

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	2414	24457	1035	23711	1379
5		Weighted (000)	238155	10854	114766	4643	123389	6211
6		Horz %	100.00	4.56	48.19	1.95	51.81	2.61
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9								*
10	Male	Unwgted	24457	1035	24457	1035	0	0
11		Weighted (000)	114766	4643	114766	4643	0	0
12		Horz %	100.00	4.05	100.00	4.05	0.00	0.00
13		Vert %	48.19	42.78	100.00	100.00	0.00	0.00
14		Index	100	89	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	1379	0	0	23711	1379
17		Weighted (000)	123389	6211	0	0	123389	6211
18		Horz %	100.00	5.03	0.00	0.00	100.00	5.03
19		Vert %	51.81	57.22	0.00	0.00	100.00	100.00
20		Index	100	110	0	0	193	193
21								
22	Age 18-24	Unwgted	3835	171	2176	98	1659	73
23		Weighted (000)	30197	1190	15211	596	14986	594
24		Horz %	100.00	3.94	50.37	1.97	49.63	1.97
25		Vert %	12.68	10.96	13.25	12.83	12.15	9.57
26		Index	100	86	105	101	96	75
27								
28	Age 25-34	Unwgted	7986	503	4052	163	3934	340
29		Weighted (000)	42012	2331	20869	787	21143	1543
30		Horz %	100.00	5.55	49.67	1.87	50.33	3.67
31		Vert %	17.64	21.47	18.18	16.96	17.14	24.84
32		Index	100	122	103	96	97	141
33								
34	Age 35-44	Unwgted	8452	502	4443	223	4009	279
35		Weighted (000)	40087	2114	19682	986	20405	1128
36		Horz %	100.00	5.27	49.10	2.46	50.90	2.81
37		Vert %	16.83	19.48	17.15	21.23	16.54	18.17
38		Index	100	116	102	126	98	108
39								
40	Age 45-54	Unwgted	9050	600	4578	253	4472	347
41		Weighted (000)	43666	2623	21286	1162	22380	1461
42		Horz %	100.00	6.01	48.75	2.66	51.25	3.35
43		Vert %	18.33	24.17	18.55	25.04	18.14	23.52
44		Index	100	132	101	137	99	128
45								
46	Age 55-64	Unwgted	8207	418	4240	182	3967	236
47		Weighted (000)	38818	1762	18503	711	20315	1052
48		Horz %	100.00	4.54	47.67	1.83	52.33	2.71
49		Vert %	16.30	16.24	16.12	15.31	16.46	16.93
50		Index	100	100	99	94	101	104
51								
52	Age 65+	Unwgted	10638	220	4968	116	5670	104
53		Weighted (000)	43374	834	19215	401	24160	433
54		Horz %	100.00	1.92	44.30	0.92	55.70	1.00
55		Vert %	18.21	7.68	16.74	8.63	19.58	6.97
56		Index	100	42	92	47	108	38

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2								
57								
58		Unwgted	46644	2343	23528	992	23116	1351
59	Age 21+	Weighted (000)	225241	10304	107990	4382	117251	5923
60		Horz %	100.00	4.57	47.94	1.95	52.06	2.63
61		Vert %	94.58	94.94	94.10	94.38	95.03	95.36
62		Index	100	100	99	100	100	101
63								
64	Age 18-34	Unwgted	11821	674	6228	261	5593	413
65		Weighted (000)	72209	3521	36080	1383	36129	2137
66		Horz %	100.00	4.88	49.97	1.92	50.03	2.96
67		Vert %	30.32	32.44	31.44	29.79	29.28	34.41
68		Index	100	107	104	98	97	113
69								
70	Age 18-49	Unwgted	24702	1482	12939	620	11763	862
71		Weighted (000)	133505	6949	66134	3006	67371	3943
72		Horz %	100.00	5.21	49.54	2.25	50.46	2.95
73		Vert %	56.06	64.03	57.63	64.75	54.60	63.48
74		Index	100	114	103	116	97	113
75								
76	Age 25-54	Unwgted	25488	1605	13073	639	12415	966
77		Weighted (000)	125765	7068	61837	2935	63928	4132
78		Horz %	100.00	5.62	49.17	2.33	50.83	3.29
79		Vert %	52.81	65.12	53.88	63.23	51.81	66.53
80		Index	100	123	102	120	98	126
81								
82	Age 35-64	Unwgted	25709	1520	13261	658	12448	862
83		Weighted (000)	122571	6499	59471	2859	63100	3641
84		Horz %	100.00	5.30	48.52	2.33	51.48	2.97
85		Vert %	51.47	59.88	51.82	61.57	51.14	58.62
86		Index	100	116	101	120	99	114
87								
88	Age 50+	Unwgted	23466	932	11518	415	11948	517
89		Weighted (000)	104649	3904	48631	1636	56018	2268
90		Horz %	100.00	3.73	46.47	1.56	53.53	2.17
91		Vert %	43.94	35.97	42.37	35.25	45.40	36.52
92		Index	100	82	96	80	103	83
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	43.90	45.80	44.50	47.40	43.50
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	35231	315	17988	130	17243	185
101		Weighted (000)	176436	1436	85107	628	91329	808
102		Horz %	100.00	0.81	48.24	0.36	51.76	0.46
103		Vert %	74.08	13.23	74.16	13.53	74.02	13.00
104		Index	100	18	100	18	100	18
105								
106	Race: Black/African-American Only	Unwgted	5807	1810	2719	770	3088	1040
107		Weighted (000)	28531	8414	13037	3517	15494	4897
108		Horz %	100.00	29.49	45.69	12.33	54.31	17.16
109		Vert %	11.98	77.52	11.36	75.76	12.56	78.84
110		Index	100	647	95	632	105	658

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2								
111				*		*		*
112								
113	Race: Asian	Unwgted	2180	39	1128	15	1052	24
113		Weighted (000)	7671	134	3482	45	4189	89
114		Horz %	100.00	1.75	45.39	0.58	54.61	1.16
115		Vert %	3.22	1.23	3.03	0.96	3.39	1.44
116		Index	100	38	94	30	105	45
117								
118	Race: Other Race/Multi-Racial	Unwgted	7130	289	3750	135	3380	154
119		Weighted (000)	33187	1004	16622	497	16565	507
120		Horz %	100.00	3.02	50.09	1.50	49.91	1.53
121		Vert %	13.94	9.25	14.48	10.71	13.43	8.16
122		Index	100	66	104	77	96	59
123								
124	Hispanic, Latino, Spanish Origin or Descent	Unwgted	5677	201	2846	92	2831	109
125		Weighted (000)	35739	900	17858	481	17882	419
126		Horz %	100.00	2.52	49.97	1.35	50.03	1.17
127		Vert %	15.01	8.29	15.56	10.36	14.49	6.74
128		Index	100	55	104	69	97	45
129						*		*
130	Hispanic, Personally Speak Only English at Home	Unwgted	1612	83	851	32	761	51
131		Weighted (000)	5378	203	2712	79	2667	124
132		Horz %	100.00	3.77	50.42	1.47	49.58	2.30
133		Vert %	2.26	1.87	2.36	1.71	2.16	1.99
134		Index	100	83	105	76	96	88
135						*		*
136	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1702	90	820	41	882	49
137		Weighted (000)	9096	443	4752	234	4344	209
138		Horz %	100.00	4.87	52.24	2.57	47.76	2.30
139		Vert %	3.82	4.08	4.14	5.04	3.52	3.37
140		Index	100	107	108	132	92	88
141				*		*		*
142	Hispanic, Personally Speak Only Spanish at Home	Unwgted	897	7	420	5	477	2
143		Weighted (000)	10398	97	5173	86	5225	11
144		Horz %	100.00	0.93	49.75	0.83	50.25	0.10
145		Vert %	4.37	0.89	4.51	1.86	4.23	0.17
146		Index	100	20	103	43	97	4
147				*		*		*
148	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1355	18	702	11	653	7
149		Weighted (000)	8786	130	4447	55	4340	75
150		Horz %	100.00	1.48	50.61	0.63	49.39	0.86
151		Vert %	3.69	1.20	3.87	1.18	3.52	1.21
152		Index	100	33	105	32	95	33
153				*	*	*	*	*
154	Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	84	3	41	3	43	0
155		Weighted (000)	1523	26	602	26	920	0
156		Horz %	100.00	1.72	39.56	1.72	60.44	0.00
157		Vert %	0.64	0.24	0.52	0.56	0.75	0.00
158		Index	100	38	82	88	117	0
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	205	3535	62	3214	143
161		Weighted (000)	24693	705	11947	168	12745	536
162		Horz %	100.00	2.85	48.38	0.68	51.62	2.17
163		Vert %	10.37	6.49	10.41	3.63	10.33	8.64
164		Index	100	63	100	35	100	83

