)	7844	523	4568	199	3276	324
	Horz %	100.00	6.67	58.23	2.54	41.77	4.14
	Vert %	3.21	3.00	3.88	3.10	2.59	2.94
	Index	100	93	121	96	81	92
Where Listen to Radio on Typical Weekend: Home	Unwgt	16122	1139	7619	419	8503	720
	Weighted (000)	79216	5378	35906	1902	43310	3476
	Horz %	100.00	6.79	45.33	2.40	54.67	4.39
	Vert %	32.45	30.82	30.48	29.61	34.29	31.52
	Index	100	95	94	91	106	97
Where Listen to Radio on Typical Weekend: Car	Unwgt	34584	3001	17663	1157	16921	1844
	Weighted (000)	172300	14724	83400	5288	88900	9436
	Horz %	100.00	8.55	48.40	3.07	51.60	5.48
	Vert %	70.59	84.38	70.81	82.30	70.39	85.58
	Index	100	120	100	117	100	121
Where Listen to Radio on Typical Weekend: Work	Unwgt	2377	203	1536	113	841	90
	Weighted (000)	13032	1211	8169	573	4864	638
	Horz %	100.00	9.29	62.68	4.40	37.32	4.90
	Vert %	5.34	6.94	6.94	8.92	3.85	5.79
	Index	100	130	130	167	72	108
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt	1550	99	843	41	707	58
	Weighted (000)	8439	544	4527	224	3913	320
	Horz %	100.00	6.44	53.64	2.65	46.36	3.79
	Vert %	3.46	3.11	3.84	3.49	3.10	2.90
	Index	100	90	111	101	90	84
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt	8872	611	5526	316	3346	295
	Weighted (000)	37216	2445	22205	1216	15011	1229
	Horz %	100.00	6.57	59.67	3.27	40.33	3.30
	Vert %	15.25	14.01	18.85	18.93	11.89	11.14
	Index	100	92	124	124	78	73
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt	35648	3551	18015	1399	17633	2152
	Weighted (000)	180517	17450	87416	6424	93101	11026
	Horz %	100.00	9.67	48.43	3.56	51.57	6.11
	Vert %	73.96	100.00	74.22	100.00	73.71	100.00
	Index	100	135	100	135	100	135
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt	38624	3551	19803	1399	18821	2152
	Weighted (000)	192537	17450	94151	6424	98386	11026
	Horz %	100.00	9.06	48.90	3.34	51.10	5.73
	Vert %	78.88	100.00	79.93	100.00	77.90	100.00
	Index	100	127	101	127	99	127

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

		U.S. Adults 18+	Adults18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	376	3674	156	3134	220
	Weighted (000)	31804	1709	15468	633	16336	1076
	Horz %	100.00	5.37	48.63	1.99	51.37	3.38
	Vert %	13.03	9.80	13.13	9.86	12.93	9.76
	Index	100	75	101	76	99	75
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	620	5019	251	4314	369
	Weighted (000)	45323	2880	22079	1071	23244	1809
	Horz %	100.00	6.36	48.72	2.36	51.28	3.99
	Vert %	18.57	16.51	18.75	16.68	18.40	16.41
	Index	100	89	101	90	99	88
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	1234	8170	526	6983	708
	Weighted (000)	76621	6221	38271	2386	38350	3835
	Horz %	100.00	8.12	49.95	3.11	50.05	5.01
	Vert %	31.39	35.65	32.49	37.14	30.36	34.78
	Index	100	114	104	118	97	111
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	1211	7086	529	5547	682
	Weighted (000)	64670	6167	33579	2406	31091	3761
	Horz %	100.00	9.54	51.92	3.72	48.08	5.82
	Vert %	26.49	35.34	28.51	37.46	24.62	34.11
	Index	100	133	108	141	93	129
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	722	4033	318	3310	404
	Weighted (000)	36346	3764	18766	1518	17579	2246
	Horz %	100.00	10.36	51.63	4.18	48.37	6.18
	Vert %	14.89	21.57	15.93	23.63	13.92	20.37
	Index	100	145	107	159	93	137
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	1822	9763	703	9479	1119
	Weighted (000)	97996	9329	47386	3324	50610	6005
	Horz %	100.00	9.52	48.36	3.39	51.64	6.13
	Vert %	40.15	53.46	40.23	51.74	40.07	54.46
	Index	100	133	100	129	100	136
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	2044	11253	794	10668	1250
	Weighted (000)	110983	10461	54016	3738	56967	6723
	Horz %	100.00	9.43	48.67	3.37	51.33	6.06
	Vert %	45.47	59.95	45.86	58.19	45.10	60.97
	Index	100	132	101	128	99	134
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	375	1813	128	1639	247
	Weighted (000)	17001	1853	8246	471	8755	1382
	Horz %	100.00	10.90	48.51	2.77	51.49	8.13
	Vert %	6.97	10.62	7.00	7.33	6.93	12.54
	Index	100	152	101	105	100	180
Downloaded Music - Past Month	Unwgted	9054	943	4802	344	4252	599
	Weighted (000)	47933	4759	24203	1573	23730	3186
	Horz %	100.00	9.93	50.49	3.28	49.51	6.65
	Vert %	19.64	27.27	20.55	24.48	18.79	28.90
	Index	100	139	105	125	96	147
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	326	2158	137	1542	189
	Weighted (000)	17081	1461	9453	544	7628	917
	Horz %	100.00	8.55	55.34	3.19	44.66	5.37
	Vert %	7.00	8.37	8.03	8.47	6.04	8.31
	Index	100	120	115	121	86	119
Visited iHeartRadio site - Past Month	Unwgted	4412	482	2137	177	2275	305
	Weighted (000)	21989	2347	9936	763	12053	1584
	Horz %	100.00	10.67	45.19	3.47	54.81	7.21
	Vert %	9.01	13.45	8.44	11.87	9.54	14.37
	Index	100	149	94	132	106	160

