

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
3	U.S. Adults 18+							
4		Unwgted	50764	2643	26280	1367	24484	1276
5		(000)	230375	9819	111471	4722	118904	5097
6		Horz %	100.00	4.26	48.39	2.05	51.61	2.21
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9	Male						*	*
10		Unwgted	26280	1367	26280	1367	0	0
11		(000)	111471	4722	111471	4722	0	0
12		Horz %	100.00	4.24	100.00	4.24	0.00	0.00
13		Vert %	48.39	48.09	100.00	100.00	0.00	0.00
14		Index	100	99	207	207	0	0
15	Female				*	*		
16		Unwgted	24484	1276	0	0	24484	1276
17		(000)	118904	5097	0	0	118904	5097
18		Horz %	100.00	4.29	0.00	0.00	100.00	4.29
19		Vert %	51.61	51.91	0.00	0.00	100.00	100.00
20		Index	100	101	0	0	194	194
21	Age 18-24							*
22		Unwgted	4063	92	2314	57	1749	35
23		(000)	29377	540	14849	278	14528	263
24		Horz %	100.00	1.84	50.55	0.95	49.45	0.89
25		Vert %	12.75	5.50	13.32	5.88	12.22	5.16
26		Index	100	43	104	46	96	40
27	Age 25-34							
28		Unwgted	8080	312	4218	157	3862	155
29		(000)	41280	1444	20756	728	20524	717
30		Horz %	100.00	3.50	50.28	1.76	49.72	1.74
31		Vert %	17.92	14.71	18.62	15.41	17.26	14.06
32		Index	100	82	104	86	96	78
33	Age 35-44							
34		Unwgted	9539	529	5074	292	4465	237
35		(000)	40737	2029	20147	993	20590	1036
36		Horz %	100.00	4.98	49.46	2.44	50.54	2.54
37		Vert %	17.68	20.67	18.07	21.03	17.32	20.33
38		Index	100	117	102	119	98	115
39	Age 45-54							
40		Unwgted	10179	599	5388	315	4791	284
41		(000)	44531	2069	21782	973	22749	1096
42		Horz %	100.00	4.65	48.91	2.19	51.09	2.46
43		Vert %	19.33	21.08	19.54	20.61	19.13	21.51
44		Index	100	109	101	107	99	111
45	Age 55-64							
46		Unwgted	8584	611	4412	305	4172	306
47		(000)	35695	2258	17145	1113	18550	1145
48		Horz %	100.00	6.33	48.03	3.12	51.97	3.21
49		Vert %	15.49	23.00	15.38	23.57	15.60	22.46
50		Index	100	148	99	152	101	145
51	Age 65+							
52		Unwgted	10319	500	4874	241	5445	259
53		(000)	38754	1478	16791	637	21963	840
54		Horz %	100.00	3.81	43.33	1.64	56.67	2.17
55		Vert %	16.82	15.05	15.06	13.49	18.47	16.49
56		Index	100	89	90	80	110	98

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1								
2								
57	Age 21+							
58		Unwgted	49151	2613	25297	1345	23854	1268
59		(000)	217192	9634	104396	4581	112796	5054
60		Horz %	100.00	4.44	48.07	2.11	51.93	2.33
61		Vert %	94.28	98.12	93.65	97.00	94.86	99.15
62		Index	100	104	99	103	101	105
63	Age 21-34							
64		Unwgted	10530	374	5549	192	4981	182
65		(000)	57475	1800	28531	864	28944	936
66		Horz %	100.00	3.13	49.64	1.50	50.36	1.63
67		Vert %	24.95	18.33	25.59	18.29	24.34	18.37
68		Index	100	73	103	73	98	74
69	Age 18-34							
70		Unwgted	12143	404	6532	214	5611	190
71		(000)	70657	1985	35605	1005	35053	979
72		Horz %	100.00	2.81	50.39	1.42	49.61	1.39
73		Vert %	30.67	20.21	31.94	21.29	29.48	19.22
74		Index	100	66	104	69	96	63
75	Age 18-49							
76		Unwgted	26777	1216	14373	661	12404	555
77		(000)	133969	5112	66829	2503	67140	2609
78		Horz %	100.00	3.82	49.88	1.87	50.12	1.95
79		Vert %	58.15	52.06	59.95	53.00	56.47	51.18
80		Index	100	90	103	91	97	88
81	Age 25-54							
82		Unwgted	27798	1440	14680	764	13118	676
83		(000)	126548	5543	62685	2694	63863	2849
84		Horz %	100.00	4.38	49.53	2.13	50.47	2.25
85		Vert %	54.93	56.45	56.23	57.05	53.71	55.89
86		Index	100	103	102	104	98	102
87	Age 35-64							
88		Unwgted	28302	1739	14874	912	13428	827
89		(000)	120963	6357	59074	3080	61889	3277
90		Horz %	100.00	5.26	48.84	2.55	51.16	2.71
91		Vert %	52.51	64.74	53.00	65.22	52.05	64.30
92		Index	100	123	101	124	99	122
93	Age 50+							
94		Unwgted	23987	1427	11907	706	12080	721
95		(000)	96406	4707	44642	2219	51764	2488
96		Horz %	100.00	4.88	46.31	2.30	53.69	2.58
97		Vert %	41.85	47.94	40.05	47.00	43.53	48.82
98		Index	100	115	96	112	104	117
99	Median Age							
100		Unwgted						
101		(000)	45.80	49.10	45.00	48.60	46.70	49.50
102		Horz %						
103		Vert %						
104		Index						
105	Race: White Only							
106		Unwgted	38545	2187	20124	1113	18421	1074
107		(000)	172664	8305	83100	3956	89564	4349
108		Horz %	100.00	4.81	48.13	2.29	51.87	2.52
109		Vert %	74.95	84.58	74.55	83.77	75.32	85.34
110		Index	100	113	99	112	101	114

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1								
2								
111	Race: Black/African-American Only							
112		Unwgted	5358	128	2489	70	2869	58
113		(000)	26062	520	11837	239	14225	280
114		Horz %	100.00	1.99	45.42	0.92	54.58	1.08
115		Vert %	11.31	5.29	10.62	5.06	11.96	5.50
116		Index	100	47	94	45	106	49
117	Race: Other Race/Multiple Classifications							
118		Unwgted	6861	328	3667	184	3194	144
119		(000)	31649	994	16534	527	15115	467
120		Horz %	100.00	3.14	52.24	1.67	47.76	1.48
121		Vert %	13.74	10.13	14.83	11.17	12.71	9.16
122		Index	100	74	108	81	93	67
123	Spanish, Hispanic, Latino Origin or Descent							
124		Unwgted	5242	151	2726	84	2516	67
125		(000)	32152	773	16538	396	15614	376
126		Horz %	100.00	2.40	51.44	1.23	48.56	1.17
127		Vert %	13.96	7.87	14.84	8.39	13.13	7.39
128		Index	100	56	106	60	94	53
129	Personally Speak Only Spanish at Home			*		*		*
130		Unwgted	806	5	406	3	400	2
131		(000)	8547	33	4453	10	4094	23
132		Horz %	100.00	0.39	52.10	0.12	47.90	0.27
133		Vert %	3.71	0.34	3.99	0.22	3.44	0.45
134		Index	100	9	108	6	93	12
135	Personally Speak Mostly Spanish, but Some English, at Home			*		*		*
136		Unwgted	1218	20	661	12	557	8
137		(000)	8824	144	4659	75	4165	69
138		Horz %	100.00	1.64	52.80	0.85	47.20	0.78
139		Vert %	3.83	1.47	4.18	1.60	3.50	1.35
140		Index	100	38	109	42	91	35
141	Personally Speak Spanish and English Equally at Home			*		*		*
142		Unwgted	125	4	71	1	54	3
143		(000)	1077	44	574	3	503	40
144		Horz %	100.00	4.04	53.33	0.32	46.67	3.72
145		Vert %	0.47	0.44	0.52	0.07	0.42	0.79
146		Index	100	95	110	16	90	168
147	Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree							
148		Unwgted	6776	991	3694	530	3082	461
149		(000)	22020	3388	10873	1645	11147	1744
150		Horz %	100.00	15.39	49.38	7.47	50.62	7.92
151		Vert %	9.56	34.51	9.75	34.83	9.37	34.21
152		Index	100	361	102	364	98	358
153	Highest Level Education Completed/Highest Degree: Bachelor's Degree							
154		Unwgted	11531	931	6015	463	5516	468
155		(000)	40983	3289	19645	1581	21338	1708
156		Horz %	100.00	8.03	47.93	3.86	52.07	4.17
157		Vert %	17.79	33.50	17.62	33.48	17.95	33.51
158		Index	100	188	99	188	101	188
159	Highest Level Education Completed/Highest Degree: Associate Degree, Academic					*		
160		Unwgted	2455	111	1069	48	1386	63
161		(000)	8920	388	3595	163	5326	225
162		Horz %	100.00	4.35	40.30	1.83	59.70	2.52
163		Vert %	3.87	3.95	3.22	3.45	4.48	4.42
164		Index	100	102	83	89	116	114

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1								
2								
165	Highest Level Education					*		*
166	Completed/Highest Degree:	Unwgted	3022	85	1491	47	1531	38
167	Associate Degree, Occupational/Vocational	(000)	11493	320	5089	166	6404	154
168		Horz %	100.00	2.78	44.28	1.44	55.72	1.34
169		Vert %	4.99	3.26	4.57	3.51	5.39	3.03
170		Index	100	65	92	70	108	61
171	Highest Level Education							
172	Completed/Highest Degree:	Unwgted	10967	332	5521	181	5446	151
173	Some College, But No Degree	(000)	44277	1204	20849	634	23427	570
174		Horz %	100.00	2.72	47.09	1.43	52.91	1.29
175		Vert %	19.22	12.26	18.70	13.42	19.70	11.18
176		Index	100	64	97	70	103	58
177	Highest Level Education							
178	Completed/Highest Degree:	Unwgted	11623	162	6110	78	5513	84
179	High School Graduate - High School Diploma or Equivalent, such as GED	(000)	71029	1066	35255	421	35775	646
180		Horz %	100.00	1.50	49.63	0.59	50.37	0.91
181		Vert %	30.83	10.86	31.63	8.91	30.09	12.67
182		Index	100	35	103	29	98	41
183	Highest Level Education			*		*		*
184	Completed/Highest Degree:	Unwgted	4390	31	2380	20	2010	11
185	Did Not Graduate High School	(000)	31652	163	16165	113	15487	50
186		Horz %	100.00	0.52	51.07	0.36	48.93	0.16
187		Vert %	13.74	1.66	14.50	2.40	13.02	0.98
188		Index	100	12	106	17	95	7
189	Currently Attending College or University							
190		Unwgted	3923	209	1833	108	2090	101
191		(000)	19381	905	8675	508	10706	396
192		Horz %	100.00	4.67	44.76	2.62	55.24	2.04
193		Vert %	8.41	9.21	7.78	10.76	9.00	7.77
194		Index	100	109	93	128	107	92
195	Employed Full-Time							
196		Unwgted	26249	1548	16019	946	10230	602
197		(000)	110329	5597	63217	3177	47112	2420
198		Horz %	100.00	5.07	57.30	2.88	42.70	2.19
199		Vert %	47.89	57.00	56.71	67.29	39.62	47.48
200		Index	100	119	118	141	83	99
201	Employed Part-Time							
202		Unwgted	5913	349	2328	111	3585	238
203		(000)	27672	1417	10154	492	17518	925
204		Horz %	100.00	5.12	36.69	1.78	63.31	3.34
205		Vert %	12.01	14.43	9.11	10.43	14.73	18.15
206		Index	100	120	76	87	123	151
207	Not Employed							
208		Unwgted	18602	746	7933	310	10669	436
209		(000)	92373	2805	38100	1052	54274	1752
210		Horz %	100.00	3.04	41.25	1.14	58.75	1.90
211		Vert %	40.10	28.56	34.18	22.29	45.64	34.38
212		Index	100	71	85	56	114	86
213	Temporarily Employed					*		
214		Unwgted	2975	102	1574	45	1401	57
215		(000)	18093	447	10077	191	8016	256
216		Horz %	100.00	2.47	55.70	1.06	44.30	1.42
217		Vert %	7.85	4.55	9.04	4.04	6.74	5.03
218		Index	100	58	115	51	86	64