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	370	5594	147	5303	223
167		Weighted (000)	43976	1402	21010	498	22966	904
168		Horz %	100.00	3.19	47.78	1.13	52.22	2.06
169		Vert %	18.47	12.92	18.31	10.72	18.61	14.56
170		Index	100	70	99	58	101	79
171								
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	144	1055	50	1437	94
173		Weighted (000)	10385	533	4055	146	6330	388
174		Horz %	100.00	5.14	39.05	1.40	60.95	3.73
175		Vert %	4.36	4.91	3.53	3.14	5.13	6.24
176	Index	100	113	81	72	118	143	
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	163	1466	62	1642	101
179		Weighted (000)	12939	585	5528	209	7411	376
180		Horz %	100.00	4.52	42.72	1.61	57.28	2.91
181		Vert %	5.43	5.39	4.82	4.50	6.01	6.06
182	Index	100	99	89	83	111	112	
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	670	5138	282	5029	388
185		Weighted (000)	45323	2535	21898	1038	23425	1497
186		Horz %	100.00	5.59	48.32	2.29	51.68	3.30
187		Vert %	19.03	23.35	19.08	22.36	18.98	24.10
188	Index	100	123	100	117	100	127	
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	636	5465	317	5162	319
190		Weighted (000)	70635	3693	34949	1900	35686	1793
191		Horz %	100.00	5.23	49.48	2.69	50.52	2.54
193		Vert %	29.66	34.03	30.45	40.93	28.92	28.87
194		Index	100	115	103	138	98	97
195								
196	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	226	2204	115	1924	111
197		Weighted (000)	30203	1400	15378	684	14825	716
198		Horz %	100.00	4.64	50.91	2.26	49.09	2.37
199		Vert %	12.68	12.90	13.40	14.73	12.02	11.53
200	Index	100	102	106	116	95	91	
201								
202	Currently Attending College or University	Unwgted	3489	243	1681	76	1808	167
203		Weighted (000)	19251	989	8953	313	10297	677
204		Horz %	100.00	5.14	46.51	1.62	53.49	3.51
205		Vert %	8.08	9.11	7.80	6.74	8.35	10.89
206	Index	100	113	97	83	103	135	
207								
208	Employed Full Time	Unwgted	24693	1313	14836	624	9857	689
209		Weighted (000)	114968	5431	66238	2661	48730	2771
210		Horz %	100.00	4.72	57.61	2.31	42.39	2.41
211		Vert %	48.27	50.04	57.72	57.31	39.49	44.61
212	Index	100	104	120	119	82	92	
213								
214	Employed Part Time	Unwgted	5566	308	2103	103	3463	205
215		Weighted (000)	28629	1345	10048	414	18582	931
216		Horz %	100.00	4.70	35.10	1.45	64.90	3.25
217		Vert %	12.02	12.39	8.75	8.92	15.06	14.99
218	Index	100	103	73	74	125	125	

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2								
219	Not Employed							
220		Unwgted	17909	793	7518	308	10391	485
221		Weighted (000)	94557	4077	38480	1568	56077	2509
222		Horz %	100.00	4.31	40.70	1.66	59.30	2.65
223		Vert %	39.70	37.57	33.53	33.77	45.45	40.40
224		Index	100	95	84	85	114	102
225	Temporarily Unemployed							
226		Unwgted	2163	210	1076	85	1087	125
227		Weighted (000)	14225	1180	7394	541	6830	639
228		Horz %	100.00	8.29	51.98	3.80	48.02	4.49
229		Vert %	5.97	10.87	6.44	11.64	5.54	10.29
230		Index	100	182	108	195	93	172
231	Retired from Employment							
232		Unwgted	10300	272	4886	124	5414	148
233		Weighted (000)	44807	1138	20795	497	24012	641
234		Horz %	100.00	2.54	46.41	1.11	53.59	1.43
235		Vert %	18.81	10.48	18.12	10.71	19.46	10.32
236		Index	100	56	96	57	103	55
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	79	63	4	2389	75
239		Weighted (000)	16222	454	415	36	15807	418
240		Horz %	100.00	2.80	2.56	0.22	97.44	2.58
241		Vert %	6.81	4.18	0.36	0.77	12.81	6.73
242		Index	100	61	5	11	188	99
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	284	3516	89	3948	195
245		Weighted (000)	32463	1129	13816	260	18647	869
246		Horz %	100.00	3.48	42.56	0.80	57.44	2.68
247		Vert %	13.63	10.40	12.04	5.59	15.11	14.00
248		Index	100	76	88	41	111	103
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	245	3914	100	2381	145
251		Weighted (000)	23158	801	13110	324	10048	477
252		Horz %	100.00	3.46	56.61	1.40	43.39	2.06
253		Vert %	9.72	7.38	11.42	6.98	8.14	7.68
254		Index	100	76	117	72	84	79
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	337	2267	98	3680	239
257		Weighted (000)	32581	1603	12510	529	20071	1074
258		Horz %	100.00	4.92	38.40	1.62	61.60	3.30
259		Vert %	13.68	14.77	10.90	11.40	16.27	17.30
260		Index	100	108	80	83	119	126
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	116	2431	113	87	3
263		Weighted (000)	13283	521	12692	506	591	15
264		Horz %	100.00	3.92	95.55	3.81	4.45	0.11
265		Vert %	5.58	4.80	11.06	10.90	0.48	0.23
266		Index	100	86	198	195	9	4
267	Occupation: Other Employed							
268		Unwgted	8035	639	4811	327	3224	312
269		Weighted (000)	42112	2722	24157	1456	17955	1266
270		Horz %	100.00	6.46	57.36	3.46	42.64	3.01
271		Vert %	17.68	25.08	21.05	31.36	14.55	20.39
272		Index	100	142	119	177	82	115

