

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgted	48646	1456	24620	713	24026	743
	Weighted (000)	244084	7376	117785	3364	126299	4012
	Horz %	100.00	3.02	48.26	1.38	51.74	1.64
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male	Unwgted	24620	713	24620	713	0	0
	Weighted (000)	117785	3364	117785	3364	0	0
	Horz %	100.00	2.86	100.00	2.86	0.00	0.00
	Vert %	48.26	45.61	100.00	100.00	0.00	0.00
	Index	100	95	207	207	0	0
Female	Unwgted	24026	743	0	0	24026	743
	Weighted (000)	126299	4012	0	0	126299	4012
	Horz %	100.00	3.18	0.00	0.00	100.00	3.18
	Vert %	51.74	54.39	0.00	0.00	100.00	100.00
	Index	100	105	0	0	193	193
Age 18-24	Unwgted	3885	64	2163	36	1722	28
	Weighted (000)	30253	530	15267	297	14986	233
	Horz %	100.00	1.75	50.46	0.98	49.54	0.77
	Vert %	12.39	7.18	12.96	8.82	11.87	5.80
	Index	100	58	105	71	96	47
Age 25-34	Unwgted	8183	164	4209	72	3974	92
	Weighted (000)	43389	956	21595	402	21794	553
	Horz %	100.00	2.20	49.77	0.93	50.23	1.27
	Vert %	17.78	12.96	18.33	11.96	17.26	13.79
	Index	100	73	103	67	97	78
Age 35-44	Unwgted	8605	187	4423	94	4182	93
	Weighted (000)	40230	896	19746	442	20484	454
	Horz %	100.00	2.23	49.08	1.10	50.92	1.13
	Vert %	16.48	12.15	16.76	13.13	16.22	11.33
	Index	100	74	102	80	98	69
Age 45-54	Unwgted	8861	287	4477	123	4384	164
	Weighted (000)	43105	1495	21038	641	22067	855
	Horz %	100.00	3.47	48.81	1.49	51.19	1.98
	Vert %	17.66	20.28	17.86	19.05	17.47	21.31
	Index	100	115	101	108	99	121
Age 55-64	Unwgted	8498	381	4321	194	4177	187
	Weighted (000)	40725	1880	19559	841	21165	1039
	Horz %	100.00	4.62	48.03	2.06	51.97	2.55
	Vert %	16.68	25.49	16.61	24.99	16.76	25.91
	Index	100	153	100	150	100	155
Age 65+	Unwgted	10614	373	5027	194	5587	179
	Weighted (000)	46383	1619	20580	742	25803	877
	Horz %	100.00	3.49	44.37	1.60	55.63	1.89
	Vert %	19.00	21.95	17.47	22.05	20.43	21.86
	Index	100	116	92	116	108	115
Age 21+	Unwgted	47284	1431	23832	702	23452	729
	Weighted (000)	232046	7182	111578	3286	120468	3895
	Horz %	100.00	3.09	48.08	1.42	51.92	1.68
	Vert %	95.07	97.37	94.73	97.70	95.38	97.10
	Index	100	102	100	103	100	102
Age 18-34	Unwgted	12068	228	6372	108	5696	120
	Weighted (000)	73642	1485	36862	699	36780	786
	Horz %	100.00	2.02	50.06	0.95	49.94	1.07
	Vert %	30.17	20.13	31.30	20.78	29.12	19.59
	Index	100	67	104	69	97	65

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Age 18-49	Unwgt'd	24996	534	12990	255	12006	279
	Weighted (000)	134658	3060	66787	1434	67871	1626
	Horz %	100.00	2.27	49.60	1.06	50.40	1.21
	Vert %	55.17	41.49	56.70	42.62	53.74	40.54
	Index	100	75	103	77	97	73
Age 25-54	Unwgt'd	25649	638	13109	289	12540	349
	Weighted (000)	126724	3347	62379	1485	64345	1862
	Horz %	100.00	2.64	49.22	1.17	50.78	1.47
	Vert %	51.92	45.38	52.96	44.14	50.95	46.42
	Index	100	87	102	85	98	89
Age 35-64	Unwgt'd	25964	855	13221	411	12743	444
	Weighted (000)	124059	4272	60343	1923	63716	2349
	Horz %	100.00	3.44	48.64	1.55	51.36	1.89
	Vert %	50.83	57.91	51.23	57.16	50.45	58.54
	Index	100	114	101	112	99	115
Age 50+	Unwgt'd	23650	922	11630	458	12020	464
	Weighted (000)	109426	4315	50998	1930	58428	2385
	Horz %	100.00	3.94	46.60	1.76	53.40	2.18
	Vert %	44.83	58.51	43.30	57.38	46.26	59.46
	Index	100	131	97	128	103	133
Median Age	Unwgt'd						
	Weighted (000)	47.00	53.80	46.10	53.60	47.80	54.00
	Horz %						
	Vert %						
	Index	100	115	98	114	102	115
Race: White Only	Unwgt'd	34564	1062	17599	529	16965	533
	Weighted (000)	179823	5580	87142	2551	92681	3028
	Horz %	100.00	3.10	48.46	1.42	51.54	1.68
	Vert %	73.67	75.65	73.98	75.84	73.38	75.49
	Index	100	103	100	103	100	102
Race: Black/African-American Only	Unwgt'd	5909	203	2691	90	3218	113
	Weighted (000)	29535	881	13591	385	15944	496
	Horz %	100.00	2.98	46.02	1.30	53.98	1.68
	Vert %	12.10	11.94	11.54	11.45	12.62	12.36
	Index	100	99	95	95	104	102
Race: Asian	Unwgt'd	2388	36	1240	13	1148	23
	Weighted (000)	8358	157	3764	54	4594	104
	Horz %	100.00	1.88	45.03	0.64	54.97	1.24
	Vert %	3.42	2.13	3.20	1.59	3.64	2.58
	Index	100	62	93	46	106	75
Race: Other Race/Multi-Racial	Unwgt'd	8173	191	4330	94	3843	97
	Weighted (000)	34726	915	17052	428	17674	488
	Horz %	100.00	2.63	49.10	1.23	50.90	1.40
	Vert %	14.23	12.41	14.48	12.71	13.99	12.15
	Index	100	87	102	89	98	85
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6851	185	3530	87	3321	98
	Weighted (000)	37743	1028	18812	444	18930	584
	Horz %	100.00	2.72	49.84	1.18	50.16	1.55
	Vert %	15.46	13.93	15.97	13.19	14.99	14.55
	Index	100	90	103	85	97	94
Hispanic, Personally Speak Only English at Home	Unwgt'd	1739	51	949	24	790	27
	Weighted (000)	6214	158	3087	54	3127	104
	Horz %	100.00	2.54	49.67	0.86	50.33	1.68
	Vert %	2.55	2.14	2.62	1.59	2.48	2.60
	Index	100	84	103	62	97	102
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	2047	69	1051	30	996	39
	Weighted (000)	9439	354	4679	148	4760	206
	Horz %	100.00	3.76	49.57	1.57	50.43	2.19
	Vert %	3.87	4.81	3.97	4.40	3.77	5.15
	Index	100	124	103	114	97	133

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			*		*		*
Hispanic, Personally Speak Only Spanish at Home	Unwgttd	1280	21	621	11	659	10
	Weighted (000)	10474	202	5089	72	5385	129
	Horz %	100.00	1.92	48.59	0.69	51.41	1.23
	Vert %	4.29	2.73	4.32	2.15	4.26	3.22
	Index	100	64	101	50	99	75
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgttd	1668	40	850	19	818	21
	Weighted (000)	9512	233	4874	126	4638	107
	Horz %	100.00	2.45	51.24	1.33	48.76	1.12
	Vert %	3.90	3.17	4.14	3.76	3.67	2.67
	Index	100	81	106	96	94	68
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgttd	99	3	51	2	48	1
	Weighted (000)	1751	71	918	34	833	37
	Horz %	100.00	4.05	52.43	1.94	47.57	2.11
	Vert %	0.72	0.96	0.78	1.01	0.66	0.92
	Index	100	134	109	141	92	128
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgttd	6825	159	3452	74	3373	85
	Weighted (000)	26213	547	11985	257	14228	289
	Horz %	100.00	2.09	45.72	0.98	54.28	1.10
	Vert %	10.74	7.41	10.18	7.64	11.27	7.22
	Index	100	69	95	71	105	67
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgttd	10965	300	5591	149	5374	151
	Weighted (000)	46746	1395	22626	609	24120	786
	Horz %	100.00	2.98	48.40	1.30	51.60	1.68
	Vert %	19.15	18.91	19.21	18.09	19.10	19.59
	Index	100	99	100	94	100	102
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgttd	2649	101	1187	38	1462	63
	Weighted (000)	11210	422	4576	146	6634	275
	Horz %	100.00	3.76	40.82	1.30	59.18	2.46
	Vert %	4.59	5.72	3.89	4.35	5.25	6.86
	Index	100	124	85	95	114	149
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgttd	3407	102	1664	40	1743	62
	Weighted (000)	13775	406	6335	152	7440	254
	Horz %	100.00	2.95	45.99	1.11	54.01	1.84
	Vert %	5.64	5.50	5.38	4.53	5.89	6.32
	Index	100	98	95	80	104	112
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgttd	10089	306	5033	157	5056	149
	Weighted (000)	44682	1313	21206	596	23476	717
	Horz %	100.00	2.94	47.46	1.33	52.54	1.60
	Vert %	18.31	17.80	18.00	17.73	18.59	17.87
	Index	100	97	98	97	102	98
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgttd	10356	365	5407	187	4949	178
	Weighted (000)	71816	2446	36018	1162	35799	1284
	Horz %	100.00	3.41	50.15	1.62	49.85	1.79
	Vert %	29.42	33.16	30.58	34.55	28.34	32.01
	Index	100	113	104	117	96	109
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgttd	4355	123	2286	68	2069	55
	Weighted (000)	29641	848	15039	441	14602	407
	Horz %	100.00	2.86	50.74	1.49	49.26	1.37
	Vert %	12.14	11.49	12.77	13.12	11.56	10.14
	Index	100	95	105	108	95	83
Currently Attending College or University	Unwgttd	3403	65	1618	22	1785	43
	Weighted (000)	19372	347	8726	107	10647	239
	Horz %	100.00	1.79	45.04	0.55	54.96	1.23
	Vert %	7.94	4.70	7.41	3.19	8.43	5.96
	Index	100	59	93	40	106	75
Employed Full Time	Unwgttd	25438	698	15105	387	10333	311
	Weighted (000)	119890	3262	68797	1783	51094	1480
	Horz %	100.00	2.72	57.38	1.49	42.62	1.23
	Vert %	49.12	44.23	58.41	53.00	40.45	36.88
	Index	100	90	119	108	82	75

