

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

		U.S. Adults 18+	Adults18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgted	48646	302	24620	136	24026	166
	Weighted (000)	244084	1893	117785	914	126299	979
	Horz %	100.00	0.78	48.26	0.37	51.74	0.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male						*	*
	Unwgted	24620	136	24620	136	0	0
	Weighted (000)	117785	914	117785	914	0	0
	Horz %	100.00	0.78	100.00	0.78	0.00	0.00
	Vert %	48.26	48.29	100.00	100.00	0.00	0.00
Female	Index	100	100	207	207	0	0
				*	*		
	Unwgted	24026	166	0	0	24026	166
	Weighted (000)	126299	979	0	0	126299	979
	Horz %	100.00	0.77	0.00	0.00	100.00	0.77
Age 18-24	Vert %	51.74	51.71	0.00	0.00	100.00	100.00
	Index	100	100	0	0	193	193
			*		*		*
	Unwgted	3885	31	2163	10	1722	21
	Weighted (000)	30253	243	15267	83	14986	161
Age 25-34	Horz %	100.00	0.80	50.46	0.27	49.54	0.53
	Vert %	12.39	12.86	12.96	9.05	11.87	16.43
	Index	100	104	105	73	96	133
				*	*		*
	Unwgted	8183	58	4209	20	3974	38
Age 35-44	Weighted (000)	43389	379	21595	139	21794	240
	Horz %	100.00	0.87	49.77	0.32	50.23	0.55
	Vert %	17.78	20.00	18.33	15.19	17.26	24.49
	Index	100	113	103	85	97	138
				*	*		*
Age 45-54	Unwgted	8605	63	4423	31	4182	32
	Weighted (000)	40230	333	19746	160	20484	173
	Horz %	100.00	0.83	49.08	0.40	50.92	0.43
	Vert %	16.48	17.57	16.76	17.47	16.22	17.66
	Index	100	107	102	106	98	107
Age 55-64					*	*	*
	Unwgted	8861	61	4477	33	4384	28
	Weighted (000)	43105	318	21038	160	22067	158
	Horz %	100.00	0.74	48.81	0.37	51.19	0.37
	Vert %	17.66	16.79	17.86	17.54	17.47	16.09
Age 65+	Index	100	95	101	99	99	91
			*		*		*
	Unwgted	8498	55	4321	25	4177	30
	Weighted (000)	40725	316	19559	185	21165	131
	Horz %	100.00	0.78	48.03	0.45	51.97	0.32
Age 21+	Vert %	16.68	16.70	16.61	20.26	16.76	13.38
	Index	100	100	100	121	100	80
	Unwgted	10614	34	5027	17	5587	17
	Weighted (000)	46383	304	20580	187	25803	117
Age 21+	Horz %	100.00	0.66	44.37	0.40	55.63	0.25
	Vert %	19.00	16.07	17.47	20.49	20.43	11.95
	Index	100	85	92	108	108	63
	Unwgted	47284	296	23832	131	23452	165
Age 21+	Weighted (000)	232046	1837	111578	864	120468	973
	Horz %	100.00	0.79	48.08	0.37	51.92	0.42
	Vert %	95.07	97.05	94.73	94.53	95.38	99.41
	Index	100	102	100	99	100	105

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					*		
Age 18-34	Unwgted	12068	89	6372	30	5696	59
	Weighted (000)	73642	622	36862	222	36780	400
	Horz %	100.00	0.84	50.06	0.30	49.94	0.54
	Vert %	30.17	32.86	31.30	24.24	29.12	40.92
	Index	100	109	104	80	97	136
Age 18-49	Unwgted	24996	181	12990	80	12006	101
	Weighted (000)	134658	1102	66787	482	67871	620
	Horz %	100.00	0.82	49.60	0.36	50.40	0.46
	Vert %	55.17	58.24	56.70	52.77	53.74	63.35
	Index	100	106	103	96	97	115
Age 25-54	Unwgted	25649	182	13109	84	12540	98
	Weighted (000)	126724	1029	62379	459	64345	570
	Horz %	100.00	0.81	49.22	0.36	50.78	0.45
	Vert %	51.92	54.36	52.96	50.21	50.95	58.24
	Index	100	105	102	97	98	112
Age 35-64	Unwgted	25964	179	13221	89	12743	90
	Weighted (000)	124059	966	60343	505	63716	461
	Horz %	100.00	0.78	48.64	0.41	51.36	0.37
	Vert %	50.83	51.06	51.23	55.27	50.45	47.13
	Index	100	100	101	109	99	93
Age 50+	Unwgted	23650	121	11630	56	12020	65
	Weighted (000)	109426	790	50998	432	58428	359
	Horz %	100.00	0.72	46.60	0.39	53.40	0.33
	Vert %	44.83	41.76	43.30	47.23	46.26	36.65
	Index	100	93	97	105	103	82
Median Age	Unwgted						
	Weighted (000)	47.00	44.80	46.10	48.70	47.80	39.90
	Horz %						
	Vert %						
	Index	100	95	98	104	102	85
Race: White Only	Unwgted	34564	121	17599	52	16965	69
	Weighted (000)	179823	960	87142	465	92681	495
	Horz %	100.00	0.53	48.46	0.26	51.54	0.28
	Vert %	73.67	50.73	73.98	50.89	73.38	50.57
	Index	100	69	100	69	100	69
Race: Black/African-American Only			*		*		*
	Unwgted	5909	16	2691	7	3218	9
	Weighted (000)	29535	113	13591	51	15944	62
	Horz %	100.00	0.38	46.02	0.17	53.98	0.21
	Vert %	12.10	5.96	11.54	5.55	12.62	6.34
	Index	100	49	95	46	104	52
Race: Asian			*		*		*
	Unwgted	2388	3	1240	3	1148	0
	Weighted (000)	8358	21	3764	21	4594	0
	Horz %	100.00	0.25	45.03	0.25	54.97	0.00
	Vert %	3.42	1.11	3.20	2.30	3.64	0.00
	Index	100	32	93	67	106	0
Race: Other Race/Multi-Racial	Unwgted	8173	165	4330	77	3843	88
	Weighted (000)	34726	820	17052	398	17674	422
	Horz %	100.00	2.36	49.10	1.15	50.90	1.21
	Vert %	14.23	43.31	14.48	43.56	13.99	43.08
	Index	100	304	102	306	98	303
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	247	3530	109	3321	138
	Weighted (000)	37743	1602	18812	753	18930	849
	Horz %	100.00	4.24	49.84	1.99	50.16	2.25
	Vert %	15.46	84.63	15.97	82.33	14.99	86.78
	Index	100	547	103	532	97	561

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			*		*		*
Hispanic, Personally Speak Only English at Home	Unwgt'd	1739	16	949	8	790	8
	Weighted (000)	6214	54	3087	29	3127	25
	Horz %	100.00	0.86	49.67	0.47	50.33	0.39
	Vert %	2.55	2.83	2.62	3.17	2.48	2.51
	Index	100	111	103	125	97	98
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	2047	83	1051	37	996	46
	Weighted (000)	9439	421	4679	179	4760	241
	Horz %	100.00	4.46	49.57	1.90	50.43	2.56
	Vert %	3.87	22.22	3.97	19.62	3.77	24.65
	Index	100	575	103	507	97	637
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1280	67	621	28	659	39
	Weighted (000)	10474	582	5089	303	5385	279
	Horz %	100.00	5.56	48.59	2.90	51.41	2.66
	Vert %	4.29	30.76	4.32	33.20	4.26	28.48
	Index	100	717	101	774	99	664
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1668	77	850	35	818	42
	Weighted (000)	9512	471	4874	234	4638	238
	Horz %	100.00	4.96	51.24	2.46	48.76	2.50
	Vert %	3.90	24.91	4.14	25.57	3.67	24.28
	Index	100	639	106	656	94	623
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	99	4	51	1	48	3
	Weighted (000)	1751	74	918	7	833	67
	Horz %	100.00	4.24	52.43	0.40	47.57	3.83
	Vert %	0.72	3.92	0.78	0.77	0.66	6.86
	Index	100	546	109	107	92	956
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6825	21	3452	15	3373	6
	Weighted (000)	26213	75	11985	55	14228	19
	Horz %	100.00	0.29	45.72	0.21	54.28	0.07
	Vert %	10.74	3.95	10.18	6.06	11.27	1.99
	Index	100	37	95	56	105	18
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	36	5591	15	5374	21
	Weighted (000)	46746	253	22626	137	24120	116
	Horz %	100.00	0.54	48.40	0.29	51.60	0.25
	Vert %	19.15	13.38	19.21	14.97	19.10	11.90
	Index	100	70	100	78	100	62
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	16	1187	3	1462	13
	Weighted (000)	11210	113	4576	18	6634	95
	Horz %	100.00	1.01	40.82	0.16	59.18	0.85
	Vert %	4.59	5.97	3.89	1.95	5.25	9.73
	Index	100	130	85	42	114	212
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	23	1664	8	1743	15
	Weighted (000)	13775	105	6335	31	7440	75
	Horz %	100.00	0.76	45.99	0.22	54.01	0.54
	Vert %	5.64	5.56	5.38	3.34	5.89	7.64
	Index	100	99	95	59	104	135
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	55	5033	25	5056	30
	Weighted (000)	44682	231	21206	94	23476	136
	Horz %	100.00	0.52	47.46	0.21	52.54	0.31
	Vert %	18.31	12.19	18.00	10.32	18.59	13.94
	Index	100	67	98	56	102	76
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	89	5407	36	4949	53
	Weighted (000)	71816	632	36018	268	35799	364
	Horz %	100.00	0.88	50.15	0.37	49.85	0.51
	Vert %	29.42	33.39	30.58	29.33	28.34	37.19
	Index	100	113	104	100	96	126