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1								
2								
219	Retired (Not Employed)							
220		Unwgted	10044	478	4852	221	5192	257
221		(000)	39775	1489	18414	630	21362	859
222		Horz %	100.00	3.74	46.29	1.58	53.71	2.16
223		Vert %	17.27	15.17	16.52	13.35	17.97	16.85
224		Index	100	88	96	77	104	98
225	Not Employed; Principal Shopper for HH				*	*		
226		Unwgted	2555	95	42	3	2513	92
227		(000)	15405	496	227	10	15178	486
228		Horz %	100.00	3.22	1.47	0.06	98.53	3.15
229		Vert %	6.69	5.05	0.20	0.21	12.76	9.53
230		Index	100	75	3	3	191	143
231	Occupation: Professional and Related Occupations							
232		Unwgted	7709	850	3696	441	4013	409
233		(000)	30625	3276	13145	1587	17479	1689
234		Horz %	100.00	10.70	42.92	5.18	57.08	5.52
235		Vert %	13.29	33.37	11.79	33.61	14.70	33.14
236		Index	100	251	89	253	111	249
237	Occupation: Management, Business and Financial Operations							
238		Unwgted	6629	516	4171	329	2458	187
239		(000)	21389	1568	12127	910	9262	658
240		Horz %	100.00	7.33	56.70	4.25	43.30	3.08
241		Vert %	9.28	15.97	10.88	19.26	7.79	12.92
242		Index	100	172	117	207	84	139
243	Occupation: Sales and Office Occupations							
244		Unwgted	6696	269	2631	103	4065	166
245		(000)	32500	1063	12294	420	20206	643
246		Horz %	100.00	3.27	37.83	1.29	62.17	1.98
247		Vert %	14.11	10.83	11.03	8.90	16.99	12.62
248		Index	100	77	78	63	120	89
249	Occupation: Natural Resources, Construction and Maintenance Occupations							*
250		Unwgted	2865	68	2788	65	77	3
251		(000)	12920	270	12352	249	568	21
252		Horz %	100.00	2.09	95.60	1.92	4.40	0.16
253		Vert %	5.61	2.75	11.08	5.26	0.48	0.41
254		Index	100	49	198	94	9	7
255	Occupation: Other Employed							
256		Unwgted	8263	194	5061	119	3202	75
257		(000)	40568	838	23453	504	17115	333
258		Horz %	100.00	2.06	57.81	1.24	42.19	0.82
259		Vert %	17.61	8.53	21.04	10.68	14.39	6.54
260		Index	100	48	119	61	82	37
261	Household Income: \$250,000+							
262		Unwgted	1541	142	933	76	608	66
263		(000)	5192	404	2778	170	2413	234
264		Horz %	100.00	7.78	53.51	3.28	46.49	4.50
265		Vert %	2.25	4.11	2.49	3.61	2.03	4.59
266		Index	100	183	111	160	90	203
267	Household Income: \$200,000-\$249,999							
268		Unwgted	1413	138	855	79	558	59
269		(000)	5128	433	2673	209	2455	224
270		Horz %	100.00	8.43	52.12	4.07	47.88	4.37
271		Vert %	2.23	4.41	2.40	4.42	2.06	4.39
272		Index	100	198	108	198	93	197

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1								
2								
273	Household Income: \$150,000-\$199,999							
274		Unwgted	3390	288	2024	181	1366	107
275		(000)	13415	1045	6952	558	6462	487
276		Horz %	100.00	7.79	51.83	4.16	48.17	3.63
277		Vert %	5.82	10.65	6.24	11.82	5.43	9.55
278		Index	100	183	107	203	93	164
279	Household Income: \$100,000-\$149,999							
280		Unwgted	7381	566	4323	327	3058	239
281		(000)	34172	2303	17408	1235	16763	1068
282		Horz %	100.00	6.74	50.94	3.61	49.06	3.12
283		Vert %	14.83	23.45	15.62	26.15	14.10	20.95
284		Index	100	158	105	176	95	141
285	Household Income: \$75,000-\$99,999							
286		Unwgted	6745	415	3819	205	2926	210
287		(000)	31027	1745	15877	750	15150	995
288		Horz %	100.00	5.62	51.17	2.42	48.83	3.21
289		Vert %	13.47	17.77	14.24	15.89	12.74	19.52
290		Index	100	132	106	118	95	145
291	Household Income: \$60,000-\$74,999							
292		Unwgted	5572	280	3008	134	2564	146
293		(000)	25077	1071	12701	448	12375	622
294		Horz %	100.00	4.27	50.65	1.79	49.35	2.48
295		Vert %	10.89	10.90	11.39	9.49	10.41	12.21
296		Index	100	100	105	87	96	112
297	Household Income: \$50,000-\$59,999							
298		Unwgted	4048	189	2139	92	1909	97
299		(000)	18911	691	9469	333	9442	358
300		Horz %	100.00	3.65	50.07	1.76	49.93	1.89
301		Vert %	8.21	7.04	8.49	7.05	7.94	7.02
302		Index	100	86	103	86	97	86
303	Household Income: \$40,000-\$49,999							
304		Unwgted	5142	219	2602	98	2540	121
305		(000)	20203	626	9915	344	10287	283
306		Horz %	100.00	3.10	49.08	1.70	50.92	1.40
307		Vert %	8.77	6.38	8.89	7.28	8.65	5.55
308		Index	100	73	101	83	99	63
309	Household Income: \$30,000-\$39,999							
310		Unwgted	4923	173	2319	84	2604	89
311		(000)	22348	617	10626	308	11722	310
312		Horz %	100.00	2.76	47.55	1.38	52.45	1.39
313		Vert %	9.70	6.29	9.53	6.51	9.86	6.08
314		Index	100	65	98	67	102	63
315	Household Income: Under \$20,000							
316		Unwgted	4715	125	2053	50	2662	75
317		(000)	22989	411	10476	177	12513	234
318		Horz %	100.00	1.79	45.57	0.77	54.43	1.02
319		Vert %	9.98	4.18	9.40	3.74	10.52	4.59
320		Index	100	42	94	37	105	46
321	Median Household Income (\$00)							
322		Unwgted						
323		(000)	59.40	89.60	63.10	93.70	55.90	86.50
324		Horz %						
325		Vert %						
326		Index						

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
327	Marital Status: Single, Never Married							
328		Unwgted	11552	473	6291	236	5261	237
329		(000)	61704	2002	33680	1042	28024	959
330		Horz %	100.00	3.24	54.58	1.69	45.42	1.55
331		Vert %	26.78	20.39	30.21	22.07	23.57	18.82
332		Index	100	76	113	82	88	70
333	Marital Status: Currently Married							
334		Unwgted	26908	1631	15690	940	11218	691
335		(000)	124920	6391	62393	3123	62527	3269
336		Horz %	100.00	5.12	49.95	2.50	50.05	2.62
337		Vert %	54.22	65.09	55.97	66.13	52.59	64.13
338		Index	100	120	103	122	97	118
339	Marital Status: Legally Separated, Divorced, or Widowed							
340		Unwgted	12304	539	4299	191	8005	348
341		(000)	43750	1426	15398	557	28353	869
342		Horz %	100.00	3.26	35.19	1.27	64.81	1.99
343		Vert %	18.99	14.52	13.81	11.80	23.85	17.04
344		Index	100	76	73	62	126	90
345	Marital Status: Engaged to be Married					*		*
346		Unwgted	2017	71	1127	40	890	31
347		(000)	10916	281	5674	165	5242	116
348		Horz %	100.00	2.57	51.98	1.51	48.02	1.06
349		Vert %	4.74	2.86	5.09	3.48	4.41	2.28
350		Index	100	60	107	74	93	48
351	Marital Status: Sole Parent (Single Parent)					*		
352		Unwgted	3472	99	647	26	2825	73
353		(000)	12162	258	2146	82	10017	177
354		Horz %	100.00	2.12	17.64	0.67	82.36	1.45
355		Vert %	5.28	2.63	1.92	1.73	8.42	3.47
356		Index	100	50	36	33	160	66
357	Any Child(ren) Under Age 18 Livig in Household							
358		Unwgted	18919	907	9643	500	9276	407
359		(000)	92793	3568	42721	1723	50072	1845
360		Horz %	100.00	3.84	46.04	1.86	53.96	1.99
361		Vert %	40.28	36.33	38.33	36.49	42.11	36.19
362		Index	100	90	95	91	105	90
363	1 Child Under Age 18 Living in Household							
364		Unwgted	7680	369	3824	189	3856	180
365		(000)	38924	1451	17940	674	20984	778
366		Horz %	100.00	3.73	46.09	1.73	53.91	2.00
367		Vert %	16.90	14.78	16.09	14.27	17.65	15.26
368		Index	100	87	95	84	104	90
369	2 Children Under Age 18 Living in Household							
370		Unwgted	7061	382	3684	217	3377	165
371		(000)	32339	1430	15096	688	17243	742
372		Horz %	100.00	4.42	46.68	2.13	53.32	2.29
373		Vert %	14.04	14.57	13.54	14.57	14.50	14.56
374		Index	100	104	96	104	103	104
375	3 Children Under Age 18 Living in Household							*
376		Unwgted	2928	119	1493	71	1435	48
377		(000)	14381	477	6411	256	7970	221
378		Horz %	100.00	3.32	44.58	1.78	55.42	1.54
379		Vert %	6.24	4.86	5.75	5.42	6.70	4.34
380		Index	100	78	92	87	107	69

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
381	4 or More Children Under Age 18 Living in Household			*		*		*
382		Unwgted	1250	37	642	23	608	14
383		(000)	7150	209	3275	105	3875	104
384		Horz %	100.00	2.93	45.81	1.47	54.19	1.46
385		Vert %	3.10	2.13	2.94	2.23	3.26	2.04
386		Index	100	69	95	72	105	66
387	No Children Under Age 18 Living in Household							
388		Unwgted	31845	1736	16637	867	15208	869
389		(000)	137581	6251	68749	2999	68832	3252
390		Horz %	100.00	4.54	49.97	2.18	50.03	2.36
391		Vert %	59.72	63.67	61.67	63.51	57.89	63.81
392		Index	100	107	103	106	97	107
393	Own Residence							
394		Unwgted	36594	2141	19385	1108	17209	1033
395		(000)	158745	7937	77287	3768	81458	4168
396		Horz %	100.00	5.00	48.69	2.37	51.31	2.63
397		Vert %	68.91	80.83	69.33	79.80	68.51	81.78
398		Index	100	117	101	116	99	119
399	Rent Residence							
400		Unwgted	13685	483	6657	249	7028	234
401		(000)	69564	1802	33253	907	36311	894
402		Horz %	100.00	2.59	47.80	1.30	52.20	1.29
403		Vert %	30.20	18.35	29.83	19.21	30.54	17.55
404		Index	100	61	99	64	101	58
405	Live Rent-Free in Residence			*		*		*
406		Unwgted	485	19	238	10	247	9
407		(000)	2066	81	931	46	1135	34
408		Horz %	100.00	3.90	45.07	2.24	54.93	1.66
409		Vert %	0.90	0.82	0.84	0.98	0.95	0.67
410		Index	100	92	93	109	106	75
411	Census Region: North East							
412		Unwgted	11668	721	5967	355	5701	366
413		(000)	42098	2228	20126	998	21972	1230
414		Horz %	100.00	5.29	47.81	2.37	52.19	2.92
415		Vert %	18.27	22.69	18.06	21.14	18.48	24.13
416		Index	100	124	99	116	101	132
417	Census Region: South							
418		Unwgted	16233	681	8242	370	7991	311
419		(000)	85385	2983	41027	1488	44358	1495
420		Horz %	100.00	3.49	48.05	1.74	51.95	1.75
421		Vert %	37.06	30.38	36.81	31.51	37.31	29.33
422		Index	100	82	99	85	101	79
423	Census Region: Midwest							
424		Unwgted	11708	507	6108	264	5600	243
425		(000)	50288	1768	24410	819	25878	949
426		Horz %	100.00	3.52	48.54	1.63	51.46	1.89
427		Vert %	21.83	18.01	21.90	17.34	21.76	18.63
428		Index	100	82	100	79	100	85
429	Census Region: West							
430		Unwgted	11155	734	5963	378	5192	356
431		(000)	52603	2840	25907	1417	26696	1423
432		Horz %	100.00	5.40	49.25	2.69	50.75	2.70
433		Vert %	22.83	28.92	23.24	30.01	22.45	27.92
434		Index	100	127	102	131	98	122

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
435	Census Sub-Region: New England							
436		Unwgted	2968	369	1509	177	1459	192
437		(000)	11005	1155	5282	483	5723	673
438		Horz %	100.00	10.50	47.99	4.39	52.01	6.11
439		Vert %	4.78	11.77	4.74	10.22	4.81	13.20
440		Index	100	246	99	214	101	276
441	Census Sub-Region: Mid Atlantic							
442		Unwgted	8700	352	4458	178	4242	174
443		(000)	31094	1073	14845	516	16249	557
444		Horz %	100.00	3.45	47.74	1.66	52.26	1.79
445		Vert %	13.50	10.93	13.32	10.92	13.67	10.94
446		Index	100	81	99	81	101	81
447	Census Sub-Region: South Atlantic							
448		Unwgted	9447	425	4714	228	4733	197
449		(000)	43998	1727	20966	868	23032	859
450		Horz %	100.00	3.92	47.65	1.97	52.35	1.95
451		Vert %	19.10	17.58	18.81	18.37	19.37	16.85
452		Index	100	92	98	96	101	88
453	Census Sub-Region: East South Central							*
454		Unwgted	2111	84	1067	54	1044	30
455		(000)	15182	488	7348	298	7833	191
456		Horz %	100.00	3.22	48.40	1.96	51.60	1.26
457		Vert %	6.59	4.97	6.59	6.30	6.59	3.74
458		Index	100	75	100	96	100	57
459	Census Sub-Region: West South Central							
460		Unwgted	4675	172	2461	88	2214	84
461		(000)	26206	768	12713	323	13493	445
462		Horz %	100.00	2.93	48.51	1.23	51.49	1.70
463		Vert %	11.38	7.82	11.40	6.84	11.35	8.73
464		Index	100	69	100	60	100	77
465	Census Sub-Region: East North Central							
466		Unwgted	9127	395	4715	198	4412	197
467		(000)	35069	1184	17002	529	18067	655
468		Horz %	100.00	3.38	48.48	1.51	51.52	1.87
469		Vert %	15.22	12.06	15.25	11.20	15.19	12.86
470		Index	100	79	100	74	100	84
471	Census Sub-Region: West North Central							*
472		Unwgted	2581	112	1393	66	1188	46
473		(000)	15219	584	7407	290	7812	294
474		Horz %	100.00	3.84	48.67	1.91	51.33	1.93
475		Vert %	6.61	5.95	6.65	6.15	6.57	5.77
476		Index	100	90	101	93	99	87
477	Census Sub-Region: Mountain							
478		Unwgted	2724	167	1482	94	1242	73
479		(000)	15864	859	7997	468	7867	391
480		Horz %	100.00	5.42	50.41	2.95	49.59	2.46
481		Vert %	6.89	8.75	7.17	9.92	6.62	7.67
482		Index	100	127	104	144	96	111
483	Census Sub-Region: Pacific							
484		Unwgted	8431	567	4481	284	3950	283
485		(000)	36739	1981	17910	949	18829	1032
486		Horz %	100.00	5.39	48.75	2.58	51.25	2.81
487		Vert %	15.95	20.17	16.07	20.09	15.84	20.25
488		Index	100	126	101	126	99	127

