

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
2								
3	U.S. Adults 18+							
4		Unwgted	50764	2879	26280	1419	24484	1460
5		(000)	230375	14270	111471	6744	118904	7526
6		Horz %	100.00	6.19	48.39	2.93	51.61	3.27
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	1419	26280	1419	0	0
11		(000)	111471	6744	111471	6744	0	0
12		Horz %	100.00	6.05	100.00	6.05	0.00	0.00
13		Vert %	48.39	47.26	100.00	100.00	0.00	0.00
14		Index	100	98	207	207	0	0
15	Female				*	*		
16		Unwgted	24484	1460	0	0	24484	1460
17		(000)	118904	7526	0	0	118904	7526
18		Horz %	100.00	6.33	0.00	0.00	100.00	6.33
19		Vert %	51.61	52.74	0.00	0.00	100.00	100.00
20		Index	100	102	0	0	194	194
21	Age 18-24							
22		Unwgted	4063	754	2314	431	1749	323
23		(000)	29377	5120	14849	2530	14528	2590
24		Horz %	100.00	17.43	50.55	8.61	49.45	8.82
25		Vert %	12.75	35.88	13.32	37.51	12.22	34.41
26		Index	100	281	104	294	96	270
27	Age 25-34							
28		Unwgted	8080	916	4218	437	3862	479
29		(000)	41280	4314	20756	2137	20524	2177
30		Horz %	100.00	10.45	50.28	5.18	49.72	5.27
31		Vert %	17.92	30.23	18.62	31.69	17.26	28.92
32		Index	100	169	104	177	96	161
33	Age 35-44							
34		Unwgted	9539	682	5074	309	4465	373
35		(000)	40737	2793	20147	1157	20590	1636
36		Horz %	100.00	6.86	49.46	2.84	50.54	4.02
37		Vert %	17.68	19.57	18.07	17.15	17.32	21.74
38		Index	100	111	102	97	98	123
39	Age 45-54							
40		Unwgted	10179	352	5388	166	4791	186
41		(000)	44531	1376	21782	660	22749	717
42		Horz %	100.00	3.09	48.91	1.48	51.09	1.61
43		Vert %	19.33	9.64	19.54	9.78	19.13	9.52
44		Index	100	50	101	51	99	49
45	Age 55-64							
46		Unwgted	8584	129	4412	55	4172	74
47		(000)	35695	553	17145	211	18550	342
48		Horz %	100.00	1.55	48.03	0.59	51.97	0.96
49		Vert %	15.49	3.87	15.38	3.13	15.60	4.54
50		Index	100	25	99	20	101	29
51	Age 65+				*	*		*
52		Unwgted	10319	46	4874	21	5445	25
53		(000)	38754	115	16791	49	21963	65
54		Horz %	100.00	0.30	43.33	0.13	56.67	0.17
55		Vert %	16.82	0.80	15.06	0.73	18.47	0.87
56		Index	100	5	90	4	110	5

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1								
2								
57	Age 21+							
58		Unwgted	49151	2563	25297	1226	23854	1337
59		(000)	217192	11983	104396	5504	112796	6479
60		Horz %	100.00	5.52	48.07	2.53	51.93	2.98
61		Vert %	94.28	83.97	93.65	81.62	94.86	86.08
62		Index	100	89	99	87	101	91
63	Age 21-34							
64		Unwgted	10530	1354	5549	675	4981	679
65		(000)	57475	7146	28531	3427	28944	3719
66		Horz %	100.00	12.43	49.64	5.96	50.36	6.47
67		Vert %	24.95	50.08	25.59	50.82	24.34	49.41
68		Index	100	201	103	204	98	198
69	Age 18-34							
70		Unwgted	12143	1670	6532	868	5611	802
71		(000)	70657	9433	35605	4667	35053	4766
72		Horz %	100.00	13.35	50.39	6.60	49.61	6.75
73		Vert %	30.67	66.11	31.94	69.20	29.48	63.33
74		Index	100	216	104	226	96	206
75	Age 18-49							
76		Unwgted	26777	2573	14373	1282	12404	1291
77		(000)	133969	13061	66829	6249	67140	6812
78		Horz %	100.00	9.75	49.88	4.66	50.12	5.08
79		Vert %	58.15	91.53	59.95	92.66	56.47	90.51
80		Index	100	157	103	159	97	156
81	Age 25-54							
82		Unwgted	27798	1950	14680	912	13118	1038
83		(000)	126548	8483	62685	3953	63863	4529
84		Horz %	100.00	6.70	49.53	3.12	50.47	3.58
85		Vert %	54.93	59.45	56.23	58.62	53.71	60.18
86		Index	100	108	102	107	98	110
87	Age 35-64							
88		Unwgted	28302	1163	14874	530	13428	633
89		(000)	120963	4722	59074	2028	61889	2694
90		Horz %	100.00	3.90	48.84	1.68	51.16	2.23
91		Vert %	52.51	33.09	53.00	30.06	52.05	35.80
92		Index	100	63	101	57	99	68
93	Age 50+							
94		Unwgted	23987	306	11907	137	12080	169
95		(000)	96406	1209	44642	495	51764	714
96		Horz %	100.00	1.25	46.31	0.51	53.69	0.74
97		Vert %	41.85	8.47	40.05	7.34	43.53	9.49
98		Index	100	20	96	18	104	23
99	Median Age							
100		Unwgted						
101		(000)	45.80	29.30	45.00	28.60	46.70	29.90
102		Horz %						
103		Vert %						
104		Index						
105	Race: White Only							
106		Unwgted	38545	1500	20124	682	18421	818
107		(000)	172664	7393	83100	3121	89564	4272
108		Horz %	100.00	4.28	48.13	1.81	51.87	2.47
109		Vert %	74.95	51.81	74.55	46.29	75.32	56.76
110		Index	100	69	99	62	101	76

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1								
2								
111	Race: Black/African-American Only							
112		Unwgted	5358	572	2489	282	2869	290
113		(000)	26062	2735	11837	1356	14225	1378
114		Horz %	100.00	10.49	45.42	5.20	54.58	5.29
115		Vert %	11.31	19.17	10.62	20.11	11.96	18.32
116		Index	100	169	94	178	106	162
117	Race: Other Race/Multiple Classifications							
118		Unwgted	6861	807	3667	455	3194	352
119		(000)	31649	4142	16534	2266	15115	1876
120		Horz %	100.00	13.09	52.24	7.16	47.76	5.93
121		Vert %	13.74	29.03	14.83	33.60	12.71	24.93
122		Index	100	211	108	245	93	181
123	Spanish, Hispanic, Latino Origin or Descent							
124		Unwgted	5242	662	2726	363	2516	299
125		(000)	32152	4010	16538	2193	15614	1817
126		Horz %	100.00	12.47	51.44	6.82	48.56	5.65
127		Vert %	13.96	28.10	14.84	32.51	13.13	24.14
128		Index	100	201	106	233	94	173
129	Personally Speak Only Spanish at Home			*		*		*
130		Unwgted	806	36	406	21	400	15
131		(000)	8547	409	4453	268	4094	141
132		Horz %	100.00	4.78	52.10	3.14	47.90	1.65
133		Vert %	3.71	2.86	3.99	3.97	3.44	1.87
134		Index	100	77	108	107	93	50
135	Personally Speak Mostly Spanish, but Some English, at Home							*
136		Unwgted	1218	122	661	78	557	44
137		(000)	8824	1020	4659	611	4165	409
138		Horz %	100.00	11.56	52.80	6.92	47.20	4.64
139		Vert %	3.83	7.15	4.18	9.05	3.50	5.44
140		Index	100	187	109	236	91	142
141	Personally Speak Spanish and English Equally at Home			*		*		*
142		Unwgted	125	28	71	20	54	8
143		(000)	1077	246	574	149	503	97
144		Horz %	100.00	22.86	53.33	13.86	46.67	8.99
145		Vert %	0.47	1.73	0.52	2.21	0.42	1.29
146		Index	100	369	110	474	90	275
147	Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree							
148		Unwgted	6776	230	3694	109	3082	121
149		(000)	22020	666	10873	295	11147	371
150		Horz %	100.00	3.02	49.38	1.34	50.62	1.68
151		Vert %	9.56	4.66	9.75	4.37	9.37	4.93
152		Index	100	49	102	46	98	52
153	Highest Level Education Completed/Highest Degree: Bachelor's Degree							
154		Unwgted	11531	590	6015	257	5516	333
155		(000)	40983	2235	19645	927	21338	1309
156		Horz %	100.00	5.45	47.93	2.26	52.07	3.19
157		Vert %	17.79	15.67	17.62	13.74	17.95	17.39
158		Index	100	88	99	77	101	98
159	Highest Level Education Completed/Highest Degree: Associate Degree, Academic							
160		Unwgted	2455	169	1069	66	1386	103
161		(000)	8920	547	3595	198	5326	349
162		Horz %	100.00	6.13	40.30	2.22	59.70	3.91
163		Vert %	3.87	3.83	3.22	2.94	4.48	4.63
164		Index	100	99	83	76	116	120

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1								
2								
165	Highest Level Education							
166	Completed/Highest Degree:	Unwgt'd	3022	163	1491	78	1531	85
167	Associate Degree, Occupational/Vocational	(000)	11493	643	5089	255	6404	387
168		Horz %	100.00	5.59	44.28	2.22	55.72	3.37
169		Vert %	4.99	4.50	4.57	3.78	5.39	5.15
170		Index	100	90	92	76	108	103
171	Highest Level Education							
172	Completed/Highest Degree:	Unwgt'd	10967	814	5521	394	5446	420
173	Some College, But No Degree	(000)	44277	3666	20849	1660	23427	2006
174		Horz %	100.00	8.28	47.09	3.75	52.91	4.53
175		Vert %	19.22	25.69	18.70	24.62	19.70	26.65
176		Index	100	134	97	128	103	139
177	Highest Level Education							
178	Completed/Highest Degree:	Unwgt'd	11623	648	6110	359	5513	289
179	High School Graduate - High	(000)	71029	4460	35255	2277	35775	2183
180	School Diploma or Equivalent, such as GED	Horz %	100.00	6.28	49.63	3.21	50.37	3.07
181		Vert %	30.83	31.26	31.63	33.76	30.09	29.01
182		Index	100	101	103	110	98	94
183	Highest Level Education							
184	Completed/Highest Degree:	Unwgt'd	4390	265	2380	156	2010	109
185	Did Not Graduate High School	(000)	31652	2054	16165	1132	15487	922
186		Horz %	100.00	6.49	51.07	3.58	48.93	2.91
187		Vert %	13.74	14.39	14.50	16.78	13.02	12.25
188		Index	100	105	106	122	95	89
189	Currently Attending College or							
190	University	Unwgt'd	3923	451	1833	186	2090	265
191		(000)	19381	2313	8675	850	10706	1463
192		Horz %	100.00	11.93	44.76	4.38	55.24	7.55
193		Vert %	8.41	16.21	7.78	12.60	9.00	19.44
194		Index	100	193	93	150	107	231
195	Employed Full-Time							
196		Unwgt'd	26249	1707	16019	932	10230	775
197		(000)	110329	7269	63217	3796	47112	3473
198		Horz %	100.00	6.59	57.30	3.44	42.70	3.15
199		Vert %	47.89	50.94	56.71	56.30	39.62	46.14
200		Index	100	106	118	118	83	96
201	Employed Part-Time							
202		Unwgt'd	5913	433	2328	178	3585	255
203		(000)	27672	2232	10154	845	17518	1386
204		Horz %	100.00	8.06	36.69	3.05	63.31	5.01
205		Vert %	12.01	15.64	9.11	12.53	14.73	18.42
206		Index	100	130	76	104	123	153
207	Not Employed							
208		Unwgt'd	18602	739	7933	309	10669	430
209		(000)	92373	4769	38100	2102	54274	2667
210		Horz %	100.00	5.16	41.25	2.28	58.75	2.89
211		Vert %	40.10	33.42	34.18	31.17	45.64	35.44
212		Index	100	83	85	78	114	88
213	Temporarily Employed							
214		Unwgt'd	2975	297	1574	171	1401	126
215		(000)	18093	2178	10077	1323	8016	856
216		Horz %	100.00	12.04	55.70	7.31	44.30	4.73
217		Vert %	7.85	15.26	9.04	19.61	6.74	11.37
218		Index	100	194	115	250	86	145