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2								
273				*		*		*
274		Unwgted	1652	32	995	18	657	14
275	Household Income:	Weighted (000)	6409	92	3331	49	3078	43
276	\$250,000+	Horz %	100.00	1.44	51.98	0.77	48.02	0.67
277		Vert %	2.69	0.85	2.90	1.06	2.49	0.69
278		Index	100	32	108	39	93	26
279				*		*		*
280		Unwgted	1403	30	802	16	601	14
281	Household Income: \$200,000-	Weighted (000)	5818	154	2971	68	2847	87
282	\$249,999	Horz %	100.00	2.65	51.06	1.16	48.94	1.49
283		Vert %	2.44	1.42	2.59	1.46	2.31	1.40
284		Index	100	58	106	60	94	57
285								
286	Household Income: \$150,000-	Unwgted	3416	106	2002	53	1414	53
287	\$199,999	Weighted (000)	15518	366	7893	161	7625	204
288		Horz %	100.00	2.36	50.87	1.04	49.13	1.32
289		Vert %	6.52	3.37	6.88	3.48	6.18	3.29
290		Index	100	52	106	53	95	50
291								
292		Unwgted	7088	255	4096	131	2992	124
293	Household Income: \$100,000-	Weighted (000)	36360	1213	18625	514	17735	699
294	\$149,999	Horz %	100.00	3.34	51.22	1.41	48.78	1.92
295		Vert %	15.27	11.18	16.23	11.07	14.37	11.26
296		Index	100	73	106	73	94	74
297								
298		Unwgted	6291	234	3511	125	2780	109
299	Household Income: \$75,000-	Weighted (000)	31892	1091	16159	589	15732	502
300	\$99,999	Horz %	100.00	3.42	50.67	1.85	49.33	1.57
301		Vert %	13.39	10.05	14.08	12.68	12.75	8.08
302		Index	100	75	105	95	95	60
303								
304		Unwgted	5133	259	2676	121	2457	138
305	Household Income: \$60,000-	Weighted (000)	25163	1075	12461	472	12702	602
306	\$74,999	Horz %	100.00	4.27	49.52	1.88	50.48	2.39
307		Vert %	10.57	9.90	10.86	10.17	10.29	9.70
308		Index	100	94	103	96	97	92
309								
310		Unwgted	3809	183	1962	89	1847	94
311	Household Income: \$50,000-	Weighted (000)	18825	896	9277	470	9548	426
312	\$59,999	Horz %	100.00	4.76	49.28	2.50	50.72	2.27
313		Vert %	7.90	8.26	8.08	10.12	7.74	6.87
314		Index	100	104	102	128	98	87
315								
316		Unwgted	4740	240	2353	105	2387	135
317	Household Income: \$40,000-	Weighted (000)	20651	908	10068	403	10584	505
318	\$49,999	Horz %	100.00	4.40	48.75	1.95	51.25	2.45
319		Vert %	8.67	8.37	8.77	8.68	8.58	8.13
320		Index	100	96	101	100	99	94
321								
322		Unwgted	4631	285	2090	116	2541	169
323	Household Income: \$30,000-	Weighted (000)	22417	1116	10701	509	11716	608
324	\$39,999	Horz %	100.00	4.98	47.74	2.27	52.26	2.71
325		Vert %	9.41	10.29	9.32	10.95	9.49	9.79
326		Index	100	109	99	116	101	104

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)
2								
327								
328		Unwgted	4429	293	1882	95	2547	198
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	1361	10224	477	12416	884
330		Horz %	100.00	6.01	45.16	2.11	54.84	3.91
331		Vert %	9.51	12.54	8.91	10.27	10.06	14.24
332		Index	100	132	94	108	106	150
333								
334		Unwgted	5576	497	2088	166	3488	331
335	Household Income: Under \$20,000	Weighted (000)	32463	2580	13056	931	19407	1649
336		Horz %	100.00	7.95	40.22	2.87	59.78	5.08
337		Vert %	13.63	23.77	11.38	20.05	15.73	26.56
338		Index	100	174	83	147	115	195
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	44.70	64.90	50.00	57.90	39.40
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	961	6285	361	5408	600
347	Marital Status: Single, Never Married	Weighted (000)	65997	4747	35246	1923	30751	2824
348		Horz %	100.00	7.19	53.41	2.91	46.59	4.28
349		Vert %	27.71	43.73	30.71	41.41	24.92	45.47
350		Index	100	158	111	149	90	164
351								
352		Unwgted	24820	811	14100	455	10720	356
353	Marital Status: Currently Married	Weighted (000)	126882	3795	63254	1887	63629	1908
354		Horz %	100.00	2.99	49.85	1.49	50.15	1.50
355		Vert %	53.28	34.96	55.12	40.64	51.57	30.72
356		Index	100	66	103	76	97	58
357								
358		Unwgted	7777	526	3127	180	4650	346
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	1889	12849	681	17759	1208
360		Horz %	100.00	6.17	41.98	2.23	58.02	3.95
361		Vert %	12.85	17.41	11.20	14.67	14.39	19.45
362		Index	100	135	87	114	112	151
363						*		
364		Unwgted	3878	116	945	39	2933	77
365	Marital Status: Widowed	Weighted (000)	14666	423	3416	152	11250	271
366		Horz %	100.00	2.88	23.29	1.04	76.71	1.85
367		Vert %	6.16	3.90	2.98	3.28	9.12	4.36
368		Index	100	63	48	53	148	71
369								
370		Unwgted	1983	204	1032	97	951	107
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	898	5384	438	5833	460
372		Horz %	100.00	8.01	48.00	3.90	52.00	4.10
373		Vert %	4.71	8.27	4.69	9.43	4.73	7.41
374		Index	100	176	100	200	100	157
375								
376		Unwgted	3313	201	1820	111	1493	90
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	1080	10281	585	10662	495
378		Horz %	100.00	5.16	49.09	2.79	50.91	2.36
379		Vert %	8.79	9.95	8.96	12.60	8.64	7.97
380		Index	100	113	102	143	98	91

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)
2								
381								
382		Unwgted	17843	1093	8707	399	9136	694
383	Any Child(ren) Under Age 18	Weighted (000)	94619	4946	42720	1876	51899	3071
384	Living at Home	Horz %	100.00	5.23	45.15	1.98	54.85	3.25
385		Vert %	39.73	45.57	37.22	40.40	42.06	49.44
386		Index	100	115	94	102	106	124
387								
388		Unwgted	7219	456	3511	153	3708	303
389	1 Child Under Age 18	Weighted (000)	38752	1909	17649	660	21103	1249
390	Currently Living at Home	Horz %	100.00	4.93	45.54	1.70	54.46	3.22
391		Vert %	16.27	17.59	15.38	14.22	17.10	20.11
392		Index	100	108	95	87	105	124
393								
394		Unwgted	6632	343	3312	136	3320	207
395	2 Children Under Age 18	Weighted (000)	33339	1591	15370	630	17969	961
396	Currently Living at Home	Horz %	100.00	4.77	46.10	1.89	53.90	2.88
397		Vert %	14.00	14.65	13.39	13.56	14.56	15.47
398		Index	100	105	96	97	104	111
399								
400		Unwgted	2738	192	1283	68	1455	124
401	3 Children Under Age 18	Weighted (000)	14851	900	6431	352	8420	547
402	Currently Living at Home	Horz %	100.00	6.06	43.31	2.37	56.69	3.69
403		Vert %	6.24	8.29	5.60	7.59	6.82	8.81
404		Index	100	133	90	122	109	141
405						*		*
406		Unwgted	882	73	427	29	455	44
407	4 Children Under Age 18	Weighted (000)	5223	396	2303	170	2920	227
408	Currently Living at Home	Horz %	100.00	7.59	44.10	3.25	55.90	4.34
409		Vert %	2.19	3.65	2.01	3.66	2.37	3.65
410		Index	100	167	92	167	108	166
411				*		*		*
412		Unwgted	372	29	174	13	198	16
413	5 or More Children Under Age 18	Weighted (000)	2454	150	967	63	1487	87
414	Currently Living at Home	Horz %	100.00	6.12	39.40	2.58	60.60	3.54
415		Vert %	1.03	1.38	0.84	1.37	1.21	1.40
416		Index	100	134	82	133	117	136
417								
418		Unwgted	33340	1217	17386	588	15954	629
419	Own Home/Residence	Weighted (000)	157962	5401	76483	2477	81479	2924
420		Horz %	100.00	3.42	48.42	1.57	51.58	1.85
421		Vert %	66.33	49.76	66.64	53.34	66.03	47.08
422		Index	100	75	100	80	100	71
423								
424		Unwgted	14260	1166	6787	429	7473	737
425	Rent Home/Residence	Weighted (000)	77153	5306	36837	2078	40316	3228
426		Horz %	100.00	6.88	47.75	2.69	52.25	4.18
427		Vert %	32.40	48.89	32.10	44.77	32.67	51.97
428		Index	100	151	99	138	101	160
429				*		*		*
430		Unwgted	568	31	284	18	284	13
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	146	1445	88	1594	59
432		Horz %	100.00	4.81	47.54	2.89	52.46	1.93
433		Vert %	1.28	1.35	1.26	1.89	1.29	0.94
434		Index	100	106	99	148	101	74