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
489	County Size: A							
490		Unwgted	29018	1645	14991	855	14027	790
491		(000)	94997	4437	46021	2157	48976	2281
492		Horz %	100.00	4.67	48.45	2.27	51.55	2.40
493		Vert %	41.24	45.19	41.29	45.67	41.19	44.75
494		Index	100	110	100	111	100	109
495	County Size: B							
496		Unwgted	12013	615	6243	319	5770	296
497		(000)	70160	3232	33876	1524	36284	1708
498		Horz %	100.00	4.61	48.28	2.17	51.72	2.43
499		Vert %	30.45	32.92	30.39	32.27	30.52	33.51
500		Index	100	108	100	106	100	110
501	County Size: C							
502		Unwgted	5679	253	2963	117	2716	136
503		(000)	33516	1165	16165	533	17351	632
504		Horz %	100.00	3.48	48.23	1.59	51.77	1.89
505		Vert %	14.55	11.87	14.50	11.29	14.59	12.41
506		Index	100	82	100	78	100	85
507	County Size: D							
508		Unwgted	4054	130	2083	76	1971	54
509		(000)	31701	984	15408	508	16293	476
510		Horz %	100.00	3.10	48.60	1.60	51.40	1.50
511		Vert %	13.76	10.02	13.82	10.77	13.70	9.33
512		Index	100	73	100	78	100	68
513	Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume)							
514		Unwgted	8525	353	3708	166	4817	187
515		(000)	38188	1315	15124	575	23064	739
516		Horz %	100.00	3.44	39.60	1.51	60.40	1.94
517		Vert %	16.58	13.39	13.57	12.18	19.40	14.51
518		Index	100	81	82	73	117	88
519	Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume)			*		*		*
520		Unwgted	737	47	434	24	303	23
521		(000)	3058	169	1631	82	1427	88
522		Horz %	100.00	5.54	53.33	2.68	46.67	2.86
523		Vert %	1.33	1.73	1.46	1.74	1.20	1.72
524		Index	100	130	110	131	90	129
525	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume)			*		*		*
526		Unwgted	539	22	270	10	269	12
527		(000)	2702	98	1185	29	1518	69
528		Horz %	100.00	3.62	43.84	1.09	56.16	2.54
529		Vert %	1.17	1.00	1.06	0.62	1.28	1.34
530		Index	100	85	91	53	109	115
531	Radio Formats: All News (Mon-Sun 24-Hr Cume)							
532		Unwgted	3825	225	2307	136	1518	89
533		(000)	9833	586	5539	344	4295	242
534		Horz %	100.00	5.96	56.33	3.50	43.67	2.46
535		Vert %	4.27	5.97	4.97	7.28	3.61	4.75
536		Index	100	140	116	171	85	111
537	Radio Formats: All Sports (Mon-Sun 24-Hr Cume)							*
538		Unwgted	3855	182	3222	134	633	48
539		(000)	12824	537	10318	390	2507	147
540		Horz %	100.00	4.19	80.45	3.04	19.55	1.15
541		Vert %	5.57	5.47	9.26	8.26	2.11	2.88
542		Index	100	98	166	148	38	52

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
543	Radio Formats: All Talk (Mon-Sun 24-Hr Cume)					*		*
544		Unwgted	1386	60	922	32	464	28
545		(000)	5131	189	3233	96	1897	94
546		Horz %	100.00	3.69	63.02	1.87	36.98	1.83
547		Vert %	2.23	1.93	2.90	2.03	1.60	1.84
548		Index	100	87	130	91	72	83
549	Radio Formats: Alternative (Mon-Sun 24-Hr Cume)							
550		Unwgted	3593	307	2194	166	1399	141
551		(000)	15471	1201	8671	580	6800	622
552		Horz %	100.00	7.76	56.05	3.75	43.95	4.02
553		Vert %	6.72	12.23	7.78	12.28	5.72	12.19
554		Index	100	182	116	183	85	182
555	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume)							
556		Unwgted	8799	272	3958	118	4841	154
557		(000)	44088	1013	18463	395	25625	618
558		Horz %	100.00	2.30	41.88	0.90	58.12	1.40
559		Vert %	19.14	10.32	16.56	8.37	21.55	12.12
560		Index	100	54	87	44	113	63
561	Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume)							
562		Unwgted	3032	129	1723	75	1309	54
563		(000)	13875	507	7377	279	6498	227
564		Horz %	100.00	3.65	53.17	2.01	46.83	1.64
565		Vert %	6.02	5.16	6.62	5.92	5.46	4.46
566		Index	100	86	110	98	91	74
567	Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume)							
568		Unwgted	4432	185	3001	114	1431	71
569		(000)	20642	810	13324	499	7318	311
570		Horz %	100.00	3.92	64.55	2.42	35.45	1.51
571		Vert %	8.96	8.24	11.95	10.56	6.15	6.10
572		Index	100	92	133	118	69	68
573	Radio Formats: Classical (Mon-Sun 24-Hr Cume)							
574		Unwgted	1771	368	934	185	837	183
575		(000)	6064	1367	3018	643	3046	725
576		Horz %	100.00	22.55	49.76	10.60	50.24	11.95
577		Vert %	2.63	13.93	2.71	13.61	2.56	14.22
578		Index	100	529	103	517	97	540
579	Radio Formats: Country (Mon-Sun 24-Hr Cume)							
580		Unwgted	8534	204	4291	106	4243	98
581		(000)	46390	859	21500	408	24890	451
582		Horz %	100.00	1.85	46.35	0.88	53.65	0.97
583		Vert %	20.14	8.75	19.29	8.63	20.93	8.85
584		Index	100	43	96	43	104	44
585	Radio Formats: Ethnic (Mon-Sun 24-Hr Cume)			*		*		*
586		Unwgted	273	25	147	11	126	14
587		(000)	1081	153	544	72	537	81
588		Horz %	100.00	14.19	50.31	6.67	49.69	7.53
589		Vert %	0.47	1.56	0.49	1.53	0.45	1.60
590		Index	100	333	104	325	96	340
591	Radio Formats: Gospel (Mon-Sun 24-Hr Cume)			*		*		*
592		Unwgted	819	14	311	5	508	9
593		(000)	4222	56	1601	18	2621	38
594		Horz %	100.00	1.33	37.93	0.43	62.07	0.91
595		Vert %	1.83	0.57	1.44	0.38	2.20	0.75
596		Index	100	31	78	21	120	41

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
597	Radio Formats: Hispanic - All Genres (Mon-Sun 24-Hr Cume)			*		*		*
598		Unwgted	2249	38	1178	23	1071	15
599		(000)	15622	195	8027	100	7594	95
600		Horz %	100.00	1.25	51.39	0.64	48.61	0.61
601		Vert %	6.78	1.99	7.20	2.11	6.39	1.87
602	Index	100	29	106	31	94	28	
603	Radio Formats: Hot AC (Mon-Sun 24-Hr Cume)					*		
604		Unwgted	2567	87	978	27	1589	60
605		(000)	12122	351	4191	109	7931	242
606		Horz %	100.00	2.90	34.57	0.90	65.43	2.00
607		Vert %	5.26	3.58	3.76	2.31	6.67	4.75
608	Index	100	68	71	44	127	90	
609	Radio Formats: Hot Country (Mon-Sun 24-Hr Cume)			*		*		*
610		Unwgted	1753	32	668	16	1085	16
611		(000)	10170	122	3398	55	6772	67
612		Horz %	100.00	1.20	33.41	0.54	66.59	0.66
613		Vert %	4.41	1.24	3.05	1.15	5.70	1.32
614	Index	100	28	69	26	129	30	
615	Radio Formats: Hurban (Mon-Sun 24-Hr Cume)			*		*		*
616		Unwgted	356	6	182	6	174	0
617		(000)	2290	21	1206	21	1084	0
618		Horz %	100.00	0.91	52.67	0.91	47.33	0.00
619		Vert %	0.99	0.21	1.08	0.44	0.91	0.00
620	Index	100	21	109	44	92	0	
621	Radio Formats: Jazz (Mon-Sun 24-Hr Cume)							
622		Unwgted	1138	225	637	121	501	104
623		(000)	3902	697	2114	357	1788	340
624		Horz %	100.00	17.87	54.17	9.16	45.83	8.71
625		Vert %	1.69	7.10	1.90	7.57	1.50	6.67
626	Index	100	419	112	447	89	394	
627	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume)			*		*		*
628		Unwgted	890	11	511	5	379	6
629		(000)	6766	68	3651	19	3115	48
630		Horz %	100.00	1.00	53.96	0.29	46.04	0.71
631		Vert %	2.94	0.69	3.28	0.41	2.62	0.95
632	Index	100	24	112	14	89	32	
633	Radio Formats: News/Talk (Mon-Sun 24-Hr Cume)							
634		Unwgted	7780	527	4790	327	2990	200
635		(000)	26067	1822	15441	1080	10626	742
636		Horz %	100.00	6.99	59.23	4.14	40.77	2.85
637		Vert %	11.32	18.56	13.85	22.88	8.94	14.56
638	Index	100	164	122	202	79	129	
639	Radio Formats: Oldies (Mon-Sun 24-Hr Cume)					*		
640		Unwgted	2627	98	1408	45	1219	53
641		(000)	12292	356	6168	194	6124	162
642		Horz %	100.00	2.89	50.18	1.58	49.82	1.32
643		Vert %	5.34	3.62	5.53	4.10	5.15	3.18
644	Index	100	68	104	77	97	60	
645	Radio Formats: Public (Mon-Sun 24-Hr Cume)							
646		Unwgted	2643	2643	1367	1367	1276	1276
647		(000)	9819	9819	4722	4722	5097	5097
648		Horz %	100.00	100.00	48.09	48.09	51.91	51.91
649		Vert %	4.26	100.00	4.24	100.00	4.29	100.00
650	Index	100	2346	99	2346	101	2346	

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
651	Radio Formats: Religious (Mon-Sun 24-Hr Cume)							
652		Unwgted	3833	168	1618	80	2215	88
653		(000)	17826	749	6593	279	11233	470
654		Horz %	100.00	4.20	36.98	1.57	63.02	2.64
655		Vert %	7.74	7.63	5.91	5.91	9.45	9.23
656		Index	100	99	76	76	122	119
657	Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume)					*		*
658		Unwgted	2879	65	1419	32	1460	33
659		(000)	14270	244	6744	143	7526	102
660		Horz %	100.00	1.71	47.26	1.00	52.74	0.71
661		Vert %	6.19	2.49	6.05	3.02	6.33	2.00
662		Index	100	40	98	49	102	32
663	Radio Formats: Rock (Mon-Sun 24-Hr Cume)							
664		Unwgted	5056	220	3241	131	1815	89
665		(000)	22282	699	13599	434	8683	265
666		Horz %	100.00	3.13	61.03	1.95	38.97	1.19
667		Vert %	9.67	7.11	12.20	9.19	7.30	5.19
668		Index	100	74	126	95	76	54
669	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume)					*		*
670		Unwgted	1928	94	760	38	1168	56
671		(000)	8571	371	3028	150	5543	222
672		Horz %	100.00	4.33	35.33	1.75	64.67	2.59
673		Vert %	3.72	3.78	2.72	3.17	4.66	4.35
674		Index	100	102	73	85	125	117
675	Radio Formats: Spanish AC (subset of "Hispanic) (Mon-Sun 24-Hr Cume)			*		*		*
676		Unwgted	725	12	347	8	378	4
677		(000)	4946	51	2297	35	2649	15
678		Horz %	100.00	1.03	46.44	0.72	53.56	0.31
679		Vert %	2.15	0.52	2.06	0.75	2.23	0.30
680		Index	100	24	96	35	104	14
681	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume)			*		*		*
682		Unwgted	311	4	161	3	150	1
683		(000)	1886	8	1056	7	830	2
684		Horz %	100.00	0.43	56.00	0.35	44.00	0.08
685		Vert %	0.82	0.08	0.95	0.14	0.70	0.03
686		Index	100	10	116	17	85	4
687	Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume)							
688		Unwgted	5552	110	2624	51	2928	59
689		(000)	27519	504	12691	220	14829	283
690		Horz %	100.00	1.83	46.12	0.80	53.88	1.03
691		Vert %	11.95	5.13	11.38	4.67	12.47	5.56
692		Index	100	43	95	39	104	47
693	Radio Formats: Urban AC (Mon-Sun 24-Hr Cume)			*		*		*
694		Unwgted	863	21	373	12	490	9
695		(000)	4247	107	1745	57	2503	50
696		Horz %	100.00	2.52	41.07	1.34	58.93	1.18
697		Vert %	1.84	1.09	1.57	1.20	2.10	0.99
698		Index	100	59	85	65	114	53
699	Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume)			*		*		*
700		Unwgted	232	3	117	2	115	1
701		(000)	1517	26	738	25	779	1
702		Horz %	100.00	1.74	48.66	1.66	51.34	0.08
703		Vert %	0.66	0.27	0.66	0.53	0.66	0.02
704		Index	100	41	101	81	99	4

