

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
2								
3	U.S. Adults 18+							
4		Unwgt'd	50764	5056	26280	3241	24484	1815
5		(000)	230375	22282	111471	13599	118904	8683
6		Horz %	100.00	9.67	48.39	5.90	51.61	3.77
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		Unwgt'd	26280	3241	26280	3241	0	0
11		(000)	111471	13599	111471	13599	0	0
12		Horz %	100.00	12.20	100.00	12.20	0.00	0.00
13		Vert %	48.39	61.03	100.00	100.00	0.00	0.00
14		Index	100	126	207	207	0	0
15	Female				*	*		
16		Unwgt'd	24484	1815	0	0	24484	1815
17		(000)	118904	8683	0	0	118904	8683
18		Horz %	100.00	7.30	0.00	0.00	100.00	7.30
19		Vert %	51.61	38.97	0.00	0.00	100.00	100.00
20		Index	100	76	0	0	194	194
21	Age 18-24							
22		Unwgt'd	4063	715	2314	455	1749	260
23		(000)	29377	4823	14849	2643	14528	2181
24		Horz %	100.00	16.42	50.55	9.00	49.45	7.42
25		Vert %	12.75	21.65	13.32	19.43	12.22	25.11
26		Index	100	170	104	152	96	197
27	Age 25-34							
28		Unwgt'd	8080	1242	4218	801	3862	441
29		(000)	41280	6090	20756	3913	20524	2177
30		Horz %	100.00	14.75	50.28	9.48	49.72	5.27
31		Vert %	17.92	27.33	18.62	28.77	17.26	25.07
32		Index	100	153	104	161	96	140
33	Age 35-44							
34		Unwgt'd	9539	1385	5074	894	4465	491
35		(000)	40737	5382	20147	3348	20590	2034
36		Horz %	100.00	13.21	49.46	8.22	50.54	4.99
37		Vert %	17.68	24.16	18.07	24.62	17.32	23.43
38		Index	100	137	102	139	98	132
39	Age 45-54							
40		Unwgt'd	10179	1150	5388	735	4791	415
41		(000)	44531	4283	21782	2618	22749	1665
42		Horz %	100.00	9.62	48.91	5.88	51.09	3.74
43		Vert %	19.33	19.22	19.54	19.25	19.13	19.17
44		Index	100	99	101	100	99	99
45	Age 55-64							
46		Unwgt'd	8584	452	4412	289	4172	163
47		(000)	35695	1403	17145	930	18550	474
48		Horz %	100.00	3.93	48.03	2.60	51.97	1.33
49		Vert %	15.49	6.30	15.38	6.84	15.60	5.45
50		Index	100	41	99	44	101	35
51	Age 65+							*
52		Unwgt'd	10319	112	4874	67	5445	45
53		(000)	38754	300	16791	147	21963	153
54		Horz %	100.00	0.78	43.33	0.38	56.67	0.40
55		Vert %	16.82	1.35	15.06	1.08	18.47	1.76
56		Index	100	8	90	6	110	10

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1								
2								
57	Age 21+							
58		Unwgted	49151	4780	25297	3064	23854	1716
59		(000)	217192	20200	104396	12387	112796	7813
60		Horz %	100.00	9.30	48.07	5.70	51.93	3.60
61		Vert %	94.28	90.65	93.65	91.09	94.86	89.98
62		Index	100	96	99	97	101	95
63	Age 21-34							
64		Unwgted	10530	1681	5549	1079	4981	602
65		(000)	57475	8831	28531	5343	28944	3487
66		Horz %	100.00	15.36	49.64	9.30	50.36	6.07
67		Vert %	24.95	39.63	25.59	39.29	24.34	40.16
68		Index	100	159	103	157	98	161
69	Age 18-34							
70		Unwgted	12143	1957	6532	1256	5611	701
71		(000)	70657	10913	35605	6555	35053	4358
72		Horz %	100.00	15.45	50.39	9.28	49.61	6.17
73		Vert %	30.67	48.98	31.94	48.21	29.48	50.18
74		Index	100	160	104	157	96	164
75	Age 18-49							
76		Unwgted	26777	4000	14373	2584	12404	1416
77		(000)	133969	18713	66829	11354	67140	7360
78		Horz %	100.00	13.97	49.88	8.47	50.12	5.49
79		Vert %	58.15	83.98	59.95	83.49	56.47	84.76
80		Index	100	144	103	144	97	146
81	Age 25-54							
82		Unwgted	27798	3777	14680	2430	13118	1347
83		(000)	126548	15755	62685	9879	63863	5876
84		Horz %	100.00	12.45	49.53	7.81	50.47	4.64
85		Vert %	54.93	70.71	56.23	72.65	53.71	67.67
86		Index	100	129	102	132	98	123
87	Age 35-64							
88		Unwgted	28302	2987	14874	1918	13428	1069
89		(000)	120963	11069	59074	6896	61889	4173
90		Horz %	100.00	9.15	48.84	5.70	51.16	3.45
91		Vert %	52.51	49.68	53.00	50.71	52.05	48.05
92		Index	100	95	101	97	99	92
93	Age 50+							
94		Unwgted	23987	1056	11907	657	12080	399
95		(000)	96406	3569	44642	2245	51764	1324
96		Horz %	100.00	3.70	46.31	2.33	53.69	1.37
97		Vert %	41.85	16.02	40.05	16.51	43.53	15.24
98		Index	100	38	96	39	104	36
99	Median Age							
100		Unwgted						
101		(000)	45.80	35.40	45.00	35.70	46.70	34.90
102		Horz %						
103		Vert %						
104		Index						
105	Race: White Only							
106		Unwgted	38545	4369	20124	2843	18421	1526
107		(000)	172664	19436	83100	11909	89564	7527
108		Horz %	100.00	11.26	48.13	6.90	51.87	4.36
109		Vert %	74.95	87.22	74.55	87.57	75.32	86.68
110		Index	100	116	99	117	101	116

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2								
111	Race: Black/African-American Only							
112		Unwgted	5358	164	2489	83	2869	81
113		(000)	26062	657	11837	371	14225	286
114		Horz %	100.00	2.52	45.42	1.42	54.58	1.10
115		Vert %	11.31	2.95	10.62	2.73	11.96	3.29
116		Index	100	26	94	24	106	29
117	Race: Other Race/Multiple Classifications							
118		Unwgted	6861	523	3667	315	3194	208
119		(000)	31649	2190	16534	1319	15115	871
120		Horz %	100.00	6.92	52.24	4.17	47.76	2.75
121		Vert %	13.74	9.83	14.83	9.70	12.71	10.03
122		Index	100	72	108	71	93	73
123	Spanish, Hispanic, Latino Origin or Descent							
124		Unwgted	5242	423	2726	244	2516	179
125		(000)	32152	2218	16538	1269	15614	949
126		Horz %	100.00	6.90	51.44	3.95	48.56	2.95
127		Vert %	13.96	9.96	14.84	9.33	13.13	10.93
128		Index	100	71	106	67	94	78
129	Personally Speak Only Spanish at Home			*		*		*
130		Unwgted	806	16	406	13	400	3
131		(000)	8547	210	4453	131	4094	79
132		Horz %	100.00	2.45	52.10	1.53	47.90	0.93
133		Vert %	3.71	0.94	3.99	0.96	3.44	0.91
134		Index	100	25	108	26	93	25
135	Personally Speak Mostly Spanish, but Some English, at Home					*		*
136		Unwgted	1218	60	661	27	557	33
137		(000)	8824	416	4659	176	4165	241
138		Horz %	100.00	4.72	52.80	1.99	47.20	2.73
139		Vert %	3.83	1.87	4.18	1.29	3.50	2.77
140		Index	100	49	109	34	91	72
141	Personally Speak Spanish and English Equally at Home			*		*		*
142		Unwgted	125	3	71	1	54	2
143		(000)	1077	15	574	8	503	7
144		Horz %	100.00	1.43	53.33	0.77	46.67	0.66
145		Vert %	0.47	0.07	0.52	0.06	0.42	0.08
146		Index	100	15	110	13	90	18
147	Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree							
148		Unwgted	6776	509	3694	276	3082	233
149		(000)	22020	1450	10873	721	11147	729
150		Horz %	100.00	6.58	49.38	3.27	50.62	3.31
151		Vert %	9.56	6.51	9.75	5.30	9.37	8.40
152		Index	100	68	102	55	98	88
153	Highest Level Education Completed/Highest Degree: Bachelor's Degree							
154		Unwgted	11531	1203	6015	721	5516	482
155		(000)	40983	4129	19645	2295	21338	1833
156		Horz %	100.00	10.07	47.93	5.60	52.07	4.47
157		Vert %	17.79	18.53	17.62	16.88	17.95	21.11
158		Index	100	104	99	95	101	119
159	Highest Level Education Completed/Highest Degree: Associate Degree, Academic							
160		Unwgted	2455	267	1069	148	1386	119
161		(000)	8920	932	3595	488	5326	444
162		Horz %	100.00	10.45	40.30	5.47	59.70	4.98
163		Vert %	3.87	4.18	3.22	3.59	4.48	5.12
164		Index	100	108	83	93	116	132

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2								
165	Highest Level Education Completed/Highest Degree:							
166	Associate Degree, Occupational/Vocational	Unwgt'd	3022	375	1491	261	1531	114
167		(000)	11493	1508	5089	963	6404	545
168		Horz %	100.00	13.12	44.28	8.38	55.72	4.74
169		Vert %	4.99	6.77	4.57	7.08	5.39	6.28
170		Index	100	136	92	142	108	126
171	Highest Level Education Completed/Highest Degree:							
172	Some College, But No Degree	Unwgt'd	10967	1248	5521	791	5446	457
173		(000)	44277	5021	20849	2922	23427	2098
174		Horz %	100.00	11.34	47.09	6.60	52.91	4.74
175		Vert %	19.22	22.53	18.70	21.49	19.70	24.17
176		Index	100	117	97	112	103	126
177	Highest Level Education Completed/Highest Degree:							
178	High School Graduate - High School Diploma or Equivalent, such as GED	Unwgt'd	11623	1163	6110	843	5513	320
179		(000)	71029	7272	35255	4975	35775	2297
180		Horz %	100.00	10.24	49.63	7.00	50.37	3.23
181		Vert %	30.83	32.64	31.63	36.58	30.09	26.46
182		Index	100	106	103	119	98	86
183	Highest Level Education Completed/Highest Degree:							
184	Did Not Graduate High School	Unwgt'd	4390	291	2380	201	2010	90
185		(000)	31652	1971	16165	1235	15487	736
186		Horz %	100.00	6.23	51.07	3.90	48.93	2.32
187		Vert %	13.74	8.85	14.50	9.09	13.02	8.47
188		Index	100	64	106	66	95	62
189	Currently Attending College or University							
190		Unwgt'd	3923	541	1833	294	2090	247
191		(000)	19381	2656	8675	1375	10706	1282
192		Horz %	100.00	13.71	44.76	7.09	55.24	6.61
193		Vert %	8.41	11.92	7.78	10.11	9.00	14.76
194		Index	100	142	93	120	107	175
195	Employed Full-Time							
196		Unwgt'd	26249	3379	16019	2409	10230	970
197		(000)	110329	13429	63217	9303	47112	4126
198		Horz %	100.00	12.17	57.30	8.43	42.70	3.74
199		Vert %	47.89	60.27	56.71	68.41	39.62	47.52
200		Index	100	126	118	143	83	99
201	Employed Part-Time							
202		Unwgt'd	5913	659	2328	310	3585	349
203		(000)	27672	3117	10154	1500	17518	1617
204		Horz %	100.00	11.27	36.69	5.42	63.31	5.84
205		Vert %	12.01	13.99	9.11	11.03	14.73	18.63
206		Index	100	116	76	92	123	155
207	Not Employed							
208		Unwgt'd	18602	1018	7933	522	10669	496
209		(000)	92373	5736	38100	2796	54274	2940
210		Horz %	100.00	6.21	41.25	3.03	58.75	3.18
211		Vert %	40.10	25.74	34.18	20.56	45.64	33.86
212		Index	100	64	85	51	114	84
213	Temporarily Employed							
214		Unwgt'd	2975	364	1574	228	1401	136
215		(000)	18093	2176	10077	1287	8016	889
216		Horz %	100.00	12.03	55.70	7.11	44.30	4.91
217		Vert %	7.85	9.76	9.04	9.46	6.74	10.24
218		Index	100	124	115	120	86	130