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Employed Part Time	Unwgt'd	5730	201	2169	78	3561	123
	Weighted (000)	28854	1149	10532	390	18322	758
	Horz %	100.00	3.98	36.50	1.35	63.50	2.63
	Vert %	11.82	15.58	8.94	11.61	14.51	18.91
	Index	100	132	76	98	123	160
Not Employed	Unwgt'd	17478	557	7346	248	10132	309
	Weighted (000)	95339	2964	38457	1191	56883	1774
	Horz %	100.00	3.11	40.34	1.25	59.66	1.86
	Vert %	39.06	40.19	32.65	35.40	45.04	44.21
	Index	100	103	84	91	115	113
Temporarily Unemployed	Unwgt'd	1886	58	939	22	947	36
	Weighted (000)	12314	373	6528	154	5786	219
	Horz %	100.00	3.03	53.01	1.25	46.99	1.78
	Vert %	5.05	5.06	5.54	4.58	4.58	5.47
	Index	100	100	110	91	91	108
Retired from Employment	Unwgt'd	10143	357	4871	191	5272	166
	Weighted (000)	46820	1692	21680	812	25140	880
	Horz %	100.00	3.61	46.31	1.73	53.69	1.88
	Vert %	19.18	22.95	18.41	24.14	19.90	21.94
	Index	100	120	96	126	104	114
Not Employed, Principal Shopper for Household	Unwgt'd	2543	59	65	1	2478	58
	Weighted (000)	16573	379	399	3	16173	376
	Horz %	100.00	2.29	2.41	0.02	97.59	2.27
	Vert %	6.79	5.14	0.34	0.10	12.81	9.37
	Index	100	76	5	1	189	138
Occupation: Professional and Related Occupations	Unwgt'd	7405	187	3381	61	4024	126
	Weighted (000)	34142	898	14741	265	19401	633
	Horz %	100.00	2.63	43.18	0.78	56.82	1.85
	Vert %	13.99	12.18	12.52	7.89	15.36	15.78
	Index	100	87	89	56	110	113
Occupation: Management, Business and Financial Operations	Unwgt'd	6595	179	4012	103	2583	76
	Weighted (000)	24720	711	13920	392	10800	318
	Horz %	100.00	2.88	56.31	1.59	43.69	1.29
	Vert %	10.13	9.64	11.82	11.67	8.55	7.94
	Index	100	95	117	115	84	78
Occupation: Sales and Office Occupations	Unwgt'd	5959	181	2273	48	3686	133
	Weighted (000)	32636	930	12665	239	19970	691
	Horz %	100.00	2.85	38.81	0.73	61.19	2.12
	Vert %	13.37	12.62	10.75	7.11	15.81	17.23
	Index	100	94	80	53	118	129
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2756	90	2638	87	118	3
	Weighted (000)	13728	560	13073	535	655	24
	Horz %	100.00	4.08	95.23	3.90	4.77	0.18
	Vert %	5.62	7.59	11.10	15.91	0.52	0.61
	Index	100	135	197	283	9	11
Occupation: Other Employed	Unwgt'd	8453	262	4970	166	3483	96
	Weighted (000)	43519	1312	24929	741	18590	571
	Horz %	100.00	3.01	57.28	1.70	42.72	1.31
	Vert %	17.83	17.79	21.17	22.03	14.72	14.23
	Index	100	100	119	124	83	80
Household Income: \$250,000+	Unwgt'd	1966	42	1191	27	775	15
	Weighted (000)	7800	176	4116	107	3684	69
	Horz %	100.00	2.25	52.77	1.37	47.23	0.88
	Vert %	3.20	2.38	3.49	3.18	2.92	1.71
	Index	100	75	109	100	91	54
Household Income: \$200,000-\$249,999	Unwgt'd	1583	35	918	21	665	14
	Weighted (000)	7178	171	3579	73	3599	97
	Horz %	100.00	2.38	49.86	1.02	50.14	1.35
	Vert %	2.94	2.31	3.04	2.18	2.85	2.42
	Index	100	79	103	74	97	82

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Household Income: \$150,000-\$199,999	Unwgt'd	3725	94	2156	52	1569	42
	Weighted (000)	18847	422	9705	217	9142	205
	Horz %	100.00	2.24	51.50	1.15	48.50	1.09
	Vert %	7.72	5.72	8.24	6.45	7.24	5.11
	Index	100	74	107	84	94	66
Household Income: \$100,000-\$149,999	Unwgt'd	7038	203	4030	115	3008	88
	Weighted (000)	39997	1118	20517	566	19481	552
	Horz %	100.00	2.80	51.29	1.41	48.71	1.38
	Vert %	16.39	15.16	17.42	16.82	15.42	13.77
	Index	100	93	106	103	94	84
Household Income: \$75,000-\$99,999	Unwgt'd	6168	171	3380	86	2788	85
	Weighted (000)	32585	965	16514	488	16071	477
	Horz %	100.00	2.96	50.68	1.50	49.32	1.46
	Vert %	13.35	13.08	14.02	14.50	12.72	11.89
	Index	100	98	105	109	95	89
Household Income: \$60,000-\$74,999	Unwgt'd	4945	173	2570	87	2375	86
	Weighted (000)	24958	873	12413	428	12545	445
	Horz %	100.00	3.50	49.74	1.72	50.26	1.78
	Vert %	10.23	11.84	10.54	12.74	9.93	11.09
	Index	100	116	103	125	97	108
Household Income: \$50,000-\$59,999	Unwgt'd	3824	118	1925	56	1899	62
	Weighted (000)	18483	527	9176	208	9306	318
	Horz %	100.00	2.85	49.65	1.13	50.35	1.72
	Vert %	7.57	7.14	7.79	6.20	7.37	7.93
	Index	100	94	103	82	97	105
Household Income: \$40,000-\$49,999	Unwgt'd	4928	160	2410	80	2518	80
	Weighted (000)	20001	588	9681	274	10320	314
	Horz %	100.00	2.94	48.40	1.37	51.60	1.57
	Vert %	8.19	7.97	8.22	8.16	8.17	7.82
	Index	100	97	100	100	100	95
Household Income: \$30,000-\$39,999	Unwgt'd	4676	160	2239	77	2437	83
	Weighted (000)	21673	867	10287	407	11386	460
	Horz %	100.00	4.00	47.47	1.88	52.53	2.12
	Vert %	8.88	11.75	8.73	12.09	9.01	11.47
	Index	100	132	98	136	102	129
Household Income: \$20,000-\$29,999	Unwgt'd	4378	141	1770	49	2608	92
	Weighted (000)	21286	738	9271	251	12015	487
	Horz %	100.00	3.47	43.56	1.18	56.44	2.29
	Vert %	8.72	10.00	7.87	7.47	9.51	12.13
	Index	100	115	90	86	109	139
Household Income: Under \$20,000	Unwgt'd	5415	159	2031	63	3384	96
	Weighted (000)	31275	932	12525	344	18751	588
	Horz %	100.00	2.98	40.05	1.10	59.95	1.88
	Vert %	12.81	12.63	10.63	10.21	14.85	14.66
	Index	100	99	83	80	116	114
Median Household Income	Unwgt'd						
	Weighted (000)	65.60	60.60	69.60	66.90	61.60	54.90
	Horz %						
	Vert %						
	Index	100	92	106	102	94	84
Marital Status: Single, Never Married	Unwgt'd	12107	298	6453	141	5654	157
	Weighted (000)	69105	1645	36957	813	32148	832
	Horz %	100.00	2.38	53.48	1.18	46.52	1.20
	Vert %	28.31	22.31	31.38	24.16	25.45	20.75
	Index	100	79	111	85	90	73
Marital Status: Currently Married	Unwgt'd	24506	770	13836	431	10670	339
	Weighted (000)	129071	4275	64428	2039	64643	2235
	Horz %	100.00	3.31	49.92	1.58	50.08	1.73
	Vert %	52.88	57.96	54.70	60.63	51.18	55.72
	Index	100	110	103	115	97	105

