

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
3	U.S. Adults 18+							
4		Unwgted	50764	3833	26280	1618	24484	2215
5		(000)	230375	17826	111471	6593	118904	11233
6		Horz %	100.00	7.74	48.39	2.86	51.61	4.88
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	1618	26280	1618	0	0
11		(000)	111471	6593	111471	6593	0	0
12		Horz %	100.00	5.91	100.00	5.91	0.00	0.00
13		Vert %	48.39	36.98	100.00	100.00	0.00	0.00
14		Index	100	76	207	207	0	0
15	Female				*	*		
16		Unwgted	24484	2215	0	0	24484	2215
17		(000)	118904	11233	0	0	118904	11233
18		Horz %	100.00	9.45	0.00	0.00	100.00	9.45
19		Vert %	51.61	63.02	0.00	0.00	100.00	100.00
20		Index	100	122	0	0	194	194
21	Age 18-24							
22		Unwgted	4063	200	2314	99	1749	101
23		(000)	29377	1496	14849	642	14528	855
24		Horz %	100.00	5.09	50.55	2.18	49.45	2.91
25		Vert %	12.75	8.39	13.32	9.73	12.22	7.61
26		Index	100	66	104	76	96	60
27	Age 25-34							
28		Unwgted	8080	589	4218	245	3862	344
29		(000)	41280	3312	20756	1146	20524	2166
30		Horz %	100.00	8.02	50.28	2.78	49.72	5.25
31		Vert %	17.92	18.58	18.62	17.38	17.26	19.28
32		Index	100	104	104	97	96	108
33	Age 35-44							
34		Unwgted	9539	876	5074	368	4465	508
35		(000)	40737	3773	20147	1389	20590	2384
36		Horz %	100.00	9.26	49.46	3.41	50.54	5.85
37		Vert %	17.68	21.17	18.07	21.07	17.32	21.22
38		Index	100	120	102	119	98	120
39	Age 45-54							
40		Unwgted	10179	991	5388	437	4791	554
41		(000)	44531	4399	21782	1695	22749	2704
42		Horz %	100.00	9.88	48.91	3.81	51.09	6.07
43		Vert %	19.33	24.68	19.54	25.71	19.13	24.07
44		Index	100	128	101	133	99	125
45	Age 55-64							
46		Unwgted	8584	677	4412	277	4172	400
47		(000)	35695	2918	17145	1086	18550	1832
48		Horz %	100.00	8.18	48.03	3.04	51.97	5.13
49		Vert %	15.49	16.37	15.38	16.48	15.60	16.31
50		Index	100	106	99	106	101	105
51	Age 65+							
52		Unwgted	10319	500	4874	192	5445	308
53		(000)	38754	1928	16791	635	21963	1293
54		Horz %	100.00	4.98	43.33	1.64	56.67	3.34
55		Vert %	16.82	10.82	15.06	9.64	18.47	11.51
56		Index	100	64	90	57	110	68

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
57	Age 21+							
58		Unwgted	49151	3760	25297	1576	23854	2184
59		(000)	217192	17273	104396	6316	112796	10957
60		Horz %	100.00	7.95	48.07	2.91	51.93	5.04
61		Vert %	94.28	96.90	93.65	95.80	94.86	97.54
62		Index	100	103	99	102	101	103
63	Age 21-34							
64		Unwgted	10530	716	5549	302	4981	414
65		(000)	57475	4255	28531	1510	28944	2744
66		Horz %	100.00	7.40	49.64	2.63	50.36	4.77
67		Vert %	24.95	23.87	25.59	22.91	24.34	24.43
68		Index	100	96	103	92	98	98
69	Age 18-34							
70		Unwgted	12143	789	6532	344	5611	445
71		(000)	70657	4808	35605	1787	35053	3021
72		Horz %	100.00	6.80	50.39	2.53	49.61	4.27
73		Vert %	30.67	26.97	31.94	27.11	29.48	26.89
74		Index	100	88	104	88	96	88
75	Age 18-49							
76		Unwgted	26777	2153	14373	926	12404	1227
77		(000)	133969	10835	66829	4094	67140	6741
78		Horz %	100.00	8.09	49.88	3.06	50.12	5.03
79		Vert %	58.15	60.78	59.95	62.10	56.47	60.01
80		Index	100	105	103	107	97	103
81	Age 25-54							
82		Unwgted	27798	2456	14680	1050	13118	1406
83		(000)	126548	11484	62685	4230	63863	7254
84		Horz %	100.00	9.07	49.53	3.34	50.47	5.73
85		Vert %	54.93	64.42	56.23	64.16	53.71	64.58
86		Index	100	117	102	117	98	118
87	Age 35-64							
88		Unwgted	28302	2544	14874	1082	13428	1462
89		(000)	120963	11090	59074	4170	61889	6920
90		Horz %	100.00	9.17	48.84	3.45	51.16	5.72
91		Vert %	52.51	62.21	53.00	63.25	52.05	61.60
92		Index	100	118	101	120	99	117
93	Age 50+							
94		Unwgted	23987	1680	11907	692	12080	988
95		(000)	96406	6991	44642	2499	51764	4492
96		Horz %	100.00	7.25	46.31	2.59	53.69	4.66
97		Vert %	41.85	39.22	40.05	37.90	43.53	39.99
98		Index	100	94	96	91	104	96
99	Median Age							
100		Unwgted						
101		(000)	45.80	45.70	45.00	45.70	46.70	45.80
102		Horz %						
103		Vert %						
104		Index						
105	Race: White Only							
106		Unwgted	38545	2751	20124	1149	18421	1602
107		(000)	172664	13028	83100	4663	89564	8364
108		Horz %	100.00	7.55	48.13	2.70	51.87	4.84
109		Vert %	74.95	73.08	74.55	70.73	75.32	74.46
110		Index	100	98	99	94	101	99

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
111	Race: Black/African-American Only							
112		Unwgted	5358	524	2489	189	2869	335
113		(000)	26062	2382	11837	761	14225	1621
114		Horz %	100.00	9.14	45.42	2.92	54.58	6.22
115		Vert %	11.31	13.36	10.62	11.54	11.96	14.43
116		Index	100	118	94	102	106	128
117	Race: Other Race/Multiple Classifications							
118		Unwgted	6861	558	3667	280	3194	278
119		(000)	31649	2417	16534	1169	15115	1248
120		Horz %	100.00	7.64	52.24	3.69	47.76	3.94
121		Vert %	13.74	13.56	14.83	17.73	12.71	11.11
122		Index	100	99	108	129	93	81
123	Spanish, Hispanic, Latino Origin or Descent							
124		Unwgted	5242	470	2726	217	2516	253
125		(000)	32152	2734	16538	1137	15614	1597
126		Horz %	100.00	8.50	51.44	3.54	48.56	4.97
127		Vert %	13.96	15.34	14.84	17.25	13.13	14.21
128		Index	100	110	106	124	94	102
129	Personally Speak Only Spanish at Home			*		*		*
130		Unwgted	806	46	406	22	400	24
131		(000)	8547	406	4453	191	4094	214
132		Horz %	100.00	4.74	52.10	2.24	47.90	2.51
133		Vert %	3.71	2.27	3.99	2.90	3.44	1.91
134		Index	100	61	108	78	93	51
135	Personally Speak Mostly Spanish, but Some English, at Home							
136		Unwgted	1218	111	661	57	557	54
137		(000)	8824	771	4659	367	4165	404
138		Horz %	100.00	8.73	52.80	4.16	47.20	4.58
139		Vert %	3.83	4.32	4.18	5.57	3.50	3.59
140		Index	100	113	109	145	91	94
141	Personally Speak Spanish and English Equally at Home			*		*		*
142		Unwgted	125	18	71	8	54	10
143		(000)	1077	168	574	49	503	119
144		Horz %	100.00	15.62	53.33	4.58	46.67	11.04
145		Vert %	0.47	0.94	0.52	0.75	0.42	1.06
146		Index	100	202	110	160	90	226
147	Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree							
148		Unwgted	6776	503	3694	243	3082	260
149		(000)	22020	2051	10873	883	11147	1169
150		Horz %	100.00	9.32	49.38	4.01	50.62	5.31
151		Vert %	9.56	11.51	9.75	13.39	9.37	10.40
152		Index	100	120	102	140	98	109
153	Highest Level Education Completed/Highest Degree: Bachelor's Degree							
154		Unwgted	11531	978	6015	411	5516	567
155		(000)	40983	3924	19645	1443	21338	2480
156		Horz %	100.00	9.57	47.93	3.52	52.07	6.05
157		Vert %	17.79	22.01	17.62	21.89	17.95	22.08
158		Index	100	124	99	123	101	124
159	Highest Level Education Completed/Highest Degree: Associate Degree, Academic							
160		Unwgted	2455	247	1069	88	1386	159
161		(000)	8920	923	3595	294	5326	628
162		Horz %	100.00	10.34	40.30	3.30	59.70	7.04
163		Vert %	3.87	5.18	3.22	4.46	4.48	5.59
164		Index	100	134	83	115	116	144

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
165	Highest Level Education							
166	Completed/Highest Degree:	Unwgted	3022	276	1491	88	1531	188
167	Associate Degree, Occupational/Vocational	(000)	11493	1176	5089	307	6404	869
168		Horz %	100.00	10.23	44.28	2.67	55.72	7.56
169		Vert %	4.99	6.60	4.57	4.66	5.39	7.74
170		Index	100	132	92	93	108	155
171	Highest Level Education							
172	Completed/Highest Degree:	Unwgted	10967	870	5521	341	5446	529
173	Some College, But No Degree	(000)	44277	3527	20849	1220	23427	2306
174		Horz %	100.00	7.96	47.09	2.76	52.91	5.21
175		Vert %	19.22	19.78	18.70	18.51	19.70	20.53
176		Index	100	103	97	96	103	107
177	Highest Level Education							
178	Completed/Highest Degree:	Unwgted	11623	704	6110	320	5513	384
179	High School Graduate - High School Diploma or Equivalent, such as GED	(000)	71029	4484	35255	1705	35775	2779
180		Horz %	100.00	6.31	49.63	2.40	50.37	3.91
181		Vert %	30.83	25.15	31.63	25.86	30.09	24.74
182		Index	100	82	103	84	98	80
183	Highest Level Education							
184	Completed/Highest Degree:	Unwgted	4390	255	2380	127	2010	128
185	Did Not Graduate High School	(000)	31652	1742	16165	741	15487	1002
186		Horz %	100.00	5.50	51.07	2.34	48.93	3.17
187		Vert %	13.74	9.77	14.50	11.23	13.02	8.92
188		Index	100	71	106	82	95	65
189	Currently Attending College or University							
190		Unwgted	3923	319	1833	120	2090	199
191		(000)	19381	1580	8675	508	10706	1072
192		Horz %	100.00	8.15	44.76	2.62	55.24	5.53
193		Vert %	8.41	8.86	7.78	7.70	9.00	9.54
194		Index	100	105	93	92	107	113
195	Employed Full-Time							
196		Unwgted	26249	2181	16019	1146	10230	1035
197		(000)	110329	9633	63217	4555	47112	5079
198		Horz %	100.00	8.73	57.30	4.13	42.70	4.60
199		Vert %	47.89	54.04	56.71	69.08	39.62	45.21
200		Index	100	113	118	144	83	94
201	Employed Part-Time							
202		Unwgted	5913	501	2328	126	3585	375
203		(000)	27672	2566	10154	554	17518	2012
204		Horz %	100.00	9.27	36.69	2.00	63.31	7.27
205		Vert %	12.01	14.40	9.11	8.41	14.73	17.91
206		Index	100	120	76	70	123	149
207	Not Employed							
208		Unwgted	18602	1151	7933	346	10669	805
209		(000)	92373	5627	38100	1484	54274	4143
210		Horz %	100.00	6.09	41.25	1.61	58.75	4.48
211		Vert %	40.10	31.56	34.18	22.51	45.64	36.88
212		Index	100	79	85	56	114	92
213	Temporarily Employed							
214		Unwgted	2975	203	1574	89	1401	114
215		(000)	18093	1024	10077	429	8016	595
216		Horz %	100.00	5.66	55.70	2.37	44.30	3.29
217		Vert %	7.85	5.74	9.04	6.51	6.74	5.29
218		Index	100	73	115	83	86	67

