

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgttd	48646	5806	24620	3543	24026	2263
	Weighted (000)	244084	23554	117785	14195	126299	9359
	Horz %	100.00	9.65	48.26	5.82	51.74	3.83
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male						*	*
	Unwgttd	24620	3543	24620	3543	0	0
	Weighted (000)	117785	14195	117785	14195	0	0
	Horz %	100.00	12.05	100.00	12.05	0.00	0.00
	Vert %	48.26	60.27	100.00	100.00	0.00	0.00
Female	Index	100	125	207	207	0	0
				*	*		
	Unwgttd	24026	2263	0	0	24026	2263
	Weighted (000)	126299	9359	0	0	126299	9359
	Horz %	100.00	7.41	0.00	0.00	100.00	7.41
Age 18-24	Vert %	51.74	39.73	0.00	0.00	100.00	100.00
	Index	100	77	0	0	193	193
							*
	Unwgttd	3885	123	2163	75	1722	48
	Weighted (000)	30253	850	15267	486	14986	363
Age 25-34	Horz %	100.00	2.81	50.46	1.61	49.54	1.20
	Vert %	12.39	3.61	12.96	3.43	11.87	3.88
	Index	100	29	105	28	96	31
	Unwgttd	8183	517	4209	332	3974	185
	Weighted (000)	43389	2479	21595	1520	21794	959
Age 35-44	Horz %	100.00	5.71	49.77	3.50	50.23	2.21
	Vert %	17.78	10.52	18.33	10.71	17.26	10.24
	Index	100	59	103	60	97	58
	Unwgttd	8605	839	4423	581	4182	258
	Weighted (000)	40230	3509	19746	2401	20484	1108
Age 45-54	Horz %	100.00	8.72	49.08	5.97	50.92	2.75
	Vert %	16.48	14.90	16.76	16.91	16.22	11.84
	Index	100	90	102	103	98	72
	Unwgttd	8861	1167	4477	745	4384	422
	Weighted (000)	43105	4812	21038	3142	22067	1670
Age 55-64	Horz %	100.00	11.16	48.81	7.29	51.19	3.87
	Vert %	17.66	20.43	17.86	22.13	17.47	17.85
	Index	100	116	101	125	99	101
	Unwgttd	8498	1335	4321	807	4177	528
	Weighted (000)	40725	5600	19559	3312	21165	2288
Age 65+	Horz %	100.00	13.75	48.03	8.13	51.97	5.62
	Vert %	16.68	23.77	16.61	23.33	16.76	24.45
	Index	100	142	100	140	100	147
	Unwgttd	10614	1825	5027	1003	5587	822
	Weighted (000)	46383	6305	20580	3335	25803	2970
Age 21+	Horz %	100.00	13.59	44.37	7.19	55.63	6.40
	Vert %	19.00	26.77	17.47	23.49	20.43	31.73
	Index	100	141	92	124	108	167
Age 21+	Unwgttd	47284	5777	23832	3525	23452	2252
	Weighted (000)	232046	23341	111578	14066	120468	9275
	Horz %	100.00	10.06	48.08	6.06	51.92	4.00

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	Vert %	95.07	99.10	94.73	99.09	95.38	99.10
	Index	100	104	100	104	100	104
Age 18-34	Unwgted	12068	640	6372	407	5696	233
	Weighted (000)	73642	3329	36862	2006	36780	1322
	Horz %	100.00	4.52	50.06	2.72	49.94	1.80
	Vert %	30.17	14.13	31.30	14.13	29.12	14.13
	Index	100	47	104	47	97	47
Age 18-49	Unwgted	24996	2013	12990	1323	12006	690
	Weighted (000)	134658	8971	66787	5736	67871	3235
	Horz %	100.00	6.66	49.60	4.26	50.40	2.40
	Vert %	55.17	38.09	56.70	40.40	53.74	34.57
	Index	100	69	103	73	97	63
Age 25-54	Unwgted	25649	2523	13109	1658	12540	865
	Weighted (000)	126724	10800	62379	7063	64345	3737
	Horz %	100.00	8.52	49.22	5.57	50.78	2.95
	Vert %	51.92	45.85	52.96	49.75	50.95	39.93
	Index	100	88	102	96	98	77
Age 35-64	Unwgted	25964	3341	13221	2133	12743	1208
	Weighted (000)	124059	13921	60343	8854	63716	5067
	Horz %	100.00	11.22	48.64	7.14	51.36	4.08
	Vert %	50.83	59.10	51.23	62.37	50.45	54.14
	Index	100	116	101	123	99	107
Age 50+	Unwgted	23650	3793	11630	2220	12020	1573
	Weighted (000)	109426	14583	50998	8460	58428	6124
	Horz %	100.00	13.33	46.60	7.73	53.40	5.60
	Vert %	44.83	61.91	43.30	59.60	46.26	65.43
	Index	100	138	97	133	103	146
Median Age	Unwgted						
	Weighted (000)	47.00	55.20	46.10	53.80	47.80	57.50
	Horz %						
	Vert %						
	Index	100	118	98	114	102	122
Race: White Only	Unwgted	34564	4897	17599	2984	16965	1913
	Weighted (000)	179823	20548	87142	12522	92681	8026
	Horz %	100.00	11.43	48.46	6.96	51.54	4.46
	Vert %	73.67	87.24	73.98	88.21	73.38	85.76
	Index	100	118	100	120	100	116
Race: Black/African-American Only	Unwgted	5909	329	2691	181	3218	148
	Weighted (000)	29535	1227	13591	689	15944	538
	Horz %	100.00	4.16	46.02	2.33	53.98	1.82
	Vert %	12.10	5.21	11.54	4.86	12.62	5.75
	Index	100	43	95	40	104	48
Race: Asian	Unwgted	2388	269	1240	165	1148	104
	Weighted (000)	8358	799	3764	375	4594	425
	Horz %	100.00	9.56	45.03	4.48	54.97	5.08
	Vert %	3.42	3.39	3.20	2.64	3.64	4.54
	Index	100	99	93	77	106	133
Race: Other Race/Multi-Racial	Unwgted	8173	580	4330	378	3843	202
	Weighted (000)	34726	1779	17052	984	17674	795
	Horz %	100.00	5.12	49.10	2.83	50.90	2.29
	Vert %	14.23	7.55	14.48	6.93	13.99	8.49
	Index	100	53	102	49	98	60

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Hispanic, Latino, Spanish Origin or Descent	Unwgttd	6851	373	3530	238	3321	135
	Weighted (000)	37743	1542	18812	947	18930	594
	Horz %	100.00	4.08	49.84	2.51	50.16	1.57
	Vert %	15.46	6.55	15.97	6.67	14.99	6.35
	Index	100	42	103	43	97	41
Hispanic, Personally Speak Only English at Home	Unwgttd	1739	132	949	89	790	43
	Weighted (000)	6214	425	3087	271	3127	154
	Horz %	100.00	6.84	49.67	4.36	50.33	2.48
	Vert %	2.55	1.81	2.62	1.91	2.48	1.65
	Index	100	71	103	75	97	65
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgttd	2047	155	1051	96	996	59
	Weighted (000)	9439	602	4679	332	4760	270
	Horz %	100.00	6.38	49.57	3.52	50.43	2.86
	Vert %	3.87	2.56	3.97	2.34	3.77	2.89
	Index	100	66	103	61	97	75
Hispanic, Personally Speak Only Spanish at Home	Unwgttd	1280	17	621	8	659	9
	Weighted (000)	10474	138	5089	88	5385	50
	Horz %	100.00	1.31	48.59	0.84	51.41	0.47
	Vert %	4.29	0.58	4.32	0.62	4.26	0.53
	Index	100	14	101	14	99	12
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgttd	1668	61	850	40	818	21
	Weighted (000)	9512	259	4874	185	4638	74
	Horz %	100.00	2.72	51.24	1.95	48.76	0.77
	Vert %	3.90	1.10	4.14	1.31	3.67	0.79
	Index	100	28	106	34	94	20
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgttd	99	8	51	5	48	3
	Weighted (000)	1751	118	918	71	833	47
	Horz %	100.00	6.71	52.43	4.04	47.57	2.67
	Vert %	0.72	0.50	0.78	0.50	0.66	0.50
	Index	100	70	109	69	92	70
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgttd	6825	1370	3452	828	3373	542
	Weighted (000)	26213	4915	11985	2825	14228	2090
	Horz %	100.00	18.75	45.72	10.78	54.28	7.97
	Vert %	10.74	20.87	10.18	19.90	11.27	22.33
	Index	100	194	95	185	105	208
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgttd	10965	1700	5591	1075	5374	625
	Weighted (000)	46746	6448	22626	4020	24120	2428
	Horz %	100.00	13.79	48.40	8.60	51.60	5.19
	Vert %	19.15	27.38	19.21	28.32	19.10	25.94
	Index	100	143	100	148	100	135
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgttd	2649	305	1187	169	1462	136
	Weighted (000)	11210	1030	4576	519	6634	511
	Horz %	100.00	9.19	40.82	4.63	59.18	4.56
	Vert %	4.59	4.37	3.89	3.66	5.25	5.46
	Index	100	95	85	80	114	119
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgttd	3407	394	1664	261	1743	133
	Weighted (000)	13775	1343	6335	899	7440	444
	Horz %	100.00	9.75	45.99	6.52	54.01	3.22
	Vert %	5.64	5.70	5.38	6.33	5.89	4.75
	Index	100	101	95	112	104	84