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1								
2								
219	Retired (Not Employed)							
220		Unwgted	10044	162	4852	102	5192	60
221		(000)	39775	532	18414	327	21362	205
222		Horz %	100.00	1.34	46.29	0.82	53.71	0.52
223		Vert %	17.27	2.39	16.52	2.40	17.97	2.36
224		Index	100	14	96	14	104	14
225	Not Employed; Principal Shopper for HH				*	*		
226		Unwgted	2555	190	42	7	2513	183
227		(000)	15405	1100	227	38	15178	1063
228		Horz %	100.00	7.14	1.47	0.24	98.53	6.90
229		Vert %	6.69	4.94	0.20	0.28	12.76	12.24
230		Index	100	74	3	4	191	183
231	Occupation: Professional and Related Occupations							
232		Unwgted	7709	775	3696	400	4013	375
233		(000)	30625	2935	13145	1357	17479	1578
234		Horz %	100.00	9.58	42.92	4.43	57.08	5.15
235		Vert %	13.29	13.17	11.79	9.98	14.70	18.17
236		Index	100	99	89	75	111	137
237	Occupation: Management, Business and Financial Operations							
238		Unwgted	6629	809	4171	559	2458	250
239		(000)	21389	2285	12127	1460	9262	824
240		Horz %	100.00	10.68	56.70	6.83	43.30	3.85
241		Vert %	9.28	10.25	10.88	10.74	7.79	9.49
242		Index	100	110	117	116	84	102
243	Occupation: Sales and Office Occupations							
244		Unwgted	6696	789	2631	386	4065	403
245		(000)	32500	3875	12294	1923	20206	1951
246		Horz %	100.00	11.92	37.83	5.92	62.17	6.00
247		Vert %	14.11	17.39	11.03	14.14	16.99	22.47
248		Index	100	123	78	100	120	159
249	Occupation: Natural Resources, Construction and Maintenance Occupations							*
250		Unwgted	2865	556	2788	548	77	8
251		(000)	12920	2347	12352	2285	568	62
252		Horz %	100.00	18.17	95.60	17.68	4.40	0.48
253		Vert %	5.61	10.53	11.08	16.80	0.48	0.72
254		Index	100	188	198	300	9	13
255	Occupation: Other Employed							
256		Unwgted	8263	1109	5061	826	3202	283
257		(000)	40568	5105	23453	3777	17115	1328
258		Horz %	100.00	12.58	57.81	9.31	42.19	3.27
259		Vert %	17.61	22.91	21.04	27.77	14.39	15.30
260		Index	100	130	119	158	82	87
261	Household Income: \$250,000+							*
262		Unwgted	1541	125	933	83	608	42
263		(000)	5192	441	2778	295	2413	146
264		Horz %	100.00	8.49	53.51	5.68	46.49	2.81
265		Vert %	2.25	1.98	2.49	2.17	2.03	1.68
266		Index	100	88	111	96	90	75
267	Household Income: \$200,000-\$249,999							
268		Unwgted	1413	157	855	101	558	56
269		(000)	5128	520	2673	312	2455	208
270		Horz %	100.00	10.14	52.12	6.08	47.88	4.06
271		Vert %	2.23	2.33	2.40	2.29	2.06	2.40
272		Index	100	105	108	103	93	108

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1								
2								
273	Household Income: \$150,000- \$199,999							
274		Unwgted	3390	414	2024	278	1366	136
275		(000)	13415	1601	6952	984	6462	617
276		Horz %	100.00	11.93	51.83	7.33	48.17	4.60
277		Vert %	5.82	7.18	6.24	7.24	5.43	7.10
278		Index	100	123	107	124	93	122
279	Household Income: \$100,000- \$149,999							
280		Unwgted	7381	914	4323	614	3058	300
281		(000)	34172	4010	17408	2454	16763	1556
282		Horz %	100.00	11.73	50.94	7.18	49.06	4.55
283		Vert %	14.83	18.00	15.62	18.04	14.10	17.92
284		Index	100	121	105	122	95	121
285	Household Income: \$75,000- \$99,999							
286		Unwgted	6745	834	3819	575	2926	259
287		(000)	31027	3715	15877	2485	15150	1230
288		Horz %	100.00	11.97	51.17	8.01	48.83	3.96
289		Vert %	13.47	16.67	14.24	18.28	12.74	14.16
290		Index	100	124	106	136	95	105
291	Household Income: \$60,000- \$74,999							
292		Unwgted	5572	614	3008	415	2564	199
293		(000)	25077	2701	12701	1740	12375	961
294		Horz %	100.00	10.77	50.65	6.94	49.35	3.83
295		Vert %	10.89	12.12	11.39	12.80	10.41	11.07
296		Index	100	111	105	118	96	102
297	Household Income: \$50,000- \$59,999							
298		Unwgted	4048	435	2139	279	1909	156
299		(000)	18911	1970	9469	1212	9442	759
300		Horz %	100.00	10.42	50.07	6.41	49.93	4.01
301		Vert %	8.21	8.84	8.49	8.91	7.94	8.74
302		Index	100	108	103	109	97	106
303	Household Income: \$40,000- \$49,999							
304		Unwgted	5142	450	2602	281	2540	169
305		(000)	20203	1767	9915	1153	10287	614
306		Horz %	100.00	8.75	49.08	5.71	50.92	3.04
307		Vert %	8.77	7.93	8.89	8.48	8.65	7.08
308		Index	100	90	101	97	99	81
309	Household Income: \$30,000- \$39,999							
310		Unwgted	4923	374	2319	220	2604	154
311		(000)	22348	1593	10626	894	11722	699
312		Horz %	100.00	7.13	47.55	4.00	52.45	3.13
313		Vert %	9.70	7.15	9.53	6.57	9.86	8.05
314		Index	100	74	98	68	102	83
315	Household Income: Under \$20,000							
316		Unwgted	4715	356	2053	197	2662	159
317		(000)	22989	1803	10476	1000	12513	803
318		Horz %	100.00	7.84	45.57	4.35	54.43	3.49
319		Vert %	9.98	8.09	9.40	7.35	10.52	9.24
320		Index	100	81	94	74	105	93
321	Median Household Income (\$00)							
322		Unwgted						
323		(000)	59.40	70.30	63.10	72.70	55.90	65.90
324		Horz %						
325		Vert %						
326		Index						

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
2								
327	Marital Status: Single, Never Married							
328		Unwgted	11552	1645	6291	1101	5261	544
329		(000)	61704	8788	33680	5773	28024	3015
330		Horz %	100.00	14.24	54.58	9.36	45.42	4.89
331		Vert %	26.78	39.44	30.21	42.45	23.57	34.72
332		Index	100	147	113	158	88	130
333	Marital Status: Currently Married							
334		Unwgted	26908	2511	15690	1680	11218	831
335		(000)	124920	10535	62393	6347	62527	4189
336		Horz %	100.00	8.43	49.95	5.08	50.05	3.35
337		Vert %	54.22	47.28	55.97	46.67	52.59	48.24
338		Index	100	87	103	86	97	89
339	Marital Status: Legally Separated, Divorced, or Widowed							
340		Unwgted	12304	900	4299	460	8005	440
341		(000)	43750	2959	15398	1480	28353	1480
342		Horz %	100.00	6.76	35.19	3.38	64.81	3.38
343		Vert %	18.99	13.28	13.81	10.88	23.85	17.04
344		Index	100	70	73	57	126	90
345	Marital Status: Engaged to be Married							
346		Unwgted	2017	347	1127	230	890	117
347		(000)	10916	1753	5674	1127	5242	626
348		Horz %	100.00	16.06	51.98	10.33	48.02	5.73
349		Vert %	4.74	7.87	5.09	8.29	4.41	7.21
350		Index	100	166	107	175	93	152
351	Marital Status: Sole Parent (Single Parent)							
352		Unwgted	3472	417	647	126	2825	291
353		(000)	12162	1349	2146	443	10017	906
354		Horz %	100.00	11.09	17.64	3.64	82.36	7.45
355		Vert %	5.28	6.05	1.92	3.26	8.42	10.43
356		Index	100	115	36	62	160	198
357	Any Child(ren) Under Age 18 Livig in Household							
358		Unwgted	18919	2470	9643	1528	9276	942
359		(000)	92793	10822	42721	6328	50072	4494
360		Horz %	100.00	11.66	46.04	6.82	53.96	4.84
361		Vert %	40.28	48.57	38.33	46.53	42.11	51.75
362		Index	100	121	95	116	105	128
363	1 Child Under Age 18 Living in Household							
364		Unwgted	7680	1025	3824	616	3856	409
365		(000)	38924	4941	17940	2756	20984	2185
366		Horz %	100.00	12.69	46.09	7.08	53.91	5.61
367		Vert %	16.90	22.17	16.09	20.26	17.65	25.16
368		Index	100	131	95	120	104	149
369	2 Children Under Age 18 Living in Household							
370		Unwgted	7061	946	3684	597	3377	349
371		(000)	32339	3681	15096	2256	17243	1425
372		Horz %	100.00	11.38	46.68	6.98	53.32	4.41
373		Vert %	14.04	16.52	13.54	16.59	14.50	16.41
374		Index	100	118	96	118	103	117
375	3 Children Under Age 18 Living in Household							
376		Unwgted	2928	378	1493	242	1435	136
377		(000)	14381	1544	6411	931	7970	613
378		Horz %	100.00	10.73	44.58	6.47	55.42	4.26
379		Vert %	6.24	6.93	5.75	6.84	6.70	7.06
380		Index	100	111	92	110	107	113

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
1								
2								
381	4 or More Children Under Age 18 Living in Household							*
382		Unwgted	1250	121	642	73	608	48
383		(000)	7150	657	3275	386	3875	271
384		Horz %	100.00	9.18	45.81	5.39	54.19	3.79
385		Vert %	3.10	2.95	2.94	2.83	3.26	3.12
386		Index	100	95	95	91	105	101
387	No Children Under Age 18 Living in Household							
388		Unwgted	31845	2586	16637	1713	15208	873
389		(000)	137581	11460	68749	7271	68832	4190
390		Horz %	100.00	8.33	49.97	5.28	50.03	3.05
391		Vert %	59.72	51.43	61.67	53.47	57.89	48.25
392		Index	100	86	103	90	97	81
393	Own Residence							
394		Unwgted	36594	3531	19385	2322	17209	1209
395		(000)	158745	14661	77287	9237	81458	5424
396		Horz %	100.00	9.24	48.69	5.82	51.31	3.42
397		Vert %	68.91	65.80	69.33	67.92	68.51	62.47
398		Index	100	95	101	99	99	91
399	Rent Residence							
400		Unwgted	13685	1475	6657	889	7028	586
401		(000)	69564	7347	33253	4238	36311	3109
402		Horz %	100.00	10.56	47.80	6.09	52.20	4.47
403		Vert %	30.20	32.97	29.83	31.17	30.54	35.80
404		Index	100	109	99	103	101	119
405	Live Rent-Free in Residence					*		*
406		Unwgted	485	50	238	30	247	20
407		(000)	2066	274	931	124	1135	151
408		Horz %	100.00	13.28	45.07	5.99	54.93	7.29
409		Vert %	0.90	1.23	0.84	0.91	0.95	1.73
410		Index	100	137	93	101	106	193
411	Census Region: North East							
412		Unwgted	11668	1435	5967	860	5701	575
413		(000)	42098	5108	20126	3046	21972	2061
414		Horz %	100.00	12.13	47.81	7.24	52.19	4.90
415		Vert %	18.27	22.92	18.06	22.40	18.48	23.74
416		Index	100	125	99	123	101	130
417	Census Region: South							
418		Unwgted	16233	1365	8242	865	7991	500
419		(000)	85385	6735	41027	4003	44358	2733
420		Horz %	100.00	7.89	48.05	4.69	51.95	3.20
421		Vert %	37.06	30.23	36.81	29.43	37.31	31.47
422		Index	100	82	99	79	101	85
423	Census Region: Midwest							
424		Unwgted	11708	1054	6108	734	5600	320
425		(000)	50288	4947	24410	3244	25878	1703
426		Horz %	100.00	9.84	48.54	6.45	51.46	3.39
427		Vert %	21.83	22.20	21.90	23.86	21.76	19.61
428		Index	100	102	100	109	100	90
429	Census Region: West							
430		Unwgted	11155	1202	5963	782	5192	420
431		(000)	52603	5492	25907	3305	26696	2187
432		Horz %	100.00	10.44	49.25	6.28	50.75	4.16
433		Vert %	22.83	24.65	23.24	24.31	22.45	25.18
434		Index	100	108	102	106	98	110

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
2								
435	Census Sub-Region: New England							
436		Unwgted	2968	491	1509	258	1459	233
437		(000)	11005	1859	5282	977	5723	881
438		Horz %	100.00	16.89	47.99	8.88	52.01	8.01
439		Vert %	4.78	8.34	4.74	7.19	4.81	10.15
440		Index	100	175	99	150	101	212
441	Census Sub-Region: Mid Atlantic							
442		Unwgted	8700	944	4458	602	4242	342
443		(000)	31094	3249	14845	2069	16249	1180
444		Horz %	100.00	10.45	47.74	6.65	52.26	3.80
445		Vert %	13.50	14.58	13.32	15.21	13.67	13.59
446		Index	100	108	99	113	101	101
447	Census Sub-Region: South Atlantic							
448		Unwgted	9447	876	4714	539	4733	337
449		(000)	43998	3893	20966	2178	23032	1714
450		Horz %	100.00	8.85	47.65	4.95	52.35	3.90
451		Vert %	19.10	17.47	18.81	16.02	19.37	19.74
452		Index	100	91	98	84	101	103
453	Census Sub-Region: East South Central							*
454		Unwgted	2111	122	1067	86	1044	36
455		(000)	15182	842	7348	549	7833	293
456		Horz %	100.00	5.55	48.40	3.61	51.60	1.93
457		Vert %	6.59	3.78	6.59	4.04	6.59	3.38
458		Index	100	57	100	61	100	51
459	Census Sub-Region: West South Central							
460		Unwgted	4675	367	2461	240	2214	127
461		(000)	26206	2001	12713	1276	13493	725
462		Horz %	100.00	7.64	48.51	4.87	51.49	2.77
463		Vert %	11.38	8.98	11.40	9.38	11.35	8.35
464		Index	100	79	100	82	100	73
465	Census Sub-Region: East North Central							
466		Unwgted	9127	872	4715	594	4412	278
467		(000)	35069	3918	17002	2517	18067	1401
468		Horz %	100.00	11.17	48.48	7.18	51.52	3.99
469		Vert %	15.22	17.58	15.25	18.51	15.19	16.13
470		Index	100	116	100	122	100	106
471	Census Sub-Region: West North Central							*
472		Unwgted	2581	182	1393	140	1188	42
473		(000)	15219	1029	7407	727	7812	302
474		Horz %	100.00	6.76	48.67	4.78	51.33	1.98
475		Vert %	6.61	4.62	6.65	5.35	6.57	3.48
476		Index	100	70	101	81	99	53
477	Census Sub-Region: Mountain							
478		Unwgted	2724	254	1482	191	1242	63
479		(000)	15864	1588	7997	1124	7867	464
480		Horz %	100.00	10.01	50.41	7.08	49.59	2.92
481		Vert %	6.89	7.12	7.17	8.26	6.62	5.34
482		Index	100	103	104	120	96	78
483	Census Sub-Region: Pacific							
484		Unwgted	8431	948	4481	591	3950	357
485		(000)	36739	3904	17910	2182	18829	1723
486		Horz %	100.00	10.63	48.75	5.94	51.25	4.69
487		Vert %	15.95	17.52	16.07	16.04	15.84	19.84
488		Index	100	110	101	101	99	124