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

		U.S. Adults 18+	Adults18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)
Visited iTunes.com site - Past Month	Unwgt	8331	925	4228	332	4103	593
	Weighted (000)	40212	4517	19546	1572	20666	2945
	Horz %	100.00	11.23	48.61	3.91	51.39	7.32
	Vert %	16.47	25.89	16.59	24.47	16.36	26.71
	Index	100	157	101	149	99	162
Visited Pandora.com site - Past Month	Unwgt	16996	1706	8143	625	8853	1081
	Weighted (000)	87700	8717	39828	2905	47872	5813
	Horz %	100.00	9.94	45.41	3.31	54.59	6.63
	Vert %	35.93	49.95	33.81	45.21	37.90	52.72
	Index	100	139	94	126	105	147
Visited Spotify site - Past Month	Unwgt	6074	667	3265	260	2809	407
	Weighted (000)	32588	3443	16510	1243	16078	2200
	Horz %	100.00	10.57	50.66	3.81	49.34	6.75
	Vert %	13.35	19.73	14.02	19.35	12.73	19.96
	Index	100	148	105	145	95	149
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt	16507	1305	8133	485	8374	820
	Weighted (000)	83844	6625	39387	2381	44457	4245
	Horz %	100.00	7.90	46.98	2.84	53.02	5.06
	Vert %	34.35	37.97	33.44	37.05	35.20	38.50
	Index	100	111	97	108	102	112
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt	13908	1047	6987	405	6921	642
	Weighted (000)	70343	5340	33619	1943	36723	3397
	Horz %	100.00	7.59	47.79	2.76	52.21	4.83
	Vert %	28.82	30.60	28.54	30.25	29.08	30.81
	Index	100	106	99	105	101	107
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt	17125	1331	8480	482	8645	849
	Weighted (000)	86850	6970	40962	2353	45888	4617
	Horz %	100.00	8.03	47.16	2.71	52.84	5.32
	Vert %	35.58	39.94	34.78	36.63	36.33	41.87
	Index	100	112	98	103	102	118
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt	12845	983	6657	388	6188	595
	Weighted (000)	65189	5027	31982	1763	33207	3264
	Horz %	100.00	7.71	49.06	2.70	50.94	5.01
	Vert %	26.71	28.81	27.15	27.44	26.29	29.60
	Index	100	108	102	103	98	111
Most trusted media: Radio	Unwgt	4143	272	2212	114	1931	158
	Weighted (000)	21056	1315	10937	489	10119	826
	Horz %	100.00	6.25	51.94	2.32	48.06	3.92
	Vert %	8.63	7.54	9.29	7.61	8.01	7.49
	Index	100	87	108	88	93	87
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt	38598	2883	19503	1143	19095	1740
	Weighted (000)	190885	13858	91892	5102	98994	8756
	Horz %	100.00	7.26	48.14	2.67	51.86	4.59
	Vert %	78.20	79.41	78.02	79.41	78.38	79.41
	Index	100	102	100	102	100	102
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt	30674	2292	15505	912	15169	1380
	Weighted (000)	150599	10852	72409	3996	78190	6856
	Horz %	100.00	7.21	48.08	2.65	51.92	4.55
	Vert %	61.70	62.19	61.48	62.20	61.91	62.18
	Index	100	101	100	101	100	101
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt	26407	1895	13432	777	12975	1118
	Weighted (000)	129573	8640	63337	3446	66237	5195
	Horz %	100.00	6.67	48.88	2.66	51.12	4.01
	Vert %	53.09	49.51	53.77	53.63	52.44	47.11
	Index	100	93	101	101	99	89