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Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgttd	10089	1014	5033	593	5056	421
	Weighted (000)	44682	3901	21206	2285	23476	1616
	Horz %	100.00	8.73	47.46	5.11	52.54	3.62
	Vert %	18.31	16.56	18.00	16.10	18.59	17.26
	Index	100	90	98	88	102	94
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgttd	10356	865	5407	524	4949	341
	Weighted (000)	71816	5041	36018	3093	35799	1949
	Horz %	100.00	7.02	50.15	4.31	49.85	2.71
	Vert %	29.42	21.40	30.58	21.79	28.34	20.82
	Index	100	73	104	74	96	71
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgttd	4355	158	2286	93	2069	65
	Weighted (000)	29641	876	15039	554	14602	322
	Horz %	100.00	2.95	50.74	1.87	49.26	1.08
	Vert %	12.14	3.72	12.77	3.90	11.56	3.44
	Index	100	31	105	32	95	28
Currently Attending College or University	Unwgttd	3403	220	1618	130	1785	90
	Weighted (000)	19372	951	8726	568	10647	383
	Horz %	100.00	4.91	45.04	2.93	54.96	1.98
	Vert %	7.94	4.04	7.41	4.00	8.43	4.09
	Index	100	51	93	50	106	52
Employed Full Time	Unwgttd	25438	3178	15105	2236	10333	942
	Weighted (000)	119890	13097	68797	9252	51094	3845
	Horz %	100.00	10.92	57.38	7.72	42.62	3.21
	Vert %	49.12	55.60	58.41	65.18	40.45	41.09
	Index	100	113	119	133	82	84
Employed Part Time	Unwgttd	5730	616	2169	296	3561	320
	Weighted (000)	28854	2308	10532	1012	18322	1297
	Horz %	100.00	8.00	36.50	3.51	63.50	4.49
	Vert %	11.82	9.80	8.94	7.13	14.51	13.85
	Index	100	83	76	60	123	117
Not Employed	Unwgttd	17478	2012	7346	1011	10132	1001
	Weighted (000)	95339	8149	38457	3932	56883	4217
	Horz %	100.00	8.55	40.34	4.12	59.66	4.42
	Vert %	39.06	34.60	32.65	27.70	45.04	45.06
	Index	100	89	84	71	115	115
Temporarily Unemployed	Unwgttd	1886	125	939	61	947	64
	Weighted (000)	12314	581	6528	315	5786	266
	Horz %	100.00	4.72	53.01	2.55	46.99	2.16
	Vert %	5.05	2.47	5.54	2.22	4.58	2.84
	Index	100	49	110	44	91	56
Retired from Employment	Unwgttd	10143	1588	4871	856	5272	732
	Weighted (000)	46820	5960	21680	3148	25140	2812
	Horz %	100.00	12.73	46.31	6.72	53.69	6.01
	Vert %	19.18	25.30	18.41	22.18	19.90	30.05
	Index	100	132	96	116	104	157
Not Employed, Principal Shopper for Household					*		
	Unwgttd	2543	149	65	5	2478	144
	Weighted (000)	16573	827	399	15	16173	812
	Horz %	100.00	4.99	2.41	0.09	97.59	4.90
	Vert %	6.79	3.51	0.34	0.10	12.81	8.68
	Index	100	52	5	2	189	128

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Occupation: Professional and Related Occupations	Unwgttd	7405	1145	3381	702	4024	443
	Weighted (000)	34142	4805	14741	2942	19401	1863
	Horz %	100.00	14.07	43.18	8.62	56.82	5.46
	Vert %	13.99	20.40	12.52	20.73	15.36	19.91
	Index	100	146	89	148	110	142
Occupation: Management, Business and Financial Operations	Unwgttd	6595	1078	4012	770	2583	308
	Weighted (000)	24720	3680	13920	2512	10800	1168
	Horz %	100.00	14.89	56.31	10.16	43.69	4.73
	Vert %	10.13	15.63	11.82	17.70	8.55	12.48
	Index	100	154	117	175	84	123
Occupation: Sales and Office Occupations	Unwgttd	5959	643	2273	326	3686	317
	Weighted (000)	32636	2917	12665	1562	19970	1355
	Horz %	100.00	8.94	38.81	4.79	61.19	4.15
	Vert %	13.37	12.38	10.75	11.00	15.81	14.48
	Index	100	93	80	82	118	108
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgttd	2756	279	2638	269	118	10
	Weighted (000)	13728	1273	13073	1237	655	36
	Horz %	100.00	9.27	95.23	9.01	4.77	0.26
	Vert %	5.62	5.40	11.10	8.71	0.52	0.39
	Index	100	96	197	155	9	7
Occupation: Other Employed	Unwgttd	8453	649	4970	465	3483	184
	Weighted (000)	43519	2729	24929	2010	18590	719
	Horz %	100.00	6.27	57.28	4.62	42.72	1.65
	Vert %	17.83	11.59	21.17	14.16	14.72	7.69
	Index	100	65	119	79	83	43
Household Income: \$250,000+	Unwgttd	1966	379	1191	262	775	117
	Weighted (000)	7800	1271	4116	775	3684	496
	Horz %	100.00	16.29	52.77	9.94	47.23	6.35
	Vert %	3.20	5.40	3.49	5.46	2.92	5.29
	Index	100	169	109	171	91	166
Household Income: \$200,000-\$249,999	Unwgttd	1583	269	918	178	665	91
	Weighted (000)	7178	1029	3579	605	3599	424
	Horz %	100.00	14.34	49.86	8.43	50.14	5.91
	Vert %	2.94	4.37	3.04	4.26	2.85	4.53
	Index	100	149	103	145	97	154
Household Income: \$150,000-\$199,999	Unwgttd	3725	639	2156	426	1569	213
	Weighted (000)	18847	2899	9705	1787	9142	1112
	Horz %	100.00	15.38	51.50	9.48	48.50	5.90
	Vert %	7.72	12.31	8.24	12.59	7.24	11.88
	Index	100	159	107	163	94	154
Household Income: \$100,000-\$149,999	Unwgttd	7038	1098	4030	756	3008	342
	Weighted (000)	39997	5371	20517	3516	19481	1855
	Horz %	100.00	13.43	51.29	8.79	48.71	4.64
	Vert %	16.39	22.80	17.42	24.77	15.42	19.82
	Index	100	139	106	151	94	121
Household Income: \$75,000-\$99,999	Unwgttd	6168	874	3380	553	2788	321
	Weighted (000)	32585	3676	16514	2309	16071	1367
	Horz %	100.00	11.28	50.68	7.09	49.32	4.19
	Vert %	13.35	15.60	14.02	16.27	12.72	14.60
	Index	100	117	105	122	95	109
Household Income: \$60,000-\$74,999	Unwgttd	4945	605	2570	350	2375	255
	Weighted (000)	24958	2355	12413	1380	12545	975
	Horz %	100.00	9.43	49.74	5.53	50.26	3.90
	Vert %	10.23	10.00	10.54	9.72	9.93	10.41
	Index	100	98	103	95	97	102

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Household Income: \$50,000-\$59,999	Unwgttd	3824	450	1925	257	1899	193
	Weighted (000)	18483	1568	9176	899	9306	669
	Horz %	100.00	8.48	49.65	4.87	50.35	3.62
	Vert %	7.57	6.66	7.79	6.33	7.37	7.15
	Index	100	88	103	84	97	94
Household Income: \$40,000-\$49,999	Unwgttd	4928	494	2410	273	2518	221
	Weighted (000)	20001	1564	9681	872	10320	692
	Horz %	100.00	7.82	48.40	4.36	51.60	3.46
	Vert %	8.19	6.64	8.22	6.15	8.17	7.39
	Index	100	81	100	75	100	90
Household Income: \$30,000-\$39,999	Unwgttd	4676	418	2239	215	2437	203
	Weighted (000)	21673	1577	10287	904	11386	673
	Horz %	100.00	7.28	47.47	4.17	52.53	3.10
	Vert %	8.88	6.69	8.73	6.37	9.01	7.19
	Index	100	75	98	72	102	81
Household Income: \$20,000-\$29,999	Unwgttd	4378	302	1770	139	2608	163
	Weighted (000)	21286	1021	9271	539	12015	482
	Horz %	100.00	4.80	43.56	2.53	56.44	2.27
	Vert %	8.72	4.34	7.87	3.80	9.51	5.15
	Index	100	50	90	44	109	59
Household Income: Under \$20,000	Unwgttd	5415	278	2031	134	3384	144
	Weighted (000)	31275	1224	12525	608	18751	616
	Horz %	100.00	3.91	40.05	1.94	59.95	1.97
	Vert %	12.81	5.20	10.63	4.28	14.85	6.58
	Index	100	41	83	33	116	51
Median Household Income	Unwgttd						
	Weighted (000)	65.60	91.80	69.60	95.50	61.60	85.50
	Horz %						
	Vert %						
	Index	100	140	106	146	94	130
Marital Status: Single, Never Married	Unwgttd	12107	877	6453	517	5654	360
	Weighted (000)	69105	3833	36957	2310	32148	1523
	Horz %	100.00	5.55	53.48	3.34	46.52	2.20
	Vert %	28.31	16.27	31.38	16.28	25.45	16.27
	Index	100	57	111	57	90	57
Marital Status: Currently Married	Unwgttd	24506	3546	13836	2430	10670	1116
	Weighted (000)	129071	15707	64428	10070	64643	5636
	Horz %	100.00	12.17	49.92	7.80	50.08	4.37
	Vert %	52.88	66.68	54.70	70.94	51.18	60.23
	Index	100	126	103	134	97	114
Marital Status: Divorced or Legally Separated	Unwgttd	8229	868	3344	451	4885	417
	Weighted (000)	31030	2545	12607	1421	18423	1125
	Horz %	100.00	8.20	40.63	4.58	59.37	3.62
	Vert %	12.71	10.81	10.70	10.01	14.59	12.02
	Index	100	85	84	79	115	95
Marital Status: Widowed	Unwgttd	3804	515	987	145	2817	370
	Weighted (000)	14879	1469	3794	394	11085	1075
	Horz %	100.00	9.87	25.50	2.65	74.50	7.23
	Vert %	6.10	6.24	3.22	2.77	8.78	11.49
	Index	100	102	53	46	144	188
Marital Status: Engaged to Be Married	Unwgttd	2120	178	1122	111	998	67
	Weighted (000)	11812	836	5830	476	5982	361
	Horz %	100.00	7.08	49.36	4.03	50.64	3.06
	Vert %	4.84	3.55	4.95	3.35	4.74	3.86
	Index	100	73	102	69	98	80