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
2								
489	County Size: A							
490		Unwgted	29018	3176	14991	1929	14027	1247
491		(000)	94997	10011	46021	5615	48976	4395
492		Horz %	100.00	10.54	48.45	5.91	51.55	4.63
493		Vert %	41.24	44.93	41.29	41.29	41.19	50.61
494		Index	100	109	100	100	100	123
495	County Size: B							
496		Unwgted	12013	1128	6243	790	5770	338
497		(000)	70160	7236	33876	4680	36284	2556
498		Horz %	100.00	10.31	48.28	6.67	51.72	3.64
499		Vert %	30.45	32.48	30.39	34.41	30.52	29.44
500		Index	100	107	100	113	100	97
501	County Size: C							
502		Unwgted	5679	456	2963	321	2716	135
503		(000)	33516	2809	16165	1832	17351	977
504		Horz %	100.00	8.38	48.23	5.47	51.77	2.91
505		Vert %	14.55	12.61	14.50	13.47	14.59	11.25
506		Index	100	87	100	93	100	77
507	County Size: D							
508		Unwgted	4054	296	2083	201	1971	95
509		(000)	31701	2226	15408	1471	16293	755
510		Horz %	100.00	7.02	48.60	4.64	51.40	2.38
511		Vert %	13.76	9.99	13.82	10.82	13.70	8.70
512		Index	100	73	100	79	100	63
513	Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume)							
514		Unwgted	8525	1241	3708	634	4817	607
515		(000)	38188	5583	15124	2640	23064	2942
516		Horz %	100.00	14.62	39.60	6.91	60.40	7.70
517		Vert %	16.58	25.05	13.57	19.41	19.40	33.88
518		Index	100	151	82	117	117	204
519	Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume)							
520		Unwgted	737	219	434	157	303	62
521		(000)	3058	865	1631	585	1427	281
522		Horz %	100.00	28.30	53.33	19.12	46.67	9.18
523		Vert %	1.33	3.88	1.46	4.30	1.20	3.23
524		Index	100	293	110	324	90	243
525	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume)			*		*		*
526		Unwgted	539	19	270	11	269	8
527		(000)	2702	63	1185	26	1518	36
528		Horz %	100.00	2.32	43.84	0.98	56.16	1.34
529		Vert %	1.17	0.28	1.06	0.19	1.28	0.42
530		Index	100	24	91	17	109	36
531	Radio Formats: All News (Mon-Sun 24-Hr Cume)							
532		Unwgted	3825	355	2307	245	1518	110
533		(000)	9833	871	5539	536	4295	334
534		Horz %	100.00	8.86	56.33	5.45	43.67	3.40
535		Vert %	4.27	3.91	4.97	3.94	3.61	3.85
536		Index	100	92	116	92	85	90
537	Radio Formats: All Sports (Mon-Sun 24-Hr Cume)							
538		Unwgted	3855	579	3222	512	633	67
539		(000)	12824	1863	10318	1613	2507	250
540		Horz %	100.00	14.53	80.45	12.58	19.55	1.95
541		Vert %	5.57	8.36	9.26	11.86	2.11	2.88
542		Index	100	150	166	213	38	52

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
1								
2								
543	Radio Formats: All Talk (Mon-Sun 24-Hr Cume)							*
544		Unwgted	1386	132	922	109	464	23
545		(000)	5131	493	3233	378	1897	115
546		Horz %	100.00	9.62	63.02	7.37	36.98	2.24
547		Vert %	2.23	2.21	2.90	2.78	1.60	1.32
548		Index	100	99	130	125	72	59
549	Radio Formats: Alternative (Mon-Sun 24-Hr Cume)							
550		Unwgted	3593	870	2194	578	1399	292
551		(000)	15471	3869	8671	2371	6800	1498
552		Horz %	100.00	25.01	56.05	15.33	43.95	9.68
553		Vert %	6.72	17.37	7.78	17.44	5.72	17.25
554		Index	100	259	116	260	85	257
555	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume)							
556		Unwgted	8799	1409	3958	779	4841	630
557		(000)	44088	6728	18463	3394	25625	3335
558		Horz %	100.00	15.26	41.88	7.70	58.12	7.56
559		Vert %	19.14	30.19	16.56	24.95	21.55	38.40
560		Index	100	158	87	130	113	201
561	Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume)							
562		Unwgted	3032	536	1723	347	1309	189
563		(000)	13875	2473	7377	1498	6498	975
564		Horz %	100.00	17.82	53.17	10.79	46.83	7.03
565		Vert %	6.02	11.10	6.62	11.01	5.46	11.23
566		Index	100	184	110	183	91	187
567	Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume)							
568		Unwgted	4432	1005	3001	767	1431	238
569		(000)	20642	4622	13324	3286	7318	1336
570		Horz %	100.00	22.39	64.55	15.92	35.45	6.47
571		Vert %	8.96	20.74	11.95	24.16	6.15	15.38
572		Index	100	231	133	270	69	172
573	Radio Formats: Classical (Mon-Sun 24-Hr Cume)							*
574		Unwgted	1771	123	934	78	837	45
575		(000)	6064	500	3018	315	3046	185
576		Horz %	100.00	8.24	49.76	5.19	50.24	3.05
577		Vert %	2.63	2.24	2.71	2.31	2.56	2.13
578		Index	100	85	103	88	97	81
579	Radio Formats: Country (Mon-Sun 24-Hr Cume)							
580		Unwgted	8534	1035	4291	651	4243	384
581		(000)	46390	5275	21500	3107	24890	2168
582		Horz %	100.00	11.37	46.35	6.70	53.65	4.67
583		Vert %	20.14	23.67	19.29	22.85	20.93	24.97
584		Index	100	118	96	113	104	124
585	Radio Formats: Ethnic (Mon-Sun 24-Hr Cume)			*		*		*
586		Unwgted	273	23	147	12	126	11
587		(000)	1081	77	544	42	537	35
588		Horz %	100.00	7.15	50.31	3.92	49.69	3.23
589		Vert %	0.47	0.35	0.49	0.31	0.45	0.40
590		Index	100	74	104	66	96	86
591	Radio Formats: Gospel (Mon-Sun 24-Hr Cume)			*		*		*
592		Unwgted	819	25	311	9	508	16
593		(000)	4222	91	1601	46	2621	45
594		Horz %	100.00	2.16	37.93	1.09	62.07	1.07
595		Vert %	1.83	0.41	1.44	0.34	2.20	0.52
596		Index	100	22	78	19	120	28

RAB / GfK MRI FORMAT PROFILE: ROCK

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1			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
2								
597	Radio Formats: Hispanic - All Genres (Mon-Sun 24-Hr Cume)							
598		Unwgted	2249	149	1178	85	1071	64
599		(000)	15622	734	8027	419	7594	315
600		Horz %	100.00	4.70	51.39	2.68	48.61	2.02
601		Vert %	6.78	3.29	7.20	3.08	6.39	3.63
602		Index	100	49	106	45	94	53
603	Radio Formats: Hot AC (Mon-Sun 24-Hr Cume)							
604		Unwgted	2567	453	978	207	1589	246
605		(000)	12122	2254	4191	951	7931	1303
606		Horz %	100.00	18.60	34.57	7.85	65.43	10.75
607		Vert %	5.26	10.12	3.76	7.00	6.67	15.00
608		Index	100	192	71	133	127	285
609	Radio Formats: Hot Country (Mon-Sun 24-Hr Cume)							
610		Unwgted	1753	327	668	172	1085	155
611		(000)	10170	1902	3398	889	6772	1014
612		Horz %	100.00	18.71	33.41	8.74	66.59	9.97
613		Vert %	4.41	8.54	3.05	6.53	5.70	11.68
614		Index	100	193	69	148	129	264
615	Radio Formats: Hurban (Mon-Sun 24-Hr Cume)			*		*		*
616		Unwgted	356	24	182	11	174	13
617		(000)	2290	145	1206	79	1084	65
618		Horz %	100.00	6.32	52.67	3.47	47.33	2.86
619		Vert %	0.99	0.65	1.08	0.58	0.91	0.75
620		Index	100	65	109	59	92	76
621	Radio Formats: Jazz (Mon-Sun 24-Hr Cume)							*
622		Unwgted	1138	96	637	62	501	34
623		(000)	3902	266	2114	175	1788	91
624		Horz %	100.00	6.81	54.17	4.49	45.83	2.32
625		Vert %	1.69	1.19	1.90	1.29	1.50	1.04
626		Index	100	70	112	76	89	62
627	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume)					*		*
628		Unwgted	890	55	511	34	379	21
629		(000)	6766	268	3651	170	3115	98
630		Horz %	100.00	3.97	53.96	2.52	46.04	1.45
631		Vert %	2.94	1.20	3.28	1.25	2.62	1.13
632		Index	100	41	112	43	89	38
633	Radio Formats: News/Talk (Mon-Sun 24-Hr Cume)							
634		Unwgted	7780	637	4790	440	2990	197
635		(000)	26067	1985	15441	1358	10626	627
636		Horz %	100.00	7.62	59.23	5.21	40.77	2.41
637		Vert %	11.32	8.91	13.85	9.99	8.94	7.22
638		Index	100	79	122	88	79	64
639	Radio Formats: Oldies (Mon-Sun 24-Hr Cume)							
640		Unwgted	2627	276	1408	176	1219	100
641		(000)	12292	1274	6168	824	6124	450
642		Horz %	100.00	10.37	50.18	6.71	49.82	3.66
643		Vert %	5.34	5.72	5.53	6.06	5.15	5.18
644		Index	100	107	104	114	97	97
645	Radio Formats: Public (Mon-Sun 24-Hr Cume)							
646		Unwgted	2643	220	1367	131	1276	89
647		(000)	9819	699	4722	434	5097	265
648		Horz %	100.00	7.11	48.09	4.42	51.91	2.69
649		Vert %	4.26	3.13	4.24	3.19	4.29	3.05
650		Index	100	74	99	75	101	71

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
1								
2								
651	Radio Formats: Religious (Mon-Sun 24-Hr Cume)							
652		Unwgted	3833	259	1618	151	2215	108
653		(000)	17826	1106	6593	583	11233	522
654		Horz %	100.00	6.20	36.98	3.27	63.02	2.93
655		Vert %	7.74	4.96	5.91	4.29	9.45	6.01
656		Index	100	64	76	55	122	78
657	Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume)							
658		Unwgted	2879	499	1419	274	1460	225
659		(000)	14270	2251	6744	1166	7526	1086
660		Horz %	100.00	15.78	47.26	8.17	52.74	7.61
661		Vert %	6.19	10.10	6.05	8.57	6.33	12.50
662		Index	100	163	98	138	102	202
663	Radio Formats: Rock (Mon-Sun 24-Hr Cume)							
664		Unwgted	5056	5056	3241	3241	1815	1815
665		(000)	22282	22282	13599	13599	8683	8683
666		Horz %	100.00	100.00	61.03	61.03	38.97	38.97
667		Vert %	9.67	100.00	12.20	100.00	7.30	100.00
668		Index	100	1034	126	1034	76	1034
669	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume)							
670		Unwgted	1928	206	760	97	1168	109
671		(000)	8571	929	3028	415	5543	515
672		Horz %	100.00	10.84	35.33	4.84	64.67	6.01
673		Vert %	3.72	4.17	2.72	3.05	4.66	5.93
674		Index	100	112	73	82	125	159
675	Radio Formats: Spanish AC (subset of "Hispanic") (Mon-Sun 24-Hr Cume)					*		*
676		Unwgted	725	57	347	28	378	29
677		(000)	4946	306	2297	137	2649	169
678		Horz %	100.00	6.19	46.44	2.77	53.56	3.42
679		Vert %	2.15	1.37	2.06	1.01	2.23	1.95
680		Index	100	64	96	47	104	91
681	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume)			*		*		*
682		Unwgted	311	17	161	9	150	8
683		(000)	1886	89	1056	70	830	19
684		Horz %	100.00	4.72	56.00	3.71	44.00	1.00
685		Vert %	0.82	0.40	0.95	0.51	0.70	0.22
686		Index	100	49	116	63	85	27
687	Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume)							
688		Unwgted	5552	527	2624	278	2928	249
689		(000)	27519	2585	12691	1341	14829	1244
690		Horz %	100.00	9.39	46.12	4.87	53.88	4.52
691		Vert %	11.95	11.60	11.38	9.86	12.47	14.33
692		Index	100	97	95	83	104	120
693	Radio Formats: Urban AC (Mon-Sun 24-Hr Cume)							
694		Unwgted	863	137	373	54	490	83
695		(000)	4247	756	1745	266	2503	490
696		Horz %	100.00	17.80	41.07	6.27	58.93	11.53
697		Vert %	1.84	3.39	1.57	1.96	2.10	5.64
698		Index	100	184	85	106	114	306
699	Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume)			*		*		*
700		Unwgted	232	18	117	6	115	12
701		(000)	1517	74	738	27	779	47
702		Horz %	100.00	4.89	48.66	1.76	51.34	3.13
703		Vert %	0.66	0.33	0.66	0.20	0.66	0.55
704		Index	100	51	101	30	99	83