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

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TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	2332	15521	927	15246	1405
	Weighted (000)	150356	10989	72364	3991	77992	6998
	Horz %	100.00	7.31	48.13	2.65	51.87	4.65
	Vert %	61.60	62.97	61.44	62.12	61.75	63.47
	Index	100	102	100	101	100	103
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	771	6007	281	7581	490
	Weighted (000)	72467	3977	30905	1344	41562	2634
	Horz %	100.00	5.49	42.65	1.85	57.35	3.63
	Vert %	29.69	22.79	26.24	20.91	32.91	23.89
	Index	100	77	88	70	111	80
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	1567	12125	634	12089	933
	Weighted (000)	122899	7576	58920	2837	63979	4739
	Horz %	100.00	6.16	47.94	2.31	52.06	3.86
	Vert %	50.35	43.42	50.02	44.16	50.66	42.98
	Index	100	86	99	88	101	85
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	563	4271	239	3932	324
	Weighted (000)	41009	2721	20395	1038	20614	1683
	Horz %	100.00	6.64	49.73	2.53	50.27	4.10
	Vert %	16.80	15.59	17.32	16.16	16.32	15.26
	Index	100	93	103	96	97	91
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	1475	10375	620	10051	855
	Weighted (000)	102185	7039	50170	2783	52014	4255
	Horz %	100.00	6.89	49.10	2.72	50.90	4.16
	Vert %	41.86	40.34	42.59	43.32	41.18	38.59
	Index	100	96	102	103	98	92
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	1685	12786	735	11032	950
	Weighted (000)	120635	8468	61633	3444	59003	5024
	Horz %	100.00	7.02	51.09	2.85	48.91	4.16
	Vert %	49.42	48.52	52.33	53.61	46.72	45.56
	Index	100	98	106	108	95	92
Downloaded a TV Program - Past Month	Unwgted	2514	214	1488	87	1026	127
	Weighted (000)	11768	939	6862	405	4906	534
	Horz %	100.00	7.98	58.31	3.44	41.69	4.54
	Vert %	4.82	5.38	5.83	6.30	3.88	4.85
	Index	100	112	121	131	81	101
Watched a TV Program Online - Past Month	Unwgted	8915	873	4794	368	4121	505
	Weighted (000)	43431	4252	22357	1711	21075	2541
	Horz %	100.00	9.79	51.48	3.94	48.52	5.85
	Vert %	17.79	24.37	18.98	26.63	16.69	23.05
	Index	100	137	107	150	94	130
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	981	4824	392	4962	589
	Weighted (000)	47213	4751	22102	1768	25111	2984
	Horz %	100.00	10.06	46.81	3.74	53.19	6.32
	Vert %	19.34	27.23	18.76	27.51	19.88	27.06
	Index	100	141	97	142	103	140
Looked at TV Listings Online - Past Month	Unwgted	5331	479	2875	210	2456	269
	Weighted (000)	24808	2294	12867	976	11941	1318
	Horz %	100.00	9.25	51.87	3.93	48.13	5.31
	Vert %	10.16	13.15	10.92	15.19	9.45	11.95
	Index	100	129	107	149	93	118
Household Subscribes to Cable TV	Unwgted	22534	1717	10957	654	11577	1063
	Weighted (000)	109088	8094	50697	2935	58392	5159
	Horz %	100.00	7.42	46.47	2.69	53.53	4.73
	Vert %	44.69	46.38	43.04	45.68	46.23	46.79
	Index	100	104	96	102	103	105

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

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Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt	37894	2864	19081	1120	18813	1744
	Weighted (000)	188357	14027	89899	5099	98458	8928
	Horz %	100.00	7.45	47.73	2.71	52.27	4.74
	Vert %	77.17	80.38	76.32	79.36	77.96	80.97
	Index	100	104	99	103	101	105
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt	36344	2747	18395	1083	17949	1664
	Weighted (000)	180739	13433	86452	4872	94287	8561
	Horz %	100.00	7.43	47.83	2.70	52.17	4.74
	Vert %	74.05	76.98	73.40	75.83	74.65	77.65
	Index	100	104	99	102	101	105
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt	26301	1953	13744	827	12557	1126
	Weighted (000)	131456	9420	65357	3763	66099	5657
	Horz %	100.00	7.17	49.72	2.86	50.28	4.30
	Vert %	53.86	53.98	55.49	58.57	52.34	51.31
	Index	100	100	103	109	97	95
Viewed Any Premium Cable Channels - Past Month	Unwgt	15801	1357	8571	578	7230	779
	Weighted (000)	75868	6382	39018	2519	36850	3863
	Horz %	100.00	8.41	51.43	3.32	48.57	5.09
	Vert %	31.08	36.57	33.13	39.21	29.18	35.04
	Index	100	118	107	126	94	113
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt	5693	510	3175	230	2518	280
	Weighted (000)	27121	2212	14383	894	12737	1318
	Horz %	100.00	8.16	53.03	3.29	46.97	4.86
	Vert %	11.11	12.68	12.21	13.91	10.09	11.96
	Index	100	114	110	125	91	108
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt	13030	1387	6519	513	6511	874
	Weighted (000)	59121	6233	27723	2144	31399	4090
	Horz %	100.00	10.54	46.89	3.63	53.11	6.92
	Vert %	24.22	35.72	23.54	33.37	24.86	37.09
	Index	100	147	97	138	103	153
Household Has a Satellite Dish	Unwgt	10843	731	5773	297	5070	434
	Weighted (000)	61939	4360	30806	1632	31133	2728
	Horz %	100.00	7.04	49.74	2.63	50.26	4.40
	Vert %	25.38	24.98	26.15	25.40	24.65	24.74
	Index	100	98	103	100	97	97
Household Has a Digital Video Recorder (DVR)	Unwgt	23728	1976	12159	736	11569	1240
	Weighted (000)	116768	9674	56214	3371	60553	6304
	Horz %	100.00	8.29	48.14	2.89	51.86	5.40
	Vert %	47.84	55.44	47.73	52.46	47.94	57.17
	Index	100	116	100	110	100	120
Any Internet/Online Activity - Past Month	Unwgt	42373	3443	21479	1351	20894	2092
	Weighted (000)	208554	16929	100358	6205	108196	10724
	Horz %	100.00	8.12	48.12	2.98	51.88	5.14
	Vert %	85.44	97.01	85.20	96.59	85.67	97.26
	Index	100	114	100	113	100	114
Played Games Online - Past Month	Unwgt	13852	1155	6886	477	6966	678
	Weighted (000)	73850	6143	36139	2531	37711	3612
	Horz %	100.00	8.32	48.94	3.43	51.06	4.89
	Vert %	30.26	35.20	30.68	39.40	29.86	32.76
	Index	100	116	101	130	99	108
Downloaded a Video Game - Past Month	Unwgt	5083	426	3219	218	1864	208
	Weighted (000)	28601	2324	17857	1146	10744	1178
	Horz %	100.00	8.12	62.43	4.01	37.57	4.12
	Vert %	11.72	13.32	15.16	17.83	8.51	10.68
	Index	100	114	129	152	73	91