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					*		*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	62	2286	34	2069	28
	Weighted (000)	29641	483	15039	311	14602	172
	Horz %	100.00	1.63	50.74	1.05	49.26	0.58
	Vert %	12.14	25.54	12.77	34.03	11.56	17.61
	Index	100	210	105	280	95	145
			*		*		*
Currently Attending College or University	Unwgt'd	3403	15	1618	7	1785	8
	Weighted (000)	19372	118	8726	40	10647	78
	Horz %	100.00	0.61	45.04	0.21	54.96	0.40
	Vert %	7.94	6.24	7.41	4.35	8.43	8.01
	Index	100	79	93	55	106	101
Employed Full Time	Unwgt'd	25438	162	15105	85	10333	77
	Weighted (000)	119890	966	68797	474	51094	492
	Horz %	100.00	0.81	57.38	0.40	42.62	0.41
	Vert %	49.12	51.02	58.41	51.86	40.45	50.22
	Index	100	104	119	106	82	102
			*		*		*
Employed Part Time	Unwgt'd	5730	38	2169	15	3561	23
	Weighted (000)	28854	204	10532	72	18322	132
	Horz %	100.00	0.71	36.50	0.25	63.50	0.46
	Vert %	11.82	10.77	8.94	7.83	14.51	13.51
	Index	100	91	76	66	123	114
Not Employed	Unwgt'd	17478	102	7346	36	10132	66
	Weighted (000)	95339	723	38457	368	56883	355
	Horz %	100.00	0.76	40.34	0.39	59.66	0.37
	Vert %	39.06	38.22	32.65	40.31	45.04	36.26
	Index	100	98	84	103	115	93
			*		*		*
Temporarily Unemployed	Unwgt'd	1886	18	939	9	947	9
	Weighted (000)	12314	100	6528	73	5786	26
	Horz %	100.00	0.81	53.01	0.60	46.99	0.21
	Vert %	5.05	5.26	5.54	8.03	4.58	2.68
	Index	100	104	110	159	91	53
			*		*		*
Retired from Employment	Unwgt'd	10143	39	4871	17	5272	22
	Weighted (000)	46820	291	21680	193	25140	98
	Horz %	100.00	0.62	46.31	0.41	53.69	0.21
	Vert %	19.18	15.38	18.41	21.15	19.90	9.99
	Index	100	80	96	110	104	52
			*		*		*
Not Employed, Principal Shopper for Household	Unwgt'd	2543	23	65	1	2478	22
	Weighted (000)	16573	161	399	21	16173	139
	Horz %	100.00	0.97	2.41	0.13	97.59	0.84
	Vert %	6.79	8.49	0.34	2.33	12.81	14.25
	Index	100	125	5	34	189	210
			*		*		*
Occupation: Professional and Related Occupations	Unwgt'd	7405	30	3381	15	4024	15
	Weighted (000)	34142	181	14741	54	19401	128
	Horz %	100.00	0.53	43.18	0.16	56.82	0.37
	Vert %	13.99	9.57	12.52	5.86	15.36	13.05
	Index	100	68	89	42	110	93
			*		*		*
Occupation: Management, Business and Financial Operations	Unwgt'd	6595	20	4012	11	2583	9
	Weighted (000)	24720	67	13920	45	10800	23
	Horz %	100.00	0.27	56.31	0.18	43.69	0.09
	Vert %	10.13	3.57	11.82	4.90	8.55	2.32
	Index	100	35	117	48	84	23
			*		*		*
Occupation: Sales and Office Occupations	Unwgt'd	5959	50	2273	17	3686	33
	Weighted (000)	32636	316	12665	144	19970	172
	Horz %	100.00	0.97	38.81	0.44	61.19	0.53
	Vert %	13.37	16.68	10.75	15.72	15.81	17.57
	Index	100	125	80	118	118	131

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			*		*		*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2756	17	2638	14	118	3
	Weighted (000)	13728	83	13073	54	655	29
	Horz %	100.00	0.61	95.23	0.40	4.77	0.21
	Vert %	5.62	4.40	11.10	5.94	0.52	2.96
	Index	100	78	197	106	9	53
							*
Occupation: Other Employed	Unwgt'd	8453	83	4970	43	3483	40
	Weighted (000)	43519	522	24929	249	18590	272
	Horz %	100.00	1.20	57.28	0.57	42.72	0.63
	Vert %	17.83	27.56	21.17	27.27	14.72	27.84
	Index	100	155	119	153	83	156
			*		*		*
Household Income: \$250,000+	Unwgt'd	1966	5	1191	3	775	2
	Weighted (000)	7800	12	4116	9	3684	3
	Horz %	100.00	0.16	52.77	0.12	47.23	0.04
	Vert %	3.20	0.64	3.49	1.00	2.92	0.31
	Index	100	20	109	31	91	10
			*		*		*
Household Income: \$200,000-\$249,999	Unwgt'd	1583	4	918	3	665	1
	Weighted (000)	7178	21	3579	10	3599	11
	Horz %	100.00	0.29	49.86	0.14	50.14	0.15
	Vert %	2.94	1.08	3.04	1.09	2.85	1.08
	Index	100	37	103	37	97	37
			*		*		*
Household Income: \$150,000-\$199,999	Unwgt'd	3725	15	2156	13	1569	2
	Weighted (000)	18847	98	9705	93	9142	6
	Horz %	100.00	0.52	51.50	0.49	48.50	0.03
	Vert %	7.72	5.20	8.24	10.17	7.24	0.56
	Index	100	67	107	132	94	7
			*		*		*
Household Income: \$100,000-\$149,999	Unwgt'd	7038	23	4030	12	3008	11
	Weighted (000)	39997	137	20517	66	19481	70
	Horz %	100.00	0.34	51.29	0.17	48.71	0.18
	Vert %	16.39	7.21	17.42	7.25	15.42	7.18
	Index	100	44	106	44	94	44
			*		*		*
Household Income: \$75,000-\$99,999	Unwgt'd	6168	19	3380	7	2788	12
	Weighted (000)	32585	132	16514	45	16071	87
	Horz %	100.00	0.40	50.68	0.14	49.32	0.27
	Vert %	13.35	6.97	14.02	4.90	12.72	8.91
	Index	100	52	105	37	95	67
			*		*		*
Household Income: \$60,000-\$74,999	Unwgt'd	4945	26	2570	19	2375	7
	Weighted (000)	24958	200	12413	160	12545	40
	Horz %	100.00	0.80	49.74	0.64	50.26	0.16
	Vert %	10.23	10.57	10.54	17.45	9.93	4.14
	Index	100	103	103	171	97	40
			*		*		*
Household Income: \$50,000-\$59,999	Unwgt'd	3824	30	1925	15	1899	15
	Weighted (000)	18483	174	9176	58	9306	116
	Horz %	100.00	0.94	49.65	0.31	50.35	0.63
	Vert %	7.57	9.18	7.79	6.30	7.37	11.86
	Index	100	121	103	83	97	157
			*		*		*
Household Income: \$40,000-\$49,999	Unwgt'd	4928	35	2410	17	2518	18
	Weighted (000)	20001	191	9681	91	10320	100
	Horz %	100.00	0.96	48.40	0.46	51.60	0.50
	Vert %	8.19	10.10	8.22	9.98	8.17	10.21
	Index	100	123	100	122	100	125
			*		*		*
Household Income: \$30,000-\$39,999	Unwgt'd	4676	42	2239	20	2437	22
	Weighted (000)	21673	292	10287	180	11386	112
	Horz %	100.00	1.35	47.47	0.83	52.53	0.52
	Vert %	8.88	15.45	8.73	19.72	9.01	11.47
	Index	100	174	98	222	102	129

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			*		*		*
Household Income: \$20,000-\$29,999	Unwgttd	4378	40	1770	12	2608	28
	Weighted (000)	21286	222	9271	92	12015	130
	Horz %	100.00	1.04	43.56	0.43	56.44	0.61
	Vert %	8.72	11.72	7.87	10.08	9.51	13.25
	Index	100	134	90	116	109	152
					*		*
Household Income: Under \$20,000	Unwgttd	5415	63	2031	15	3384	48
	Weighted (000)	31275	414	12525	110	18751	304
	Horz %	100.00	1.32	40.05	0.35	59.95	0.97
	Vert %	12.81	21.87	10.63	12.07	14.85	31.03
	Index	100	171	83	94	116	242
Median Household Income	Unwgttd						
	Weighted (000)	65.60	41.50	69.60	48.70	61.60	35.80
	Horz %						
	Vert %						
	Index	100	63	106	74	94	55
					*		*
Marital Status: Single, Never Married	Unwgttd	12107	76	6453	31	5654	45
	Weighted (000)	69105	510	36957	223	32148	287
	Horz %	100.00	0.74	53.48	0.32	46.52	0.42
	Vert %	28.31	26.96	31.38	24.40	25.45	29.36
	Index	100	95	111	86	90	104
Marital Status: Currently Married	Unwgttd	24506	129	13836	74	10670	55
	Weighted (000)	129071	900	64428	547	64643	353
	Horz %	100.00	0.70	49.92	0.42	50.08	0.27
	Vert %	52.88	47.54	54.70	59.86	51.18	36.03
	Index	100	90	103	113	97	68
					*		*
Marital Status: Divorced or Legally Separated	Unwgttd	8229	83	3344	30	4885	53
	Weighted (000)	31030	436	12607	143	18423	293
	Horz %	100.00	1.40	40.63	0.46	59.37	0.94
	Vert %	12.71	23.02	10.70	15.67	14.59	29.89
	Index	100	181	84	123	115	235
			*		*		*
Marital Status: Widowed	Unwgttd	3804	14	987	1	2817	13
	Weighted (000)	14879	47	3794	1	11085	46
	Horz %	100.00	0.32	25.50	0.00	74.50	0.31
	Vert %	6.10	2.48	3.22	0.08	8.78	4.72
	Index	100	41	53	1	144	77
			*		*		*
Marital Status: Engaged to Be Married	Unwgttd	2120	19	1122	8	998	11
	Weighted (000)	11812	123	5830	56	5982	67
	Horz %	100.00	1.04	49.36	0.47	50.64	0.57
	Vert %	4.84	6.48	4.95	6.11	4.74	6.82
	Index	100	134	102	126	98	141
			*		*		*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgttd	3596	29	1959	14	1637	15
	Weighted (000)	21557	196	10333	79	11224	117
	Horz %	100.00	0.91	47.93	0.37	52.07	0.54
	Vert %	8.83	10.33	8.77	8.63	8.89	11.93
	Index	100	117	99	98	101	135
Any Child(ren) Under Age 18 Living at Home	Unwgttd	18201	145	8890	60	9311	85
	Weighted (000)	94932	948	43462	384	51470	564
	Horz %	100.00	1.00	45.78	0.40	54.22	0.59
	Vert %	38.89	50.10	36.90	41.99	40.75	57.68
	Index	100	129	95	108	105	148
					*		*
1 Child Under Age 18 Currently Living at Home	Unwgttd	7127	73	3410	31	3717	42
	Weighted (000)	38013	516	17033	205	20980	310
	Horz %	100.00	1.36	44.81	0.54	55.19	0.82
	Vert %	15.57	27.26	14.46	22.47	16.61	31.73
	Index	100	175	93	144	107	204