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Marital Status: Divorced or Legally Separated	Unwgt'd	8229	271	3344	108	4885	163
	Weighted (000)	31030	1085	12607	428	18423	657
	Horz %	100.00	3.50	40.63	1.38	59.37	2.12
	Vert %	12.71	14.71	10.70	12.72	14.59	16.38
	Index	100	116	84	100	115	129
Marital Status: Widowed	Unwgt'd	3804	117	987	33	2817	84
	Weighted (000)	14879	371	3794	84	11085	287
	Horz %	100.00	2.49	25.50	0.56	74.50	1.93
	Vert %	6.10	5.03	3.22	2.49	8.78	7.16
	Index	100	83	53	41	144	117
Marital Status: Engaged to Be Married	Unwgt'd	2120	50	1122	25	998	25
	Weighted (000)	11812	279	5830	146	5982	132
	Horz %	100.00	2.36	49.36	1.24	50.64	1.12
	Vert %	4.84	3.78	4.95	4.34	4.74	3.30
	Index	100	78	102	90	98	68
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3596	106	1959	52	1637	54
	Weighted (000)	21557	599	10333	247	11224	352
	Horz %	100.00	2.78	47.93	1.15	52.07	1.63
	Vert %	8.83	8.12	8.77	7.36	8.89	8.77
	Index	100	92	99	83	101	99
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18201	429	8890	200	9311	229
	Weighted (000)	94932	2198	43462	979	51470	1219
	Horz %	100.00	2.32	45.78	1.03	54.22	1.28
	Vert %	38.89	29.80	36.90	29.12	40.75	30.38
	Index	100	77	95	75	105	78
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7127	178	3410	82	3717	96
	Weighted (000)	38013	903	17033	425	20980	479
	Horz %	100.00	2.38	44.81	1.12	55.19	1.26
	Vert %	15.57	12.25	14.46	12.62	16.61	11.93
	Index	100	79	93	81	107	77
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	148	3495	77	3440	71
	Weighted (000)	34366	707	16367	341	17998	365
	Horz %	100.00	2.06	47.63	0.99	52.37	1.06
	Vert %	14.08	9.58	13.90	10.14	14.25	9.11
	Index	100	68	99	72	101	65
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2804	72	1357	28	1447	44
	Weighted (000)	14813	423	6725	136	8088	286
	Horz %	100.00	2.85	45.40	0.92	54.60	1.93
	Vert %	6.07	5.73	5.71	4.05	6.40	7.13
	Index	100	94	94	67	106	118
4 Children Under Age 18 Currently Living at Home	Unwgt'd	872	18	407	6	465	12
	Weighted (000)	4873	70	2163	26	2710	44
	Horz %	100.00	1.44	44.38	0.53	55.62	0.91
	Vert %	2.00	0.95	1.84	0.77	2.15	1.10
	Index	100	48	92	39	107	55
5 or More Children Under Age 18 Currently Living at Home	Unwgt'd	463	13	221	7	242	6
	Weighted (000)	2867	95	1175	51	1693	44
	Horz %	100.00	3.32	40.96	1.79	59.04	1.54
	Vert %	1.17	1.29	1.00	1.52	1.34	1.10
	Index	100	110	85	130	114	93
Own Home/Residence	Unwgt'd	32775	1070	17020	545	15755	525
	Weighted (000)	160976	5122	78141	2431	82835	2691
	Horz %	100.00	3.18	48.54	1.51	51.46	1.67
	Vert %	65.95	69.45	66.34	72.28	65.59	67.08
	Index	100	105	101	110	99	102
Rent Home/Residence	Unwgt'd	15306	374	7334	163	7972	211
	Weighted (000)	80205	2186	38249	923	41956	1263
	Horz %	100.00	2.73	47.69	1.15	52.31	1.57
	Vert %	32.86	29.64	32.47	27.44	33.22	31.48
	Index	100	90	99	83	101	96

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
			*		*		*
Live Rent-Free in Home/Residence	Unwgt'd	565	12	266	5	299	7
	Weighted (000)	2903	67	1395	10	1508	58
	Horz %	100.00	2.31	48.05	0.33	51.95	1.98
	Vert %	1.19	0.91	1.18	0.29	1.19	1.43
	Index	100	77	100	24	100	121
Census Region: North East	Unwgt'd	11000	568	5477	294	5523	274
	Weighted (000)	44018	2019	21032	927	22986	1091
	Horz %	100.00	4.59	47.78	2.11	52.22	2.48
	Vert %	18.03	27.37	17.86	27.57	18.20	27.20
	Index	100	152	99	153	101	151
Census Region: South	Unwgt'd	17645	370	8745	179	8900	191
	Weighted (000)	92016	2190	44107	1032	47909	1158
	Horz %	100.00	2.38	47.93	1.12	52.07	1.26
	Vert %	37.70	29.69	37.45	30.69	37.93	28.86
	Index	100	79	99	81	101	77
Census Region: Midwest	Unwgt'd	9880	248	5113	121	4767	127
	Weighted (000)	52062	1526	25228	699	26834	826
	Horz %	100.00	2.93	48.46	1.34	51.54	1.59
	Vert %	21.33	20.68	21.42	20.79	21.25	20.60
	Index	100	97	100	97	100	97
Census Region: West	Unwgt'd	10121	270	5285	119	4836	151
	Weighted (000)	55988	1641	27418	705	28570	936
	Horz %	100.00	2.93	48.97	1.26	51.03	1.67
	Vert %	22.94	22.26	23.28	20.96	22.62	23.34
	Index	100	97	101	91	99	102
Census Sub-Region: New England			*		*		*
	Unwgt'd	2748	39	1330	24	1418	15
	Weighted (000)	11567	151	5545	97	6022	54
	Horz %	100.00	1.31	47.94	0.84	52.06	0.47
	Index	100	43	99	61	101	28
Census Sub-Region: Mid Atlantic	Unwgt'd	8252	529	4147	270	4105	259
	Weighted (000)	32451	1867	15487	830	16964	1037
	Horz %	100.00	5.75	47.73	2.56	52.27	3.20
	Vert %	13.30	25.32	13.15	24.68	13.43	25.85
	Index	100	190	99	186	101	194
Census Sub-Region: South Atlantic	Unwgt'd	9812	184	4839	85	4973	99
	Weighted (000)	48740	1073	23082	427	25658	646
	Horz %	100.00	2.20	47.36	0.88	52.64	1.33
	Vert %	19.97	14.54	19.60	12.68	20.32	16.10
	Index	100	73	98	64	102	81
Census Sub-Region: East South Central					*		*
	Unwgt'd	1890	80	940	42	950	38
	Weighted (000)	14067	547	6879	301	7188	246
	Horz %	100.00	3.89	48.90	2.14	51.10	1.75
	Index	100	129	101	155	99	107
Census Sub-Region: West South Central	Unwgt'd	5943	106	2966	52	2977	54
	Weighted (000)	29209	570	14146	305	15062	265
	Horz %	100.00	1.95	48.43	1.04	51.57	0.91
	Vert %	11.97	7.73	12.01	9.07	11.93	6.62
	Index	100	65	100	76	100	55
Census Sub-Region: East North Central	Unwgt'd	7303	192	3789	97	3514	95
	Weighted (000)	36089	1204	17381	567	18708	637
	Horz %	100.00	3.34	48.16	1.57	51.84	1.76
	Vert %	14.79	16.32	14.76	16.86	14.81	15.87
	Index	100	110	100	114	100	107
Census Sub-Region: West North Central					*		*
	Unwgt'd	2577	56	1324	24	1253	32
	Weighted (000)	15973	322	7846	132	8127	190
	Horz %	100.00	2.02	49.12	0.83	50.88	1.19
	Index	100	67	102	60	98	72

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
					*		*
Census Sub-Region: Mountain	Unwgted	2752	80	1444	36	1308	44
	Weighted (000)	18482	615	9091	228	9391	387
	Horz %	100.00	3.33	49.19	1.24	50.81	2.09
	Vert %	7.57	8.34	7.72	6.79	7.44	9.65
	Index	100	110	102	90	98	127
Census Sub-Region: Pacific	Unwgted	7369	190	3841	83	3528	107
	Weighted (000)	37506	1026	18327	477	19179	549
	Horz %	100.00	2.74	48.86	1.27	51.14	1.46
	Vert %	15.37	13.91	15.56	14.17	15.19	13.69
	Index	100	91	101	92	99	89
County Size: A	Unwgted	26326	731	13377	356	12949	375
	Weighted (000)	102649	2823	49402	1220	53247	1603
	Horz %	100.00	2.75	48.13	1.19	51.87	1.56
	Vert %	42.05	38.28	41.94	36.28	42.16	39.95
	Index	100	91	100	86	100	95
County Size: B	Unwgted	11709	385	5932	186	5777	199
	Weighted (000)	72000	2354	34639	1068	37361	1285
	Horz %	100.00	3.27	48.11	1.48	51.89	1.79
	Vert %	29.50	31.91	29.41	31.76	29.58	32.04
	Index	100	108	100	108	100	109
County Size: C/D	Unwgted	10611	340	5311	171	5300	169
	Weighted (000)	69435	2199	33744	1075	35691	1124
	Horz %	100.00	3.17	48.60	1.55	51.40	1.62
	Vert %	28.45	29.81	28.65	31.96	28.26	28.01
	Index	100	105	101	112	99	98
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	42	630	26	498	16
	Weighted (000)	4719	167	2463	103	2256	64
	Horz %	100.00	3.54	52.20	2.18	47.80	1.36
	Vert %	1.93	2.26	2.09	3.05	1.79	1.60
	Index	100	117	108	158	92	83
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	306	3408	112	4485	194
	Weighted (000)	38375	1500	15888	498	22487	1002
	Horz %	100.00	3.91	41.40	1.30	58.60	2.61
	Vert %	15.72	20.33	13.49	14.80	17.80	24.97
	Index	100	129	86	94	113	159
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	44	674	19	546	25
	Weighted (000)	6399	242	3477	103	2922	139
	Horz %	100.00	3.79	54.33	1.62	45.67	2.17
	Vert %	2.62	3.28	2.95	3.08	2.31	3.46
	Index	100	125	113	117	88	132
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	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
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	142	1658	79	1068	63
	Weighted (000)	7983	410	4558	215	3424	196
	Horz %	100.00	5.14	57.10	2.69	42.90	2.45
	Vert %	3.27	5.57	3.87	6.39	2.71	4.87
	Index	100	170	118	195	83	149
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	97	2668	76	564	21
	Weighted (000)	12837	378	10355	292	2482	86
	Horz %	100.00	2.94	80.67	2.27	19.33	0.67
	Vert %	5.26	5.12	8.79	8.68	1.97	2.14
	Index	100	97	167	165	37	41
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	24	592	17	258	7
	Weighted (000)	3908	98	2506	80	1402	18
	Horz %	100.00	2.51	64.12	2.05	35.88	0.46
	Vert %	1.60	1.33	2.13	2.38	1.11	0.44
	Index	100	83	133	149	69	28



RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
					*		*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt'd	3051	77	1752	44	1299	33
	Weighted (000)	14357	363	7933	201	6424	162
	Horz %	100.00	2.53	55.26	1.40	44.74	1.13
	Vert %	5.88	4.92	6.74	5.99	5.09	4.03
	Index	100	84	115	102	86	69
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt'd	8136	235	3585	93	4551	142
	Weighted (000)	42891	1246	17737	418	25154	828
	Horz %	100.00	2.91	41.35	0.97	58.65	1.93
	Vert %	17.57	16.89	15.06	12.42	19.92	20.64
	Index	100	96	86	71	113	117
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	2864	136	1603	77	1261	59
	Weighted (000)	14285	687	7775	356	6510	332
	Horz %	100.00	4.81	54.43	2.49	45.57	2.32
	Vert %	5.85	9.32	6.60	10.57	5.15	8.26
	Index	100	159	113	181	88	141
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3360	203	2263	122	1097	81
	Weighted (000)	16987	975	10773	559	6214	416
	Horz %	100.00	5.74	63.42	3.29	36.58	2.45
	Vert %	6.96	13.21	9.15	16.60	4.92	10.37
	Index	100	190	131	239	71	149
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	1353	37	704	20	649	17
	Weighted (000)	5307	164	2699	84	2608	80
	Horz %	100.00	3.09	50.86	1.58	49.14	1.51
	Index	100	102	105	114	95	92
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	7757	240	3837	117	3920	123
	Weighted (000)	44958	1454	20903	651	24055	803
	Horz %	100.00	3.23	46.49	1.45	53.51	1.79
	Vert %	18.42	19.72	17.75	19.36	19.05	20.01
	Index	100	107	96	105	103	109
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	310	2	172	1	138	1
	Weighted (000)	1196	12	639	6	557	6
	Horz %	100.00	0.98	53.45	0.51	46.55	0.47
	Index	100	32	111	37	90	29
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	642	25	245	6	397	19
	Weighted (000)	3662	104	1387	27	2275	77
	Horz %	100.00	2.84	37.87	0.73	62.13	2.11
	Index	100	94	78	53	120	128
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	2577	81	1288	45	1289	36
	Weighted (000)	15181	446	7552	233	7628	213
	Horz %	100.00	2.94	49.75	1.54	50.25	1.40
	Index	100	97	103	111	97	85
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3551	151	1399	53	2152	98
	Weighted (000)	17450	722	6424	205	11026	517
	Horz %	100.00	4.14	36.82	1.18	63.18	2.96
	Vert %	7.15	9.79	5.45	6.11	8.73	12.88
	Index	100	137	76	85	122	180
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	631	44	356	21	275	23
	Weighted (000)	2496	155	1441	83	1055	72
	Horz %	100.00	6.22	57.74	3.32	42.26	2.90
	Index	100	206	120	241	82	177
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	1108	29	625	20	483	9
	Weighted (000)	6328	192	3490	124	2838	68
	Horz %	100.00	3.04	55.15	1.96	44.85	1.08
	Index	100	100	114	142	87	66

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5806	208	3543	126	2263	82
	Weighted (000)	23554	872	14195	508	9359	364
	Horz %	100.00	3.70	60.27	2.16	39.73	1.54
	Vert %	9.65	11.82	12.05	15.10	7.41	9.06
	Index	100	122	125	157	77	94
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1456	1456	713	713	743	743
	Weighted (000)	7376	7376	3364	3364	4012	4012
	Horz %	100.00	100.00	45.61	45.61	54.39	54.39
	Vert %	3.02	100.00	2.86	100.00	3.18	100.00
	Index	100	3309	95	3309	105	3309
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	2625	46	1348	22	1277	24
	Weighted (000)	10677	197	5254	89	5423	107
	Horz %	100.00	1.84	49.21	0.84	50.79	1.01
	Index	100	61	102	61	98	61
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)					*		*
	Unwgt'd	3944	115	1603	42	2341	73
	Weighted (000)	20120	641	7818	263	12302	377
	Horz %	100.00	3.18	38.86	1.31	61.14	1.88
	Index	100	105	81	95	118	114
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2569	149	1177	66	1392	83
	Weighted (000)	13480	833	5921	345	7559	488
	Horz %	100.00	6.18	43.93	2.56	56.07	3.62
	Vert %	5.52	11.29	5.03	10.26	5.98	12.16
	Index	100	204	91	186	108	220
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)					*		*
	Unwgt'd	3181	89	2115	54	1066	35
	Weighted (000)	16260	427	10651	254	5609	173
	Horz %	100.00	2.63	65.50	1.56	34.50	1.07
	Index	100	87	136	113	67	65
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)					*		*
	Unwgt'd	1106	94	449	37	657	57
	Weighted (000)	5735	449	2251	145	3483	304
	Horz %	100.00	7.83	39.26	2.53	60.74	5.30
	Index	100	259	81	183	117	323
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	906	19	426	6	480	13
	Weighted (000)	5268	74	2577	27	2692	47
	Horz %	100.00	1.40	48.91	0.52	51.09	0.88
	Index	100	46	101	38	99	54
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	302	6	136	5	166	1
	Weighted (000)	1893	23	914	22	979	1
	Horz %	100.00	1.22	48.29	1.15	51.71	0.07
	Index	100	40	100	84	100	4
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	5121	309	2466	142	2655	167
	Weighted (000)	26008	1390	12354	621	13654	770
	Horz %	100.00	5.35	47.50	2.39	52.50	2.96
	Vert %	10.66	18.85	10.49	18.45	10.81	19.19
	Index	100	177	98	173	101	180
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2133	109	947	50	1186	59
	Weighted (000)	10077	402	4430	164	5646	238
	Horz %	100.00	3.99	43.97	1.63	56.03	2.36
	Vert %	4.13	5.45	3.76	4.87	4.47	5.92
	Index	100	132	91	118	108	144
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)					*		*
	Unwgt'd	1989	58	1016	21	973	37
	Weighted (000)	11746	298	5748	105	5998	193
	Horz %	100.00	2.53	48.93	0.89	51.07	1.64
	Index	100	84	101	65	99	100

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
			*		*		*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1303	39	710	22	593	17
	Weighted (000)	6945	146	3765	100	3180	46
	Horz %	100.00	2.11	54.22	1.44	45.78	0.67
	Vert %	2.85	1.98	3.20	2.97	2.52	1.16
	Index	100	70	112	105	88	41
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	41037	1409	21166	692	19871	717
	Weighted (000)	204462	7137	100664	3270	103799	3867
	Horz %	100.00	3.49	49.23	1.60	50.77	1.89
	Vert %	83.77	96.77	85.46	97.22	82.18	96.40
	Index	100	116	102	116	98	115
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	25278	905	13552	446	11726	459
	Weighted (000)	122460	4356	62601	2031	59859	2324
	Horz %	100.00	3.56	51.12	1.66	48.88	1.90
	Vert %	50.17	59.06	53.15	60.39	47.39	57.94
	Index	100	118	106	120	94	115
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18835	700	9879	360	8956	340
	Weighted (000)	94930	3689	47803	1741	47126	1948
	Horz %	100.00	3.89	50.36	1.83	49.64	2.05
	Vert %	38.89	50.02	40.59	51.76	37.31	48.56
	Index	100	129	104	133	96	125
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	22339	757	11965	377	10374	380
	Weighted (000)	109527	3571	55888	1700	53639	1871
	Horz %	100.00	3.26	51.03	1.55	48.97	1.71
	Vert %	44.87	48.42	47.45	50.53	42.47	46.64
	Index	100	108	106	113	95	104
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	8087	312	4389	152	3698	160
	Weighted (000)	41055	1543	21314	703	19741	840
	Horz %	100.00	3.76	51.92	1.71	48.08	2.05
	Vert %	16.82	20.92	18.10	20.90	15.63	20.93
	Index	100	124	108	124	93	124
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2418	87	1517	56	901	31
	Weighted (000)	12268	440	7410	246	4858	193
	Horz %	100.00	3.58	60.40	2.01	39.60	1.58
	Vert %	5.03	5.96	6.29	7.32	3.85	4.82
	Index	100	119	125	146	77	96
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	16140	630	8419	328	7721	302
	Weighted (000)	79167	3010	39548	1481	39619	1530
	Horz %	100.00	3.80	49.96	1.87	50.04	1.93
	Vert %	32.43	40.81	33.58	44.02	31.37	38.13
	Index	100	126	104	136	97	118
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21592	818	10775	404	10817	414
	Weighted (000)	106532	3980	50518	1829	56014	2151
	Horz %	100.00	3.74	47.42	1.72	52.58	2.02
	Vert %	43.65	53.96	42.89	54.36	44.35	53.63
	Index	100	124	98	125	102	123
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16960	629	8662	302	8298	327
	Weighted (000)	85146	3074	41344	1418	43802	1657
	Horz %	100.00	3.61	48.56	1.66	51.44	1.95
	Vert %	34.88	41.68	35.10	42.14	34.68	41.30
	Index	100	119	101	121	99	118
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	8346	311	4357	159	3989	152
	Weighted (000)	42195	1628	21137	818	21058	810
	Horz %	100.00	3.86	50.09	1.94	49.91	1.92
	Vert %	17.29	22.08	17.95	24.31	16.67	20.20
	Index	100	128	104	141	96	117
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	2161	81	1240	46	921	35
	Weighted (000)	10847	428	5916	241	4931	187
	Horz %	100.00	3.95	54.54	2.22	45.46	1.73
	Vert %	4.44	5.81	5.02	7.17	3.90	4.67
	Index	100	131	113	161	88	105