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

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Downloaded a Movie - Past Month	Unwgt'd	4447	391	2686	162	1761	229
	Weighted (000)	21989	1963	13002	814	8988	1149
	Horz %	100.00	8.93	59.13	3.70	40.87	5.23
	Vert %	9.01	11.25	11.04	12.66	7.12	10.42
	Index	100	125	123	141	79	116
Watched a Movie Online - Past Month	Unwgt'd	11540	1060	6607	468	4933	592
	Weighted (000)	58047	5463	31657	2183	26390	3280
	Horz %	100.00	9.41	54.54	3.76	45.46	5.65
	Vert %	23.78	31.31	26.88	33.97	20.89	29.75
	Index	100	132	113	143	88	125
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	925	5966	432	4063	493
	Weighted (000)	50248	4753	28918	2085	21330	2668
	Horz %	100.00	9.46	57.55	4.15	42.45	5.31
	Vert %	20.59	27.24	24.55	32.45	16.89	24.19
	Index	100	132	119	158	82	118
Visited a Chat Room - Past Month	Unwgt'd	2194	182	1304	103	890	79
	Weighted (000)	10601	800	6275	466	4326	333
	Horz %	100.00	7.54	59.20	4.40	40.80	3.14
	Vert %	4.34	4.58	5.33	7.26	3.42	3.02
	Index	100	105	123	167	79	70
Used e-Mail - Past Month	Unwgt'd	37148	3220	18452	1232	18696	1988
	Weighted (000)	177506	15502	82663	5532	94843	9970
	Horz %	100.00	8.73	46.57	3.12	53.43	5.62
	Vert %	72.72	88.84	70.18	86.11	75.09	90.42
	Index	100	122	97	118	103	124
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	2684	13749	992	15335	1692
	Weighted (000)	148723	13544	66365	4653	82359	8890
	Horz %	100.00	9.11	44.62	3.13	55.38	5.98
	Vert %	60.93	77.61	56.34	72.43	65.21	80.63
	Index	100	127	92	119	107	132
Visited Online Blogs - Past Month	Unwgt'd	6650	665	3248	221	3402	444
	Weighted (000)	32542	3314	14793	958	17749	2356
	Horz %	100.00	10.18	45.46	2.94	54.54	7.24
	Vert %	13.33	18.99	12.56	14.91	14.05	21.37
	Index	100	142	94	112	105	160
Wrote an Online Blog - Past Month	Unwgt'd	1215	106	626	39	589	67
	Weighted (000)	5810	510	2813	161	2997	349
	Horz %	100.00	8.78	48.42	2.77	51.58	6.01
	Vert %	2.38	2.92	2.39	2.50	2.37	3.17
	Index	100	123	100	105	100	133
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	4085	437	2036	157	2049	280
	Weighted (000)	20569	2125	9626	740	10943	1385
	Horz %	100.00	10.33	46.80	3.60	53.20	6.74
	Vert %	8.43	12.18	8.17	11.51	8.66	12.56
	Index	100	145	97	137	103	149
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgt'd	36787	3203	18156	1217	18631	1986
	Weighted (000)	184180	15820	86438	5605	97741	10216
	Horz %	100.00	8.59	46.93	3.04	53.07	5.55
	Vert %	75.46	90.66	73.39	87.24	77.39	92.65
	Index	100	120	97	116	103	123
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	2717	13748	972	16196	1745
	Weighted (000)	152016	13541	66499	4558	85517	8983
	Horz %	100.00	8.91	43.75	3.00	56.25	5.91
	Vert %	62.28	77.60	56.46	70.94	67.71	81.47
	Index	100	125	91	114	109	131