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
219	Retired (Not Employed)							
220		Unwgted	10044	490	4852	184	5192	306
221		(000)	39775	1955	18414	648	21362	1306
222		Horz %	100.00	4.91	46.29	1.63	53.71	3.28
223		Vert %	17.27	10.97	16.52	9.83	17.97	11.63
224		Index	100	64	96	57	104	67
225	Not Employed; Principal Shopper for HH				*	*		
226		Unwgted	2555	271	42	4	2513	267
227		(000)	15405	1554	227	22	15178	1532
228		Horz %	100.00	10.09	1.47	0.15	98.53	9.94
229		Vert %	6.69	8.72	0.20	0.34	12.76	13.64
230		Index	100	130	3	5	191	204
231	Occupation: Professional and Related Occupations							
232		Unwgted	7709	744	3696	297	4013	447
233		(000)	30625	3504	13145	1222	17479	2282
234		Horz %	100.00	11.44	42.92	3.99	57.08	7.45
235		Vert %	13.29	19.66	11.79	18.54	14.70	20.31
236		Index	100	148	89	139	111	153
237	Occupation: Management, Business and Financial Operations							
238		Unwgted	6629	516	4171	273	2458	243
239		(000)	21389	1877	12127	877	9262	1000
240		Horz %	100.00	8.78	56.70	4.10	43.30	4.67
241		Vert %	9.28	10.53	10.88	13.31	7.79	8.90
242		Index	100	113	117	143	84	96
243	Occupation: Sales and Office Occupations							
244		Unwgted	6696	592	2631	172	4065	420
245		(000)	32500	2887	12294	768	20206	2119
246		Horz %	100.00	8.88	37.83	2.36	62.17	6.52
247		Vert %	14.11	16.19	11.03	11.65	16.99	18.86
248		Index	100	115	78	83	120	134
249	Occupation: Natural Resources, Construction and Maintenance Occupations							*
250		Unwgted	2865	206	2788	199	77	7
251		(000)	12920	948	12352	859	568	90
252		Horz %	100.00	7.34	95.60	6.65	4.40	0.69
253		Vert %	5.61	5.32	11.08	13.02	0.48	0.80
254		Index	100	95	198	232	9	14
255	Occupation: Other Employed							
256		Unwgted	8263	624	5061	331	3202	293
257		(000)	40568	2984	23453	1383	17115	1601
258		Horz %	100.00	7.35	57.81	3.41	42.19	3.95
259		Vert %	17.61	16.74	21.04	20.97	14.39	14.25
260		Index	100	95	119	119	82	81
261	Household Income: \$250,000+						*	
262		Unwgted	1541	91	933	38	608	53
263		(000)	5192	396	2778	113	2413	282
264		Horz %	100.00	7.62	53.51	2.18	46.49	5.44
265		Vert %	2.25	2.22	2.49	1.72	2.03	2.51
266		Index	100	98	111	76	90	112
267	Household Income: \$200,000-\$249,999						*	*
268		Unwgted	1413	82	855	44	558	38
269		(000)	5128	298	2673	139	2455	159
270		Horz %	100.00	5.80	52.12	2.71	47.88	3.10
271		Vert %	2.23	1.67	2.40	2.11	2.06	1.41
272		Index	100	75	108	95	93	64

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
273	Household Income: \$150,000-\$199,999							
274		Unwgted	3390	227	2024	107	1366	120
275		(000)	13415	935	6952	369	6462	565
276		Horz %	100.00	6.97	51.83	2.75	48.17	4.21
277		Vert %	5.82	5.24	6.24	5.60	5.43	5.03
278		Index	100	90	107	96	93	86
279	Household Income: \$100,000-\$149,999							
280		Unwgted	7381	627	4323	290	3058	337
281		(000)	34172	3274	17408	1146	16763	2128
282		Horz %	100.00	9.58	50.94	3.35	49.06	6.23
283		Vert %	14.83	18.37	15.62	17.39	14.10	18.94
284		Index	100	124	105	117	95	128
285	Household Income: \$75,000-\$99,999							
286		Unwgted	6745	584	3819	268	2926	316
287		(000)	31027	2778	15877	1117	15150	1660
288		Horz %	100.00	8.95	51.17	3.60	48.83	5.35
289		Vert %	13.47	15.58	14.24	16.95	12.74	14.78
290		Index	100	116	106	126	95	110
291	Household Income: \$60,000-\$74,999							
292		Unwgted	5572	463	3008	198	2564	265
293		(000)	25077	2145	12701	827	12375	1318
294		Horz %	100.00	8.55	50.65	3.30	49.35	5.26
295		Vert %	10.89	12.03	11.39	12.54	10.41	11.74
296		Index	100	111	105	115	96	108
297	Household Income: \$50,000-\$59,999							
298		Unwgted	4048	343	2139	149	1909	194
299		(000)	18911	1609	9469	584	9442	1026
300		Horz %	100.00	8.51	50.07	3.09	49.93	5.42
301		Vert %	8.21	9.03	8.49	8.85	7.94	9.13
302		Index	100	110	103	108	97	111
303	Household Income: \$40,000-\$49,999							
304		Unwgted	5142	408	2602	181	2540	227
305		(000)	20203	1638	9915	698	10287	940
306		Horz %	100.00	8.11	49.08	3.46	50.92	4.65
307		Vert %	8.77	9.19	8.89	10.59	8.65	8.37
308		Index	100	105	101	121	99	95
309	Household Income: \$30,000-\$39,999							
310		Unwgted	4923	368	2319	145	2604	223
311		(000)	22348	1626	10626	638	11722	988
312		Horz %	100.00	7.28	47.55	2.85	52.45	4.42
313		Vert %	9.70	9.12	9.53	9.68	9.86	8.80
314		Index	100	94	98	100	102	91
315	Household Income: Under \$20,000							
316		Unwgted	4715	307	2053	114	2662	193
317		(000)	22989	1414	10476	547	12513	867
318		Horz %	100.00	6.15	45.57	2.38	54.43	3.77
319		Vert %	9.98	7.93	9.40	8.29	10.52	7.72
320		Index	100	79	94	83	105	77
321	Median Household Income (\$00)							
322		Unwgted						
323		(000)	59.40	66.40	63.10	67.50	55.90	65.60
324		Horz %						
325		Vert %						
326		Index						

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
327	Marital Status: Single, Never Married							
328		Unwgted	11552	571	6291	232	5261	339
329		(000)	61704	3178	33680	1248	28024	1930
330		Horz %	100.00	5.15	54.58	2.02	45.42	3.13
331		Vert %	26.78	17.83	30.21	18.94	23.57	17.18
332		Index	100	67	113	71	88	64
333	Marital Status: Currently Married							
334		Unwgted	26908	2392	15690	1165	11218	1227
335		(000)	124920	11642	62393	4572	62527	7069
336		Horz %	100.00	9.32	49.95	3.66	50.05	5.66
337		Vert %	54.22	65.31	55.97	69.35	52.59	62.93
338		Index	100	120	103	128	97	116
339	Marital Status: Legally Separated, Divorced, or Widowed							
340		Unwgted	12304	870	4299	221	8005	649
341		(000)	43750	3007	15398	772	28353	2235
342		Horz %	100.00	6.87	35.19	1.77	64.81	5.11
343		Vert %	18.99	16.87	13.81	11.71	23.85	19.89
344		Index	100	89	73	62	126	105
345	Marital Status: Engaged to be Married							
346		Unwgted	2017	120	1127	53	890	67
347		(000)	10916	708	5674	291	5242	418
348		Horz %	100.00	6.49	51.98	2.66	48.02	3.82
349		Vert %	4.74	3.97	5.09	4.41	4.41	3.72
350		Index	100	84	107	93	93	78
351	Marital Status: Sole Parent (Single Parent)					*		
352		Unwgted	3472	301	647	33	2825	268
353		(000)	12162	968	2146	84	10017	884
354		Horz %	100.00	7.96	17.64	0.69	82.36	7.27
355		Vert %	5.28	5.43	1.92	1.27	8.42	7.87
356		Index	100	103	36	24	160	149
357	Any Child(ren) Under Age 18 Livig in Household							
358		Unwgted	18919	1770	9643	761	9276	1009
359		(000)	92793	8392	42721	3087	50072	5305
360		Horz %	100.00	9.04	46.04	3.33	53.96	5.72
361		Vert %	40.28	47.08	38.33	46.82	42.11	47.22
362		Index	100	117	95	116	105	117
363	1 Child Under Age 18 Living in Household							
364		Unwgted	7680	606	3824	253	3856	353
365		(000)	38924	2853	17940	976	20984	1878
366		Horz %	100.00	7.33	46.09	2.51	53.91	4.82
367		Vert %	16.90	16.01	16.09	14.80	17.65	16.71
368		Index	100	95	95	88	104	99
369	2 Children Under Age 18 Living in Household							
370		Unwgted	7061	681	3684	301	3377	380
371		(000)	32339	3117	15096	1204	17243	1912
372		Horz %	100.00	9.64	46.68	3.72	53.32	5.91
373		Vert %	14.04	17.48	13.54	18.27	14.50	17.02
374		Index	100	125	96	130	103	121
375	3 Children Under Age 18 Living in Household							
376		Unwgted	2928	317	1493	137	1435	180
377		(000)	14381	1500	6411	560	7970	940
378		Horz %	100.00	10.43	44.58	3.89	55.42	6.54
379		Vert %	6.24	8.41	5.75	8.49	6.70	8.37
380		Index	100	135	92	136	107	134

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
381	4 or More Children Under Age 18 Living in Household							
382		Unwgted	1250	166	642	70	608	96
383		(000)	7150	922	3275	347	3875	575
384		Horz %	100.00	12.89	45.81	4.85	54.19	8.04
385		Vert %	3.10	5.17	2.94	5.26	3.26	5.12
386		Index	100	167	95	170	105	165
387	No Children Under Age 18 Living in Household							
388		Unwgted	31845	2063	16637	857	15208	1206
389		(000)	137581	9435	68749	3506	68832	5928
390		Horz %	100.00	6.86	49.97	2.55	50.03	4.31
391		Vert %	59.72	52.92	61.67	53.18	57.89	52.78
392		Index	100	89	103	89	97	88
393	Own Residence							
394		Unwgted	36594	2860	19385	1239	17209	1621
395		(000)	158745	13077	77287	4808	81458	8269
396		Horz %	100.00	8.24	48.69	3.03	51.31	5.21
397		Vert %	68.91	73.36	69.33	72.93	68.51	73.61
398		Index	100	106	101	106	99	107
399	Rent Residence							
400		Unwgted	13685	933	6657	358	7028	575
401		(000)	69564	4571	33253	1689	36311	2882
402		Horz %	100.00	6.57	47.80	2.43	52.20	4.14
403		Vert %	30.20	25.64	29.83	25.62	30.54	25.66
404		Index	100	85	99	85	101	85
405	Live Rent-Free in Residence			*		*		*
406		Unwgted	485	40	238	21	247	19
407		(000)	2066	179	931	96	1135	83
408		Horz %	100.00	8.64	45.07	4.64	54.93	4.01
409		Vert %	0.90	1.00	0.84	1.45	0.95	0.74
410		Index	100	112	93	162	106	82
411	Census Region: North East							
412		Unwgted	11668	434	5967	199	5701	235
413		(000)	42098	1639	20126	692	21972	947
414		Horz %	100.00	3.89	47.81	1.64	52.19	2.25
415		Vert %	18.27	9.19	18.06	10.49	18.48	8.43
416		Index	100	50	99	57	101	46
417	Census Region: South							
418		Unwgted	16233	1580	8242	624	7991	956
419		(000)	85385	7794	41027	2678	44358	5116
420		Horz %	100.00	9.13	48.05	3.14	51.95	5.99
421		Vert %	37.06	43.72	36.81	40.62	37.31	45.54
422		Index	100	118	99	110	101	123
423	Census Region: Midwest							
424		Unwgted	11708	878	6108	373	5600	505
425		(000)	50288	3933	24410	1363	25878	2570
426		Horz %	100.00	7.82	48.54	2.71	51.46	5.11
427		Vert %	21.83	22.06	21.90	20.68	21.76	22.88
428		Index	100	101	100	95	100	105
429	Census Region: West							
430		Unwgted	11155	941	5963	422	5192	519
431		(000)	52603	4461	25907	1860	26696	2601
432		Horz %	100.00	8.48	49.25	3.54	50.75	4.94
433		Vert %	22.83	25.02	23.24	28.21	22.45	23.15
434		Index	100	110	102	124	98	101

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
435	Census Sub-Region: New England						*	*
436		Unwgted	2968	75	1509	39	1459	36
437		(000)	11005	249	5282	139	5723	110
438		Horz %	100.00	2.26	47.99	1.26	52.01	1.00
439		Vert %	4.78	1.40	4.74	2.11	4.81	0.98
440		Index	100	29	99	44	101	21
441	Census Sub-Region: Mid Atlantic							
442		Unwgted	8700	359	4458	160	4242	199
443		(000)	31094	1389	14845	553	16249	837
444		Horz %	100.00	4.47	47.74	1.78	52.26	2.69
445		Vert %	13.50	7.79	13.32	8.38	13.67	7.45
446		Index	100	58	99	62	101	55
447	Census Sub-Region: South Atlantic							
448		Unwgted	9447	883	4714	338	4733	545
449		(000)	43998	3697	20966	1299	23032	2397
450		Horz %	100.00	8.40	47.65	2.95	52.35	5.45
451		Vert %	19.10	20.74	18.81	19.71	19.37	21.34
452		Index	100	109	98	103	101	112
453	Census Sub-Region: East South Central							
454		Unwgted	2111	220	1067	78	1044	142
455		(000)	15182	1593	7348	481	7833	1112
456		Horz %	100.00	10.49	48.40	3.17	51.60	7.33
457		Vert %	6.59	8.94	6.59	7.29	6.59	9.90
458		Index	100	136	100	111	100	150
459	Census Sub-Region: West South Central							
460		Unwgted	4675	477	2461	208	2214	269
461		(000)	26206	2504	12713	898	13493	1606
462		Horz %	100.00	9.56	48.51	3.43	51.49	6.13
463		Vert %	11.38	14.05	11.40	13.62	11.35	14.30
464		Index	100	123	100	120	100	126
465	Census Sub-Region: East North Central							
466		Unwgted	9127	651	4715	280	4412	371
467		(000)	35069	2593	17002	882	18067	1711
468		Horz %	100.00	7.39	48.48	2.51	51.52	4.88
469		Vert %	15.22	14.54	15.25	13.38	15.19	15.23
470		Index	100	96	100	88	100	100
471	Census Sub-Region: West North Central							
472		Unwgted	2581	227	1393	93	1188	134
473		(000)	15219	1340	7407	481	7812	859
474		Horz %	100.00	8.81	48.67	3.16	51.33	5.64
475		Vert %	6.61	7.52	6.65	7.30	6.57	7.65
476		Index	100	114	101	111	99	116
477	Census Sub-Region: Mountain							
478		Unwgted	2724	182	1482	71	1242	111
479		(000)	15864	1100	7997	385	7867	715
480		Horz %	100.00	6.93	50.41	2.43	49.59	4.51
481		Vert %	6.89	6.17	7.17	5.84	6.62	6.37
482		Index	100	90	104	85	96	92
483	Census Sub-Region: Pacific							
484		Unwgted	8431	759	4481	351	3950	408
485		(000)	36739	3361	17910	1475	18829	1886
486		Horz %	100.00	9.15	48.75	4.02	51.25	5.13
487		Vert %	15.95	18.85	16.07	22.38	15.84	16.79
488		Index	100	118	101	140	99	105