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1								
2								
219	Retired (Not Employed)					*		*
220		Unwgted	10044	62	4852	26	5192	36
221		(000)	39775	255	18414	87	21362	168
222		Horz %	100.00	0.64	46.29	0.22	53.71	0.42
223		Vert %	17.27	1.78	16.52	1.29	17.97	2.23
224		Index	100	10	96	7	104	13
225	Not Employed; Principal Shopper for HH				*	*		
226		Unwgted	2555	150	42	1	2513	149
227		(000)	15405	956	227	3	15178	954
228		Horz %	100.00	6.21	1.47	0.02	98.53	6.19
229		Vert %	6.69	6.70	0.20	0.04	12.76	12.67
230		Index	100	100	3	1	191	189
231	Occupation: Professional and Related Occupations							
232		Unwgted	7709	439	3696	179	4013	260
233		(000)	30625	1673	13145	615	17479	1058
234		Horz %	100.00	5.46	42.92	2.01	57.08	3.45
235		Vert %	13.29	11.72	11.79	9.12	14.70	14.06
236		Index	100	88	89	69	111	106
237	Occupation: Management, Business and Financial Operations							
238		Unwgted	6629	355	4171	186	2458	169
239		(000)	21389	1072	12127	517	9262	556
240		Horz %	100.00	5.01	56.70	2.42	43.30	2.60
241		Vert %	9.28	7.52	10.88	7.66	7.79	7.38
242		Index	100	81	117	83	84	80
243	Occupation: Sales and Office Occupations							
244		Unwgted	6696	528	2631	205	4065	323
245		(000)	32500	2896	12294	1079	20206	1818
246		Horz %	100.00	8.91	37.83	3.32	62.17	5.59
247		Vert %	14.11	20.30	11.03	15.99	16.99	24.15
248		Index	100	144	78	113	120	171
249	Occupation: Natural Resources, Construction and Maintenance Occupations							*
250		Unwgted	2865	172	2788	166	77	6
251		(000)	12920	743	12352	722	568	21
252		Horz %	100.00	5.75	95.60	5.59	4.40	0.17
253		Vert %	5.61	5.21	11.08	10.70	0.48	0.28
254		Index	100	93	198	191	9	5
255	Occupation: Other Employed							
256		Unwgted	8263	646	5061	374	3202	272
257		(000)	40568	3116	23453	1709	17115	1407
258		Horz %	100.00	7.68	57.81	4.21	42.19	3.47
259		Vert %	17.61	21.83	21.04	25.34	14.39	18.69
260		Index	100	124	119	144	82	106
261	Household Income: \$250,000+					*		*
262		Unwgted	1541	80	933	43	608	37
263		(000)	5192	316	2778	133	2413	183
264		Horz %	100.00	6.09	53.51	2.55	46.49	3.53
265		Vert %	2.25	2.21	2.49	1.97	2.03	2.44
266		Index	100	98	111	87	90	108
267	Household Income: \$200,000-\$249,999							*
268		Unwgted	1413	97	855	53	558	44
269		(000)	5128	414	2673	208	2455	205
270		Horz %	100.00	8.06	52.12	4.06	47.88	4.00
271		Vert %	2.23	2.90	2.40	3.09	2.06	2.72
272		Index	100	130	108	139	93	122

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1								
2								
273	Household Income: \$150,000-\$199,999							
274		Unwgted	3390	205	2024	107	1366	98
275		(000)	13415	973	6952	424	6462	549
276		Horz %	100.00	7.25	51.83	3.16	48.17	4.09
277		Vert %	5.82	6.82	6.24	6.28	5.43	7.30
278		Index	100	117	107	108	93	125
279	Household Income: \$100,000-\$149,999							
280		Unwgted	7381	397	4323	220	3058	177
281		(000)	34172	1968	17408	934	16763	1035
282		Horz %	100.00	5.76	50.94	2.73	49.06	3.03
283		Vert %	14.83	13.79	15.62	13.84	14.10	13.75
284		Index	100	93	105	93	95	93
285	Household Income: \$75,000-\$99,999							
286		Unwgted	6745	371	3819	199	2926	172
287		(000)	31027	1684	15877	826	15150	858
288		Horz %	100.00	5.43	51.17	2.66	48.83	2.76
289		Vert %	13.47	11.80	14.24	12.25	12.74	11.39
290		Index	100	88	106	91	95	85
291	Household Income: \$60,000-\$74,999							
292		Unwgted	5572	334	3008	177	2564	157
293		(000)	25077	1574	12701	803	12375	770
294		Horz %	100.00	6.27	50.65	3.20	49.35	3.07
295		Vert %	10.89	11.03	11.39	11.91	10.41	10.23
296		Index	100	101	105	109	96	94
297	Household Income: \$50,000-\$59,999							
298		Unwgted	4048	223	2139	115	1909	108
299		(000)	18911	1246	9469	649	9442	597
300		Horz %	100.00	6.59	50.07	3.43	49.93	3.15
301		Vert %	8.21	8.73	8.49	9.63	7.94	7.93
302		Index	100	106	103	117	97	97
303	Household Income: \$40,000-\$49,999							
304		Unwgted	5142	305	2602	136	2540	169
305		(000)	20203	1375	9915	554	10287	821
306		Horz %	100.00	6.81	49.08	2.74	50.92	4.07
307		Vert %	8.77	9.64	8.89	8.22	8.65	10.91
308		Index	100	110	101	94	99	124
309	Household Income: \$30,000-\$39,999							
310		Unwgted	4923	267	2319	120	2604	147
311		(000)	22348	1328	10626	652	11722	676
312		Horz %	100.00	5.94	47.55	2.92	52.45	3.02
313		Vert %	9.70	9.31	9.53	9.67	9.86	8.98
314		Index	100	96	98	100	102	93
315	Household Income: Under \$20,000							
316		Unwgted	4715	245	2053	110	2662	135
317		(000)	22989	1408	10476	720	12513	688
318		Horz %	100.00	6.12	45.57	3.13	54.43	2.99
319		Vert %	9.98	9.87	9.40	10.68	10.52	9.14
320		Index	100	99	94	107	105	92
321	Median Household Income (\$00)							
322		Unwgted						
323		(000)	59.40	58.30	63.10	59.30	55.90	57.30
324		Horz %						
325		Vert %						
326		Index						

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
327	Marital Status: Single, Never Married							
328		Unwgted	11552	1402	6291	738	5261	664
329		(000)	61704	7884	33680	4090	28024	3794
330		Horz %	100.00	12.78	54.58	6.63	45.42	6.15
331		Vert %	26.78	55.25	30.21	60.65	23.57	50.41
332		Index	100	206	113	226	88	188
333	Marital Status: Currently Married							
334		Unwgted	26908	1056	15690	543	11218	513
335		(000)	124920	4941	62393	2216	62527	2725
336		Horz %	100.00	3.96	49.95	1.77	50.05	2.18
337		Vert %	54.22	34.62	55.97	32.85	52.59	36.21
338		Index	100	64	103	61	97	67
339	Marital Status: Legally Separated, Divorced, or Widowed							
340		Unwgted	12304	421	4299	138	8005	283
341		(000)	43750	1445	15398	438	28353	1007
342		Horz %	100.00	3.30	35.19	1.00	64.81	2.30
343		Vert %	18.99	10.13	13.81	6.50	23.85	13.38
344		Index	100	53	73	34	126	70
345	Marital Status: Engaged to be Married							
346		Unwgted	2017	221	1127	119	890	102
347		(000)	10916	1223	5674	604	5242	620
348		Horz %	100.00	11.20	51.98	5.53	48.02	5.68
349		Vert %	4.74	8.57	5.09	8.95	4.41	8.23
350		Index	100	181	107	189	93	174
351	Marital Status: Sole Parent (Single Parent)					*		
352		Unwgted	3472	388	647	45	2825	343
353		(000)	12162	1302	2146	132	10017	1171
354		Horz %	100.00	10.71	17.64	1.08	82.36	9.63
355		Vert %	5.28	9.13	1.92	1.95	8.42	15.55
356		Index	100	173	36	37	160	295
357	Any Child(ren) Under Age 18 Livig in Household							
358		Unwgted	18919	1620	9643	728	9276	892
359		(000)	92793	8231	42721	3526	50072	4705
360		Horz %	100.00	8.87	46.04	3.80	53.96	5.07
361		Vert %	40.28	57.68	38.33	52.29	42.11	62.51
362		Index	100	143	95	130	105	155
363	1 Child Under Age 18 Living in Household							
364		Unwgted	7680	656	3824	294	3856	362
365		(000)	38924	3427	17940	1540	20984	1888
366		Horz %	100.00	8.81	46.09	3.96	53.91	4.85
367		Vert %	16.90	24.02	16.09	22.83	17.65	25.08
368		Index	100	142	95	135	104	148
369	2 Children Under Age 18 Living in Household							
370		Unwgted	7061	584	3684	269	3377	315
371		(000)	32339	2888	15096	1174	17243	1714
372		Horz %	100.00	8.93	46.68	3.63	53.32	5.30
373		Vert %	14.04	20.24	13.54	17.41	14.50	22.77
374		Index	100	144	96	124	103	162
375	3 Children Under Age 18 Living in Household							
376		Unwgted	2928	255	1493	115	1435	140
377		(000)	14381	1230	6411	551	7970	679
378		Horz %	100.00	8.55	44.58	3.83	55.42	4.72
379		Vert %	6.24	8.62	5.75	8.17	6.70	9.02
380		Index	100	138	92	131	107	144

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
381	4 or More Children Under Age 18 Living in Household							
382		Unwgted	1250	125	642	50	608	75
383		(000)	7150	686	3275	262	3875	425
384		Horz %	100.00	9.60	45.81	3.66	54.19	5.94
385		Vert %	3.10	4.81	2.94	3.88	3.26	5.64
386		Index	100	155	95	125	105	182
387	No Children Under Age 18 Living in Household							
388		Unwgted	31845	1259	16637	691	15208	568
389		(000)	137581	6039	68749	3217	68832	2822
390		Horz %	100.00	4.39	49.97	2.34	50.03	2.05
391		Vert %	59.72	42.32	61.67	47.71	57.89	37.49
392		Index	100	71	103	80	97	63
393	Own Residence							
394		Unwgted	36594	1542	19385	787	17209	755
395		(000)	158745	6976	77287	3308	81458	3668
396		Horz %	100.00	4.39	48.69	2.08	51.31	2.31
397		Vert %	68.91	48.89	69.33	49.06	68.51	48.73
398		Index	100	71	101	71	99	71
399	Rent Residence							
400		Unwgted	13685	1305	6657	619	7028	686
401		(000)	69564	7155	33253	3385	36311	3771
402		Horz %	100.00	10.29	47.80	4.87	52.20	5.42
403		Vert %	30.20	50.14	29.83	50.19	30.54	50.10
404		Index	100	166	99	166	101	166
405	Live Rent-Free in Residence			*		*		*
406		Unwgted	485	32	238	13	247	19
407		(000)	2066	139	931	51	1135	88
408		Horz %	100.00	6.71	45.07	2.46	54.93	4.26
409		Vert %	0.90	0.97	0.84	0.75	0.95	1.17
410		Index	100	108	93	84	106	130
411	Census Region: North East							
412		Unwgted	11668	907	5967	425	5701	482
413		(000)	42098	3125	20126	1397	21972	1727
414		Horz %	100.00	7.42	47.81	3.32	52.19	4.10
415		Vert %	18.27	21.90	18.06	20.72	18.48	22.95
416		Index	100	120	99	113	101	126
417	Census Region: South							
418		Unwgted	16233	786	8242	387	7991	399
419		(000)	85385	4238	41027	2079	44358	2159
420		Horz %	100.00	4.96	48.05	2.43	51.95	2.53
421		Vert %	37.06	29.70	36.81	30.82	37.31	28.69
422		Index	100	80	99	83	101	77
423	Census Region: Midwest							
424		Unwgted	11708	108	6108	57	5600	51
425		(000)	50288	559	24410	273	25878	285
426		Horz %	100.00	1.11	48.54	0.54	51.46	0.57
427		Vert %	21.83	3.91	21.90	4.05	21.76	3.79
428		Index	100	18	100	19	100	17
429	Census Region: West							
430		Unwgted	11155	1078	5963	550	5192	528
431		(000)	52603	6349	25907	2995	26696	3354
432		Horz %	100.00	12.07	49.25	5.69	50.75	6.38
433		Vert %	22.83	44.49	23.24	44.41	22.45	44.56
434		Index	100	195	102	194	98	195

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
435	Census Sub-Region: New England							
436		Unwgted	2968	221	1509	93	1459	128
437		(000)	11005	874	5282	359	5723	515
438		Horz %	100.00	7.94	47.99	3.26	52.01	4.68
439		Vert %	4.78	6.12	4.74	5.32	4.81	6.84
440		Index	100	128	99	111	101	143
441	Census Sub-Region: Mid Atlantic							
442		Unwgted	8700	686	4458	332	4242	354
443		(000)	31094	2251	14845	1039	16249	1212
444		Horz %	100.00	7.24	47.74	3.34	52.26	3.90
445		Vert %	13.50	15.77	13.32	15.40	13.67	16.11
446		Index	100	117	99	114	101	119
447	Census Sub-Region: South Atlantic							
448		Unwgted	9447	636	4714	303	4733	333
449		(000)	43998	3183	20966	1505	23032	1678
450		Horz %	100.00	7.23	47.65	3.42	52.35	3.81
451		Vert %	19.10	22.31	18.81	22.32	19.37	22.30
452		Index	100	117	98	117	101	117
453	Census Sub-Region: East South Central			*		*		*
454		Unwgted	2111	39	1067	22	1044	17
455		(000)	15182	274	7348	146	7833	128
456		Horz %	100.00	1.80	48.40	0.96	51.60	0.84
457		Vert %	6.59	1.92	6.59	2.16	6.59	1.70
458		Index	100	29	100	33	100	26
459	Census Sub-Region: West South Central							*
460		Unwgted	4675	111	2461	62	2214	49
461		(000)	26206	781	12713	428	13493	354
462		Horz %	100.00	2.98	48.51	1.63	51.49	1.35
463		Vert %	11.38	5.48	11.40	6.34	11.35	4.70
464		Index	100	48	100	56	100	41
465	Census Sub-Region: East North Central					*		*
466		Unwgted	9127	88	4715	45	4412	43
467		(000)	35069	399	17002	182	18067	217
468		Horz %	100.00	1.14	48.48	0.52	51.52	0.62
469		Vert %	15.22	2.79	15.25	2.70	15.19	2.88
470		Index	100	18	100	18	100	19
471	Census Sub-Region: West North Central			*		*		*
472		Unwgted	2581	20	1393	12	1188	8
473		(000)	15219	160	7407	91	7812	69
474		Horz %	100.00	1.05	48.67	0.60	51.33	0.45
475		Vert %	6.61	1.12	6.65	1.35	6.57	0.91
476		Index	100	17	101	20	99	14
477	Census Sub-Region: Mountain							
478		Unwgted	2724	242	1482	124	1242	118
479		(000)	15864	1760	7997	856	7867	904
480		Horz %	100.00	11.09	50.41	5.39	49.59	5.70
481		Vert %	6.89	12.33	7.17	12.69	6.62	12.01
482		Index	100	179	104	184	96	174
483	Census Sub-Region: Pacific							
484		Unwgted	8431	836	4481	426	3950	410
485		(000)	36739	4589	17910	2139	18829	2450
486		Horz %	100.00	12.49	48.75	5.82	51.25	6.67
487		Vert %	15.95	32.16	16.07	31.72	15.84	32.55
488		Index	100	202	101	199	99	204