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Foursquare			*		*		*
	Unwgt	259	26	127	12	132	14
	Weighted (000)	1096	140	542	61	554	79
	Horz %	100.00	12.77	49.44	5.53	50.56	7.25
	Vert %	0.45	0.80	0.46	0.94	0.44	0.72
Index	100	179	102	210	98	160	
Google + (Google Plus)	Unwgt	7523	663	3548	242	3975	421
	Weighted (000)	37002	3084	16517	1025	20485	2059
	Horz %	100.00	8.33	44.64	2.77	55.36	5.56
	Vert %	15.16	17.67	14.02	15.95	16.22	18.67
	Index	100	117	93	105	107	123
Instagram	Unwgt	11180	1186	4771	376	6409	810
	Weighted (000)	59923	6240	24271	1838	35652	4402
	Horz %	100.00	10.41	40.50	3.07	59.50	7.35
	Vert %	24.55	35.76	20.61	28.62	28.23	39.92
	Index	100	146	84	117	115	163
LinkedIn	Unwgt	7899	807	4439	359	3460	448
	Weighted (000)	31599	3085	17071	1256	14527	1829
	Horz %	100.00	9.76	54.03	3.98	45.97	5.79
	Vert %	12.95	17.68	14.49	19.55	11.50	16.59
	Index	100	137	112	151	89	128
Pinterest	Unwgt	9299	1140	1975	160	7324	980
	Weighted (000)	49108	5976	9190	846	39919	5130
	Horz %	100.00	12.17	18.71	1.72	81.29	10.45
	Vert %	20.12	34.24	7.80	13.17	31.61	46.52
	Index	100	170	39	65	157	231
Tumblr	Unwgt	1737	145	1029	58	708	87
	Weighted (000)	9309	887	4915	279	4394	608
	Horz %	100.00	9.53	52.80	2.99	47.20	6.53
	Vert %	3.81	5.08	4.17	4.34	3.48	5.52
	Index	100	133	109	114	91	145
Twitter	Unwgt	6507	654	3592	266	2915	388
	Weighted (000)	32509	3231	16927	1113	15583	2118
	Horz %	100.00	9.94	52.07	3.42	47.93	6.52
	Vert %	13.32	18.52	14.37	17.32	12.34	19.21
	Index	100	139	108	130	93	144
Yelp	Unwgt	4238	476	2031	163	2207	313
	Weighted (000)	17049	1891	7651	553	9398	1338
	Horz %	100.00	11.09	44.88	3.24	55.12	7.85
	Vert %	6.98	10.83	6.50	8.61	7.44	12.13
	Index	100	155	93	123	107	174
YouTube	Unwgt	24878	2271	13348	936	11530	1335
	Weighted (000)	125197	11276	64072	4275	61125	7000
	Horz %	100.00	9.01	51.18	3.41	48.82	5.59
	Vert %	51.29	64.62	54.40	66.55	48.40	63.49
	Index	100	126	106	130	94	124
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt	19391	1955	7934	617	11457	1338
	Weighted (000)	98998	9913	37956	2942	61042	6972
	Horz %	100.00	10.01	38.34	2.97	61.66	7.04
	Vert %	40.56	56.81	32.22	45.79	48.33	63.23
	Index	100	140	79	113	119	156
"Follow" or become a "fan of" something or someone	Unwgt	9880	1111	4289	346	5591	765
	Weighted (000)	51999	5781	21230	1557	30768	4224
	Horz %	100.00	11.12	40.83	2.99	59.17	8.12
	Vert %	21.30	33.13	18.02	24.23	24.36	38.31
	Index	100	155	85	114	114	180

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Clicked on an advertisement	Unwgted	7250	762	3332	266	3918	496
	Weighted (000)	34609	3601	14941	1101	19669	2500
	Horz %	100.00	10.40	43.17	3.18	56.83	7.22
	Vert %	14.18	20.63	12.68	17.14	15.57	22.67
	Index	100	146	89	121	110	160
Watched a video	Unwgted	23931	2288	12520	922	11411	1366
	Weighted (000)	121821	11378	60888	4193	60933	7185
	Horz %	100.00	9.34	49.98	3.44	50.02	5.90
	Vert %	49.91	65.20	51.69	65.27	48.25	65.17
	Index	100	131	104	131	97	131
Websites or apps visited or used in the last 30 days: Coupons	Unwgted	1642	162	404	23	1238	139
	Weighted (000)	7736	785	1683	112	6052	673
	Horz %	100.00	10.15	21.76	1.45	78.24	8.69
	Vert %	3.17	4.50	1.43	1.75	4.79	6.10
	Index	100	142	45	55	151	192
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	3384	20163	1317	20017	2067
	Weighted (000)	200974	16589	95462	6042	105511	10547
	Horz %	100.00	8.25	47.50	3.01	52.50	5.25
	Vert %	82.34	95.07	81.05	94.05	83.54	95.66
	Index	100	115	98	114	101	116
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	2053	10025	766	10927	1287
	Weighted (000)	106707	10423	47788	3619	58918	6804
	Horz %	100.00	9.77	44.78	3.39	55.22	6.38
	Vert %	43.72	59.73	40.57	56.33	46.65	61.71
	Index	100	137	93	129	107	141
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	1983	9447	750	9892	1233
	Weighted (000)	97935	9946	44522	3345	53413	6600
	Horz %	100.00	10.16	45.46	3.42	54.54	6.74
	Vert %	40.12	56.99	37.80	52.07	42.29	59.86
	Index	100	142	94	130	105	149
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	2383	12866	940	11859	1443
	Weighted (000)	126500	11991	62393	4356	64107	7635
	Horz %	100.00	9.48	49.32	3.44	50.68	6.04
	Vert %	51.83	68.72	52.97	67.81	50.76	69.25
	Index	100	133	102	131	98	134
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	1577	7823	635	7874	942
	Weighted (000)	84080	8405	39914	3164	44166	5241
	Horz %	100.00	10.00	47.47	3.76	52.53	6.23
	Vert %	34.45	48.16	33.89	49.25	34.97	47.53
	Index	100	140	98	143	102	138
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	1139	6471	515	5155	624
	Weighted (000)	61092	5921	32067	2377	29025	3543
	Horz %	100.00	9.69	52.49	3.89	47.51	5.80
	Vert %	25.03	33.93	27.22	37.01	22.98	32.14
	Index	100	136	109	148	92	128
Used a Mobile "App" - Past Month	Unwgted	25794	2511	13219	978	12575	1533
	Weighted (000)	128777	12497	62189	4525	66588	7972
	Horz %	100.00	9.70	48.29	3.51	51.71	6.19
	Vert %	52.76	71.62	52.80	70.44	52.72	72.30
	Index	100	136	100	134	100	137
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	657	5777	295	5135	362
	Weighted (000)	50128	2872	24847	1103	25281	1769
	Horz %	100.00	5.73	49.57	2.20	50.43	3.53
	Vert %	20.54	16.46	21.10	17.17	20.02	16.05
	Index	100	80	103	84	97	78