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

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			*		*		*
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	46	3495	15	3440	31
	Weighted (000)	34366	271	16367	88	17998	183
	Horz %	100.00	0.79	47.63	0.26	52.37	0.53
	Vert %	14.08	14.30	13.90	9.60	14.25	18.69
	Index	100	102	99	68	101	133
3 Children Under Age 18 Currently Living at Home			*		*		*
	Unwgt'd	2804	18	1357	11	1447	7
	Weighted (000)	14813	123	6725	74	8088	49
	Horz %	100.00	0.83	45.40	0.50	54.60	0.33
	Vert %	6.07	6.51	5.71	8.12	6.40	5.01
4 Children Under Age 18 Currently Living at Home	Index	100	107	94	134	106	83
			*		*		*
	Unwgt'd	872	6	407	1	465	5
	Weighted (000)	4873	23	2163	1	2710	22
	Horz %	100.00	0.47	44.38	0.02	55.62	0.45
5 or More Children Under Age 18 Currently Living at Home	Vert %	2.00	1.21	1.84	0.09	2.15	2.25
	Index	100	60	92	4	107	113
			*		*		*
	Unwgt'd	463	2	221	2	242	0
	Weighted (000)	2867	16	1175	16	1693	0
Own Home/Residence	Horz %	100.00	0.55	40.96	0.55	59.04	0.00
	Vert %	1.17	0.83	1.00	1.72	1.34	0.00
	Index	100	71	85	146	114	0
			*		*		*
	Unwgt'd	32775	103	17020	63	15755	40
Rent Home/Residence	Weighted (000)	160976	689	78141	432	82835	257
	Horz %	100.00	0.43	48.54	0.27	51.46	0.16
	Vert %	65.95	36.40	66.34	47.22	65.59	26.31
	Index	100	55	101	72	99	40
			*		*		*
Live Rent-Free in Home/Residence	Unwgt'd	15306	196	7334	71	7972	125
	Weighted (000)	80205	1183	38249	472	41956	712
	Horz %	100.00	1.48	47.69	0.59	52.31	0.89
	Vert %	32.86	62.52	32.47	51.60	33.22	72.72
	Index	100	190	99	157	101	221
Census Region: North East			*		*		*
	Unwgt'd	565	3	266	2	299	1
	Weighted (000)	2903	20	1395	11	1508	10
	Horz %	100.00	0.70	48.05	0.37	51.95	0.33
	Vert %	1.19	1.08	1.18	1.19	1.19	0.97
Census Region: South	Index	100	91	100	100	100	82
			*		*		*
	Unwgt'd	11000	199	5477	88	5523	111
	Weighted (000)	44018	1029	21032	508	22986	521
	Horz %	100.00	2.34	47.78	1.15	52.22	1.18
Census Region: Midwest	Vert %	18.03	54.38	17.86	55.56	18.20	53.27
	Index	100	302	99	308	101	295
			*		*		*
	Unwgt'd	17645	97	8745	44	8900	53
	Weighted (000)	92016	832	44107	395	47909	437
Census Region: West	Horz %	100.00	0.90	47.93	0.43	52.07	0.47
	Vert %	37.70	43.95	37.45	43.22	37.93	44.64
	Index	100	117	99	115	101	118
			*		*		*
	Unwgt'd	9880	2	5113	1	4767	1
Census Region: West	Weighted (000)	52062	14	25228	4	26834	10
	Horz %	100.00	0.03	48.46	0.01	51.54	0.02
	Vert %	21.33	0.76	21.42	0.42	21.25	1.07
	Index	100	4	100	2	100	5
			*		*		*
Census Region: West	Unwgt'd	10121	4	5285	3	4836	1
	Weighted (000)	55988	17	27418	7	28570	10
	Horz %	100.00	0.03	48.97	0.01	51.03	0.02
	Vert %	22.94	0.91	23.28	0.80	22.62	1.02
	Index	100	4	101	3	99	4

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

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			*		*		*
Census Sub-Region: New England	Unwgt'd	2748	15	1330	7	1418	8
	Weighted (000)	11567	82	5545	42	6022	40
	Horz %	100.00	0.71	47.94	0.37	52.06	0.35
	Vert %	4.74	4.35	4.71	4.62	4.77	4.09
	Index	100	92	99	98	101	86
Census Sub-Region: Mid Atlantic	Unwgt'd	8252	184	4147	81	4105	103
	Weighted (000)	32451	947	15487	466	16964	481
	Horz %	100.00	2.92	47.73	1.43	52.27	1.48
	Vert %	13.30	50.03	13.15	50.94	13.43	49.17
	Index	100	376	99	383	101	370
Census Sub-Region: South Atlantic	Unwgt'd	9812	95	4839	44	4973	51
	Weighted (000)	48740	828	23082	395	25658	433
	Horz %	100.00	1.70	47.36	0.81	52.64	0.89
	Vert %	19.97	43.76	19.60	43.22	20.32	44.27
	Index	100	219	98	216	102	222
Census Sub-Region: East South Central	Unwgt'd	1890	0	940	0	950	0
	Weighted (000)	14067	0	6879	0	7188	0
	Horz %	100.00	0.00	48.90	0.00	51.10	0.00
	Vert %	5.76	0.00	5.84	0.00	5.69	0.00
	Index	100	0	101	0	99	0
Census Sub-Region: West South Central	Unwgt'd	5943	2	2966	0	2977	2
	Weighted (000)	29209	4	14146	0	15062	4
	Horz %	100.00	0.01	48.43	0.00	51.57	0.01
	Vert %	11.97	0.19	12.01	0.00	11.93	0.37
	Index	100	2	100	0	100	3
Census Sub-Region: East North Central	Unwgt'd	7303	1	3789	1	3514	0
	Weighted (000)	36089	4	17381	4	18708	0
	Horz %	100.00	0.01	48.16	0.01	51.84	0.00
	Vert %	14.79	0.20	14.76	0.42	14.81	0.00
	Index	100	1	100	3	100	0
Census Sub-Region: West North Central	Unwgt'd	2577	1	1324	0	1253	1
	Weighted (000)	15973	10	7846	0	8127	10
	Horz %	100.00	0.07	49.12	0.00	50.88	0.07
	Vert %	6.54	0.55	6.66	0.00	6.43	1.07
	Index	100	8	102	0	98	16
Census Sub-Region: Mountain	Unwgt'd	2752	0	1444	0	1308	0
	Weighted (000)	18482	0	9091	0	9391	0
	Horz %	100.00	0.00	49.19	0.00	50.81	0.00
	Vert %	7.57	0.00	7.72	0.00	7.44	0.00
	Index	100	0	102	0	98	0
Census Sub-Region: Pacific	Unwgt'd	7369	4	3841	3	3528	1
	Weighted (000)	37506	17	18327	7	19179	10
	Horz %	100.00	0.05	48.86	0.02	51.14	0.03
	Vert %	15.37	0.91	15.56	0.80	15.19	1.02
	Index	100	6	101	5	99	7
County Size: A	Unwgt'd	26326	225	13377	96	12949	129
	Weighted (000)	102649	1384	49402	653	53247	731
	Horz %	100.00	1.35	48.13	0.64	51.87	0.71
	Vert %	42.05	73.10	41.94	71.43	42.16	74.66
	Index	100	174	100	170	100	178
County Size: B	Unwgt'd	11709	69	5932	35	5777	34
	Weighted (000)	72000	464	34639	240	37361	224
	Horz %	100.00	0.64	48.11	0.33	51.89	0.31
	Vert %	29.50	24.50	29.41	26.22	29.58	22.90
	Index	100	83	100	89	100	78

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			*		*		*
County Size: C/D	Unwgted	10611	8	5311	5	5300	3
	Weighted (000)	69435	45	33744	22	35691	24
	Horz %	100.00	0.07	48.60	0.03	51.40	0.03
	Vert %	28.45	2.40	28.65	2.36	28.26	2.44
	Index	100	8	101	8	99	9
			*		*		*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	2	630	1	498	1
	Weighted (000)	4719	6	2463	4	2256	2
	Horz %	100.00	0.13	52.20	0.09	47.80	0.04
	Vert %	1.93	0.31	2.09	0.45	1.79	0.18
	Index	100	16	108	23	92	10
			*		*		*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	29	3408	11	4485	18
	Weighted (000)	38375	256	15888	108	22487	148
	Horz %	100.00	0.67	41.40	0.28	58.60	0.39
	Vert %	15.72	13.52	13.49	11.80	17.80	15.12
	Index	100	86	86	75	113	96
			*		*		*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	1	674	1	546	0
	Weighted (000)	6399	4	3477	4	2922	0
	Horz %	100.00	0.06	54.33	0.06	45.67	0.00
	Vert %	2.62	0.22	2.95	0.45	2.31	0.00
	Index	100	8	113	17	88	0
		*	*	*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
			*		*		*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	22	1658	15	1068	7
	Weighted (000)	7983	90	4558	59	3424	31
	Horz %	100.00	1.12	57.10	0.73	42.90	0.39
	Vert %	3.27	4.74	3.87	6.40	2.71	3.19
	Index	100	145	118	196	83	98
			*		*		*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	13	2668	10	564	3
	Weighted (000)	12837	108	10355	83	2482	26
	Horz %	100.00	0.84	80.67	0.65	19.33	0.20
	Vert %	5.26	5.73	8.79	9.06	1.97	2.61
	Index	100	109	167	172	37	50
			*		*		*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	2	592	2	258	0
	Weighted (000)	3908	14	2506	14	1402	0
	Horz %	100.00	0.35	64.12	0.35	35.88	0.00
	Vert %	1.60	0.72	2.13	1.48	1.11	0.00
	Index	100	45	133	93	69	0
			*		*		*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	4	1752	3	1299	1
	Weighted (000)	14357	22	7933	20	6424	2
	Horz %	100.00	0.15	55.26	0.14	44.74	0.01
	Vert %	5.88	1.16	6.74	2.21	5.09	0.18
	Index	100	20	115	38	86	3
			*		*		*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	97	3585	41	4551	56
	Weighted (000)	42891	580	17737	251	25154	329
	Horz %	100.00	1.35	41.35	0.59	58.65	0.77
	Vert %	17.57	30.64	15.06	27.46	19.92	33.61
	Index	100	174	86	156	113	191
			*		*		*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	9	1603	6	1261	3
	Weighted (000)	14285	47	7775	37	6510	11
	Horz %	100.00	0.33	54.43	0.26	45.57	0.07
	Vert %	5.85	2.50	6.60	4.02	5.15	1.09
	Index	100	43	113	69	88	19