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
489	County Size: A							
490		Unwgted	29018	2176	14991	1068	14027	1108
491		(000)	94997	9233	46021	4390	48976	4843
492		Horz %	100.00	9.72	48.45	4.62	51.55	5.10
493		Vert %	41.24	64.70	41.29	65.10	41.19	64.35
494		Index	100	157	100	158	100	156
495	County Size: B							
496		Unwgted	12013	546	6243	271	5770	275
497		(000)	70160	3932	33876	1867	36284	2065
498		Horz %	100.00	5.60	48.28	2.66	51.72	2.94
499		Vert %	30.45	27.55	30.39	27.68	30.52	27.44
500		Index	100	90	100	91	100	90
501	County Size: C							
502		Unwgted	5679	110	2963	57	2716	53
503		(000)	33516	786	16165	321	17351	466
504		Horz %	100.00	2.35	48.23	0.96	51.77	1.39
505		Vert %	14.55	5.51	14.50	4.75	14.59	6.19
506		Index	100	38	100	33	100	43
507	County Size: D			*		*		*
508		Unwgted	4054	47	2083	23	1971	24
509		(000)	31701	319	15408	167	16293	152
510		Horz %	100.00	1.01	48.60	0.53	51.40	0.48
511		Vert %	13.76	2.24	13.82	2.47	13.70	2.03
512		Index	100	16	100	18	100	15
513	Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume)							
514		Unwgted	8525	935	3708	391	4817	544
515		(000)	38188	4424	15124	1804	23064	2620
516		Horz %	100.00	11.59	39.60	4.72	60.40	6.86
517		Vert %	16.58	31.00	13.57	26.75	19.40	34.81
518		Index	100	187	82	161	117	210
519	Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume)			*		*		*
520		Unwgted	737	46	434	23	303	23
521		(000)	3058	247	1631	113	1427	134
522		Horz %	100.00	8.09	53.33	3.70	46.67	4.39
523		Vert %	1.33	1.73	1.46	1.68	1.20	1.78
524		Index	100	131	110	126	90	134
525	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume)			*		*		*
526		Unwgted	539	12	270	3	269	9
527		(000)	2702	48	1185	7	1518	41
528		Horz %	100.00	1.77	43.84	0.27	56.16	1.50
529		Vert %	1.17	0.33	1.06	0.11	1.28	0.54
530		Index	100	29	91	9	109	46
531	Radio Formats: All News (Mon-Sun 24-Hr Cume)							
532		Unwgted	3825	176	2307	108	1518	68
533		(000)	9833	502	5539	305	4295	198
534		Horz %	100.00	5.11	56.33	3.10	43.67	2.01
535		Vert %	4.27	3.52	4.97	4.52	3.61	2.62
536		Index	100	82	116	106	85	61
537	Radio Formats: All Sports (Mon-Sun 24-Hr Cume)							*
538		Unwgted	3855	199	3222	166	633	33
539		(000)	12824	742	10318	588	2507	153
540		Horz %	100.00	5.78	80.45	4.59	19.55	1.20
541		Vert %	5.57	5.20	9.26	8.72	2.11	2.04
542		Index	100	93	166	157	38	37

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
543	Radio Formats: All Talk (Mon-Sun 24-Hr Cume)			*		*		*
544		Unwgted	1386	46	922	28	464	18
545		(000)	5131	161	3233	88	1897	72
546		Horz %	100.00	3.13	63.02	1.72	36.98	1.41
547		Vert %	2.23	1.13	2.90	1.31	1.60	0.96
548		Index	100	51	130	59	72	43
549	Radio Formats: Alternative (Mon-Sun 24-Hr Cume)							
550		Unwgted	3593	301	2194	172	1399	129
551		(000)	15471	1597	8671	874	6800	723
552		Horz %	100.00	10.32	56.05	5.65	43.95	4.67
553		Vert %	6.72	11.19	7.78	12.96	5.72	9.60
554		Index	100	167	116	193	85	143
555	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume)							
556		Unwgted	8799	2465	3958	1217	4841	1248
557		(000)	44088	12112	18463	5698	25625	6414
558		Horz %	100.00	27.47	41.88	12.92	58.12	14.55
559		Vert %	19.14	84.88	16.56	84.50	21.55	85.22
560		Index	100	444	87	442	113	445
561	Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume)							
562		Unwgted	3032	173	1723	87	1309	86
563		(000)	13875	821	7377	405	6498	416
564		Horz %	100.00	5.92	53.17	2.92	46.83	3.00
565		Vert %	6.02	5.75	6.62	6.01	5.46	5.52
566		Index	100	96	110	100	91	92
567	Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume)							
568		Unwgted	4432	257	3001	147	1431	110
569		(000)	20642	1066	13324	594	7318	473
570		Horz %	100.00	5.17	64.55	2.88	35.45	2.29
571		Vert %	8.96	7.47	11.95	8.80	6.15	6.28
572		Index	100	83	133	98	69	70
573	Radio Formats: Classical (Mon-Sun 24-Hr Cume)			*		*		*
574		Unwgted	1771	43	934	26	837	17
575		(000)	6064	184	3018	117	3046	68
576		Horz %	100.00	3.04	49.76	1.93	50.24	1.11
577		Vert %	2.63	1.29	2.71	1.73	2.56	0.90
578		Index	100	49	103	66	97	34
579	Radio Formats: Country (Mon-Sun 24-Hr Cume)							
580		Unwgted	8534	360	4291	151	4243	209
581		(000)	46390	2060	21500	732	24890	1328
582		Horz %	100.00	4.44	46.35	1.58	53.65	2.86
583		Vert %	20.14	14.43	19.29	10.85	20.93	17.64
584		Index	100	72	96	54	104	88
585	Radio Formats: Ethnic (Mon-Sun 24-Hr Cume)			*		*		*
586		Unwgted	273	16	147	11	126	5
587		(000)	1081	73	544	56	537	17
588		Horz %	100.00	6.73	50.31	5.19	49.69	1.55
589		Vert %	0.47	0.51	0.49	0.83	0.45	0.22
590		Index	100	109	104	177	96	47
591	Radio Formats: Gospel (Mon-Sun 24-Hr Cume)			*		*		*
592		Unwgted	819	37	311	12	508	25
593		(000)	4222	148	1601	51	2621	97
594		Horz %	100.00	3.50	37.93	1.21	62.07	2.30
595		Vert %	1.83	1.04	1.44	0.76	2.20	1.29
596		Index	100	57	78	41	120	70

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
597	Radio Formats: Hispanic - All Genres (Mon-Sun 24-Hr Cume)							
598		Unwgted	2249	296	1178	164	1071	132
599		(000)	15622	2058	8027	1183	7594	874
600		Horz %	100.00	13.17	51.39	7.57	48.61	5.60
601		Vert %	6.78	14.42	7.20	17.55	6.39	11.62
602	Index	100	213	106	259	94	171	
603	Radio Formats: Hot AC (Mon-Sun 24-Hr Cume)							
604		Unwgted	2567	709	978	289	1589	420
605		(000)	12122	3327	4191	1311	7931	2016
606		Horz %	100.00	27.45	34.57	10.82	65.43	16.63
607		Vert %	5.26	23.32	3.76	19.44	6.67	26.79
608	Index	100	443	71	369	127	509	
609	Radio Formats: Hot Country (Mon-Sun 24-Hr Cume)							
610		Unwgted	1753	305	668	119	1085	186
611		(000)	10170	1780	3398	589	6772	1191
612		Horz %	100.00	17.50	33.41	5.79	66.59	11.71
613		Vert %	4.41	12.47	3.05	8.73	5.70	15.82
614	Index	100	283	69	198	129	358	
615	Radio Formats: Hurban (Mon-Sun 24-Hr Cume)							
616		Unwgted	356	116	182	66	174	50
617		(000)	2290	746	1206	487	1084	259
618		Horz %	100.00	32.57	52.67	21.24	47.33	11.33
619		Vert %	0.99	5.23	1.08	7.21	0.91	3.45
620	Index	100	526	109	726	92	347	
621	Radio Formats: Jazz (Mon-Sun 24-Hr Cume)					*		*
622		Unwgted	1138	70	637	34	501	36
623		(000)	3902	322	2114	166	1788	156
624		Horz %	100.00	8.25	54.17	4.25	45.83	4.00
625		Vert %	1.69	2.26	1.90	2.46	1.50	2.07
626	Index	100	133	112	145	89	122	
627	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume)							*
628		Unwgted	890	100	511	64	379	36
629		(000)	6766	737	3651	519	3115	218
630		Horz %	100.00	10.90	53.96	7.67	46.04	3.23
631		Vert %	2.94	5.17	3.28	7.69	2.62	2.90
632	Index	100	176	112	262	89	99	
633	Radio Formats: News/Talk (Mon-Sun 24-Hr Cume)							
634		Unwgted	7780	213	4790	117	2990	96
635		(000)	26067	733	15441	362	10626	371
636		Horz %	100.00	2.81	59.23	1.39	40.77	1.42
637		Vert %	11.32	5.14	13.85	5.36	8.94	4.93
638	Index	100	45	122	47	79	44	
639	Radio Formats: Oldies (Mon-Sun 24-Hr Cume)							
640		Unwgted	2627	235	1408	121	1219	114
641		(000)	12292	1473	6168	726	6124	747
642		Horz %	100.00	11.99	50.18	5.91	49.82	6.08
643		Vert %	5.34	10.33	5.53	10.77	5.15	9.93
644	Index	100	194	104	202	97	186	
645	Radio Formats: Public (Mon-Sun 24-Hr Cume)					*		*
646		Unwgted	2643	65	1367	32	1276	33
647		(000)	9819	244	4722	143	5097	102
648		Horz %	100.00	2.49	48.09	1.45	51.91	1.04
649		Vert %	4.26	1.71	4.24	2.12	4.29	1.35
650	Index	100	40	99	50	101	32	

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
651	Radio Formats: Religious (Mon-Sun 24-Hr Cume)							
652		Unwgted	3833	187	1618	74	2215	113
653		(000)	17826	863	6593	338	11233	525
654		Horz %	100.00	4.84	36.98	1.89	63.02	2.95
655		Vert %	7.74	6.05	5.91	5.01	9.45	6.98
656		Index	100	78	76	65	122	90
657	Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume)							
658		Unwgted	2879	2879	1419	1419	1460	1460
659		(000)	14270	14270	6744	6744	7526	7526
660		Horz %	100.00	100.00	47.26	47.26	52.74	52.74
661		Vert %	6.19	100.00	6.05	100.00	6.33	100.00
662		Index	100	1614	98	1614	102	1614
663	Radio Formats: Rock (Mon-Sun 24-Hr Cume)							
664		Unwgted	5056	499	3241	274	1815	225
665		(000)	22282	2251	13599	1166	8683	1086
666		Horz %	100.00	10.10	61.03	5.23	38.97	4.87
667		Vert %	9.67	15.78	12.20	17.28	7.30	14.42
668		Index	100	163	126	179	76	149
669	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume)							
670		Unwgted	1928	189	760	65	1168	124
671		(000)	8571	839	3028	282	5543	557
672		Horz %	100.00	9.79	35.33	3.29	64.67	6.50
673		Vert %	3.72	5.88	2.72	4.18	4.66	7.40
674		Index	100	158	73	112	125	199
675	Radio Formats: Spanish AC (subset of "Hispanic") (Mon-Sun 24-Hr Cume)							
676		Unwgted	725	129	347	65	378	64
677		(000)	4946	966	2297	476	2649	490
678		Horz %	100.00	19.54	46.44	9.63	53.56	9.91
679		Vert %	2.15	6.77	2.06	7.06	2.23	6.51
680		Index	100	315	96	329	104	303
681	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume)					*		*
682		Unwgted	311	63	161	37	150	26
683		(000)	1886	376	1056	258	830	118
684		Horz %	100.00	19.96	56.00	13.69	44.00	6.27
685		Vert %	0.82	2.64	0.95	3.83	0.70	1.57
686		Index	100	322	116	468	85	192
687	Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume)							
688		Unwgted	5552	1146	2624	570	2928	576
689		(000)	27519	5549	12691	2726	14829	2823
690		Horz %	100.00	20.16	46.12	9.90	53.88	10.26
691		Vert %	11.95	38.89	11.38	40.42	12.47	37.52
692		Index	100	326	95	338	104	314
693	Radio Formats: Urban AC (Mon-Sun 24-Hr Cume)							
694		Unwgted	863	293	373	126	490	167
695		(000)	4247	1437	1745	610	2503	827
696		Horz %	100.00	33.84	41.07	14.37	58.93	19.47
697		Vert %	1.84	10.07	1.57	9.05	2.10	10.99
698		Index	100	546	85	491	114	596
699	Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume)					*		*
700		Unwgted	232	78	117	40	115	38
701		(000)	1517	603	738	307	779	297
702		Horz %	100.00	39.78	48.66	20.21	51.34	19.56
703		Vert %	0.66	4.23	0.66	4.55	0.66	3.94
704		Index	100	642	101	691	99	599