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
1								
2								
705	Radio Formats: Variety (Mon-Sun 24-Hr Cume)							
706		Unwgted	1406	184	796	125	610	59
707		(000)	6356	693	3473	468	2883	225
708		Horz %	100.00	10.89	54.64	7.36	45.36	3.54
709		Vert %	2.76	3.11	3.12	3.44	2.42	2.59
710		Index	100	113	113	125	88	94
711	Listen to Traffic Reports							
712		Unwgted	28850	3107	15670	2017	13180	1090
713		(000)	120723	12545	60610	7780	60113	4765
714		Horz %	100.00	10.39	50.21	6.44	49.79	3.95
715		Vert %	52.40	56.30	54.37	57.21	50.56	54.87
716		Index	100	107	104	109	96	105
717	Listen to Any Sports Play-by-Play on Radio							
718		Unwgted	9164	1218	6438	937	2726	281
719		(000)	38468	5010	25046	3651	13423	1359
720		Horz %	100.00	13.02	65.11	9.49	34.89	3.53
721		Vert %	16.70	22.48	22.47	26.85	11.29	15.65
722		Index	100	135	135	161	68	94
723	Radio Daypart Cumes: Monday-Sunday 24-Hours							
724		Unwgted	42006	4869	22222	3115	19784	1754
725		(000)	188851	21382	92691	12952	96159	8430
726		Horz %	100.00	11.32	49.08	6.86	50.92	4.46
727		Vert %	81.98	95.96	83.15	95.24	80.87	97.08
728		Index	100	117	101	116	99	118
729	Radio Daypart Cumes: Weekday 6-10AM							
730		Unwgted	26258	3235	14399	2112	11859	1123
731		(000)	112676	13187	56948	8215	55728	4972
732		Horz %	100.00	11.70	50.54	7.29	49.46	4.41
733		Vert %	48.91	59.18	51.09	60.41	46.87	57.25
734		Index	100	121	104	124	96	117
735	Radio Daypart Cumes: Weekday 10AM-3PM							
736		Unwgted	18640	2320	10125	1543	8515	777
737		(000)	84177	10333	42668	6496	41510	3836
738		Horz %	100.00	12.27	50.69	7.72	49.31	4.56
739		Vert %	36.54	46.37	38.28	47.77	34.91	44.18
740		Index	100	127	105	131	96	121
741	Radio Daypart Cumes: Weekday 3-7PM							
742		Unwgted	22605	3033	12448	1987	10157	1046
743		(000)	98984	12816	50585	8011	48399	4805
744		Horz %	100.00	12.95	51.10	8.09	48.90	4.85
745		Vert %	42.97	57.52	45.38	58.91	40.70	55.34
746		Index	100	134	106	137	95	129
747	Radio Daypart Cumes: Weekday 7PM-Midnight							
748		Unwgted	7585	1036	4181	673	3404	363
749		(000)	35636	5169	18732	3150	16904	2019
750		Horz %	100.00	14.51	52.56	8.84	47.44	5.67
751		Vert %	15.47	23.20	16.80	23.17	14.22	23.25
752		Index	100	150	109	150	92	150
753	Radio Daypart Cumes: Weekday Midnight-6AM							
754		Unwgted	2339	323	1429	243	910	80
755		(000)	11108	1616	6434	1119	4674	497
756		Horz %	100.00	14.55	57.92	10.08	42.08	4.47
757		Vert %	4.82	7.25	5.77	8.23	3.93	5.72
758		Index	100	150	120	171	82	119

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
1								
2								
759	Radio Daypart Cumes: Weekend 6-10AM							
760		Unwgted	15693	1744	8454	1141	7239	603
761		(000)	68813	7505	34737	4802	34076	2703
762		Horz %	100.00	10.91	50.48	6.98	49.52	3.93
763		Vert %	29.87	33.68	31.16	35.31	28.66	31.13
764		Index	100	113	104	118	96	104
765	Radio Daypart Cumes: Weekend 10AM-3PM							
766		Unwgted	21506	2701	11022	1668	10484	1033
767		(000)	96212	11746	45558	6908	50654	4838
768		Horz %	100.00	12.21	47.35	7.18	52.65	5.03
769		Vert %	41.76	52.72	40.87	50.80	42.60	55.71
770		Index	100	126	98	122	102	133
771	Radio Daypart Cumes: Weekend 3-7PM							
772		Unwgted	15724	2119	8255	1348	7469	771
773		(000)	72203	9857	35440	5950	36763	3907
774		Horz %	100.00	13.65	49.08	8.24	50.92	5.41
775		Vert %	31.34	44.24	31.79	43.75	30.92	44.99
776		Index	100	141	101	140	99	144
777	Radio Daypart Cumes: Weekend 7PM-Midnight							
778		Unwgted	7637	1061	4095	666	3542	395
779		(000)	36563	5082	18499	2944	18064	2138
780		Horz %	100.00	13.90	50.59	8.05	49.41	5.85
781		Vert %	15.87	22.81	16.60	21.65	15.19	24.62
782		Index	100	144	105	136	96	155
783	Radio Daypart Cumes: Weekend Midnight-6AM							
784		Unwgted	1857	269	1070	177	787	92
785		(000)	9163	1406	5059	873	4104	534
786		Horz %	100.00	15.35	55.22	9.52	44.78	5.83
787		Vert %	3.98	6.31	4.54	6.42	3.45	6.15
788		Index	100	159	114	161	87	155
789	Most Often Listen to Radio at Home - Typical Weekday							
790		Unwgted	8565	525	3856	292	4709	233
791		(000)	39763	2655	16939	1391	22824	1264
792		Horz %	100.00	6.68	42.60	3.50	57.40	3.18
793		Vert %	17.26	11.92	15.20	10.23	19.20	14.56
794		Index	100	69	88	59	111	84
795	Most Often Listen to Radio in Vehicle - Typical Weekday							
796		Unwgted	31284	3564	16603	2232	14681	1332
797		(000)	139172	15200	68349	9088	70822	6112
798		Horz %	100.00	10.92	49.11	6.53	50.89	4.39
799		Vert %	60.41	68.22	61.32	66.83	59.56	70.39
800		Index	100	113	101	111	99	117
801	Most Often Listen to Radio at Work - Typical Weekday							
802		Unwgted	4631	832	2865	628	1766	204
803		(000)	22312	3735	12773	2655	9539	1081
804		Horz %	100.00	16.74	57.25	11.90	42.75	4.84
805		Vert %	9.69	16.76	11.46	19.52	8.02	12.44
806		Index	100	173	118	202	83	128
807	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekday			*	*	*	*	*
808		Unwgted	303	27	176	19	127	8
809		(000)	1618	146	908	89	710	57
810		Horz %	100.00	9.04	56.12	5.51	43.88	3.54
811		Vert %	0.70	0.66	0.81	0.66	0.60	0.66
812		Index	100	93	116	93	85	94

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
1								
2								
813	Most Often Listen to Radio at Home - Typical Weekend							
814		Unwgted	10970	963	5294	587	5676	376
815		(000)	50422	4501	22990	2474	27432	2027
816		Horz %	100.00	8.93	45.60	4.91	54.40	4.02
817		Vert %	21.89	20.20	20.62	18.19	23.07	23.34
818		Index	100	92	94	83	105	107
819	Most Often Listen to Radio in Vehicle - Typical Weekend							
820		Unwgted	29384	3443	15499	2167	13885	1276
821		(000)	131660	14852	63968	8993	67692	5860
822		Horz %	100.00	11.28	48.59	6.83	51.41	4.45
823		Vert %	57.15	66.65	57.39	66.13	56.93	67.48
824		Index	100	117	100	116	100	118
825	Most often Listen to Radio at Work - Typical Weekend							
826		Unwgted	1271	232	839	181	432	51
827		(000)	6636	1086	4104	822	2531	265
828		Horz %	100.00	16.37	61.85	12.38	38.15	3.99
829		Vert %	2.88	4.87	3.68	6.04	2.13	3.05
830		Index	100	169	128	210	74	106
831	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend			*		*		*
832		Unwgted	411	49	262	38	149	11
833		(000)	2111	226	1290	155	821	71
834		Horz %	100.00	10.70	61.10	7.35	38.90	3.35
835		Vert %	0.92	1.01	1.16	1.14	0.69	0.81
836		Index	100	111	126	125	75	89
837	Ever Listen to AM Radio							
838		Unwgted	12619	1060	7801	803	4818	257
839		(000)	45368	3417	26616	2523	18752	894
840		Horz %	100.00	7.53	58.67	5.56	41.33	1.97
841		Vert %	19.69	15.33	23.88	18.55	15.77	10.30
842		Index	100	78	121	94	80	52
843	Ever Listen to FM Radio							
844		Unwgted	38802	5056	20017	3241	18785	1815
845		(000)	180242	22282	86936	13599	93306	8683
846		Horz %	100.00	12.36	48.23	7.54	51.77	4.82
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	274	1197	169	993	105
851		(000)	9911	1242	5066	728	4844	513
852		Horz %	100.00	12.53	51.12	7.35	48.88	5.18
853		Vert %	4.30	5.57	4.55	5.36	4.07	5.91
854		Index	100	130	106	125	95	137
855	Ever Listen to Satellite Radio							
856		Unwgted	5397	405	3156	271	2241	134
857		(000)	21379	1569	11090	991	10289	578
858		Horz %	100.00	7.34	51.87	4.63	48.13	2.71
859		Vert %	9.28	7.04	9.95	7.28	8.65	6.66
860		Index	100	76	107	78	93	72
861	Listened to Radio Online - Last 30 Days							
862		Unwgted	8938	1283	5242	882	3696	401
863		(000)	38579	5395	20709	3493	17871	1902
864		Horz %	100.00	13.98	53.68	9.05	46.32	4.93
865		Vert %	16.75	24.21	18.58	25.69	15.03	21.90
866		Index	100	145	111	153	90	131

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock 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	601	2145	411	1421	190
869		(000)	14994	2539	8461	1626	6533	913
870		Horz %	100.00	16.93	56.43	10.84	43.57	6.09
871		Vert %	6.51	11.39	7.59	11.95	5.49	10.52
872		Index	100	175	117	184	84	162
873	Household Subscribes to Satellite Radio							
874		Unwgted	7418	676	4285	430	3133	246
875		(000)	30456	2683	15624	1661	14832	1022
876		Horz %	100.00	8.81	51.30	5.45	48.70	3.36
877		Vert %	13.22	12.04	14.02	12.21	12.47	11.77
878		Index	100	91	106	92	94	89
879	Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement							
880		Unwgted	17929	1834	9279	1175	8650	659
881		(000)	84302	8221	40831	5112	43471	3109
882		Horz %	100.00	9.75	48.43	6.06	51.57	3.69
883		Vert %	36.59	36.89	36.63	37.59	36.56	35.80
884		Index	100	101	100	103	100	98
885	Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement				*	*		
886		Unwgted	24484	1815	0	0	24484	1815
887		(000)	118904	8683	0	0	118904	8683
888		Horz %	100.00	7.30	0.00	0.00	100.00	7.30
889		Vert %	51.61	38.97	0.00	0.00	100.00	100.00
890		Index	100	76	0	0	194	194
891	Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement							
892		Unwgted	18648	1924	9553	1231	9095	693
893		(000)	85647	8600	41290	5284	44357	3316
894		Horz %	100.00	10.04	48.21	6.17	51.79	3.87
895		Vert %	37.18	38.60	37.04	38.85	37.30	38.19
896		Index	100	104	100	105	100	103
897	For Me, Advertising on Radio Is Amusing - Agree with Statement							
898		Unwgted	14915	1621	8026	1062	6889	559
899		(000)	70126	7507	35673	4665	34453	2841
900		Horz %	100.00	10.70	50.87	6.65	49.13	4.05
901		Vert %	30.44	33.69	32.00	34.31	28.98	32.72
902		Index	100	111	105	113	95	107
903	Vehicle Currently Owned/Leased Has AM/FM Radio							
904		Unwgted	39027	4069	20390	2566	18637	1503
905		(000)	173829	17471	84354	10491	89474	6981
906		Horz %	100.00	10.05	48.53	6.04	51.47	4.02
907		Vert %	75.45	78.41	75.67	77.14	75.25	80.39
908		Index	100	104	100	102	100	107
909	Vehicle Currently Owned/Leased Has Satellite Radio							
910		Unwgted	8883	923	4997	593	3886	330
911		(000)	37327	3641	18765	2241	18562	1400
912		Horz %	100.00	9.75	50.27	6.00	49.73	3.75
913		Vert %	16.20	16.34	16.83	16.48	15.61	16.12
914		Index	100	101	104	102	96	99
915	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)							
916		Unwgted	38086	4154	20250	2650	17836	1504
917		(000)	168267	17796	82475	10792	85793	7004
918		Horz %	100.00	10.58	49.01	6.41	50.99	4.16
919		Vert %	73.04	79.87	73.99	79.36	72.15	80.66
920		Index	100	109	101	109	99	110