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)
2								
435	Census Region: North East							
436		Unwgted	11308	387	5685	150	5623	237
437		Weighted (000)	43253	1436	20622	543	22631	892
438		Horz %	100.00	3.32	47.68	1.26	52.32	2.06
439		Vert %	18.16	13.23	17.97	11.70	18.34	14.37
440		Index	100	73	99	64	101	79
441	Census Region: South							
442		Unwgted	16124	1290	8035	567	8089	723
443		Weighted (000)	89346	6409	42766	2816	46580	3593
444		Horz %	100.00	7.17	47.87	3.15	52.13	4.02
445		Vert %	37.52	59.05	37.26	60.65	37.75	57.86
446		Index	100	157	99	162	101	154
447	Census Region: Midwest							
448		Unwgted	10891	488	5544	196	5347	292
449		Weighted (000)	51282	1907	24805	807	26477	1100
450		Horz %	100.00	3.72	48.37	1.57	51.63	2.14
451		Vert %	21.53	17.57	21.61	17.38	21.46	17.71
452		Index	100	82	100	81	100	82
453	Census Region: West							
454		Unwgted	9845	249	5193	122	4652	127
455		Weighted (000)	54273	1102	26572	476	27701	626
456		Horz %	100.00	2.03	48.96	0.88	51.04	1.15
457		Vert %	22.79	10.15	23.15	10.26	22.45	10.07
458		Index	100	45	102	45	99	44
459	Census Sub-Region: New England			*	*	*	*	
460		Unwgted	2844	6	1449	2	1395	4
461		Weighted (000)	11320	37	5419	8	5901	28
462		Horz %	100.00	0.32	47.87	0.07	52.13	0.25
463		Vert %	4.75	0.34	4.72	0.17	4.78	0.46
464		Index	100	7	99	4	101	10
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	381	4236	148	4228	233
467		Weighted (000)	31933	1399	15203	535	16730	864
468		Horz %	100.00	4.38	47.61	1.68	52.39	2.71
469		Vert %	13.41	12.89	13.25	11.53	13.56	13.91
470		Index	100	96	99	86	101	104
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	830	4475	351	4641	479
473		Weighted (000)	45960	3652	21872	1535	24087	2117
474		Horz %	100.00	7.95	47.59	3.34	52.41	4.61
475		Vert %	19.30	33.65	19.06	33.06	19.52	34.09
476		Index	100	174	99	171	101	177
477	Census Sub-Region: East South Central							
478		Unwgted	2066	157	1066	85	1000	72
479		Weighted (000)	14946	968	7248	529	7697	439
480		Horz %	100.00	6.48	48.50	3.54	51.50	2.94
481		Vert %	6.28	8.92	6.32	11.40	6.24	7.07
482		Index	100	142	101	182	99	113
483	Census Sub-Region: West South Central							
484		Unwgted	4942	303	2494	131	2448	172
485		Weighted (000)	28441	1789	13646	752	14795	1037
486		Horz %	100.00	6.29	47.98	2.64	52.02	3.65
487		Vert %	11.94	16.48	11.89	16.20	11.99	16.69
488		Index	100	138	100	136	100	140

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

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2								
489								
490		Unwgted	8456	455	4267	181	4189	274
491	Census Sub-Region: East North Central	Weighted (000)	35650	1685	16892	726	18758	960
492		Horz %	100.00	4.73	47.38	2.04	52.62	2.69
493		Vert %	14.97	15.53	14.72	15.63	15.20	15.45
494		Index	100	104	98	104	102	103
495				*		*		*
496		Unwgted	2435	33	1277	15	1158	18
497	Census Sub-Region: West North Central	Weighted (000)	15632	221	7913	81	7719	140
498		Horz %	100.00	1.42	50.62	0.52	49.38	0.90
499		Vert %	6.56	2.04	6.90	1.75	6.26	2.25
500		Index	100	31	105	27	95	34
501				*		*		*
502		Unwgted	2321	21	1229	12	1092	9
503	Census Sub-Region: Mountain	Weighted (000)	16500	93	8176	58	8324	35
504		Horz %	100.00	0.56	49.55	0.35	50.45	0.21
505		Vert %	6.93	0.85	7.12	1.24	6.75	0.57
506		Index	100	12	103	18	97	8
507								
508		Unwgted	7524	228	3964	110	3560	118
509	Census Sub-Region: Pacific	Weighted (000)	37774	1009	18396	419	19378	590
510		Horz %	100.00	2.67	48.70	1.11	51.30	1.56
511		Vert %	15.86	9.30	16.03	9.02	15.70	9.50
512		Index	100	59	101	57	99	60
513								
514		Unwgted	26679	1599	13529	686	13150	913
515	County Size: A	Weighted (000)	99155	6249	47699	2590	51456	3659
516		Horz %	100.00	6.30	48.11	2.61	51.89	3.69
517		Vert %	41.63	57.57	41.56	55.78	41.70	58.91
518		Index	100	138	100	134	100	141
519								
520		Unwgted	12036	586	6063	247	5973	339
521	County Size: B	Weighted (000)	70767	3234	34009	1390	36758	1845
522		Horz %	100.00	4.57	48.06	1.96	51.94	2.61
523		Vert %	29.71	29.80	29.63	29.93	29.79	29.70
524		Index	100	100	100	101	100	100
525								
526		Unwgted	9453	229	4865	102	4588	127
527	County Size: C/D	Weighted (000)	68232	1370	33058	663	35175	707
528		Horz %	100.00	2.01	48.45	0.97	51.55	1.04
529		Vert %	28.65	12.63	28.80	14.29	28.51	11.39
530		Index	100	44	101	50	99	40
531				*		*		*
532		Unwgted	1292	16	710	8	582	8
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	52	2746	32	2374	20
534		Horz %	100.00	1.02	53.63	0.63	46.37	0.39
535		Vert %	2.15	0.48	2.39	0.69	1.92	0.32
536		Index	100	22	111	32	90	15
537								
538		Unwgted	8429	297	3621	117	4808	180
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	1298	16635	492	24144	805
540		Horz %	100.00	3.18	40.79	1.21	59.21	1.97
541		Vert %	17.12	11.96	14.49	10.60	19.57	12.97
542		Index	100	70	85	62	114	76

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

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2								
543				*		*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	38	715	18	563	20
545		Weighted (000)	7030	132	3657	63	3373	69
546		Horz %	100.00	1.87	52.02	0.89	47.98	0.98
547		Vert %	2.95	1.21	3.19	1.35	2.73	1.11
548		Index	100	41	108	46	93	38
549					*		*	
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	7	186	5	203	2
551		Weighted (000)	2075	21	838	18	1237	3
552		Horz %	100.00	1.01	40.41	0.88	59.59	0.13
553		Vert %	0.87	0.19	0.73	0.39	1.00	0.04
554		Index	100	22	84	45	115	5
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	144	1797	69	1234	75
557		Weighted (000)	8416	477	4632	202	3784	275
558		Horz %	100.00	5.67	55.04	2.40	44.96	3.27
559		Vert %	3.53	4.39	4.04	4.34	3.07	4.43
560		Index	100	124	114	123	87	125
561					*		*	
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	135	2871	103	652	32
563		Weighted (000)	12663	423	9964	317	2698	106
564		Horz %	100.00	3.34	78.69	2.50	21.31	0.83
565		Vert %	5.32	3.90	8.68	6.83	2.19	1.70
566		Index	100	73	163	128	41	32
567					*		*	
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	32	663	17	325	15
569		Weighted (000)	4277	144	2782	87	1494	57
570		Horz %	100.00	3.37	65.06	2.04	34.94	1.33
571		Vert %	1.80	1.33	2.42	1.88	1.21	0.92
572		Index	100	74	135	104	67	51
573							*	
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	82	1973	42	1475	40
575		Weighted (000)	16147	388	8900	195	7247	192
576		Horz %	100.00	2.40	55.12	1.21	44.88	1.19
577		Vert %	6.78	3.57	7.76	4.21	5.87	3.10
578		Index	100	53	114	62	87	46
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	647	3987	263	4877	384
581		Weighted (000)	46661	2948	19823	1257	26837	1691
582		Horz %	100.00	6.32	42.48	2.69	57.52	3.62
583		Vert %	19.59	27.16	17.27	27.07	21.75	27.22
584		Index	100	139	88	138	111	139
585							*	
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	75	1569	40	1287	35
587		Weighted (000)	13017	347	7079	197	5938	150
588		Horz %	100.00	2.67	54.38	1.51	45.62	1.15
589		Vert %	5.47	3.20	6.17	4.24	4.81	2.42
590		Index	100	58	113	78	88	44
591							*	
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	81	2511	49	1270	32
593		Weighted (000)	18048	271	11714	180	6334	91
594		Horz %	100.00	1.50	64.90	1.00	35.10	0.51
595		Vert %	7.58	2.50	10.21	3.88	5.13	1.47
596		Index	100	33	135	51	68	19