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
705	Radio Formats: Variety (Mon-Sun 24-Hr Cume)					*		*
706		Unwgted	1406	73	796	34	610	39
707		(000)	6356	331	3473	174	2883	157
708		Horz %	100.00	5.20	54.64	2.74	45.36	2.47
709		Vert %	2.76	2.32	3.12	2.58	2.42	2.08
710		Index	100	84	113	93	88	76
711	Listen to Traffic Reports							
712		Unwgted	28850	1641	15670	814	13180	827
713		(000)	120723	7464	60610	3509	60113	3955
714		Horz %	100.00	6.18	50.21	2.91	49.79	3.28
715		Vert %	52.40	52.30	54.37	52.03	50.56	52.55
716		Index	100	100	104	99	96	100
717	Listen to Any Sports Play-by-Play on Radio							
718		Unwgted	9164	480	6438	309	2726	171
719		(000)	38468	2147	25046	1250	13423	897
720		Horz %	100.00	5.58	65.11	3.25	34.89	2.33
721		Vert %	16.70	15.05	22.47	18.54	11.29	11.92
722		Index	100	90	135	111	68	71
723	Radio Daypart Cumes: Monday-Sunday 24-Hours							
724		Unwgted	42006	2771	22222	1359	19784	1412
725		(000)	188851	13721	92691	6456	96159	7265
726		Horz %	100.00	7.27	49.08	3.42	50.92	3.85
727		Vert %	81.98	96.15	83.15	95.74	80.87	96.53
728		Index	100	117	101	117	99	118
729	Radio Daypart Cumes: Weekday 6-10AM							
730		Unwgted	26258	1649	14399	783	11859	866
731		(000)	112676	7586	56948	3420	55728	4166
732		Horz %	100.00	6.73	50.54	3.04	49.46	3.70
733		Vert %	48.91	53.16	51.09	50.72	46.87	55.36
734		Index	100	109	104	104	96	113
735	Radio Daypart Cumes: Weekday 10AM-3PM							
736		Unwgted	18640	1251	10125	622	8515	629
737		(000)	84177	6185	42668	2911	41510	3274
738		Horz %	100.00	7.35	50.69	3.46	49.31	3.89
739		Vert %	36.54	43.34	38.28	43.17	34.91	43.50
740		Index	100	119	105	118	96	119
741	Radio Daypart Cumes: Weekday 3-7PM							
742		Unwgted	22605	1723	12448	841	10157	882
743		(000)	98984	8117	50585	3781	48399	4335
744		Horz %	100.00	8.20	51.10	3.82	48.90	4.38
745		Vert %	42.97	56.88	45.38	56.07	40.70	57.60
746		Index	100	132	106	131	95	134
747	Radio Daypart Cumes: Weekday 7PM-Midnight							
748		Unwgted	7585	683	4181	352	3404	331
749		(000)	35636	3514	18732	1733	16904	1781
750		Horz %	100.00	9.86	52.56	4.86	47.44	5.00
751		Vert %	15.47	24.63	16.80	25.70	14.22	23.67
752		Index	100	159	109	166	92	153
753	Radio Daypart Cumes: Weekday Midnight-6AM							
754		Unwgted	2339	197	1429	111	910	86
755		(000)	11108	985	6434	570	4674	415
756		Horz %	100.00	8.86	57.92	5.13	42.08	3.74
757		Vert %	4.82	6.90	5.77	8.45	3.93	5.52
758		Index	100	143	120	175	82	114

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
759	Radio Daypart Cumes:							
760	Weekend 6-10AM	Unwgted	15693	928	8454	462	7239	466
761		(000)	68813	4395	34737	2157	34076	2237
762		Horz %	100.00	6.39	50.48	3.14	49.52	3.25
763		Vert %	29.87	30.80	31.16	31.99	28.66	29.73
764		Index	100	103	104	107	96	100
765	Radio Daypart Cumes:							
766	Weekend 10AM-3PM	Unwgted	21506	1568	11022	724	10484	844
767		(000)	96212	7650	45558	3416	50654	4234
768		Horz %	100.00	7.95	47.35	3.55	52.65	4.40
769		Vert %	41.76	53.61	40.87	50.66	42.60	56.26
770		Index	100	128	98	121	102	135
771	Radio Daypart Cumes:							
772	Weekend 3-7PM	Unwgted	15724	1352	8255	637	7469	715
773		(000)	72203	6754	35440	3084	36763	3670
774		Horz %	100.00	9.35	49.08	4.27	50.92	5.08
775		Vert %	31.34	47.33	31.79	45.74	30.92	48.76
776		Index	100	151	101	146	99	156
777	Radio Daypart Cumes:							
778	Weekend 7PM-Midnight	Unwgted	7637	777	4095	392	3542	385
779		(000)	36563	4063	18499	2024	18064	2039
780		Horz %	100.00	11.11	50.59	5.54	49.41	5.58
781		Vert %	15.87	28.47	16.60	30.02	15.19	27.09
782		Index	100	179	105	189	96	171
783	Radio Daypart Cumes:							
784	Weekend Midnight-6AM	Unwgted	1857	205	1070	108	787	97
785		(000)	9163	1050	5059	537	4104	513
786		Horz %	100.00	11.46	55.22	5.86	44.78	5.60
787		Vert %	3.98	7.36	4.54	7.96	3.45	6.82
788		Index	100	185	114	200	87	171
789	Most Often Listen to Radio at							
790	Home - Typical Weekday	Unwgted	8565	344	3856	144	4709	200
791		(000)	39763	2018	16939	873	22824	1145
792		Horz %	100.00	5.08	42.60	2.20	57.40	2.88
793		Vert %	17.26	14.14	15.20	12.95	19.20	15.22
794		Index	100	82	88	75	111	88
795	Most Often Listen to Radio in							
796	Vehicle - Typical Weekday	Unwgted	31284	2094	16603	1025	14681	1069
797		(000)	139172	10046	68349	4739	70822	5307
798		Horz %	100.00	7.22	49.11	3.40	50.89	3.81
799		Vert %	60.41	70.40	61.32	70.27	59.56	70.51
800		Index	100	117	101	116	99	117
801	Most Often Listen to Radio at							
802	Work - Typical Weekday	Unwgted	4631	349	2865	196	1766	153
803		(000)	22312	1690	12773	895	9539	795
804		Horz %	100.00	7.57	57.25	4.01	42.75	3.56
805		Vert %	9.69	11.84	11.46	13.26	8.02	10.56
806		Index	100	122	118	137	83	109
807	Most Often Listen to Radio			*		*		*
808	Other Place (Not Home,	Unwgted	303	27	176	19	127	8
809	Vehicle, Work) - Typical	(000)	1618	152	908	99	710	53
810	Weekday	Horz %	100.00	9.39	56.12	6.13	43.88	3.26
811		Vert %	0.70	1.06	0.81	1.47	0.60	0.70
812		Index	100	152	116	210	85	100

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
813	Most Often Listen to Radio at Home - Typical Weekend							
814		Unwgted	10970	523	5294	228	5676	295
815		(000)	50422	2852	22990	1209	27432	1643
816		Horz %	100.00	5.66	45.60	2.40	54.40	3.26
817		Vert %	21.89	19.99	20.62	17.93	23.07	21.84
818		Index	100	91	94	82	105	100
819	Most Often Listen to Radio in Vehicle - Typical Weekend							
820		Unwgted	29384	2023	15499	1001	13885	1022
821		(000)	131660	9820	63968	4604	67692	5215
822		Horz %	100.00	7.46	48.59	3.50	51.41	3.96
823		Vert %	57.15	68.81	57.39	68.28	56.93	69.30
824		Index	100	120	100	119	100	121
825	Most often Listen to Radio at Work - Typical Weekend							*
826		Unwgted	1271	107	839	60	432	47
827		(000)	6636	519	4104	304	2531	215
828		Horz %	100.00	7.83	61.85	4.59	38.15	3.24
829		Vert %	2.88	3.64	3.68	4.51	2.13	2.86
830		Index	100	126	128	157	74	99
831	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend			*		*		*
832		Unwgted	411	33	262	18	149	15
833		(000)	2111	209	1290	120	821	89
834		Horz %	100.00	9.90	61.10	5.70	38.90	4.20
835		Vert %	0.92	1.47	1.16	1.78	0.69	1.18
836		Index	100	160	126	195	75	129
837	Ever Listen to AM Radio							
838		Unwgted	12619	450	7801	281	4818	169
839		(000)	45368	1714	26616	1069	18752	645
840		Horz %	100.00	3.78	58.67	2.36	41.33	1.42
841		Vert %	19.69	12.01	23.88	15.86	15.77	8.57
842		Index	100	61	121	81	80	44
843	Ever Listen to FM Radio							
844		Unwgted	38802	2879	20017	1419	18785	1460
845		(000)	180242	14270	86936	6744	93306	7526
846		Horz %	100.00	7.92	48.23	3.74	51.77	4.18
847		Vert %	78.24	100.00	77.99	100.00	78.47	100.00
848		Index	100	128	100	128	100	128
849	Ever Listen to Internet Radio							
850		Unwgted	2190	177	1197	86	993	91
851		(000)	9911	921	5066	397	4844	524
852		Horz %	100.00	9.30	51.12	4.00	48.88	5.29
853		Vert %	4.30	6.46	4.55	5.89	4.07	6.97
854		Index	100	150	106	137	95	162
855	Ever Listen to Satellite Radio							
856		Unwgted	5397	166	3156	83	2241	83
857		(000)	21379	658	11090	318	10289	341
858		Horz %	100.00	3.08	51.87	1.49	48.13	1.59
859		Vert %	9.28	4.61	9.95	4.71	8.65	4.53
860		Index	100	50	107	51	93	49
861	Listened to Radio Online - Last 30 Days							
862		Unwgted	8938	745	5242	391	3696	354
863		(000)	38579	3491	20709	1723	17871	1768
864		Horz %	100.00	9.05	53.68	4.47	46.32	4.58
865		Vert %	16.75	24.46	18.58	25.55	15.03	23.49
866		Index	100	146	111	153	90	140

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic 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	287	2145	150	1421	137
869		(000)	14994	1311	8461	701	6533	610
870		Horz %	100.00	8.74	56.43	4.68	43.57	4.07
871		Vert %	6.51	9.19	7.59	10.40	5.49	8.10
872	Index	100	141	117	160	84	124	
873	Household Subscribes to Satellite Radio							
874		Unwgted	7418	291	4285	150	3133	141
875		(000)	30456	1285	15624	589	14832	695
876		Horz %	100.00	4.22	51.30	1.93	48.70	2.28
877		Vert %	13.22	9.00	14.02	8.74	12.47	9.24
878	Index	100	68	106	66	94	70	
879	Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement							
880		Unwgted	17929	1087	9279	535	8650	552
881		(000)	84302	5462	40831	2660	43471	2802
882		Horz %	100.00	6.48	48.43	3.16	51.57	3.32
883		Vert %	36.59	38.28	36.63	39.44	36.56	37.23
884	Index	100	105	100	108	100	102	
885	Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement				*	*		
886		Unwgted	24484	1460	0	0	24484	1460
887		(000)	118904	7526	0	0	118904	7526
888		Horz %	100.00	6.33	0.00	0.00	100.00	6.33
889		Vert %	51.61	52.74	0.00	0.00	100.00	100.00
890	Index	100	102	0	0	194	194	
891	Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement							
892		Unwgted	18648	1058	9553	503	9095	555
893		(000)	85647	5336	41290	2429	44357	2907
894		Horz %	100.00	6.23	48.21	2.84	51.79	3.39
895		Vert %	37.18	37.39	37.04	36.01	37.30	38.63
896	Index	100	101	100	97	100	104	
897	For Me, Advertising on Radio Is Amusing - Agree with Statement							
898		Unwgted	14915	934	8026	455	6889	479
899		(000)	70126	4856	35673	2316	34453	2540
900		Horz %	100.00	6.92	50.87	3.30	49.13	3.62
901		Vert %	30.44	34.03	32.00	34.34	28.98	33.75
902	Index	100	112	105	113	95	111	
903	Vehicle Currently Owned/Leased Has AM/FM Radio							
904		Unwgted	39027	1994	20390	971	18637	1023
905		(000)	173829	9610	84354	4476	89474	5134
906		Horz %	100.00	5.53	48.53	2.58	51.47	2.95
907		Vert %	75.45	67.34	75.67	66.37	75.25	68.21
908	Index	100	89	100	88	100	90	
909	Vehicle Currently Owned/Leased Has Satellite Radio							
910		Unwgted	8883	387	4997	191	3886	196
911		(000)	37327	1572	18765	729	18562	844
912		Horz %	100.00	4.21	50.27	1.95	49.73	2.26
913		Vert %	16.20	11.02	16.83	10.80	15.61	11.21
914	Index	100	68	104	67	96	69	
915	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)							
916		Unwgted	38086	2079	20250	1033	17836	1046
917		(000)	168267	9789	82475	4624	85793	5165
918		Horz %	100.00	5.82	49.01	2.75	50.99	3.07
919		Vert %	73.04	68.60	73.99	68.57	72.15	68.63
920	Index	100	94	101	94	99	94	