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3596	291	1959	182	1637	109
	Weighted (000)	21557	1470	10333	874	11224	596
	Horz %	100.00	6.82	47.93	4.05	52.07	2.77
	Vert %	8.83	6.24	8.77	6.16	8.89	6.37
	Index	100	71	99	70	101	72
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18201	1750	8890	1175	9311	575
	Weighted (000)	94932	7419	43462	4907	51470	2512
	Horz %	100.00	7.82	45.78	5.17	54.22	2.65
	Vert %	38.89	31.50	36.90	34.57	40.75	26.84
	Index	100	81	95	89	105	69
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7127	679	3410	431	3717	248
	Weighted (000)	38013	2785	17033	1757	20980	1029
	Horz %	100.00	7.33	44.81	4.62	55.19	2.71
	Vert %	15.57	11.82	14.46	12.37	16.61	10.99
	Index	100	76	93	79	107	71
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	701	3495	474	3440	227
	Weighted (000)	34366	2962	16367	1999	17998	963
	Horz %	100.00	8.62	47.63	5.82	52.37	2.80
	Vert %	14.08	12.57	13.90	14.08	14.25	10.29
	Index	100	89	99	100	101	73
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2804	257	1357	187	1447	70
	Weighted (000)	14813	1124	6725	801	8088	323
	Horz %	100.00	7.59	45.40	5.41	54.60	2.18
	Vert %	6.07	4.77	5.71	5.64	6.40	3.45
	Index	100	79	94	93	106	57
4 Children Under Age 18 Currently Living at Home	Unwgt'd	872	71	407	50	465	21
	Weighted (000)	4873	356	2163	205	2710	151
	Horz %	100.00	7.30	44.38	4.21	55.62	3.09
	Vert %	2.00	1.51	1.84	1.44	2.15	1.61
	Index	100	76	92	72	107	81
5 or More Children Under Age 18 Currently Living at Home	Unwgt'd	463	42	221	33	242	9
	Weighted (000)	2867	193	1175	146	1693	47
	Horz %	100.00	6.74	40.96	5.09	59.04	1.65
	Vert %	1.17	0.82	1.00	1.03	1.34	0.50
	Index	100	70	85	87	114	43
Own Home/Residence	Unwgt'd	32775	4727	17020	2901	15755	1826
	Weighted (000)	160976	18863	78141	11392	82835	7472
	Horz %	100.00	11.72	48.54	7.08	51.46	4.64
	Vert %	65.95	80.08	66.34	80.25	65.59	79.83
	Index	100	121	101	122	99	121
Rent Home/Residence	Unwgt'd	15306	1033	7334	615	7972	418
	Weighted (000)	80205	4469	38249	2671	41956	1798
	Horz %	100.00	5.57	47.69	3.33	52.31	2.24
	Vert %	32.86	18.97	32.47	18.81	33.22	19.21
	Index	100	58	99	57	101	58
Live Rent-Free in Home/Residence	Unwgt'd	565	46	266	27	299	19
	Weighted (000)	2903	222	1395	133	1508	90
	Horz %	100.00	7.65	48.05	4.57	51.95	3.09
	Vert %	1.19	0.94	1.18	0.93	1.19	0.96
	Index	100	79	100	79	100	80
Census Region: North East	Unwgt'd	11000	1479	5477	800	5523	679
	Weighted (000)	44018	4945	21032	2472	22986	2473
	Horz %	100.00	11.23	47.78	5.62	52.22	5.62
	Vert %	18.03	21.00	17.86	17.41	18.20	26.43
	Index	100	116	99	97	101	147
Census Region: South	Unwgt'd	17645	1703	8745	1095	8900	608
	Weighted (000)	92016	6885	44107	4420	47909	2465
	Horz %	100.00	7.48	47.93	4.80	52.07	2.68
	Vert %	37.70	29.23	37.45	31.14	37.93	26.34
	Index	100	78	99	83	101	70

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Census Region: Midwest	Unwgttd	9880	1408	5113	880	4767	528
	Weighted (000)	52062	6137	25228	3861	26834	2275
	Horz %	100.00	11.79	48.46	7.42	51.54	4.37
	Vert %	21.33	26.05	21.42	27.20	21.25	24.31
	Index	100	122	100	128	100	114
Census Region: West	Unwgttd	10121	1216	5285	768	4836	448
	Weighted (000)	55988	5587	27418	3442	28570	2145
	Horz %	100.00	9.98	48.97	6.15	51.03	3.83
	Vert %	22.94	23.72	23.28	24.25	22.62	22.92
	Index	100	103	101	106	99	100
Census Sub-Region: New England	Unwgttd	2748	364	1330	190	1418	174
	Weighted (000)	11567	1403	5545	718	6022	686
	Horz %	100.00	12.13	47.94	6.20	52.06	5.93
	Vert %	4.74	5.96	4.71	5.06	4.77	7.33
	Index	100	126	99	107	101	155
Census Sub-Region: Mid Atlantic	Unwgttd	8252	1115	4147	610	4105	505
	Weighted (000)	32451	3542	15487	1754	16964	1788
	Horz %	100.00	10.92	47.73	5.41	52.27	5.51
	Vert %	13.30	15.04	13.15	12.36	13.43	19.10
	Index	100	113	99	93	101	144
Census Sub-Region: South Atlantic	Unwgttd	9812	1016	4839	627	4973	389
	Weighted (000)	48740	3795	23082	2312	25658	1483
	Horz %	100.00	7.79	47.36	4.74	52.64	3.04
	Vert %	19.97	16.11	19.60	16.28	20.32	15.85
	Index	100	81	98	82	102	79
Census Sub-Region: East South Central	Unwgttd	1890	116	940	73	950	43
	Weighted (000)	14067	764	6879	497	7188	267
	Horz %	100.00	5.43	48.90	3.53	51.10	1.90
	Vert %	5.76	3.24	5.84	3.50	5.69	2.85
	Index	100	56	101	61	99	49
Census Sub-Region: West South Central	Unwgttd	5943	571	2966	395	2977	176
	Weighted (000)	29209	2327	14146	1612	15062	715
	Horz %	100.00	7.97	48.43	5.52	51.57	2.45
	Vert %	11.97	9.88	12.01	11.35	11.93	7.64
	Index	100	83	100	95	100	64
Census Sub-Region: East North Central	Unwgttd	7303	1070	3789	662	3514	408
	Weighted (000)	36089	4157	17381	2594	18708	1564
	Horz %	100.00	11.52	48.16	7.19	51.84	4.33
	Vert %	14.79	17.65	14.76	18.27	14.81	16.71
	Index	100	119	100	124	100	113
Census Sub-Region: West North Central	Unwgttd	2577	338	1324	218	1253	120
	Weighted (000)	15973	1979	7846	1268	8127	712
	Horz %	100.00	12.39	49.12	7.94	50.88	4.46
	Vert %	6.54	8.40	6.66	8.93	6.43	7.60
	Index	100	128	102	136	98	116
Census Sub-Region: Mountain	Unwgttd	2752	321	1444	216	1308	105
	Weighted (000)	18482	1913	9091	1236	9391	677
	Horz %	100.00	10.35	49.19	6.69	50.81	3.66
	Vert %	7.57	8.12	7.72	8.71	7.44	7.23
	Index	100	107	102	115	98	95
Census Sub-Region: Pacific	Unwgttd	7369	895	3841	552	3528	343
	Weighted (000)	37506	3674	18327	2206	19179	1468
	Horz %	100.00	9.80	48.86	5.88	51.14	3.91
	Vert %	15.37	15.60	15.56	15.54	15.19	15.69
	Index	100	102	101	101	99	102
County Size: A	Unwgttd	26326	3689	13377	2218	12949	1471
	Weighted (000)	102649	11576	49402	6677	53247	4899
	Horz %	100.00	11.28	48.13	6.50	51.87	4.77
	Vert %	42.05	49.14	41.94	47.03	42.16	52.34
	Index	100	117	100	112	100	124

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
County Size: B	Unwgttd	11709	1242	5932	758	5777	484
	Weighted (000)	72000	6995	34639	4282	37361	2713
	Horz %	100.00	9.71	48.11	5.95	51.89	3.77
	Vert %	29.50	29.70	29.41	30.16	29.58	28.98
	Index	100	101	100	102	100	98
County Size: C/D	Unwgttd	10611	875	5311	567	5300	308
	Weighted (000)	69435	4984	33744	3237	35691	1748
	Horz %	100.00	7.18	48.60	4.66	51.40	2.52
	Vert %	28.45	21.16	28.65	22.80	28.26	18.67
	Index	100	74	101	80	99	66
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgttd	1128	250	630	156	498	94
	Weighted (000)	4719	916	2463	550	2256	367
	Horz %	100.00	19.42	52.20	11.65	47.80	7.77
	Vert %	1.93	3.89	2.09	3.87	1.79	3.92
	Index	100	201	108	200	92	203
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgttd	7893	888	3408	473	4485	415
	Weighted (000)	38375	3715	15888	1973	22487	1742
	Horz %	100.00	9.68	41.40	5.14	58.60	4.54
	Vert %	15.72	15.77	13.49	13.90	17.80	18.61
	Index	100	100	86	88	113	118
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgttd	1220	128	674	78	546	50
	Weighted (000)	6399	634	3477	430	2922	204
	Horz %	100.00	9.91	54.33	6.72	45.67	3.19
	Vert %	2.62	2.69	2.95	3.03	2.31	2.18
	Index	100	103	113	116	88	83
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgttd	*	*	*	*	*	*
	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)	Unwgttd	2726	603	1658	397	1068	206
	Weighted (000)	7983	1608	4558	984	3424	624
	Horz %	100.00	20.14	57.10	12.32	42.90	7.82
	Vert %	3.27	6.83	3.87	6.93	2.71	6.67
	Index	100	209	118	212	83	204
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgttd	3232	714	2668	608	564	106
	Weighted (000)	12837	2700	10355	2268	2482	432
	Horz %	100.00	21.03	80.67	17.67	19.33	3.37
	Vert %	5.26	11.46	8.79	15.98	1.97	4.62
	Index	100	218	167	304	37	88
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgttd	850	285	592	220	258	65
	Weighted (000)	3908	1199	2506	887	1402	312
	Horz %	100.00	30.68	64.12	22.71	35.88	7.97
	Vert %	1.60	5.09	2.13	6.25	1.11	3.33
	Index	100	318	133	390	69	208
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgttd	3051	475	1752	311	1299	164
	Weighted (000)	14357	1927	7933	1226	6424	701
	Horz %	100.00	13.42	55.26	8.54	44.74	4.88
	Vert %	5.88	8.18	6.74	8.64	5.09	7.49
	Index	100	139	115	147	86	127
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgttd	8136	636	3585	345	4551	291
	Weighted (000)	42891	2820	17737	1301	25154	1519
	Horz %	100.00	6.57	41.35	3.03	58.65	3.54
	Vert %	17.57	11.97	15.06	9.16	19.92	16.23
	Index	100	68	86	52	113	92
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgttd	2864	385	1603	274	1261	111
	Weighted (000)	14285	1672	7775	1150	6510	522
	Horz %	100.00	11.70	54.43	8.05	45.57	3.65
	Vert %	5.85	7.10	6.60	8.10	5.15	5.58
	Index	100	121	113	138	88	95