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
705	Radio Formats: Variety (Mon-Sun 24-Hr Cume)							
706		Unwgted	1406	168	796	83	610	85
707		(000)	6356	584	3473	306	2883	278
708		Horz %	100.00	9.18	54.64	4.82	45.36	4.37
709		Vert %	2.76	5.94	3.12	6.48	2.42	5.44
710		Index	100	215	113	235	88	197
711	Listen to Traffic Reports							
712		Unwgted	28850	1652	15670	891	13180	761
713		(000)	120723	5715	60610	3000	60113	2715
714		Horz %	100.00	4.73	50.21	2.49	49.79	2.25
715		Vert %	52.40	58.21	54.37	63.54	50.56	53.27
716		Index	100	111	104	121	96	102
717	Listen to Any Sports Play-by-Play on Radio							
718		Unwgted	9164	523	6438	345	2726	178
719		(000)	38468	1854	25046	1100	13423	754
720		Horz %	100.00	4.82	65.11	2.86	34.89	1.96
721		Vert %	16.70	18.88	22.47	23.29	11.29	14.79
722		Index	100	113	135	139	68	89
723	Radio Daypart Cumes: Monday-Sunday 24-Hours							
724		Unwgted	42006	2491	22222	1298	19784	1193
725		(000)	188851	9201	92691	4451	96159	4751
726		Horz %	100.00	4.87	49.08	2.36	50.92	2.52
727		Vert %	81.98	93.71	83.15	94.25	80.87	93.21
728		Index	100	114	101	115	99	114
729	Radio Daypart Cumes: Weekday 6-10AM							
730		Unwgted	26258	1744	14399	931	11859	813
731		(000)	112676	6283	56948	3073	55728	3210
732		Horz %	100.00	5.58	50.54	2.73	49.46	2.85
733		Vert %	48.91	63.99	51.09	65.07	46.87	62.98
734		Index	100	131	104	133	96	129
735	Radio Daypart Cumes: Weekday 10AM-3PM							
736		Unwgted	18640	1029	10125	523	8515	506
737		(000)	84177	3756	42668	1858	41510	1898
738		Horz %	100.00	4.46	50.69	2.21	49.31	2.25
739		Vert %	36.54	38.25	38.28	39.34	34.91	37.24
740		Index	100	105	105	108	96	102
741	Radio Daypart Cumes: Weekday 3-7PM							
742		Unwgted	22605	1442	12448	775	10157	667
743		(000)	98984	5398	50585	2654	48399	2744
744		Horz %	100.00	5.45	51.10	2.68	48.90	2.77
745		Vert %	42.97	54.98	45.38	56.21	40.70	53.84
746		Index	100	128	106	131	95	125
747	Radio Daypart Cumes: Weekday 7PM-Midnight							
748		Unwgted	7585	438	4181	239	3404	199
749		(000)	35636	1572	18732	822	16904	750
750		Horz %	100.00	4.41	52.56	2.31	47.44	2.10
751		Vert %	15.47	16.01	16.80	17.42	14.22	14.71
752		Index	100	103	109	113	92	95
753	Radio Daypart Cumes: Weekday Midnight-6AM							
754		Unwgted	2339	108	1429	54	910	54
755		(000)	11108	362	6434	178	4674	184
756		Horz %	100.00	3.26	57.92	1.60	42.08	1.66
757		Vert %	4.82	3.69	5.77	3.77	3.93	3.61
758		Index	100	76	120	78	82	75

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
759	Radio Daypart Cumes:							
760	Weekend 6-10AM	Unwgted	15693	1057	8454	567	7239	490
761		(000)	68813	3758	34737	1967	34076	1791
762		Horz %	100.00	5.46	50.48	2.86	49.52	2.60
763		Vert %	29.87	38.27	31.16	41.65	28.66	35.14
764		Index	100	128	104	139	96	118
765	Radio Daypart Cumes:							
766	Weekend 10AM-3PM	Unwgted	21506	1274	11022	638	10484	636
767		(000)	96212	4767	45558	2272	50654	2495
768		Horz %	100.00	4.95	47.35	2.36	52.65	2.59
769		Vert %	41.76	48.55	40.87	48.12	42.60	48.95
770		Index	100	116	98	115	102	117
771	Radio Daypart Cumes:							
772	Weekend 3-7PM	Unwgted	15724	869	8255	446	7469	423
773		(000)	72203	3240	35440	1531	36763	1709
774		Horz %	100.00	4.49	49.08	2.12	50.92	2.37
775		Vert %	31.34	32.99	31.79	32.42	30.92	33.53
776		Index	100	105	101	103	99	107
777	Radio Daypart Cumes:							
778	Weekend 7PM-Midnight	Unwgted	7637	407	4095	236	3542	171
779		(000)	36563	1528	18499	867	18064	661
780		Horz %	100.00	4.18	50.59	2.37	49.41	1.81
781		Vert %	15.87	15.56	16.60	18.36	15.19	12.96
782		Index	100	98	105	116	96	82
783	Radio Daypart Cumes:					*		*
784	Weekend Midnight-6AM	Unwgted	1857	86	1070	44	787	42
785		(000)	9163	268	5059	140	4104	129
786		Horz %	100.00	2.93	55.22	1.53	44.78	1.40
787		Vert %	3.98	2.73	4.54	2.96	3.45	2.52
788		Index	100	69	114	74	87	63
789	Most Often Listen to Radio at							
790	Home - Typical Weekday	Unwgted	8565	580	3856	250	4709	330
791		(000)	39763	2144	16939	853	22824	1290
792		Horz %	100.00	5.39	42.60	2.15	57.40	3.24
793		Vert %	17.26	21.83	15.20	18.07	19.20	25.31
794		Index	100	126	88	105	111	147
795	Most Often Listen to Radio in							
796	Vehicle - Typical Weekday	Unwgted	31284	1808	16603	966	14681	842
797		(000)	139172	6818	68349	3353	70822	3465
798		Horz %	100.00	4.90	49.11	2.41	50.89	2.49
799		Vert %	60.41	69.43	61.32	71.00	59.56	67.99
800		Index	100	115	101	118	99	113
801	Most Often Listen to Radio at							
802	Work - Typical Weekday	Unwgted	4631	177	2865	111	1766	66
803		(000)	22312	619	12773	389	9539	229
804		Horz %	100.00	2.77	57.25	1.75	42.75	1.03
805		Vert %	9.69	6.30	11.46	8.25	8.02	4.50
806		Index	100	65	118	85	83	46
807	Most Often Listen to Radio			*		*		*
808	Other Place (Not Home,	Unwgted	303	14	176	11	127	3
809	Vehicle, Work) - Typical	(000)	1618	53	908	42	710	11
810	Weekday	Horz %	100.00	3.25	56.12	2.58	43.88	0.67
811		Vert %	0.70	0.54	0.81	0.88	0.60	0.21
812		Index	100	76	116	126	85	30

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
813	Most Often Listen to Radio at Home - Typical Weekend							
814		Unwgted	10970	795	5294	370	5676	425
815		(000)	50422	2797	22990	1174	27432	1624
816		Horz %	100.00	5.55	45.60	2.33	54.40	3.22
817		Vert %	21.89	28.49	20.62	24.85	23.07	31.86
818		Index	100	130	94	114	105	146
819	Most Often Listen to Radio in Vehicle - Typical Weekend							
820		Unwgted	29384	1558	15499	834	13885	724
821		(000)	131660	5822	63968	2949	67692	2874
822		Horz %	100.00	4.42	48.59	2.24	51.41	2.18
823		Vert %	57.15	59.30	57.39	62.44	56.93	56.38
824		Index	100	104	100	109	100	99
825	Most often Listen to Radio at Work - Typical Weekend			*		*		*
826		Unwgted	1271	43	839	35	432	8
827		(000)	6636	167	4104	141	2531	26
828		Horz %	100.00	2.52	61.85	2.13	38.15	0.39
829		Vert %	2.88	1.70	3.68	2.99	2.13	0.51
830		Index	100	59	128	104	74	18
831	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend			*		*		*
832		Unwgted	411	25	262	17	149	8
833		(000)	2111	91	1290	65	821	26
834		Horz %	100.00	4.30	61.10	3.09	38.90	1.21
835		Vert %	0.92	0.92	1.16	1.38	0.69	0.50
836		Index	100	101	126	151	75	55
837	Ever Listen to AM Radio							
838		Unwgted	12619	756	7801	428	4818	328
839		(000)	45368	2428	26616	1342	18752	1086
840		Horz %	100.00	5.35	58.67	2.96	41.33	2.39
841		Vert %	19.69	24.73	23.88	28.42	15.77	21.31
842		Index	100	126	121	144	80	108
843	Ever Listen to FM Radio							
844		Unwgted	38802	2577	20017	1338	18785	1239
845		(000)	180242	9598	86936	4624	93306	4974
846		Horz %	100.00	5.32	48.23	2.57	51.77	2.76
847		Vert %	78.24	97.75	77.99	97.93	78.47	97.58
848		Index	100	125	100	125	100	125
849	Ever Listen to Internet Radio							
850		Unwgted	2190	136	1197	71	993	65
851		(000)	9911	569	5066	290	4844	280
852		Horz %	100.00	5.75	51.12	2.92	48.88	2.82
853		Vert %	4.30	5.80	4.55	6.14	4.07	5.48
854		Index	100	135	106	143	95	127
855	Ever Listen to Satellite Radio							
856		Unwgted	5397	220	3156	111	2241	109
857		(000)	21379	794	11090	378	10289	416
858		Horz %	100.00	3.71	51.87	1.77	48.13	1.94
859		Vert %	9.28	8.08	9.95	8.01	8.65	8.15
860		Index	100	87	107	86	93	88
861	Listened to Radio Online - Last 30 Days							
862		Unwgted	8938	743	5242	451	3696	292
863		(000)	38579	2806	20709	1615	17871	1191
864		Horz %	100.00	7.27	53.68	4.19	46.32	3.09
865		Vert %	16.75	28.58	18.58	34.21	15.03	23.36
866		Index	100	171	111	204	90	139

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
867	Visited a Radio Station, Radio Program or Radio Personality's Web Site - Last 30 Days							
868		Unwgted	3566	338	2145	214	1421	124
869		(000)	14994	1221	8461	775	6533	447
870		Horz %	100.00	8.14	56.43	5.17	43.57	2.98
871		Vert %	6.51	12.44	7.59	16.40	5.49	8.76
872		Index	100	191	117	252	84	135
873	Household Subscribes to Satellite Radio							
874		Unwgted	7418	332	4285	177	3133	155
875		(000)	30456	1263	15624	649	14832	614
876		Horz %	100.00	4.15	51.30	2.13	48.70	2.02
877		Vert %	13.22	12.87	14.02	13.75	12.47	12.04
878		Index	100	97	106	104	94	91
879	Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement							
880		Unwgted	17929	799	9279	406	8650	393
881		(000)	84302	3146	40831	1457	43471	1689
882		Horz %	100.00	3.73	48.43	1.73	51.57	2.00
883		Vert %	36.59	32.04	36.63	30.86	36.56	33.14
884		Index	100	88	100	84	100	91
885	Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement				*	*		
886		Unwgted	24484	1276	0	0	24484	1276
887		(000)	118904	5097	0	0	118904	5097
888		Horz %	100.00	4.29	0.00	0.00	100.00	4.29
889		Vert %	51.61	51.91	0.00	0.00	100.00	100.00
890		Index	100	101	0	0	194	194
891	Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement							
892		Unwgted	18648	869	9553	451	9095	418
893		(000)	85647	3419	41290	1624	44357	1795
894		Horz %	100.00	3.99	48.21	1.90	51.79	2.10
895		Vert %	37.18	34.83	37.04	34.39	37.30	35.22
896		Index	100	94	100	93	100	95
897	For Me, Advertising on Radio Is Amusing - Agree with Statement							
898		Unwgted	14915	687	8026	382	6889	305
899		(000)	70126	2505	35673	1306	34453	1199
900		Horz %	100.00	3.57	50.87	1.86	49.13	1.71
901		Vert %	30.44	25.51	32.00	27.65	28.98	23.52
902		Index	100	84	105	91	95	77
903	Vehicle Currently Owned/Leased Has AM/FM Radio							
904		Unwgted	39027	2228	20390	1139	18637	1089
905		(000)	173829	8182	84354	3872	89474	4310
906		Horz %	100.00	4.71	48.53	2.23	51.47	2.48
907		Vert %	75.45	83.33	75.67	82.00	75.25	84.56
908		Index	100	110	100	109	100	112
909	Vehicle Currently Owned/Leased Has Satellite Radio							
910		Unwgted	8883	489	4997	270	3886	219
911		(000)	37327	1831	18765	861	18562	971
912		Horz %	100.00	4.91	50.27	2.31	49.73	2.60
913		Vert %	16.20	18.65	16.83	18.23	15.61	19.05
914		Index	100	115	104	112	96	118
915	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)							
916		Unwgted	38086	2178	20250	1149	17836	1029
917		(000)	168267	8117	82475	3954	85793	4163
918		Horz %	100.00	4.82	49.01	2.35	50.99	2.47
919		Vert %	73.04	82.66	73.99	83.73	72.15	81.67
920		Index	100	113	101	115	99	112