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
2								
921	Vehicle Currently Owned/Leased Has MP3 Player Connection							
922		Unwgted	8443	579	4828	295	3615	284
923		(000)	37368	2757	19346	1344	18023	1413
924		Horz %	100.00	7.38	51.77	3.60	48.23	3.78
925		Vert %	16.22	19.32	17.36	19.94	15.16	18.77
926		Index	100	119	107	123	93	116
927	Vehicle Currently Owned/Leased Has DVD Player							
928		Unwgted	5562	320	3019	165	2543	155
929		(000)	23341	1456	11296	722	12046	734
930		Horz %	100.00	6.24	48.39	3.09	51.61	3.14
931		Vert %	10.13	10.20	10.13	10.71	10.13	9.75
932		Index	100	101	100	106	100	96
933	TV Total (Monday-Sunday) Prime-Time Cume Audience							
934		Unwgted	42214	2335	21780	1141	20434	1194
935		(000)	190067	11363	91273	5331	98794	6032
936		Horz %	100.00	5.98	48.02	2.80	51.98	3.17
937		Vert %	82.50	79.63	81.88	79.05	83.09	80.14
938		Index	100	97	99	96	101	97
939	TV Weekday Prime-Time Cume Audience (8-11PM Eastern/Pacific), 7-10PM Central/Mountain)							
940		Unwgted	34027	1798	17446	877	16581	921
941		(000)	152513	8801	72873	4122	79640	4679
942		Horz %	100.00	5.77	47.78	2.70	52.22	3.07
943		Vert %	66.20	61.68	65.37	61.12	66.98	62.17
944		Index	100	93	99	92	101	94
945	TV Saturday Prime-Time Cume Audience (8-11PM Eastern/Pacific, 7-10PM Central/Mountain)							
946		Unwgted	28330	1454	14733	728	13597	726
947		(000)	127565	6915	61984	3345	65581	3571
948		Horz %	100.00	5.42	48.59	2.62	51.41	2.80
949		Vert %	55.37	48.46	55.61	49.59	55.15	47.44
950		Index	100	88	100	90	100	86
951	TV Sunday Prime-Time Cume Audience (7-11PM Eastern/Pacific, 5-10PM Central/Mountain)							
952		Unwgted	33267	1802	17135	878	16132	924
953		(000)	148294	8650	70989	4107	77305	4543
954		Horz %	100.00	5.83	47.87	2.77	52.13	3.06
955		Vert %	64.37	60.62	63.68	60.90	65.01	60.36
956		Index	100	94	99	95	101	94
957	TV Daytime Cume Audience (Weekdays 9AM-4PM Eastern/Pacific, 9AM-3PM Central/Mountain)							
958		Unwgted	14527	798	6577	379	7950	419
959		(000)	71497	4231	30527	1989	40971	2242
960		Horz %	100.00	5.92	42.70	2.78	57.30	3.14
961		Vert %	31.04	29.65	27.39	29.50	34.46	29.78
962		Index	100	96	88	95	111	96
963	TV Early Fringe Cume Audience (Weekdays 4-7:30PM Eastern/Pacific), 3-6:30PM Central/Mountain)							
964		Unwgted	26005	1358	13346	699	12659	659
965		(000)	119308	6876	57118	3372	62191	3504
966		Horz %	100.00	5.76	47.87	2.83	52.13	2.94
967		Vert %	51.79	48.19	51.24	50.01	52.30	46.55
968		Index	100	93	99	97	101	90
969	TV Late Fringe Cume Audience (Weekdays 11:30PM-1AM Eastern/Pacific, 10:30PM-Midnight)							
970		Unwgted	8799	553	4738	294	4061	259
971		(000)	41182	2798	20991	1412	20191	1386
972		Horz %	100.00	6.80	50.97	3.43	49.03	3.37
973		Vert %	17.88	19.61	18.83	20.94	16.98	18.42
974		Index	100	110	105	117	95	103

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
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1								
2								
975	TV Weekend Sports Cume Audience (Saturday-Sunday Afternoon)							
976		Unwgted	25992	1573	14593	854	11399	719
977		(000)	119317	8100	62500	4169	56817	3931
978		Horz %	100.00	6.79	52.38	3.49	47.62	3.29
979		Vert %	51.79	56.76	56.07	61.82	47.78	52.23
980		Index	100	110	108	119	92	101
981	TV Weekend Children's Shows Cume Audience (Saturday-Sunday Morning)							
982		Unwgted	20769	1333	10818	696	9951	637
983		(000)	95574	6678	46927	3382	48647	3296
984		Horz %	100.00	6.99	49.10	3.54	50.90	3.45
985		Vert %	41.49	46.80	42.10	50.15	40.91	43.79
986		Index	100	113	101	121	99	106
987	Downloaded a TV Program from Internet - Last 30 Days							
988		Unwgted	1932	144	1236	84	696	60
989		(000)	8140	624	4957	329	3183	294
990		Horz %	100.00	7.66	60.90	4.05	39.10	3.62
991		Vert %	3.53	4.37	4.45	4.88	2.68	3.91
992		Index	100	124	126	138	76	111
993	Watched a TV Program Online - Last 30 Days							
994		Unwgted	6218	499	3483	262	2735	237
995		(000)	27440	2565	14096	1254	13344	1312
996		Horz %	100.00	9.35	51.37	4.57	48.63	4.78
997		Vert %	11.91	17.98	12.65	18.59	11.22	17.43
998		Index	100	151	106	156	94	146
999	Visited a TV Network or TV Show's Website - Last 30 Days							
1000		Unwgted	10093	776	5060	361	5033	415
1001		(000)	43433	3538	20075	1624	23358	1913
1002		Horz %	100.00	8.15	46.22	3.74	53.78	4.41
1003		Vert %	18.85	24.79	18.01	24.09	19.64	25.42
1004		Index	100	132	96	128	104	135
1005	Household Subscribes to Cable TV							
1006		Unwgted	29494	1783	14792	858	14702	925
1007		(000)	127387	8699	59472	4016	67915	4683
1008		Horz %	100.00	6.83	46.69	3.15	53.31	3.68
1009		Vert %	55.30	60.96	53.35	59.55	57.12	62.22
1010		Index	100	110	96	108	103	113
1011	Household Subscribes to Digital Cable							
1012		Unwgted	23318	1531	11977	735	11341	796
1013		(000)	97306	7203	46197	3264	51109	3939
1014		Horz %	100.00	7.40	47.48	3.35	52.52	4.05
1015		Vert %	42.24	50.48	41.44	48.40	42.98	52.34
1016		Index	100	120	98	115	102	124
1017	Viewed Any Cable TV (Including Pay) - Past Week							
1018		Unwgted	42237	2487	21981	1231	20256	1256
1019		(000)	188977	12084	91345	5741	97632	6344
1020		Horz %	100.00	6.39	48.34	3.04	51.66	3.36
1021		Vert %	82.03	84.68	81.95	85.13	82.11	84.29
1022		Index	100	103	100	104	100	103
1023	Heavy Cable TV Viewing (Including Pay) - Past Week							
1024		Unwgted	31569	2034	17199	1064	14370	970
1025		(000)	142875	9929	72282	5005	70593	4924
1026		Horz %	100.00	6.95	50.59	3.50	49.41	3.45
1027		Vert %	62.02	69.58	64.84	74.22	59.37	65.43
1028		Index	100	112	105	120	96	106

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

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			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
1029	Viewed Any Premium Cable Channels - Last 30 Days							
1030		Unwgted	17138	1350	9577	686	7561	664
1031		(000)	76613	6507	39372	3106	37241	3400
1032		Horz %	100.00	8.49	51.39	4.05	48.61	4.44
1033		Vert %	33.26	45.60	35.32	46.06	31.32	45.18
1034	Index	100	137	106	139	94	136	
1035	Viewed Any Video-On-Demand TV Programs - Last 30 Days							
1036		Unwgted	5984	596	2947	257	3037	339
1037		(000)	23452	2724	10658	1095	12795	1628
1038		Horz %	100.00	11.61	45.44	4.67	54.56	6.94
1039		Vert %	10.18	19.09	9.56	16.24	10.76	21.64
1040	Index	100	187	94	160	106	213	
1041	Viewed Any Video-On-Demand Movies - Last 30 Days							
1042		Unwgted	8751	788	4558	372	4193	416
1043		(000)	35683	3714	16682	1545	19001	2170
1044		Horz %	100.00	10.41	46.75	4.33	53.25	6.08
1045		Vert %	15.49	26.03	14.97	22.91	15.98	28.83
1046	Index	100	168	97	148	103	186	
1047	Viewed Any Video-On-Demand Programming - Past 12 Months							
1048		Unwgted	12191	1061	6375	503	5816	558
1049		(000)	49219	4903	23457	2144	25762	2758
1050		Horz %	100.00	9.96	47.66	4.36	52.34	5.60
1051		Vert %	21.36	34.36	21.04	31.80	21.67	36.65
1052	Index	100	161	98	149	101	172	
1053	Household Has a Satellite Dish							
1054		Unwgted	12431	625	6868	336	5563	289
1055		(000)	63897	3310	32491	1648	31406	1662
1056		Horz %	100.00	5.18	50.85	2.58	49.15	2.60
1057		Vert %	27.74	23.20	29.15	24.43	26.41	22.09
1058	Index	100	84	105	88	95	80	
1059	Household Has a Digital Video Recorder (DVR)							
1060		Unwgted	22029	1333	11905	666	10124	667
1061		(000)	94062	6094	46528	2760	47534	3334
1062		Horz %	100.00	6.48	49.46	2.93	50.54	3.54
1063		Vert %	40.83	42.71	41.74	40.92	39.98	44.30
1064	Index	100	105	102	100	98	109	
1065	Household Has TiVo-Brand DVR Video Recorder (Stand-Alone)			*		*		*
1066		Unwgted	572	28	316	12	256	16
1067		(000)	2095	78	1087	32	1008	46
1068		Horz %	100.00	3.73	51.89	1.53	48.11	2.20
1069		Vert %	0.91	0.55	0.98	0.47	0.85	0.61
1070	Index	100	60	107	52	93	67	
1071	Any Internet/Online Activity - Last 30 Days							
1072		Unwgted	41577	2715	21755	1322	19822	1393
1073		(000)	181282	13179	87773	6146	93509	7033
1074		Horz %	100.00	7.27	48.42	3.39	51.58	3.88
1075		Vert %	78.69	92.36	78.74	91.13	78.64	93.45
1076	Index	100	117	100	116	100	119	
1077	Downloaded Music from Internet - Last 30 Days							
1078		Unwgted	10591	1099	5998	574	4593	525
1079		(000)	49339	5441	25962	2852	23378	2589
1080		Horz %	100.00	11.03	52.62	5.78	47.38	5.25
1081		Vert %	21.42	38.13	23.29	42.30	19.66	34.40
1082	Index	100	178	109	197	92	161	

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1								
2								
1083	Downloaded Podcasts/Podcasting from Internet - Last 30 Days							*
1084		Unwgted	1957	118	1296	73	661	45
1085		(000)	7780	532	4918	322	2861	210
1086		Horz %	100.00	6.83	63.22	4.14	36.78	2.69
1087		Vert %	3.38	3.73	4.41	4.78	2.41	2.78
1088		Index	100	110	131	141	71	82
1089	Downloaded a Movie from Internet - Last 30 Days							
1090		Unwgted	2848	275	1863	169	985	106
1091		(000)	12997	1355	8163	820	4834	535
1092		Horz %	100.00	10.43	62.81	6.31	37.19	4.12
1093		Vert %	5.64	9.50	7.32	12.15	4.07	7.11
1094		Index	100	168	130	215	72	126
1095	Watched a Movie Online - Last 30 Days							
1096		Unwgted	5288	517	3368	305	1920	212
1097		(000)	24686	2769	14912	1534	9774	1236
1098		Horz %	100.00	11.22	60.41	6.21	39.59	5.01
1099		Vert %	10.72	19.41	13.38	22.74	8.22	16.42
1100		Index	100	181	125	212	77	153
1101	Visited Online Blogs, Wrote Online Blog, Posted Comment or Review on Blog, Online Forum, Message or Bulletin Board - Last 30 Days							
1102		Unwgted	9205	739	4773	346	4432	393
1103		(000)	40926	3466	19080	1455	21846	2012
1104		Horz %	100.00	8.47	46.62	3.55	53.38	4.92
1105		Vert %	17.77	24.29	17.12	21.57	18.37	26.73
1106		Index	100	137	96	121	103	150
1107	Uploaded or Added Video to Website - Last 30 Days							
1108		Unwgted	2468	223	1387	115	1081	108
1109		(000)	11387	1120	5781	560	5606	559
1110		Horz %	100.00	9.83	50.77	4.92	49.23	4.91
1111		Vert %	4.94	7.85	5.19	8.31	4.71	7.43
1112		Index	100	159	105	168	95	150
1113	Visited a Chat Room - Last 30 Days							
1114		Unwgted	2480	208	1430	122	1050	86
1115		(000)	12455	1165	6813	707	5642	458
1116		Horz %	100.00	9.35	54.70	5.68	45.30	3.68
1117		Vert %	5.41	8.17	6.11	10.48	4.75	6.09
1118		Index	100	151	113	194	88	113
1119	Used e-Mail - Last 30 Days							
1120		Unwgted	37612	2415	19298	1140	18314	1275
1121		(000)	159278	11398	74855	5167	84422	6232
1122		Horz %	100.00	7.16	47.00	3.24	53.00	3.91
1123		Vert %	69.14	79.88	67.15	76.62	71.00	82.80
1124		Index	100	116	97	111	103	120
1125	Used Instant Messenger/IM Online - Last 30 Days							
1126		Unwgted	21202	1777	10469	843	10733	934
1127		(000)	98919	8981	45133	4093	53786	4888
1128		Horz %	100.00	9.08	45.63	4.14	54.37	4.94
1129		Vert %	42.94	62.93	40.49	60.69	45.23	64.95
1130		Index	100	147	94	141	105	151
1131	Visited Facebook.com - Last 30 Days							
1132		Unwgted	22936	1926	10711	869	12225	1057
1133		(000)	105871	9690	45724	4160	60147	5531
1134		Horz %	100.00	9.15	43.19	3.93	56.81	5.22
1135		Vert %	45.96	67.91	41.02	61.68	50.58	73.49
1136		Index	100	148	89	134	110	160