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Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	930	6852	368	7393	562
	Weighted (000)	67106	4490	30235	1604	36871	2886
	Horz %	100.00	6.69	45.05	2.39	54.95	4.30
	Vert %	27.49	25.73	25.67	24.97	29.19	26.17
	Index	100	94	93	91	106	95
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	1824	10461	757	9027	1067
	Weighted (000)	91290	8629	46056	3264	45234	5366
	Horz %	100.00	9.45	50.45	3.58	49.55	5.88
	Vert %	37.40	49.45	39.10	50.80	35.82	48.67
	Index	100	132	105	136	96	130
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	246	1751	106	2021	140
	Weighted (000)	20084	1273	9059	540	11024	733
	Horz %	100.00	6.34	45.11	2.69	54.89	3.65
	Vert %	8.23	7.30	7.69	8.41	8.73	6.65
	Index	100	89	93	102	106	81
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	260	1675	89	2083	171
	Weighted (000)	19510	1273	8252	464	11258	809
	Horz %	100.00	6.52	42.30	2.38	57.70	4.15
	Vert %	7.99	7.29	7.01	7.22	8.91	7.34
	Index	100	91	88	90	112	92
Read Advertisements in Weekday Newspaper	Unwgted	3812	249	1663	91	2149	158
	Weighted (000)	17916	1185	7281	374	10635	811
	Horz %	100.00	6.61	40.64	2.09	59.36	4.53
	Vert %	7.34	6.79	6.18	5.82	8.42	7.35
	Index	100	92	84	79	115	100
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	341	1918	107	2715	234
	Weighted (000)	22092	1546	8259	442	13833	1104
	Horz %	100.00	7.00	37.38	2.00	62.62	5.00
	Vert %	9.05	8.86	7.01	6.88	10.95	10.02
	Index	100	98	77	76	121	111
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	343	2004	117	3064	226
	Weighted (000)	23852	1464	8816	488	15037	976
	Horz %	100.00	6.14	36.96	2.05	63.04	4.09
	Vert %	9.77	8.39	7.48	7.59	11.91	8.85
	Index	100	86	77	78	122	91
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	560	2739	155	4464	405
	Weighted (000)	34013	2478	11663	634	22350	1844
	Horz %	100.00	7.29	34.29	1.86	65.71	5.42
	Vert %	13.93	14.20	9.90	9.87	17.70	16.73
	Index	100	102	71	71	127	120
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	287	2044	110	2147	177
	Weighted (000)	20652	1411	9419	505	11233	906
	Horz %	100.00	6.83	45.61	2.44	54.39	4.39
	Vert %	8.46	8.09	8.00	7.86	8.89	8.22
	Index	100	96	95	93	105	97
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	692	4401	238	5138	454
	Weighted (000)	47372	3449	20433	1082	26940	2367
	Horz %	100.00	7.28	43.13	2.28	56.87	5.00
	Vert %	19.41	19.77	17.35	16.84	21.33	21.47
	Index	100	102	89	87	110	111
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