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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			U.S. Adults 18+	Adults 18+ - Listen to Public Radio (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Public Radio (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Public Radio (Total Week Cume)
1								
2								
921	Vehicle Currently							
922	Owned/Leased Has MP3	Unwgted	8443	491	4828	259	3615	232
923	Player Connection	(000)	37368	1872	19346	876	18023	996
924		Horz %	100.00	5.01	51.77	2.35	48.23	2.66
925		Vert %	16.22	19.06	17.36	18.56	15.16	19.53
926		Index	100	118	107	114	93	120
927	Vehicle Currently							
928	Owned/Leased Has DVD	Unwgted	5562	276	3019	160	2543	116
929	Player	(000)	23341	911	11296	474	12046	437
930		Horz %	100.00	3.90	48.39	2.03	51.61	1.87
931		Vert %	10.13	9.28	10.13	10.03	10.13	8.58
932		Index	100	92	100	99	100	85
933	TV Total (Monday-Sunday)							
934	Prime-Time Cume Audience	Unwgted	42214	2022	21780	1058	20434	964
935		(000)	190067	7348	91273	3543	98794	3805
936		Horz %	100.00	3.87	48.02	1.86	51.98	2.00
937		Vert %	82.50	74.84	81.88	75.03	83.09	74.66
938		Index	100	91	99	91	101	90
939	TV Weekday Prime-Time							
940	Cume Audience (8-11PM	Unwgted	34027	1558	17446	806	16581	752
941	Eastern/Pacific), 7-10PM	(000)	152513	5736	72873	2726	79640	3010
942	Central/Mountain)	Horz %	100.00	3.76	47.78	1.79	52.22	1.97
943		Vert %	66.20	58.42	65.37	57.73	66.98	59.06
944		Index	100	88	99	87	101	89
945	TV Saturday Prime-Time							
946	Cume Audience (8-11PM	Unwgted	28330	1262	14733	669	13597	593
947	Eastern/Pacific, 7-10PM	(000)	127565	4581	61984	2255	65581	2326
948	Central/Mountain)	Horz %	100.00	3.59	48.59	1.77	51.41	1.82
949		Vert %	55.37	46.65	55.61	47.76	55.15	45.63
950		Index	100	84	100	86	100	82
951	TV Sunday Prime-Time Cume							
952	Audience (7-11PM	Unwgted	33267	1542	17135	797	16132	745
953	Eastern/Pacific, 5-10PM	(000)	148294	5553	70989	2614	77305	2940
954	Central/Mountain)	Horz %	100.00	3.74	47.87	1.76	52.13	1.98
955		Vert %	64.37	56.56	63.68	55.35	65.01	57.68
956		Index	100	88	99	86	101	90
957	TV Daytime Cume Audience							
958	(Weekdays 9AM-4PM	Unwgted	14527	440	6577	198	7950	242
959	Eastern/Pacific, 9AM-3PM	(000)	71497	1667	30527	726	40971	941
960	Central/Mountain)	Horz %	100.00	2.33	42.70	1.01	57.30	1.32
961		Vert %	31.04	16.98	27.39	15.37	34.46	18.47
962		Index	100	55	88	50	111	59
963	TV Early Fringe Cume							
964	Audience (Weekdays 4-	Unwgted	26005	1055	13346	540	12659	515
965	7:30PM Eastern/Pacific), 3-	(000)	119308	3745	57118	1800	62191	1945
966	6:30PM Central/Mountain)	Horz %	100.00	3.14	47.87	1.51	52.13	1.63
967		Vert %	51.79	38.14	51.24	38.12	52.30	38.16
968		Index	100	74	99	74	101	74
969	TV Late Fringe Cume							
970	Audience (Weekdays	Unwgted	8799	325	4738	179	4061	146
971	11:30PM-1AM Eastern/Pacific,	(000)	41182	1293	20991	634	20191	659
972	10:30PM-Midnight)	Horz %	100.00	3.14	50.97	1.54	49.03	1.60
973		Vert %	17.88	13.17	18.83	13.42	16.98	12.93
974		Index	100	74	105	75	95	72

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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1								
2								
975	TV Weekend Sports Cume							
976	Audience (Saturday-Sunday	Unwgted	25992	981	14593	573	11399	408
977	Afternoon)	(000)	119317	3578	62500	1967	56817	1611
978		Horz %	100.00	3.00	52.38	1.65	47.62	1.35
979		Vert %	51.79	36.44	56.07	41.66	47.78	31.60
980		Index	100	70	108	80	92	61
981	TV Weekend Children's							
982	Shows Cume Audience	Unwgted	20769	797	10818	420	9951	377
983	(Saturday-Sunday Morning)	(000)	95574	2834	46927	1400	48647	1434
984		Horz %	100.00	2.97	49.10	1.46	50.90	1.50
985		Vert %	41.49	28.86	42.10	29.64	40.91	28.14
986		Index	100	70	101	71	99	68
987	Downloaded a TV Program							
988	from Internet - Last 30 Days	Unwgted	1932	188	1236	117	696	71
989		(000)	8140	719	4957	458	3183	262
990		Horz %	100.00	8.84	60.90	5.62	39.10	3.22
991		Vert %	3.53	7.33	4.45	9.69	2.68	5.14
992		Index	100	207	126	274	76	145
993	Watched a TV Program Online							
994	- Last 30 Days	Unwgted	6218	551	3483	309	2735	242
995		(000)	27440	2132	14096	1172	13344	960
996		Horz %	100.00	7.77	51.37	4.27	48.63	3.50
997		Vert %	11.91	21.72	12.65	24.82	11.22	18.84
998		Index	100	182	106	208	94	158
999	Visited a TV Network or TV							
1000	Show's Website - Last 30	Unwgted	10093	746	5060	372	5033	374
1001	Days	(000)	43433	2906	20075	1432	23358	1474
1002		Horz %	100.00	6.69	46.22	3.30	53.78	3.39
1003		Vert %	18.85	29.60	18.01	30.33	19.64	28.91
1004		Index	100	157	96	161	104	153
1005	Household Subscribes to							
1006	Cable TV	Unwgted	29494	1478	14792	756	14702	722
1007		(000)	127387	5258	59472	2465	67915	2793
1008		Horz %	100.00	4.13	46.69	1.94	53.31	2.19
1009		Vert %	55.30	53.55	53.35	52.20	57.12	54.80
1010		Index	100	97	96	94	103	99
1011	Household Subscribes to							
1012	Digital Cable	Unwgted	23318	1231	11977	640	11341	591
1013		(000)	97306	4407	46197	2064	51109	2343
1014		Horz %	100.00	4.53	47.48	2.12	52.52	2.41
1015		Vert %	42.24	44.88	41.44	43.71	42.98	45.97
1016		Index	100	106	98	103	102	109
1017	Viewed Any Cable TV							
1018	(Including Pay) - Past Week	Unwgted	42237	2004	21981	1058	20256	946
1019		(000)	188977	7269	91345	3549	97632	3721
1020		Horz %	100.00	3.85	48.34	1.88	51.66	1.97
1021		Vert %	82.03	74.03	81.95	75.15	82.11	73.00
1022		Index	100	90	100	92	100	89
1023	Heavy Cable TV Viewing							
1024	(Including Pay) - Past Week	Unwgted	31569	1266	17199	713	14370	553
1025		(000)	142875	4588	72282	2419	70593	2168
1026		Horz %	100.00	3.21	50.59	1.69	49.41	1.52
1027		Vert %	62.02	46.72	64.84	51.23	59.37	42.54
1028		Index	100	75	105	83	96	69

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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1								
2								
1029	Viewed Any Premium Cable Channels - Last 30 Days							
1030		Unwgted	17138	755	9577	409	7561	346
1031		(000)	76613	2777	39372	1369	37241	1408
1032		Horz %	100.00	3.62	51.39	1.79	48.61	1.84
1033		Vert %	33.26	28.28	35.32	28.99	31.32	27.62
1034	Index	100	85	106	87	94	83	
1035	Viewed Any Video-On-Demand TV Programs - Last 30 Days							
1036		Unwgted	5984	332	2947	168	3037	164
1037		(000)	23452	1070	10658	555	12795	515
1038		Horz %	100.00	4.56	45.44	2.37	54.56	2.20
1039		Vert %	10.18	10.90	9.56	11.75	10.76	10.11
1040	Index	100	107	94	115	106	99	
1041	Viewed Any Video-On-Demand Movies - Last 30 Days							
1042		Unwgted	8751	471	4558	250	4193	221
1043		(000)	35683	1573	16682	762	19001	810
1044		Horz %	100.00	4.41	46.75	2.14	53.25	2.27
1045		Vert %	15.49	16.02	14.97	16.14	15.98	15.90
1046	Index	100	103	97	104	103	103	
1047	Viewed Any Video-On-Demand Programming - Past 12 Months							
1048		Unwgted	12191	694	6375	368	5816	326
1049		(000)	49219	2332	23457	1179	25762	1153
1050		Horz %	100.00	4.74	47.66	2.40	52.34	2.34
1051		Vert %	21.36	23.75	21.04	24.97	21.67	22.62
1052	Index	100	111	98	117	101	106	
1053	Household Has a Satellite Dish							
1054		Unwgted	12431	527	6868	288	5563	239
1055		(000)	63897	2286	32491	1125	31406	1161
1056		Horz %	100.00	3.58	50.85	1.76	49.15	1.82
1057		Vert %	27.74	23.28	29.15	23.82	26.41	22.77
1058	Index	100	84	105	86	95	82	
1059	Household Has a Digital Video Recorder (DVR)							
1060		Unwgted	22029	1156	11905	629	10124	527
1061		(000)	94062	4148	46528	2064	47534	2084
1062		Horz %	100.00	4.41	49.46	2.19	50.54	2.22
1063		Vert %	40.83	42.24	41.74	43.70	39.98	40.89
1064	Index	100	103	102	107	98	100	
1065	Household Has TiVo-Brand DVR Video Recorder (Stand-Alone)			*		*		*
1066		Unwgted	572	49	316	34	256	15
1067		(000)	2095	125	1087	94	1008	31
1068		Horz %	100.00	5.96	51.89	4.47	48.11	1.49
1069		Vert %	0.91	1.27	0.98	1.98	0.85	0.61
1070	Index	100	140	107	218	93	67	
1071	Any Internet/Online Activity - Last 30 Days							
1072		Unwgted	41577	2517	21755	1316	19822	1201
1073		(000)	181282	9304	87773	4520	93509	4784
1074		Horz %	100.00	5.13	48.42	2.49	51.58	2.64
1075		Vert %	78.69	94.76	78.74	95.73	78.64	93.86
1076	Index	100	120	100	122	100	119	
1077	Downloaded Music from Internet - Last 30 Days							
1078		Unwgted	10591	681	5998	402	4593	279
1079		(000)	49339	2597	25962	1440	23378	1157
1080		Horz %	100.00	5.26	52.62	2.92	47.38	2.35
1081		Vert %	21.42	26.45	23.29	30.50	19.66	22.70
1082	Index	100	124	109	142	92	106	

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1								
2								
1083	Downloaded							
1084	Podcasts/Podcasting from	Unwgted	1957	306	1296	183	661	123
1085	Internet - Last 30 Days	(000)	7780	1264	4918	698	2861	566
1086		Horz %	100.00	16.25	63.22	8.97	36.78	7.28
1087		Vert %	3.38	12.88	4.41	14.78	2.41	11.11
1088		Index	100	381	131	438	71	329
1089	Downloaded a Movie from							
1090	Internet - Last 30 Days	Unwgted	2848	245	1863	153	985	92
1091		(000)	12997	1004	8163	576	4834	429
1092		Horz %	100.00	7.73	62.81	4.43	37.19	3.30
1093		Vert %	5.64	10.23	7.32	12.19	4.07	8.41
1094		Index	100	181	130	216	72	149
1095	Watched a Movie Online -							
1096	Last 30 Days	Unwgted	5288	465	3368	297	1920	168
1097		(000)	24686	1941	14912	1215	9774	726
1098		Horz %	100.00	7.86	60.41	4.92	39.59	2.94
1099		Vert %	10.72	19.77	13.38	25.72	8.22	14.25
1100		Index	100	184	125	240	77	133
1101	Visited Online Blogs, Wrote							
1102	Online Blog, Posted Comment	Unwgted	9205	870	4773	475	4432	395
1103	or Review on Blog, Online	(000)	40926	3342	19080	1722	21846	1620
1104	Forum, Message or Bulletin	Horz %	100.00	8.17	46.62	4.21	53.38	3.96
1105	Board - Last 30 Days	Vert %	17.77	34.03	17.12	36.47	18.37	31.78
1106		Index	100	192	96	205	103	179
1107	Uploaded or Added Video to							
1108	Website - Last 30 Days	Unwgted	2468	199	1387	118	1081	81
1109		(000)	11387	804	5781	474	5606	330
1110		Horz %	100.00	7.06	50.77	4.16	49.23	2.90
1111		Vert %	4.94	8.18	5.19	10.04	4.71	6.47
1112		Index	100	166	105	203	95	131
1113	Visited a Chat Room - Last 30							
1114	Days	Unwgted	2480	133	1430	79	1050	54
1115		(000)	12455	511	6813	284	5642	227
1116		Horz %	100.00	4.10	54.70	2.28	45.30	1.82
1117		Vert %	5.41	5.20	6.11	6.01	4.75	4.45
1118		Index	100	96	113	111	88	82
1119	Used e-Mail - Last 30 Days							
1120		Unwgted	37612	2425	19298	1257	18314	1168
1121		(000)	159278	8968	74855	4301	84422	4667
1122		Horz %	100.00	5.63	47.00	2.70	53.00	2.93
1123		Vert %	69.14	91.33	67.15	91.08	71.00	91.56
1124		Index	100	132	97	132	103	132
1125	Used Instant Messenger/IM							
1126	Online - Last 30 Days	Unwgted	21202	1262	10469	683	10733	579
1127		(000)	98919	4831	45133	2416	53786	2416
1128		Horz %	100.00	4.88	45.63	2.44	54.37	2.44
1129		Vert %	42.94	49.20	40.49	51.16	45.23	47.39
1130		Index	100	115	94	119	105	110
1131	Visited Facebook.com - Last							
1132	30 Days	Unwgted	22936	1310	10711	631	12225	679
1133		(000)	105871	5104	45724	2314	60147	2790
1134		Horz %	100.00	4.82	43.19	2.19	56.81	2.64
1135		Vert %	45.96	51.98	41.02	49.00	50.58	54.74
1136		Index	100	113	89	107	110	119