RAB / GfK MRI FORMAT PROFILE: ROCK

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Rock Formats (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Rock Formats (Total Week Cume)
2								
921	Vehicle Currently Owned/Leased Has MP3 Player Connection							
922		Unwgted	8443	1110	4828	716	3615	394
923		(000)	37368	4674	19346	2816	18023	1858
924		Horz %	100.00	12.51	51.77	7.54	48.23	4.97
925		Vert %	16.22	20.98	17.36	20.71	15.16	21.39
926		Index	100	129	107	128	93	132
927	Vehicle Currently Owned/Leased Has DVD Player							
928		Unwgted	5562	576	3019	375	2543	201
929		(000)	23341	2291	11296	1364	12046	927
930		Horz %	100.00	9.81	48.39	5.84	51.61	3.97
931		Vert %	10.13	10.28	10.13	10.03	10.13	10.67
932		Index	100	101	100	99	100	105
933	TV Total (Monday-Sunday) Prime-Time Cume Audience							
934		Unwgted	42214	4212	21780	2702	20434	1510
935		(000)	190067	18162	91273	11115	98794	7047
936		Horz %	100.00	9.56	48.02	5.85	51.98	3.71
937		Vert %	82.50	81.51	81.88	81.73	83.09	81.16
938		Index	100	99	99	99	101	98
939	TV Weekday Prime-Time Cume Audience (8-11PM Eastern/Pacific), 7-10PM Central/Mountain)							
940		Unwgted	34027	3299	17446	2114	16581	1185
941		(000)	152513	14049	72873	8646	79640	5403
942		Horz %	100.00	9.21	47.78	5.67	52.22	3.54
943		Vert %	66.20	63.05	65.37	63.58	66.98	62.22
944		Index	100	95	99	96	101	94
945	TV Saturday Prime-Time Cume Audience (8-11PM Eastern/Pacific, 7-10PM Central/Mountain)							
946		Unwgted	28330	2640	14733	1737	13597	903
947		(000)	127565	11289	61984	7077	65581	4212
948		Horz %	100.00	8.85	48.59	5.55	51.41	3.30
949		Vert %	55.37	50.66	55.61	52.04	55.15	48.51
950		Index	100	91	100	94	100	88
951	TV Sunday Prime-Time Cume Audience (7-11PM Eastern/Pacific, 5-10PM Central/Mountain)							
952		Unwgted	33267	3338	17135	2141	16132	1197
953		(000)	148294	14274	70989	8767	77305	5508
954		Horz %	100.00	9.63	47.87	5.91	52.13	3.71
955		Vert %	64.37	64.06	63.68	64.47	65.01	63.43
956		Index	100	100	99	100	101	99
957	TV Daytime Cume Audience (Weekdays 9AM-4PM Eastern/Pacific, 9AM-3PM Central/Mountain)							
958		Unwgted	14527	1130	6577	658	7950	472
959		(000)	71497	5555	30527	3111	40971	2443
960		Horz %	100.00	7.77	42.70	4.35	57.30	3.42
961		Vert %	31.04	24.93	27.39	22.88	34.46	28.14
962		Index	100	80	88	74	111	91
963	TV Early Fringe Cume Audience (Weekdays 4-7:30PM Eastern/Pacific), 3-6:30PM Central/Mountain)							
964		Unwgted	26005	2336	13346	1541	12659	795
965		(000)	119308	10317	57118	6479	62191	3837
966		Horz %	100.00	8.65	47.87	5.43	52.13	3.22
967		Vert %	51.79	46.30	51.24	47.65	52.30	44.19
968		Index	100	89	99	92	101	85
969	TV Late Fringe Cume Audience (Weekdays 11:30PM-1AM Eastern/Pacific, 10:30PM-Midnight)							
970		Unwgted	8799	916	4738	601	4061	315
971		(000)	41182	4251	20991	2637	20191	1614
972		Horz %	100.00	10.32	50.97	6.40	49.03	3.92
973		Vert %	17.88	19.08	18.83	19.39	16.98	18.59
974		Index	100	107	105	108	95	104

RAB / GfK MRI FORMAT PROFILE: ROCK

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2								
975	TV Weekend Sports Cume Audience (Saturday-Sunday Afternoon)							
976		Unwgted	25992	2623	14593	1801	11399	822
977		(000)	119317	11680	62500	7615	56817	4064
978		Horz %	100.00	9.79	52.38	6.38	47.62	3.41
979		Vert %	51.79	52.42	56.07	56.00	47.78	46.81
980		Index	100	101	108	108	92	90
981	TV Weekend Children's Shows Cume Audience (Saturday-Sunday Morning)							
982		Unwgted	20769	2077	10818	1342	9951	735
983		(000)	95574	9311	46927	5688	48647	3623
984		Horz %	100.00	9.74	49.10	5.95	50.90	3.79
985		Vert %	41.49	41.78	42.10	41.83	40.91	41.72
986		Index	100	101	101	101	99	101
987	Downloaded a TV Program from Internet - Last 30 Days							
988		Unwgted	1932	235	1236	167	696	68
989		(000)	8140	1100	4957	755	3183	346
990		Horz %	100.00	13.51	60.90	9.27	39.10	4.24
991		Vert %	3.53	4.94	4.45	5.55	2.68	3.98
992		Index	100	140	126	157	76	113
993	Watched a TV Program Online - Last 30 Days							
994		Unwgted	6218	777	3483	511	2735	266
995		(000)	27440	3662	14096	2191	13344	1471
996		Horz %	100.00	13.35	51.37	7.99	48.63	5.36
997		Vert %	11.91	16.44	12.65	16.11	11.22	16.94
998		Index	100	138	106	135	94	142
999	Visited a TV Network or TV Show's Website - Last 30 Days							
1000		Unwgted	10093	1362	5060	837	5033	525
1001		(000)	43433	5920	20075	3466	23358	2454
1002		Horz %	100.00	13.63	46.22	7.98	53.78	5.65
1003		Vert %	18.85	26.57	18.01	25.49	19.64	28.26
1004		Index	100	141	96	135	104	150
1005	Household Subscribes to Cable TV							
1006		Unwgted	29494	2941	14792	1853	14702	1088
1007		(000)	127387	12659	59472	7656	67915	5002
1008		Horz %	100.00	9.94	46.69	6.01	53.31	3.93
1009		Vert %	55.30	56.81	53.35	56.30	57.12	57.61
1010		Index	100	103	96	102	103	104
1011	Household Subscribes to Digital Cable							
1012		Unwgted	23318	2529	11977	1602	11341	927
1013		(000)	97306	10420	46197	6370	51109	4050
1014		Horz %	100.00	10.71	47.48	6.55	52.52	4.16
1015		Vert %	42.24	46.76	41.44	46.84	42.98	46.64
1016		Index	100	111	98	111	102	110
1017	Viewed Any Cable TV (Including Pay) - Past Week							
1018		Unwgted	42237	4323	21981	2776	20256	1547
1019		(000)	188977	18514	91345	11323	97632	7191
1020		Horz %	100.00	9.80	48.34	5.99	51.66	3.81
1021		Vert %	82.03	83.09	81.95	83.27	82.11	82.81
1022		Index	100	101	100	102	100	101
1023	Heavy Cable TV Viewing (Including Pay) - Past Week							
1024		Unwgted	31569	3466	17199	2315	14370	1151
1025		(000)	142875	15143	72282	9558	70593	5586
1026		Horz %	100.00	10.60	50.59	6.69	49.41	3.91
1027		Vert %	62.02	67.96	64.84	70.28	59.37	64.33
1028		Index	100	110	105	113	96	104

RAB / GfK MRI FORMAT PROFILE: ROCK

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1								
2								
1029	Viewed Any Premium Cable Channels - Last 30 Days							
1030		Unwgted	17138	2099	9577	1385	7561	714
1031		(000)	76613	8983	39372	5532	37241	3451
1032		Horz %	100.00	11.73	51.39	7.22	48.61	4.50
1033		Vert %	33.26	40.32	35.32	40.68	31.32	39.74
1034		Index	100	121	106	122	94	120
1035	Viewed Any Video-On-Demand TV Programs - Last 30 Days							
1036		Unwgted	5984	1015	2947	579	3037	436
1037		(000)	23452	3791	10658	2059	12795	1732
1038		Horz %	100.00	16.17	45.44	8.78	54.56	7.39
1039		Vert %	10.18	17.01	9.56	15.14	10.76	19.95
1040		Index	100	167	94	149	106	196
1041	Viewed Any Video-On-Demand Movies - Last 30 Days							
1042		Unwgted	8751	1347	4558	811	4193	536
1043		(000)	35683	5244	16682	2930	19001	2314
1044		Horz %	100.00	14.70	46.75	8.21	53.25	6.48
1045		Vert %	15.49	23.53	14.97	21.55	15.98	26.65
1046		Index	100	152	97	139	103	172
1047	Viewed Any Video-On-Demand Programming - Past 12 Months							
1048		Unwgted	12191	1812	6375	1098	5816	714
1049		(000)	49219	6997	23457	3978	25762	3019
1050		Horz %	100.00	14.22	47.66	8.08	52.34	6.13
1051		Vert %	21.36	31.40	21.04	29.25	21.67	34.77
1052		Index	100	147	98	137	101	163
1053	Household Has a Satellite Dish							
1054		Unwgted	12431	1196	6868	810	5563	386
1055		(000)	63897	5728	32491	3624	31406	2103
1056		Horz %	100.00	8.96	50.85	5.67	49.15	3.29
1057		Vert %	27.74	25.71	29.15	26.65	26.41	24.22
1058		Index	100	93	105	96	95	87
1059	Household Has a Digital Video Recorder (DVR)							
1060		Unwgted	22029	2501	11905	1620	10124	881
1061		(000)	94062	10065	46528	6107	47534	3958
1062		Horz %	100.00	10.70	49.46	6.49	50.54	4.21
1063		Vert %	40.83	45.17	41.74	44.91	39.98	45.59
1064		Index	100	111	102	110	98	112
1065	Household Has TiVo-Brand DVR Video Recorder (Stand-Alone)					*		*
1066		Unwgted	572	69	316	42	256	27
1067		(000)	2095	250	1087	129	1008	121
1068		Horz %	100.00	11.94	51.89	6.17	48.11	5.77
1069		Vert %	0.91	1.12	0.98	0.95	0.85	1.39
1070		Index	100	123	107	104	93	153
1071	Any Internet/Online Activity - Last 30 Days							
1072		Unwgted	41577	4690	21755	2957	19822	1733
1073		(000)	181282	20419	87773	12221	93509	8197
1074		Horz %	100.00	11.26	48.42	6.74	51.58	4.52
1075		Vert %	78.69	91.64	78.74	89.87	78.64	94.40
1076		Index	100	116	100	114	100	120
1077	Downloaded Music from Internet - Last 30 Days							
1078		Unwgted	10591	1539	5998	1021	4593	518
1079		(000)	49339	7104	25962	4451	23378	2653
1080		Horz %	100.00	14.40	52.62	9.02	47.38	5.38
1081		Vert %	21.42	31.88	23.29	32.73	19.66	30.56
1082		Index	100	149	109	153	92	143

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2								
1083	Downloaded							
1084	Podcasts/Podcasting from	Unwgted	1957	258	1296	194	661	64
1085	Internet - Last 30 Days	(000)	7780	979	4918	707	2861	272
1086		Horz %	100.00	12.58	63.22	9.09	36.78	3.49
1087		Vert %	3.38	4.39	4.41	5.20	2.41	3.13
1088		Index	100	130	131	154	71	93
1089	Downloaded a Movie from							
1090	Internet - Last 30 Days	Unwgted	2848	374	1863	276	985	98
1091		(000)	12997	1788	8163	1254	4834	534
1092		Horz %	100.00	13.76	62.81	9.65	37.19	4.11
1093		Vert %	5.64	8.03	7.32	9.22	4.07	6.15
1094		Index	100	142	130	163	72	109
1095	Watched a Movie Online -							
1096	Last 30 Days	Unwgted	5288	689	3368	490	1920	199
1097		(000)	24686	3432	14912	2289	9774	1143
1098		Horz %	100.00	13.90	60.41	9.27	39.59	4.63
1099		Vert %	10.72	15.40	13.38	16.83	8.22	13.16
1100		Index	100	144	125	157	77	123
1101	Visited Online Blogs, Wrote							
1102	Online Blog, Posted Comment	Unwgted	9205	1259	4773	738	4432	521
1103	or Review on Blog, Online	(000)	40926	5615	19080	2982	21846	2632
1104	Forum, Message or Bulletin	Horz %	100.00	13.72	46.62	7.29	53.38	6.43
1105	Board - Last 30 Days	Vert %	17.77	25.20	17.12	21.93	18.37	30.32
1106		Index	100	142	96	123	103	171
1107	Uploaded or Added Video to							
1108	Website - Last 30 Days	Unwgted	2468	341	1387	210	1081	131
1109		(000)	11387	1567	5781	904	5606	663
1110		Horz %	100.00	13.76	50.77	7.94	49.23	5.82
1111		Vert %	4.94	7.03	5.19	6.65	4.71	7.63
1112		Index	100	142	105	134	95	154
1113	Visited a Chat Room - Last 30							
1114	Days	Unwgted	2480	326	1430	227	1050	99
1115		(000)	12455	1560	6813	1020	5642	540
1116		Horz %	100.00	12.52	54.70	8.19	45.30	4.34
1117		Vert %	5.41	7.00	6.11	7.50	4.75	6.22
1118		Index	100	129	113	139	88	115
1119	Used e-Mail - Last 30 Days							
1120		Unwgted	37612	4209	19298	2585	18314	1624
1121		(000)	159278	17536	74855	10094	84422	7442
1122		Horz %	100.00	11.01	47.00	6.34	53.00	4.67
1123		Vert %	69.14	78.70	67.15	74.23	71.00	85.70
1124		Index	100	114	97	107	103	124
1125	Used Instant Messenger/IM							
1126	Online - Last 30 Days	Unwgted	21202	2638	10469	1554	10733	1084
1127		(000)	98919	12067	45133	6749	53786	5318
1128		Horz %	100.00	12.20	45.63	6.82	54.37	5.38
1129		Vert %	42.94	54.16	40.49	49.63	45.23	61.24
1130		Index	100	126	94	116	105	143
1131	Visited Facebook.com - Last							
1132	30 Days	Unwgted	22936	2966	10711	1689	12225	1277
1133		(000)	105871	13260	45724	7106	60147	6154
1134		Horz %	100.00	12.52	43.19	6.71	56.81	5.81
1135		Vert %	45.96	59.51	41.02	52.25	50.58	70.87
1136		Index	100	129	89	114	110	154