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
489	County Size: A							
490		Unwgted	29018	2030	14991	882	14027	1148
491		(000)	94997	6941	46021	2652	48976	4289
492		Horz %	100.00	7.31	48.45	2.79	51.55	4.52
493		Vert %	41.24	38.94	41.29	40.22	41.19	38.18
494		Index	100	94	100	98	100	93
495	County Size: B							
496		Unwgted	12013	1063	6243	435	5770	628
497		(000)	70160	6173	33876	2202	36284	3971
498		Horz %	100.00	8.80	48.28	3.14	51.72	5.66
499		Vert %	30.45	34.63	30.39	33.39	30.52	35.35
500		Index	100	114	100	110	100	116
501	County Size: C							
502		Unwgted	5679	449	2963	185	2716	264
503		(000)	33516	2638	16165	1000	17351	1638
504		Horz %	100.00	7.87	48.23	2.98	51.77	4.89
505		Vert %	14.55	14.80	14.50	15.16	14.59	14.58
506		Index	100	102	100	104	100	100
507	County Size: D							
508		Unwgted	4054	291	2083	116	1971	175
509		(000)	31701	2075	15408	740	16293	1335
510		Horz %	100.00	6.55	48.60	2.33	51.40	4.21
511		Vert %	13.76	11.64	13.82	11.22	13.70	11.88
512		Index	100	85	100	82	100	86
513	Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume)							
514		Unwgted	8525	716	3708	300	4817	416
515		(000)	38188	3243	15124	1230	23064	2013
516		Horz %	100.00	8.49	39.60	3.22	60.40	5.27
517		Vert %	16.58	18.19	13.57	18.66	19.40	17.92
518		Index	100	110	82	113	117	108
519	Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume)					*		*
520		Unwgted	737	64	434	35	303	29
521		(000)	3058	250	1631	135	1427	116
522		Horz %	100.00	8.18	53.33	4.40	46.67	3.79
523		Vert %	1.33	1.40	1.46	2.04	1.20	1.03
524		Index	100	106	110	154	90	78
525	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume)			*		*		*
526		Unwgted	539	38	270	11	269	27
527		(000)	2702	155	1185	46	1518	110
528		Horz %	100.00	5.75	43.84	1.69	56.16	4.07
529		Vert %	1.17	0.87	1.06	0.69	1.28	0.98
530		Index	100	74	91	59	109	83
531	Radio Formats: All News (Mon-Sun 24-Hr Cume)							
532		Unwgted	3825	247	2307	131	1518	116
533		(000)	9833	614	5539	277	4295	337
534		Horz %	100.00	6.25	56.33	2.82	43.67	3.43
535		Vert %	4.27	3.45	4.97	4.21	3.61	3.00
536		Index	100	81	116	99	85	70
537	Radio Formats: All Sports (Mon-Sun 24-Hr Cume)							*
538		Unwgted	3855	263	3222	215	633	48
539		(000)	12824	920	10318	688	2507	232
540		Horz %	100.00	7.17	80.45	5.36	19.55	1.81
541		Vert %	5.57	5.16	9.26	10.43	2.11	2.06
542		Index	100	93	166	187	38	37

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
543	Radio Formats: All Talk (Mon-Sun 24-Hr Cume)							
544		Unwgted	1386	142	922	89	464	53
545		(000)	5131	555	3233	336	1897	220
546		Horz %	100.00	10.83	63.02	6.55	36.98	4.28
547		Vert %	2.23	3.12	2.90	5.09	1.60	1.95
548		Index	100	140	130	229	72	88
549	Radio Formats: Alternative (Mon-Sun 24-Hr Cume)							
550		Unwgted	3593	323	2194	163	1399	160
551		(000)	15471	1549	8671	680	6800	869
552		Horz %	100.00	10.01	56.05	4.40	43.95	5.62
553		Vert %	6.72	8.69	7.78	10.32	5.72	7.74
554		Index	100	129	116	154	85	115
555	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume)							
556		Unwgted	8799	638	3958	242	4841	396
557		(000)	44088	3135	18463	1036	25625	2099
558		Horz %	100.00	7.11	41.88	2.35	58.12	4.76
559		Vert %	19.14	17.59	16.56	15.71	21.55	18.69
560		Index	100	92	87	82	113	98
561	Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume)							
562		Unwgted	3032	235	1723	136	1309	99
563		(000)	13875	1087	7377	544	6498	543
564		Horz %	100.00	7.84	53.17	3.92	46.83	3.91
565		Vert %	6.02	6.10	6.62	8.26	5.46	4.83
566		Index	100	101	110	137	91	80
567	Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume)							
568		Unwgted	4432	259	3001	151	1431	108
569		(000)	20642	1320	13324	727	7318	593
570		Horz %	100.00	6.39	64.55	3.52	35.45	2.87
571		Vert %	8.96	7.40	11.95	11.02	6.15	5.28
572		Index	100	83	133	123	69	59
573	Radio Formats: Classical (Mon-Sun 24-Hr Cume)							
574		Unwgted	1771	124	934	59	837	65
575		(000)	6064	508	3018	196	3046	312
576		Horz %	100.00	8.38	49.76	3.23	50.24	5.15
577		Vert %	2.63	2.85	2.71	2.97	2.56	2.78
578		Index	100	108	103	113	97	106
579	Radio Formats: Country (Mon-Sun 24-Hr Cume)							
580		Unwgted	8534	663	4291	275	4243	388
581		(000)	46390	3542	21500	1246	24890	2296
582		Horz %	100.00	7.63	46.35	2.69	53.65	4.95
583		Vert %	20.14	19.87	19.29	18.90	20.93	20.44
584		Index	100	99	96	94	104	101
585	Radio Formats: Ethnic (Mon-Sun 24-Hr Cume)			*		*		*
586		Unwgted	273	15	147	8	126	7
587		(000)	1081	49	544	30	537	19
588		Horz %	100.00	4.53	50.31	2.81	49.69	1.72
589		Vert %	0.47	0.27	0.49	0.46	0.45	0.17
590		Index	100	59	104	98	96	35
591	Radio Formats: Gospel (Mon-Sun 24-Hr Cume)				*			
592		Unwgted	819	134	311	39	508	95
593		(000)	4222	582	1601	158	2621	424
594		Horz %	100.00	13.78	37.93	3.75	62.07	10.03
595		Vert %	1.83	3.26	1.44	2.40	2.20	3.77
596		Index	100	178	78	131	120	206

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
597	Radio Formats: Hispanic - All Genres (Mon-Sun 24-Hr Cume)							
598		Unwgted	2249	232	1178	121	1071	111
599		(000)	15622	1441	8027	688	7594	753
600		Horz %	100.00	9.22	51.39	4.40	48.61	4.82
601		Vert %	6.78	8.08	7.20	10.43	6.39	6.70
602	Index	100	119	106	154	94	99	
603	Radio Formats: Hot AC (Mon-Sun 24-Hr Cume)							
604		Unwgted	2567	188	978	68	1589	120
605		(000)	12122	888	4191	266	7931	622
606		Horz %	100.00	7.32	34.57	2.20	65.43	5.13
607		Vert %	5.26	4.98	3.76	4.04	6.67	5.53
608	Index	100	95	71	77	127	105	
609	Radio Formats: Hot Country (Mon-Sun 24-Hr Cume)					*		
610		Unwgted	1753	141	668	48	1085	93
611		(000)	10170	847	3398	208	6772	639
612		Horz %	100.00	8.33	33.41	2.04	66.59	6.28
613		Vert %	4.41	4.75	3.05	3.15	5.70	5.69
614	Index	100	108	69	71	129	129	
615	Radio Formats: Hurban (Mon-Sun 24-Hr Cume)			*		*		*
616		Unwgted	356	29	182	15	174	14
617		(000)	2290	159	1206	85	1084	74
618		Horz %	100.00	6.95	52.67	3.73	47.33	3.22
619		Vert %	0.99	0.89	1.08	1.30	0.91	0.66
620	Index	100	90	109	130	92	66	
621	Radio Formats: Jazz (Mon-Sun 24-Hr Cume)					*		*
622		Unwgted	1138	84	637	37	501	47
623		(000)	3902	350	2114	134	1788	216
624		Horz %	100.00	8.97	54.17	3.43	45.83	5.54
625		Vert %	1.69	1.96	1.90	2.03	1.50	1.93
626	Index	100	116	112	120	89	114	
627	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume)					*		*
628		Unwgted	890	58	511	33	379	25
629		(000)	6766	453	3651	264	3115	189
630		Horz %	100.00	6.70	53.96	3.90	46.04	2.79
631		Vert %	2.94	2.54	3.28	4.01	2.62	1.68
632	Index	100	87	112	136	89	57	
633	Radio Formats: News/Talk (Mon-Sun 24-Hr Cume)							
634		Unwgted	7780	607	4790	361	2990	246
635		(000)	26067	2285	15441	1274	10626	1011
636		Horz %	100.00	8.77	59.23	4.89	40.77	3.88
637		Vert %	11.32	12.82	13.85	19.33	8.94	9.00
638	Index	100	113	122	171	79	80	
639	Radio Formats: Oldies (Mon-Sun 24-Hr Cume)							
640		Unwgted	2627	172	1408	73	1219	99
641		(000)	12292	869	6168	321	6124	548
642		Horz %	100.00	7.07	50.18	2.61	49.82	4.46
643		Vert %	5.34	4.88	5.53	4.87	5.15	4.88
644	Index	100	91	104	91	97	92	
645	Radio Formats: Public (Mon-Sun 24-Hr Cume)							
646		Unwgted	2643	168	1367	80	1276	88
647		(000)	9819	749	4722	279	5097	470
648		Horz %	100.00	7.63	48.09	2.84	51.91	4.79
649		Vert %	4.26	4.20	4.24	4.23	4.29	4.19
650	Index	100	99	99	99	101	98	

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
651	Radio Formats: Religious (Mon-Sun 24-Hr Cume)							
652		Unwgted	3833	3833	1618	1618	2215	2215
653		(000)	17826	17826	6593	6593	11233	11233
654		Horz %	100.00	100.00	36.98	36.98	63.02	63.02
655		Vert %	7.74	100.00	5.91	100.00	9.45	100.00
656		Index	100	1292	76	1292	122	1292
657	Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume)							
658		Unwgted	2879	187	1419	74	1460	113
659		(000)	14270	863	6744	338	7526	525
660		Horz %	100.00	6.05	47.26	2.37	52.74	3.68
661		Vert %	6.19	4.84	6.05	5.12	6.33	4.67
662		Index	100	78	98	83	102	75
663	Radio Formats: Rock (Mon-Sun 24-Hr Cume)							
664		Unwgted	5056	259	3241	151	1815	108
665		(000)	22282	1106	13599	583	8683	522
666		Horz %	100.00	4.96	61.03	2.62	38.97	2.34
667		Vert %	9.67	6.20	12.20	8.85	7.30	4.65
668		Index	100	64	126	91	76	48
669	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume)							
670		Unwgted	1928	160	760	55	1168	105
671		(000)	8571	774	3028	220	5543	554
672		Horz %	100.00	9.03	35.33	2.56	64.67	6.47
673		Vert %	3.72	4.34	2.72	3.33	4.66	4.93
674		Index	100	117	73	90	125	133
675	Radio Formats: Spanish AC (subset of "Hispanic") (Mon-Sun 24-Hr Cume)					*		*
676		Unwgted	725	52	347	25	378	27
677		(000)	4946	322	2297	129	2649	193
678		Horz %	100.00	6.50	46.44	2.61	53.56	3.89
679		Vert %	2.15	1.80	2.06	1.96	2.23	1.71
680		Index	100	84	96	91	104	80
681	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume)			*		*		*
682		Unwgted	311	12	161	5	150	7
683		(000)	1886	61	1056	31	830	30
684		Horz %	100.00	3.21	56.00	1.62	44.00	1.59
685		Vert %	0.82	0.34	0.95	0.46	0.70	0.27
686		Index	100	42	116	57	85	33
687	Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume)							
688		Unwgted	5552	420	2624	156	2928	264
689		(000)	27519	1971	12691	700	14829	1272
690		Horz %	100.00	7.16	46.12	2.54	53.88	4.62
691		Vert %	11.95	11.06	11.38	10.61	12.47	11.32
692		Index	100	93	95	89	104	95
693	Radio Formats: Urban AC (Mon-Sun 24-Hr Cume)					*		*
694		Unwgted	863	68	373	18	490	50
695		(000)	4247	338	1745	107	2503	231
696		Horz %	100.00	7.95	41.07	2.52	58.93	5.43
697		Vert %	1.84	1.89	1.57	1.62	2.10	2.05
698		Index	100	103	85	88	114	111
699	Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume)			*		*		*
700		Unwgted	232	20	117	9	115	11
701		(000)	1517	152	738	62	779	90
702		Horz %	100.00	10.03	48.66	4.09	51.34	5.94
703		Vert %	0.66	0.85	0.66	0.94	0.66	0.80
704		Index	100	130	101	143	99	122