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			*		*		*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgttd	3360	9	2263	5	1097	4
	Weighted (000)	16987	55	10773	36	6214	19
	Horz %	100.00	0.32	63.42	0.21	36.58	0.11
	Vert %	6.96	2.89	9.15	3.92	4.92	1.94
	Index	100	42	131	56	71	28
			*		*		*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgttd	1353	8	704	5	649	3
	Weighted (000)	5307	30	2699	16	2608	14
	Horz %	100.00	0.57	50.86	0.30	49.14	0.27
	Vert %	2.17	1.60	2.29	1.76	2.06	1.46
	Index	100	74	105	81	95	67
			*		*		*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgttd	7757	11	3837	6	3920	5
	Weighted (000)	44958	115	20903	56	24055	59
	Horz %	100.00	0.26	46.49	0.12	53.51	0.13
	Vert %	18.42	6.08	17.75	6.09	19.05	6.08
	Index	100	33	96	33	103	33
			*		*		*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgttd	310	6	172	4	138	2
	Weighted (000)	1196	19	639	15	557	4
	Horz %	100.00	1.62	53.45	1.29	46.55	0.33
	Vert %	0.49	1.03	0.54	1.69	0.44	0.41
	Index	100	209	111	344	90	83
			*		*		*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgttd	642	1	245	1	397	0
	Weighted (000)	3662	10	1387	10	2275	0
	Horz %	100.00	0.28	37.87	0.28	62.13	0.00
	Vert %	1.50	0.55	1.18	1.13	1.80	0.00
	Index	100	36	78	75	120	0
			*		*		*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgttd	2577	302	1288	136	1289	166
	Weighted (000)	15181	1893	7552	914	7628	979
	Horz %	100.00	12.47	49.75	6.02	50.25	6.45
	Vert %	6.22	100.00	6.41	100.00	6.04	100.00
	Index	100	1608	103	1608	97	1608
			*		*		*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgttd	3551	17	1399	4	2152	13
	Weighted (000)	17450	115	6424	36	11026	79
	Horz %	100.00	0.66	36.82	0.20	63.18	0.45
	Vert %	7.15	6.08	5.45	3.91	8.73	8.11
	Index	100	85	76	55	122	113
			*		*		*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgttd	631	3	356	1	275	2
	Weighted (000)	2496	17	1441	1	1055	17
	Horz %	100.00	0.70	57.74	0.04	42.26	0.66
	Vert %	1.02	0.92	1.22	0.11	0.84	1.69
	Index	100	90	120	10	82	165
			*		*		*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgttd	1108	3	625	2	483	1
	Weighted (000)	6328	9	3490	5	2838	4
	Horz %	100.00	0.15	55.15	0.08	44.85	0.06
	Vert %	2.59	0.49	2.96	0.59	2.25	0.41
	Index	100	19	114	23	87	16
			*		*		*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgttd	5806	15	3543	11	2263	4
	Weighted (000)	23554	82	14195	66	9359	15
	Horz %	100.00	0.35	60.27	0.28	39.73	0.07
	Vert %	9.65	4.33	12.05	7.27	7.41	1.58
	Index	100	45	125	75	77	16
			*		*		*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgttd	1456	6	713	5	743	1
	Weighted (000)	7376	23	3364	22	4012	1
	Horz %	100.00	0.31	45.61	0.30	54.39	0.02
	Vert %	3.02	1.22	2.86	2.39	3.18	0.13
	Index	100	40	95	79	105	4

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		U.S. Adults 18+	Adults18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)
			*		*		*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	3	1348	3	1277	0
	Weighted (000)	10677	13	5254	13	5423	0
	Horz %	100.00	0.12	49.21	0.12	50.79	0.00
	Vert %	4.37	0.67	4.46	1.40	4.29	0.00
	Index	100	15	102	32	98	0
			*		*		*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	21	1603	5	2341	16
	Weighted (000)	20120	168	7818	56	12302	112
	Horz %	100.00	0.83	38.86	0.28	61.14	0.55
	Vert %	8.24	8.87	6.64	6.15	9.74	11.41
	Index	100	108	81	75	118	138
			*		*		*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	59	1177	24	1392	35
	Weighted (000)	13480	320	5921	147	7559	173
	Horz %	100.00	2.37	43.93	1.09	56.07	1.28
	Vert %	5.52	16.89	5.03	16.07	5.98	17.65
	Index	100	306	91	291	108	320
			*		*		*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	8	2115	5	1066	3
	Weighted (000)	16260	43	10651	21	5609	22
	Horz %	100.00	0.26	65.50	0.13	34.50	0.14
	Vert %	6.66	2.28	9.04	2.27	4.44	2.28
	Index	100	34	136	34	67	34
			*		*		*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	22	449	11	657	11
	Weighted (000)	5735	152	2251	92	3483	60
	Horz %	100.00	2.65	39.26	1.61	60.74	1.04
	Vert %	2.35	8.03	1.91	10.09	2.76	6.10
	Index	100	342	81	430	117	260
			*		*		*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	109	426	54	480	55
	Weighted (000)	5268	762	2577	396	2692	366
	Horz %	100.00	14.46	48.91	7.51	51.09	6.95
	Vert %	2.16	40.26	2.19	43.28	2.13	37.43
	Index	100	1865	101	2005	99	1734
			*		*		*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	302	136	136	166	166
	Weighted (000)	1893	1893	914	914	979	979
	Horz %	100.00	100.00	48.29	48.29	51.71	51.71
	Vert %	0.78	100.00	0.78	100.00	0.77	100.00
	Index	100	12896	100	12896	100	12896
			*		*		*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	64	2466	32	2655	32
	Weighted (000)	26008	384	12354	184	13654	200
	Horz %	100.00	1.47	47.50	0.71	52.50	0.77
	Vert %	10.66	20.27	10.49	20.12	10.81	20.40
	Index	100	190	98	189	101	191
			*		*		*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	10	947	6	1186	4
	Weighted (000)	10077	77	4430	38	5646	38
	Horz %	100.00	0.76	43.97	0.38	56.03	0.38
	Vert %	4.13	4.05	3.76	4.19	4.47	3.92
	Index	100	98	91	102	108	95
			*		*		*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	51	1016	22	973	29
	Weighted (000)	11746	285	5748	103	5998	182
	Horz %	100.00	2.43	48.93	0.88	51.07	1.55
	Vert %	4.81	15.05	4.88	11.26	4.75	18.60
	Index	100	313	101	234	99	387
			*		*		*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	9	710	8	593	1
	Weighted (000)	6945	38	3765	36	3180	2
	Horz %	100.00	0.54	54.22	0.52	45.78	0.03
	Vert %	2.85	1.99	3.20	3.92	2.52	0.18
	Index	100	70	112	138	88	6

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

		U.S. Adults 18+	Adults18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	41037	290	21166	131	19871	159
	Weighted (000)	204462	1797	100664	867	103799	930
	Horz %	100.00	0.88	49.23	0.42	50.77	0.45
	Vert %	83.77	94.93	85.46	94.88	82.18	94.99
	Index	100	113	102	113	98	113
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	25278	188	13552	89	11726	99
	Weighted (000)	122460	1138	62601	513	59859	626
	Horz %	100.00	0.93	51.12	0.42	48.88	0.51
	Vert %	50.17	60.15	53.15	56.09	47.39	63.93
	Index	100	120	106	112	94	127
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18835	153	9879	80	8956	73
	Weighted (000)	94930	988	47803	579	47126	409
	Horz %	100.00	1.04	50.36	0.61	49.64	0.43
	Vert %	38.89	52.19	40.59	63.36	37.31	41.75
	Index	100	134	104	163	96	107
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	22339	144	11965	74	10374	70
	Weighted (000)	109527	844	55888	458	53639	386
	Horz %	100.00	0.77	51.03	0.42	48.97	0.35
	Vert %	44.87	44.60	47.45	50.13	42.47	39.43
	Index	100	99	106	112	95	88
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	8087	56	4389	35	3698	21
	Weighted (000)	41055	307	21314	182	19741	126
	Horz %	100.00	0.75	51.92	0.44	48.08	0.31
	Vert %	16.82	16.23	18.10	19.87	15.63	12.84
	Index	100	97	108	118	93	76
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2418	11	1517	3	901	8
	Weighted (000)	12268	100	7410	36	4858	64
	Horz %	100.00	0.81	60.40	0.29	39.60	0.52
	Vert %	5.03	5.27	6.29	3.90	3.85	6.55
	Index	100	105	125	78	77	130
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	16140	110	8419	59	7721	51
	Weighted (000)	79167	741	39548	404	39619	337
	Horz %	100.00	0.94	49.96	0.51	50.04	0.43
	Vert %	32.43	39.17	33.58	44.23	31.37	34.44
	Index	100	121	104	136	97	106
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21592	185	10775	84	10817	101
	Weighted (000)	106532	1097	50518	534	56014	563
	Horz %	100.00	1.03	47.42	0.50	52.58	0.53
	Vert %	43.65	57.98	42.89	58.44	44.35	57.54
	Index	100	133	98	134	102	132
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16960	123	8662	57	8298	66
	Weighted (000)	85146	668	41344	324	43802	344
	Horz %	100.00	0.78	48.56	0.38	51.44	0.40
	Vert %	34.88	35.31	35.10	35.46	34.68	35.16
	Index	100	101	101	102	99	101
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	8346	68	4357	36	3989	32
	Weighted (000)	42195	398	21137	219	21058	179
	Horz %	100.00	0.94	50.09	0.52	49.91	0.42
	Vert %	17.29	21.04	17.95	23.95	16.67	18.31
	Index	100	122	104	139	96	106
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	2161	21	1240	13	921	8
	Weighted (000)	10847	97	5916	54	4931	43
	Horz %	100.00	0.90	54.54	0.50	45.46	0.40
	Vert %	4.44	5.15	5.02	5.93	3.90	4.42
	Index	100	116	113	133	88	99