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1								
2								
1137	Visited Flickr.com - Last 30 Days							
1138		Unwgted	1128	164	671	104	457	60
1139		(000)	4799	601	2698	345	2101	256
1140		Horz %	100.00	12.52	56.22	7.19	43.78	5.33
1141		Vert %	2.08	2.70	2.42	2.54	1.77	2.95
1142		Index	100	129	116	122	85	141
1143	Visited LinkedIn.com - Last 30 Days							
1144		Unwgted	4150	544	2487	346	1663	198
1145		(000)	13209	1656	7432	948	5778	708
1146		Horz %	100.00	12.53	56.26	7.17	43.74	5.36
1147		Vert %	5.73	7.43	6.67	6.97	4.86	8.15
1148		Index	100	130	116	122	85	142
1149	Visited MySpace.com - Last 30 Days							
1150		Unwgted	1938	319	1033	211	905	108
1151		(000)	11658	1827	5548	1049	6110	777
1152		Horz %	100.00	15.67	47.59	9.00	52.41	6.67
1153		Vert %	5.06	8.20	4.98	7.72	5.14	8.95
1154		Index	100	162	98	152	102	177
1155	Visited Photobucket.com - Last 30 Days							
1156		Unwgted	1086	182	550	112	536	70
1157		(000)	5565	1090	2495	560	3071	530
1158		Horz %	100.00	19.59	44.82	10.07	55.18	9.52
1159		Vert %	2.42	4.89	2.24	4.12	2.58	6.10
1160		Index	100	203	93	171	107	253
1161	Visited Shutterfly.com - Last 30 Days							
1162		Unwgted	1519	180	402	57	1117	123
1163		(000)	6033	799	1285	182	4748	617
1164		Horz %	100.00	13.24	21.29	3.02	78.71	10.22
1165		Vert %	2.62	3.58	1.15	1.34	3.99	7.10
1166		Index	100	137	44	51	152	271
1167	Visited Twitter.com - Last 30 Days							
1168		Unwgted	2984	365	1671	219	1313	146
1169		(000)	13447	1583	6861	864	6585	719
1170		Horz %	100.00	11.77	51.03	6.42	48.97	5.35
1171		Vert %	5.84	7.10	6.16	6.35	5.54	8.28
1172		Index	100	122	105	109	95	142
1173	Visited YouTube.com - Last 30 Days							
1174		Unwgted	18165	2537	10470	1722	7695	815
1175		(000)	82265	11383	43969	7312	38296	4071
1176		Horz %	100.00	13.84	53.45	8.89	46.55	4.95
1177		Vert %	35.71	51.08	39.44	53.77	32.21	46.88
1178		Index	100	143	110	151	90	131
1179	Rated or Reviewed a Product or Service on Any Social Network - Last 30 Days							
1180		Unwgted	3136	432	1508	234	1628	198
1181		(000)	14311	1883	6530	983	7781	900
1182		Horz %	100.00	13.16	45.63	6.87	54.37	6.29
1183		Vert %	6.21	8.45	5.86	7.23	6.54	10.37
1184		Index	100	136	94	116	105	167
1185	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family							
1186		Unwgted	27940	3673	14247	2281	13693	1392
1187		(000)	128335	16139	59812	9474	68523	6665
1188		Horz %	100.00	12.58	46.61	7.38	53.39	5.19
1189		Vert %	55.71	72.43	53.66	69.67	57.63	76.75
1190		Index	100	130	96	125	103	138

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1								
2								
1191	Ever Used Text Messaging on Cellular/Mobile							
1192		Unwgted	3600	471	1896	290	1704	181
1193		(000)	17138	2124	8427	1318	8711	806
1194	Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion	Horz %	100.00	12.40	49.17	7.69	50.83	4.70
1195		Vert %	7.44	9.53	7.56	9.70	7.33	9.28
1196		Index	100	128	102	130	98	125
1197	Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile Phone/Smartphone							
1198		Unwgted	3873	471	2055	312	1818	159
1199		(000)	18580	2138	9291	1386	9289	753
1200		Horz %	100.00	11.51	50.01	7.46	49.99	4.05
1201		Vert %	8.07	9.60	8.33	10.19	7.81	8.67
1202		Index	100	119	103	126	97	107
1203	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase							
1204		Unwgted	1757	230	1003	153	754	77
1205		(000)	8486	1059	4618	668	3869	391
1206		Horz %	100.00	12.48	54.41	7.87	45.59	4.61
1207		Vert %	3.68	4.75	4.14	4.91	3.25	4.51
1208		Index	100	129	112	133	88	122
1209	Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile Phone/Smartphone							
1210		Unwgted	3905	538	2001	334	1904	204
1211		(000)	18488	2415	8514	1359	9974	1056
1212		Horz %	100.00	13.06	46.05	7.35	53.95	5.71
1213		Vert %	8.03	10.84	7.64	9.99	8.39	12.16
1214		Index	100	135	95	125	105	152
1215	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone							
1216		Unwgted	8656	1169	4442	715	4214	454
1217		(000)	40217	5252	18941	2969	21276	2283
1218		Horz %	100.00	13.06	47.10	7.38	52.90	5.68
1219		Vert %	17.46	23.57	16.99	21.84	17.89	26.29
1220		Index	100	135	97	125	102	151
1221	Ever Redeemed a Mobile Coupon from Cellular/Mobile Phone/Smartphone							
1222		Unwgted	1965	277	921	151	1044	126
1223		(000)	9318	1250	3968	604	5350	646
1224		Horz %	100.00	13.41	42.59	6.49	57.41	6.93
1225		Vert %	4.04	5.61	3.56	4.44	4.50	7.43
1226		Index	100	139	88	110	111	184
1227	Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile Phone/Smartphone							
1228		Unwgted	2693	420	1736	317	957	103
1229		(000)	12631	1951	7382	1427	5249	525
1230		Horz %	100.00	15.45	58.44	11.30	41.56	4.15
1231		Vert %	5.48	8.76	6.62	10.49	4.41	6.04
1232		Index	100	160	121	191	81	110
1233	Ever Watched Live Television on Cellular/Mobile Phone/Smartphone							*
1234		Unwgted	1291	174	861	129	430	45
1235		(000)	6103	813	3691	572	2412	241
1236		Horz %	100.00	13.32	60.48	9.37	39.52	3.95
1237		Vert %	2.65	3.65	3.31	4.20	2.03	2.78
1238		Index	100	138	125	159	77	105
1239	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone							
1240		Unwgted	1619	223	1047	166	572	57
1241		(000)	7444	937	4427	677	3017	260
1242		Horz %	100.00	12.58	59.48	9.10	40.52	3.49
1243		Vert %	3.23	4.20	3.97	4.98	2.54	2.99
1244		Index	100	130	123	154	79	93

RAB / GfK MRI FORMAT PROFILE: ROCK

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1								
2								
1245	Ever Listened to Music on Cellular/Mobile Phone/Smartphone							
1246		Unwgted	8759	1247	4947	831	3812	416
1247		(000)	41422	5784	21366	3663	20056	2121
1248		Horz %	100.00	13.96	51.58	8.84	48.42	5.12
1249		Vert %	17.98	25.96	19.17	26.94	16.87	24.43
1250		Index	100	144	107	150	94	136
1251	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone							
1252		Unwgted	10793	1540	6536	1040	4257	500
1253		(000)	46232	6274	25561	4032	20671	2242
1254		Horz %	100.00	13.57	55.29	8.72	44.71	4.85
1255		Vert %	20.07	28.16	22.93	29.65	17.38	25.82
1256		Index	100	140	114	148	87	129
1257	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone							
1258		Unwgted	7537	1152	5491	916	2046	236
1259		(000)	31880	4731	21734	3553	10146	1178
1260		Horz %	100.00	14.84	68.17	11.15	31.83	3.69
1261		Vert %	13.84	21.23	19.50	26.13	8.53	13.57
1262		Index	100	153	141	189	62	98
1263	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone							
1264		Unwgted	11814	1646	6755	1073	5059	573
1265		(000)	51372	6905	26734	4252	24638	2654
1266		Horz %	100.00	13.44	52.04	8.28	47.96	5.17
1267		Vert %	22.30	30.99	23.98	31.26	20.72	30.56
1268		Index	100	139	108	140	93	137
1269	Ever Visited a Search Engine on Cellular/Mobile Phone/Smartphone							
1270		Unwgted	13412	1943	7541	1234	5871	709
1271		(000)	58167	8378	29836	5050	28331	3328
1272		Horz %	100.00	14.40	51.29	8.68	48.71	5.72
1273		Vert %	25.25	37.60	26.77	37.14	23.83	38.33
1274		Index	100	149	106	147	94	152
1275	Ever Visited or Used a Social Networking Site on Cellular/Mobile Phone/Smartphone							
1276		Unwgted	8960	1327	4585	797	4375	530
1277		(000)	41200	5746	19350	3213	21851	2533
1278		Horz %	100.00	13.95	46.96	7.80	53.04	6.15
1279		Vert %	17.88	25.79	17.36	23.63	18.38	29.17
1280		Index	100	144	97	132	103	163
1281	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone							
1282		Unwgted	6477	977	3756	617	2721	360
1283		(000)	28485	4173	15075	2454	13410	1720
1284		Horz %	100.00	14.65	52.92	8.61	47.08	6.04
1285		Vert %	12.36	18.73	13.52	18.04	11.28	19.80
1286		Index	100	151	109	146	91	160
1287	Read Any Daily Newspaper							
1288		Unwgted	18473	1557	10078	1054	8395	503
1289		(000)	75392	6081	37876	3960	37515	2121
1290		Horz %	100.00	8.07	50.24	5.25	49.76	2.81
1291		Vert %	32.73	27.29	33.98	29.12	31.55	24.43
1292		Index	100	83	104	89	96	75
1293	Read Any Sunday Newspaper							
1294		Unwgted	22699	2039	11550	1295	11149	744
1295		(000)	95498	8357	44426	4972	51072	3385
1296		Horz %	100.00	8.75	46.52	5.21	53.48	3.54
1297		Vert %	41.45	37.50	39.85	36.56	42.95	38.98
1298		Index	100	90	96	88	104	94

RAB / GfK MRI FORMAT PROFILE: ROCK

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1								
2								
1299	Read Advertisements in Weekday Newspaper							
1300		Unwgted	6188	478	2816	282	3372	196
1301		(000)	28200	2136	11426	1132	16774	1003
1302		Horz %	100.00	7.57	40.52	4.02	59.48	3.56
1303		Vert %	12.24	9.58	10.25	8.33	14.11	11.55
1304		Index	100	78	84	68	115	94
1305	Read Advertisements in Sunday/Weekend Newspaper							
1306		Unwgted	8128	744	3490	429	4638	315
1307		(000)	36348	3257	14049	1763	22300	1494
1308		Horz %	100.00	8.96	38.65	4.85	61.35	4.11
1309		Vert %	15.78	14.62	12.60	12.96	18.75	17.21
1310		Index	100	93	80	82	119	109
1311	Read Classified Advertising in Weekday Newspaper							
1312		Unwgted	6167	649	3180	430	2987	219
1313		(000)	31328	3097	14506	1852	16821	1245
1314		Horz %	100.00	9.89	46.31	5.91	53.69	3.97
1315		Vert %	13.60	13.90	13.01	13.62	14.15	14.33
1316		Index	100	102	96	100	104	105
1317	Read Classified Advertising in Sunday/Weekend Newspaper							
1318		Unwgted	6978	819	3398	518	3580	301
1319		(000)	34108	3943	15176	2279	18932	1663
1320		Horz %	100.00	11.56	44.49	6.68	55.51	4.88
1321		Vert %	14.81	17.69	13.61	16.76	15.92	19.16
1322		Index	100	120	92	113	108	129
1323	Read Circulars/Inserts/Fliers in Weekday Newspaper							
1324		Unwgted	7940	602	3338	323	4602	279
1325		(000)	34515	2512	12910	1172	21606	1340
1326		Horz %	100.00	7.28	37.40	3.40	62.60	3.88
1327		Vert %	14.98	11.27	11.58	8.62	18.17	15.43
1328		Index	100	75	77	58	121	103
1329	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper							
1330		Unwgted	12103	1131	4866	599	7237	532
1331		(000)	51749	4708	18660	2301	33089	2407
1332		Horz %	100.00	9.10	36.06	4.45	63.94	4.65
1333		Vert %	22.46	21.13	16.74	16.92	27.83	27.71
1334		Index	100	94	75	75	124	123
1335	Read Newspaper on e-Reader/Tablet - Last 6 Months							*
1336		Unwgted	1512	150	952	103	560	47
1337		(000)	5352	475	3118	313	2234	162
1338		Horz %	100.00	8.88	58.26	5.85	41.74	3.02
1339		Vert %	2.32	2.13	2.80	2.30	1.88	1.86
1340		Index	100	92	120	99	81	80
1341	Personally Referred to Yellow Pages (Paper or Internet) - Past Week							
1342		Unwgted	9256	827	4203	482	5053	345
1343		(000)	42473	3672	17817	2079	24656	1593
1344		Horz %	100.00	8.65	41.95	4.89	58.05	3.75
1345		Vert %	18.44	16.48	15.98	15.29	20.74	18.35
1346		Index	100	89	87	83	112	100
1347	Personally Referred to Paper Yellow Pages - Past Week							
1348		Unwgted	6328	476	2872	296	3456	180
1349		(000)	29769	2258	12582	1310	17187	948
1350		Horz %	100.00	7.59	42.27	4.40	57.73	3.19
1351		Vert %	12.92	10.13	11.29	9.63	14.45	10.92
1352		Index	100	78	87	75	112	85