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1								
2								
1137	Visited Flickr.com - Last 30 Days							
1138		Unwgted	1128	144	671	85	457	59
1139		(000)	4799	520	2698	307	2101	213
1140		Horz %	100.00	10.84	56.22	6.41	43.78	4.43
1141		Vert %	2.08	5.30	2.42	6.51	1.77	4.17
1142		Index	100	254	116	313	85	200
1143	Visited LinkedIn.com - Last 30 Days							
1144		Unwgted	4150	499	2487	307	1663	192
1145		(000)	13209	1546	7432	881	5778	666
1146		Horz %	100.00	11.71	56.26	6.67	43.74	5.04
1147		Vert %	5.73	15.75	6.67	18.65	4.86	13.06
1148		Index	100	275	116	325	85	228
1149	Visited MySpace.com - Last 30 Days					*		*
1150		Unwgted	1938	73	1033	44	905	29
1151		(000)	11658	341	5548	207	6110	134
1152		Horz %	100.00	2.93	47.59	1.77	52.41	1.15
1153		Vert %	5.06	3.47	4.98	4.37	5.14	2.64
1154		Index	100	69	98	86	102	52
1155	Visited Photobucket.com - Last 30 Days					*		*
1156		Unwgted	1086	51	550	36	536	15
1157		(000)	5565	254	2495	163	3071	91
1158		Horz %	100.00	4.56	44.82	2.93	55.18	1.63
1159		Vert %	2.42	2.58	2.24	3.46	2.58	1.78
1160		Index	100	107	93	143	107	74
1161	Visited Shutterfly.com - Last 30 Days					*		
1162		Unwgted	1519	142	402	48	1117	94
1163		(000)	6033	528	1285	174	4748	354
1164		Horz %	100.00	8.75	21.29	2.89	78.71	5.86
1165		Vert %	2.62	5.37	1.15	3.69	3.99	6.94
1166		Index	100	205	44	141	152	265
1167	Visited Twitter.com - Last 30 Days							
1168		Unwgted	2984	236	1671	145	1313	91
1169		(000)	13447	966	6861	518	6585	448
1170		Horz %	100.00	7.18	51.03	3.85	48.97	3.33
1171		Vert %	5.84	9.84	6.16	10.96	5.54	8.80
1172		Index	100	169	105	188	95	151
1173	Visited YouTube.com - Last 30 Days							
1174		Unwgted	18165	1240	10470	684	7695	556
1175		(000)	82265	4792	43969	2515	38296	2277
1176		Horz %	100.00	5.82	53.45	3.06	46.55	2.77
1177		Vert %	35.71	48.80	39.44	53.26	32.21	44.67
1178		Index	100	137	110	149	90	125
1179	Rated or Reviewed a Product or Service on Any Social Network - Last 30 Days							
1180		Unwgted	3136	189	1508	98	1628	91
1181		(000)	14311	779	6530	379	7781	400
1182		Horz %	100.00	5.45	45.63	2.65	54.37	2.80
1183		Vert %	6.21	7.94	5.86	8.03	6.54	7.85
1184		Index	100	128	94	129	105	126
1185	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family							
1186		Unwgted	27940	1533	14247	789	13693	744
1187		(000)	128335	5888	59812	2791	68523	3098
1188		Horz %	100.00	4.59	46.61	2.17	53.39	2.41
1189		Vert %	55.71	59.97	53.66	59.10	57.63	60.78
1190		Index	100	108	96	106	103	109

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1								
2								
1191	Ever Used Text Messaging on Cellular/Mobile							
1192		Unwgted	3600	139	1896	80	1704	59
1193		(000)	17138	514	8427	272	8711	242
1194	Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion	Horz %	100.00	3.00	49.17	1.59	50.83	1.41
1195		Vert %	7.44	5.23	7.56	5.76	7.33	4.74
1196		Index	100	70	102	77	98	64
1197	Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile Phone/Smartphone							
1198		Unwgted	3873	150	2055	77	1818	73
1199		(000)	18580	578	9291	267	9289	311
1200		Horz %	100.00	3.11	50.01	1.44	49.99	1.67
1201		Vert %	8.07	5.89	8.33	5.66	7.81	6.11
1202		Index	100	73	103	70	97	76
1203	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase					*		*
1204		Unwgted	1757	56	1003	33	754	23
1205		(000)	8486	203	4618	122	3869	82
1206		Horz %	100.00	2.40	54.41	1.43	45.59	0.96
1207		Vert %	3.68	2.07	4.14	2.57	3.25	1.60
1208		Index	100	56	112	70	88	44
1209	Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile Phone/Smartphone							
1210		Unwgted	3905	191	2001	116	1904	75
1211		(000)	18488	698	8514	411	9974	287
1212		Horz %	100.00	3.78	46.05	2.23	53.95	1.55
1213		Vert %	8.03	7.11	7.64	8.71	8.39	5.63
1214		Index	100	89	95	109	105	70
1215	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone							
1216		Unwgted	8656	439	4442	254	4214	185
1217		(000)	40217	1668	18941	918	21276	750
1218		Horz %	100.00	4.15	47.10	2.28	52.90	1.86
1219		Vert %	17.46	16.99	16.99	19.45	17.89	14.71
1220		Index	100	97	97	111	102	84
1221	Ever Redeemed a Mobile Coupon from Cellular/Mobile Phone/Smartphone					*		
1222		Unwgted	1965	98	921	46	1044	52
1223		(000)	9318	338	3968	140	5350	198
1224		Horz %	100.00	3.63	42.59	1.50	57.41	2.12
1225		Vert %	4.04	3.44	3.56	2.96	4.50	3.88
1226		Index	100	85	88	73	111	96
1227	Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile Phone/Smartphone							*
1228		Unwgted	2693	146	1736	98	957	48
1229		(000)	12631	558	7382	347	5249	211
1230		Horz %	100.00	4.42	58.44	2.75	41.56	1.67
1231		Vert %	5.48	5.68	6.62	7.35	4.41	4.14
1232		Index	100	104	121	134	81	76
1233	Ever Watched Live Television on Cellular/Mobile Phone/Smartphone			*		*		*
1234		Unwgted	1291	48	861	33	430	15
1235		(000)	6103	195	3691	124	2412	71
1236		Horz %	100.00	3.19	60.48	2.02	39.52	1.17
1237		Vert %	2.65	1.98	3.31	2.62	2.03	1.40
1238		Index	100	75	125	99	77	53
1239	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone							*
1240		Unwgted	1619	123	1047	81	572	42
1241		(000)	7444	518	4427	334	3017	183
1242		Horz %	100.00	6.96	59.48	4.49	40.52	2.46
1243		Vert %	3.23	5.27	3.97	7.08	2.54	3.60
1244		Index	100	163	123	219	79	111

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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1								
2								
1245	Ever Listened to Music on Cellular/Mobile Phone/Smartphone							
1246		Unwgted	8759	472	4947	282	3812	190
1247		(000)	41422	1741	21366	976	20056	765
1248		Horz %	100.00	4.20	51.58	2.36	48.42	1.85
1249		Vert %	17.98	17.73	19.17	20.67	16.87	15.01
1250		Index	100	99	107	115	94	83
1251	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone							
1252		Unwgted	10793	718	6536	430	4257	288
1253		(000)	46232	2591	25561	1377	20671	1213
1254		Horz %	100.00	5.60	55.29	2.98	44.71	2.62
1255		Vert %	20.07	26.38	22.93	29.17	17.38	23.80
1256		Index	100	131	114	145	87	119
1257	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone							
1258		Unwgted	7537	405	5491	292	2046	113
1259		(000)	31880	1389	21734	953	10146	436
1260		Horz %	100.00	4.36	68.17	2.99	31.83	1.37
1261		Vert %	13.84	14.14	19.50	20.19	8.53	8.55
1262		Index	100	102	141	146	62	62
1263	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone							
1264		Unwgted	11814	722	6755	414	5059	308
1265		(000)	51372	2533	26734	1340	24638	1193
1266		Horz %	100.00	4.93	52.04	2.61	47.96	2.32
1267		Vert %	22.30	25.80	23.98	28.38	20.72	23.41
1268		Index	100	116	108	127	93	105
1269	Ever Visited a Search Engine on Cellular/Mobile Phone/Smartphone							
1270		Unwgted	13412	879	7541	484	5871	395
1271		(000)	58167	3253	29836	1627	28331	1626
1272		Horz %	100.00	5.59	51.29	2.80	48.71	2.80
1273		Vert %	25.25	33.13	26.77	34.46	23.83	31.90
1274		Index	100	131	106	136	94	126
1275	Ever Visited or Used a Social Networking Site on Cellular/Mobile Phone/Smartphone							
1276		Unwgted	8960	524	4585	275	4375	249
1277		(000)	41200	2070	19350	986	21851	1084
1278		Horz %	100.00	5.03	46.96	2.39	53.04	2.63
1279		Vert %	17.88	21.09	17.36	20.88	18.38	21.28
1280		Index	100	118	97	117	103	119
1281	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone							
1282		Unwgted	6477	417	3756	244	2721	173
1283		(000)	28485	1508	15075	794	13410	714
1284		Horz %	100.00	5.29	52.92	2.79	47.08	2.51
1285		Vert %	12.36	15.36	13.52	16.82	11.28	14.00
1286		Index	100	124	109	136	91	113
1287	Read Any Daily Newspaper							
1288		Unwgted	18473	1151	10078	615	8395	536
1289		(000)	75392	4086	37876	2000	37515	2086
1290		Horz %	100.00	5.42	50.24	2.65	49.76	2.77
1291		Vert %	32.73	41.61	33.98	42.35	31.55	40.93
1292		Index	100	127	104	129	96	125
1293	Read Any Sunday Newspaper							
1294		Unwgted	22699	1312	11550	657	11149	655
1295		(000)	95498	4735	44426	2163	51072	2571
1296		Horz %	100.00	4.96	46.52	2.27	53.48	2.69
1297		Vert %	41.45	48.22	39.85	45.81	42.95	50.45
1298		Index	100	116	96	111	104	122

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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1								
2								
1299	Read Advertisements in Weekday Newspaper							
1300		Unwgted	6188	311	2816	138	3372	173
1301		(000)	28200	1173	11426	488	16774	685
1302		Horz %	100.00	4.16	40.52	1.73	59.48	2.43
1303		Vert %	12.24	11.95	10.25	10.34	14.11	13.43
1304	Index	100	98	84	84	115	110	
1305	Read Advertisements in Sunday/Weekend Newspaper							
1306		Unwgted	8128	419	3490	179	4638	240
1307		(000)	36348	1525	14049	611	22300	913
1308		Horz %	100.00	4.19	38.65	1.68	61.35	2.51
1309		Vert %	15.78	15.53	12.60	12.95	18.75	17.92
1310	Index	100	98	80	82	119	114	
1311	Read Classified Advertising in Weekday Newspaper							
1312		Unwgted	6167	262	3180	134	2987	128
1313		(000)	31328	1040	14506	534	16821	506
1314		Horz %	100.00	3.32	46.31	1.70	53.69	1.62
1315		Vert %	13.60	10.59	13.01	11.30	14.15	9.94
1316	Index	100	78	96	83	104	73	
1317	Read Classified Advertising in Sunday/Weekend Newspaper							
1318		Unwgted	6978	329	3398	168	3580	161
1319		(000)	34108	1272	15176	621	18932	651
1320		Horz %	100.00	3.73	44.49	1.82	55.51	1.91
1321		Vert %	14.81	12.96	13.61	13.15	15.92	12.78
1322	Index	100	88	92	89	108	86	
1323	Read Circulars/Inserts/Fliers in Weekday Newspaper							
1324		Unwgted	7940	415	3338	180	4602	235
1325		(000)	34515	1399	12910	594	21606	806
1326		Horz %	100.00	4.05	37.40	1.72	62.60	2.33
1327		Vert %	14.98	14.25	11.58	12.58	18.17	15.81
1328	Index	100	95	77	84	121	106	
1329	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper							
1330		Unwgted	12103	704	4866	283	7237	421
1331		(000)	51749	2463	18660	900	33089	1563
1332		Horz %	100.00	4.76	36.06	1.74	63.94	3.02
1333		Vert %	22.46	25.08	16.74	19.05	27.83	30.66
1334	Index	100	112	75	85	124	137	
1335	Read Newspaper on e-Reader/Tablet - Last 6 Months							
1336		Unwgted	1512	170	952	110	560	60
1337		(000)	5352	556	3118	345	2234	211
1338		Horz %	100.00	10.39	58.26	6.45	41.74	3.94
1339		Vert %	2.32	5.66	2.80	7.31	1.88	4.14
1340	Index	100	244	120	315	81	178	
1341	Personally Referred to Yellow Pages (Paper or Internet) - Past Week							
1342		Unwgted	9256	502	4203	240	5053	262
1343		(000)	42473	1910	17817	848	24656	1062
1344		Horz %	100.00	4.50	41.95	2.00	58.05	2.50
1345		Vert %	18.44	19.45	15.98	17.96	20.74	20.84
1346	Index	100	106	87	97	112	113	
1347	Personally Referred to Paper Yellow Pages - Past Week							
1348		Unwgted	6328	320	2872	146	3456	174
1349		(000)	29769	1284	12582	525	17187	759
1350		Horz %	100.00	4.31	42.27	1.76	57.73	2.55
1351		Vert %	12.92	13.07	11.29	11.11	14.45	14.90
1352	Index	100	101	87	86	112	115	