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

		U.S. Adults 18+	Adults18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)
					*		
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	13605	121	6181	44	7424	77
	Weighted (000)	66444	756	29038	264	37407	492
	Horz %	100.00	1.14	43.70	0.40	56.30	0.74
	Vert %	27.22	39.95	24.65	28.86	29.62	50.31
	Index	100	147	91	106	109	185
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37582	223	19374	107	18208	116
	Weighted (000)	186198	1410	90927	692	95271	718
	Horz %	100.00	0.76	48.83	0.37	51.17	0.39
	Vert %	76.28	74.50	77.20	75.71	75.43	73.37
	Index	100	98	101	99	99	96
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	6358	52	3918	29	2440	23
	Weighted (000)	32708	321	19546	179	13161	142
	Horz %	100.00	0.98	59.76	0.55	40.24	0.43
	Vert %	13.40	16.98	16.59	19.60	10.42	14.53
	Index	100	127	124	146	78	108
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1490	18	867	11	623	7
	Weighted (000)	7844	126	4568	89	3276	37
	Horz %	100.00	1.61	58.23	1.13	41.77	0.47
	Vert %	3.21	6.65	3.88	9.72	2.59	3.80
	Index	100	207	121	302	81	118
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	147	7619	58	8503	89
	Weighted (000)	79216	994	35906	417	43310	577
	Horz %	100.00	1.26	45.33	0.53	54.67	0.73
	Vert %	32.45	52.53	30.48	45.62	34.29	58.98
	Index	100	162	94	141	106	182
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	207	17663	97	16921	110
	Weighted (000)	172300	1228	83400	614	88900	614
	Horz %	100.00	0.71	48.40	0.36	51.60	0.36
	Vert %	70.59	64.89	70.81	67.18	70.39	62.76
	Index	100	92	100	95	100	89
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2377	31	1536	18	841	13
	Weighted (000)	13032	188	8169	107	4864	81
	Horz %	100.00	1.45	62.68	0.82	37.32	0.62
	Vert %	5.34	9.96	6.94	11.73	3.85	8.31
	Index	100	187	130	220	72	156
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1550	24	843	11	707	13
	Weighted (000)	8439	163	4527	76	3913	87
	Horz %	100.00	1.93	53.64	0.90	46.36	1.03
	Vert %	3.46	8.63	3.84	8.35	3.10	8.89
	Index	100	249	111	241	90	257
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	82	5526	51	3346	31
	Weighted (000)	37216	443	22205	302	15011	140
	Horz %	100.00	1.19	59.67	0.81	40.33	0.38
	Vert %	15.25	23.40	18.85	33.08	11.89	14.35
	Index	100	153	124	217	78	94
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	292	18015	132	17633	160
	Weighted (000)	180517	1849	87416	905	93101	944
	Horz %	100.00	1.02	48.43	0.50	51.57	0.52
	Vert %	73.96	97.69	74.22	99.02	73.71	96.44
	Index	100	132	100	134	100	130
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	302	19803	136	18821	166
	Weighted (000)	192537	1893	94151	914	98386	979
	Horz %	100.00	0.98	48.90	0.47	51.10	0.51
	Vert %	78.88	100.00	79.93	100.00	77.90	100.00
	Index	100	127	101	127	99	127

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

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			*		*		*
Ever Listen to Satellite Radio (SiriusXM)	Unwgttd	6808	17	3674	11	3134	6
	Weighted (000)	31804	104	15468	66	16336	38
	Horz %	100.00	0.33	48.63	0.21	51.37	0.12
	Vert %	13.03	5.52	13.13	7.24	12.93	3.91
	Index	100	42	101	56	99	30
Household Subscribes to Satellite (SiriusXM) Radio			*		*		*
	Unwgttd	9333	26	5019	12	4314	14
	Weighted (000)	45323	135	22079	72	23244	64
	Horz %	100.00	0.30	48.72	0.16	51.28	0.14
	Vert %	18.57	7.15	18.75	7.84	18.40	6.50
Any Vehicle Currently Owned/Leased Has Satellite Radio	Index	100	38	101	42	99	35
			*		*		*
	Unwgttd	15153	64	8170	34	6983	30
	Weighted (000)	76621	380	38271	176	38350	204
	Horz %	100.00	0.50	49.95	0.23	50.05	0.27
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Vert %	31.39	20.05	32.49	19.24	30.36	20.81
	Index	100	64	104	61	97	66
			*		*		*
	Unwgttd	12633	48	7086	19	5547	29
	Weighted (000)	64670	313	33579	111	31091	203
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Horz %	100.00	0.48	51.92	0.17	48.08	0.31
	Vert %	26.49	16.56	28.51	12.10	24.62	20.73
	Index	100	62	108	46	93	78
			*		*		*
	Unwgttd	7343	70	4033	33	3310	37
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Weighted (000)	36346	504	18766	244	17579	260
	Horz %	100.00	1.39	51.63	0.67	48.37	0.72
	Vert %	14.89	26.61	15.93	26.67	13.92	26.56
	Index	100	179	107	179	93	178
			*		*		*
Listening to Any Radio on the Internet/Online - Past Month	Unwgttd	19242	151	9763	66	9479	85
	Weighted (000)	97996	912	47386	392	50610	520
	Horz %	100.00	0.93	48.36	0.40	51.64	0.53
	Vert %	40.15	48.16	40.23	42.84	40.07	53.14
	Index	100	120	100	107	100	132
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*		*		*
	Unwgttd	21921	173	11253	75	10668	98
	Weighted (000)	110983	1072	54016	462	56967	609
	Horz %	100.00	0.97	48.67	0.42	51.33	0.55
	Vert %	45.47	56.62	45.86	50.57	45.10	62.27
Downloaded Music - Past Month	Index	100	125	101	111	99	137
			*		*		*
	Unwgttd	3452	16	1813	8	1639	8
	Weighted (000)	17001	107	8246	43	8755	64
	Horz %	100.00	0.63	48.51	0.26	51.49	0.37
Downloaded Podcasts/Engaged in Podcasting - Past Month	Vert %	6.97	5.66	7.00	4.75	6.93	6.50
	Index	100	81	101	68	100	93
			*		*		*
	Unwgttd	9054	55	4802	29	4252	26
	Weighted (000)	47933	328	24203	199	23730	129
Visited iHeartRadio site - Past Month	Horz %	100.00	0.68	50.49	0.42	49.51	0.27
	Vert %	19.64	17.30	20.55	21.77	18.79	13.14
	Index	100	88	105	111	96	67
			*		*		*
	Unwgttd	3700	13	2158	10	1542	3
Visited iHeartRadio site - Past Month	Weighted (000)	17081	63	9453	27	7628	36
	Horz %	100.00	0.37	55.34	0.16	44.66	0.21
	Vert %	7.00	3.33	8.03	2.98	6.04	3.66
	Index	100	48	115	43	86	52
			*		*		*
Visited iHeartRadio site - Past Month	Unwgttd	4412	38	2137	16	2275	22
	Weighted (000)	21989	213	9936	85	12053	128
	Horz %	100.00	0.97	45.19	0.39	54.81	0.58
	Vert %	9.01	11.28	8.44	9.35	9.54	13.08
	Index	100	125	94	104	106	145

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

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			*		*		*
Visited iTunes.com site - Past Month	Unwgted	8331	49	4228	27	4103	22
	Weighted (000)	40212	288	19546	165	20666	122
	Horz %	100.00	0.72	48.61	0.41	51.39	0.30
	Vert %	16.47	15.19	16.59	18.06	16.36	12.52
	Index	100	92	101	110	99	76
Visited Pandora.com site - Past Month	Unwgted	16996	148	8143	63	8853	85
	Weighted (000)	87700	929	39828	453	47872	476
	Horz %	100.00	1.06	45.41	0.52	54.59	0.54
	Vert %	35.93	49.11	33.81	49.61	37.90	48.64
	Index	100	137	94	138	105	135
Visited Spotify site - Past Month	Unwgted	6074	33	3265	12	2809	21
	Weighted (000)	32588	233	16510	83	16078	150
	Horz %	100.00	0.72	50.66	0.25	49.34	0.46
	Vert %	13.35	12.32	14.02	9.07	12.73	15.37
	Index	100	92	105	68	95	115
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	128	8133	57	8374	71
	Weighted (000)	83844	823	39387	423	44457	399
	Horz %	100.00	0.98	46.98	0.50	53.02	0.48
	Vert %	34.35	43.46	33.44	46.31	35.20	40.80
	Index	100	127	97	135	102	119
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	115	6987	51	6921	64
	Weighted (000)	70343	729	33619	369	36723	360
	Horz %	100.00	1.04	47.79	0.53	52.21	0.51
	Vert %	28.82	38.54	28.54	40.42	29.08	36.79
	Index	100	134	99	140	101	128
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	126	8480	56	8645	70
	Weighted (000)	86850	813	40962	409	45888	404
	Horz %	100.00	0.94	47.16	0.47	52.84	0.47
	Vert %	35.58	42.96	34.78	44.73	36.33	41.30
	Index	100	121	98	126	102	116
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	97	6657	44	6188	53
	Weighted (000)	65189	655	31982	339	33207	316
	Horz %	100.00	1.00	49.06	0.52	50.94	0.48
	Vert %	26.71	34.61	27.15	37.12	26.29	32.27
	Index	100	130	102	139	98	121
Most trusted media: Radio	Unwgted	4143	16	2212	9	1931	7
	Weighted (000)	21056	73	10937	40	10119	33
	Horz %	100.00	0.35	51.94	0.19	48.06	0.16
	Vert %	8.63	3.86	9.29	4.38	8.01	3.37
	Index	100	45	108	51	93	39
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	260	19503	120	19095	140
	Weighted (000)	190885	1646	91892	839	98994	806
	Horz %	100.00	0.86	48.14	0.44	51.86	0.42
	Vert %	78.20	86.96	78.02	91.83	78.38	82.41
	Index	100	111	100	117	100	105
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	207	15505	95	15169	112
	Weighted (000)	150599	1358	72409	709	78190	649
	Horz %	100.00	0.90	48.08	0.47	51.92	0.43
	Vert %	61.70	71.76	61.48	77.56	61.91	66.34
	Index	100	116	100	126	100	108
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	183	13432	78	12975	105
	Weighted (000)	129573	1221	63337	599	66237	622
	Horz %	100.00	0.94	48.88	0.46	51.12	0.48
	Vert %	53.09	64.49	53.77	65.54	52.44	63.51
	Index	100	121	101	123	99	120