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
705	Radio Formats: Variety (Mon-Sun 24-Hr Cume)							
706		Unwgted	1406	119	796	53	610	66
707		(000)	6356	615	3473	295	2883	319
708		Horz %	100.00	9.67	54.64	4.64	45.36	5.03
709		Vert %	2.76	3.45	3.12	4.48	2.42	2.84
710		Index	100	125	113	162	88	103
711	Listen to Traffic Reports							
712		Unwgted	28850	2272	15670	1018	13180	1254
713		(000)	120723	9814	60610	3808	60113	6006
714		Horz %	100.00	8.13	50.21	3.15	49.79	4.98
715		Vert %	52.40	55.05	54.37	57.76	50.56	53.47
716		Index	100	105	104	110	96	102
717	Listen to Any Sports Play-by-Play on Radio							
718		Unwgted	9164	700	6438	429	2726	271
719		(000)	38468	3055	25046	1633	13423	1422
720		Horz %	100.00	7.94	65.11	4.25	34.89	3.70
721		Vert %	16.70	17.14	22.47	24.77	11.29	12.66
722		Index	100	103	135	148	68	76
723	Radio Daypart Cumes: Monday-Sunday 24-Hours							
724		Unwgted	42006	3643	22222	1547	19784	2096
725		(000)	188851	16887	92691	6268	96159	10619
726		Horz %	100.00	8.94	49.08	3.32	50.92	5.62
727		Vert %	81.98	94.73	83.15	95.06	80.87	94.53
728		Index	100	116	101	116	99	115
729	Radio Daypart Cumes: Weekday 6-10AM							
730		Unwgted	26258	2443	14399	1068	11859	1375
731		(000)	112676	11234	56948	4233	55728	7001
732		Horz %	100.00	9.97	50.54	3.76	49.46	6.21
733		Vert %	48.91	63.02	51.09	64.20	46.87	62.32
734		Index	100	129	104	131	96	127
735	Radio Daypart Cumes: Weekday 10AM-3PM							
736		Unwgted	18640	1696	10125	729	8515	967
737		(000)	84177	7935	42668	3058	41510	4877
738		Horz %	100.00	9.43	50.69	3.63	49.31	5.79
739		Vert %	36.54	44.51	38.28	46.39	34.91	43.42
740		Index	100	122	105	127	96	119
741	Radio Daypart Cumes: Weekday 3-7PM							
742		Unwgted	22605	2142	12448	958	10157	1184
743		(000)	98984	9807	50585	4001	48399	5806
744		Horz %	100.00	9.91	51.10	4.04	48.90	5.87
745		Vert %	42.97	55.02	45.38	60.69	40.70	51.69
746		Index	100	128	106	141	95	120
747	Radio Daypart Cumes: Weekday 7PM-Midnight							
748		Unwgted	7585	713	4181	312	3404	401
749		(000)	35636	3391	18732	1314	16904	2077
750		Horz %	100.00	9.51	52.56	3.69	47.44	5.83
751		Vert %	15.47	19.02	16.80	19.92	14.22	18.49
752		Index	100	123	109	129	92	120
753	Radio Daypart Cumes: Weekday Midnight-6AM							
754		Unwgted	2339	225	1429	115	910	110
755		(000)	11108	1070	6434	502	4674	568
756		Horz %	100.00	9.63	57.92	4.52	42.08	5.11
757		Vert %	4.82	6.00	5.77	7.62	3.93	5.05
758		Index	100	124	120	158	82	105

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
759	Radio Daypart Cumes:							
760	Weekend 6-10AM	Unwgted	15693	1713	8454	746	7239	967
761		(000)	68813	7887	34737	3113	34076	4775
762		Horz %	100.00	11.46	50.48	4.52	49.52	6.94
763		Vert %	29.87	44.25	31.16	47.21	28.66	42.51
764		Index	100	148	104	158	96	142
765	Radio Daypart Cumes:							
766	Weekend 10AM-3PM	Unwgted	21506	2022	11022	833	10484	1189
767		(000)	96212	9440	45558	3537	50654	5903
768		Horz %	100.00	9.81	47.35	3.68	52.65	6.14
769		Vert %	41.76	52.96	40.87	53.65	42.60	52.55
770		Index	100	127	98	128	102	126
771	Radio Daypart Cumes:							
772	Weekend 3-7PM	Unwgted	15724	1430	8255	607	7469	823
773		(000)	72203	6721	35440	2625	36763	4096
774		Horz %	100.00	9.31	49.08	3.64	50.92	5.67
775		Vert %	31.34	37.70	31.79	39.82	30.92	36.46
776		Index	100	120	101	127	99	116
777	Radio Daypart Cumes:							
778	Weekend 7PM-Midnight	Unwgted	7637	725	4095	301	3542	424
779		(000)	36563	3704	18499	1353	18064	2351
780		Horz %	100.00	10.13	50.59	3.70	49.41	6.43
781		Vert %	15.87	20.78	16.60	20.53	15.19	20.93
782		Index	100	131	105	129	96	132
783	Radio Daypart Cumes:							
784	Weekend Midnight-6AM	Unwgted	1857	184	1070	89	787	95
785		(000)	9163	914	5059	404	4104	510
786		Horz %	100.00	9.98	55.22	4.41	44.78	5.56
787		Vert %	3.98	5.13	4.54	6.13	3.45	4.54
788		Index	100	129	114	154	87	114
789	Most Often Listen to Radio at							
790	Home - Typical Weekday	Unwgted	8565	700	3856	237	4709	463
791		(000)	39763	3370	16939	983	22824	2388
792		Horz %	100.00	8.48	42.60	2.47	57.40	6.00
793		Vert %	17.26	18.91	15.20	14.91	19.20	21.25
794		Index	100	110	88	86	111	123
795	Most Often Listen to Radio in							
796	Vehicle - Typical Weekday	Unwgted	31284	2635	16603	1126	14681	1509
797		(000)	139172	12005	68349	4482	70822	7523
798		Horz %	100.00	8.63	49.11	3.22	50.89	5.41
799		Vert %	60.41	67.35	61.32	67.98	59.56	66.97
800		Index	100	111	101	113	99	111
801	Most Often Listen to Radio at							
802	Work - Typical Weekday	Unwgted	4631	382	2865	203	1766	179
803		(000)	22312	1830	12773	902	9539	928
804		Horz %	100.00	8.20	57.25	4.04	42.75	4.16
805		Vert %	9.69	10.27	11.46	13.69	8.02	8.26
806		Index	100	106	118	141	83	85
807	Most Often Listen to Radio			*		*		*
808	Other Place (Not Home,	Unwgted	303	21	176	11	127	10
809	Vehicle, Work) - Typical	(000)	1618	105	908	47	710	58
810	Weekday	Horz %	100.00	6.49	56.12	2.88	43.88	3.61
811		Vert %	0.70	0.59	0.81	0.71	0.60	0.52
812		Index	100	84	116	101	85	74

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
813	Most Often Listen to Radio at Home - Typical Weekend							
814		Unwgted	10970	936	5294	364	5676	572
815		(000)	50422	4403	22990	1513	27432	2889
816		Horz %	100.00	8.73	45.60	3.00	54.40	5.73
817		Vert %	21.89	24.70	20.62	22.95	23.07	25.72
818		Index	100	113	94	105	105	118
819	Most Often Listen to Radio in Vehicle - Typical Weekend							
820		Unwgted	29384	2520	15499	1065	13885	1455
821		(000)	131660	11695	63968	4320	67692	7374
822		Horz %	100.00	8.88	48.59	3.28	51.41	5.60
823		Vert %	57.15	65.60	57.39	65.53	56.93	65.65
824		Index	100	115	100	115	100	115
825	Most often Listen to Radio at Work - Typical Weekend							*
826		Unwgted	1271	88	839	51	432	37
827		(000)	6636	372	4104	205	2531	167
828		Horz %	100.00	5.61	61.85	3.09	38.15	2.51
829		Vert %	2.88	2.09	3.68	3.11	2.13	1.49
830		Index	100	72	128	108	74	52
831	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend			*		*		*
832		Unwgted	411	20	262	12	149	8
833		(000)	2111	71	1290	38	821	33
834		Horz %	100.00	3.34	61.10	1.80	38.90	1.54
835		Vert %	0.92	0.40	1.16	0.58	0.69	0.29
836		Index	100	43	126	63	75	32
837	Ever Listen to AM Radio							
838		Unwgted	12619	1147	7801	617	4818	530
839		(000)	45368	4440	26616	2217	18752	2223
840		Horz %	100.00	9.79	58.67	4.89	41.33	4.90
841		Vert %	19.69	24.90	23.88	33.62	15.77	19.79
842		Index	100	126	121	171	80	100
843	Ever Listen to FM Radio							
844		Unwgted	38802	3673	20017	1544	18785	2129
845		(000)	180242	17237	86936	6323	93306	10914
846		Horz %	100.00	9.56	48.23	3.51	51.77	6.06
847		Vert %	78.24	96.69	77.99	95.90	78.47	97.16
848		Index	100	124	100	123	100	124
849	Ever Listen to Internet Radio							
850		Unwgted	2190	170	1197	74	993	96
851		(000)	9911	800	5066	339	4844	461
852		Horz %	100.00	8.07	51.12	3.42	48.88	4.65
853		Vert %	4.30	4.49	4.55	5.15	4.07	4.10
854		Index	100	104	106	120	95	95
855	Ever Listen to Satellite Radio							
856		Unwgted	5397	229	3156	110	2241	119
857		(000)	21379	992	11090	441	10289	551
858		Horz %	100.00	4.64	51.87	2.06	48.13	2.58
859		Vert %	9.28	5.57	9.95	6.69	8.65	4.91
860		Index	100	60	107	72	93	53
861	Listened to Radio Online - Last 30 Days							
862		Unwgted	8938	855	5242	404	3696	451
863		(000)	38579	3867	20709	1580	17871	2287
864		Horz %	100.00	10.02	53.68	4.09	46.32	5.93
865		Vert %	16.75	21.69	18.58	23.96	15.03	20.36
866		Index	100	130	111	143	90	122

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
867	Visited a Radio Station, Radio Program or Radio Personality's Web Site - Last 30 Days							
868		Unwgted	3566	421	2145	193	1421	228
869		(000)	14994	1846	8461	784	6533	1062
870		Horz %	100.00	12.31	56.43	5.23	43.57	7.08
871		Vert %	6.51	10.35	7.59	11.89	5.49	9.45
872		Index	100	159	117	183	84	145
873	Household Subscribes to Satellite Radio							
874		Unwgted	7418	369	4285	153	3133	216
875		(000)	30456	1705	15624	625	14832	1081
876		Horz %	100.00	5.60	51.30	2.05	48.70	3.55
877		Vert %	13.22	9.57	14.02	9.47	12.47	9.62
878		Index	100	72	106	72	94	73
879	Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement							
880		Unwgted	17929	1507	9279	608	8650	899
881		(000)	84302	7177	40831	2526	43471	4651
882		Horz %	100.00	8.51	48.43	3.00	51.57	5.52
883		Vert %	36.59	40.26	36.63	38.32	36.56	41.40
884		Index	100	110	100	105	100	113
885	Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement				*	*		
886		Unwgted	24484	2215	0	0	24484	2215
887		(000)	118904	11233	0	0	118904	11233
888		Horz %	100.00	9.45	0.00	0.00	100.00	9.45
889		Vert %	51.61	63.02	0.00	0.00	100.00	100.00
890		Index	100	122	0	0	194	194
891	Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement							
892		Unwgted	18648	1530	9553	618	9095	912
893		(000)	85647	7108	41290	2493	44357	4615
894		Horz %	100.00	8.30	48.21	2.91	51.79	5.39
895		Vert %	37.18	39.87	37.04	37.82	37.30	41.08
896		Index	100	107	100	102	100	110
897	For Me, Advertising on Radio Is Amusing - Agree with Statement							
898		Unwgted	14915	1172	8026	501	6889	671
899		(000)	70126	5488	35673	2134	34453	3354
900		Horz %	100.00	7.83	50.87	3.04	49.13	4.78
901		Vert %	30.44	30.79	32.00	32.37	28.98	29.86
902		Index	100	101	105	106	95	98
903	Vehicle Currently Owned/Leased Has AM/FM Radio							
904		Unwgted	39027	3104	20390	1317	18637	1787
905		(000)	173829	14331	84354	5322	89474	9009
906		Horz %	100.00	8.24	48.53	3.06	51.47	5.18
907		Vert %	75.45	80.39	75.67	80.73	75.25	80.20
908		Index	100	107	100	107	100	106
909	Vehicle Currently Owned/Leased Has Satellite Radio							
910		Unwgted	8883	606	4997	270	3886	336
911		(000)	37327	2737	18765	992	18562	1744
912		Horz %	100.00	7.33	50.27	2.66	49.73	4.67
913		Vert %	16.20	15.35	16.83	15.05	15.61	15.53
914		Index	100	95	104	93	96	96
915	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)							
916		Unwgted	38086	3070	20250	1309	17836	1761
917		(000)	168267	14096	82475	5243	85793	8853
918		Horz %	100.00	8.38	49.01	3.12	50.99	5.26
919		Vert %	73.04	79.08	73.99	79.53	72.15	78.81
920		Index	100	108	101	109	99	108