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	13605	528	6181	223	7424	305
	Weighted (000)	66444	2502	29038	1022	37407	1480
	Horz %	100.00	3.76	43.70	1.54	56.30	2.23
	Vert %	27.22	33.92	24.65	30.37	29.62	36.89
	Index	100	125	91	112	109	136
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37582	1210	19374	595	18208	615
	Weighted (000)	186198	5949	90927	2781	95271	3168
	Horz %	100.00	3.19	48.83	1.49	51.17	1.70
	Vert %	76.28	80.66	77.20	82.68	75.43	78.96
	Index	100	106	101	108	99	104
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	6358	233	3918	139	2440	94
	Weighted (000)	32708	1241	19546	683	13161	557
	Horz %	100.00	3.79	59.76	2.09	40.24	1.70
	Vert %	13.40	16.82	16.59	20.31	10.42	13.90
	Index	100	126	124	152	78	104
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1490	45	867	21	623	24
	Weighted (000)	7844	230	4568	84	3276	146
	Horz %	100.00	2.94	58.23	1.07	41.77	1.86
	Vert %	3.21	3.12	3.88	2.50	2.59	3.65
	Index	100	97	121	78	81	113
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	576	7619	255	8503	321
	Weighted (000)	79216	2771	35906	1093	43310	1679
	Horz %	100.00	3.50	45.33	1.38	54.67	2.12
	Vert %	32.45	37.57	30.48	32.48	34.29	41.84
	Index	100	116	94	100	106	129
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	1164	17663	570	16921	594
	Weighted (000)	172300	5840	83400	2698	88900	3142
	Horz %	100.00	3.39	48.40	1.57	51.60	1.82
	Vert %	70.59	79.18	70.81	80.20	70.39	78.31
	Index	100	112	100	114	100	111
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2377	87	1536	58	841	29
	Weighted (000)	13032	521	8169	319	4864	202
	Horz %	100.00	4.00	62.68	2.45	37.32	1.55
	Vert %	5.34	7.06	6.94	9.49	3.85	5.03
	Index	100	132	130	178	72	94
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1550	44	843	24	707	20
	Weighted (000)	8439	295	4527	139	3913	156
	Horz %	100.00	3.50	53.64	1.65	46.36	1.85
	Vert %	3.46	4.00	3.84	4.14	3.10	3.89
	Index	100	116	111	120	90	112
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	441	5526	252	3346	189
	Weighted (000)	37216	1845	22205	1028	15011	817
	Horz %	100.00	4.96	59.67	2.76	40.33	2.20
	Vert %	15.25	25.02	18.85	30.57	11.89	20.36
	Index	100	164	124	200	78	134
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	1404	18015	685	17633	719
	Weighted (000)	180517	7082	87416	3198	93101	3884
	Horz %	100.00	3.92	48.43	1.77	51.57	2.15
	Vert %	73.96	96.02	74.22	95.07	73.71	96.82
	Index	100	130	100	129	100	131
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	1456	19803	713	18821	743
	Weighted (000)	192537	7376	94151	3364	98386	4012
	Horz %	100.00	3.83	48.90	1.75	51.10	2.08
	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)	Unwgt'd	6808	136	3674	79	3134	57
	Weighted (000)	31804	634	15468	343	16336	291
	Horz %	100.00	1.99	48.63	1.08	51.37	0.92
	Vert %	13.03	8.59	13.13	10.19	12.93	7.26
	Index	100	66	101	78	99	56

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	9333	222	5019	118	4314	104
	Weighted (000)	45323	1096	22079	544	23244	552
	Horz %	100.00	2.42	48.72	1.20	51.28	1.22
	Vert %	18.57	14.86	18.75	16.17	18.40	13.77
	Index	100	80	101	87	99	74
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	15153	423	8170	222	6983	201
	Weighted (000)	76621	2227	38271	1098	38350	1129
	Horz %	100.00	2.91	49.95	1.43	50.05	1.47
	Vert %	31.39	30.19	32.49	32.64	30.36	28.14
	Index	100	96	104	104	97	90
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12633	330	7086	182	5547	148
	Weighted (000)	64670	1782	33579	994	31091	789
	Horz %	100.00	2.76	51.92	1.54	48.08	1.22
	Vert %	26.49	24.17	28.51	29.54	24.62	19.66
	Index	100	91	108	111	93	74
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt'd	7343	191	4033	102	3310	89
	Weighted (000)	36346	952	18766	509	17579	442
	Horz %	100.00	2.62	51.63	1.40	48.37	1.22
	Vert %	14.89	12.90	15.93	15.14	13.92	11.03
	Index	100	87	107	102	93	74
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt'd	19242	518	9763	245	9479	273
	Weighted (000)	97996	2700	47386	1303	50610	1397
	Horz %	100.00	2.76	48.36	1.33	51.64	1.43
	Vert %	40.15	36.61	40.23	38.74	40.07	34.83
	Index	100	91	100	96	100	87
Listening to Any Radio on the Internet/Online - Past Month	Unwgt'd	21921	579	11253	277	10668	302
	Weighted (000)	110983	2986	54016	1451	56967	1535
	Horz %	100.00	2.69	48.67	1.31	51.33	1.38
	Vert %	45.47	40.48	45.86	43.13	45.10	38.25
	Index	100	89	101	95	99	84
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt'd	3452	109	1813	52	1639	57
	Weighted (000)	17001	525	8246	234	8755	291
	Horz %	100.00	3.09	48.51	1.38	51.49	1.71
	Vert %	6.97	7.12	7.00	6.96	6.93	7.25
	Index	100	102	101	100	100	104
Downloaded Music - Past Month	Unwgt'd	9054	234	4802	108	4252	126
	Weighted (000)	47933	1308	24203	552	23730	756
	Horz %	100.00	2.73	50.49	1.15	49.51	1.58
	Vert %	19.64	17.73	20.55	16.40	18.79	18.85
	Index	100	90	105	83	96	96
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt'd	3700	74	2158	38	1542	36
	Weighted (000)	17081	347	9453	146	7628	201
	Horz %	100.00	2.03	55.34	0.85	44.66	1.18
	Vert %	7.00	4.70	8.03	4.33	6.04	5.01
	Index	100	67	115	62	86	72
Visited iHeartRadio site - Past Month	Unwgt'd	4412	148	2137	56	2275	92
	Weighted (000)	21989	676	9936	270	12053	406
	Horz %	100.00	3.08	45.19	1.23	54.81	1.85
	Vert %	9.01	9.17	8.44	8.03	9.54	10.13
	Index	100	102	94	89	106	112
Visited iTunes.com site - Past Month	Unwgt'd	8331	216	4228	103	4103	113
	Weighted (000)	40212	1053	19546	516	20666	537
	Horz %	100.00	2.62	48.61	1.28	51.39	1.33
	Vert %	16.47	14.27	16.59	15.34	16.36	13.38
	Index	100	87	101	93	99	81
Visited Pandora.com site - Past Month	Unwgt'd	16996	475	8143	212	8853	263
	Weighted (000)	87700	2425	39828	1088	47872	1336
	Horz %	100.00	2.76	45.41	1.24	54.59	1.52
	Vert %	35.93	32.87	33.81	32.35	37.90	33.31
	Index	100	91	94	90	105	93

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Visited Spotify site - Past Month	Unwgt'd	6074	137	3265	58	2809	79
	Weighted (000)	32588	715	16510	298	16078	417
	Horz %	100.00	2.19	50.66	0.92	49.34	1.28
	Vert %	13.35	9.69	14.02	8.86	12.73	10.39
	Index	100	73	105	66	95	78
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16507	549	8133	265	8374	284
	Weighted (000)	83844	2817	39387	1259	44457	1557
	Horz %	100.00	3.36	46.98	1.50	53.02	1.86
	Vert %	34.35	38.19	33.44	37.44	35.20	38.82
	Index	100	111	97	109	102	113
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13908	438	6987	218	6921	220
	Weighted (000)	70343	2209	33619	1083	36723	1126
	Horz %	100.00	3.14	47.79	1.54	52.21	1.60
	Vert %	28.82	29.95	28.54	32.19	29.08	28.07
	Index	100	104	99	112	101	97
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	17125	549	8480	268	8645	281
	Weighted (000)	86850	2904	40962	1328	45888	1576
	Horz %	100.00	3.34	47.16	1.53	52.84	1.81
	Vert %	35.58	39.37	34.78	39.48	36.33	39.28
	Index	100	111	98	111	102	110
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12845	416	6657	209	6188	207
	Weighted (000)	65189	2153	31982	1069	33207	1084
	Horz %	100.00	3.30	49.06	1.64	50.94	1.66
	Vert %	26.71	29.19	27.15	31.78	26.29	27.02
	Index	100	109	102	119	98	101
Most trusted media: Radio	Unwgt'd	4143	115	2212	61	1931	54
	Weighted (000)	21056	603	10937	282	10119	321
	Horz %	100.00	2.86	51.94	1.34	48.06	1.53
	Vert %	8.63	8.17	9.29	8.37	8.01	8.01
	Index	100	95	108	97	93	93
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38598	1241	19503	611	19095	630
	Weighted (000)	190885	6238	91892	2886	98994	3352
	Horz %	100.00	3.27	48.14	1.51	51.86	1.76
	Vert %	78.20	84.58	78.02	85.79	78.38	83.57
	Index	100	108	100	110	100	107
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30674	1016	15505	502	15169	514
	Weighted (000)	150599	5017	72409	2355	78190	2661
	Horz %	100.00	3.33	48.08	1.56	51.92	1.77
	Vert %	61.70	68.02	61.48	70.02	61.91	66.34
	Index	100	110	100	113	100	108
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26407	889	13432	446	12975	443
	Weighted (000)	129573	4343	63337	2063	66237	2281
	Horz %	100.00	3.35	48.88	1.59	51.12	1.76
	Vert %	53.09	58.89	53.77	61.31	52.44	56.85
	Index	100	111	101	116	99	107
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30767	1014	15521	493	15246	521
	Weighted (000)	150356	5010	72364	2277	77992	2732
	Horz %	100.00	3.33	48.13	1.51	51.87	1.82
	Vert %	61.60	67.92	61.44	67.70	61.75	68.11
	Index	100	110	100	110	100	111
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13588	442	6007	190	7581	252
	Weighted (000)	72467	2377	30905	909	41562	1468
	Horz %	100.00	3.28	42.65	1.25	57.35	2.03
	Vert %	29.69	32.23	26.24	27.02	32.91	36.59
	Index	100	109	88	91	111	123
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	24214	825	12125	404	12089	421
	Weighted (000)	122899	4225	58920	1845	63979	2379
	Horz %	100.00	3.44	47.94	1.50	52.06	1.94
	Vert %	50.35	57.28	50.02	54.85	50.66	59.31
	Index	100	114	99	109	101	118