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

		U.S. Adults 18+	Adults18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	208	15521	95	15246	113
	Weighted (000)	150356	1265	72364	676	77992	590
	Horz %	100.00	0.84	48.13	0.45	51.87	0.39
	Vert %	61.60	66.85	61.44	73.92	61.75	60.25
	Index	100	109	100	120	100	98
					*		
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	95	6007	34	7581	61
	Weighted (000)	72467	633	30905	256	41562	377
	Horz %	100.00	0.87	42.65	0.35	57.35	0.52
	Vert %	29.69	33.44	26.24	27.99	32.91	38.52
	Index	100	113	88	94	111	130
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	171	12125	78	12089	93
	Weighted (000)	122899	1174	58920	601	63979	573
	Horz %	100.00	0.95	47.94	0.49	52.06	0.47
	Vert %	50.35	62.01	50.02	65.75	50.66	58.52
	Index	100	123	99	131	101	116
					*		*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	58	4271	24	3932	34
	Weighted (000)	41009	333	20395	137	20614	196
	Horz %	100.00	0.81	49.73	0.33	50.27	0.48
	Vert %	16.80	17.57	17.32	14.94	16.32	20.03
	Index	100	105	103	89	97	119
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	134	10375	67	10051	67
	Weighted (000)	102185	805	50170	450	52014	354
	Horz %	100.00	0.79	49.10	0.44	50.90	0.35
	Vert %	41.86	42.52	42.59	49.27	41.18	36.21
	Index	100	102	102	118	98	86
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	154	12786	76	11032	78
	Weighted (000)	120635	1002	61633	525	59003	476
	Horz %	100.00	0.83	51.09	0.44	48.91	0.39
	Vert %	49.42	52.92	52.33	57.49	46.72	48.65
	Index	100	107	106	116	95	98
			*		*		*
Downloaded a TV Program - Past Month	Unwgted	2514	18	1488	10	1026	8
	Weighted (000)	11768	72	6862	39	4906	34
	Horz %	100.00	0.62	58.31	0.33	41.69	0.29
	Vert %	4.82	3.82	5.83	4.22	3.88	3.46
	Index	100	79	121	87	81	72
					*		*
Watched a TV Program Online - Past Month	Unwgted	8915	52	4794	22	4121	30
	Weighted (000)	43431	324	22357	137	21075	187
	Horz %	100.00	0.75	51.48	0.32	48.52	0.43
	Vert %	17.79	17.10	18.98	14.97	16.69	19.09
	Index	100	96	107	84	94	107
					*		*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	62	4824	22	4962	40
	Weighted (000)	47213	317	22102	102	25111	214
	Horz %	100.00	0.67	46.81	0.22	53.19	0.45
	Vert %	19.34	16.74	18.76	11.21	19.88	21.91
	Index	100	87	97	58	103	113
			*		*		*
Looked at TV Listings Online - Past Month	Unwgted	5331	45	2875	22	2456	23
	Weighted (000)	24808	276	12867	149	11941	127
	Horz %	100.00	1.11	51.87	0.60	48.13	0.51
	Vert %	10.16	14.59	10.92	16.35	9.45	12.95
	Index	100	144	107	161	93	127
Household Subscribes to Cable TV	Unwgted	22534	181	10957	73	11577	108
	Weighted (000)	109088	1073	50697	414	58392	659
	Horz %	100.00	0.98	46.47	0.38	53.53	0.60
	Vert %	44.69	56.69	43.04	45.28	46.23	67.35
	Index	100	127	96	101	103	151

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

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Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgttd	37894	257	19081	114	18813	143
	Weighted (000)	188357	1619	89899	798	98458	821
	Horz %	100.00	0.86	47.73	0.42	52.27	0.44
	Vert %	77.17	85.55	76.32	87.33	77.96	83.89
	Index	100	111	99	113	101	109
Viewed Any Cable TV (Including Pay) - Past Week	Unwgttd	36344	253	18395	114	17949	139
	Weighted (000)	180739	1588	86452	798	94287	790
	Horz %	100.00	0.88	47.83	0.44	52.17	0.44
	Vert %	74.05	83.92	73.40	87.33	74.65	80.73
	Index	100	113	99	118	101	109
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgttd	26301	201	13744	90	12557	111
	Weighted (000)	131456	1287	65357	670	66099	618
	Horz %	100.00	0.98	49.72	0.51	50.28	0.47
	Vert %	53.86	68.02	55.49	73.26	52.34	63.12
	Index	100	126	103	136	97	117
Viewed Any Premium Cable Channels - Past Month	Unwgttd	15801	119	8571	56	7230	63
	Weighted (000)	75868	705	39018	339	36850	366
	Horz %	100.00	0.93	51.43	0.45	48.57	0.48
	Vert %	31.08	37.24	33.13	37.07	29.18	37.40
	Index	100	120	107	119	94	120
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgttd	5693	47	3175	23	2518	24
	Weighted (000)	27121	287	14383	164	12737	123
	Horz %	100.00	1.06	53.03	0.60	46.97	0.45
	Vert %	11.11	15.14	12.21	17.89	10.09	12.57
	Index	100	136	110	161	91	113
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgttd	13030	72	6519	36	6511	36
	Weighted (000)	59121	364	27723	180	31399	183
	Horz %	100.00	0.62	46.89	0.31	53.11	0.31
	Vert %	24.22	19.22	23.54	19.75	24.86	18.73
	Index	100	79	97	82	103	77
Household Has a Satellite Dish	Unwgttd	10843	33	5773	21	5070	12
	Weighted (000)	61939	313	30806	246	31133	67
	Horz %	100.00	0.51	49.74	0.40	50.26	0.11
	Vert %	25.38	16.53	26.15	26.86	24.65	6.89
	Index	100	65	103	106	97	27
Household Has a Digital Video Recorder (DVR)	Unwgttd	23728	117	12159	57	11569	60
	Weighted (000)	116768	741	56214	392	60553	349
	Horz %	100.00	0.63	48.14	0.34	51.86	0.30
	Vert %	47.84	39.15	47.73	42.84	47.94	35.70
	Index	100	82	100	90	100	75
Any Internet/Online Activity - Past Month	Unwgttd	42373	262	21479	117	20894	145
	Weighted (000)	208554	1587	100358	725	108196	862
	Horz %	100.00	0.76	48.12	0.35	51.88	0.41
	Vert %	85.44	83.87	85.20	79.30	85.67	88.14
	Index	100	98	100	93	100	103
Played Games Online - Past Month	Unwgttd	13852	81	6886	35	6966	46
	Weighted (000)	73850	389	36139	194	37711	195
	Horz %	100.00	0.53	48.94	0.26	51.06	0.26
	Vert %	30.26	20.54	30.68	21.19	29.86	19.94
	Index	100	68	101	70	99	66
Downloaded a Video Game - Past Month	Unwgttd	5083	36	3219	21	1864	15
	Weighted (000)	28601	162	17857	77	10744	84
	Horz %	100.00	0.57	62.43	0.27	37.57	0.30
	Vert %	11.72	8.55	15.16	8.48	8.51	8.63
	Index	100	73	129	72	73	74

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			*		*		*
Downloaded a Movie - Past Month	Unwgted	4447	30	2686	17	1761	13
	Weighted (000)	21989	213	13002	120	8988	93
	Horz %	100.00	0.97	59.13	0.54	40.87	0.42
	Vert %	9.01	11.23	11.04	13.09	7.12	9.49
	Index	100	125	123	145	79	105
Watched a Movie Online - Past Month	Unwgted	11540	93	6607	46	4933	47
	Weighted (000)	58047	572	31657	260	26390	313
	Horz %	100.00	0.99	54.54	0.45	45.46	0.54
	Vert %	23.78	30.25	26.88	28.43	20.89	31.95
	Index	100	127	113	120	88	134
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	76	5966	36	4063	40
	Weighted (000)	50248	409	28918	223	21330	186
	Horz %	100.00	0.81	57.55	0.44	42.45	0.37
	Vert %	20.59	21.59	24.55	24.36	16.89	19.01
	Index	100	105	119	118	82	92
Visited a Chat Room - Past Month	Unwgted	2194	18	1304	10	890	8
	Weighted (000)	10601	98	6275	68	4326	30
	Horz %	100.00	0.93	59.20	0.65	40.80	0.28
	Vert %	4.34	5.20	5.33	7.49	3.42	3.06
	Index	100	120	123	172	79	70
Used e-Mail - Past Month	Unwgted	37148	211	18452	97	18696	114
	Weighted (000)	177506	1278	82663	580	94843	697
	Horz %	100.00	0.72	46.57	0.33	53.43	0.39
	Vert %	72.72	67.50	70.18	63.48	75.09	71.26
	Index	100	93	97	87	103	98
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	227	13749	99	15335	128
	Weighted (000)	148723	1411	66365	643	82359	768
	Horz %	100.00	0.95	44.62	0.43	55.38	0.52
	Vert %	60.93	74.58	56.34	70.39	65.21	78.49
	Index	100	122	92	116	107	129
Visited Online Blogs - Past Month	Unwgted	6650	20	3248	10	3402	10
	Weighted (000)	32542	82	14793	48	17749	34
	Horz %	100.00	0.25	45.46	0.15	54.54	0.10
	Vert %	13.33	4.33	12.56	5.29	14.05	3.44
	Index	100	32	94	40	105	26
Wrote an Online Blog - Past Month	Unwgted	1215	6	626	3	589	3
	Weighted (000)	5810	29	2813	15	2997	14
	Horz %	100.00	0.51	48.42	0.27	51.58	0.24
	Vert %	2.38	1.55	2.39	1.69	2.37	1.42
	Index	100	65	100	71	100	60
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	26	2036	13	2049	13
	Weighted (000)	20569	153	9626	71	10943	82
	Horz %	100.00	0.74	46.80	0.35	53.20	0.40
	Vert %	8.43	8.09	8.17	7.79	8.66	8.37
	Index	100	96	97	92	103	99
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	247	18156	107	18631	140
	Weighted (000)	184180	1498	86438	670	97741	827
	Horz %	100.00	0.81	46.93	0.36	53.07	0.45
	Vert %	75.46	79.14	73.39	73.35	77.39	84.55
	Index	100	105	97	97	103	112
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	223	13748	90	16196	133
	Weighted (000)	152016	1356	66499	565	85517	792
	Horz %	100.00	0.89	43.75	0.37	56.25	0.52
	Vert %	62.28	71.67	56.46	61.77	67.71	80.92
	Index	100	115	91	99	109	130