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
921	Vehicle Currently							
922	Owned/Leased Has MP3	Unwgted	8443	715	4828	331	3615	384
923	Player Connection	(000)	37368	3344	19346	1340	18023	2004
924		Horz %	100.00	8.95	51.77	3.59	48.23	5.36
925		Vert %	16.22	18.76	17.36	20.33	15.16	17.84
926		Index	100	116	107	125	93	110
927	Vehicle Currently							
928	Owned/Leased Has DVD	Unwgted	5562	476	3019	203	2543	273
929	Player	(000)	23341	1975	11296	699	12046	1276
930		Horz %	100.00	8.46	48.39	2.99	51.61	5.47
931		Vert %	10.13	11.08	10.13	10.60	10.13	11.36
932		Index	100	109	100	105	100	112
933	TV Total (Monday-Sunday)							
934	Prime-Time Cume Audience	Unwgted	42214	3109	21780	1308	20434	1801
935		(000)	190067	14416	91273	5374	98794	9042
936		Horz %	100.00	7.58	48.02	2.83	51.98	4.76
937		Vert %	82.50	80.87	81.88	81.51	83.09	80.49
938		Index	100	98	99	99	101	98
939	TV Weekday Prime-Time							
940	Cume Audience (8-11PM	Unwgted	34027	2427	17446	1036	16581	1391
941	Eastern/Pacific), 7-10PM	(000)	152513	11068	72873	4241	79640	6826
942	Central/Mountain)	Horz %	100.00	7.26	47.78	2.78	52.22	4.48
943		Vert %	66.20	62.09	65.37	64.33	66.98	60.77
944		Index	100	94	99	97	101	92
945	TV Saturday Prime-Time							
946	Cume Audience (8-11PM	Unwgted	28330	2103	14733	907	13597	1196
947	Eastern/Pacific, 7-10PM	(000)	127565	9851	61984	3714	65581	6137
948	Central/Mountain)	Horz %	100.00	7.72	48.59	2.91	51.41	4.81
949		Vert %	55.37	55.26	55.61	56.34	55.15	54.63
950		Index	100	100	100	102	100	99
951	TV Sunday Prime-Time Cume							
952	Audience (7-11PM	Unwgted	33267	2409	17135	1009	16132	1400
953	Eastern/Pacific, 5-10PM	(000)	148294	11105	70989	4134	77305	6971
954	Central/Mountain)	Horz %	100.00	7.49	47.87	2.79	52.13	4.70
955		Vert %	64.37	62.29	63.68	62.70	65.01	62.06
956		Index	100	97	99	97	101	96
957	TV Daytime Cume Audience							
958	(Weekdays 9AM-4PM	Unwgted	14527	908	6577	323	7950	585
959	Eastern/Pacific, 9AM-3PM	(000)	71497	4437	30527	1459	40971	2978
960	Central/Mountain)	Horz %	100.00	6.21	42.70	2.04	57.30	4.17
961		Vert %	31.04	24.89	27.39	22.13	34.46	26.51
962		Index	100	80	88	71	111	85
963	TV Early Fringe Cume							
964	Audience (Weekdays 4-	Unwgted	26005	1711	13346	746	12659	965
965	7:30PM Eastern/Pacific), 3-	(000)	119308	8198	57118	3069	62191	5129
966	6:30PM Central/Mountain)	Horz %	100.00	6.87	47.87	2.57	52.13	4.30
967		Vert %	51.79	45.99	51.24	46.55	52.30	45.66
968		Index	100	89	99	90	101	88
969	TV Late Fringe Cume							
970	Audience (Weekdays	Unwgted	8799	635	4738	286	4061	349
971	11:30PM-1AM Eastern/Pacific,	(000)	41182	2853	20991	1148	20191	1705
972	10:30PM-Midnight)	Horz %	100.00	6.93	50.97	2.79	49.03	4.14
973		Vert %	17.88	16.01	18.83	17.41	16.98	15.18
974		Index	100	90	105	97	95	85

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
975	TV Weekend Sports Cume Audience (Saturday-Sunday Afternoon)							
976		Unwgted	25992	1820	14593	865	11399	955
977		(000)	119317	8673	62500	3746	56817	4928
978		Horz %	100.00	7.27	52.38	3.14	47.62	4.13
979		Vert %	51.79	48.65	56.07	56.81	47.78	43.87
980		Index	100	94	108	110	92	85
981	TV Weekend Children's Shows Cume Audience (Saturday-Sunday Morning)							
982		Unwgted	20769	1394	10818	610	9951	784
983		(000)	95574	6190	46927	2467	48647	3723
984		Horz %	100.00	6.48	49.10	2.58	50.90	3.90
985		Vert %	41.49	34.73	42.10	37.42	40.91	33.14
986		Index	100	84	101	90	99	80
987	Downloaded a TV Program from Internet - Last 30 Days							
988		Unwgted	1932	123	1236	65	696	58
989		(000)	8140	550	4957	289	3183	261
990		Horz %	100.00	6.76	60.90	3.55	39.10	3.20
991		Vert %	3.53	3.09	4.45	4.39	2.68	2.32
992		Index	100	87	126	124	76	66
993	Watched a TV Program Online - Last 30 Days							
994		Unwgted	6218	493	3483	231	2735	262
995		(000)	27440	2368	14096	1042	13344	1326
996		Horz %	100.00	8.63	51.37	3.80	48.63	4.83
997		Vert %	11.91	13.28	12.65	15.80	11.22	11.80
998		Index	100	112	106	133	94	99
999	Visited a TV Network or TV Show's Website - Last 30 Days							
1000		Unwgted	10093	847	5060	353	5033	494
1001		(000)	43433	3820	20075	1447	23358	2373
1002		Horz %	100.00	8.79	46.22	3.33	53.78	5.46
1003		Vert %	18.85	21.43	18.01	21.95	19.64	21.12
1004		Index	100	114	96	116	104	112
1005	Household Subscribes to Cable TV							
1006		Unwgted	29494	1941	14792	790	14702	1151
1007		(000)	127387	8733	59472	3194	67915	5539
1008		Horz %	100.00	6.86	46.69	2.51	53.31	4.35
1009		Vert %	55.30	48.99	53.35	48.44	57.12	49.31
1010		Index	100	89	96	88	103	89
1011	Household Subscribes to Digital Cable							
1012		Unwgted	23318	1519	11977	626	11341	893
1013		(000)	97306	6755	46197	2421	51109	4334
1014		Horz %	100.00	6.94	47.48	2.49	52.52	4.45
1015		Vert %	42.24	37.89	41.44	36.72	42.98	38.58
1016		Index	100	90	98	87	102	91
1017	Viewed Any Cable TV (Including Pay) - Past Week							
1018		Unwgted	42237	3067	21981	1285	20256	1782
1019		(000)	188977	14152	91345	5187	97632	8965
1020		Horz %	100.00	7.49	48.34	2.74	51.66	4.74
1021		Vert %	82.03	79.39	81.95	78.67	82.11	79.80
1022		Index	100	97	100	96	100	97
1023	Heavy Cable TV Viewing (Including Pay) - Past Week							
1024		Unwgted	31569	2182	17199	978	14370	1204
1025		(000)	142875	9998	72282	3983	70593	6015
1026		Horz %	100.00	7.00	50.59	2.79	49.41	4.21
1027		Vert %	62.02	56.08	64.84	60.41	59.37	53.55
1028		Index	100	90	105	97	96	86

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1029	Viewed Any Premium Cable Channels - Last 30 Days							
1030		Unwgted	17138	1056	9577	462	7561	594
1031		(000)	76613	4993	39372	1922	37241	3071
1032		Horz %	100.00	6.52	51.39	2.51	48.61	4.01
1033		Vert %	33.26	28.01	35.32	29.15	31.32	27.34
1034	Index	100	84	106	88	94	82	
1035	Viewed Any Video-On-Demand TV Programs - Last 30 Days							
1036		Unwgted	5984	387	2947	152	3037	235
1037		(000)	23452	1740	10658	650	12795	1091
1038		Horz %	100.00	7.42	45.44	2.77	54.56	4.65
1039		Vert %	10.18	9.76	9.56	9.85	10.76	9.71
1040	Index	100	96	94	97	106	95	
1041	Viewed Any Video-On-Demand Movies - Last 30 Days							
1042		Unwgted	8751	580	4558	236	4193	344
1043		(000)	35683	2497	16682	880	19001	1617
1044		Horz %	100.00	7.00	46.75	2.47	53.25	4.53
1045		Vert %	15.49	14.01	14.97	13.34	15.98	14.40
1046	Index	100	90	97	86	103	93	
1047	Viewed Any Video-On-Demand Programming - Past 12 Months							
1048		Unwgted	12191	839	6375	356	5816	483
1049		(000)	49219	3608	23457	1342	25762	2267
1050		Horz %	100.00	7.33	47.66	2.73	52.34	4.61
1051		Vert %	21.36	20.24	21.04	20.35	21.67	20.18
1052	Index	100	95	98	95	101	94	
1053	Household Has a Satellite Dish							
1054		Unwgted	12431	1057	6868	475	5563	582
1055		(000)	63897	5295	32491	2004	31406	3291
1056		Horz %	100.00	8.29	50.85	3.14	49.15	5.15
1057		Vert %	27.74	29.70	29.15	30.40	26.41	29.30
1058	Index	100	107	105	110	95	106	
1059	Household Has a Digital Video Recorder (DVR)							
1060		Unwgted	22029	1658	11905	722	10124	936
1061		(000)	94062	7366	46528	2784	47534	4583
1062		Horz %	100.00	7.83	49.46	2.96	50.54	4.87
1063		Vert %	40.83	41.32	41.74	42.22	39.98	40.80
1064	Index	100	101	102	103	98	100	
1065	Household Has TiVo-Brand DVR Video Recorder (Stand-Alone)			*		*		*
1066		Unwgted	572	37	316	13	256	24
1067		(000)	2095	155	1087	60	1008	95
1068		Horz %	100.00	7.41	51.89	2.88	48.11	4.53
1069		Vert %	0.91	0.87	0.98	0.92	0.85	0.85
1070	Index	100	96	107	101	93	93	
1071	Any Internet/Online Activity - Last 30 Days							
1072		Unwgted	41577	3376	21755	1423	19822	1953
1073		(000)	181282	15395	87773	5688	93509	9707
1074		Horz %	100.00	8.49	48.42	3.14	51.58	5.35
1075		Vert %	78.69	86.36	78.74	86.27	78.64	86.41
1076	Index	100	110	100	110	100	110	
1077	Downloaded Music from Internet - Last 30 Days							
1078		Unwgted	10591	805	5998	365	4593	440
1079		(000)	49339	3938	25962	1606	23378	2332
1080		Horz %	100.00	7.98	52.62	3.25	47.38	4.73
1081		Vert %	21.42	22.09	23.29	24.36	19.66	20.76
1082	Index	100	103	109	114	92	97	

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1083	Downloaded							
1084	Podcasts/Podcasting from	Unwgted	1957	204	1296	113	661	91
1085	Internet - Last 30 Days	(000)	7780	837	4918	448	2861	389
1086		Horz %	100.00	10.76	63.22	5.76	36.78	5.00
1087		Vert %	3.38	4.69	4.41	6.80	2.41	3.46
1088		Index	100	139	131	201	71	102
1089	Downloaded a Movie from							
1090	Internet - Last 30 Days	Unwgted	2848	177	1863	89	985	88
1091		(000)	12997	772	8163	367	4834	405
1092		Horz %	100.00	5.94	62.81	2.82	37.19	3.12
1093		Vert %	5.64	4.33	7.32	5.56	4.07	3.60
1094		Index	100	77	130	99	72	64
1095	Watched a Movie Online -							
1096	Last 30 Days	Unwgted	5288	372	3368	190	1920	182
1097		(000)	24686	1757	14912	868	9774	889
1098		Horz %	100.00	7.12	60.41	3.52	39.59	3.60
1099		Vert %	10.72	9.86	13.38	13.16	8.22	7.92
1100		Index	100	92	125	123	77	74
1101	Visited Online Blogs, Wrote							
1102	Online Blog, Posted Comment	Unwgted	9205	814	4773	305	4432	509
1103	or Review on Blog, Online	(000)	40926	3775	19080	1183	21846	2591
1104	Forum, Message or Bulletin	Horz %	100.00	9.22	46.62	2.89	53.38	6.33
1105	Board - Last 30 Days	Vert %	17.77	21.17	17.12	17.95	18.37	23.07
1106		Index	100	119	96	101	103	130
1107	Uploaded or Added Video to							
1108	Website - Last 30 Days	Unwgted	2468	186	1387	94	1081	92
1109		(000)	11387	900	5781	400	5606	500
1110		Horz %	100.00	7.90	50.77	3.51	49.23	4.39
1111		Vert %	4.94	5.05	5.19	6.06	4.71	4.45
1112		Index	100	102	105	123	95	90
1113	Visited a Chat Room - Last 30							
1114	Days	Unwgted	2480	175	1430	82	1050	93
1115		(000)	12455	785	6813	344	5642	441
1116		Horz %	100.00	6.30	54.70	2.77	45.30	3.54
1117		Vert %	5.41	4.40	6.11	5.22	4.75	3.92
1118		Index	100	81	113	97	88	73
1119	Used e-Mail - Last 30 Days							
1120		Unwgted	37612	3129	19298	1297	18314	1832
1121		(000)	159278	13912	74855	5040	84422	8871
1122		Horz %	100.00	8.73	47.00	3.16	53.00	5.57
1123		Vert %	69.14	78.04	67.15	76.45	71.00	78.97
1124		Index	100	113	97	111	103	114
1125	Used Instant Messenger/IM							
1126	Online - Last 30 Days	Unwgted	21202	1821	10469	707	10733	1114
1127		(000)	98919	8662	45133	2990	53786	5672
1128		Horz %	100.00	8.76	45.63	3.02	54.37	5.73
1129		Vert %	42.94	48.59	40.49	45.35	45.23	50.50
1130		Index	100	113	94	106	105	118
1131	Visited Facebook.com - Last							
1132	30 Days	Unwgted	22936	2016	10711	739	12225	1277
1133		(000)	105871	9715	45724	3159	60147	6555
1134		Horz %	100.00	9.18	43.19	2.98	56.81	6.19
1135		Vert %	45.96	54.50	41.02	47.92	50.58	58.36
1136		Index	100	119	89	104	110	127