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)
2								
597				*		*		*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	31	755	11	687	20
599		Weighted (000)	5709	79	2958	25	2752	55
600		Horz %	100.00	1.39	51.81	0.43	48.19	0.96
601		Vert %	2.40	0.73	2.58	0.53	2.23	0.88
602		Index	100	31	108	22	93	37
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	164	4003	75	4234	89
605		Weighted (000)	46833	793	21488	412	25345	381
606		Horz %	100.00	1.69	45.88	0.88	54.12	0.81
607		Vert %	19.66	7.31	18.72	8.88	20.54	6.13
608		Index	100	37	95	45	104	31
609					*		*	
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	7	147	4	138	3
611		Weighted (000)	1065	37	495	23	570	14
612		Horz %	100.00	3.48	46.46	2.15	53.54	1.33
613		Vert %	0.45	0.34	0.43	0.49	0.46	0.23
614		Index	100	76	96	110	103	51
615								
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	184	264	64	450	120
617		Weighted (000)	3659	838	1332	280	2327	559
618		Horz %	100.00	22.91	36.41	7.64	63.59	15.27
619		Vert %	1.54	7.72	1.16	6.02	1.89	9.00
620		Index	100	503	76	392	123	586
621						*		
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	82	1107	34	1116	48
623		Weighted (000)	15844	450	7607	234	8236	217
624		Horz %	100.00	2.84	48.01	1.48	51.99	1.37
625		Vert %	6.65	4.15	6.63	5.03	6.68	3.49
626		Index	100	62	100	76	100	52
627						*		
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	96	1436	30	2233	66
629		Weighted (000)	17141	407	6212	138	10929	269
630		Horz %	100.00	2.37	36.24	0.81	63.76	1.57
631		Vert %	7.20	3.75	5.41	2.97	8.86	4.32
632		Index	100	52	75	41	123	60
633						*		
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	99	460	49	327	50
635		Weighted (000)	2899	444	1579	170	1320	273
636		Horz %	100.00	15.31	54.47	5.87	45.53	9.43
637		Vert %	1.22	4.09	1.38	3.67	1.07	4.40
638		Index	100	336	113	301	88	362
639				*		*		
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	35	515	19	400	16
641		Weighted (000)	7068	241	3599	137	3469	103
642		Horz %	100.00	3.40	50.92	1.94	49.08	1.46
643		Vert %	2.97	2.22	3.14	2.96	2.81	1.66
644		Index	100	75	106	100	95	56
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	132	3816	68	2399	64
647		Weighted (000)	23523	463	14154	225	9369	238
648		Horz %	100.00	1.97	60.17	0.96	39.83	1.01
649		Vert %	9.88	4.27	12.33	4.85	7.59	3.84
650		Index	100	43	125	49	77	39

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1			U.S. Adults 18+	Adults 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)
2								
651						*		
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt	1888	125	952	49	936	76
653		Weighted (000)	9927	643	4669	250	5258	394
654		Horz %	100.00	6.48	47.04	2.52	52.96	3.96
655		Vert %	4.17	5.93	4.07	5.38	4.26	6.34
656		Index	100	142	98	129	102	152
657				*		*		*
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt	2568	44	1372	15	1196	29
659		Weighted (000)	10435	186	5282	68	5153	118
660		Horz %	100.00	1.78	50.62	0.66	49.38	1.13
661		Vert %	4.38	1.71	4.60	1.47	4.18	1.89
662		Index	100	39	105	34	95	43
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt	3949	270	1596	89	2353	181
665		Weighted (000)	19990	1128	7792	316	12198	812
666		Horz %	100.00	5.64	38.98	1.58	61.02	4.06
667		Vert %	8.39	10.39	6.79	6.80	9.89	13.08
668		Index	100	124	81	81	118	156
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt	2876	411	1404	175	1472	236
671		Weighted (000)	15341	1985	7412	872	7930	1113
672		Horz %	100.00	12.94	48.31	5.68	51.69	7.26
673		Vert %	6.44	18.29	6.46	18.78	6.43	17.92
674		Index	100	284	100	292	100	278
675								*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt	4270	106	2680	57	1590	49
677		Weighted (000)	20195	432	12063	239	8132	193
678		Horz %	100.00	2.14	59.73	1.18	40.27	0.95
679		Vert %	8.48	3.98	10.51	5.15	6.59	3.10
680		Index	100	47	124	61	78	37
681				*		*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt	1162	38	429	15	733	23
683		Weighted (000)	5686	163	2013	68	3672	95
684		Horz %	100.00	2.86	35.41	1.20	64.59	1.66
685		Vert %	2.39	1.50	1.75	1.47	2.98	1.52
686		Index	100	63	73	62	125	64
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt	684	23	319	8	365	15
689		Weighted (000)	4664	141	2063	82	2601	58
690		Horz %	100.00	3.01	44.23	1.76	55.77	1.25
691		Vert %	1.96	1.29	1.80	1.77	2.11	0.94
692		Index	100	66	92	90	108	48
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt	306	10	129	6	177	4
695		Weighted (000)	1821	51	910	40	911	11
696		Horz %	100.00	2.79	49.96	2.21	50.04	0.58
697		Vert %	0.76	0.47	0.79	0.87	0.74	0.17
698		Index	100	61	104	113	97	22
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt	5301	2414	2494	1035	2807	1379
701		Weighted (000)	27306	10854	12722	4643	14585	6211
702		Horz %	100.00	39.75	46.59	17.00	53.41	22.75
703		Vert %	11.47	100.00	11.09	100.00	11.82	100.00
704		Index	100	872	97	872	103	872

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2								
705								
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	2414	1035	1035	1379	1379
707		Weighted (000)	10854	10854	4643	4643	6211	6211
708		Horz %	100.00	100.00	42.78	42.78	57.22	57.22
709		Vert %	4.56	100.00	4.05	100.00	5.03	100.00
710		Index	100	2194	89	2194	110	2194
711								
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	539	1018	231	1016	308
713		Weighted (000)	12023	2615	5724	1053	6299	1561
714		Horz %	100.00	21.75	47.61	8.76	52.39	12.98
715		Vert %	5.05	24.09	4.99	22.69	5.11	25.13
716		Index	100	477	99	449	101	498
717						*		*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	59	706	28	553	31
719		Weighted (000)	6468	267	3593	127	2875	140
720		Horz %	100.00	4.13	55.55	1.96	44.45	2.17
721		Vert %	2.72	2.46	3.13	2.73	2.33	2.26
722		Index	100	91	115	100	86	83
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	2339	20746	1003	19359	1336
725		Weighted (000)	195910	10432	96272	4459	99638	5973
726		Horz %	100.00	5.32	49.14	2.28	50.86	3.05
727		Vert %	82.26	96.11	83.89	96.05	80.75	96.17
728		Index	100	117	102	117	98	117
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	1475	13440	656	11566	819
731		Weighted (000)	118698	6261	60364	2730	58335	3531
732		Horz %	100.00	5.27	50.85	2.30	49.15	2.97
733		Vert %	49.84	57.69	52.60	58.80	47.28	56.85
734		Index	100	116	106	118	95	114
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	1069	9422	491	8461	578
737		Weighted (000)	88241	4683	44427	2208	43814	2474
738		Horz %	100.00	5.31	50.35	2.50	49.65	2.80
739		Vert %	37.05	43.14	38.71	47.57	35.51	39.84
740		Index	100	116	104	128	96	108
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	1284	11583	559	9900	725
743		Weighted (000)	102780	5533	52607	2405	50173	3128
744		Horz %	100.00	5.38	51.18	2.34	48.82	3.04
745		Vert %	43.16	50.98	45.84	51.79	40.66	50.36
746		Index	100	118	106	120	94	117
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	606	3947	278	3353	328
749		Weighted (000)	36869	2942	19177	1363	17692	1579
750		Horz %	100.00	7.98	52.01	3.70	47.99	4.28
751		Vert %	15.48	27.11	16.71	29.37	14.34	25.42
752		Index	100	175	108	190	93	164
753								
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	195	1456	105	907	90
755		Weighted (000)	12089	944	7351	511	4738	432
756		Horz %	100.00	7.81	60.81	4.23	39.19	3.58
757		Vert %	5.08	8.70	6.41	11.02	3.84	6.96
758		Index	100	171	126	217	76	137