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			*		*		*
Foursquare	Unwgt	259	3	127	0	132	3
	Weighted (000)	1096	4	542	0	554	4
	Horz %	100.00	0.34	49.44	0.00	50.56	0.34
	Vert %	0.45	0.20	0.46	0.00	0.44	0.38
	Index	100	44	102	0	98	85
							*
Google + (Google Plus)	Unwgt	7523	64	3548	29	3975	35
	Weighted (000)	37002	360	16517	156	20485	204
	Horz %	100.00	0.97	44.64	0.42	55.36	0.55
	Vert %	15.16	19.00	14.02	17.08	16.22	20.80
	Index	100	125	93	113	107	137
							*
Instagram	Unwgt	11180	106	4771	32	6409	74
	Weighted (000)	59923	591	24271	187	35652	405
	Horz %	100.00	0.99	40.50	0.31	59.50	0.68
	Vert %	24.55	31.24	20.61	20.42	28.23	41.34
	Index	100	127	84	83	115	168
			*		*		*
LinkedIn	Unwgt	7899	20	4439	11	3460	9
	Weighted (000)	31599	112	17071	65	14527	47
	Horz %	100.00	0.35	54.03	0.21	45.97	0.15
	Vert %	12.95	5.92	14.49	7.16	11.50	4.77
	Index	100	46	112	55	89	37
			*		*		*
Pinterest	Unwgt	9299	41	1975	10	7324	31
	Weighted (000)	49108	250	9190	63	39919	188
	Horz %	100.00	0.51	18.71	0.13	81.29	0.38
	Vert %	20.12	13.23	7.80	6.87	31.61	19.18
	Index	100	66	39	34	157	95
			*		*		*
Tumblr	Unwgt	1737	8	1029	7	708	1
	Weighted (000)	9309	50	4915	48	4394	3
	Horz %	100.00	0.54	52.80	0.51	47.20	0.03
	Vert %	3.81	2.66	4.17	5.22	3.48	0.26
	Index	100	70	109	137	91	7
			*		*		*
Twitter	Unwgt	6507	30	3592	14	2915	16
	Weighted (000)	32509	155	16927	68	15583	87
	Horz %	100.00	0.48	52.07	0.21	47.93	0.27
	Vert %	13.32	8.19	14.37	7.47	12.34	8.85
	Index	100	61	108	56	93	66
			*		*		*
Yelp	Unwgt	4238	16	2031	8	2207	8
	Weighted (000)	17049	64	7651	37	9398	27
	Horz %	100.00	0.38	44.88	0.22	55.12	0.16
	Vert %	6.98	3.40	6.50	4.10	7.44	2.75
	Index	100	49	93	59	107	39
			*		*		*
YouTube	Unwgt	24878	175	13348	81	11530	94
	Weighted (000)	125197	1010	64072	473	61125	537
	Horz %	100.00	0.81	51.18	0.38	48.82	0.43
	Vert %	51.29	53.36	54.40	51.76	48.40	54.85
	Index	100	104	106	101	94	107
			*		*		*
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt	19391	148	7934	49	11457	99
	Weighted (000)	98998	872	37956	309	61042	563
	Horz %	100.00	0.88	38.34	0.31	61.66	0.57
	Vert %	40.56	46.09	32.22	33.83	48.33	57.53
	Index	100	114	79	83	119	142
			*		*		*
"Follow" or become a "fan of" something or someone	Unwgt	9880	61	4289	19	5591	42
	Weighted (000)	51999	318	21230	87	30768	231
	Horz %	100.00	0.61	40.83	0.17	59.17	0.44
	Vert %	21.30	16.82	18.02	9.54	24.36	23.63
	Index	100	79	85	45	114	111

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					*		*
Clicked on an advertisement	Unwgt'd	7250	55	3332	19	3918	36
	Weighted (000)	34609	341	14941	141	19669	200
	Horz %	100.00	0.99	43.17	0.41	56.83	0.58
	Vert %	14.18	18.02	12.68	15.47	15.57	20.40
	Index	100	127	89	109	110	144
Watched a video	Unwgt'd	23931	168	12520	72	11411	96
	Weighted (000)	121821	991	60888	449	60933	542
	Horz %	100.00	0.81	49.98	0.37	50.02	0.45
	Vert %	49.91	52.36	51.69	49.07	48.25	55.43
	Index	100	105	104	98	97	111
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	10	404	1	1238	9
	Weighted (000)	7736	49	1683	2	6052	47
	Horz %	100.00	0.63	21.76	0.02	78.24	0.61
	Vert %	3.17	2.57	1.43	0.20	4.79	4.78
	Index	100	81	45	6	151	151
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	265	20163	116	20017	149
	Weighted (000)	200974	1592	95462	716	105511	876
	Horz %	100.00	0.79	47.50	0.36	52.50	0.44
	Vert %	82.34	84.13	81.05	78.35	83.54	89.54
	Index	100	102	98	95	101	109
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	182	10025	76	10927	106
	Weighted (000)	106707	1145	47788	481	58918	664
	Horz %	100.00	1.07	44.78	0.45	55.22	0.62
	Vert %	43.72	60.49	40.57	52.65	46.65	67.82
	Index	100	138	93	120	107	155
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	158	9447	69	9892	89
	Weighted (000)	97935	936	44522	406	53413	530
	Horz %	100.00	0.96	45.46	0.41	54.54	0.54
	Vert %	40.12	49.48	37.80	44.45	42.29	54.18
	Index	100	123	94	111	105	135
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	200	12866	91	11859	109
	Weighted (000)	126500	1202	62393	547	64107	655
	Horz %	100.00	0.95	49.32	0.43	50.68	0.52
	Vert %	51.83	63.49	52.97	59.81	50.76	66.93
	Index	100	123	102	115	98	129
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	126	7823	54	7874	72
	Weighted (000)	84080	724	39914	321	44166	403
	Horz %	100.00	0.86	47.47	0.38	52.53	0.48
	Vert %	34.45	38.27	33.89	35.13	34.97	41.20
	Index	100	111	98	102	102	120
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	108	6471	46	5155	62
	Weighted (000)	61092	742	32067	307	29025	435
	Horz %	100.00	1.21	52.49	0.50	47.51	0.71
	Vert %	25.03	39.20	27.22	33.55	22.98	44.48
	Index	100	157	109	134	92	178
Used a Mobile "App" - Past Month	Unwgt'd	25794	178	13219	74	12575	104
	Weighted (000)	128777	1051	62189	431	66588	620
	Horz %	100.00	0.82	48.29	0.33	51.71	0.48
	Vert %	52.76	55.52	52.80	47.13	52.72	63.37
	Index	100	105	100	89	100	120
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	42	5777	21	5135	21
	Weighted (000)	50128	259	24847	144	25281	115
	Horz %	100.00	0.52	49.57	0.29	50.43	0.23
	Vert %	20.54	13.67	21.10	15.77	20.02	11.70
	Index	100	67	103	77	97	57

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

		U.S. Adults 18+	Adults18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)
					*		*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgttd	14245	55	6852	23	7393	32
	Weighted (000)	67106	415	30235	182	36871	233
	Horz %	100.00	0.62	45.05	0.27	54.95	0.35
	Vert %	27.49	21.92	25.67	19.86	29.19	23.83
	Index	100	80	93	72	106	87
							*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgttd	19488	90	10461	54	9027	36
	Weighted (000)	91290	515	46056	352	45234	162
	Horz %	100.00	0.56	50.45	0.39	49.55	0.18
	Vert %	37.40	27.19	39.10	38.56	35.82	16.56
	Index	100	73	105	103	96	44
			*		*		*
Read Classified Advertising in Weekday Newspaper	Unwgttd	3772	19	1751	5	2021	14
	Weighted (000)	20084	131	9059	33	11024	98
	Horz %	100.00	0.65	45.11	0.17	54.89	0.49
	Vert %	8.23	6.94	7.69	3.66	8.73	10.01
	Index	100	84	93	45	106	122
			*		*		*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgttd	3758	21	1675	5	2083	16
	Weighted (000)	19510	154	8252	22	11258	132
	Horz %	100.00	0.79	42.30	0.11	57.70	0.68
	Vert %	7.99	8.13	7.01	2.39	8.91	13.49
	Index	100	102	88	30	112	169
			*		*		*
Read Advertisements in Weekday Newspaper	Unwgttd	3812	21	1663	10	2149	11
	Weighted (000)	17916	183	7281	88	10635	95
	Horz %	100.00	1.02	40.64	0.49	59.36	0.53
	Vert %	7.34	9.67	6.18	9.58	8.42	9.75
	Index	100	132	84	131	115	133
			*		*		*
Read Advertisements in Sunday/Weekend Newspaper	Unwgttd	4633	19	1918	8	2715	11
	Weighted (000)	22092	90	8259	44	13833	46
	Horz %	100.00	0.41	37.38	0.20	62.62	0.21
	Vert %	9.05	4.76	7.01	4.86	10.95	4.66
	Index	100	53	77	54	121	51
			*		*		*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgttd	5068	16	2004	7	3064	9
	Weighted (000)	23852	128	8816	50	15037	78
	Horz %	100.00	0.54	36.96	0.21	63.04	0.33
	Vert %	9.77	6.74	7.48	5.47	11.91	7.94
	Index	100	69	77	56	122	81
			*		*		*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgttd	7203	21	2739	4	4464	17
	Weighted (000)	34013	143	11663	27	22350	116
	Horz %	100.00	0.42	34.29	0.08	65.71	0.34
	Vert %	13.93	7.57	9.90	2.98	17.70	11.85
	Index	100	54	71	21	127	85
			*		*		*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgttd	4191	17	2044	8	2147	9
	Weighted (000)	20652	94	9419	40	11233	54
	Horz %	100.00	0.45	45.61	0.19	54.39	0.26
	Vert %	8.46	4.95	8.00	4.37	8.89	5.49
	Index	100	58	95	52	105	65
			*		*		*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgttd	9539	39	4401	22	5138	17
	Weighted (000)	47372	245	20433	131	26940	115
	Horz %	100.00	0.52	43.13	0.28	56.87	0.24
	Vert %	19.41	12.96	17.35	14.29	21.33	11.71
	Index	100	67	89	74	110	60
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