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1								
2								
1137	Visited Flickr.com - Last 30 Days					*		*
1138		Unwgted	1128	71	671	49	457	22
1139		(000)	4799	341	2698	227	2101	115
1140		Horz %	100.00	7.11	56.22	4.72	43.78	2.39
1141		Vert %	2.08	2.39	2.42	3.36	1.77	1.52
1142		Index	100	115	116	161	85	73
1143	Visited LinkedIn.com - Last 30 Days							
1144		Unwgted	4150	211	2487	107	1663	104
1145		(000)	13209	691	7432	329	5778	362
1146		Horz %	100.00	5.23	56.26	2.49	43.74	2.74
1147		Vert %	5.73	4.84	6.67	4.88	4.86	4.81
1148		Index	100	84	116	85	85	84
1149	Visited MySpace.com - Last 30 Days							
1150		Unwgted	1938	259	1033	133	905	126
1151		(000)	11658	1640	5548	748	6110	892
1152		Horz %	100.00	14.07	47.59	6.42	52.41	7.65
1153		Vert %	5.06	11.49	4.98	11.09	5.14	11.86
1154		Index	100	227	98	219	102	234
1155	Visited Photobucket.com - Last 30 Days							
1156		Unwgted	1086	144	550	65	536	79
1157		(000)	5565	821	2495	339	3071	482
1158		Horz %	100.00	14.76	44.82	6.10	55.18	8.66
1159		Vert %	2.42	5.76	2.24	5.03	2.58	6.40
1160		Index	100	238	93	208	107	265
1161	Visited Shutterfly.com - Last 30 Days					*		
1162		Unwgted	1519	93	402	24	1117	69
1163		(000)	6033	329	1285	80	4748	248
1164		Horz %	100.00	5.45	21.29	1.33	78.71	4.12
1165		Vert %	2.62	2.30	1.15	1.19	3.99	3.30
1166		Index	100	88	44	45	152	126
1167	Visited Twitter.com - Last 30 Days							
1168		Unwgted	2984	312	1671	148	1313	164
1169		(000)	13447	1536	6861	699	6585	836
1170		Horz %	100.00	11.42	51.03	5.20	48.97	6.22
1171		Vert %	5.84	10.76	6.16	10.37	5.54	11.11
1172		Index	100	184	105	178	95	190
1173	Visited YouTube.com - Last 30 Days							
1174		Unwgted	18165	1645	10470	886	7695	759
1175		(000)	82265	8266	43969	4162	38296	4104
1176		Horz %	100.00	10.05	53.45	5.06	46.55	4.99
1177		Vert %	35.71	57.92	39.44	61.71	32.21	54.53
1178		Index	100	162	110	173	90	153
1179	Rated or Reviewed a Product or Service on Any Social Network - Last 30 Days							
1180		Unwgted	3136	337	1508	167	1628	170
1181		(000)	14311	1548	6530	806	7781	742
1182		Horz %	100.00	10.82	45.63	5.63	54.37	5.18
1183		Vert %	6.21	10.85	5.86	11.96	6.54	9.85
1184		Index	100	175	94	192	105	159
1185	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family							
1186		Unwgted	27940	2123	14247	987	13693	1136
1187		(000)	128335	10437	59812	4573	68523	5864
1188		Horz %	100.00	8.13	46.61	3.56	53.39	4.57
1189		Vert %	55.71	73.14	53.66	67.81	57.63	77.91
1190		Index	100	131	96	122	103	140

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rhythmic Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rhythmic Formats (Total Week Cume)
1								
2								
1191	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion							
1192		Unwgted	3600	365	1896	173	1704	192
1193		(000)	17138	1872	8427	962	8711	911
1194		Horz %	100.00	10.93	49.17	5.61	50.83	5.31
1195		Vert %	7.44	13.12	7.56	14.26	7.33	12.10
1196		Index	100	176	102	192	98	163
1197	Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile Phone/Smartphone							
1198		Unwgted	3873	407	2055	197	1818	210
1199		(000)	18580	2139	9291	1058	9289	1081
1200		Horz %	100.00	11.51	50.01	5.69	49.99	5.82
1201		Vert %	8.07	14.99	8.33	15.69	7.81	14.37
1202		Index	100	186	103	195	97	178
1203	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase							
1204		Unwgted	1757	197	1003	106	754	91
1205		(000)	8486	982	4618	594	3869	388
1206		Horz %	100.00	11.57	54.41	7.00	45.59	4.57
1207		Vert %	3.68	6.88	4.14	8.81	3.25	5.15
1208		Index	100	187	112	239	88	140
1209	Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile Phone/Smartphone							
1210		Unwgted	3905	354	2001	168	1904	186
1211		(000)	18488	1702	8514	851	9974	852
1212		Horz %	100.00	9.21	46.05	4.60	53.95	4.61
1213		Vert %	8.03	11.93	7.64	12.61	8.39	11.32
1214		Index	100	149	95	157	105	141
1215	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone							
1216		Unwgted	8656	741	4442	350	4214	391
1217		(000)	40217	3652	18941	1662	21276	1991
1218		Horz %	100.00	9.08	47.10	4.13	52.90	4.95
1219		Vert %	17.46	25.60	16.99	24.64	17.89	26.45
1220		Index	100	147	97	141	102	152
1221	Ever Redeemed a Mobile Coupon from Cellular/Mobile Phone/Smartphone							
1222		Unwgted	1965	178	921	85	1044	93
1223		(000)	9318	942	3968	476	5350	466
1224		Horz %	100.00	10.11	42.59	5.11	57.41	5.00
1225		Vert %	4.04	6.60	3.56	7.07	4.50	6.19
1226		Index	100	163	88	175	111	153
1227	Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile Phone/Smartphone							
1228		Unwgted	2693	297	1736	185	957	112
1229		(000)	12631	1542	7382	908	5249	634
1230		Horz %	100.00	12.21	58.44	7.19	41.56	5.02
1231		Vert %	5.48	10.81	6.62	13.46	4.41	8.43
1232		Index	100	197	121	246	81	154
1233	Ever Watched Live Television on Cellular/Mobile Phone/Smartphone							
1234		Unwgted	1291	154	861	103	430	51
1235		(000)	6103	799	3691	533	2412	266
1236		Horz %	100.00	13.09	60.48	8.74	39.52	4.36
1237		Vert %	2.65	5.60	3.31	7.91	2.03	3.53
1238		Index	100	211	125	299	77	133
1239	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone							
1240		Unwgted	1619	146	1047	83	572	63
1241		(000)	7444	699	4427	389	3017	310
1242		Horz %	100.00	9.39	59.48	5.22	40.52	4.17
1243		Vert %	3.23	4.90	3.97	5.76	2.54	4.12
1244		Index	100	152	123	178	79	128

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1								
2								
1245	Ever Listened to Music on Cellular/Mobile Phone/Smartphone							
1246		Unwgted	8759	796	4947	403	3812	393
1247		(000)	41422	4085	21366	1940	20056	2145
1248		Horz %	100.00	9.86	51.58	4.68	48.42	5.18
1249		Vert %	17.98	28.63	19.17	28.76	16.87	28.50
1250		Index	100	159	107	160	94	159
1251	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone							
1252		Unwgted	10793	975	6536	537	4257	438
1253		(000)	46232	4599	25561	2362	20671	2236
1254		Horz %	100.00	9.95	55.29	5.11	44.71	4.84
1255		Vert %	20.07	32.23	22.93	35.03	17.38	29.71
1256		Index	100	161	114	175	87	148
1257	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone							
1258		Unwgted	7537	699	5491	462	2046	237
1259		(000)	31880	3173	21734	2077	10146	1096
1260		Horz %	100.00	9.95	68.17	6.52	31.83	3.44
1261		Vert %	13.84	22.24	19.50	30.80	8.53	14.56
1262		Index	100	161	141	223	62	105
1263	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone							
1264		Unwgted	11814	1041	6755	541	5059	500
1265		(000)	51372	4972	26734	2385	24638	2587
1266		Horz %	100.00	9.68	52.04	4.64	47.96	5.04
1267		Vert %	22.30	34.84	23.98	35.36	20.72	34.37
1268		Index	100	156	108	159	93	154
1269	Ever Visited a Search Engine on Cellular/Mobile Phone/Smartphone							
1270		Unwgted	13412	1180	7541	610	5871	570
1271		(000)	58167	5685	29836	2714	28331	2971
1272		Horz %	100.00	9.77	51.29	4.67	48.71	5.11
1273		Vert %	25.25	39.84	26.77	40.25	23.83	39.48
1274		Index	100	158	106	159	94	156
1275	Ever Visited or Used a Social Networking Site on Cellular/Mobile Phone/Smartphone							
1276		Unwgted	8960	875	4585	427	4375	448
1277		(000)	41200	4448	19350	2002	21851	2446
1278		Horz %	100.00	10.80	46.96	4.86	53.04	5.94
1279		Vert %	17.88	31.17	17.36	29.68	18.38	32.51
1280		Index	100	174	97	166	103	182
1281	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone							
1282		Unwgted	6477	562	3756	302	2721	260
1283		(000)	28485	2696	15075	1408	13410	1288
1284		Horz %	100.00	9.46	52.92	4.94	47.08	4.52
1285		Vert %	12.36	18.89	13.52	20.88	11.28	17.11
1286		Index	100	153	109	169	91	138
1287	Read Any Daily Newspaper							
1288		Unwgted	18473	768	10078	410	8395	358
1289		(000)	75392	3360	37876	1816	37515	1543
1290		Horz %	100.00	4.46	50.24	2.41	49.76	2.05
1291		Vert %	32.73	23.54	33.98	26.94	31.55	20.51
1292		Index	100	72	104	82	96	63
1293	Read Any Sunday Newspaper							
1294		Unwgted	22699	1009	11550	491	11149	518
1295		(000)	95498	4601	44426	2191	51072	2410
1296		Horz %	100.00	4.82	46.52	2.29	53.48	2.52
1297		Vert %	41.45	32.25	39.85	32.49	42.95	32.03
1298		Index	100	78	96	78	104	77

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1								
2								
1299	Read Advertisements in Weekday Newspaper							
1300		Unwgted	6188	220	2816	97	3372	123
1301		(000)	28200	1106	11426	465	16774	641
1302		Horz %	100.00	3.92	40.52	1.65	59.48	2.27
1303		Vert %	12.24	7.75	10.25	6.90	14.11	8.52
1304	Index	100	63	84	56	115	70	
1305	Read Advertisements in Sunday/Weekend Newspaper							
1306		Unwgted	8128	344	3490	125	4638	219
1307		(000)	36348	1669	14049	579	22300	1090
1308		Horz %	100.00	4.59	38.65	1.59	61.35	3.00
1309		Vert %	15.78	11.70	12.60	8.59	18.75	14.48
1310	Index	100	74	80	54	119	92	
1311	Read Classified Advertising in Weekday Newspaper							
1312		Unwgted	6167	319	3180	144	2987	175
1313		(000)	31328	1636	14506	702	16821	934
1314		Horz %	100.00	5.22	46.31	2.24	53.69	2.98
1315		Vert %	13.60	11.46	13.01	10.41	14.15	12.41
1316	Index	100	84	96	77	104	91	
1317	Read Classified Advertising in Sunday/Weekend Newspaper							
1318		Unwgted	6978	382	3398	155	3580	227
1319		(000)	34108	1886	15176	706	18932	1179
1320		Horz %	100.00	5.53	44.49	2.07	55.51	3.46
1321		Vert %	14.81	13.21	13.61	10.47	15.92	15.67
1322	Index	100	89	92	71	108	106	
1323	Read Circulars/Inserts/Fliers in Weekday Newspaper							
1324		Unwgted	7940	238	3338	96	4602	142
1325		(000)	34515	1065	12910	355	21606	710
1326		Horz %	100.00	3.08	37.40	1.03	62.60	2.06
1327		Vert %	14.98	7.46	11.58	5.26	18.17	9.44
1328	Index	100	50	77	35	121	63	
1329	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper							
1330		Unwgted	12103	447	4866	155	7237	292
1331		(000)	51749	1957	18660	630	33089	1327
1332		Horz %	100.00	3.78	36.06	1.22	63.94	2.56
1333		Vert %	22.46	13.71	16.74	9.34	27.83	17.63
1334	Index	100	61	75	42	124	79	
1335	Read Newspaper on e-Reader/Tablet - Last 6 Months							*
1336		Unwgted	1512	76	952	50	560	26
1337		(000)	5352	296	3118	193	2234	103
1338		Horz %	100.00	5.53	58.26	3.60	41.74	1.93
1339		Vert %	2.32	2.08	2.80	2.86	1.88	1.37
1340	Index	100	89	120	123	81	59	
1341	Personally Referred to Yellow Pages (Paper or Internet) - Past Week							
1342		Unwgted	9256	404	4203	162	5053	242
1343		(000)	42473	1759	17817	676	24656	1084
1344		Horz %	100.00	4.14	41.95	1.59	58.05	2.55
1345		Vert %	18.44	12.33	15.98	10.02	20.74	14.40
1346	Index	100	67	87	54	112	78	
1347	Personally Referred to Paper Yellow Pages - Past Week							
1348		Unwgted	6328	208	2872	92	3456	116
1349		(000)	29769	911	12582	392	17187	518
1350		Horz %	100.00	3.06	42.27	1.32	57.73	1.74
1351		Vert %	12.92	6.38	11.29	5.82	14.45	6.89
1352	Index	100	49	87	45	112	53	