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	8203	313	4271	155	3932	158
	Weighted (000)	41009	1538	20395	764	20614	774
	Horz %	100.00	3.75	49.73	1.86	50.27	1.89
	Vert %	16.80	20.85	17.32	22.70	16.32	19.30
	Index	100	124	103	135	97	115
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	20426	695	10375	339	10051	356
	Weighted (000)	102185	3497	50170	1604	52014	1893
	Horz %	100.00	3.42	49.10	1.57	50.90	1.85
	Vert %	41.86	47.41	42.59	47.70	41.18	47.18
	Index	100	113	102	114	98	113
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23818	798	12786	417	11032	381
	Weighted (000)	120635	4048	61633	1925	59003	2123
	Horz %	100.00	3.36	51.09	1.60	48.91	1.76
	Vert %	49.42	54.89	52.33	57.22	46.72	52.93
	Index	100	111	106	116	95	107
Downloaded a TV Program - Past Month	Unwgt'd	2514	56	1488	28	1026	28
	Weighted (000)	11768	212	6862	119	4906	92
	Horz %	100.00	1.80	58.31	1.01	41.69	0.78
	Vert %	4.82	2.87	5.83	3.55	3.88	2.30
	Index	100	60	121	74	81	48
Watched a TV Program Online - Past Month	Unwgt'd	8915	202	4794	101	4121	101
	Weighted (000)	43431	975	22357	481	21075	494
	Horz %	100.00	2.25	51.48	1.11	48.52	1.14
	Vert %	17.79	13.23	18.98	14.31	16.69	12.32
	Index	100	74	107	80	94	69
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	259	4824	109	4962	150
	Weighted (000)	47213	1276	22102	561	25111	716
	Horz %	100.00	2.70	46.81	1.19	53.19	1.52
	Vert %	19.34	17.31	18.76	16.66	19.88	17.84
	Index	100	89	97	86	103	92
Looked at TV Listings Online - Past Month	Unwgt'd	5331	151	2875	75	2456	76
	Weighted (000)	24808	730	12867	396	11941	334
	Horz %	100.00	2.94	51.87	1.60	48.13	1.34
	Vert %	10.16	9.89	10.92	11.78	9.45	8.31
	Index	100	97	107	116	93	82
Household Subscribes to Cable TV	Unwgt'd	22534	715	10957	341	11577	374
	Weighted (000)	109088	3601	50697	1565	58392	2036
	Horz %	100.00	3.30	46.47	1.43	53.53	1.87
	Vert %	44.69	48.82	43.04	46.52	46.23	50.75
	Index	100	109	96	104	103	114
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	1227	19081	601	18813	626
	Weighted (000)	188357	6045	89899	2772	98458	3273
	Horz %	100.00	3.21	47.73	1.47	52.27	1.74
	Vert %	77.17	81.96	76.32	82.40	77.96	81.59
	Index	100	106	99	107	101	106
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	1203	18395	591	17949	612
	Weighted (000)	180739	5937	86452	2728	94287	3209
	Horz %	100.00	3.28	47.83	1.51	52.17	1.78
	Vert %	74.05	80.49	73.40	81.09	74.65	80.00
	Index	100	109	99	110	101	108
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	953	13744	474	12557	479
	Weighted (000)	131456	4776	65357	2251	66099	2524
	Horz %	100.00	3.63	49.72	1.71	50.28	1.92
	Vert %	53.86	64.75	55.49	66.93	52.34	62.92
	Index	100	120	103	124	97	117
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	545	8571	272	7230	273
	Weighted (000)	75868	2516	39018	1201	36850	1315
	Horz %	100.00	3.32	51.43	1.58	48.57	1.73
	Vert %	31.08	34.11	33.13	35.69	29.18	32.79
	Index	100	110	107	115	94	105

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	5693	171	3175	100	2518	71
	Weighted (000)	27121	824	14383	454	12737	370
	Horz %	100.00	3.04	53.03	1.67	46.97	1.36
	Vert %	11.11	11.17	12.21	13.50	10.09	9.23
	Index	100	101	110	121	91	83
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13030	433	6519	185	6511	248
	Weighted (000)	59121	1829	27723	667	31399	1162
	Horz %	100.00	3.09	46.89	1.13	53.11	1.97
	Vert %	24.22	24.80	23.54	19.84	24.86	28.96
	Index	100	102	97	82	103	120
Household Has a Satellite Dish	Unwgt'd	10843	322	5773	172	5070	150
	Weighted (000)	61939	1739	30806	910	31133	829
	Horz %	100.00	2.81	49.74	1.47	50.26	1.34
	Vert %	25.38	23.58	26.15	27.06	24.65	20.67
	Index	100	93	103	107	97	81
Household Has a Digital Video Recorder (DVR)	Unwgt'd	23728	729	12159	365	11569	364
	Weighted (000)	116768	3550	56214	1675	60553	1875
	Horz %	100.00	3.04	48.14	1.43	51.86	1.61
	Vert %	47.84	48.13	47.73	49.80	47.94	46.74
	Index	100	101	100	104	100	98
Any Internet/Online Activity - Past Month	Unwgt'd	42373	1234	21479	587	20894	647
	Weighted (000)	208554	6058	100358	2710	108196	3348
	Horz %	100.00	2.90	48.12	1.30	51.88	1.61
	Vert %	85.44	82.13	85.20	80.56	85.67	83.45
	Index	100	96	100	94	100	98
Played Games Online - Past Month	Unwgt'd	13852	438	6886	180	6966	258
	Weighted (000)	73850	2316	36139	915	37711	1401
	Horz %	100.00	3.14	48.94	1.24	51.06	1.90
	Vert %	30.26	31.40	30.68	27.21	29.86	34.92
	Index	100	104	101	90	99	115
Downloaded a Video Game - Past Month	Unwgt'd	5083	136	3219	70	1864	66
	Weighted (000)	28601	747	17857	341	10744	406
	Horz %	100.00	2.61	62.43	1.19	37.57	1.42
	Vert %	11.72	10.13	15.16	10.13	8.51	10.13
	Index	100	86	129	86	73	86
Downloaded a Movie - Past Month	Unwgt'd	4447	94	2686	48	1761	46
	Weighted (000)	21989	424	13002	195	8988	229
	Horz %	100.00	1.93	59.13	0.89	40.87	1.04
	Vert %	9.01	5.75	11.04	5.79	7.12	5.71
	Index	100	64	123	64	79	63
Watched a Movie Online - Past Month	Unwgt'd	11540	242	6607	120	4933	122
	Weighted (000)	58047	1225	31657	611	26390	614
	Horz %	100.00	2.11	54.54	1.05	45.46	1.06
	Vert %	23.78	16.61	26.88	18.17	20.89	15.29
	Index	100	70	113	76	88	64
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	227	5966	120	4063	107
	Weighted (000)	50248	1053	28918	537	21330	516
	Horz %	100.00	2.10	57.55	1.07	42.45	1.03
	Vert %	20.59	14.28	24.55	15.97	16.89	12.86
	Index	100	69	119	78	82	62
Visited a Chat Room - Past Month	Unwgt'd	2194	64	1304	37	890	27
	Weighted (000)	10601	317	6275	145	4326	172
	Horz %	100.00	2.99	59.20	1.37	40.80	1.62
	Vert %	4.34	4.30	5.33	4.32	3.42	4.29
	Index	100	99	123	99	79	99
Used e-Mail - Past Month	Unwgt'd	37148	1073	18452	497	18696	576
	Weighted (000)	177506	5112	82663	2211	94843	2901
	Horz %	100.00	2.88	46.57	1.25	53.43	1.63
	Vert %	72.72	69.31	70.18	65.73	75.09	72.31
	Index	100	95	97	90	103	99



RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	798	13749	332	15335	466
	Weighted (000)	148723	4106	66365	1645	82359	2461
	Horz %	100.00	2.76	44.62	1.11	55.38	1.65
	Vert %	60.93	55.68	56.34	48.92	65.21	61.35
	Index	100	91	92	80	107	101
Visited Online Blogs - Past Month	Unwgt'd	6650	136	3248	54	3402	82
	Weighted (000)	32542	638	14793	249	17749	390
	Horz %	100.00	1.96	45.46	0.76	54.54	1.20
	Vert %	13.33	8.66	12.56	7.39	14.05	9.72
	Index	100	65	94	55	105	73
Wrote an Online Blog - Past Month	Unwgt'd	1215	24	626	11	589	13
	Weighted (000)	5810	100	2813	50	2997	50
	Horz %	100.00	1.71	48.42	0.86	51.58	0.86
	Vert %	2.38	1.35	2.39	1.48	2.37	1.24
	Index	100	57	100	62	100	52
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	4085	108	2036	41	2049	67
	Weighted (000)	20569	549	9626	224	10943	325
	Horz %	100.00	2.67	46.80	1.09	53.20	1.58
	Vert %	8.43	7.44	8.17	6.67	8.66	8.10
	Index	100	88	97	79	103	96
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	1042	18156	473	18631	569
	Weighted (000)	184180	5244	86438	2258	97741	2986
	Horz %	100.00	2.85	46.93	1.23	53.07	1.62
	Vert %	75.46	71.10	73.39	67.11	77.39	74.44
	Index	100	94	97	89	103	99
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	823	13748	338	16196	485
	Weighted (000)	152016	4186	66499	1694	85517	2492
	Horz %	100.00	2.75	43.75	1.11	56.25	1.64
	Vert %	62.28	56.76	56.46	50.36	67.71	62.12
	Index	100	91	91	81	109	100
Foursquare	Unwgt'd	259	3	127	1	132	2
	Weighted (000)	1096	18	542	2	554	16
	Horz %	100.00	1.68	49.44	0.18	50.56	1.50
	Vert %	0.45	0.25	0.46	0.06	0.44	0.41
	Index	100	56	102	13	98	92
Google + (Google Plus)	Unwgt'd	7523	249	3548	102	3975	147
	Weighted (000)	37002	1328	16517	471	20485	857
	Horz %	100.00	3.59	44.64	1.27	55.36	2.32
	Vert %	15.16	18.00	14.02	13.99	16.22	21.37
	Index	100	119	93	92	107	141
Instagram	Unwgt'd	11180	258	4771	92	6409	166
	Weighted (000)	59923	1392	24271	460	35652	932
	Horz %	100.00	2.32	40.50	0.77	59.50	1.56
	Vert %	24.55	18.87	20.61	13.66	28.23	23.23
	Index	100	77	84	56	115	95
LinkedIn	Unwgt'd	7899	222	4439	100	3460	122
	Weighted (000)	31599	913	17071	409	14527	504
	Horz %	100.00	2.89	54.03	1.30	45.97	1.59
	Vert %	12.95	12.38	14.49	12.17	11.50	12.56
	Index	100	96	112	94	89	97
Pinterest	Unwgt'd	9299	259	1975	38	7324	221
	Weighted (000)	49108	1400	9190	190	39919	1211
	Horz %	100.00	2.85	18.71	0.39	81.29	2.47
	Vert %	20.12	18.98	7.80	5.63	31.61	30.18
	Index	100	94	39	28	157	150
Tumblr	Unwgt'd	1737	25	1029	15	708	10
	Weighted (000)	9309	146	4915	77	4394	69
	Horz %	100.00	1.57	52.80	0.83	47.20	0.74
	Vert %	3.81	1.98	4.17	2.29	3.48	1.72
	Index	100	52	109	60	91	45