		U.S. Adults 18+	Adults18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Hot AC (subset of "Adult Contemporary") (Monday-Sunday 24-hour cume)
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
Have Seen Video Ads in Grocery Stores - Past Month							
	Unwgted	8175	603	4333	257	3842	346
	Weighted (000)	42062	3206	21099	1280	20963	1926
	Horz %	100.00	7.62	50.16	3.04	49.84	4.58
	Vert %	17.23	18.37	17.91	19.93	16.60	17.47
Index	100	107	104	116	96	101	
Have Seen Video Ads in Drug Stores - Past Month							
	Unwgted	5434	388	2941	174	2493	214
	Weighted (000)	27750	2078	14430	929	13321	1149
	Horz %	100.00	7.49	52.00	3.35	48.00	4.14
	Vert %	11.37	11.91	12.25	14.46	10.55	10.42
Index	100	105	108	127	93	92	
Have Seen Video Ads in Convenience Stores - Past Month							
	Unwgted	5425	409	3143	197	2282	212
	Weighted (000)	27941	2037	15561	990	12381	1047
	Horz %	100.00	7.29	55.69	3.54	44.31	3.75
	Vert %	11.45	11.67	13.21	15.41	9.80	9.50
Index	100	102	115	135	86	83	
Have Seen Video Ads in Large Discount/Department Stores - Past Month							
	Unwgted	5807	415	3195	181	2612	234
	Weighted (000)	30170	2186	15891	914	14279	1272
	Horz %	100.00	7.25	52.67	3.03	47.33	4.22
	Vert %	12.36	12.53	13.49	14.22	11.31	11.54
Index	100	101	109	115	91	93	
Have Seen Video Ads in Warehouse/Club Stores - Past Month							
	Unwgted	5047	410	2853	192	2194	218
	Weighted (000)	24469	1969	13265	892	11204	1077
	Horz %	100.00	8.05	54.21	3.64	45.79	4.40
	Vert %	10.02	11.28	11.26	13.88	8.87	9.77
Index	100	113	112	138	88	97	
Have Seen Video Ads in Other Stores - Past Month							
	Unwgted	4572	328	2629	158	1943	170
	Weighted (000)	23484	1655	12984	801	10501	854
	Horz %	100.00	7.05	55.29	3.41	44.71	3.64
	Vert %	9.62	9.48	11.02	12.47	8.31	7.75
Index	100	99	115	130	86	81	
Have Seen Video Ads in Shopping Malls - Past Month							
	Unwgted	6133	507	3320	226	2813	281
	Weighted (000)	30556	2456	15761	997	14795	1459
	Horz %	100.00	8.04	51.58	3.26	48.42	4.78
	Vert %	12.52	14.07	13.38	15.51	11.71	13.24
Index	100	112	107	124	94	106	
Have Seen Video Ads in Bars/Pubs - Past Month							
	Unwgted	4212	379	2599	188	1613	191
	Weighted (000)	21008	1825	12638	910	8370	915
	Horz %	100.00	8.69	60.16	4.33	39.84	4.36
	Vert %	8.61	10.46	10.73	14.17	6.63	8.30
Index	100	122	125	165	77	96	

RAB/GFK MRI RADIO FORMAT PROFILE: HOT AC

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Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	445	3444	215	2590	230
	Weighted (000)	31175	2272	16942	1072	14234	1200
	Horz %	100.00	7.29	54.34	3.44	45.66	3.85
	Vert %	12.77	13.02	14.38	16.69	11.27	10.88
	Index	100	102	113	131	88	85
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	369	2539	161	2072	208
	Weighted (000)	23019	1832	12109	783	10909	1049
	Horz %	100.00	7.96	52.61	3.40	47.39	4.56
	Vert %	9.43	10.50	10.28	12.19	8.64	9.52
	Index	100	111	109	129	92	101
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	345	2310	151	1706	194
	Weighted (000)	19382	1595	10885	605	8496	990
	Horz %	100.00	8.23	56.16	3.12	43.84	5.11
	Vert %	7.94	9.14	9.24	9.42	6.73	8.98
	Index	100	115	116	119	85	113
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	419	2788	169	2711	250
	Weighted (000)	27407	2084	13342	825	14066	1259
	Horz %	100.00	7.61	48.68	3.01	51.32	4.59
	Vert %	11.23	11.94	11.33	12.85	11.14	11.42
	Index	100	106	101	114	99	102
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	343	2363	183	1566	160
	Weighted (000)	17909	1423	10424	699	7485	724
	Horz %	100.00	7.95	58.21	3.90	41.79	4.04
	Vert %	7.34	8.15	8.85	10.87	5.93	6.57
	Index	100	111	121	148	81	90
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	690	4916	327	3474	363
	Weighted (000)	41042	3211	22712	1393	18330	1818
	Horz %	100.00	7.82	55.34	3.39	44.66	4.43
	Vert %	16.81	18.40	19.28	21.68	14.51	16.49
	Index	100	109	115	129	86	98
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	289	2128	145	1541	144
	Weighted (000)	18065	1322	10099	667	7966	655
	Horz %	100.00	7.32	55.90	3.69	44.10	3.62
	Vert %	7.40	7.57	8.57	10.39	6.31	5.94
	Index	100	102	116	140	85	80
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	272	2086	140	1466	132
	Weighted (000)	16785	1097	9475	544	7310	553
	Horz %	100.00	6.53	56.45	3.24	43.55	3.29
	Vert %	6.88	6.28	8.04	8.46	5.79	5.02
	Index	100	91	117	123	84	73
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	446	2889	222	2203	224
	Weighted (000)	25878	2103	13824	968	12053	1135
	Horz %	100.00	8.13	53.42	3.74	46.58	4.39
	Vert %	10.60	12.05	11.74	15.07	9.54	10.29
	Index	100	114	111	142	90	97
Have Seen Ads on Billboards - Past Month	Unwgted	23703	1878	12315	720	11388	1158
	Weighted (000)	117973	8894	57972	3069	60001	5825
	Horz %	100.00	7.54	49.14	2.60	50.86	4.94
	Vert %	48.33	50.97	49.22	47.78	47.51	52.83
	Index	100	105	102	99	98	109
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	907	5916	376	4970	531
	Weighted (000)	50330	4266	26109	1616	24221	2650
	Horz %	100.00	8.48	51.88	3.21	48.12	5.27
	Vert %	20.62	24.45	22.17	25.15	19.18	24.04
	Index	100	119	108	122	93	117