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1137	Visited Flickr.com - Last 30						*	*
1138	Days	Unwgted	1128	77	671	43	457	34
1139		(000)	4799	334	2698	177	2101	157
1140		Horz %	100.00	6.96	56.22	3.70	43.78	3.26
1141		Vert %	2.08	1.87	2.42	2.69	1.77	1.39
1142		Index	100	90	116	129	85	67
1143	Visited LinkedIn.com - Last 30							
1144	Days	Unwgted	4150	303	2487	155	1663	148
1145		(000)	13209	1183	7432	518	5778	666
1146		Horz %	100.00	8.96	56.26	3.92	43.74	5.04
1147		Vert %	5.73	6.64	6.67	7.85	4.86	5.93
1148		Index	100	116	116	137	85	103
1149	Visited MySpace.com - Last							
1150	30 Days	Unwgted	1938	129	1033	59	905	70
1151		(000)	11658	682	5548	263	6110	419
1152		Horz %	100.00	5.85	47.59	2.26	52.41	3.59
1153		Vert %	5.06	3.83	4.98	4.00	5.14	3.73
1154		Index	100	76	98	79	102	74
1155	Visited Photobucket.com -						*	*
1156	Last 30 Days	Unwgted	1086	57	550	28	536	29
1157		(000)	5565	277	2495	118	3071	159
1158		Horz %	100.00	4.98	44.82	2.12	55.18	2.86
1159		Vert %	2.42	1.56	2.24	1.79	2.58	1.42
1160		Index	100	64	93	74	107	59
1161	Visited Shutterfly.com - Last						*	
1162	30 Days	Unwgted	1519	146	402	24	1117	122
1163		(000)	6033	739	1285	109	4748	631
1164		Horz %	100.00	12.25	21.29	1.80	78.71	10.45
1165		Vert %	2.62	4.15	1.15	1.65	3.99	5.61
1166		Index	100	158	44	63	152	214
1167	Visited Twitter.com - Last 30							
1168	Days	Unwgted	2984	218	1671	97	1313	121
1169		(000)	13447	1041	6861	468	6585	573
1170		Horz %	100.00	7.74	51.03	3.48	48.97	4.26
1171		Vert %	5.84	5.84	6.16	7.10	5.54	5.10
1172		Index	100	100	105	122	95	87
1173	Visited YouTube.com - Last							
1174	30 Days	Unwgted	18165	1538	10470	720	7695	818
1175		(000)	82265	7039	43969	2822	38296	4216
1176		Horz %	100.00	8.56	53.45	3.43	46.55	5.13
1177		Vert %	35.71	39.49	39.44	42.81	32.21	37.54
1178		Index	100	111	110	120	90	105
1179	Rated or Reviewed a Product							
1180	or Service on Any Social	Unwgted	3136	272	1508	105	1628	167
1181	Network - Last 30 Days	(000)	14311	1239	6530	388	7781	851
1182		Horz %	100.00	8.66	45.63	2.71	54.37	5.95
1183		Vert %	6.21	6.95	5.86	5.89	6.54	7.58
1184		Index	100	112	94	95	105	122
1185	Ever Used Text Messaging on							
1186	Cellular/Mobile	Unwgted	27940	2377	14247	973	13693	1404
1187	Phone/Smartphone to	(000)	128335	11099	59812	3897	68523	7202
1188	Communicate with Friends or	Horz %	100.00	8.65	46.61	3.04	53.39	5.61
1189	Family	Vert %	55.71	62.26	53.66	59.11	57.63	64.11
1190		Index	100	112	96	106	103	115

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1191	Ever Used Text Messaging on Cellular/Mobile							
1192		Unwgted	3600	312	1896	122	1704	190
1193		(000)	17138	1446	8427	489	8711	956
1194	Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion	Horz %	100.00	8.44	49.17	2.86	50.83	5.58
1195		Vert %	7.44	8.11	7.56	7.42	7.33	8.51
1196		Index	100	109	102	100	98	114
1197	Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile Phone/Smartphone							
1198		Unwgted	3873	348	2055	155	1818	193
1199		(000)	18580	1602	9291	701	9289	901
1200		Horz %	100.00	8.62	50.01	3.77	49.99	4.85
1201		Vert %	8.07	8.99	8.33	10.63	7.81	8.02
1202		Index	100	111	103	132	97	100
1203	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase							
1204		Unwgted	1757	147	1003	72	754	75
1205		(000)	8486	686	4618	333	3869	352
1206		Horz %	100.00	8.08	54.41	3.93	45.59	4.15
1207		Vert %	3.68	3.85	4.14	5.05	3.25	3.14
1208		Index	100	104	112	137	88	85
1209	Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile Phone/Smartphone							
1210		Unwgted	3905	334	2001	137	1904	197
1211		(000)	18488	1618	8514	531	9974	1087
1212		Horz %	100.00	8.75	46.05	2.87	53.95	5.88
1213		Vert %	8.03	9.08	7.64	8.06	8.39	9.67
1214		Index	100	113	95	100	105	121
1215	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone							
1216		Unwgted	8656	745	4442	309	4214	436
1217		(000)	40217	3528	18941	1217	21276	2312
1218		Horz %	100.00	8.77	47.10	3.03	52.90	5.75
1219		Vert %	17.46	19.79	16.99	18.45	17.89	20.58
1220		Index	100	113	97	106	102	118
1221	Ever Redeemed a Mobile Coupon from Cellular/Mobile Phone/Smartphone							
1222		Unwgted	1965	169	921	66	1044	103
1223		(000)	9318	663	3968	227	5350	436
1224		Horz %	100.00	7.12	42.59	2.44	57.41	4.68
1225		Vert %	4.04	3.72	3.56	3.45	4.50	3.88
1226		Index	100	92	88	85	111	96
1227	Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile Phone/Smartphone							
1228		Unwgted	2693	204	1736	117	957	87
1229		(000)	12631	886	7382	446	5249	440
1230		Horz %	100.00	7.02	58.44	3.53	41.56	3.48
1231		Vert %	5.48	4.97	6.62	6.77	4.41	3.91
1232		Index	100	91	121	123	81	71
1233	Ever Watched Live Television on Cellular/Mobile Phone/Smartphone							*
1234		Unwgted	1291	102	861	67	430	35
1235		(000)	6103	413	3691	231	2412	183
1236		Horz %	100.00	6.77	60.48	3.78	39.52	2.99
1237		Vert %	2.65	2.32	3.31	3.50	2.03	1.63
1238		Index	100	88	125	132	77	61
1239	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone							
1240		Unwgted	1619	144	1047	81	572	63
1241		(000)	7444	503	4427	288	3017	214
1242		Horz %	100.00	6.75	59.48	3.87	40.52	2.88
1243		Vert %	3.23	2.82	3.97	4.37	2.54	1.91
1244		Index	100	87	123	135	79	59

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1245	Ever Listened to Music on							
1246	Cellular/Mobile	Unwgted	8759	769	4947	345	3812	424
1247	Phone/Smartphone	(000)	41422	3728	21366	1378	20056	2350
1248		Horz %	100.00	9.00	51.58	3.33	48.42	5.67
1249		Vert %	17.98	20.91	19.17	20.90	16.87	20.92
1250		Index	100	116	107	116	94	116
1251	Ever Visited a Website for							
1252	News on Cellular/Mobile	Unwgted	10793	832	6536	435	4257	397
1253	Phone/Smartphone	(000)	46232	3794	25561	1710	20671	2084
1254		Horz %	100.00	8.21	55.29	3.70	44.71	4.51
1255		Vert %	20.07	21.28	22.93	25.94	17.38	18.55
1256		Index	100	106	114	129	87	92
1257	Ever Visited a Website for							
1258	Sports on Cellular/Mobile	Unwgted	7537	567	5491	367	2046	200
1259	Phone/Smartphone	(000)	31880	2405	21734	1429	10146	977
1260		Horz %	100.00	7.55	68.17	4.48	31.83	3.06
1261		Vert %	13.84	13.49	19.50	21.67	8.53	8.70
1262		Index	100	98	141	157	62	63
1263	Ever Visited a Website for							
1264	Weather on Cellular/Mobile	Unwgted	11814	903	6755	434	5059	469
1265	Phone/Smartphone	(000)	51372	4179	26734	1704	24638	2475
1266		Horz %	100.00	8.14	52.04	3.32	47.96	4.82
1267		Vert %	22.30	23.44	23.98	25.85	20.72	22.04
1268		Index	100	105	108	116	93	99
1269	Ever Visited a Search Engine							
1270	on Cellular/Mobile	Unwgted	13412	1063	7541	495	5871	568
1271	Phone/Smartphone	(000)	58167	5017	29836	2015	28331	3003
1272		Horz %	100.00	8.63	51.29	3.46	48.71	5.16
1273		Vert %	25.25	28.15	26.77	30.56	23.83	26.73
1274		Index	100	111	106	121	94	106
1275	Ever Visited or Used a Social							
1276	Networking Site on	Unwgted	8960	714	4585	304	4375	410
1277	Cellular/Mobile	(000)	41200	3541	19350	1305	21851	2235
1278	Phone/Smartphone	Horz %	100.00	8.59	46.96	3.17	53.04	5.43
1279		Vert %	17.88	19.86	17.36	19.80	18.38	19.90
1280		Index	100	111	97	111	103	111
1281	Ever Searched for Information							
1282	About a Product on	Unwgted	6477	506	3756	253	2721	253
1283	Cellular/Mobile	(000)	28485	2307	15075	1031	13410	1276
1284	Phone/Smartphone	Horz %	100.00	8.10	52.92	3.62	47.08	4.48
1285		Vert %	12.36	12.94	13.52	15.64	11.28	11.36
1286		Index	100	105	109	126	91	92
1287	Read Any Daily Newspaper							
1288		Unwgted	18473	1250	10078	573	8395	677
1289		(000)	75392	5507	37876	2189	37515	3318
1290		Horz %	100.00	7.30	50.24	2.90	49.76	4.40
1291		Vert %	32.73	30.89	33.98	33.20	31.55	29.54
1292		Index	100	94	104	101	96	90
1293	Read Any Sunday Newspaper							
1294		Unwgted	22699	1660	11550	675	11149	985
1295		(000)	95498	7545	44426	2647	51072	4898
1296		Horz %	100.00	7.90	46.52	2.77	53.48	5.13
1297		Vert %	41.45	42.33	39.85	40.15	42.95	43.61
1298		Index	100	102	96	97	104	105

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1299	Read Advertisements in							
1300	Weekday Newspaper	Unwgted	6188	462	2816	167	3372	295
1301		(000)	28200	2379	11426	717	16774	1662
1302		Horz %	100.00	8.44	40.52	2.54	59.48	5.89
1303		Vert %	12.24	13.34	10.25	10.87	14.11	14.80
1304		Index	100	109	84	89	115	121
1305	Read Advertisements in							
1306	Sunday/Weekend Newspaper	Unwgted	8128	634	3490	220	4638	414
1307		(000)	36348	3070	14049	909	22300	2161
1308		Horz %	100.00	8.45	38.65	2.50	61.35	5.95
1309		Vert %	15.78	17.22	12.60	13.79	18.75	19.24
1310		Index	100	109	80	87	119	122
1311	Read Classified Advertising in							
1312	Weekday Newspaper	Unwgted	6167	487	3180	205	2987	282
1313		(000)	31328	2591	14506	921	16821	1670
1314		Horz %	100.00	8.27	46.31	2.94	53.69	5.33
1315		Vert %	13.60	14.54	13.01	13.98	14.15	14.86
1316		Index	100	107	96	103	104	109
1317	Read Classified Advertising in							
1318	Sunday/Weekend Newspaper	Unwgted	6978	557	3398	205	3580	352
1319		(000)	34108	3005	15176	933	18932	2071
1320		Horz %	100.00	8.81	44.49	2.74	55.51	6.07
1321		Vert %	14.81	16.86	13.61	14.16	15.92	18.44
1322		Index	100	114	92	96	108	125
1323	Read Circulars/Inserts/Fliers in							
1324	Weekday Newspaper	Unwgted	7940	573	3338	178	4602	395
1325		(000)	34515	2802	12910	723	21606	2079
1326		Horz %	100.00	8.12	37.40	2.09	62.60	6.02
1327		Vert %	14.98	15.72	11.58	10.96	18.17	18.51
1328		Index	100	105	77	73	121	124
1329	Read Circulars/Inserts/Fliers in							
1330	Sunday/Weekend Newspaper	Unwgted	12103	932	4866	293	7237	639
1331		(000)	51749	4300	18660	1176	33089	3124
1332		Horz %	100.00	8.31	36.06	2.27	63.94	6.04
1333		Vert %	22.46	24.12	16.74	17.83	27.83	27.81
1334		Index	100	107	75	79	124	124
1335	Read Newspaper on e-							*
1336	Reader/Tablet - Last 6 Months	Unwgted	1512	98	952	55	560	43
1337		(000)	5352	431	3118	221	2234	210
1338		Horz %	100.00	8.06	58.26	4.14	41.74	3.92
1339		Vert %	2.32	2.42	2.80	3.36	1.88	1.87
1340		Index	100	104	120	145	81	80
1341	Personally Referred to Yellow							
1342	Pages (Paper or Internet) -							
1343	Past Week	Unwgted	9256	738	4203	268	5053	470
1344		(000)	42473	3674	17817	1140	24656	2535
1345		Horz %	100.00	8.65	41.95	2.68	58.05	5.97
1346		Vert %	18.44	20.61	15.98	17.28	20.74	22.56
1347		Index	100	112	87	94	112	122
1347	Personally Referred to Paper							
1348	Yellow Pages - Past Week	Unwgted	6328	472	2872	167	3456	305
1349		(000)	29769	2385	12582	717	17187	1668
1350		Horz %	100.00	8.01	42.27	2.41	57.73	5.60
1351		Vert %	12.92	13.38	11.29	10.87	14.45	14.85
1352		Index	100	104	87	84	112	115