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2								
759								
760		Unwgted	15477	1082	8106	482	7371	600
761	Radio Daypart Cumes:	Weighted (000)	74270	4757	37528	2176	36742	2581
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	6.40	50.53	2.93	49.47	3.47
763		Vert %	31.19	43.83	32.70	46.87	29.78	41.55
764		Index	100	141	105	150	95	133
765								
766		Unwgted	21457	1439	10719	604	10738	835
767	Radio Daypart Cumes:	Weighted (000)	102778	6349	48768	2613	54011	3737
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	6.18	47.45	2.54	52.55	3.64
769		Vert %	43.16	58.50	42.49	56.27	43.77	60.16
770		Index	100	136	98	130	101	139
771								
772		Unwgted	16141	1144	8215	477	7926	667
773	Radio Daypart Cumes:	Weighted (000)	79854	5029	38468	2057	41386	2972
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	6.30	48.17	2.58	51.83	3.72
775		Vert %	33.53	46.33	33.52	44.30	33.54	47.85
776		Index	100	138	100	132	100	143
777								
778		Unwgted	7721	652	4043	285	3678	367
779	Radio Daypart Cumes:	Weighted (000)	38919	3116	19420	1352	19499	1764
780	Weekend 7:00 pm - Midnight	Horz %	100.00	8.01	49.90	3.47	50.10	4.53
781		Vert %	16.34	28.71	16.92	29.12	15.80	28.40
782		Index	100	176	104	178	97	174
783								
784		Unwgted	1911	166	1118	85	793	81
785	Radio Daypart Cumes:	Weighted (000)	9972	811	5625	393	4346	419
786	Weekend Midnight - 6:00 am	Horz %	100.00	8.14	56.41	3.94	43.59	4.20
787		Vert %	4.19	7.48	4.90	8.46	3.52	6.74
788		Index	100	179	117	202	84	161
789								
790		Unwgted	12646	812	5791	302	6855	510
791	Where Listen to Radio on	Weighted (000)	61519	3957	27333	1463	34186	2494
792	Typical Weekday: Home	Horz %	100.00	6.43	44.43	2.38	55.57	4.05
793		Vert %	25.83	36.46	23.82	31.50	27.71	40.16
794		Index	100	141	92	122	107	155
795								
796		Unwgted	36747	2002	18963	867	17784	1135
797	Where Listen to Radio on	Weighted (000)	177653	8858	86450	3774	91203	5084
798	Typical Weekday: Car	Horz %	100.00	4.99	48.66	2.12	51.34	2.86
799		Vert %	74.60	81.61	75.33	81.28	73.92	81.85
800		Index	100	109	101	109	99	110
801								
802		Unwgted	5605	388	3421	195	2184	193
803	Where Listen to Radio on	Weighted (000)	29068	1791	16938	957	12131	834
804	Typical Weekday: Work	Horz %	100.00	6.16	58.27	3.29	41.73	2.87
805		Vert %	12.21	16.50	14.76	20.61	9.83	13.42
806		Index	100	135	121	169	81	110
807						*		*
808		Unwgted	985	69	550	35	435	34
809	Where Listen to Radio on	Weighted (000)	5269	333	2888	148	2380	185
810	Typical Weekday: Place	Horz %	100.00	6.32	54.82	2.80	45.18	3.52
811	Other Than Home, Car, Work	Vert %	2.21	3.07	2.52	3.18	1.93	2.98
812		Index	100	139	114	144	87	135

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2								
813								
814		Unwgted	14284	960	6807	378	7477	582
815	Where Listen to Radio on	Weighted (000)	69183	4382	31782	1672	37401	2710
816	Typical Weekend: Home	Horz %	100.00	6.33	45.94	2.42	54.06	3.92
817		Vert %	29.05	40.38	27.69	36.02	30.31	43.63
818		Index	100	139	95	124	104	150
819								
820		Unwgted	33644	1788	17193	787	16451	1001
821	Where Listen to Radio on	Weighted (000)	162441	7874	78252	3436	84188	4439
822	Typical Weekend: Car	Horz %	100.00	4.85	48.17	2.12	51.83	2.73
823		Vert %	68.21	72.55	68.18	74.00	68.23	71.47
824		Index	100	106	100	108	100	105
825								
826		Unwgted	1927	123	1266	72	661	51
827	Where Listen to Radio on	Weighted (000)	10420	512	6599	308	3821	204
828	Typical Weekend: Work	Horz %	100.00	4.92	63.33	2.96	36.67	1.96
829		Vert %	4.38	4.72	5.75	6.64	3.10	3.29
830		Index	100	108	131	152	71	75
831						*		*
832		Unwgted	957	64	546	30	411	34
833	Where Listen to Radio on	Weighted (000)	5414	316	3017	160	2397	156
834	Typical Weekend: Place	Horz %	100.00	5.83	55.73	2.96	44.27	2.87
835	Other Than Home, Car, Work	Vert %	2.27	2.91	2.63	3.45	1.94	2.50
836		Index	100	128	116	152	85	110
837								
838		Unwgted	9766	348	5971	168	3795	180
839	Ever Listen to AM Radio	Weighted (000)	39386	1409	23093	625	16294	784
840	(Terrestrial Radio)	Horz %	100.00	3.58	58.63	1.59	41.37	1.99
841		Vert %	16.54	12.98	20.12	13.47	13.21	12.62
842		Index	100	79	122	81	80	76
843								
844		Unwgted	36381	2406	18453	1031	17928	1375
845	Ever Listen to FM Radio	Weighted (000)	181940	10796	87796	4612	94145	6183
846	(Terrestrial Radio)	Horz %	100.00	5.93	48.26	2.54	51.74	3.40
847		Vert %	76.40	99.47	76.50	99.34	76.30	99.56
848		Index	100	130	100	130	100	130
849								
850		Unwgted	39530	2414	20284	1035	19246	1379
851	Ever Listen to Any Terrestrial	Weighted (000)	194284	10854	94677	4643	99607	6211
852	Radio (AM/FM)	Horz %	100.00	5.59	48.73	2.39	51.27	3.20
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855								
856		Unwgted	6338	197	3528	85	2810	112
857	Ever Listen to Satellite Radio	Weighted (000)	27714	809	14032	342	13682	467
858	(SiriusXM)	Horz %	100.00	2.92	50.63	1.23	49.37	1.69
859		Vert %	11.64	7.46	12.23	7.37	11.09	7.53
860		Index	100	64	105	63	95	65
861								
862		Unwgted	8685	328	4748	149	3937	179
863	Household Subscribes to	Weighted (000)	39210	1403	19203	588	20006	815
864	Satellite (SiriusXM) Radio	Horz %	100.00	3.58	48.98	1.50	51.02	2.08
865		Vert %	16.46	12.92	16.73	12.66	16.21	13.12
866		Index	100	78	102	77	98	80