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1								
2								
1353	Personally Referred to Internet Yellow Pages - Past Week							
1354		Unwgted	3834	243	1696	92	2138	151
1355		(000)	16836	1070	6687	357	10149	713
1356		Horz %	100.00	6.36	39.72	2.12	60.28	4.23
1357		Vert %	7.31	7.50	6.00	5.30	8.54	9.47
1358		Index	100	103	82	72	117	130
1359	Have Seen Digital/Video Ads in Shopping Malls - Last 6 Months							
1360		Unwgted	12375	969	6801	498	5574	471
1361		(000)	58004	5121	29376	2462	28627	2659
1362		Horz %	100.00	8.83	50.65	4.25	49.35	4.58
1363		Vert %	25.18	35.89	26.35	36.51	24.08	35.33
1364		Index	100	143	105	145	96	140
1365	Have Seen Digital/Video Ads in Bars/Pubs - Last 6 Months							
1366		Unwgted	7666	624	4747	358	2919	266
1367		(000)	36680	3510	20852	1948	15828	1562
1368		Horz %	100.00	9.57	56.85	5.31	43.15	4.26
1369		Vert %	15.92	24.60	18.71	28.88	13.31	20.76
1370		Index	100	154	117	181	84	130
1371	Have Seen Digital/Video Ads in Gym/Health Clubs - Last 6 Months							
1372		Unwgted	6795	594	3891	326	2904	268
1373		(000)	32254	3260	17166	1735	15088	1525
1374		Horz %	100.00	10.11	53.22	5.38	46.78	4.73
1375		Vert %	14.00	22.84	15.40	25.73	12.69	20.26
1376		Index	100	163	110	184	91	145
1377	Have Seen Digital/Video Ads in Medical Offices - Last 6 Months							
1378		Unwgted	10232	737	5207	361	5025	376
1379		(000)	49109	3947	22892	1843	26218	2104
1380		Horz %	100.00	8.04	46.61	3.75	53.39	4.28
1381		Vert %	21.32	27.66	20.54	27.33	22.05	27.96
1382		Index	100	130	96	128	103	131
1383	Have Seen Digital/Video Ads in Airports - Last 6 Months							
1384		Unwgted	9360	687	5440	373	3920	314
1385		(000)	41630	3599	22336	1881	19295	1718
1386		Horz %	100.00	8.65	53.65	4.52	46.35	4.13
1387		Vert %	18.07	25.22	20.04	27.89	16.23	22.83
1388		Index	100	140	111	154	90	126
1389	Have Seen Digital/Video Ads at Gas Stations - Last 6 Months							
1390		Unwgted	12231	867	7301	490	4930	377
1391		(000)	55564	4472	30620	2442	24943	2030
1392		Horz %	100.00	8.05	55.11	4.39	44.89	3.65
1393		Vert %	24.12	31.34	27.47	36.21	20.98	26.98
1394		Index	100	130	114	150	87	112
1395	Have Seen Digital/Video Ads in Office Building Elevators - Last 6 Months							
1396		Unwgted	8635	663	4859	352	3776	311
1397		(000)	39663	3480	20404	1748	19259	1732
1398		Horz %	100.00	8.77	51.44	4.41	48.56	4.37
1399		Vert %	17.22	24.39	18.30	25.92	16.20	23.02
1400		Index	100	142	106	151	94	134
1401	Have Seen Digital/Video Ads in Stores - Last 6 Months							
1402		Unwgted	14809	1031	8131	528	6678	503
1403		(000)	69366	5524	35299	2712	34067	2812
1404		Horz %	100.00	7.96	50.89	3.91	49.11	4.05
1405		Vert %	30.11	38.71	31.67	40.22	28.65	37.37
1406		Index	100	129	105	134	95	124

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1								
2								
1407	Have Seen Digital/Video Ads in Restaurants - Last 6 Months							
1408		Unwgted	9731	739	5597	416	4134	323
1409		(000)	47270	4051	25163	2200	22107	1851
1410		Horz %	100.00	8.57	53.23	4.65	46.77	3.92
1411		Vert %	20.52	28.39	22.57	32.63	18.59	24.59
1412		Index	100	138	110	159	91	120
1413	Have Seen Ads on Billboards - Last 6 Months							
1414		Unwgted	32686	1861	17333	923	15353	938
1415		(000)	147223	9127	72239	4393	74984	4734
1416		Horz %	100.00	6.20	49.07	2.98	50.93	3.22
1417		Vert %	63.91	63.96	64.81	65.14	63.06	62.90
1418		Index	100	100	101	102	99	98
1419	Have Seen Ads on Buses/Trains - Last 6 Months							
1420		Unwgted	17373	1216	9530	628	7843	588
1421		(000)	75212	6090	38263	2979	36949	3111
1422		Horz %	100.00	8.10	50.87	3.96	49.13	4.14
1423		Vert %	32.65	42.68	34.33	44.18	31.07	41.34
1424		Index	100	131	105	135	95	127
1425	Have Seen Ads at Bus Stops or Train Stations - Last 6 Months							
1426		Unwgted	12527	957	7040	514	5487	443
1427		(000)	54426	4797	28375	2492	26051	2304
1428		Horz %	100.00	8.81	52.13	4.58	47.87	4.23
1429		Vert %	23.62	33.61	25.46	36.96	21.91	30.62
1430		Index	100	142	108	156	93	130
1431	Have Seen Ads Inside Taxis - Last 6 Months							
1432		Unwgted	7184	580	4105	316	3079	264
1433		(000)	32282	2973	17376	1612	14905	1361
1434		Horz %	100.00	9.21	53.83	4.99	46.17	4.22
1435		Vert %	14.01	20.84	15.59	23.90	12.54	18.09
1436		Index	100	149	111	171	89	129
1437	Have Seen Ads on Top of Taxis - Last 6 Months							
1438		Unwgted	11263	826	6572	451	4691	375
1439		(000)	48910	4091	26688	2146	22222	1945
1440		Horz %	100.00	8.36	54.57	4.39	45.43	3.98
1441		Vert %	21.23	28.67	23.94	31.82	18.69	25.84
1442		Index	100	135	113	150	88	122
1443	Have Seen Ads on Phone Booths - Last 6 Months							
1444		Unwgted	6539	580	3842	335	2697	245
1445		(000)	31382	3232	17185	1751	14198	1480
1446		Horz %	100.00	10.30	54.76	5.58	45.24	4.72
1447		Vert %	13.62	22.65	15.42	25.97	11.94	19.67
1448		Index	100	166	113	191	88	144
1449	Have Seen Ads at Sports or Entertainment Events - last 6 Months							
1450		Unwgted	15270	1005	9192	573	6078	432
1451		(000)	68549	5237	38007	2820	30542	2417
1452		Horz %	100.00	7.64	55.44	4.11	44.56	3.53
1453		Vert %	29.76	36.70	34.10	41.82	25.69	32.11
1454		Index	100	123	115	141	86	108
1455	Have Seen Ads on Postcards - Last 6 Months							
1456		Unwgted	10441	660	5341	344	5100	316
1457		(000)	46860	3570	22200	1850	24661	1720
1458		Horz %	100.00	7.62	47.37	3.95	52.63	3.67
1459		Vert %	20.34	25.02	19.92	27.44	20.74	22.86
1460		Index	100	123	98	135	102	112

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1								
2								
1461	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months							
1462		Unwgted	11880	882	6458	448	5422	434
1463		(000)	55733	4499	27932	2177	27801	2322
1464		Horz %	100.00	8.07	50.12	3.91	49.88	4.17
1465		Vert %	24.19	31.53	25.06	32.29	23.38	30.85
1466		Index	100	130	104	133	97	128
1467	Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months							
1468		Unwgted	24385	1395	12974	683	11411	712
1469		(000)	111246	7031	54793	3312	56453	3719
1470		Horz %	100.00	6.32	49.25	2.98	50.75	3.34
1471		Vert %	48.29	49.27	49.15	49.11	47.48	49.41
1472		Index	100	102	102	102	98	102
1473	Have Seen Infomercials - Last 6 Months							
1474		Unwgted	17354	1159	9275	568	8079	591
1475		(000)	80809	5833	39696	2697	41113	3136
1476		Horz %	100.00	7.22	49.12	3.34	50.88	3.88
1477		Vert %	35.08	40.87	35.61	39.99	34.58	41.67
1478		Index	100	117	102	114	99	119
1479	Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months							
1480		Unwgted	27289	1432	13855	658	13434	774
1481		(000)	122415	6945	57167	3026	65248	3919
1482		Horz %	100.00	5.67	46.70	2.47	53.30	3.20
1483		Vert %	53.14	48.67	51.28	44.87	54.87	52.07
1484		Index	100	92	97	84	103	98
1485	Have Seen Product Placement in Video Games - Last 6 Months							
1486		Unwgted	7712	635	4702	376	3010	259
1487		(000)	39249	3507	22522	1983	16726	1524
1488		Horz %	100.00	8.93	57.38	5.05	42.62	3.88
1489		Vert %	17.04	24.57	20.20	29.40	14.07	20.25
1490		Index	100	144	119	173	83	119
1491	Have Seen Product Placement in TV Shows - Last 6 Months							
1492		Unwgted	26807	1489	14328	745	12479	744
1493		(000)	121884	7494	60563	3563	61321	3931
1494		Horz %	100.00	6.15	49.69	2.92	50.31	3.23
1495		Vert %	52.91	52.52	54.33	52.84	51.57	52.23
1496		Index	100	99	103	100	97	99
1497	Have Seen Product Placement in Movies - Last 6 Months							
1498		Unwgted	19656	1257	10767	649	8889	608
1499		(000)	90596	6560	46182	3169	44414	3391
1500		Horz %	100.00	7.24	50.98	3.50	49.02	3.74
1501		Vert %	39.33	45.97	41.43	47.00	37.35	45.05
1502		Index	100	117	105	120	95	115
1503	Have Seen Ads at the Cinema - Last 6 Months							
1504		Unwgted	19424	1279	10086	628	9338	651
1505		(000)	87394	6479	42339	3104	45055	3375
1506		Horz %	100.00	7.41	48.45	3.55	51.55	3.86
1507		Vert %	37.94	45.40	37.98	46.03	37.89	44.84
1508		Index	100	120	100	121	100	118
1509	Your Intentions - Likely to Buy First House/Residence - Next 12 Months							
1510		Unwgted	4144	403	2173	199	1971	204
1511		(000)	23864	2375	12097	1149	11767	1226
1512		Horz %	100.00	9.95	50.69	4.81	49.31	5.14
1513		Vert %	10.36	16.64	10.85	17.04	9.90	16.29
1514		Index	100	161	105	164	96	157

RAB / GfK MRI FORMAT PROFILE: RHYTHMIC

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1								
2								
1515	Your Intentions - Likely to Buy							
1516	Second House/Vacation Home	Unwgted	2417	192	1343	102	1074	90
1517	- Next 12 Months	(000)	11124	1068	5878	559	5247	508
1518		Horz %	100.00	9.60	52.84	5.03	47.16	4.57
1519		Vert %	4.83	7.48	5.27	8.30	4.41	6.76
1520		Index	100	155	109	172	91	140
1521	Your Intentions - Likely to Sell							
1522	House/Residence - Next 12	Unwgted	3368	139	1803	74	1565	65
1523	Months	(000)	13882	662	7053	367	6830	295
1524		Horz %	100.00	4.77	50.80	2.64	49.20	2.12
1525		Vert %	6.03	4.64	6.33	5.44	5.74	3.92
1526		Index	100	77	105	90	95	65
1527	Your Intentions - Likely to					*		*
1528	Take Out 2nd Mortgage or	Unwgted	1218	55	727	32	491	23
1529	Equity Loan - Next 12 Months	(000)	5366	253	3009	154	2357	99
1530		Horz %	100.00	4.71	56.08	2.87	43.92	1.85
1531		Vert %	2.33	1.77	2.70	2.28	1.98	1.32
1532		Index	100	76	116	98	85	57
1533	Your Intentions - Likely to							
1534	Remodel Kitchen - Next 12	Unwgted	5407	251	3019	126	2388	125
1535	Months	(000)	24807	1133	12848	519	11959	614
1536		Horz %	100.00	4.57	51.79	2.09	48.21	2.47
1537		Vert %	10.77	7.94	11.53	7.69	10.06	8.15
1538		Index	100	74	107	71	93	76
1539	Your Intentions - Likely to							
1540	Remodel Bathroom - Next 12	Unwgted	6440	279	3601	148	2839	131
1541	Months	(000)	29418	1204	15187	578	14231	627
1542		Horz %	100.00	4.09	51.62	1.96	48.38	2.13
1543		Vert %	12.77	8.44	13.62	8.56	11.97	8.33
1544		Index	100	66	107	67	94	65
1545	Your Intentions - Likely to					*		*
1546	Convert Room to Home Office	Unwgted	1476	74	837	34	639	40
1547	- Next 12 Months	(000)	7006	377	3723	217	3283	160
1548		Horz %	100.00	5.38	53.14	3.10	46.86	2.28
1549		Vert %	3.04	2.64	3.34	3.22	2.76	2.12
1550		Index	100	87	110	106	91	70
1551	Your Intentions - Likely to Add					*		*
1552	Rooms/Exterior Additions to	Unwgted	1411	79	837	42	574	37
1553	Home - Next 12 Months	(000)	6731	322	3720	157	3010	165
1554		Horz %	100.00	4.78	55.27	2.33	44.73	2.45
1555		Vert %	2.92	2.25	3.34	2.32	2.53	2.19
1556		Index	100	77	114	80	87	75
1557	Your Intentions - Likely to Do							
1558	Other Remodeling Projects to	Unwgted	3226	139	1803	75	1423	64
1559	Home - Next 12 Months	(000)	14406	650	7520	350	6886	300
1560		Horz %	100.00	4.51	52.20	2.43	47.80	2.08
1561		Vert %	6.25	4.55	6.75	5.19	5.79	3.98
1562		Index	100	73	108	83	93	64
1563	Your Intentions - Likely to							
1564	Purchase Homeowner or	Unwgted	8339	408	4476	200	3863	208
1565	Personal Property Insurance -	(000)	36699	2065	18414	950	18285	1115
1566	Next 12 Months	Horz %	100.00	5.63	50.18	2.59	49.82	3.04
1567		Vert %	15.93	14.47	16.52	14.08	15.38	14.81
1568		Index	100	91	104	88	97	93