RAB / GfK MRI FORMAT PROFILE: ROCK

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1								
2								
1353	Personally Referred to Internet							
1354	Yellow Pages - Past Week	Unwgted	3834	450	1696	242	2138	208
1355		(000)	16836	1864	6687	970	10149	894
1356		Horz %	100.00	11.07	39.72	5.76	60.28	5.31
1357		Vert %	7.31	8.36	6.00	7.13	8.54	10.30
1358		Index	100	114	82	98	117	141
1359	Have Seen Digital/Video Ads in Shopping Malls - Last 6 Months							
1360		Unwgted	12375	1406	6801	912	5574	494
1361		(000)	58004	6534	29376	3987	28627	2547
1362		Horz %	100.00	11.27	50.65	6.87	49.35	4.39
1363		Vert %	25.18	29.32	26.35	29.32	24.08	29.33
1364		Index	100	116	105	116	96	116
1365	Have Seen Digital/Video Ads in Bars/Pubs - Last 6 Months							
1366		Unwgted	7666	993	4747	698	2919	295
1367		(000)	36680	4719	20852	3103	15828	1616
1368		Horz %	100.00	12.87	56.85	8.46	43.15	4.41
1369		Vert %	15.92	21.18	18.71	22.82	13.31	18.61
1370		Index	100	133	117	143	84	117
1371	Have Seen Digital/Video Ads in Gym/Health Clubs - Last 6 Months							
1372		Unwgted	6795	792	3891	520	2904	272
1373		(000)	32254	3726	17166	2373	15088	1354
1374		Horz %	100.00	11.55	53.22	7.36	46.78	4.20
1375		Vert %	14.00	16.72	15.40	17.45	12.69	15.59
1376		Index	100	119	110	125	91	111
1377	Have Seen Digital/Video Ads in Medical Offices - Last 6 Months							
1378		Unwgted	10232	1072	5207	673	5025	399
1379		(000)	49109	5190	22892	3124	26218	2066
1380		Horz %	100.00	10.57	46.61	6.36	53.39	4.21
1381		Vert %	21.32	23.29	20.54	22.97	22.05	23.79
1382		Index	100	109	96	108	103	112
1383	Have Seen Digital/Video Ads in Airports - Last 6 Months							
1384		Unwgted	9360	1019	5440	685	3920	334
1385		(000)	41630	4456	22336	2865	19295	1590
1386		Horz %	100.00	10.70	53.65	6.88	46.35	3.82
1387		Vert %	18.07	20.00	20.04	21.07	16.23	18.32
1388		Index	100	111	111	117	90	101
1389	Have Seen Digital/Video Ads at Gas Stations - Last 6 Months							
1390		Unwgted	12231	1560	7301	1067	4930	493
1391		(000)	55564	6971	30620	4535	24943	2436
1392		Horz %	100.00	12.55	55.11	8.16	44.89	4.38
1393		Vert %	24.12	31.28	27.47	33.35	20.98	28.05
1394		Index	100	130	114	138	87	116
1395	Have Seen Digital/Video Ads in Office Building Elevators - Last 6 Months							
1396		Unwgted	8635	1033	4859	673	3776	360
1397		(000)	39663	4751	20404	2823	19259	1928
1398		Horz %	100.00	11.98	51.44	7.12	48.56	4.86
1399		Vert %	17.22	21.32	18.30	20.76	16.20	22.21
1400		Index	100	124	106	121	94	129
1401	Have Seen Digital/Video Ads in Stores - Last 6 Months							
1402		Unwgted	14809	1665	8131	1077	6678	588
1403		(000)	69366	7761	35299	4740	34067	3022
1404		Horz %	100.00	11.19	50.89	6.83	49.11	4.36
1405		Vert %	30.11	34.83	31.67	34.85	28.65	34.80
1406		Index	100	116	105	116	95	116

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2								
1407	Have Seen Digital/Video Ads in Restaurants - Last 6 Months							
1408		Unwgted	9731	1135	5597	770	4134	365
1409		(000)	47270	5458	25163	3555	22107	1903
1410		Horz %	100.00	11.55	53.23	7.52	46.77	4.03
1411		Vert %	20.52	24.49	22.57	26.14	18.59	21.91
1412		Index	100	119	110	127	91	107
1413	Have Seen Ads on Billboards - Last 6 Months							
1414		Unwgted	32686	3610	17333	2327	15353	1283
1415		(000)	147223	15935	72239	9725	74984	6211
1416		Horz %	100.00	10.82	49.07	6.61	50.93	4.22
1417		Vert %	63.91	71.52	64.81	71.51	63.06	71.52
1418		Index	100	112	101	112	99	112
1419	Have Seen Ads on Buses/Trains - Last 6 Months							
1420		Unwgted	17373	2041	9530	1325	7843	716
1421		(000)	75212	8791	38263	5406	36949	3385
1422		Horz %	100.00	11.69	50.87	7.19	49.13	4.50
1423		Vert %	32.65	39.45	34.33	39.75	31.07	38.98
1424		Index	100	121	105	122	95	119
1425	Have Seen Ads at Bus Stops or Train Stations - Last 6 Months							
1426		Unwgted	12527	1459	7040	973	5487	486
1427		(000)	54426	6175	28375	3881	26051	2294
1428		Horz %	100.00	11.35	52.13	7.13	47.87	4.22
1429		Vert %	23.62	27.71	25.46	28.54	21.91	26.42
1430		Index	100	117	108	121	93	112
1431	Have Seen Ads Inside Taxis - Last 6 Months							
1432		Unwgted	7184	809	4105	531	3079	278
1433		(000)	32282	3517	17376	2277	14905	1241
1434		Horz %	100.00	10.89	53.83	7.05	46.17	3.84
1435		Vert %	14.01	15.78	15.59	16.74	12.54	14.29
1436		Index	100	113	111	119	89	102
1437	Have Seen Ads on Top of Taxis - Last 6 Months							
1438		Unwgted	11263	1297	6572	879	4691	418
1439		(000)	48910	5525	26688	3654	22222	1870
1440		Horz %	100.00	11.30	54.57	7.47	45.43	3.82
1441		Vert %	21.23	24.79	23.94	26.87	18.69	21.54
1442		Index	100	117	113	127	88	101
1443	Have Seen Ads on Phone Booths - Last 6 Months							
1444		Unwgted	6539	726	3842	498	2697	228
1445		(000)	31382	3481	17185	2305	14198	1175
1446		Horz %	100.00	11.09	54.76	7.35	45.24	3.75
1447		Vert %	13.62	15.62	15.42	16.95	11.94	13.54
1448		Index	100	115	113	124	88	99
1449	Have Seen Ads at Sports or Entertainment Events - last 6 Months							
1450		Unwgted	15270	1921	9192	1331	6078	590
1451		(000)	68549	8476	38007	5593	30542	2884
1452		Horz %	100.00	12.37	55.44	8.16	44.56	4.21
1453		Vert %	29.76	38.04	34.10	41.13	25.69	33.21
1454		Index	100	128	115	138	86	112
1455	Have Seen Ads on Postcards - Last 6 Months							
1456		Unwgted	10441	1115	5341	678	5100	437
1457		(000)	46860	4998	22200	2861	24661	2137
1458		Horz %	100.00	10.67	47.37	6.10	52.63	4.56
1459		Vert %	20.34	22.43	19.92	21.04	20.74	24.61
1460		Index	100	110	98	103	102	121

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1								
2								
1461	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months							
1462		Unwgted	11880	1451	6458	937	5422	514
1463		(000)	55733	6759	27932	4218	27801	2541
1464		Horz %	100.00	12.13	50.12	7.57	49.88	4.56
1465		Vert %	24.19	30.33	25.06	31.02	23.38	29.26
1466		Index	100	125	104	128	97	121
1467	Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months							
1468		Unwgted	24385	2719	12974	1757	11411	962
1469		(000)	111246	12331	54793	7602	56453	4729
1470		Horz %	100.00	11.08	49.25	6.83	50.75	4.25
1471		Vert %	48.29	55.34	49.15	55.90	47.48	54.46
1472		Index	100	115	102	116	98	113
1473	Have Seen Infomercials - Last 6 Months							
1474		Unwgted	17354	2097	9275	1323	8079	774
1475		(000)	80809	9724	39696	5817	41113	3908
1476		Horz %	100.00	12.03	49.12	7.20	50.88	4.84
1477		Vert %	35.08	43.64	35.61	42.77	34.58	45.00
1478		Index	100	124	102	122	99	128
1479	Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months							
1480		Unwgted	27289	2879	13855	1778	13434	1101
1481		(000)	122415	12514	57167	7308	65248	5206
1482		Horz %	100.00	10.22	46.70	5.97	53.30	4.25
1483		Vert %	53.14	56.16	51.28	53.74	54.87	59.95
1484		Index	100	106	97	101	103	113
1485	Have Seen Product Placement in Video Games - Last 6 Months							
1486		Unwgted	7712	1012	4702	722	3010	290
1487		(000)	39249	5089	22522	3563	16726	1527
1488		Horz %	100.00	12.97	57.38	9.08	42.62	3.89
1489		Vert %	17.04	22.84	20.20	26.20	14.07	17.58
1490		Index	100	134	119	154	83	103
1491	Have Seen Product Placement in TV Shows - Last 6 Months							
1492		Unwgted	26807	2950	14328	1925	12479	1025
1493		(000)	121884	13161	60563	8304	61321	4857
1494		Horz %	100.00	10.80	49.69	6.81	50.31	3.98
1495		Vert %	52.91	59.06	54.33	61.06	51.57	55.93
1496		Index	100	112	103	115	97	106
1497	Have Seen Product Placement in Movies - Last 6 Months							
1498		Unwgted	19656	2423	10767	1607	8889	816
1499		(000)	90596	10960	46182	6965	44414	3995
1500		Horz %	100.00	12.10	50.98	7.69	49.02	4.41
1501		Vert %	39.33	49.19	41.43	51.21	37.35	46.01
1502		Index	100	125	105	130	95	117
1503	Have Seen Ads at the Cinema - Last 6 Months							
1504		Unwgted	19424	2242	10086	1414	9338	828
1505		(000)	87394	10072	42339	6086	45055	3986
1506		Horz %	100.00	11.52	48.45	6.96	51.55	4.56
1507		Vert %	37.94	45.20	37.98	44.75	37.89	45.90
1508		Index	100	119	100	118	100	121
1509	Your Intentions - Likely to Buy First House/Residence - Next 12 Months							
1510		Unwgted	4144	430	2173	281	1971	149
1511		(000)	23864	2474	12097	1586	11767	887
1512		Horz %	100.00	10.37	50.69	6.65	49.31	3.72
1513		Vert %	10.36	11.10	10.85	11.67	9.90	10.22
1514		Index	100	107	105	113	96	99

RAB / GfK MRI FORMAT PROFILE: ROCK

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1								
2								
1515	Your Intentions - Likely to Buy							
1516	Second House/Vacation Home	Unwgted	2417	234	1343	149	1074	85
1517	- Next 12 Months	(000)	11124	999	5878	653	5247	346
1518		Horz %	100.00	8.98	52.84	5.87	47.16	3.11
1519		Vert %	4.83	4.48	5.27	4.80	4.41	3.98
1520		Index	100	93	109	100	91	82
1521	Your Intentions - Likely to Sell							
1522	House/Residence - Next 12	Unwgted	3368	348	1803	210	1565	138
1523	Months	(000)	13882	1430	7053	882	6830	548
1524		Horz %	100.00	10.30	50.80	6.35	49.20	3.95
1525		Vert %	6.03	6.42	6.33	6.48	5.74	6.31
1526		Index	100	106	105	108	95	105
1527	Your Intentions - Likely to							*
1528	Take Out 2nd Mortgage or	Unwgted	1218	124	727	82	491	42
1529	Equity Loan - Next 12 Months	(000)	5366	421	3009	292	2357	129
1530		Horz %	100.00	7.85	56.08	5.44	43.92	2.41
1531		Vert %	2.33	1.89	2.70	2.15	1.98	1.49
1532		Index	100	81	116	92	85	64
1533	Your Intentions - Likely to							
1534	Remodel Kitchen - Next 12	Unwgted	5407	580	3019	392	2388	188
1535	Months	(000)	24807	2529	12848	1663	11959	866
1536		Horz %	100.00	10.19	51.79	6.70	48.21	3.49
1537		Vert %	10.77	11.35	11.53	12.23	10.06	9.97
1538		Index	100	105	107	114	93	93
1539	Your Intentions - Likely to							
1540	Remodel Bathroom - Next 12	Unwgted	6440	729	3601	504	2839	225
1541	Months	(000)	29418	3194	15187	2117	14231	1076
1542		Horz %	100.00	10.86	51.62	7.20	48.38	3.66
1543		Vert %	12.77	14.33	13.62	15.57	11.97	12.40
1544		Index	100	112	107	122	94	97
1545	Your Intentions - Likely to							
1546	Convert Room to Home Office	Unwgted	1476	157	837	102	639	55
1547	- Next 12 Months	(000)	7006	754	3723	507	3283	247
1548		Horz %	100.00	10.76	53.14	7.24	46.86	3.52
1549		Vert %	3.04	3.38	3.34	3.73	2.76	2.84
1550		Index	100	111	110	123	91	93
1551	Your Intentions - Likely to Add							
1552	Rooms/Exterior Additions to	Unwgted	1411	165	837	114	574	51
1553	Home - Next 12 Months	(000)	6731	795	3720	527	3010	268
1554		Horz %	100.00	11.81	55.27	7.83	44.73	3.98
1555		Vert %	2.92	3.57	3.34	3.88	2.53	3.08
1556		Index	100	122	114	133	87	105
1557	Your Intentions - Likely to Do							
1558	Other Remodeling Projects to	Unwgted	3226	405	1803	278	1423	127
1559	Home - Next 12 Months	(000)	14406	1745	7520	1146	6886	599
1560		Horz %	100.00	12.12	52.20	7.95	47.80	4.16
1561		Vert %	6.25	7.83	6.75	8.43	5.79	6.90
1562		Index	100	125	108	135	93	110
1563	Your Intentions - Likely to							
1564	Purchase Homeowner or	Unwgted	8339	764	4476	498	3863	266
1565	Personal Property Insurance -	(000)	36699	3320	18414	2124	18285	1196
1566	Next 12 Months	Horz %	100.00	9.05	50.18	5.79	49.82	3.26
1567		Vert %	15.93	14.90	16.52	15.62	15.38	13.77
1568		Index	100	94	104	98	97	86