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2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	469	6842	215	5833	254
869		Weighted (000)	60478	1979	29974	836	30504	1143
870		Horz %	100.00	3.27	49.56	1.38	50.44	1.89
871		Vert %	25.39	18.23	26.12	18.01	24.72	18.40
872		Index	100	72	103	71	97	72
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	460	6301	237	4930	223
875		Weighted (000)	56535	1936	28911	901	27624	1035
876		Horz %	100.00	3.42	51.14	1.59	48.86	1.83
877		Vert %	23.74	17.84	25.19	19.41	22.39	16.66
878		Index	100	75	106	82	94	70
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	411	4209	182	2985	229
881		Weighted (000)	34638	1789	19095	733	15543	1056
882		Horz %	100.00	5.17	55.13	2.12	44.87	3.05
883		Vert %	14.54	16.49	16.64	15.79	12.60	17.00
884		Index	100	113	114	109	87	117
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	627	6076	246	5127	381
887		Weighted (000)	54650	2727	28025	1015	26625	1712
888		Horz %	100.00	4.99	51.28	1.86	48.72	3.13
889		Vert %	22.95	25.12	24.42	21.86	21.58	27.56
890		Index	100	109	106	95	94	120
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	778	7625	316	6345	462
893		Weighted (000)	68093	3367	34986	1315	33107	2053
894		Horz %	100.00	4.95	51.38	1.93	48.62	3.01
895		Vert %	28.59	31.02	30.48	28.32	26.83	33.05
896		Index	100	109	107	99	94	116
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	234	2072	102	1493	132
899		Weighted (000)	16453	1000	9050	407	7404	592
900		Horz %	100.00	6.08	55.00	2.48	45.00	3.60
901		Vert %	6.91	9.21	7.89	8.78	6.00	9.54
902		Index	100	133	114	127	87	138
903								
904	Downloaded Music - Past Month	Unwgted	10771	754	5842	333	4929	421
905		Weighted (000)	55635	3745	28526	1694	27109	2051
906		Horz %	100.00	6.73	51.27	3.05	48.73	3.69
907		Vert %	23.36	34.50	24.86	36.49	21.97	33.02
908		Index	100	148	106	156	94	141
909						*	*	
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	66	1374	39	741	27
911		Weighted (000)	9292	243	5804	147	3488	96
912		Horz %	100.00	2.62	62.46	1.59	37.54	1.03
913		Vert %	3.90	2.24	5.06	3.17	2.83	1.54
914		Index	100	57	130	81	72	40
915								
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	203	1255	60	1221	143
917		Weighted (000)	12781	862	6091	249	6690	612
918		Horz %	100.00	6.74	47.66	1.95	52.34	4.79
919		Vert %	5.37	7.94	5.31	5.37	5.42	9.85
920		Index	100	148	99	100	101	184

GfK MRI Doublebase - 2015 - Weighted to Population (000);  
 No audit was generated for this report; \*Projections relatively unstable  
 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)
2								
921								
922		Unwgted	6881	315	3642	132	3239	183
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	1448	16078	623	16393	825
924		Horz %	100.00	4.46	49.51	1.92	50.49	2.54
925		Vert %	13.63	13.34	14.01	13.42	13.29	13.29
926		Index	100	98	103	98	97	97
927								
928		Unwgted	9499	608	4700	229	4799	379
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	2673	22377	925	25926	1747
930		Horz %	100.00	5.53	46.33	1.92	53.67	3.62
931		Vert %	20.28	24.62	19.50	19.93	21.01	28.13
932		Index	100	121	96	98	104	139
933						*		*
934		Unwgted	2160	92	1248	44	912	48
935	Visited Spotify.com - Past Month	Weighted (000)	10770	437	5929	181	4841	256
936		Horz %	100.00	4.06	55.05	1.68	44.95	2.38
937		Vert %	4.52	4.03	5.17	3.90	3.92	4.12
938		Index	100	89	114	86	87	91
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	1044	8481	450	8257	594
941		Weighted (000)	83979	4735	40117	2064	43862	2672
942		Horz %	100.00	5.64	47.77	2.46	52.23	3.18
943		Vert %	35.26	43.63	34.96	44.45	35.55	43.02
944		Index	100	124	99	126	101	122
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	923	7079	410	6513	513
947		Weighted (000)	67996	4203	33168	1846	34828	2357
948		Horz %	100.00	6.18	48.78	2.71	51.22	3.47
949		Vert %	28.55	38.73	28.90	39.76	28.23	37.96
950		Index	100	136	101	139	99	133
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	1011	8682	444	8300	567
953		Weighted (000)	84461	4482	40721	1971	43740	2511
954		Horz %	100.00	5.31	48.21	2.33	51.79	2.97
955		Vert %	35.46	41.30	35.48	42.46	35.45	40.43
956		Index	100	116	100	120	100	114
957								
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	820	7052	346	6258	474
959		Weighted (000)	67825	3765	33599	1575	34226	2190
960		Horz %	100.00	5.55	49.54	2.32	50.46	3.23
961		Vert %	28.48	34.69	29.28	33.92	27.74	35.26
962		Index	100	122	103	119	97	124
963								
964	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	2100	19854	915	19456	1185
965		Weighted (000)	191753	9378	91658	4088	100095	5290
966		Horz %	100.00	4.89	47.80	2.13	52.20	2.76
967		Vert %	80.52	86.40	79.87	88.04	81.12	85.18
968		Index	100	107	99	109	101	106
969								
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	1674	15784	725	15579	949
971		Weighted (000)	151527	7426	72027	3184	79500	4241
972		Horz %	100.00	4.90	47.53	2.10	52.47	2.80
973		Vert %	63.63	68.42	62.76	68.59	64.43	68.29
974		Index	100	108	99	108	101	107

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Urban AC Format (Subset of Urban) (Monday-Sunday 24-Hour Cume)
2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	1511	13766	678	13303	833
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	6770	63885	3046	67474	3723
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	5.15	48.63	2.32	51.37	2.83
979	(Central/Mountain)	Vert %	55.16	62.37	55.67	65.61	54.68	59.95
980		Index	100	113	101	119	99	109
981								
982	TV Dayparts: Prime Time	Unwgted	31508	1704	15957	745	15551	959
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	7584	73082	3275	79393	4309
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	4.97	47.93	2.15	52.07	2.83
985	(Central/Mountain)	Vert %	64.02	69.88	63.68	70.55	64.34	69.37
986		Index	100	109	99	110	101	108
987								
988	TV Dayparts: Weekdays	Unwgted	13670	920	6126	376	7544	544
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	4497	30958	1898	41669	2599
990	(Eastern/Pacific) 9:00 am - 3:00 pm	Horz %	100.00	6.19	42.63	2.61	57.37	3.58
991	(Central/Mountain)	Vert %	30.50	41.44	26.98	40.89	33.77	41.84
992		Index	100	136	88	134	111	137
993								
994	TV Dayparts: Weekdays	Unwgted	24527	1372	12354	589	12173	783
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	6103	57750	2567	64492	3536
996	(Eastern/Pacific) 3:00 pm-6:30 pm	Horz %	100.00	4.99	47.24	2.10	52.76	2.89
997	(Central/Mountain)	Vert %	51.33	56.23	50.32	55.28	52.27	56.93
998		Index	100	110	98	108	102	111
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	656	4197	292	3834	364
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	3162	20501	1384	20063	1777
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	7.79	50.54	3.41	49.46	4.38
1003	(Central/Mountain)	Vert %	17.03	29.13	17.86	29.82	16.26	28.62
1004		Index	100	171	105	175	95	168
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	1295	10227	570	9674	725
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	5818	48277	2604	50179	3214
1008		Horz %	100.00	5.91	49.03	2.64	50.97	3.26
1009		Vert %	41.34	53.60	42.07	56.08	40.67	51.75
1010		Index	100	130	102	136	98	125
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	1581	13227	730	11139	851
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	7169	61780	3274	58912	3895
1014		Horz %	100.00	5.94	51.19	2.71	48.81	3.23
1015		Vert %	50.68	66.05	53.83	70.52	47.74	62.71
1016		Index	100	130	106	139	94	124
1017								
1018		Unwgted	2498	134	1497	62	1001	72
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	594	7184	282	5158	312
1020		Horz %	100.00	4.81	58.21	2.29	41.79	2.52
1021		Vert %	5.18	5.47	6.26	6.07	4.18	5.02
1022		Index	100	106	121	117	81	97
1023								
1024		Unwgted	8118	390	4404	171	3714	219
1025	Watched a TV Program Online - Past Month	Weighted (000)	39203	1634	19922	717	19281	917
1026		Horz %	100.00	4.17	50.82	1.83	49.18	2.34
1027		Vert %	16.46	15.05	17.36	15.44	15.63	14.76
1028		Index	100	91	105	94	95	90