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1353	Personally Referred to Internet							
1354	Yellow Pages - Past Week	Unwgted	3834	356	1696	124	2138	232
1355		(000)	16836	1778	6687	533	10149	1245
1356		Horz %	100.00	10.56	39.72	3.17	60.28	7.40
1357		Vert %	7.31	9.98	6.00	8.08	8.54	11.09
1358		Index	100	137	82	111	117	152
1359	Have Seen Digital/Video Ads							
1360	in Shopping Malls - Last 6	Unwgted	12375	963	6801	423	5574	540
1361	Months	(000)	58004	4546	29376	1799	28627	2747
1362		Horz %	100.00	7.84	50.65	3.10	49.35	4.74
1363		Vert %	25.18	25.50	26.35	27.29	24.08	24.45
1364		Index	100	101	105	108	96	97
1365	Have Seen Digital/Video Ads							
1366	in Bars/Pubs - Last 6 Months	Unwgted	7666	486	4747	266	2919	220
1367		(000)	36680	2290	20852	1125	15828	1165
1368		Horz %	100.00	6.24	56.85	3.07	43.15	3.18
1369		Vert %	15.92	12.85	18.71	17.07	13.31	10.37
1370		Index	100	81	117	107	84	65
1371	Have Seen Digital/Video Ads							
1372	in Gym/Health Clubs - Last 6	Unwgted	6795	490	3891	237	2904	253
1373	Months	(000)	32254	2207	17166	997	15088	1211
1374		Horz %	100.00	6.84	53.22	3.09	46.78	3.75
1375		Vert %	14.00	12.38	15.40	15.12	12.69	10.78
1376		Index	100	88	110	108	91	77
1377	Have Seen Digital/Video Ads							
1378	in Medical Offices - Last 6	Unwgted	10232	819	5207	331	5025	488
1379	Months	(000)	49109	3852	22892	1410	26218	2442
1380		Horz %	100.00	7.84	46.61	2.87	53.39	4.97
1381		Vert %	21.32	21.61	20.54	21.38	22.05	21.74
1382		Index	100	101	96	100	103	102
1383	Have Seen Digital/Video Ads							
1384	in Airports - Last 6 Months	Unwgted	9360	678	5440	338	3920	340
1385		(000)	41630	3089	22336	1440	19295	1649
1386		Horz %	100.00	7.42	53.65	3.46	46.35	3.96
1387		Vert %	18.07	17.33	20.04	21.84	16.23	14.68
1388		Index	100	96	111	121	90	81
1389	Have Seen Digital/Video Ads							
1390	at Gas Stations - Last 6	Unwgted	12231	942	7301	477	4930	465
1391	Months	(000)	55564	4387	30620	1977	24943	2410
1392		Horz %	100.00	7.89	55.11	3.56	44.89	4.34
1393		Vert %	24.12	24.61	27.47	29.99	20.98	21.45
1394		Index	100	102	114	124	87	89
1395	Have Seen Digital/Video Ads							
1396	in Office Building Elevators -	Unwgted	8635	625	4859	299	3776	326
1397	Last 6 Months	(000)	39663	2929	20404	1240	19259	1689
1398		Horz %	100.00	7.38	51.44	3.13	48.56	4.26
1399		Vert %	17.22	16.43	18.30	18.81	16.20	15.03
1400		Index	100	95	106	109	94	87
1401	Have Seen Digital/Video Ads							
1402	in Stores - Last 6 Months	Unwgted	14809	1148	8131	523	6678	625
1403		(000)	69366	5414	35299	2105	34067	3309
1404		Horz %	100.00	7.81	50.89	3.03	49.11	4.77
1405		Vert %	30.11	30.37	31.67	31.93	28.65	29.46
1406		Index	100	101	105	106	95	98

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1407	Have Seen Digital/Video Ads in Restaurants - Last 6 Months							
1408		Unwgted	9731	756	5597	376	4134	380
1409		(000)	47270	3627	25163	1564	22107	2063
1410		Horz %	100.00	7.67	53.23	3.31	46.77	4.36
1411		Vert %	20.52	20.35	22.57	23.73	18.59	18.36
1412		Index	100	99	110	116	91	89
1413	Have Seen Ads on Billboards - Last 6 Months							
1414		Unwgted	32686	2580	17333	1094	15353	1486
1415		(000)	147223	11877	72239	4392	74984	7486
1416		Horz %	100.00	8.07	49.07	2.98	50.93	5.08
1417		Vert %	63.91	66.63	64.81	66.61	63.06	66.64
1418		Index	100	104	101	104	99	104
1419	Have Seen Ads on Buses/Trains - Last 6 Months							
1420		Unwgted	17373	1274	9530	566	7843	708
1421		(000)	75212	5504	38263	2179	36949	3325
1422		Horz %	100.00	7.32	50.87	2.90	49.13	4.42
1423		Vert %	32.65	30.88	34.33	33.05	31.07	29.60
1424		Index	100	95	105	101	95	91
1425	Have Seen Ads at Bus Stops or Train Stations - Last 6 Months							
1426		Unwgted	12527	881	7040	419	5487	462
1427		(000)	54426	3768	28375	1628	26051	2140
1428		Horz %	100.00	6.92	52.13	2.99	47.87	3.93
1429		Vert %	23.62	21.14	25.46	24.69	21.91	19.05
1430		Index	100	89	108	105	93	81
1431	Have Seen Ads Inside Taxis - Last 6 Months							
1432		Unwgted	7184	475	4105	253	3079	222
1433		(000)	32282	2089	17376	1098	14905	991
1434		Horz %	100.00	6.47	53.83	3.40	46.17	3.07
1435		Vert %	14.01	11.72	15.59	16.65	12.54	8.82
1436		Index	100	84	111	119	89	63
1437	Have Seen Ads on Top of Taxis - Last 6 Months							
1438		Unwgted	11263	774	6572	408	4691	366
1439		(000)	48910	3239	26688	1611	22222	1628
1440		Horz %	100.00	6.62	54.57	3.29	45.43	3.33
1441		Vert %	21.23	18.17	23.94	24.44	18.69	14.49
1442		Index	100	86	113	115	88	68
1443	Have Seen Ads on Phone Booths - Last 6 Months							
1444		Unwgted	6539	460	3842	246	2697	214
1445		(000)	31382	2157	17185	1094	14198	1063
1446		Horz %	100.00	6.87	54.76	3.49	45.24	3.39
1447		Vert %	13.62	12.10	15.42	16.60	11.94	9.46
1448		Index	100	89	113	122	88	69
1449	Have Seen Ads at Sports or Entertainment Events - last 6 Months							
1450		Unwgted	15270	1131	9192	574	6078	557
1451		(000)	68549	5108	38007	2354	30542	2753
1452		Horz %	100.00	7.45	55.44	3.43	44.56	4.02
1453		Vert %	29.76	28.65	34.10	35.71	25.69	24.51
1454		Index	100	96	115	120	86	82
1455	Have Seen Ads on Postcards - Last 6 Months							
1456		Unwgted	10441	855	5341	360	5100	495
1457		(000)	46860	3911	22200	1471	24661	2439
1458		Horz %	100.00	8.35	47.37	3.14	52.63	5.21
1459		Vert %	20.34	21.94	19.92	22.32	20.74	21.72
1460		Index	100	108	98	110	102	107

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1461	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months							
1462		Unwgted	11880	925	6458	401	5422	524
1463		(000)	55733	4404	27932	1710	27801	2694
1464		Horz %	100.00	7.90	50.12	3.07	49.88	4.83
1465		Vert %	24.19	24.71	25.06	25.94	23.38	23.98
1466		Index	100	102	104	107	97	99
1467	Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months							
1468		Unwgted	24385	1893	12974	815	11411	1078
1469		(000)	111246	8880	54793	3438	56453	5443
1470		Horz %	100.00	7.98	49.25	3.09	50.75	4.89
1471		Vert %	48.29	49.81	49.15	52.14	47.48	48.45
1472		Index	100	103	102	108	98	100
1473	Have Seen Infomercials - Last 6 Months							
1474		Unwgted	17354	1343	9275	592	8079	751
1475		(000)	80809	6385	39696	2448	41113	3938
1476		Horz %	100.00	7.90	49.12	3.03	50.88	4.87
1477		Vert %	35.08	35.82	35.61	37.12	34.58	35.05
1478		Index	100	102	102	106	99	100
1479	Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months							
1480		Unwgted	27289	2174	13855	885	13434	1289
1481		(000)	122415	10225	57167	3557	65248	6668
1482		Horz %	100.00	8.35	46.70	2.91	53.30	5.45
1483		Vert %	53.14	57.36	51.28	53.94	54.87	59.36
1484		Index	100	108	97	102	103	112
1485	Have Seen Product Placement in Video Games - Last 6 Months							
1486		Unwgted	7712	547	4702	291	3010	256
1487		(000)	39249	2679	22522	1301	16726	1378
1488		Horz %	100.00	6.83	57.38	3.31	42.62	3.51
1489		Vert %	17.04	15.03	20.20	19.73	14.07	12.27
1490		Index	100	88	119	116	83	72
1491	Have Seen Product Placement in TV Shows - Last 6 Months							
1492		Unwgted	26807	2077	14328	913	12479	1164
1493		(000)	121884	9703	60563	3734	61321	5968
1494		Horz %	100.00	7.96	49.69	3.06	50.31	4.90
1495		Vert %	52.91	54.43	54.33	56.64	51.57	53.13
1496		Index	100	103	103	107	97	100
1497	Have Seen Product Placement in Movies - Last 6 Months							
1498		Unwgted	19656	1549	10767	707	8889	842
1499		(000)	90596	7329	46182	2977	44414	4352
1500		Horz %	100.00	8.09	50.98	3.29	49.02	4.80
1501		Vert %	39.33	41.11	41.43	45.15	37.35	38.74
1502		Index	100	105	105	115	95	99
1503	Have Seen Ads at the Cinema - Last 6 Months							
1504		Unwgted	19424	1560	10086	656	9338	904
1505		(000)	87394	7096	42339	2752	45055	4344
1506		Horz %	100.00	8.12	48.45	3.15	51.55	4.97
1507		Vert %	37.94	39.80	37.98	41.73	37.89	38.67
1508		Index	100	105	100	110	100	102
1509	Your Intentions - Likely to Buy First House/Residence - Next 12 Months							
1510		Unwgted	4144	314	2173	134	1971	180
1511		(000)	23864	1711	12097	677	11767	1034
1512		Horz %	100.00	7.17	50.69	2.84	49.31	4.33
1513		Vert %	10.36	9.60	10.85	10.27	9.90	9.20
1514		Index	100	93	105	99	96	89

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1515	Your Intentions - Likely to Buy							
1516	Second House/Vacation Home	Unwgted	2417	203	1343	98	1074	105
1517	- Next 12 Months	(000)	11124	833	5878	375	5247	458
1518		Horz %	100.00	7.49	52.84	3.38	47.16	4.12
1519		Vert %	4.83	4.68	5.27	5.70	4.41	4.08
1520		Index	100	97	109	118	91	84
1521	Your Intentions - Likely to Sell							
1522	House/Residence - Next 12	Unwgted	3368	310	1803	131	1565	179
1523	Months	(000)	13882	1322	7053	500	6830	822
1524		Horz %	100.00	9.52	50.80	3.60	49.20	5.92
1525		Vert %	6.03	7.42	6.33	7.58	5.74	7.32
1526		Index	100	123	105	126	95	121
1527	Your Intentions - Likely to					*		
1528	Take Out 2nd Mortgage or	Unwgted	1218	92	727	41	491	51
1529	Equity Loan - Next 12 Months	(000)	5366	394	3009	151	2357	244
1530		Horz %	100.00	7.35	56.08	2.81	43.92	4.54
1531		Vert %	2.33	2.21	2.70	2.29	1.98	2.17
1532		Index	100	95	116	98	85	93
1533	Your Intentions - Likely to							
1534	Remodel Kitchen - Next 12	Unwgted	5407	463	3019	204	2388	259
1535	Months	(000)	24807	2139	12848	856	11959	1283
1536		Horz %	100.00	8.62	51.79	3.45	48.21	5.17
1537		Vert %	10.77	12.00	11.53	12.98	10.06	11.42
1538		Index	100	111	107	121	93	106
1539	Your Intentions - Likely to							
1540	Remodel Bathroom - Next 12	Unwgted	6440	504	3601	224	2839	280
1541	Months	(000)	29418	2390	15187	920	14231	1469
1542		Horz %	100.00	8.12	51.62	3.13	48.38	5.00
1543		Vert %	12.77	13.41	13.62	13.96	11.97	13.08
1544		Index	100	105	107	109	94	102
1545	Your Intentions - Likely to							
1546	Convert Room to Home Office	Unwgted	1476	148	837	62	639	86
1547	- Next 12 Months	(000)	7006	744	3723	282	3283	462
1548		Horz %	100.00	10.62	53.14	4.03	46.86	6.60
1549		Vert %	3.04	4.17	3.34	4.28	2.76	4.11
1550		Index	100	137	110	141	91	135
1551	Your Intentions - Likely to Add							
1552	Rooms/Exterior Additions to	Unwgted	1411	132	837	66	574	66
1553	Home - Next 12 Months	(000)	6731	627	3720	284	3010	344
1554		Horz %	100.00	9.32	55.27	4.22	44.73	5.11
1555		Vert %	2.92	3.52	3.34	4.30	2.53	3.06
1556		Index	100	120	114	147	87	105
1557	Your Intentions - Likely to Do							
1558	Other Remodeling Projects to	Unwgted	3226	264	1803	122	1423	142
1559	Home - Next 12 Months	(000)	14406	1275	7520	493	6886	782
1560		Horz %	100.00	8.85	52.20	3.42	47.80	5.43
1561		Vert %	6.25	7.15	6.75	7.47	5.79	6.96
1562		Index	100	114	108	119	93	111
1563	Your Intentions - Likely to							
1564	Purchase Homeowner or	Unwgted	8339	640	4476	292	3863	348
1565	Personal Property Insurance -	(000)	36699	2791	18414	1176	18285	1615
1566	Next 12 Months	Horz %	100.00	7.60	50.18	3.21	49.82	4.40
1567		Vert %	15.93	15.66	16.52	17.84	15.38	14.37
1568		Index	100	98	104	112	97	90