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgttd	3360	477	2263	370	1097	107
	Weighted (000)	16987	2154	10773	1588	6214	566
	Horz %	100.00	12.68	63.42	9.35	36.58	3.33
	Vert %	6.96	9.15	9.15	11.18	4.92	6.05
	Index	100	131	131	161	71	87
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgttd	1353	316	704	180	649	136
	Weighted (000)	5307	1100	2699	610	2608	490
	Horz %	100.00	20.72	50.86	11.49	49.14	9.23
	Vert %	2.17	4.67	2.29	4.30	2.06	5.23
	Index	100	215	105	198	95	241
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgttd	7757	715	3837	466	3920	249
	Weighted (000)	44958	3700	20903	2458	24055	1242
	Horz %	100.00	8.23	46.49	5.47	53.51	2.76
	Vert %	18.42	15.71	17.75	17.32	19.05	13.27
	Index	100	85	96	94	103	72
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	310	41	172	23	138	18
	Weighted (000)	1196	124	639	69	557	55
	Horz %	100.00	10.34	53.45	5.77	46.55	4.57
	Vert %	0.49	0.53	0.54	0.49	0.44	0.58
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	642	46	245	23	397	23
	Weighted (000)	3662	218	1387	115	2275	103
	Horz %	100.00	5.96	37.87	3.14	62.13	2.82
	Vert %	1.50	0.93	1.18	0.81	1.80	1.10
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	2577	127	1288	80	1289	47
	Weighted (000)	15181	559	7552	389	7628	170
	Horz %	100.00	3.68	49.75	2.56	50.25	1.12
	Vert %	6.22	2.37	6.41	2.74	6.04	1.82
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	3551	387	1399	197	2152	190
	Weighted (000)	17450	1638	6424	748	11026	890
	Horz %	100.00	9.38	36.82	4.29	63.18	5.10
	Vert %	7.15	6.95	5.45	5.27	8.73	9.51
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	631	158	356	94	275	64
	Weighted (000)	2496	553	1441	342	1055	211
	Horz %	100.00	22.14	57.74	13.70	42.26	8.44
	Vert %	1.02	2.35	1.22	2.41	0.84	2.25
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	1108	43	625	28	483	15
	Weighted (000)	6328	171	3490	134	2838	37
	Horz %	100.00	2.70	55.15	2.11	44.85	0.59
	Vert %	2.59	0.73	2.96	0.94	2.25	0.40
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	5806	5806	3543	3543	2263	2263
	Weighted (000)	23554	23554	14195	14195	9359	9359
	Horz %	100.00	100.00	60.27	60.27	39.73	39.73
	Vert %	9.65	100.00	12.05	100.00	7.41	100.00
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	1456	208	713	126	743	82
	Weighted (000)	7376	872	3364	508	4012	364
	Horz %	100.00	11.82	45.61	6.89	54.39	4.93
	Vert %	3.02	3.70	2.86	3.58	3.18	3.88
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	2625	370	1348	233	1277	137
	Weighted (000)	10677	1347	5254	853	5423	494
	Horz %	100.00	12.62	49.21	7.99	50.79	4.63
	Vert %	4.37	5.72	4.46	6.01	4.29	5.28
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	3944	469	1603	269	2341	200
	Weighted (000)	20120	2008	7818	1150	12302	857
	Horz %	100.00	9.98	38.86	5.72	61.14	4.26
	Vert %	8.24	8.52	6.64	8.10	9.74	9.16
	Index	100	103	81	98	118	111

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgttd	2569	126	1177	66	1392	60
	Weighted (000)	13480	617	5921	262	7559	355
	Horz %	100.00	4.58	43.93	1.94	56.07	2.63
	Vert %	5.52	2.62	5.03	1.85	5.98	3.79
	Index	100	47	91	33	108	69
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgttd	3181	342	2115	252	1066	90
	Weighted (000)	16260	1489	10651	1094	5609	395
	Horz %	100.00	9.16	65.50	6.73	34.50	2.43
	Vert %	6.66	6.32	9.04	7.70	4.44	4.23
	Index	100	95	136	116	67	63
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgttd	1106	158	449	87	657	71
	Weighted (000)	5735	762	2251	406	3483	355
	Horz %	100.00	13.28	39.26	7.08	60.74	6.20
	Vert %	2.35	3.23	1.91	2.86	2.76	3.80
	Index	100	138	81	122	117	162
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	906	40	426	21	480	19
	Weighted (000)	5268	225	2577	129	2692	97
	Horz %	100.00	4.27	48.91	2.44	51.09	1.83
	Vert %	2.16	0.96	2.19	0.91	2.13	1.03
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgttd	302	15	136	11	166	4
	Weighted (000)	1893	82	914	66	979	15
	Horz %	100.00	4.33	48.29	3.51	51.71	0.82
	Vert %	0.78	0.35	0.78	0.47	0.77	0.17
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgttd	5121	309	2466	176	2655	133
	Weighted (000)	26008	1209	12354	624	13654	585
	Horz %	100.00	4.65	47.50	2.40	52.50	2.25
	Vert %	10.66	5.13	10.49	4.40	10.81	6.25
	Index	100	48	98	41	101	59
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgttd	2133	136	947	72	1186	64
	Weighted (000)	10077	484	4430	249	5646	235
	Horz %	100.00	4.81	43.97	2.47	56.03	2.33
	Vert %	4.13	2.06	3.76	1.76	4.47	2.51
	Index	100	50	91	43	108	61
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)							*
	Unwgttd	1989	101	1016	61	973	40
	Weighted (000)	11746	500	5748	264	5998	235
	Horz %	100.00	4.25	48.93	2.25	51.07	2.00
	Vert %	4.81	2.12	4.88	1.86	4.75	2.52
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgttd	1303	223	710	139	593	84
	Weighted (000)	6945	948	3765	618	3180	330
	Horz %	100.00	13.65	54.22	8.89	45.78	4.75
	Vert %	2.85	4.02	3.20	4.35	2.52	3.53
	Index	100	141	112	153	88	124
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgttd	41037	5606	21166	3423	19871	2183
	Weighted (000)	204462	22760	100664	13746	103799	9013
	Horz %	100.00	11.13	49.23	6.72	50.77	4.41
	Vert %	83.77	96.63	85.46	96.84	82.18	96.30
	Index	100	115	102	116	98	115
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgttd	25278	3857	13552	2420	11726	1437
	Weighted (000)	122460	15653	62601	9756	59859	5897
	Horz %	100.00	12.78	51.12	7.97	48.88	4.82
	Vert %	50.17	66.46	53.15	68.73	47.39	63.01
	Index	100	132	106	137	94	126
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgttd	18835	2826	9879	1769	8956	1057
	Weighted (000)	94930	11818	47803	7262	47126	4556
	Horz %	100.00	12.45	50.36	7.65	49.64	4.80
	Vert %	38.89	50.17	40.59	51.16	37.31	48.68
	Index	100	129	104	132	96	125
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgttd	22339	3244	11965	2064	10374	1180
	Weighted (000)	109527	13417	55888	8573	53639	4844
	Horz %	100.00	12.25	51.03	7.83	48.97	4.42
	Vert %	44.87	56.96	47.45	60.39	42.47	51.75
	Index	100	127	106	135	95	115

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgttd	8087	1108	4389	694	3698	414
	Weighted (000)	41055	4276	21314	2661	19741	1615
	Horz %	100.00	10.41	51.92	6.48	48.08	3.93
	Vert %	16.82	18.15	18.10	18.75	15.63	17.25
	Index	100	108	108	111	93	103
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgttd	2418	363	1517	232	901	131
	Weighted (000)	12268	1364	7410	891	4858	473
	Horz %	100.00	11.12	60.40	7.26	39.60	3.86
	Vert %	5.03	5.79	6.29	6.27	3.85	5.06
	Index	100	115	125	125	77	101
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgttd	16140	2459	8419	1490	7721	969
	Weighted (000)	79167	9752	39548	5911	39619	3841
	Horz %	100.00	12.32	49.96	7.47	50.04	4.85
	Vert %	32.43	41.40	33.58	41.64	31.37	41.04
	Index	100	128	104	128	97	127
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgttd	21592	3004	10775	1783	10817	1221
	Weighted (000)	106532	11856	50518	6872	56014	4984
	Horz %	100.00	11.13	47.42	6.45	52.58	4.68
	Vert %	43.65	50.33	42.89	48.41	44.35	53.25
	Index	100	115	98	111	102	122
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgttd	16960	2146	8662	1309	8298	837
	Weighted (000)	85146	8657	41344	5137	43802	3521
	Horz %	100.00	10.17	48.56	6.03	51.44	4.13
	Vert %	34.88	36.76	35.10	36.19	34.68	37.62
	Index	100	105	101	104	99	108
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgttd	8346	1099	4357	654	3989	445
	Weighted (000)	42195	4366	21137	2624	21058	1742
	Horz %	100.00	10.35	50.09	6.22	49.91	4.13
	Vert %	17.29	18.54	17.95	18.49	16.67	18.62
	Index	100	107	104	107	96	108
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgttd	2161	291	1240	176	921	115
	Weighted (000)	10847	1062	5916	684	4931	378
	Horz %	100.00	9.79	54.54	6.30	45.46	3.49
	Vert %	4.44	4.51	5.02	4.82	3.90	4.04
	Index	100	101	113	108	88	91
Where Listen to Radio on Typical Weekday: Home	Unwgttd	13605	2228	6181	1211	7424	1017
	Weighted (000)	66444	8429	29038	4604	37407	3825
	Horz %	100.00	12.69	43.70	6.93	56.30	5.76
	Vert %	27.22	35.78	24.65	32.43	29.62	40.87
	Index	100	131	91	119	109	150
Where Listen to Radio on Typical Weekday: Car	Unwgttd	37582	4993	19374	3086	18208	1907
	Weighted (000)	186198	20173	90927	12252	95271	7921
	Horz %	100.00	10.83	48.83	6.58	51.17	4.25
	Vert %	76.28	85.65	77.20	86.31	75.43	84.63
	Index	100	112	101	113	99	111
Where Listen to Radio on Typical Weekday: Work	Unwgttd	6358	740	3918	543	2440	197
	Weighted (000)	32708	3365	19546	2470	13161	895
	Horz %	100.00	10.29	59.76	7.55	40.24	2.74
	Vert %	13.40	14.28	16.59	17.40	10.42	9.56
	Index	100	107	124	130	78	71
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgttd	1490	145	867	93	623	52
	Weighted (000)	7844	586	4568	387	3276	199
	Horz %	100.00	7.47	58.23	4.93	41.77	2.54
	Vert %	3.21	2.49	3.88	2.73	2.59	2.13
	Index	100	77	121	85	81	66
Where Listen to Radio on Typical Weekend: Home	Unwgttd	16122	2469	7619	1390	8503	1079
	Weighted (000)	79216	9333	35906	5352	43310	3981
	Horz %	100.00	11.78	45.33	6.76	54.67	5.03
	Vert %	32.45	39.63	30.48	37.71	34.29	42.54
	Index	100	122	94	116	106	131
Where Listen to Radio on Typical Weekend: Car	Unwgttd	34584	4517	17663	2742	16921	1775
	Weighted (000)	172300	18348	83400	10882	88900	7466
	Horz %	100.00	10.65	48.40	6.32	51.60	4.33
	Vert %	70.59	77.90	70.81	76.66	70.39	79.77
	Index	100	110	100	109	100	113