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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1								
2								
1353	Personally Referred to Internet							
1354	Yellow Pages - Past Week	Unwgted	3834	241	1696	116	2138	125
1355		(000)	16836	851	6687	384	10149	467
1356		Horz %	100.00	5.06	39.72	2.28	60.28	2.77
1357		Vert %	7.31	8.67	6.00	8.14	8.54	9.16
1358		Index	100	119	82	111	117	125
1359	Have Seen Digital/Video Ads							
1360	in Shopping Malls - Last 6	Unwgted	12375	564	6801	320	5574	244
1361	Months	(000)	58004	2097	29376	1071	28627	1026
1362		Horz %	100.00	3.62	50.65	1.85	49.35	1.77
1363		Vert %	25.18	21.36	26.35	22.68	24.08	20.13
1364		Index	100	85	105	90	96	80
1365	Have Seen Digital/Video Ads							
1366	in Bars/Pubs - Last 6 Months	Unwgted	7666	329	4747	216	2919	113
1367		(000)	36680	1241	20852	740	15828	502
1368		Horz %	100.00	3.38	56.85	2.02	43.15	1.37
1369		Vert %	15.92	12.64	18.71	15.67	13.31	9.84
1370		Index	100	79	117	98	84	62
1371	Have Seen Digital/Video Ads							
1372	in Gym/Health Clubs - Last 6	Unwgted	6795	300	3891	171	2904	129
1373	Months	(000)	32254	1200	17166	609	15088	591
1374		Horz %	100.00	3.72	53.22	1.89	46.78	1.83
1375		Vert %	14.00	12.22	15.40	12.90	12.69	11.59
1376		Index	100	87	110	92	91	83
1377	Have Seen Digital/Video Ads							
1378	in Medical Offices - Last 6	Unwgted	10232	448	5207	237	5025	211
1379	Months	(000)	49109	1785	22892	828	26218	957
1380		Horz %	100.00	3.63	46.61	1.69	53.39	1.95
1381		Vert %	21.32	18.18	20.54	17.54	22.05	18.77
1382		Index	100	85	96	82	103	88
1383	Have Seen Digital/Video Ads							
1384	in Airports - Last 6 Months	Unwgted	9360	567	5440	320	3920	247
1385		(000)	41630	2020	22336	1041	19295	979
1386		Horz %	100.00	4.85	53.65	2.50	46.35	2.35
1387		Vert %	18.07	20.57	20.04	22.04	16.23	19.21
1388		Index	100	114	111	122	90	106
1389	Have Seen Digital/Video Ads							
1390	at Gas Stations - Last 6	Unwgted	12231	578	7301	350	4930	228
1391	Months	(000)	55564	2076	30620	1143	24943	933
1392		Horz %	100.00	3.74	55.11	2.06	44.89	1.68
1393		Vert %	24.12	21.14	27.47	24.20	20.98	18.31
1394		Index	100	88	114	100	87	76
1395	Have Seen Digital/Video Ads							
1396	in Office Building Elevators -	Unwgted	8635	420	4859	232	3776	188
1397	Last 6 Months	(000)	39663	1524	20404	722	19259	802
1398		Horz %	100.00	3.84	51.44	1.82	48.56	2.02
1399		Vert %	17.22	15.52	18.30	15.28	16.20	15.74
1400		Index	100	90	106	89	94	91
1401	Have Seen Digital/Video Ads							
1402	in Stores - Last 6 Months	Unwgted	14809	733	8131	424	6678	309
1403		(000)	69366	2790	35299	1495	34067	1295
1404		Horz %	100.00	4.02	50.89	2.16	49.11	1.87
1405		Vert %	30.11	28.41	31.67	31.66	28.65	25.40
1406		Index	100	94	105	105	95	84

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1								
2								
1407	Have Seen Digital/Video Ads in Restaurants - Last 6 Months							
1408		Unwgted	9731	400	5597	245	4134	155
1409		(000)	47270	1547	25163	894	22107	653
1410		Horz %	100.00	3.27	53.23	1.89	46.77	1.38
1411		Vert %	20.52	15.76	22.57	18.93	18.59	12.81
1412		Index	100	77	110	92	91	62
1413	Have Seen Ads on Billboards - Last 6 Months							
1414		Unwgted	32686	1871	17333	1001	15353	870
1415		(000)	147223	7064	72239	3473	74984	3592
1416		Horz %	100.00	4.80	49.07	2.36	50.93	2.44
1417		Vert %	63.91	71.95	64.81	73.54	63.06	70.47
1418		Index	100	113	101	115	99	110
1419	Have Seen Ads on Buses/Trains - Last 6 Months							
1420		Unwgted	17373	1014	9530	543	7843	471
1421		(000)	75212	3497	38263	1750	36949	1747
1422		Horz %	100.00	4.65	50.87	2.33	49.13	2.32
1423		Vert %	32.65	35.62	34.33	37.06	31.07	34.28
1424		Index	100	109	105	114	95	105
1425	Have Seen Ads at Bus Stops or Train Stations - Last 6 Months							
1426		Unwgted	12527	724	7040	406	5487	318
1427		(000)	54426	2505	28375	1291	26051	1214
1428		Horz %	100.00	4.60	52.13	2.37	47.87	2.23
1429		Vert %	23.62	25.52	25.46	27.35	21.91	23.82
1430		Index	100	108	108	116	93	101
1431	Have Seen Ads Inside Taxis - Last 6 Months							
1432		Unwgted	7184	347	4105	193	3079	154
1433		(000)	32282	1231	17376	598	14905	634
1434		Horz %	100.00	3.81	53.83	1.85	46.17	1.96
1435		Vert %	14.01	12.54	15.59	12.66	12.54	12.43
1436		Index	100	90	111	90	89	89
1437	Have Seen Ads on Top of Taxis - Last 6 Months							
1438		Unwgted	11263	634	6572	374	4691	260
1439		(000)	48910	2254	26688	1208	22222	1046
1440		Horz %	100.00	4.61	54.57	2.47	45.43	2.14
1441		Vert %	21.23	22.96	23.94	25.59	18.69	20.52
1442		Index	100	108	113	121	88	97
1443	Have Seen Ads on Phone Booths - Last 6 Months							
1444		Unwgted	6539	268	3842	166	2697	102
1445		(000)	31382	1023	17185	584	14198	439
1446		Horz %	100.00	3.26	54.76	1.86	45.24	1.40
1447		Vert %	13.62	10.42	15.42	12.37	11.94	8.62
1448		Index	100	77	113	91	88	63
1449	Have Seen Ads at Sports or Entertainment Events - last 6 Months							
1450		Unwgted	15270	772	9192	472	6078	300
1451		(000)	68549	2763	38007	1573	30542	1189
1452		Horz %	100.00	4.03	55.44	2.30	44.56	1.73
1453		Vert %	29.76	28.13	34.10	33.32	25.69	23.33
1454		Index	100	95	115	112	86	78
1455	Have Seen Ads on Postcards - Last 6 Months							
1456		Unwgted	10441	615	5341	290	5100	325
1457		(000)	46860	2294	22200	983	24661	1311
1458		Horz %	100.00	4.90	47.37	2.10	52.63	2.80
1459		Vert %	20.34	23.36	19.92	20.82	20.74	25.72
1460		Index	100	115	98	102	102	126

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1								
2								
1461	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months							
1462		Unwgted	11880	557	6458	313	5422	244
1463		(000)	55733	2076	27932	1091	27801	985
1464		Horz %	100.00	3.73	50.12	1.96	49.88	1.77
1465		Vert %	24.19	21.14	25.06	23.11	23.38	19.32
1466		Index	100	87	104	96	97	80
1467	Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months							
1468		Unwgted	24385	1283	12974	686	11411	597
1469		(000)	111246	4889	54793	2463	56453	2427
1470		Horz %	100.00	4.40	49.25	2.21	50.75	2.18
1471		Vert %	48.29	49.79	49.15	52.15	47.48	47.61
1472		Index	100	103	102	108	98	99
1473	Have Seen Infomercials - Last 6 Months							
1474		Unwgted	17354	840	9275	441	8079	399
1475		(000)	80809	3090	39696	1527	41113	1563
1476		Horz %	100.00	3.82	49.12	1.89	50.88	1.93
1477		Vert %	35.08	31.47	35.61	32.33	34.58	30.67
1478		Index	100	90	102	92	99	87
1479	Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months							
1480		Unwgted	27289	1547	13855	790	13434	757
1481		(000)	122415	5689	57167	2721	65248	2968
1482		Horz %	100.00	4.65	46.70	2.22	53.30	2.42
1483		Vert %	53.14	57.94	51.28	57.62	54.87	58.23
1484		Index	100	109	97	108	103	110
1485	Have Seen Product Placement in Video Games - Last 6 Months							
1486		Unwgted	7712	290	4702	191	3010	99
1487		(000)	39249	1111	22522	697	16726	415
1488		Horz %	100.00	2.83	57.38	1.77	42.62	1.06
1489		Vert %	17.04	11.32	20.20	14.75	14.07	8.14
1490		Index	100	66	119	87	83	48
1491	Have Seen Product Placement in TV Shows - Last 6 Months							
1492		Unwgted	26807	1374	14328	714	12479	660
1493		(000)	121884	5183	60563	2530	61321	2653
1494		Horz %	100.00	4.25	49.69	2.08	50.31	2.18
1495		Vert %	52.91	52.79	54.33	53.58	51.57	52.05
1496		Index	100	100	103	101	97	98
1497	Have Seen Product Placement in Movies - Last 6 Months							
1498		Unwgted	19656	1102	10767	585	8889	517
1499		(000)	90596	4109	46182	2111	44414	1998
1500		Horz %	100.00	4.54	50.98	2.33	49.02	2.21
1501		Vert %	39.33	41.85	41.43	44.70	37.35	39.21
1502		Index	100	106	105	114	95	100
1503	Have Seen Ads at the Cinema - Last 6 Months							
1504		Unwgted	19424	1123	10086	565	9338	558
1505		(000)	87394	4020	42339	1950	45055	2070
1506		Horz %	100.00	4.60	48.45	2.23	51.55	2.37
1507		Vert %	37.94	40.94	37.98	41.31	37.89	40.61
1508		Index	100	108	100	109	100	107
1509	Your Intentions - Likely to Buy First House/Residence - Next 12 Months							*
1510		Unwgted	4144	120	2173	75	1971	45
1511		(000)	23864	550	12097	315	11767	235
1512		Horz %	100.00	2.30	50.69	1.32	49.31	0.98
1513		Vert %	10.36	5.60	10.85	6.67	9.90	4.60
1514		Index	100	54	105	64	96	44

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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1								
2								
1515	Your Intentions - Likely to Buy							
1516	Second House/Vacation Home	Unwgted	2417	131	1343	72	1074	59
1517	- Next 12 Months	(000)	11124	459	5878	227	5247	232
1518		Horz %	100.00	4.13	52.84	2.04	47.16	2.09
1519		Vert %	4.83	4.68	5.27	4.81	4.41	4.56
1520		Index	100	97	109	100	91	94
1521	Your Intentions - Likely to Sell							
1522	House/Residence - Next 12	Unwgted	3368	217	1803	106	1565	111
1523	Months	(000)	13882	808	7053	324	6830	484
1524		Horz %	100.00	5.82	50.80	2.34	49.20	3.49
1525		Vert %	6.03	8.23	6.33	6.87	5.74	9.50
1526		Index	100	137	105	114	95	158
1527	Your Intentions - Likely to					*		*
1528	Take Out 2nd Mortgage or	Unwgted	1218	73	727	43	491	30
1529	Equity Loan - Next 12 Months	(000)	5366	280	3009	138	2357	142
1530		Horz %	100.00	5.22	56.08	2.58	43.92	2.64
1531		Vert %	2.33	2.85	2.70	2.93	1.98	2.78
1532		Index	100	123	116	126	85	119
1533	Your Intentions - Likely to							
1534	Remodel Kitchen - Next 12	Unwgted	5407	312	3019	179	2388	133
1535	Months	(000)	24807	1136	12848	547	11959	589
1536		Horz %	100.00	4.58	51.79	2.21	48.21	2.37
1537		Vert %	10.77	11.57	11.53	11.59	10.06	11.55
1538		Index	100	107	107	108	93	107
1539	Your Intentions - Likely to							
1540	Remodel Bathroom - Next 12	Unwgted	6440	381	3601	211	2839	170
1541	Months	(000)	29418	1435	15187	661	14231	774
1542		Horz %	100.00	4.88	51.62	2.25	48.38	2.63
1543		Vert %	12.77	14.62	13.62	14.01	11.97	15.18
1544		Index	100	114	107	110	94	119
1545	Your Intentions - Likely to							*
1546	Convert Room to Home Office	Unwgted	1476	85	837	53	639	32
1547	- Next 12 Months	(000)	7006	318	3723	146	3283	172
1548		Horz %	100.00	4.54	53.14	2.08	46.86	2.46
1549		Vert %	3.04	3.24	3.34	3.09	2.76	3.38
1550		Index	100	106	110	102	91	111
1551	Your Intentions - Likely to Add					*		*
1552	Rooms/Exterior Additions to	Unwgted	1411	83	837	47	574	36
1553	Home - Next 12 Months	(000)	6731	323	3720	151	3010	172
1554		Horz %	100.00	4.80	55.27	2.24	44.73	2.56
1555		Vert %	2.92	3.29	3.34	3.19	2.53	3.38
1556		Index	100	113	114	109	87	116
1557	Your Intentions - Likely to Do							
1558	Other Remodeling Projects to	Unwgted	3226	219	1803	115	1423	104
1559	Home - Next 12 Months	(000)	14406	855	7520	417	6886	438
1560		Horz %	100.00	5.94	52.20	2.89	47.80	3.04
1561		Vert %	6.25	8.71	6.75	8.83	5.79	8.59
1562		Index	100	139	108	141	93	137
1563	Your Intentions - Likely to							
1564	Purchase Homeowner or	Unwgted	8339	482	4476	242	3863	240
1565	Personal Property Insurance -	(000)	36699	1678	18414	825	18285	853
1566	Next 12 Months	Horz %	100.00	4.57	50.18	2.25	49.82	2.32
1567		Vert %	15.93	17.09	16.52	17.47	15.38	16.74
1568		Index	100	107	104	110	97	105