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Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	623	4174	274	3154	349
	Weighted (000)	32843	2723	18004	1075	14838	1648
	Horz %	100.00	8.29	54.82	3.27	45.18	5.02
	Vert %	13.46	15.60	15.29	16.73	11.75	14.95
	Index	100	116	114	124	87	111
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	307	2254	146	1595	161
	Weighted (000)	17102	1245	9977	597	7125	648
	Horz %	100.00	7.28	58.34	3.49	41.66	3.79
	Vert %	7.01	7.13	8.47	9.29	5.64	5.88
	Index	100	102	121	133	81	84
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	509	3558	246	2334	263
	Weighted (000)	26219	2081	15564	998	10655	1083
	Horz %	100.00	7.94	59.36	3.81	40.64	4.13
	Vert %	10.74	11.93	13.21	15.54	8.44	9.82
	Index	100	111	123	145	79	91
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	237	1859	125	1149	112
	Weighted (000)	14451	1168	8852	620	5599	549
	Horz %	100.00	8.09	61.25	4.29	38.75	3.80
	Vert %	5.92	6.70	7.52	9.65	4.43	4.97
	Index	100	113	127	163	75	84
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	604	4598	285	2807	319
	Weighted (000)	36191	2903	21726	1238	14466	1665
	Horz %	100.00	8.02	60.03	3.42	39.97	4.60
	Vert %	14.83	16.63	18.45	19.26	11.45	15.10
	Index	100	112	124	130	77	102
Have Seen Ads on Postcards - Past Month	Unwgted	5576	451	2856	165	2720	286
	Weighted (000)	26312	2075	13258	749	13054	1326
	Horz %	100.00	7.89	50.39	2.85	49.61	5.04
	Vert %	10.78	11.89	11.26	11.66	10.34	12.02
	Index	100	110	104	108	96	112
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	1125	6893	430	6528	695
	Weighted (000)	66442	5665	32223	2019	34219	3646
	Horz %	100.00	8.53	48.50	3.04	51.50	5.49
	Vert %	27.22	32.46	27.36	31.43	27.09	33.07
	Index	100	119	101	115	100	121
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	755	4572	294	4034	461
	Weighted (000)	42087	3613	21394	1282	20693	2331
	Horz %	100.00	8.59	50.83	3.05	49.17	5.54
	Vert %	17.24	20.71	18.16	19.95	16.38	21.14
	Index	100	120	105	116	95	123
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	967	5666	364	5277	603
	Weighted (000)	53139	4643	26487	1604	26653	3039
	Horz %	100.00	8.74	49.84	3.02	50.16	5.72
	Vert %	21.77	26.61	22.49	24.96	21.10	27.56
	Index	100	122	103	115	97	127
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	1234	7927	488	7244	746
	Weighted (000)	76102	5888	37939	2156	38163	3733
	Horz %	100.00	7.74	49.85	2.83	50.15	4.91
	Vert %	31.18	33.74	32.21	33.55	30.22	33.86
	Index	100	108	103	108	97	109
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	959	5402	370	5185	589
	Weighted (000)	52205	4525	25466	1597	26739	2928
	Horz %	100.00	8.67	48.78	3.06	51.22	5.61
	Vert %	21.39	25.93	21.62	24.85	21.17	26.56
	Index	100	121	101	116	99	124

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Have Seen Infomercials - Past Month	Unwgt'd	9871	824	5073	351	4798	473
	Weighted (000)	49119	4008	24353	1587	24766	2421
	Horz %	100.00	8.16	49.58	3.23	50.42	4.93
	Vert %	20.12	22.97	20.68	24.70	19.61	21.96
	Index	100	114	103	123	97	109
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	1567	9597	582	10035	985
	Weighted (000)	96299	7544	44442	2566	51856	4978
	Horz %	100.00	7.83	46.15	2.66	53.85	5.17
	Vert %	39.45	43.23	37.73	39.95	41.06	45.15
	Index	100	110	96	101	104	114
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4596	346	2751	180	1845	166
	Weighted (000)	24167	1638	14376	785	9791	853
	Horz %	100.00	6.78	59.49	3.25	40.51	3.53
	Vert %	9.90	9.38	12.21	12.22	7.75	7.73
	Index	100	95	123	123	78	78
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	1384	9209	562	8614	822
	Weighted (000)	88092	6572	43604	2474	44489	4098
	Horz %	100.00	7.46	49.50	2.81	50.50	4.65
	Vert %	36.09	37.66	37.02	38.51	35.22	37.16
	Index	100	104	103	107	98	103
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	964	6124	409	5124	555
	Weighted (000)	56256	4738	29146	1788	27110	2950
	Horz %	100.00	8.42	51.81	3.18	48.19	5.24
	Vert %	23.05	27.15	24.75	27.82	21.46	26.76
	Index	100	118	107	121	93	116