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

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Twitter	Unwgt'd	6507	139	3592	60	2915	79
	Weighted (000)	32509	662	16927	294	15583	368
	Horz %	100.00	2.04	52.07	0.90	47.93	1.13
	Vert %	13.32	8.98	14.37	8.73	12.34	9.18
	Index	100	67	108	66	93	69
Yelp	Unwgt'd	4238	96	2031	31	2207	65
	Weighted (000)	17049	389	7651	138	9398	250
	Horz %	100.00	2.28	44.88	0.81	55.12	1.47
	Vert %	6.98	5.27	6.50	4.10	7.44	6.24
	Index	100	75	93	59	107	89
YouTube	Unwgt'd	24878	732	13348	357	11530	375
	Weighted (000)	125197	3610	64072	1628	61125	1982
	Horz %	100.00	2.88	51.18	1.30	48.82	1.58
	Vert %	51.29	48.94	54.40	48.39	48.40	49.41
	Index	100	95	106	94	94	96
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	550	7934	186	11457	364
	Weighted (000)	98998	2814	37956	966	61042	1848
	Horz %	100.00	2.84	38.34	0.98	61.66	1.87
	Vert %	40.56	38.16	32.22	28.71	48.33	46.08
	Index	100	94	79	71	119	114
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	252	4289	94	5591	158
	Weighted (000)	51999	1264	21230	457	30768	806
	Horz %	100.00	2.43	40.83	0.88	59.17	1.55
	Vert %	21.30	17.13	18.02	13.59	24.36	20.10
	Index	100	80	85	64	114	94
Clicked on an advertisement	Unwgt'd	7250	199	3332	82	3918	117
	Weighted (000)	34609	912	14941	363	19669	548
	Horz %	100.00	2.63	43.17	1.05	56.83	1.58
	Vert %	14.18	12.36	12.68	10.80	15.57	13.67
	Index	100	87	89	76	110	96
Watched a video	Unwgt'd	23931	664	12520	319	11411	345
	Weighted (000)	121821	3233	60888	1479	60933	1754
	Horz %	100.00	2.65	49.98	1.21	50.02	1.44
	Vert %	49.91	43.83	51.69	43.97	48.25	43.71
	Index	100	88	104	88	97	88
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	64	404	10	1238	54
	Weighted (000)	7736	349	1683	24	6052	324
	Horz %	100.00	4.51	21.76	0.32	78.24	4.19
	Vert %	3.17	4.73	1.43	0.73	4.79	8.09
	Index	100	149	45	23	151	255
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	1172	20163	543	20017	629
	Weighted (000)	200974	5714	95462	2455	105511	3259
	Horz %	100.00	2.84	47.50	1.22	52.50	1.62
	Vert %	82.34	77.47	81.05	72.98	83.54	81.23
	Index	100	94	98	89	101	99
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	581	10025	250	10927	331
	Weighted (000)	106707	3113	47788	1282	58918	1831
	Horz %	100.00	2.92	44.78	1.20	55.22	1.72
	Vert %	43.72	42.21	40.57	38.10	46.65	45.65
	Index	100	97	93	87	107	104
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	480	9447	198	9892	282
	Weighted (000)	97935	2550	44522	982	53413	1568
	Horz %	100.00	2.60	45.46	1.00	54.54	1.60
	Vert %	40.12	34.57	37.80	29.18	42.29	39.09
	Index	100	86	94	73	105	97
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	633	12866	307	11859	326
	Weighted (000)	126500	3271	62393	1511	64107	1760
	Horz %	100.00	2.59	49.32	1.19	50.68	1.39
	Vert %	51.83	44.35	52.97	44.91	50.76	43.88
	Index	100	86	102	87	98	85

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Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	433	7823	188	7874	245
	Weighted (000)	84080	2248	39914	890	44166	1358
	Horz %	100.00	2.67	47.47	1.06	52.53	1.62
	Vert %	34.45	30.48	33.89	26.46	34.97	33.85
	Index	100	88	98	77	102	98
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	278	6471	141	5155	137
	Weighted (000)	61092	1459	32067	695	29025	765
	Horz %	100.00	2.39	52.49	1.14	47.51	1.25
	Vert %	25.03	19.79	27.22	20.65	22.98	19.06
	Index	100	79	109	83	92	76
Used a Mobile "App" - Past Month	Unwgt'd	25794	691	13219	320	12575	371
	Weighted (000)	128777	3493	62189	1494	66588	2000
	Horz %	100.00	2.71	48.29	1.16	51.71	1.55
	Vert %	52.76	47.36	52.80	44.40	52.72	49.84
	Index	100	90	100	84	100	94
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	450	5777	225	5135	225
	Weighted (000)	50128	2084	24847	958	25281	1126
	Horz %	100.00	4.16	49.57	1.91	50.43	2.25
	Vert %	20.54	28.26	21.10	28.48	20.02	28.07
	Index	100	138	103	139	97	137
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	537	6852	242	7393	295
	Weighted (000)	67106	2569	30235	1030	36871	1539
	Horz %	100.00	3.83	45.05	1.53	54.95	2.29
	Vert %	27.49	34.83	25.67	30.61	29.19	38.37
	Index	100	127	93	111	106	140
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	531	10461	257	9027	274
	Weighted (000)	91290	2459	46056	1170	45234	1289
	Horz %	100.00	2.69	50.45	1.28	49.55	1.41
	Vert %	37.40	33.34	39.10	34.79	35.82	32.13
	Index	100	89	105	93	96	86
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	150	1751	70	2021	80
	Weighted (000)	20084	753	9059	327	11024	426
	Horz %	100.00	3.75	45.11	1.63	54.89	2.12
	Vert %	8.23	10.21	7.69	9.71	8.73	10.63
	Index	100	124	93	118	106	129
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	149	1675	63	2083	86
	Weighted (000)	19510	661	8252	292	11258	369
	Horz %	100.00	3.39	42.30	1.50	57.70	1.89
	Vert %	7.99	8.96	7.01	8.67	8.91	9.20
	Index	100	112	88	108	112	115
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	158	1663	62	2149	96
	Weighted (000)	17916	694	7281	217	10635	478
	Horz %	100.00	3.87	40.64	1.21	59.36	2.67
	Vert %	7.34	9.41	6.18	6.44	8.42	11.90
	Index	100	128	84	88	115	162
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	188	1918	69	2715	119
	Weighted (000)	22092	874	8259	280	13833	594
	Horz %	100.00	3.96	37.38	1.27	62.62	2.69
	Vert %	9.05	11.85	7.01	8.33	10.95	14.80
	Index	100	131	77	92	121	164
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	221	2004	73	3064	148
	Weighted (000)	23852	1040	8816	284	15037	755
	Horz %	100.00	4.36	36.96	1.19	63.04	3.17
	Vert %	9.77	14.10	7.48	8.46	11.91	18.83
	Index	100	144	77	87	122	193
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	286	2739	95	4464	191
	Weighted (000)	34013	1356	11663	414	22350	943
	Horz %	100.00	3.99	34.29	1.22	65.71	2.77
	Vert %	13.93	18.39	9.90	12.29	17.70	23.50
	Index	100	132	71	88	127	169