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Where Listen to Radio on Typical Weekend: Work							*
	Unwgttd	2377	226	1536	178	841	48
	Weighted (000)	13032	1041	8169	799	4864	242
	Horz %	100.00	7.99	62.68	6.13	37.32	1.86
	Vert %	5.34	4.42	6.94	5.63	3.85	2.59
Index	100	83	130	105	72	49	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work							*
	Unwgttd	1550	126	843	83	707	43
	Weighted (000)	8439	525	4527	354	3913	171
	Horz %	100.00	6.22	53.64	4.20	46.36	2.03
	Vert %	3.46	2.23	3.84	2.49	3.10	1.83
Index	100	65	111	72	90	53	
Ever Listen to AM Radio (Terrestrial Radio)							
	Unwgttd	8872	3706	5526	2373	3346	1333
	Weighted (000)	37216	15020	22205	9474	15011	5547
	Horz %	100.00	40.36	59.67	25.46	40.33	14.90
	Vert %	15.25	63.77	18.85	66.74	11.89	59.26
Index	100	418	124	438	78	389	
Ever Listen to FM Radio (Terrestrial Radio)							
	Unwgttd	35648	4584	18015	2805	17633	1779
	Weighted (000)	180517	18894	87416	11475	93101	7419
	Horz %	100.00	10.47	48.43	6.36	51.57	4.11
	Vert %	73.96	80.22	74.22	80.84	73.71	79.27
Index	100	108	100	109	100	107	
Ever Listen to Any Terrestrial Radio (AM/FM)							
	Unwgttd	38624	5806	19803	3543	18821	2263
	Weighted (000)	192537	23554	94151	14195	98386	9359
	Horz %	100.00	12.23	48.90	7.37	51.10	4.86
	Vert %	78.88	100.00	79.93	100.00	77.90	100.00
Index	100	127	101	127	99	127	
Ever Listen to Satellite Radio (SiriusXM)							
	Unwgttd	6808	718	3674	497	3134	221
	Weighted (000)	31804	2783	15468	1825	16336	957
	Horz %	100.00	8.75	48.63	5.74	51.37	3.01
	Vert %	13.03	11.81	13.13	12.86	12.93	10.23
Index	100	91	101	99	99	78	
Household Subscribes to Satellite (SiriusXM) Radio							
	Unwgttd	9333	1108	5019	739	4314	369
	Weighted (000)	45323	4426	22079	2820	23244	1606
	Horz %	100.00	9.76	48.72	6.22	51.28	3.54
	Vert %	18.57	18.79	18.75	19.86	18.40	17.16
Index	100	101	101	107	99	92	
Any Vehicle Currently Owned/Leased Has Satellite Radio							
	Unwgttd	15153	1977	8170	1297	6983	680
	Weighted (000)	76621	8352	38271	5288	38350	3064
	Horz %	100.00	10.90	49.95	6.90	50.05	4.00
	Vert %	31.39	35.46	32.49	37.25	30.36	32.74
Index	100	113	104	119	97	104	
Any Vehicle Currently Owned/Leased Has MP3 Player Connection							
	Unwgttd	12633	1631	7086	1097	5547	534
	Weighted (000)	64670	6888	33579	4531	31091	2357
	Horz %	100.00	10.65	51.92	7.01	48.08	3.65
	Vert %	26.49	29.24	28.51	31.92	24.62	25.19
Index	100	110	108	120	93	95	
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month							
	Unwgttd	7343	1234	4033	829	3310	405
	Weighted (000)	36346	5055	18766	3303	17579	1751
	Horz %	100.00	13.91	51.63	9.09	48.37	4.82
	Vert %	14.89	21.46	15.93	23.27	13.92	18.71
Index	100	144	107	156	93	126	
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month							
	Unwgttd	19242	2029	9763	1270	9479	759
	Weighted (000)	97996	8793	47386	5340	50610	3453
	Horz %	100.00	8.97	48.36	5.45	51.64	3.52
	Vert %	40.15	37.33	40.23	37.62	40.07	36.90
Index	100	93	100	94	100	92	
Listening to Any Radio on the Internet/Online - Past Month							
	Unwgttd	21921	2552	11253	1625	10668	927
	Weighted (000)	110983	10840	54016	6663	56967	4177
	Horz %	100.00	9.77	48.67	6.00	51.33	3.76
	Vert %	45.47	46.02	45.86	46.94	45.10	44.63
Index	100	101	101	103	99	98	
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month							
	Unwgttd	3452	639	1813	416	1639	223
	Weighted (000)	17001	2663	8246	1717	8755	946
	Horz %	100.00	15.66	48.51	10.10	51.49	5.56
	Vert %	6.97	11.31	7.00	12.09	6.93	10.11
Index	100	162	101	174	100	145	

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Downloaded Music - Past Month	Unwgttd	9054	890	4802	575	4252	315
	Weighted (000)	47933	3881	24203	2606	23730	1276
	Horz %	100.00	8.10	50.49	5.44	49.51	2.66
	Vert %	19.64	16.48	20.55	18.36	18.79	13.63
	Index	100	84	105	93	96	69
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgttd	3700	640	2158	416	1542	224
	Weighted (000)	17081	2453	9453	1625	7628	828
	Horz %	100.00	14.36	55.34	9.51	44.66	4.84
	Vert %	7.00	10.41	8.03	11.45	6.04	8.84
	Index	100	149	115	164	86	126
Visited iHeartRadio site - Past Month	Unwgttd	4412	623	2137	416	2275	207
	Weighted (000)	21989	2594	9936	1643	12053	952
	Horz %	100.00	11.80	45.19	7.47	54.81	4.33
	Vert %	9.01	11.01	8.44	11.57	9.54	10.17
	Index	100	122	94	128	106	113
Visited iTunes.com site - Past Month	Unwgttd	8331	1046	4228	652	4103	394
	Weighted (000)	40212	4202	19546	2605	20666	1597
	Horz %	100.00	10.45	48.61	6.48	51.39	3.97
	Vert %	16.47	17.84	16.59	18.35	16.36	17.06
	Index	100	108	101	111	99	104
Visited Pandora.com site - Past Month	Unwgttd	16996	1716	8143	1052	8853	664
	Weighted (000)	87700	7102	39828	4300	47872	2802
	Horz %	100.00	8.10	45.41	4.90	54.59	3.19
	Vert %	35.93	30.15	33.81	30.29	37.90	29.94
	Index	100	84	94	84	105	83
Visited Spotify site - Past Month	Unwgttd	6074	618	3265	394	2809	224
	Weighted (000)	32588	2748	16510	1651	16078	1098
	Horz %	100.00	8.43	50.66	5.07	49.34	3.37
	Vert %	13.35	11.67	14.02	11.63	12.73	11.73
	Index	100	87	105	87	95	88
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgttd	16507	1971	8133	1163	8374	808
	Weighted (000)	83844	8184	39387	4712	44457	3472
	Horz %	100.00	9.76	46.98	5.62	53.02	4.14
	Vert %	34.35	34.74	33.44	33.19	35.20	37.09
	Index	100	101	97	97	102	108
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgttd	13908	1580	6987	967	6921	613
	Weighted (000)	70343	6449	33619	3852	36723	2598
	Horz %	100.00	9.17	47.79	5.48	52.21	3.69
	Vert %	28.82	27.38	28.54	27.13	29.08	27.76
	Index	100	95	99	94	101	96
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgttd	17125	2102	8480	1256	8645	846
	Weighted (000)	86850	8626	40962	5086	45888	3540
	Horz %	100.00	9.93	47.16	5.86	52.84	4.08
	Vert %	35.58	36.62	34.78	35.83	36.33	37.82
	Index	100	103	98	101	102	106
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgttd	12845	1518	6657	952	6188	566
	Weighted (000)	65189	6126	31982	3856	33207	2270
	Horz %	100.00	9.40	49.06	5.92	50.94	3.48
	Vert %	26.71	26.01	27.15	27.16	26.29	24.25
	Index	100	97	102	102	98	91
Most trusted media: Radio	Unwgttd	4143	851	2212	525	1931	326
	Weighted (000)	21056	3394	10937	2088	10119	1306
	Horz %	100.00	16.12	51.94	9.92	48.06	6.20
	Vert %	8.63	14.41	9.29	14.71	8.01	13.96
	Index	100	167	108	171	93	162
TV Dayparts: Total Week Prime Time Cume Audience	Unwgttd	38598	4779	19503	2917	19095	1862
	Weighted (000)	190885	19302	91892	11721	98994	7581
	Horz %	100.00	10.11	48.14	6.14	51.86	3.97
	Vert %	78.20	81.95	78.02	82.57	78.38	81.00
	Index	100	105	100	106	100	104
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	30674	3915	15505	2380	15169	1535
	Weighted (000)	150599	15766	72409	9496	78190	6270
	Horz %	100.00	10.47	48.08	6.31	51.92	4.16
	Vert %	61.70	66.94	61.48	66.89	61.91	67.00
	Index	100	108	100	108	100	109