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1569	Your Intentions - Likely to Purchase Life Insurance - Next 12 Months							
1570		Unwgted	6492	577	3421	260	3071	317
1571		(000)	31124	2653	15451	1071	15672	1582
1572		Horz %	100.00	8.52	49.64	3.44	50.36	5.08
1573		Vert %	13.51	14.88	13.86	16.25	13.18	14.08
1574		Index	100	110	103	120	98	104
1575	Your Intentions - Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1576		Unwgted	10728	811	6103	380	4625	431
1577		(000)	42348	3449	22396	1464	19952	1985
1578		Horz %	100.00	8.14	52.89	3.46	47.11	4.69
1579		Vert %	18.38	19.35	20.09	22.21	16.78	17.67
1580		Index	100	105	109	121	91	96
1581	Your Intentions - Likely to Visit Theme Park - Next 12 Months							
1582		Unwgted	10852	923	5689	391	5163	532
1583		(000)	50528	4582	24461	1669	26067	2913
1584		Horz %	100.00	9.07	48.41	3.30	51.59	5.76
1585		Vert %	21.93	25.70	21.94	25.31	21.92	25.93
1586		Index	100	117	100	115	100	118
1587	Your Intentions - Likely to Take Cruise (for More Than 1 Day) - Next 12 Months							
1588		Unwgted	8749	726	4446	305	4303	421
1589		(000)	38375	3280	18213	1187	20162	2092
1590		Horz %	100.00	8.55	47.46	3.09	52.54	5.45
1591		Vert %	16.66	18.40	16.34	18.01	16.96	18.63
1592		Index	100	110	98	108	102	112
1593	Your Intentions - Likely to Buy a New Vehicle - Next 12 Months							
1594		Unwgted	7672	584	4174	249	3498	335
1595		(000)	36308	2801	18030	1029	18278	1772
1596		Horz %	100.00	7.71	49.66	2.83	50.34	4.88
1597		Vert %	15.76	15.71	16.17	15.61	15.37	15.77
1598		Index	100	100	103	99	98	100
1599	Your Intentions - Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months							
1600		Unwgted	10607	891	5862	411	4745	480
1601		(000)	53923	4401	27638	1738	26285	2663
1602		Horz %	100.00	8.16	51.25	3.22	48.75	4.94
1603		Vert %	23.41	24.69	24.79	26.37	22.11	23.71
1604		Index	100	105	106	113	94	101
1605	Your Intentions - Likely to Lease a Vehicle - Next 12 Months							
1606		Unwgted	2534	186	1291	83	1243	103
1607		(000)	12202	903	5869	418	6333	485
1608		Horz %	100.00	7.40	48.10	3.43	51.90	3.98
1609		Vert %	5.30	5.07	5.27	6.34	5.33	4.32
1610		Index	100	96	99	120	101	82
1611	Your Intentions - Likely to Buy a 2-Door Car - Next 12 Months							
1612		Unwgted	3080	244	1781	120	1299	124
1613		(000)	15566	1330	8671	611	6894	719
1614		Horz %	100.00	8.55	55.71	3.92	44.29	4.62
1615		Vert %	6.76	7.46	7.78	9.26	5.80	6.40
1616		Index	100	110	115	137	86	95
1617	Your Intentions - Likely to Buy a 4-Door Car - Next 12 Months							
1618		Unwgted	8518	668	4500	297	4018	371
1619		(000)	41828	3341	20328	1250	21500	2091
1620		Horz %	100.00	7.99	48.60	2.99	51.40	5.00
1621		Vert %	18.16	18.74	18.24	18.96	18.08	18.62
1622		Index	100	103	100	104	100	103

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1623	Your Intentions - Likely to Buy a Van/Mini-Van - Next 12 Months							
1624		Unwgted	2447	218	1340	101	1107	117
1625		(000)	12807	1267	6431	528	6375	740
1626		Horz %	100.00	9.90	50.22	4.12	49.78	5.78
1627		Vert %	5.56	7.11	5.77	8.00	5.36	6.59
1628		Index	100	128	104	144	96	118
1629	Your Intentions - Likely to Buy a Motorcycle - Next 12 Months							*
1630		Unwgted	1278	94	809	50	469	44
1631		(000)	6999	476	4242	251	2756	224
1632		Horz %	100.00	6.80	60.62	3.59	39.38	3.20
1633		Vert %	3.04	2.67	3.81	3.81	2.32	2.00
1634		Index	100	88	125	125	76	66
1635	Your Intentions - Likely to Buy a Sport-Utility Vehicle - Next 12 Months							
1636		Unwgted	4517	392	2479	180	2038	212
1637		(000)	21316	1718	10692	725	10624	993
1638		Horz %	100.00	8.06	50.16	3.40	49.84	4.66
1639		Vert %	9.25	9.64	9.59	10.99	8.93	8.84
1640		Index	100	104	104	119	97	96
1641	Your Intentions - Likely to Buy a Light Truck - Next 12 Months							
1642		Unwgted	3310	271	2076	145	1234	126
1643		(000)	17770	1504	10215	737	7555	767
1644		Horz %	100.00	8.46	57.48	4.15	42.52	4.31
1645		Vert %	7.71	8.44	9.16	11.18	6.35	6.82
1646		Index	100	109	119	145	82	88
1647	Your Intentions - Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Next 12 Months							
1648		Unwgted	2416	203	1334	90	1082	113
1649		(000)	11083	927	5798	395	5285	531
1650		Horz %	100.00	8.36	52.32	3.57	47.68	4.80
1651		Vert %	4.81	5.20	5.20	6.00	4.44	4.73
1652		Index	100	108	108	125	92	98
1653	Your Intentions - Likely to Buy a Home Theater System - Next 12 Months							
1654		Unwgted	3981	309	2307	144	1674	165
1655		(000)	19518	1388	10873	646	8646	742
1656		Horz %	100.00	7.11	55.70	3.31	44.30	3.80
1657		Vert %	8.47	7.79	9.75	9.80	7.27	6.61
1658		Index	100	92	115	116	86	78
1659	Your Intentions - Likely to Buy a Large Flat-Screen/HDTV (27"-42") - Next 12 Months							
1660		Unwgted	8726	707	4639	304	4087	403
1661		(000)	40740	3161	20747	1203	19994	1959
1662		Horz %	100.00	7.76	50.92	2.95	49.08	4.81
1663		Vert %	17.68	17.73	18.61	18.24	16.81	17.44
1664		Index	100	100	105	103	95	99
1665	Your Intentions - Likely to Buy a Giant Flat-Screen/HDTV (43" or More) - Next 12 Months							
1666		Unwgted	5403	403	3189	197	2214	206
1667		(000)	25635	1867	14089	787	11546	1080
1668		Horz %	100.00	7.28	54.96	3.07	45.04	4.21
1669		Vert %	11.13	10.47	12.64	11.94	9.71	9.61
1670		Index	100	94	114	107	87	86
1671	Your Intentions - Likely to Buy a Portable DVD Player - Next 12 Months							
1672		Unwgted	4043	342	2108	144	1935	198
1673		(000)	20566	1614	10147	611	10420	1003
1674		Horz %	100.00	7.85	49.34	2.97	50.66	4.88
1675		Vert %	8.93	9.05	9.10	9.26	8.76	8.93
1676		Index	100	101	102	104	98	100

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1677	Your Intentions - Likely to Buy a Blu-Ray Player - Next 12 Months							
1678		Unwgted	5089	429	2958	197	2131	232
1679		(000)	24204	1983	12857	760	11347	1223
1680		Horz %	100.00	8.19	53.12	3.14	46.88	5.05
1681		Vert %	10.51	11.13	11.53	11.53	9.54	10.89
1682	Index	100	106	110	110	91	104	
1683	Your Intentions - Likely to Buy a Digital Video Camera or Digital Camera - Next 12 Months							
1684		Unwgted	5251	444	2787	175	2464	269
1685		(000)	25350	2063	12384	716	12966	1347
1686		Horz %	100.00	8.14	48.85	2.83	51.15	5.31
1687		Vert %	11.00	11.57	11.11	10.86	10.90	11.99
1688	Index	100	105	101	99	99	109	
1689	Your Intentions - Likely to Buy a Desktop Computer - Next 12 Months							
1690		Unwgted	5874	465	3323	230	2551	235
1691		(000)	27475	2159	14226	948	13249	1211
1692		Horz %	100.00	7.86	51.78	3.45	48.22	4.41
1693		Vert %	11.93	12.11	12.76	14.38	11.14	10.78
1694	Index	100	102	107	121	93	90	
1695	Your Intentions - Likely to Buy a Laptop Computer - Next 12 Months							
1696		Unwgted	9834	799	5209	352	4625	447
1697		(000)	46220	3798	22814	1482	23406	2315
1698		Horz %	100.00	8.22	49.36	3.21	50.64	5.01
1699		Vert %	20.06	21.30	20.47	22.49	19.68	20.61
1700	Index	100	106	102	112	98	103	
1701	Your Intentions - Likely to Subscribe to Satellite Radio - Next 12 Months							
1702		Unwgted	2646	210	1468	109	1178	101
1703		(000)	13158	978	6963	462	6194	516
1704		Horz %	100.00	7.43	52.92	3.51	47.08	3.92
1705		Vert %	5.71	5.49	6.25	7.01	5.21	4.60
1706	Index	100	96	109	123	91	80	
1707	Your Intentions - Likely to Get Engaged - Next 12 Months							
1708		Unwgted	4556	289	2304	120	2252	169
1709		(000)	24442	1533	12208	633	12234	900
1710		Horz %	100.00	6.27	49.95	2.59	50.05	3.68
1711		Vert %	10.61	8.60	10.95	9.60	10.29	8.01
1712	Index	100	81	103	90	97	76	
1713	Your Intentions - Likely to Become a Parent - Next 12 Months							
1714		Unwgted	3008	245	1415	101	1593	144
1715		(000)	16551	1252	7229	449	9321	804
1716		Horz %	100.00	7.57	43.68	2.71	56.32	4.86
1717		Vert %	7.18	7.03	6.49	6.80	7.84	7.15
1718	Index	100	98	90	95	109	100	
1719	Your Intentions - Likely to Become a Grandparent - Next 12 Months							
1720		Unwgted	4255	357	2155	155	2100	202
1721		(000)	20418	1750	9609	717	10809	1033
1722		Horz %	100.00	8.57	47.06	3.51	52.94	5.06
1723		Vert %	8.86	9.82	8.62	10.88	9.09	9.19
1724	Index	100	111	97	123	103	104	
1725	Your Intentions - Likely to Have a Child Go Away to College - Next 12 Months							
1726		Unwgted	4037	382	2135	170	1902	212
1727		(000)	19488	1873	9510	684	9978	1189
1728		Horz %	100.00	9.61	48.80	3.51	51.20	6.10
1729		Vert %	8.46	10.51	8.53	10.37	8.39	10.59
1730	Index	100	124	101	123	99	125	

RAB / GfK MRI FORMAT PROFILE: RELIGIOUS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Religious Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Religious Formats (Total Week Cume)
1								
2								
1731	Your Intentions - Likely to Have a Child Graduate from College - Next 12 Months							
1732		Unwgted	2757	241	1433	101	1324	140
1733		(000)	13242	1144	6419	486	6823	658
1734		Horz %	100.00	8.64	48.47	3.67	51.53	4.97
1735		Vert %	5.75	6.42	5.76	7.37	5.74	5.86
1736		Index	100	112	100	128	100	102
1737	Your Intentions - Likely to Have a Child Get Married - Next 12 Months							
1738		Unwgted	3100	286	1534	115	1566	171
1739		(000)	15422	1415	7070	545	8352	870
1740		Horz %	100.00	9.18	45.84	3.54	54.16	5.64
1741		Vert %	6.69	7.94	6.34	8.27	7.02	7.74
1742		Index	100	119	95	124	105	116
1743	Your Intentions - Likely to Retire from Full-Time Work - Next 12 Months							
1744		Unwgted	3412	242	1951	104	1461	138
1745		(000)	15336	1053	8543	453	6793	600
1746		Horz %	100.00	6.87	55.71	2.95	44.29	3.91
1747		Vert %	6.66	5.91	7.66	6.87	5.71	5.34
1748		Index	100	89	115	103	86	80
1749	Your Intentions - Likely to Collect Lump-Sum from Pension/IRA/401(k) - Next 12 Months							
1750		Unwgted	1592	129	880	57	712	72
1751		(000)	7515	597	4031	264	3484	333
1752		Horz %	100.00	7.94	53.65	3.51	46.35	4.43
1753		Vert %	3.26	3.35	3.62	4.00	2.93	2.96
1754		Index	100	103	111	123	90	91
1755	Your Intentions - Likely to Start or Buy a New Business - Next 12 Months							
1756		Unwgted	3676	330	2187	155	1489	175
1757		(000)	17479	1560	10201	705	7278	855
1758		Horz %	100.00	8.92	58.36	4.03	41.64	4.89
1759		Vert %	7.59	8.75	9.15	10.69	6.12	7.61
1760		Index	100	115	121	141	81	100
1761	Your Intentions - Likely to Change Jobs - Next 12 Months							
1762		Unwgted	7643	647	4255	288	3388	359
1763		(000)	33336	2978	17707	1179	15629	1799
1764		Horz %	100.00	8.93	53.12	3.54	46.88	5.40
1765		Vert %	14.47	16.71	15.88	17.88	13.14	16.02
1766		Index	100	115	110	124	91	111