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Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	158	2044	74	2147	84
	Weighted (000)	20652	823	9419	305	11233	519
	Horz %	100.00	3.99	45.61	1.47	54.39	2.51
	Vert %	8.46	11.16	8.00	9.05	8.89	12.93
	Index	100	132	95	107	105	153
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	373	4401	173	5138	200
	Weighted (000)	47372	1721	20433	744	26940	977
	Horz %	100.00	3.63	43.13	1.57	56.87	2.06
	Vert %	19.41	23.33	17.35	22.12	21.33	24.34
	Index	100	120	89	114	110	125
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
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
	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
	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
	Index	0	0	0	0	0	0
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	233	4333	117	3842	116
	Weighted (000)	42062	1195	21099	540	20963	655
	Horz %	100.00	2.84	50.16	1.28	49.84	1.56
	Vert %	17.23	16.20	17.91	16.07	16.60	16.32
	Index	100	94	104	93	96	95
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	149	2941	69	2493	80
	Weighted (000)	27750	760	14430	327	13321	432
	Horz %	100.00	2.74	52.00	1.18	48.00	1.56
	Vert %	11.37	10.30	12.25	9.73	10.55	10.78
	Index	100	91	108	86	93	95
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	151	3143	93	2282	58
	Weighted (000)	27941	771	15561	445	12381	326
	Horz %	100.00	2.76	55.69	1.59	44.31	1.17
	Vert %	11.45	10.45	13.21	13.23	9.80	8.12
	Index	100	91	115	116	86	71
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	159	3195	88	2612	71
	Weighted (000)	30170	847	15891	426	14279	421
	Horz %	100.00	2.81	52.67	1.41	47.33	1.40
	Vert %	12.36	11.49	13.49	12.66	11.31	10.50
	Index	100	93	109	102	91	85
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	147	2853	86	2194	61
	Weighted (000)	24469	683	13265	378	11204	306
	Horz %	100.00	2.79	54.21	1.54	45.79	1.25
	Vert %	10.02	9.27	11.26	11.23	8.87	7.62
	Index	100	92	112	112	88	76
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	136	2629	77	1943	59
	Weighted (000)	23484	704	12984	346	10501	359
	Horz %	100.00	3.00	55.29	1.47	44.71	1.53
	Vert %	9.62	9.55	11.02	10.28	8.31	8.94
	Index	100	99	115	107	86	93

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6133	178	3320	98	2813	80
	Weighted (000)	30556	852	15761	436	14795	416
	Horz %	100.00	2.79	51.58	1.43	48.42	1.36
	Vert %	12.52	11.55	13.38	12.96	11.71	10.36
	Index	100	92	107	104	94	83
							*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4212	123	2599	86	1613	37
	Weighted (000)	21008	613	12638	433	8370	180
	Horz %	100.00	2.92	60.16	2.06	39.84	0.86
	Vert %	8.61	8.31	10.73	12.87	6.63	4.48
	Index	100	97	125	150	77	52
							*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	178	3444	96	2590	82
	Weighted (000)	31175	848	16942	443	14234	406
	Horz %	100.00	2.72	54.34	1.42	45.66	1.30
	Vert %	12.77	11.50	14.38	13.16	11.27	10.11
	Index	100	90	113	103	88	79
							*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	121	2539	64	2072	57
	Weighted (000)	23019	542	12109	279	10909	263
	Horz %	100.00	2.35	52.61	1.21	47.39	1.14
	Vert %	9.43	7.34	10.28	8.29	8.64	6.55
	Index	100	78	109	88	92	69
							*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	4016	94	2310	52	1706	42
	Weighted (000)	19382	466	10885	255	8496	211
	Horz %	100.00	2.41	56.16	1.32	43.84	1.09
	Vert %	7.94	6.32	9.24	7.59	6.73	5.26
	Index	100	80	116	96	85	66
							*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	166	2788	89	2711	77
	Weighted (000)	27407	765	13342	396	14066	370
	Horz %	100.00	2.79	48.68	1.44	51.32	1.35
	Vert %	11.23	10.38	11.33	11.76	11.14	9.22
	Index	100	92	101	105	99	82
							*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	97	2363	59	1566	38
	Weighted (000)	17909	471	10424	275	7485	195
	Horz %	100.00	2.63	58.21	1.54	41.79	1.09
	Vert %	7.34	6.38	8.85	8.19	5.93	4.87
	Index	100	87	121	112	81	66
							*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	219	4916	124	3474	95
	Weighted (000)	41042	1096	22712	644	18330	453
	Horz %	100.00	2.67	55.34	1.57	44.66	1.10
	Vert %	16.81	14.86	19.28	19.13	14.51	11.28
	Index	100	88	115	114	86	67
							*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3669	96	2128	56	1541	40
	Weighted (000)	18065	405	10099	213	7966	191
	Horz %	100.00	2.24	55.90	1.18	44.10	1.06
	Vert %	7.40	5.49	8.57	6.35	6.31	4.77
	Index	100	74	116	86	85	64
							*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3552	98	2086	63	1466	35
	Weighted (000)	16785	390	9475	237	7310	153
	Horz %	100.00	2.32	56.45	1.41	43.55	0.91
	Vert %	6.88	5.28	8.04	7.04	5.79	3.81
	Index	100	77	117	102	84	55
							*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	131	2889	78	2203	53
	Weighted (000)	25878	626	13824	347	12053	279
	Horz %	100.00	2.42	53.42	1.34	46.58	1.08
	Vert %	10.60	8.49	11.74	10.32	9.54	6.95
	Index	100	80	111	97	90	66
							*
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	744	12315	377	11388	367
	Weighted (000)	117973	3640	57972	1770	60001	1871
	Horz %	100.00	3.09	49.14	1.50	50.86	1.59
	Vert %	48.33	49.35	49.22	52.60	47.51	46.63
	Index	100	102	102	109	98	96

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	10886	343	5916	186	4970	157
	Weighted (000)	50330	1519	26109	741	24221	779
	Horz %	100.00	3.02	51.88	1.47	48.12	1.55
	Vert %	20.62	20.60	22.17	22.02	19.18	19.41
	Index	100	100	108	107	93	94
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7328	228	4174	134	3154	94
	Weighted (000)	32843	874	18004	471	14838	403
	Horz %	100.00	2.66	54.82	1.43	45.18	1.23
	Vert %	13.46	11.85	15.29	14.00	11.75	10.04
	Index	100	88	114	104	87	75
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3849	117	2254	69	1595	48
	Weighted (000)	17102	471	9977	264	7125	207
	Horz %	100.00	2.75	58.34	1.54	41.66	1.21
	Vert %	7.01	6.38	8.47	7.84	5.64	5.17
	Index	100	91	121	112	81	74
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	5892	177	3558	108	2334	69
	Weighted (000)	26219	673	15564	414	10655	259
	Horz %	100.00	2.57	59.36	1.58	40.64	0.99
	Vert %	10.74	9.12	13.21	12.31	8.44	6.45
	Index	100	85	123	115	79	60
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	3008	86	1859	55	1149	31
	Weighted (000)	14451	348	8852	234	5599	114
	Horz %	100.00	2.41	61.25	1.62	38.75	0.79
	Vert %	5.92	4.72	7.52	6.96	4.43	2.85
	Index	100	80	127	117	75	48
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7405	205	4598	120	2807	85
	Weighted (000)	36191	1000	21726	573	14466	428
	Horz %	100.00	2.76	60.03	1.58	39.97	1.18
	Vert %	14.83	13.56	18.45	17.03	11.45	10.66
	Index	100	91	124	115	77	72
Have Seen Ads on Postcards - Past Month	Unwgt'd	5576	175	2856	90	2720	85
	Weighted (000)	26312	860	13258	404	13054	456
	Horz %	100.00	3.27	50.39	1.53	49.61	1.73
	Vert %	10.78	11.65	11.26	12.00	10.34	11.37
	Index	100	108	104	111	96	105
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	13421	386	6893	206	6528	180
	Weighted (000)	66442	1961	32223	989	34219	971
	Horz %	100.00	2.95	48.50	1.49	51.50	1.46
	Vert %	27.22	26.58	27.36	29.41	27.09	24.21
	Index	100	98	101	108	100	89
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8606	250	4572	119	4034	131
	Weighted (000)	42087	1184	21394	513	20693	670
	Horz %	100.00	2.81	50.83	1.22	49.17	1.59
	Vert %	17.24	16.05	18.16	15.26	16.38	16.70
	Index	100	93	105	89	95	97
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	10943	319	5666	148	5277	171
	Weighted (000)	53139	1584	26487	763	26653	821
	Horz %	100.00	2.98	49.84	1.44	50.16	1.54
	Vert %	21.77	21.48	22.49	22.70	21.10	20.46
	Index	100	99	103	104	97	94
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	485	7927	239	7244	246
	Weighted (000)	76102	2369	37939	1134	38163	1235
	Horz %	100.00	3.11	49.85	1.49	50.15	1.62
	Vert %	31.18	32.12	32.21	33.70	30.22	30.80
	Index	100	103	103	108	97	99
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	329	5402	170	5185	159
	Weighted (000)	52205	1510	25466	739	26739	770
	Horz %	100.00	2.89	48.78	1.42	51.22	1.48
	Vert %	21.39	20.47	21.62	21.98	21.17	19.20
	Index	100	96	101	103	99	90

RAB/GFK MRI RADIO FORMAT PROFILE: OLDIES

		U.S. Adults 18+	Adults18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Oldies (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Oldies (Monday-Sunday 24-hour cume)
Have Seen Infomercials - Past Month	Unwgt'd	9871	319	5073	169	4798	150
	Weighted (000)	49119	1526	24353	794	24766	732
	Horz %	100.00	3.11	49.58	1.62	50.42	1.49
	Vert %	20.12	20.70	20.68	23.61	19.61	18.25
	Index	100	103	103	117	97	91
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	625	9597	299	10035	326
	Weighted (000)	96299	3059	44442	1385	51856	1674
	Horz %	100.00	3.18	46.15	1.44	53.85	1.74
	Vert %	39.45	41.48	37.73	41.16	41.06	41.74
	Index	100	105	96	104	104	106
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4596	114	2751	60	1845	54
	Weighted (000)	24167	570	14376	287	9791	283
	Horz %	100.00	2.36	59.49	1.19	40.51	1.17
	Vert %	9.90	7.73	12.21	8.54	7.75	7.06
	Index	100	78	123	86	78	71
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	568	9209	288	8614	280
	Weighted (000)	88092	2885	43604	1383	44489	1503
	Horz %	100.00	3.28	49.50	1.57	50.50	1.71
	Vert %	36.09	39.12	37.02	41.10	35.22	37.46
	Index	100	108	103	114	98	104
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	330	6124	176	5124	154
	Weighted (000)	56256	1689	29146	851	27110	838
	Horz %	100.00	3.00	51.81	1.51	48.19	1.49
	Vert %	23.05	22.90	24.75	25.29	21.46	20.90
	Index	100	99	107	110	93	91