		U.S. Adults 18+	Adults18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Tropical (subset of "Hispanic") (Monday-Sunday 24-hour cume)
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
		*	*	*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
					*		*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgttd	8175	60	4333	30	3842	30
	Weighted (000)	42062	370	21099	195	20963	175
	Horz %	100.00	0.88	50.16	0.46	49.84	0.42
	Vert %	17.23	19.55	17.91	21.35	16.60	17.88
	Index	100	113	104	124	96	104
					*		*
Have Seen Video Ads in Drug Stores - Past Month	Unwgttd	5434	54	2941	27	2493	27
	Weighted (000)	27750	396	14430	211	13321	185
	Horz %	100.00	1.43	52.00	0.76	48.00	0.67
	Vert %	11.37	20.93	12.25	23.12	10.55	18.88
	Index	100	184	108	203	93	166
			*		*		*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgttd	5425	46	3143	25	2282	21
	Weighted (000)	27941	313	15561	184	12381	129
	Horz %	100.00	1.12	55.69	0.66	44.31	0.46
	Vert %	11.45	16.52	13.21	20.14	9.80	13.14
	Index	100	144	115	176	86	115
			*		*		*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgttd	5807	38	3195	19	2612	19
	Weighted (000)	30170	232	15891	122	14279	110
	Horz %	100.00	0.77	52.67	0.41	47.33	0.37
	Vert %	12.36	12.28	13.49	13.37	11.31	11.26
	Index	100	99	109	108	91	91
			*		*		*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgttd	5047	39	2853	22	2194	17
	Weighted (000)	24469	281	13265	132	11204	149
	Horz %	100.00	1.15	54.21	0.54	45.79	0.61
	Vert %	10.02	14.87	11.26	14.48	8.87	15.23
	Index	100	148	112	144	88	152
			*		*		*
Have Seen Video Ads in Other Stores - Past Month	Unwgttd	4572	36	2629	19	1943	17
	Weighted (000)	23484	222	12984	121	10501	101
	Horz %	100.00	0.95	55.29	0.52	44.71	0.43
	Vert %	9.62	11.75	11.02	13.29	8.31	10.31
	Index	100	122	115	138	86	107
			*		*		*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgttd	6133	45	3320	22	2813	23
	Weighted (000)	30556	299	15761	152	14795	147
	Horz %	100.00	0.98	51.58	0.50	48.42	0.48
	Vert %	12.52	15.77	13.38	16.62	11.71	14.98
	Index	100	126	107	133	94	120
			*		*		*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgttd	4212	34	2599	23	1613	11
	Weighted (000)	21008	236	12638	157	8370	79
	Horz %	100.00	1.12	60.16	0.75	39.84	0.38
	Vert %	8.61	12.46	10.73	17.14	6.63	8.08
	Index	100	145	125	199	77	94

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

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			*		*		*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	44	3444	29	2590	15
	Weighted (000)	31175	310	16942	199	14234	112
	Horz %	100.00	0.99	54.34	0.64	45.66	0.36
	Vert %	12.77	16.39	14.38	21.73	11.27	11.40
	Index	100	128	113	170	88	89
			*		*		*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	38	2539	26	2072	12
	Weighted (000)	23019	258	12109	172	10909	87
	Horz %	100.00	1.12	52.61	0.75	47.39	0.38
	Vert %	9.43	13.65	10.28	18.77	8.64	8.87
	Index	100	145	109	199	92	94
			*		*		*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	4016	31	2310	18	1706	13
	Weighted (000)	19382	217	10885	122	8496	95
	Horz %	100.00	1.12	56.16	0.63	43.84	0.49
	Vert %	7.94	11.46	9.24	13.38	6.73	9.67
	Index	100	144	116	168	85	122
			*		*		*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5499	46	2788	23	2711	23
	Weighted (000)	27407	359	13342	180	14066	179
	Horz %	100.00	1.31	48.68	0.66	51.32	0.65
	Vert %	11.23	18.97	11.33	19.69	11.14	18.31
	Index	100	169	101	175	99	163
			*		*		*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	3929	39	2363	26	1566	13
	Weighted (000)	17909	290	10424	188	7485	102
	Horz %	100.00	1.62	58.21	1.05	41.79	0.57
	Vert %	7.34	15.32	8.85	20.53	5.93	10.45
	Index	100	209	121	280	81	142
			*		*		*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8390	54	4916	36	3474	18
	Weighted (000)	41042	325	22712	186	18330	138
	Horz %	100.00	0.79	55.34	0.45	44.66	0.34
	Vert %	16.81	17.16	19.28	20.40	14.51	14.14
	Index	100	102	115	121	86	84
			*		*		*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3669	42	2128	28	1541	14
	Weighted (000)	18065	290	10099	207	7966	83
	Horz %	100.00	1.60	55.90	1.14	44.10	0.46
	Vert %	7.40	15.31	8.57	22.60	6.31	8.51
	Index	100	207	116	305	85	115
			*		*		*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3552	42	2086	25	1466	17
	Weighted (000)	16785	268	9475	163	7310	105
	Horz %	100.00	1.59	56.45	0.97	43.55	0.62
	Vert %	6.88	14.14	8.04	17.82	5.79	10.70
	Index	100	206	117	259	84	156
			*		*		*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5092	45	2889	28	2203	17
	Weighted (000)	25878	330	13824	225	12053	105
	Horz %	100.00	1.28	53.42	0.87	46.58	0.41
	Vert %	10.60	17.44	11.74	24.60	9.54	10.75
	Index	100	164	111	232	90	101
			*		*		*
Have Seen Ads on Billboards - Past Month	Unwgt'd	23703	119	12315	65	11388	54
	Weighted (000)	117973	732	57972	352	60001	381
	Horz %	100.00	0.62	49.14	0.30	50.86	0.32
	Vert %	48.33	38.69	49.22	38.46	47.51	38.91
	Index	100	80	102	80	98	81
			*		*		*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	10886	91	5916	46	4970	45
	Weighted (000)	50330	513	26109	241	24221	272
	Horz %	100.00	1.02	51.88	0.48	48.12	0.54
	Vert %	20.62	27.08	22.17	26.34	19.18	27.78
	Index	100	131	108	128	93	135

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

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						*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7328	76	4174	43	3154	33
	Weighted (000)	32843	458	18004	253	14838	204
	Horz %	100.00	1.39	54.82	0.77	45.18	0.62
	Vert %	13.46	24.17	15.29	27.70	11.75	20.88
	Index	100	180	114	206	87	155
			*		*		*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3849	44	2254	25	1595	19
	Weighted (000)	17102	299	9977	163	7125	137
	Horz %	100.00	1.75	58.34	0.95	41.66	0.80
	Vert %	7.01	15.82	8.47	17.79	5.64	13.98
	Index	100	226	121	254	81	200
			*		*		*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	5892	60	3558	40	2334	20
	Weighted (000)	26219	385	15564	252	10655	133
	Horz %	100.00	1.47	59.36	0.96	40.64	0.51
	Vert %	10.74	20.35	13.21	27.57	8.44	13.60
	Index	100	189	123	257	79	127
			*		*		*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	3008	37	1859	22	1149	15
	Weighted (000)	14451	254	8852	155	5599	99
	Horz %	100.00	1.76	61.25	1.07	38.75	0.69
	Vert %	5.92	13.41	7.52	16.92	4.43	10.14
	Index	100	227	127	286	75	171
			*		*		*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7405	52	4598	31	2807	21
	Weighted (000)	36191	337	21726	210	14466	127
	Horz %	100.00	0.93	60.03	0.58	39.97	0.35
	Vert %	14.83	17.81	18.45	23.01	11.45	12.95
	Index	100	120	124	155	77	87
			*		*		*
Have Seen Ads on Postcards - Past Month	Unwgt'd	5576	32	2856	21	2720	11
	Weighted (000)	26312	223	13258	134	13054	89
	Horz %	100.00	0.85	50.39	0.51	49.61	0.34
	Vert %	10.78	11.78	11.26	14.63	10.34	9.13
	Index	100	109	104	136	96	85
			*		*		*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	13421	84	6893	46	6528	38
	Weighted (000)	66442	486	32223	255	34219	230
	Horz %	100.00	0.73	48.50	0.38	51.50	0.35
	Vert %	27.22	25.66	27.36	27.95	27.09	23.53
	Index	100	94	101	103	100	86
			*		*		*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8606	55	4572	30	4034	25
	Weighted (000)	42087	332	21394	186	20693	146
	Horz %	100.00	0.79	50.83	0.44	49.17	0.35
	Vert %	17.24	17.56	18.16	20.36	16.38	14.95
	Index	100	102	105	118	95	87
			*		*		*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	10943	64	5666	36	5277	28
	Weighted (000)	53139	387	26487	198	26653	189
	Horz %	100.00	0.73	49.84	0.37	50.16	0.36
	Vert %	21.77	20.44	22.49	21.65	21.10	19.32
	Index	100	94	103	99	97	89
			*		*		*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	75	7927	39	7244	36
	Weighted (000)	76102	420	37939	236	38163	184
	Horz %	100.00	0.55	49.85	0.31	50.15	0.24
	Vert %	31.18	22.21	32.21	25.82	30.22	18.84
	Index	100	71	103	83	97	60
			*		*		*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	76	5402	36	5185	40
	Weighted (000)	52205	489	25466	210	26739	280
	Horz %	100.00	0.94	48.78	0.40	51.22	0.54
	Vert %	21.39	25.85	21.62	22.94	21.17	28.57
	Index	100	121	101	107	99	134

RAB/GFK MRI RADIO FORMAT PROFILE: TROPICAL

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					*		*
Have Seen Infomercials - Past Month	Unwgttd	9871	70	5073	38	4798	32
	Weighted (000)	49119	485	24353	285	24766	200
	Horz %	100.00	0.99	49.58	0.58	50.42	0.41
	Vert %	20.12	25.60	20.68	31.18	19.61	20.39
	Index	100	127	103	155	97	101
					*		*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgttd	19632	89	9597	48	10035	41
	Weighted (000)	96299	665	44442	341	51856	324
	Horz %	100.00	0.69	46.15	0.35	53.85	0.34
	Vert %	39.45	35.13	37.73	37.27	41.06	33.14
	Index	100	89	96	94	104	84
			*		*		*
Have Seen Product Placement in Video Games - Past Month	Unwgttd	4596	36	2751	19	1845	17
	Weighted (000)	24167	305	14376	152	9791	153
	Horz %	100.00	1.26	59.49	0.63	40.51	0.63
	Vert %	9.90	16.13	12.21	16.64	7.75	15.66
	Index	100	163	123	168	78	158
Have Seen Product Placement in TV Shows - Past Month	Unwgttd	17823	115	9209	55	8614	60
	Weighted (000)	88092	819	43604	377	44489	442
	Horz %	100.00	0.93	49.50	0.43	50.50	0.50
	Vert %	36.09	43.26	37.02	41.22	35.22	45.16
	Index	100	120	103	114	98	125
					*		*
Have Seen Product Placement in Movies - Past Month	Unwgttd	11248	66	6124	38	5124	28
	Weighted (000)	56256	444	29146	226	27110	218
	Horz %	100.00	0.79	51.81	0.40	48.19	0.39
	Vert %	23.05	23.45	24.75	24.75	21.46	22.24
	Index	100	102	107	107	93	97