RAB / GfK MRI FORMAT PROFILE: PUBLIC RADIO

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1								
2								
1569	Your Intentions - Likely to Purchase Life Insurance - Next 12 Months							
1570		Unwgted	6492	293	3421	160	3071	133
1571		(000)	31124	1110	15451	583	15672	527
1572		Horz %	100.00	3.57	49.64	1.87	50.36	1.69
1573		Vert %	13.51	11.30	13.86	12.35	13.18	10.33
1574	Index	100	84	103	91	98	76	
1575	Your Intentions - Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1576		Unwgted	10728	765	6103	407	4625	358
1577		(000)	42348	2675	22396	1257	19952	1418
1578		Horz %	100.00	6.32	52.89	2.97	47.11	3.35
1579		Vert %	18.38	27.24	20.09	26.61	16.78	27.82
1580	Index	100	148	109	145	91	151	
1581	Your Intentions - Likely to Visit Theme Park - Next 12 Months							
1582		Unwgted	10852	503	5689	275	5163	228
1583		(000)	50528	1969	24461	956	26067	1013
1584		Horz %	100.00	3.90	48.41	1.89	51.59	2.01
1585		Vert %	21.93	20.05	21.94	20.24	21.92	19.88
1586	Index	100	91	100	92	100	91	
1587	Your Intentions - Likely to Take Cruise (for More Than 1 Day) - Next 12 Months							
1588		Unwgted	8749	464	4446	250	4303	214
1589		(000)	38375	1794	18213	895	20162	899
1590		Horz %	100.00	4.67	47.46	2.33	52.54	2.34
1591		Vert %	16.66	18.27	16.34	18.95	16.96	17.64
1592	Index	100	110	98	114	102	106	
1593	Your Intentions - Likely to Buy a New Vehicle - Next 12 Months							
1594		Unwgted	7672	387	4174	225	3498	162
1595		(000)	36308	1429	18030	767	18278	663
1596		Horz %	100.00	3.94	49.66	2.11	50.34	1.82
1597		Vert %	15.76	14.56	16.17	16.24	15.37	13.00
1598	Index	100	92	103	103	98	82	
1599	Your Intentions - Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months							
1600		Unwgted	10607	481	5862	277	4745	204
1601		(000)	53923	1808	27638	895	26285	913
1602		Horz %	100.00	3.35	51.25	1.66	48.75	1.69
1603		Vert %	23.41	18.41	24.79	18.94	22.11	17.92
1604	Index	100	79	106	81	94	77	
1605	Your Intentions - Likely to Lease a Vehicle - Next 12 Months							
1606		Unwgted	2534	119	1291	69	1243	50
1607		(000)	12202	375	5869	229	6333	146
1608		Horz %	100.00	3.07	48.10	1.88	51.90	1.19
1609		Vert %	5.30	3.81	5.27	4.85	5.33	2.86
1610	Index	100	72	99	91	101	54	
1611	Your Intentions - Likely to Buy a 2-Door Car - Next 12 Months							*
1612		Unwgted	3080	135	1781	87	1299	48
1613		(000)	15566	491	8671	300	6894	191
1614		Horz %	100.00	3.15	55.71	1.93	44.29	1.23
1615		Vert %	6.76	5.00	7.78	6.35	5.80	3.74
1616	Index	100	74	115	94	86	55	
1617	Your Intentions - Likely to Buy a 4-Door Car - Next 12 Months							
1618		Unwgted	8518	416	4500	228	4018	188
1619		(000)	41828	1477	20328	691	21500	786
1620		Horz %	100.00	3.53	48.60	1.65	51.40	1.88
1621		Vert %	18.16	15.04	18.24	14.63	18.08	15.42
1622	Index	100	83	100	81	100	85	

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1								
2								
1623	Your Intentions - Likely to Buy a Van/Mini-Van - Next 12 Months							
1624		Unwgted	2447	109	1340	59	1107	50
1625		(000)	12807	395	6431	159	6375	236
1626		Horz %	100.00	3.09	50.22	1.24	49.78	1.84
1627		Vert %	5.56	4.03	5.77	3.38	5.36	4.63
1628		Index	100	72	104	61	96	83
1629	Your Intentions - Likely to Buy a Motorcycle - Next 12 Months			*		*		*
1630		Unwgted	1278	49	809	36	469	13
1631		(000)	6999	203	4242	134	2756	69
1632		Horz %	100.00	2.90	60.62	1.91	39.38	0.99
1633		Vert %	3.04	2.07	3.81	2.83	2.32	1.36
1634		Index	100	68	125	93	76	45
1635	Your Intentions - Likely to Buy a Sport-Utility Vehicle - Next 12 Months							
1636		Unwgted	4517	213	2479	127	2038	86
1637		(000)	21316	734	10692	398	10624	336
1638		Horz %	100.00	3.45	50.16	1.87	49.84	1.58
1639		Vert %	9.25	7.48	9.59	8.43	8.93	6.60
1640		Index	100	81	104	91	97	71
1641	Your Intentions - Likely to Buy a Light Truck - Next 12 Months							*
1642		Unwgted	3310	126	2076	89	1234	37
1643		(000)	17770	527	10215	296	7555	231
1644		Horz %	100.00	2.97	57.48	1.67	42.52	1.30
1645		Vert %	7.71	5.37	9.16	6.27	6.35	4.54
1646		Index	100	70	119	81	82	59
1647	Your Intentions - Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Next 12 Months							
1648		Unwgted	2416	163	1334	83	1082	80
1649		(000)	11083	603	5798	283	5285	319
1650		Horz %	100.00	5.44	52.32	2.56	47.68	2.88
1651		Vert %	4.81	6.14	5.20	6.00	4.44	6.26
1652		Index	100	128	108	125	92	130
1653	Your Intentions - Likely to Buy a Home Theater System - Next 12 Months							
1654		Unwgted	3981	141	2307	79	1674	62
1655		(000)	19518	516	10873	265	8646	251
1656		Horz %	100.00	2.64	55.70	1.36	44.30	1.29
1657		Vert %	8.47	5.26	9.75	5.62	7.27	4.92
1658		Index	100	62	115	66	86	58
1659	Your Intentions - Likely to Buy a Large Flat-Screen/HDTV (27"-42") - Next 12 Months							
1660		Unwgted	8726	421	4639	238	4087	183
1661		(000)	40740	1386	20747	746	19994	640
1662		Horz %	100.00	3.40	50.92	1.83	49.08	1.57
1663		Vert %	17.68	14.11	18.61	15.80	16.81	12.55
1664		Index	100	80	105	89	95	71
1665	Your Intentions - Likely to Buy a Giant Flat-Screen/HDTV (43" or More) - Next 12 Months							
1666		Unwgted	5403	222	3189	130	2214	92
1667		(000)	25635	800	14089	436	11546	364
1668		Horz %	100.00	3.12	54.96	1.70	45.04	1.42
1669		Vert %	11.13	8.14	12.64	9.24	9.71	7.13
1670		Index	100	73	114	83	87	64
1671	Your Intentions - Likely to Buy a Portable DVD Player - Next 12 Months							
1672		Unwgted	4043	142	2108	74	1935	68
1673		(000)	20566	565	10147	255	10420	311
1674		Horz %	100.00	2.75	49.34	1.24	50.66	1.51
1675		Vert %	8.93	5.76	9.10	5.40	8.76	6.10
1676		Index	100	65	102	60	98	68

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1								
2								
1677	Your Intentions - Likely to Buy a Blu-Ray Player - Next 12 Months							
1678		Unwgt'd	5089	231	2958	141	2131	90
1679		(000)	24204	883	12857	469	11347	414
1680		Horz %	100.00	3.65	53.12	1.94	46.88	1.71
1681		Vert %	10.51	8.99	11.53	9.93	9.54	8.12
1682	Index	100	86	110	95	91	77	
1683	Your Intentions - Likely to Buy a Digital Video Camera or Digital Camera - Next 12 Months							
1684		Unwgt'd	5251	240	2787	139	2464	101
1685		(000)	25350	883	12384	437	12966	446
1686		Horz %	100.00	3.48	48.85	1.72	51.15	1.76
1687		Vert %	11.00	8.99	11.11	9.25	10.90	8.75
1688	Index	100	82	101	84	99	80	
1689	Your Intentions - Likely to Buy a Desktop Computer - Next 12 Months							
1690		Unwgt'd	5874	270	3323	153	2551	117
1691		(000)	27475	988	14226	494	13249	495
1692		Horz %	100.00	3.60	51.78	1.80	48.22	1.80
1693		Vert %	11.93	10.07	12.76	10.46	11.14	9.70
1694	Index	100	84	107	88	93	81	
1695	Your Intentions - Likely to Buy a Laptop Computer - Next 12 Months							
1696		Unwgt'd	9834	504	5209	274	4625	230
1697		(000)	46220	1804	22814	973	23406	831
1698		Horz %	100.00	3.90	49.36	2.11	50.64	1.80
1699		Vert %	20.06	18.37	20.47	20.61	19.68	16.30
1700	Index	100	92	102	103	98	81	
1701	Your Intentions - Likely to Subscribe to Satellite Radio - Next 12 Months					*		
1702		Unwgt'd	2646	97	1468	47	1178	50
1703		(000)	13158	363	6963	167	6194	196
1704		Horz %	100.00	2.76	52.92	1.27	47.08	1.49
1705		Vert %	5.71	3.69	6.25	3.54	5.21	3.84
1706	Index	100	65	109	62	91	67	
1707	Your Intentions - Likely to Get Engaged - Next 12 Months							
1708		Unwgt'd	4556	154	2304	79	2252	75
1709		(000)	24442	653	12208	332	12234	321
1710		Horz %	100.00	2.67	49.95	1.36	50.05	1.31
1711		Vert %	10.61	6.65	10.95	7.03	10.29	6.30
1712	Index	100	63	103	66	97	59	
1713	Your Intentions - Likely to Become a Parent - Next 12 Months							
1714		Unwgt'd	3008	117	1415	58	1593	59
1715		(000)	16551	478	7229	219	9321	260
1716		Horz %	100.00	2.89	43.68	1.32	56.32	1.57
1717		Vert %	7.18	4.87	6.49	4.63	7.84	5.10
1718	Index	100	68	90	64	109	71	
1719	Your Intentions - Likely to Become a Grandparent - Next 12 Months							
1720		Unwgt'd	4255	205	2155	98	2100	107
1721		(000)	20418	889	9609	390	10809	499
1722		Horz %	100.00	4.35	47.06	1.91	52.94	2.44
1723		Vert %	8.86	9.05	8.62	8.26	9.09	9.79
1724	Index	100	102	97	93	103	110	
1725	Your Intentions - Likely to Have a Child Go Away to College - Next 12 Months							
1726		Unwgt'd	4037	233	2135	127	1902	106
1727		(000)	19488	835	9510	407	9978	428
1728		Horz %	100.00	4.28	48.80	2.09	51.20	2.20
1729		Vert %	8.46	8.50	8.53	8.62	8.39	8.40
1730	Index	100	101	101	102	99	99	

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1								
2								
1731	Your Intentions - Likely to Have a Child Graduate from College - Next 12 Months							
1732		Unwgted	2757	140	1433	78	1324	62
1733		(000)	13242	464	6419	274	6823	190
1734		Horz %	100.00	3.50	48.47	2.07	51.53	1.43
1735		Vert %	5.75	4.73	5.76	5.80	5.74	3.73
1736		Index	100	82	100	101	100	65
1737	Your Intentions - Likely to Have a Child Get Married - Next 12 Months							
1738		Unwgted	3100	150	1534	68	1566	82
1739		(000)	15422	555	7070	236	8352	319
1740		Horz %	100.00	3.60	45.84	1.53	54.16	2.07
1741		Vert %	6.69	5.65	6.34	4.99	7.02	6.25
1742		Index	100	84	95	75	105	93
1743	Your Intentions - Likely to Retire from Full-Time Work - Next 12 Months							
1744		Unwgted	3412	156	1951	76	1461	80
1745		(000)	15336	584	8543	257	6793	327
1746		Horz %	100.00	3.81	55.71	1.67	44.29	2.13
1747		Vert %	6.66	5.94	7.66	5.43	5.71	6.42
1748		Index	100	89	115	82	86	96
1749	Your Intentions - Likely to Collect Lump-Sum from Pension/IRA/401(k) - Next 12 Months					*		*
1750		Unwgted	1592	77	880	43	712	34
1751		(000)	7515	301	4031	153	3484	148
1752		Horz %	100.00	4.00	53.65	2.04	46.35	1.96
1753		Vert %	3.26	3.06	3.62	3.25	2.93	2.89
1754		Index	100	94	111	100	90	89
1755	Your Intentions - Likely to Start or Buy a New Business - Next 12 Months							
1756		Unwgted	3676	196	2187	119	1489	77
1757		(000)	17479	816	10201	477	7278	339
1758		Horz %	100.00	4.67	58.36	2.73	41.64	1.94
1759		Vert %	7.59	8.31	9.15	10.11	6.12	6.65
1760		Index	100	110	121	133	81	88
1761	Your Intentions - Likely to Change Jobs - Next 12 Months							
1762		Unwgted	7643	451	4255	248	3388	203
1763		(000)	33336	1772	17707	934	15629	839
1764		Horz %	100.00	5.32	53.12	2.80	46.88	2.52
1765		Vert %	14.47	18.05	15.88	19.77	13.14	16.45
1766		Index	100	125	110	137	91	114