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	26407	3355	13432	2043	12975	1312
	Weighted (000)	129573	13376	63337	8094	66237	5282
	Horz %	100.00	10.32	48.88	6.25	51.12	4.08
	Vert %	53.09	56.79	53.77	57.02	52.44	56.44
	Index	100	107	101	107	99	106
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgttd	30767	3918	15521	2357	15246	1561
	Weighted (000)	150356	15635	72364	9357	77992	6278
	Horz %	100.00	10.40	48.13	6.22	51.87	4.18
	Vert %	61.60	66.38	61.44	65.92	61.75	67.08
	Index	100	108	100	107	100	109
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgttd	13588	1463	6007	803	7581	660
	Weighted (000)	72467	6012	30905	3236	41562	2776
	Horz %	100.00	8.30	42.65	4.47	57.35	3.83
	Vert %	29.69	25.52	26.24	22.80	32.91	29.66
	Index	100	86	88	77	111	100
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgttd	24214	2938	12125	1758	12089	1180
	Weighted (000)	122899	12062	58920	7139	63979	4923
	Horz %	100.00	9.81	47.94	5.81	52.06	4.01
	Vert %	50.35	51.21	50.02	50.29	50.66	52.60
	Index	100	102	99	100	101	104
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgttd	8203	960	4271	590	3932	370
	Weighted (000)	41009	3884	20395	2368	20614	1517
	Horz %	100.00	9.47	49.73	5.77	50.27	3.70
	Vert %	16.80	16.49	17.32	16.68	16.32	16.21
	Index	100	98	103	99	97	96
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgttd	20426	2431	10375	1487	10051	944
	Weighted (000)	102185	10159	50170	6263	52014	3896
	Horz %	100.00	9.94	49.10	6.13	50.90	3.81
	Vert %	41.86	43.13	42.59	44.12	41.18	41.63
	Index	100	103	102	105	98	99
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgttd	23818	2791	12786	1801	11032	990
	Weighted (000)	120635	11419	61633	7321	59003	4098
	Horz %	100.00	9.47	51.09	6.07	48.91	3.40
	Vert %	49.42	48.48	52.33	51.57	46.72	43.79
	Index	100	98	106	104	95	89
Downloaded a TV Program - Past Month	Unwgttd	2514	339	1488	227	1026	112
	Weighted (000)	11768	1331	6862	881	4906	451
	Horz %	100.00	11.31	58.31	7.48	41.69	3.83
	Vert %	4.82	5.65	5.83	6.20	3.88	4.82
	Index	100	117	121	129	81	100
Watched a TV Program Online - Past Month	Unwgttd	8915	1160	4794	775	4121	385
	Weighted (000)	43431	4898	22357	3302	21075	1596
	Horz %	100.00	11.28	51.48	7.60	48.52	3.67
	Vert %	17.79	20.79	18.98	23.26	16.69	17.05
	Index	100	117	107	131	94	96
Visited a TV Network or TV Show's Web Site - Past Month	Unwgttd	9786	1346	4824	807	4962	539
	Weighted (000)	47213	5539	22102	3306	25111	2233
	Horz %	100.00	11.73	46.81	7.00	53.19	4.73
	Vert %	19.34	23.52	18.76	23.29	19.88	23.86
	Index	100	122	97	120	103	123
Looked at TV Listings Online - Past Month	Unwgttd	5331	784	2875	528	2456	256
	Weighted (000)	24808	3030	12867	2026	11941	1004
	Horz %	100.00	12.22	51.87	8.17	48.13	4.05
	Vert %	10.16	12.87	10.92	14.27	9.45	10.73
	Index	100	127	107	140	93	106
Household Subscribes to Cable TV	Unwgttd	22534	2807	10957	1651	11577	1156
	Weighted (000)	109088	11022	50697	6406	58392	4616
	Horz %	100.00	10.10	46.47	5.87	53.53	4.23
	Vert %	44.69	46.79	43.04	45.13	46.23	49.32
	Index	100	105	96	101	103	110
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgttd	37894	4702	19081	2866	18813	1836
	Weighted (000)	188357	18943	89899	11394	98458	7548
	Horz %	100.00	10.06	47.73	6.05	52.27	4.01
	Vert %	77.17	80.42	76.32	80.27	77.96	80.66
	Index	100	104	99	104	101	105

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Viewed Any Cable TV (Including Pay) - Past Week	Unwgttd	36344	4527	18395	2773	17949	1754
	Weighted (000)	180739	18308	86452	11029	94287	7279
	Horz %	100.00	10.13	47.83	6.10	52.17	4.03
	Vert %	74.05	77.73	73.40	77.69	74.65	77.77
	Index	100	105	99	105	101	105
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgttd	26301	3277	13744	2070	12557	1207
	Weighted (000)	131456	13532	65357	8393	66099	5138
	Horz %	100.00	10.29	49.72	6.39	50.28	3.91
	Vert %	53.86	57.45	55.49	59.13	52.34	54.90
	Index	100	107	103	110	97	102
Viewed Any Premium Cable Channels - Past Month	Unwgttd	15801	1907	8571	1244	7230	663
	Weighted (000)	75868	7409	39018	4816	36850	2593
	Horz %	100.00	9.77	51.43	6.35	48.57	3.42
	Vert %	31.08	31.45	33.13	33.93	29.18	27.70
	Index	100	101	107	109	94	89
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgttd	5693	656	3175	421	2518	235
	Weighted (000)	27121	2739	14383	1738	12737	1001
	Horz %	100.00	10.10	53.03	6.41	46.97	3.69
	Vert %	11.11	11.63	12.21	12.24	10.09	10.69
	Index	100	105	110	110	91	96
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgttd	13030	1743	6519	1071	6511	672
	Weighted (000)	59121	6620	27723	3996	31399	2624
	Horz %	100.00	11.20	46.89	6.76	53.11	4.44
	Vert %	24.22	28.10	23.54	28.15	24.86	28.03
	Index	100	116	97	116	103	116
Household Has a Satellite Dish	Unwgttd	10843	1165	5773	777	5070	388
	Weighted (000)	61939	5610	30806	3632	31133	1978
	Horz %	100.00	9.06	49.74	5.86	50.26	3.19
	Vert %	25.38	23.82	26.15	25.59	24.65	21.14
	Index	100	94	103	101	97	83
Household Has a Digital Video Recorder (DVR)	Unwgttd	23728	3060	12159	1914	11569	1146
	Weighted (000)	116768	12536	56214	7671	60553	4865
	Horz %	100.00	10.74	48.14	6.57	51.86	4.17
	Vert %	47.84	53.22	47.73	54.04	47.94	51.98
	Index	100	111	100	113	100	109
Any Internet/Online Activity - Past Month	Unwgttd	42373	5295	21479	3266	20894	2029
	Weighted (000)	208554	21375	100358	12986	108196	8389
	Horz %	100.00	10.25	48.12	6.23	51.88	4.02
	Vert %	85.44	90.75	85.20	91.48	85.67	89.64
	Index	100	106	100	107	100	105
Played Games Online - Past Month	Unwgttd	13852	1428	6886	820	6966	608
	Weighted (000)	73850	6221	36139	3534	37711	2687
	Horz %	100.00	8.42	48.94	4.79	51.06	3.64
	Vert %	30.26	26.41	30.68	24.89	29.86	28.71
	Index	100	87	101	82	99	95
Downloaded a Video Game - Past Month	Unwgttd	5083	441	3219	324	1864	117
	Weighted (000)	28601	2089	17857	1520	10744	570
	Horz %	100.00	7.31	62.43	5.31	37.57	1.99
	Vert %	11.72	8.87	15.16	10.71	8.51	6.09
	Index	100	76	129	91	73	52
Downloaded a Movie - Past Month	Unwgttd	4447	549	2686	377	1761	172
	Weighted (000)	21989	2377	13002	1571	8988	806
	Horz %	100.00	10.81	59.13	7.14	40.87	3.66
	Vert %	9.01	10.09	11.04	11.07	7.12	8.61
	Index	100	112	123	123	79	96
Watched a Movie Online - Past Month	Unwgttd	11540	1395	6607	959	4933	436
	Weighted (000)	58047	5859	31657	3972	26390	1887
	Horz %	100.00	10.09	54.54	6.84	45.46	3.25
	Vert %	23.78	24.88	26.88	27.98	20.89	20.16
	Index	100	105	113	118	88	85
Watched Online Video (Not Movie, TV) - Past Month	Unwgttd	10029	1334	5966	936	4063	398
	Weighted (000)	50248	5646	28918	3935	21330	1711
	Horz %	100.00	11.24	57.55	7.83	42.45	3.40
	Vert %	20.59	23.97	24.55	27.72	16.89	18.28
	Index	100	116	119	135	82	89

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

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Visited a Chat Room - Past Month	Unwgttd	2194	246	1304	176	890	70
	Weighted (000)	10601	963	6275	688	4326	275
	Horz %	100.00	9.09	59.20	6.49	40.80	2.59
	Vert %	4.34	4.09	5.33	4.85	3.42	2.94
	Index	100	94	123	112	79	68
Used e-Mail - Past Month	Unwgttd	37148	4926	18452	3008	18696	1918
	Weighted (000)	177506	19569	82663	11695	94843	7874
	Horz %	100.00	11.02	46.57	6.59	53.43	4.44
	Vert %	72.72	83.08	70.18	82.38	75.09	84.13
	Index	100	114	97	113	103	116
Used Instant Messenger/IM Online - Past Month	Unwgttd	29084	3204	13749	1917	15335	1287
	Weighted (000)	148723	13467	66365	7670	82359	5797
	Horz %	100.00	9.05	44.62	5.16	55.38	3.90
	Vert %	60.93	57.17	56.34	54.03	65.21	61.94
	Index	100	94	92	89	107	102
Visited Online Blogs - Past Month	Unwgttd	6650	1010	3248	615	3402	395
	Weighted (000)	32542	4234	14793	2518	17749	1716
	Horz %	100.00	13.01	45.46	7.74	54.54	5.27
	Vert %	13.33	17.97	12.56	17.74	14.05	18.33
	Index	100	135	94	133	105	138
Wrote an Online Blog - Past Month	Unwgttd	1215	177	626	117	589	60
	Weighted (000)	5810	680	2813	435	2997	245
	Horz %	100.00	11.70	48.42	7.48	51.58	4.22
	Vert %	2.38	2.89	2.39	3.06	2.37	2.62
	Index	100	121	100	129	100	110
Uploaded or Added Video to a Web Site - Past Month	Unwgttd	4085	463	2036	307	2049	156
	Weighted (000)	20569	1978	9626	1290	10943	689
	Horz %	100.00	9.62	46.80	6.27	53.20	3.35
	Vert %	8.43	8.40	8.17	9.08	8.66	7.36
	Index	100	100	97	108	103	87
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgttd	36787	4406	18156	2689	18631	1717
	Weighted (000)	184180	18205	86438	10851	97741	7354
	Horz %	100.00	9.88	46.93	5.89	53.07	3.99
	Vert %	75.46	77.29	73.39	76.44	77.39	78.58
	Index	100	102	97	101	103	104
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgttd	29944	3360	13748	1922	16196	1438
	Weighted (000)	152016	14004	66499	7786	85517	6218
	Horz %	100.00	9.21	43.75	5.12	56.25	4.09
	Vert %	62.28	59.46	56.46	54.85	67.71	66.44
	Index	100	95	91	88	109	107
Foursquare			*		*		*
	Unwgttd	259	33	127	20	132	13
	Weighted (000)	1096	131	542	93	554	39
	Horz %	100.00	11.98	49.44	8.44	50.56	3.53
	Index	100	124	102	145	98	92
Google + (Google Plus)	Unwgttd	7523	900	3548	545	3975	355
	Weighted (000)	37002	3845	16517	2266	20485	1579
	Horz %	100.00	10.39	44.64	6.12	55.36	4.27
	Vert %	15.16	16.32	14.02	15.96	16.22	16.87
	Index	100	108	93	105	107	111
Instagram	Unwgttd	11180	945	4771	487	6409	458
	Weighted (000)	59923	4039	24271	1994	35652	2045
	Horz %	100.00	6.74	40.50	3.33	59.50	3.41
	Vert %	24.55	17.15	20.61	14.05	28.23	21.85
	Index	100	70	84	57	115	89
LinkedIn	Unwgttd	7899	1373	4439	914	3460	459
	Weighted (000)	31599	5202	17071	3466	14527	1736
	Horz %	100.00	16.46	54.03	10.97	45.97	5.49
	Vert %	12.95	22.08	14.49	24.41	11.50	18.55
	Index	100	171	112	189	89	143
Pinterest	Unwgttd	9299	1006	1975	344	7324	662
	Weighted (000)	49108	4568	9190	1486	39919	3083
	Horz %	100.00	9.30	18.71	3.03	81.29	6.28
	Vert %	20.12	19.39	7.80	10.47	31.61	32.94
	Index	100	96	39	52	157	164