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1								
2								
1569	Your Intentions - Likely to Purchase Life Insurance - Next 12 Months							
1570		Unwgted	6492	409	3421	201	3071	208
1571		(000)	31124	2063	15451	1035	15672	1028
1572		Horz %	100.00	6.63	49.64	3.33	50.36	3.30
1573		Vert %	13.51	14.46	13.86	15.35	13.18	13.65
1574	Index	100	107	103	114	98	101	
1575	Your Intentions - Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1576		Unwgted	10728	515	6103	272	4625	243
1577		(000)	42348	2244	22396	1138	19952	1106
1578		Horz %	100.00	5.30	52.89	2.69	47.11	2.61
1579		Vert %	18.38	15.73	20.09	16.87	16.78	14.70
1580	Index	100	86	109	92	91	80	
1581	Your Intentions - Likely to Visit Theme Park - Next 12 Months							
1582		Unwgted	10852	842	5689	411	5163	431
1583		(000)	50528	4104	24461	1864	26067	2240
1584		Horz %	100.00	8.12	48.41	3.69	51.59	4.43
1585		Vert %	21.93	28.76	21.94	27.63	21.92	29.76
1586	Index	100	131	100	126	100	136	
1587	Your Intentions - Likely to Take Cruise (for More Than 1 Day) - Next 12 Months							
1588		Unwgted	8749	560	4446	274	4303	286
1589		(000)	38375	2593	18213	1217	20162	1376
1590		Horz %	100.00	6.76	47.46	3.17	52.54	3.58
1591		Vert %	16.66	18.17	16.34	18.05	16.96	18.28
1592	Index	100	109	98	108	102	110	
1593	Your Intentions - Likely to Buy a New Vehicle - Next 12 Months							
1594		Unwgted	7672	549	4174	298	3498	251
1595		(000)	36308	2887	18030	1484	18278	1403
1596		Horz %	100.00	7.95	49.66	4.09	50.34	3.87
1597		Vert %	15.76	20.23	16.17	22.00	15.37	18.65
1598	Index	100	128	103	140	98	118	
1599	Your Intentions - Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months							
1600		Unwgted	10607	754	5862	387	4745	367
1601		(000)	53923	3937	27638	1959	26285	1978
1602		Horz %	100.00	7.30	51.25	3.63	48.75	3.67
1603		Vert %	23.41	27.59	24.79	29.05	22.11	26.29
1604	Index	100	118	106	124	94	112	
1605	Your Intentions - Likely to Lease a Vehicle - Next 12 Months							
1606		Unwgted	2534	213	1291	102	1243	111
1607		(000)	12202	1100	5869	582	6333	519
1608		Horz %	100.00	9.02	48.10	4.77	51.90	4.25
1609		Vert %	5.30	7.71	5.27	8.63	5.33	6.89
1610	Index	100	146	99	163	101	130	
1611	Your Intentions - Likely to Buy a 2-Door Car - Next 12 Months							
1612		Unwgted	3080	256	1781	151	1299	105
1613		(000)	15566	1503	8671	943	6894	560
1614		Horz %	100.00	9.66	55.71	6.06	44.29	3.60
1615		Vert %	6.76	10.53	7.78	13.98	5.80	7.45
1616	Index	100	156	115	207	86	110	
1617	Your Intentions - Likely to Buy a 4-Door Car - Next 12 Months							
1618		Unwgted	8518	599	4500	294	4018	305
1619		(000)	41828	3254	20328	1489	21500	1764
1620		Horz %	100.00	7.78	48.60	3.56	51.40	4.22
1621		Vert %	18.16	22.80	18.24	22.08	18.08	23.44
1622	Index	100	126	100	122	100	129	

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1								
2								
1623	Your Intentions - Likely to Buy a Van/Mini-Van - Next 12 Months							
1624		Unwgted	2447	179	1340	79	1107	100
1625		(000)	12807	868	6431	384	6375	484
1626		Horz %	100.00	6.78	50.22	3.00	49.78	3.78
1627		Vert %	5.56	6.08	5.77	5.70	5.36	6.43
1628		Index	100	109	104	103	96	116
1629	Your Intentions - Likely to Buy a Motorcycle - Next 12 Months							
1630		Unwgted	1278	123	809	69	469	54
1631		(000)	6999	728	4242	426	2756	301
1632		Horz %	100.00	10.40	60.62	6.09	39.38	4.31
1633		Vert %	3.04	5.10	3.81	6.32	2.32	4.00
1634		Index	100	168	125	208	76	132
1635	Your Intentions - Likely to Buy a Sport-Utility Vehicle - Next 12 Months							
1636		Unwgted	4517	312	2479	162	2038	150
1637		(000)	21316	1631	10692	840	10624	792
1638		Horz %	100.00	7.65	50.16	3.94	49.84	3.71
1639		Vert %	9.25	11.43	9.59	12.45	8.93	10.52
1640		Index	100	124	104	135	97	114
1641	Your Intentions - Likely to Buy a Light Truck - Next 12 Months							
1642		Unwgted	3310	235	2076	142	1234	93
1643		(000)	17770	1427	10215	833	7555	594
1644		Horz %	100.00	8.03	57.48	4.69	42.52	3.34
1645		Vert %	7.71	10.00	9.16	12.36	6.35	7.89
1646		Index	100	130	119	160	82	102
1647	Your Intentions - Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Next 12 Months							
1648		Unwgted	2416	170	1334	91	1082	79
1649		(000)	11083	820	5798	437	5285	383
1650		Horz %	100.00	7.40	52.32	3.94	47.68	3.46
1651		Vert %	4.81	5.75	5.20	6.48	4.44	5.09
1652		Index	100	119	108	135	92	106
1653	Your Intentions - Likely to Buy a Home Theater System - Next 12 Months							
1654		Unwgted	3981	350	2307	192	1674	158
1655		(000)	19518	1997	10873	1067	8646	930
1656		Horz %	100.00	10.23	55.70	5.47	44.30	4.77
1657		Vert %	8.47	14.00	9.75	15.83	7.27	12.36
1658		Index	100	165	115	187	86	146
1659	Your Intentions - Likely to Buy a Large Flat-Screen/HDTV (27"-42") - Next 12 Months							
1660		Unwgted	8726	595	4639	302	4087	293
1661		(000)	40740	3160	20747	1573	19994	1587
1662		Horz %	100.00	7.76	50.92	3.86	49.08	3.90
1663		Vert %	17.68	22.14	18.61	23.32	16.81	21.09
1664		Index	100	125	105	132	95	119
1665	Your Intentions - Likely to Buy a Giant Flat-Screen/HDTV (43" or More) - Next 12 Months							
1666		Unwgted	5403	411	3189	224	2214	187
1667		(000)	25635	2415	14089	1265	11546	1150
1668		Horz %	100.00	9.42	54.96	4.93	45.04	4.49
1669		Vert %	11.13	16.92	12.64	18.75	9.71	15.28
1670		Index	100	152	114	169	87	137
1671	Your Intentions - Likely to Buy a Portable DVD Player - Next 12 Months							
1672		Unwgted	4043	323	2108	164	1935	159
1673		(000)	20566	1870	10147	912	10420	958
1674		Horz %	100.00	9.09	49.34	4.44	50.66	4.66
1675		Vert %	8.93	13.10	9.10	13.53	8.76	12.72
1676		Index	100	147	102	152	98	143

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1								
2								
1677	Your Intentions - Likely to Buy a Blu-Ray Player - Next 12 Months							
1678		Unwgted	5089	380	2958	194	2131	186
1679		(000)	24204	2156	12857	1076	11347	1079
1680		Horz %	100.00	8.91	53.12	4.45	46.88	4.46
1681		Vert %	10.51	15.11	11.53	15.96	9.54	14.34
1682	Index	100	144	110	152	91	137	
1683	Your Intentions - Likely to Buy a Digital Video Camera or Digital Camera - Next 12 Months							
1684		Unwgted	5251	407	2787	201	2464	206
1685		(000)	25350	2235	12384	1037	12966	1198
1686		Horz %	100.00	8.82	48.85	4.09	51.15	4.73
1687		Vert %	11.00	15.66	11.11	15.38	10.90	15.92
1688	Index	100	142	101	140	99	145	
1689	Your Intentions - Likely to Buy a Desktop Computer - Next 12 Months							
1690		Unwgted	5874	391	3323	206	2551	185
1691		(000)	27475	2146	14226	1089	13249	1057
1692		Horz %	100.00	7.81	51.78	3.96	48.22	3.85
1693		Vert %	11.93	15.04	12.76	16.15	11.14	14.04
1694	Index	100	126	107	135	93	118	
1695	Your Intentions - Likely to Buy a Laptop Computer - Next 12 Months							
1696		Unwgted	9834	670	5209	332	4625	338
1697		(000)	46220	3374	22814	1607	23406	1767
1698		Horz %	100.00	7.30	49.36	3.48	50.64	3.82
1699		Vert %	20.06	23.65	20.47	23.83	19.68	23.48
1700	Index	100	118	102	119	98	117	
1701	Your Intentions - Likely to Subscribe to Satellite Radio - Next 12 Months							
1702		Unwgted	2646	212	1468	122	1178	90
1703		(000)	13158	1098	6963	643	6194	454
1704		Horz %	100.00	8.34	52.92	4.89	47.08	3.45
1705		Vert %	5.71	7.69	6.25	9.54	5.21	6.04
1706	Index	100	135	109	167	91	106	
1707	Your Intentions - Likely to Get Engaged - Next 12 Months							
1708		Unwgted	4556	539	2304	255	2252	284
1709		(000)	24442	3084	12208	1490	12234	1594
1710		Horz %	100.00	12.62	49.95	6.09	50.05	6.52
1711		Vert %	10.61	21.61	10.95	22.09	10.29	21.18
1712	Index	100	204	103	208	97	200	
1713	Your Intentions - Likely to Become a Parent - Next 12 Months							
1714		Unwgted	3008	309	1415	137	1593	172
1715		(000)	16551	1623	7229	678	9321	945
1716		Horz %	100.00	9.80	43.68	4.10	56.32	5.71
1717		Vert %	7.18	11.37	6.49	10.05	7.84	12.55
1718	Index	100	158	90	140	109	175	
1719	Your Intentions - Likely to Become a Grandparent - Next 12 Months							
1720		Unwgted	4255	141	2155	70	2100	71
1721		(000)	20418	804	9609	449	10809	355
1722		Horz %	100.00	3.94	47.06	2.20	52.94	1.74
1723		Vert %	8.86	5.63	8.62	6.66	9.09	4.72
1724	Index	100	64	97	75	103	53	
1725	Your Intentions - Likely to Have a Child Go Away to College - Next 12 Months							
1726		Unwgted	4037	229	2135	114	1902	115
1727		(000)	19488	1297	9510	628	9978	669
1728		Horz %	100.00	6.65	48.80	3.22	51.20	3.43
1729		Vert %	8.46	9.09	8.53	9.31	8.39	8.89
1730	Index	100	107	101	110	99	105	

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1								
2								
1731	Your Intentions - Likely to Have a Child Graduate from College - Next 12 Months							
1732		Unwgt'd	2757	137	1433	76	1324	61
1733		(000)	13242	778	6419	499	6823	279
1734		Horz %	100.00	5.87	48.47	3.77	51.53	2.11
1735		Vert %	5.75	5.45	5.76	7.40	5.74	3.71
1736		Index	100	95	100	129	100	64
1737	Your Intentions - Likely to Have a Child Get Married - Next 12 Months							
1738		Unwgt'd	3100	151	1534	77	1566	74
1739		(000)	15422	865	7070	494	8352	371
1740		Horz %	100.00	5.61	45.84	3.20	54.16	2.41
1741		Vert %	6.69	6.06	6.34	7.32	7.02	4.93
1742		Index	100	91	95	109	105	74
1743	Your Intentions - Likely to Retire from Full-Time Work - Next 12 Months							
1744		Unwgt'd	3412	166	1951	88	1461	78
1745		(000)	15336	867	8543	501	6793	366
1746		Horz %	100.00	5.65	55.71	3.27	44.29	2.39
1747		Vert %	6.66	6.08	7.66	7.43	5.71	4.87
1748		Index	100	91	115	112	86	73
1749	Your Intentions - Likely to Collect Lump-Sum from Pension/IRA/401(k) - Next 12 Months							*
1750		Unwgt'd	1592	88	880	50	712	38
1751		(000)	7515	480	4031	343	3484	138
1752		Horz %	100.00	6.39	53.65	4.56	46.35	1.83
1753		Vert %	3.26	3.37	3.62	5.08	2.93	1.83
1754		Index	100	103	111	156	90	56
1755	Your Intentions - Likely to Start or Buy a New Business - Next 12 Months							
1756		Unwgt'd	3676	280	2187	165	1489	115
1757		(000)	17479	1474	10201	919	7278	555
1758		Horz %	100.00	8.43	58.36	5.26	41.64	3.18
1759		Vert %	7.59	10.33	9.15	13.63	6.12	7.38
1760		Index	100	136	121	180	81	97
1761	Your Intentions - Likely to Change Jobs - Next 12 Months							
1762		Unwgt'd	7643	630	4255	321	3388	309
1763		(000)	33336	2925	17707	1501	15629	1424
1764		Horz %	100.00	8.77	53.12	4.50	46.88	4.27
1765		Vert %	14.47	20.50	15.88	22.26	13.14	18.92
1766		Index	100	142	110	154	91	131