

RAB / GfK MRI PROFILE: RADIO FORMAT PROFILES BY AGE DEMOGRAPHIC CELL

	A	D	E	F	G	H	I	J	K
		Adults 18-24	Adults 25-34	Adults 35-44	Adults 45-54	Adults 55-64	Adults 65+	Men 18+	Women 18+
1									
2									
3	Adult Contemporary	13.78	22.15	24.85	22.47	11.20	5.56	41.36	58.64
4	Adult Hits ("Jack," etc.)	15.84	21.25	32.30	21.31	7.34	1.95	58.38	41.62
5	Adult Standards Easy Listening	3.57	4.45	7.93	14.02	20.21	49.83	44.18	55.82
6	All News	3.19	10.70	19.69	24.73	21.73	19.95	57.50	42.50
7	All Sports	6.52	19.06	22.39	23.52	16.12	12.39	79.79	20.21
8	All Talk	6.58	14.52	19.94	20.71	19.55	18.70	63.49	36.51
9	Alternative	24.02	28.73	22.77	15.85	6.65	1.98	55.38	44.62
10	Classic Hits	11.03	16.17	22.02	27.97	17.42	5.40	53.78	46.22
11	Classic Rock	13.25	20.15	26.84	27.79	9.96	2.01	63.05	36.95
12	Classical	5.89	10.60	13.39	20.38	22.75	26.99	48.34	51.66
13	Contemporary (CHR/Top 40)	30.49	31.83	20.42	12.09	3.89	1.28	41.50	58.50
14	Country	13.90	18.24	19.75	20.27	15.47	12.37	45.51	54.49
15	Ethnic	6.12	17.15	18.43	26.04	16.71	15.54	50.18	49.82
16	Gospel	8.52	14.34	20.91	20.92	16.89	18.41	34.22	65.78
17	Hot AC	26.06	31.86	25.33	12.98	3.10	0.68	34.29	65.71
18	Hot Country	33.61	32.43	19.96	9.65	3.45	0.91	34.94	65.06
19	Hurban	37.22	32.11	18.00	10.39	2.21	0.06	46.48	53.52
20	Jazz	7.29	12.55	16.88	25.97	21.62	15.69	49.75	50.25
21	Latin/Hispanic/Spanish (All Genres)	18.03	28.84	22.61	16.66	8.19	5.68	52.69	47.31
22	Mexican/Tejano/Ranchera	21.94	31.49	22.75	15.22	5.61	2.98	58.48	41.52
23	News/Talk	3.37	11.11	16.93	23.53	21.63	23.42	59.16	40.84
24	Oldies	8.13	11.54	16.15	27.68	25.58	10.91	49.52	50.48
25	Public	4.10	17.50	19.56	24.79	20.09	13.96	50.48	49.52
26	Religion	9.69	16.19	24.90	24.60	14.95	9.66	39.87	60.13
27	Religious Talk	3.45	9.57	22.17	31.01	20.75	13.05	52.60	47.40
28	Rhythmic	34.18	32.88	18.53	9.72	3.78	0.90	46.94	53.06
29	Rock	24.64	26.68	25.07	17.16	5.32	1.14	59.68	40.32
30	Soft AC Lite Rock	9.84	17.21	20.38	22.63	18.87	11.06	38.88	61.12
31	Spanish AC	21.13	30.04	21.38	15.87	7.31	4.27	45.69	54.31
32	Tropical	20.98	25.74	25.07	14.53	6.64	7.03	47.93	52.07
33	Urban (All Genres)	27.79	26.83	19.84	14.95	7.77	2.83	46.02	53.98
34	Urban AC	27.43	28.93	22.43	13.87	5.72	1.62	42.14	57.86
35	Urban Contemporary	41.66	32.63	15.80	7.79	1.93	0.19	43.81	56.19
36	Urban Oldies	18.53	22.76	21.15	24.45	9.99	3.12	41.67	58.33
37	Variety / Other	13.04	22.33	21.41	20.61	14.12	8.48	49.70	50.30