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Tumblr	Unwgttd	1737	212	1029	153	708	59
	Weighted (000)	9309	884	4915	610	4394	274
	Horz %	100.00	9.50	52.80	6.55	47.20	2.95
	Vert %	3.81	3.75	4.17	4.30	3.48	2.93
	Index	100	98	109	113	91	77
Twitter	Unwgttd	6507	837	3592	540	2915	297
	Weighted (000)	32509	3446	16927	2154	15583	1291
	Horz %	100.00	10.60	52.07	6.63	47.93	3.97
	Vert %	13.32	14.63	14.37	15.18	12.34	13.80
	Index	100	110	108	114	93	104
Yelp	Unwgttd	4238	703	2031	402	2207	301
	Weighted (000)	17049	2548	7651	1435	9398	1113
	Horz %	100.00	14.95	44.88	8.42	55.12	6.53
	Vert %	6.98	10.82	6.50	10.11	7.44	11.89
	Index	100	155	93	145	107	170
YouTube	Unwgttd	24878	3097	13348	2016	11530	1081
	Weighted (000)	125197	13017	64072	8237	61125	4780
	Horz %	100.00	10.40	51.18	6.58	48.82	3.82
	Vert %	51.29	55.26	54.40	58.02	48.40	51.08
	Index	100	108	106	113	94	100
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgttd	19391	2152	7934	1108	11457	1044
	Weighted (000)	98998	9388	37956	4684	61042	4704
	Horz %	100.00	9.48	38.34	4.73	61.66	4.75
	Vert %	40.56	39.86	32.22	33.00	48.33	50.26
	Index	100	98	79	81	119	124
"Follow" or become a "fan of" something or someone	Unwgttd	9880	1050	4289	580	5591	470
	Weighted (000)	51999	4757	21230	2621	30768	2136
	Horz %	100.00	9.15	40.83	5.04	59.17	4.11
	Vert %	21.30	20.19	18.02	18.46	24.36	22.82
	Index	100	95	85	87	114	107
Clicked on an advertisement	Unwgttd	7250	963	3332	554	3918	409
	Weighted (000)	34609	4050	14941	2268	19669	1782
	Horz %	100.00	11.70	43.17	6.55	56.83	5.15
	Vert %	14.18	17.19	12.68	15.97	15.57	19.04
	Index	100	121	89	113	110	134
Watched a video	Unwgttd	23931	2817	12520	1798	11411	1019
	Weighted (000)	121821	11898	60888	7327	60933	4571
	Horz %	100.00	9.77	49.98	6.01	50.02	3.75
	Vert %	49.91	50.51	51.69	51.62	48.25	48.84
	Index	100	101	104	103	97	98
Websites or apps visited or used in the last 30 days: Coupons	Unwgttd	1642	194	404	76	1238	118
	Weighted (000)	7736	783	1683	261	6052	523
	Horz %	100.00	10.13	21.76	3.37	78.24	6.76
	Vert %	3.17	3.33	1.43	1.84	4.79	5.59
	Index	100	105	45	58	151	176
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	40180	4790	20163	2958	20017	1832
	Weighted (000)	200974	19675	95462	11880	105511	7795
	Horz %	100.00	9.79	47.50	5.91	52.50	3.88
	Vert %	82.34	83.53	81.05	83.69	83.54	83.29
	Index	100	101	98	102	101	101
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	20952	2253	10025	1382	10927	871
	Weighted (000)	106707	9411	47788	5537	58918	3874
	Horz %	100.00	8.82	44.78	5.19	55.22	3.63
	Vert %	43.72	39.95	40.57	39.00	46.65	41.39
	Index	100	91	93	89	107	95
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	19339	2144	9447	1349	9892	795
	Weighted (000)	97935	8976	44522	5451	53413	3526
	Horz %	100.00	9.17	45.46	5.57	54.54	3.60
	Vert %	40.12	38.11	37.80	38.40	42.29	37.67
	Index	100	95	94	96	105	94
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	24725	2550	12866	1679	11859	871
	Weighted (000)	126500	10706	62393	6961	64107	3745
	Horz %	100.00	8.46	49.32	5.50	50.68	2.96
	Vert %	51.83	45.45	52.97	49.04	50.76	40.01
	Index	100	88	102	95	98	77

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Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	15697	1539	7823	949	7874	590
	Weighted (000)	84080	6695	39914	3961	44166	2734
	Horz %	100.00	7.96	47.47	4.71	52.53	3.25
	Vert %	34.45	28.42	33.89	27.90	34.97	29.21
	Index	100	83	98	81	102	85
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	11626	1213	6471	853	5155	360
	Weighted (000)	61092	5266	32067	3632	29025	1635
	Horz %	100.00	8.62	52.49	5.94	47.51	2.68
	Vert %	25.03	22.36	27.22	25.58	22.98	17.47
	Index	100	89	109	102	92	70
Used a Mobile "App" - Past Month	Unwgttd	25794	3026	13219	1924	12575	1102
	Weighted (000)	128777	12663	62189	7838	66588	4824
	Horz %	100.00	9.83	48.29	6.09	51.71	3.75
	Vert %	52.76	53.76	52.80	55.22	52.72	51.55
	Index	100	102	100	105	100	98
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgttd	10912	1811	5777	1127	5135	684
	Weighted (000)	50128	6774	24847	4213	25281	2561
	Horz %	100.00	13.51	49.57	8.40	50.43	5.11
	Vert %	20.54	28.76	21.10	29.68	20.02	27.36
	Index	100	140	103	145	97	133
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgttd	14245	2229	6852	1313	7393	916
	Weighted (000)	67106	8469	30235	4978	36871	3491
	Horz %	100.00	12.62	45.05	7.42	54.95	5.20
	Vert %	27.49	35.95	25.67	35.07	29.19	37.30
	Index	100	131	93	128	106	136
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgttd	19488	2836	10461	1818	9027	1018
	Weighted (000)	91290	11380	46056	7065	45234	4315
	Horz %	100.00	12.47	50.45	7.74	49.55	4.73
	Vert %	37.40	48.31	39.10	49.77	35.82	46.11
	Index	100	129	105	133	96	123
Read Classified Advertising in Weekday Newspaper	Unwgttd	3772	431	1751	260	2021	171
	Weighted (000)	20084	1927	9059	1168	11024	759
	Horz %	100.00	9.60	45.11	5.82	54.89	3.78
	Vert %	8.23	8.18	7.69	8.23	8.73	8.11
	Index	100	99	93	100	106	99
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgttd	3758	458	1675	267	2083	191
	Weighted (000)	19510	2013	8252	1174	11258	839
	Horz %	100.00	10.32	42.30	6.02	57.70	4.30
	Vert %	7.99	8.55	7.01	8.27	8.91	8.96
	Index	100	107	88	103	112	112
Read Advertisements in Weekday Newspaper	Unwgttd	3812	592	1663	324	2149	268
	Weighted (000)	17916	2283	7281	1225	10635	1058
	Horz %	100.00	12.74	40.64	6.84	59.36	5.90
	Vert %	7.34	9.69	6.18	8.63	8.42	11.30
	Index	100	132	84	118	115	154
Read Advertisements in Sunday/Weekend Newspaper	Unwgttd	4633	691	1918	364	2715	327
	Weighted (000)	22092	2657	8259	1396	13833	1261
	Horz %	100.00	12.03	37.38	6.32	62.62	5.71
	Vert %	9.05	11.28	7.01	9.84	10.95	13.47
	Index	100	125	77	109	121	149
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgttd	5068	791	2004	383	3064	408
	Weighted (000)	23852	3088	8816	1443	15037	1645
	Horz %	100.00	12.95	36.96	6.05	63.04	6.90
	Vert %	9.77	13.11	7.48	10.17	11.91	17.57
	Index	100	134	77	104	122	180
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgttd	7203	1094	2739	511	4464	583
	Weighted (000)	34013	4265	11663	1880	22350	2385
	Horz %	100.00	12.54	34.29	5.53	65.71	7.01
	Vert %	13.93	18.11	9.90	13.25	17.70	25.48
	Index	100	130	71	95	127	183
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgttd	4191	636	2044	386	2147	250
	Weighted (000)	20652	2755	9419	1598	11233	1157
	Horz %	100.00	13.34	45.61	7.74	54.39	5.60
	Vert %	8.46	11.70	8.00	11.26	8.89	12.36
	Index	100	138	95	133	105	146