RAB / GfK MRI FORMAT PROFILE: ROCK

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1								
2								
1569	Your Intentions - Likely to Purchase Life Insurance - Next 12 Months							
1570		Unwgted	6492	663	3421	421	3071	242
1571		(000)	31124	2980	15451	1821	15672	1159
1572		Horz %	100.00	9.57	49.64	5.85	50.36	3.72
1573		Vert %	13.51	13.37	13.86	13.39	13.18	13.35
1574	Index	100	99	103	99	98	99	
1575	Your Intentions - Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1576		Unwgted	10728	1050	6103	708	4625	342
1577		(000)	42348	4084	22396	2642	19952	1442
1578		Horz %	100.00	9.64	52.89	6.24	47.11	3.41
1579		Vert %	18.38	18.33	20.09	19.43	16.78	16.61
1580	Index	100	100	109	106	91	90	
1581	Your Intentions - Likely to Visit Theme Park - Next 12 Months							
1582		Unwgted	10852	1347	5689	861	5163	486
1583		(000)	50528	5628	24461	3401	26067	2227
1584		Horz %	100.00	11.14	48.41	6.73	51.59	4.41
1585		Vert %	21.93	25.26	21.94	25.01	21.92	25.65
1586	Index	100	115	100	114	100	117	
1587	Your Intentions - Likely to Take Cruise (for More Than 1 Day) - Next 12 Months							
1588		Unwgted	8749	815	4446	504	4303	311
1589		(000)	38375	3418	18213	2001	20162	1417
1590		Horz %	100.00	8.91	47.46	5.21	52.54	3.69
1591		Vert %	16.66	15.34	16.34	14.71	16.96	16.32
1592	Index	100	92	98	88	102	98	
1593	Your Intentions - Likely to Buy a New Vehicle - Next 12 Months							
1594		Unwgted	7672	754	4174	509	3498	245
1595		(000)	36308	3451	18030	2218	18278	1232
1596		Horz %	100.00	9.50	49.66	6.11	50.34	3.39
1597		Vert %	15.76	15.49	16.17	16.31	15.37	14.19
1598	Index	100	98	103	104	98	90	
1599	Your Intentions - Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months							
1600		Unwgted	10607	1276	5862	841	4745	435
1601		(000)	53923	6189	27638	3900	26285	2289
1602		Horz %	100.00	11.48	51.25	7.23	48.75	4.24
1603		Vert %	23.41	27.78	24.79	28.68	22.11	26.36
1604	Index	100	119	106	123	94	113	
1605	Your Intentions - Likely to Lease a Vehicle - Next 12 Months							
1606		Unwgted	2534	249	1291	158	1243	91
1607		(000)	12202	1079	5869	683	6333	395
1608		Horz %	100.00	8.84	48.10	5.60	51.90	3.24
1609		Vert %	5.30	4.84	5.27	5.03	5.33	4.55
1610	Index	100	91	99	95	101	86	
1611	Your Intentions - Likely to Buy a 2-Door Car - Next 12 Months							
1612		Unwgted	3080	376	1781	256	1299	120
1613		(000)	15566	1866	8671	1215	6894	650
1614		Horz %	100.00	11.99	55.71	7.81	44.29	4.18
1615		Vert %	6.76	8.37	7.78	8.94	5.80	7.49
1616	Index	100	124	115	132	86	111	
1617	Your Intentions - Likely to Buy a 4-Door Car - Next 12 Months							
1618		Unwgted	8518	926	4500	580	4018	346
1619		(000)	41828	4566	20328	2627	21500	1938
1620		Horz %	100.00	10.92	48.60	6.28	51.40	4.63
1621		Vert %	18.16	20.49	18.24	19.32	18.08	22.32
1622	Index	100	113	100	106	100	123	

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2								
1623	Your Intentions - Likely to Buy a Van/Mini-Van - Next 12 Months							
1624		Unwgted	2447	236	1340	166	1107	70
1625		(000)	12807	1169	6431	837	6375	332
1626		Horz %	100.00	9.13	50.22	6.53	49.78	2.60
1627		Vert %	5.56	5.25	5.77	6.15	5.36	3.83
1628		Index	100	94	104	111	96	69
1629	Your Intentions - Likely to Buy a Motorcycle - Next 12 Months							*
1630		Unwgted	1278	150	809	116	469	34
1631		(000)	6999	842	4242	684	2756	159
1632		Horz %	100.00	12.03	60.62	9.77	39.38	2.27
1633		Vert %	3.04	3.78	3.81	5.03	2.32	1.83
1634		Index	100	124	125	165	76	60
1635	Your Intentions - Likely to Buy a Sport-Utility Vehicle - Next 12 Months							
1636		Unwgted	4517	585	2479	409	2038	176
1637		(000)	21316	2593	10692	1678	10624	915
1638		Horz %	100.00	12.16	50.16	7.87	49.84	4.29
1639		Vert %	9.25	11.64	9.59	12.34	8.93	10.54
1640		Index	100	126	104	133	97	114
1641	Your Intentions - Likely to Buy a Light Truck - Next 12 Months							
1642		Unwgted	3310	438	2076	334	1234	104
1643		(000)	17770	2167	10215	1580	7555	587
1644		Horz %	100.00	12.20	57.48	8.89	42.52	3.30
1645		Vert %	7.71	9.73	9.16	11.62	6.35	6.76
1646		Index	100	126	119	151	82	88
1647	Your Intentions - Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Next 12 Months							
1648		Unwgted	2416	268	1334	184	1082	84
1649		(000)	11083	1149	5798	772	5285	377
1650		Horz %	100.00	10.37	52.32	6.96	47.68	3.40
1651		Vert %	4.81	5.16	5.20	5.67	4.44	4.34
1652		Index	100	107	108	118	92	90
1653	Your Intentions - Likely to Buy a Home Theater System - Next 12 Months							
1654		Unwgted	3981	451	2307	324	1674	127
1655		(000)	19518	2219	10873	1617	8646	603
1656		Horz %	100.00	11.37	55.70	8.28	44.30	3.09
1657		Vert %	8.47	9.96	9.75	11.89	7.27	6.94
1658		Index	100	118	115	140	86	82
1659	Your Intentions - Likely to Buy a Large Flat-Screen/HDTV (27"-42") - Next 12 Months							
1660		Unwgted	8726	902	4639	602	4087	300
1661		(000)	40740	4313	20747	2805	19994	1508
1662		Horz %	100.00	10.59	50.92	6.88	49.08	3.70
1663		Vert %	17.68	19.35	18.61	20.62	16.81	17.37
1664		Index	100	109	105	117	95	98
1665	Your Intentions - Likely to Buy a Giant Flat-Screen/HDTV (43" or More) - Next 12 Months							
1666		Unwgted	5403	577	3189	399	2214	178
1667		(000)	25635	2697	14089	1775	11546	921
1668		Horz %	100.00	10.52	54.96	6.93	45.04	3.59
1669		Vert %	11.13	12.10	12.64	13.06	9.71	10.61
1670		Index	100	109	114	117	87	95
1671	Your Intentions - Likely to Buy a Portable DVD Player - Next 12 Months							
1672		Unwgted	4043	401	2108	266	1935	135
1673		(000)	20566	1920	10147	1274	10420	646
1674		Horz %	100.00	9.34	49.34	6.20	50.66	3.14
1675		Vert %	8.93	8.62	9.10	9.37	8.76	7.44
1676		Index	100	97	102	105	98	83

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2								
1677	Your Intentions - Likely to Buy a Blu-Ray Player - Next 12 Months							
1678		Unwgted	5089	515	2958	366	2131	149
1679		(000)	24204	2323	12857	1630	11347	693
1680		Horz %	100.00	9.60	53.12	6.73	46.88	2.86
1681		Vert %	10.51	10.43	11.53	11.99	9.54	7.98
1682	Index	100	99	110	114	91	76	
1683	Your Intentions - Likely to Buy a Digital Video Camera or Digital Camera - Next 12 Months							
1684		Unwgted	5251	567	2787	400	2464	167
1685		(000)	25350	2621	12384	1721	12966	900
1686		Horz %	100.00	10.34	48.85	6.79	51.15	3.55
1687		Vert %	11.00	11.76	11.11	12.66	10.90	10.36
1688	Index	100	107	101	115	99	94	
1689	Your Intentions - Likely to Buy a Desktop Computer - Next 12 Months							
1690		Unwgted	5874	582	3323	401	2551	181
1691		(000)	27475	2700	14226	1773	13249	926
1692		Horz %	100.00	9.83	51.78	6.45	48.22	3.37
1693		Vert %	11.93	12.12	12.76	13.04	11.14	10.67
1694	Index	100	102	107	109	93	89	
1695	Your Intentions - Likely to Buy a Laptop Computer - Next 12 Months							
1696		Unwgted	9834	1072	5209	708	4625	364
1697		(000)	46220	4889	22814	3034	23406	1854
1698		Horz %	100.00	10.58	49.36	6.57	50.64	4.01
1699		Vert %	20.06	21.94	20.47	22.31	19.68	21.35
1700	Index	100	109	102	111	98	106	
1701	Your Intentions - Likely to Subscribe to Satellite Radio - Next 12 Months							
1702		Unwgted	2646	257	1468	173	1178	84
1703		(000)	13158	1316	6963	909	6194	407
1704		Horz %	100.00	10.00	52.92	6.91	47.08	3.09
1705		Vert %	5.71	5.91	6.25	6.68	5.21	4.69
1706	Index	100	103	109	117	91	82	
1707	Your Intentions - Likely to Get Engaged - Next 12 Months							
1708		Unwgted	4556	656	2304	408	2252	248
1709		(000)	24442	3237	12208	2000	12234	1237
1710		Horz %	100.00	13.24	49.95	8.18	50.05	5.06
1711		Vert %	10.61	14.53	10.95	14.70	10.29	14.25
1712	Index	100	137	103	139	97	134	
1713	Your Intentions - Likely to Become a Parent - Next 12 Months							
1714		Unwgted	3008	370	1415	212	1593	158
1715		(000)	16551	1796	7229	1018	9321	778
1716		Horz %	100.00	10.85	43.68	6.15	56.32	4.70
1717		Vert %	7.18	8.06	6.49	7.49	7.84	8.96
1718	Index	100	112	90	104	109	125	
1719	Your Intentions - Likely to Become a Grandparent - Next 12 Months							
1720		Unwgted	4255	267	2155	178	2100	89
1721		(000)	20418	1290	9609	859	10809	432
1722		Horz %	100.00	6.32	47.06	4.21	52.94	2.11
1723		Vert %	8.86	5.79	8.62	6.31	9.09	4.97
1724	Index	100	65	97	71	103	56	
1725	Your Intentions - Likely to Have a Child Go Away to College - Next 12 Months							
1726		Unwgted	4037	399	2135	263	1902	136
1727		(000)	19488	1725	9510	1158	9978	567
1728		Horz %	100.00	8.85	48.80	5.94	51.20	2.91
1729		Vert %	8.46	7.74	8.53	8.52	8.39	6.53
1730	Index	100	92	101	101	99	77	

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1								
2								
1731	Your Intentions - Likely to							
1732	Have a Child Graduate from	Unwgted	2757	218	1433	147	1324	71
1733	College - Next 12 Months	(000)	13242	931	6419	625	6823	306
1734		Horz %	100.00	7.03	48.47	4.72	51.53	2.31
1735		Vert %	5.75	4.18	5.76	4.60	5.74	3.52
1736		Index	100	73	100	80	100	61
1737	Your Intentions - Likely to							
1738	Have a Child Get Married -	Unwgted	3100	217	1534	151	1566	66
1739	Next 12 Months	(000)	15422	952	7070	659	8352	293
1740		Horz %	100.00	6.17	45.84	4.28	54.16	1.90
1741		Vert %	6.69	4.27	6.34	4.85	7.02	3.37
1742		Index	100	64	95	72	105	50
1743	Your Intentions - Likely to							
1744	Retire from Full-Time Work -	Unwgted	3412	236	1951	168	1461	68
1745	Next 12 Months	(000)	15336	958	8543	731	6793	227
1746		Horz %	100.00	6.24	55.71	4.76	44.29	1.48
1747		Vert %	6.66	4.30	7.66	5.37	5.71	2.61
1748		Index	100	65	115	81	86	39
1749	Your Intentions - Likely to							*
1750	Collect Lump-Sum from	Unwgted	1592	112	880	82	712	30
1751	Pension/IRA/401(k) - Next 12	(000)	7515	447	4031	345	3484	102
1752	Months	Horz %	100.00	5.95	53.65	4.59	46.35	1.36
1753		Vert %	3.26	2.01	3.62	2.53	2.93	1.18
1754		Index	100	61	111	78	90	36
1755	Your Intentions - Likely to							
1756	Start or Buy a New Business -	Unwgted	3676	404	2187	291	1489	113
1757	Next 12 Months	(000)	17479	1736	10201	1257	7278	479
1758		Horz %	100.00	9.93	58.36	7.19	41.64	2.74
1759		Vert %	7.59	7.79	9.15	9.24	6.12	5.52
1760		Index	100	103	121	122	81	73
1761	Your Intentions - Likely to							
1762	Change Jobs - Next 12	Unwgted	7643	1004	4255	663	3388	341
1763	Months	(000)	33336	4255	17707	2779	15629	1476
1764		Horz %	100.00	12.76	53.12	8.34	46.88	4.43
1765		Vert %	14.47	19.10	15.88	20.44	13.14	17.00
1766		Index	100	132	110	141	91	117