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgttd	9539	1419	4401	779	5138	640
	Weighted (000)	47372	5884	20433	3097	26940	2786
	Horz %	100.00	12.42	43.13	6.54	56.87	5.88
	Vert %	19.41	24.98	17.35	21.82	21.33	29.77
	Index	100	129	89	112	110	153
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*	*
	Unwgttd	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
Have Seen Video Ads in Grocery Stores - Past Month	Unwgttd	8175	897	4333	580	3842	317
	Weighted (000)	42062	3821	21099	2352	20963	1469
	Horz %	100.00	9.08	50.16	5.59	49.84	3.49
	Vert %	17.23	16.22	17.91	16.57	16.60	15.70
	Index	100	94	104	96	96	91
Have Seen Video Ads in Drug Stores - Past Month	Unwgttd	5434	556	2941	348	2493	208
	Weighted (000)	27750	2282	14430	1369	13321	912
	Horz %	100.00	8.22	52.00	4.93	48.00	3.29
	Vert %	11.37	9.69	12.25	9.65	10.55	9.75
	Index	100	85	108	85	93	86
Have Seen Video Ads in Convenience Stores - Past Month	Unwgttd	5425	534	3143	373	2282	161
	Weighted (000)	27941	2261	15561	1601	12381	659
	Horz %	100.00	8.09	55.69	5.73	44.31	2.36
	Vert %	11.45	9.60	13.21	11.28	9.80	7.04
	Index	100	84	115	99	86	62
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgttd	5807	599	3195	397	2612	202
	Weighted (000)	30170	2597	15891	1606	14279	991
	Horz %	100.00	8.61	52.67	5.32	47.33	3.28
	Vert %	12.36	11.02	13.49	11.31	11.31	10.59
	Index	100	89	109	92	91	86
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgttd	5047	602	2853	411	2194	191
	Weighted (000)	24469	2357	13265	1530	11204	827
	Horz %	100.00	9.63	54.21	6.25	45.79	3.38
	Vert %	10.02	10.01	11.26	10.78	8.87	8.84
	Index	100	100	112	108	88	88
Have Seen Video Ads in Other Stores - Past Month	Unwgttd	4572	460	2629	317	1943	143
	Weighted (000)	23484	1976	12984	1322	10501	654
	Horz %	100.00	8.41	55.29	5.63	44.71	2.79
	Vert %	9.62	8.39	11.02	9.31	8.31	6.99
	Index	100	87	115	97	86	73
Have Seen Video Ads in Shopping Malls - Past Month	Unwgttd	6133	645	3320	422	2813	223
	Weighted (000)	30556	2697	15761	1670	14795	1027
	Horz %	100.00	8.83	51.58	5.47	48.42	3.36
	Vert %	12.52	11.45	13.38	11.77	11.71	10.97
	Index	100	91	107	94	94	88
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgttd	4212	444	2599	328	1613	116
	Weighted (000)	21008	1909	12638	1420	8370	488
	Horz %	100.00	9.08	60.16	6.76	39.84	2.32
	Vert %	8.61	8.10	10.73	10.00	6.63	5.22
	Index	100	94	125	116	77	61

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgttd	6034	632	3444	448	2590	184
	Weighted (000)	31175	2614	16942	1826	14234	788
	Horz %	100.00	8.38	54.34	5.86	45.66	2.53
	Vert %	12.77	11.10	14.38	12.86	11.27	8.42
	Index	100	87	113	101	88	66
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgttd	4611	467	2539	318	2072	149
	Weighted (000)	23019	1954	12109	1313	10909	641
	Horz %	100.00	8.49	52.61	5.70	47.39	2.79
	Vert %	9.43	8.30	10.28	9.25	8.64	6.85
	Index	100	88	109	98	92	73
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgttd	4016	422	2310	290	1706	132
	Weighted (000)	19382	1662	10885	1099	8496	563
	Horz %	100.00	8.57	56.16	5.67	43.84	2.90
	Vert %	7.94	7.06	9.24	7.74	6.73	6.01
	Index	100	89	116	98	85	76
Have Seen Video Ads in Medical Offices - Past Month	Unwgttd	5499	618	2788	393	2711	225
	Weighted (000)	27407	2488	13342	1533	14066	955
	Horz %	100.00	9.08	48.68	5.59	51.32	3.48
	Vert %	11.23	10.56	11.33	10.80	11.14	10.20
	Index	100	94	101	96	99	91
Have Seen Video Ads in Airports - Past Month	Unwgttd	3929	474	2363	325	1566	149
	Weighted (000)	17909	1817	10424	1213	7485	603
	Horz %	100.00	10.14	58.21	6.77	41.79	3.37
	Vert %	7.34	7.71	8.85	8.55	5.93	6.45
	Index	100	105	121	116	81	88
Have Seen Video Ads at Gas Stations - Past Month	Unwgttd	8390	1048	4916	750	3474	298
	Weighted (000)	41042	4279	22712	3000	18330	1279
	Horz %	100.00	10.43	55.34	7.31	44.66	3.12
	Vert %	16.81	18.17	19.28	21.13	14.51	13.67
	Index	100	108	115	126	86	81
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgttd	3669	379	2128	269	1541	110
	Weighted (000)	18065	1501	10099	1021	7966	480
	Horz %	100.00	8.31	55.90	5.65	44.10	2.66
	Vert %	7.40	6.37	8.57	7.20	6.31	5.13
	Index	100	86	116	97	85	69
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgttd	3552	376	2086	270	1466	106
	Weighted (000)	16785	1388	9475	967	7310	420
	Horz %	100.00	8.27	56.45	5.76	43.55	2.50
	Vert %	6.88	5.89	8.04	6.82	5.79	4.49
	Index	100	86	117	99	84	65
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgttd	5092	513	2889	340	2203	173
	Weighted (000)	25878	1998	13824	1255	12053	743
	Horz %	100.00	7.72	53.42	4.85	46.58	2.87
	Vert %	10.60	8.48	11.74	8.84	9.54	7.94
	Index	100	80	111	83	90	75
Have Seen Ads on Billboards - Past Month	Unwgttd	23703	3144	12315	1958	11388	1186
	Weighted (000)	117973	13033	57972	7854	60001	5179
	Horz %	100.00	11.05	49.14	6.66	50.86	4.39
	Vert %	48.33	55.33	49.22	55.33	47.51	55.34
	Index	100	114	102	114	98	114
Have Seen Ads on Buses/Trains - Past Month	Unwgttd	10886	1432	5916	920	4970	512
	Weighted (000)	50330	5350	26109	3385	24221	1965
	Horz %	100.00	10.63	51.88	6.73	48.12	3.90
	Vert %	20.62	22.71	22.17	23.85	19.18	21.00
	Index	100	110	108	116	93	102
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgttd	7328	939	4174	597	3154	342
	Weighted (000)	32843	3339	18004	2124	14838	1215
	Horz %	100.00	10.17	54.82	6.47	45.18	3.70
	Vert %	13.46	14.18	15.29	14.96	11.75	12.98
	Index	100	105	114	111	87	96
Have Seen Ads Inside Taxis - Past Month	Unwgttd	3849	427	2254	285	1595	142
	Weighted (000)	17102	1545	9977	1046	7125	499
	Horz %	100.00	9.04	58.34	6.12	41.66	2.92
	Vert %	7.01	6.56	8.47	7.37	5.64	5.33
	Index	100	94	121	105	81	76

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

		U.S. Adults 18+	Adults18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to News Talk (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to News Talk (Monday-Sunday 24-hour cume)
Have Seen Ads on Top of Taxis - Past Month	Unwgttd	5892	761	3558	520	2334	241
	Weighted (000)	26219	2779	15564	1879	10655	899
	Horz %	100.00	10.60	59.36	7.17	40.64	3.43
	Vert %	10.74	11.80	13.21	13.24	8.44	9.61
	Index	100	110	123	123	79	89
Have Seen Ads on Phone Booths - Past Month	Unwgttd	3008	294	1859	212	1149	82
	Weighted (000)	14451	1087	8852	792	5599	295
	Horz %	100.00	7.52	61.25	5.48	38.75	2.04
	Vert %	5.92	4.61	7.52	5.58	4.43	3.15
	Index	100	78	127	94	75	53
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgttd	7405	970	4598	699	2807	271
	Weighted (000)	36191	3982	21726	2808	14466	1174
	Horz %	100.00	11.00	60.03	7.76	39.97	3.24
	Vert %	14.83	16.91	18.45	19.78	11.45	12.55
	Index	100	114	124	133	77	85
Have Seen Ads on Postcards - Past Month	Unwgttd	5576	746	2856	431	2720	315
	Weighted (000)	26312	2939	13258	1705	13054	1234
	Horz %	100.00	11.17	50.39	6.48	49.61	4.69
	Vert %	10.78	12.48	11.26	12.01	10.34	13.19
	Index	100	116	104	111	96	122
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgttd	13421	1683	6893	1052	6528	631
	Weighted (000)	66442	6984	32223	4354	34219	2630
	Horz %	100.00	10.51	48.50	6.55	51.50	3.96
	Vert %	27.22	29.65	27.36	30.67	27.09	28.10
	Index	100	109	101	113	100	103
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgttd	8606	1082	4572	688	4034	394
	Weighted (000)	42087	4338	21394	2650	20693	1688
	Horz %	100.00	10.31	50.83	6.30	49.17	4.01
	Vert %	17.24	18.42	18.16	18.67	16.38	18.04
	Index	100	107	105	108	95	105
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgttd	10943	1365	5666	853	5277	512
	Weighted (000)	53139	5521	26487	3339	26653	2181
	Horz %	100.00	10.39	49.84	6.28	50.16	4.11
	Vert %	21.77	23.44	22.49	23.52	21.10	23.31
	Index	100	108	103	108	97	107
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgttd	15171	1902	7927	1174	7244	728
	Weighted (000)	76102	8140	37939	4909	38163	3231
	Horz %	100.00	10.70	49.85	6.45	50.15	4.25
	Vert %	31.18	34.56	32.21	34.58	30.22	34.52
	Index	100	111	103	111	97	111
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgttd	10587	1277	5402	790	5185	487
	Weighted (000)	52205	5299	25466	3229	26739	2070
	Horz %	100.00	10.15	48.78	6.18	51.22	3.97
	Vert %	21.39	22.50	21.62	22.74	21.17	22.12
	Index	100	105	101	106	99	103
Have Seen Infomercials - Past Month	Unwgttd	9871	1165	5073	733	4798	432
	Weighted (000)	49119	4728	24353	2902	24766	1826
	Horz %	100.00	9.63	49.58	5.91	50.42	3.72
	Vert %	20.12	20.07	20.68	20.44	19.61	19.51
	Index	100	100	103	102	97	97
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgttd	19632	2655	9597	1575	10035	1080
	Weighted (000)	96299	10909	44442	6195	51856	4714
	Horz %	100.00	11.33	46.15	6.43	53.85	4.90
	Vert %	39.45	46.31	37.73	43.64	41.06	50.37
	Index	100	117	96	111	104	128
Have Seen Product Placement in Video Games - Past Month	Unwgttd	4596	425	2751	297	1845	128
	Weighted (000)	24167	1790	14376	1256	9791	534
	Horz %	100.00	7.41	59.49	5.20	40.51	2.21
	Vert %	9.90	7.60	12.21	8.85	7.75	5.71
	Index	100	77	123	89	78	58
Have Seen Product Placement in TV Shows - Past Month	Unwgttd	17823	2289	9209	1392	8614	897
	Weighted (000)	88092	9493	43604	5661	44489	3832
	Horz %	100.00	10.78	49.50	6.43	50.50	4.35
	Vert %	36.09	40.30	37.02	39.88	35.22	40.94
	Index	100	112	103	111	98	113

RAB/GFK MRI RADIO FORMAT PROFILE: NEWS TALK

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Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	1355	6124	872	5124	483
	Weighted (000)	56256	5543	29146	3494	27110	2049
	Horz %	100.00	9.85	51.81	6.21	48.19	3.64
	Vert %	23.05	23.53	24.75	24.61	21.46	21.90
	Index	100	102	107	107	93	95