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

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2								
1029								
1030		Unwgted	10544	583	5205	214	5339	369
1031	Visited a TV Network or TV Show's Web Site - Past Month	Weighted (000)	50236	2426	23290	853	26946	1574
1032		Horz %	100.00	4.83	46.36	1.70	53.64	3.13
1033		Vert %	21.09	22.36	20.29	18.36	21.84	25.34
1034		Index	100	106	96	87	104	120
1035								
1036		Unwgted	5568	298	3052	129	2516	169
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	1253	13083	549	12414	704
1038		Horz %	100.00	4.91	51.31	2.15	48.69	2.76
1039		Vert %	10.71	11.54	11.40	11.83	10.06	11.33
1040		Index	100	108	106	111	94	106
1041								
1042		Unwgted	23815	1216	11641	506	12174	710
1043	Household Subscribes to Cable TV	Weighted (000)	113098	5229	52487	2162	60611	3068
1044		Horz %	100.00	4.62	46.41	1.91	53.59	2.71
1045		Vert %	47.49	48.18	45.73	46.56	49.12	49.39
1046		Index	100	101	96	98	103	104
1047								
1048		Unwgted	40083	2021	20313	883	19770	1138
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	8944	93321	3901	101872	5043
1050		Horz %	100.00	4.58	47.81	2.00	52.19	2.58
1051		Vert %	81.96	82.40	81.31	84.02	82.56	81.19
1052		Index	100	101	99	103	101	99
1053								
1054		Unwgted	38774	1982	19682	869	19092	1113
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	8803	90255	3837	98509	4967
1056		Horz %	100.00	4.66	47.81	2.03	52.19	2.63
1057		Vert %	79.26	81.11	78.64	82.64	79.84	79.97
1058		Index	100	102	99	104	101	101
1059								
1060		Unwgted	29145	1756	15363	787	13782	969
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	7774	71157	3439	72174	4336
1062		Horz %	100.00	5.42	49.65	2.40	50.35	3.02
1063		Vert %	60.18	71.63	62.00	74.07	58.49	69.81
1064		Index	100	119	103	123	97	116
1065								
1066		Unwgted	16614	1201	9062	541	7552	660
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	5391	40068	2347	38489	3044
1068		Horz %	100.00	6.86	51.00	2.99	49.00	3.87
1069		Vert %	32.99	49.67	34.91	50.56	31.19	49.00
1070		Index	100	151	106	153	95	149
1071								
1072		Unwgted	6367	437	3495	220	2872	217
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	1933	15494	1018	14668	916
1074		Horz %	100.00	6.41	51.37	3.37	48.63	3.04
1075		Vert %	12.66	17.81	13.50	21.92	11.89	14.74
1076		Index	100	141	107	173	94	116
1077								
1078		Unwgted	13594	784	6858	310	6736	474
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	3082	27260	1177	31584	1904
1080		Horz %	100.00	5.24	46.33	2.00	53.67	3.24
1081		Vert %	24.71	28.39	23.75	25.35	25.60	30.66
1082		Index	100	115	96	103	104	124

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

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2								
1083								
1084		Unwgted	10960	508	5902	246	5058	262
1085	Household Has a Satellite Dish	Weighted (000)	63040	2654	31481	1317	31559	1337
1086		Horz %	100.00	4.21	49.94	2.09	50.06	2.12
1087		Vert %	26.47	24.45	27.43	28.36	25.58	21.53
1088		Index	100	92	104	107	97	81
1089								
1090		Unwgted	24143	1230	12572	556	11571	674
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	5365	55528	2429	59595	2936
1092		Horz %	100.00	4.66	48.23	2.11	51.77	2.55
1093		Vert %	48.34	49.43	48.38	52.32	48.30	47.27
1094		Index	100	102	100	108	100	98
1095								
1096		Unwgted	41061	2037	20873	830	20188	1207
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	8906	94592	3591	103386	5315
1098		Horz %	100.00	4.50	47.78	1.81	52.22	2.68
1099		Vert %	83.13	82.06	82.42	77.36	83.79	85.57
1100		Index	100	99	99	93	101	103
1101								
1102		Unwgted	13895	894	6586	322	7309	572
1103	Played Games Online - Past Month	Weighted (000)	73492	4135	34103	1506	39389	2629
1104		Horz %	100.00	5.63	46.40	2.05	53.60	3.58
1105		Vert %	30.86	38.10	29.72	32.43	31.92	42.34
1106		Index	100	123	96	105	103	137
1107								
1108		Unwgted	5057	359	3031	146	2026	213
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	1808	16227	753	11709	1055
1110		Horz %	100.00	6.47	58.09	2.70	41.91	3.78
1111		Vert %	11.73	16.66	14.14	16.22	9.49	16.99
1112		Index	100	142	121	138	81	145
1113								
1114		Unwgted	3934	219	2481	109	1453	110
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	937	11541	455	7765	482
1116		Horz %	100.00	4.85	59.78	2.36	40.22	2.50
1117		Vert %	8.11	8.63	10.06	9.79	6.29	7.77
1118		Index	100	107	124	121	78	96
1119								
1120		Unwgted	8746	463	5192	225	3554	238
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	2098	24810	1026	19120	1072
1122		Horz %	100.00	4.78	56.48	2.34	43.52	2.44
1123		Vert %	18.45	19.33	21.62	22.10	15.50	17.26
1124		Index	100	105	117	120	84	94
1125								
1126		Unwgted	8001	395	4894	176	3107	219
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	1685	23059	816	15840	869
1128		Horz %	100.00	4.33	59.28	2.10	40.72	2.23
1129		Vert %	16.33	15.52	20.09	17.58	12.84	13.99
1130		Index	100	95	123	108	79	86
1131								
1132		Unwgted	2267	178	1300	74	967	104
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	783	6393	352	5078	431
1134		Horz %	100.00	6.83	55.73	3.06	44.27	3.76
1135		Vert %	4.82	7.21	5.57	7.57	4.12	6.95
1136		Index	100	150	116	157	85	144

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

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2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	1719	18316	672	18317	1047
1139		Weighted (000)	171151	7210	79258	2682	91893	4528
1140		Horz %	100.00	4.21	46.31	1.57	53.69	2.65
1141		Vert %	71.87	66.43	69.06	57.78	74.47	72.90
1142		Index	100	92	96	80	104	101
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	1283	11627	484	12713	799
1145		Weighted (000)	124814	5709	55745	2106	69070	3603
1146		Horz %	100.00	4.57	44.66	1.69	55.34	2.89
1147		Vert %	52.41	52.60	48.57	45.36	55.98	58.02
1148		Index	100	100	93	87	107	111
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	268	3275	93	3071	175
1151		Weighted (000)	30027	1181	14151	381	15876	801
1152		Horz %	100.00	3.93	47.13	1.27	52.87	2.67
1153		Vert %	12.61	10.89	12.33	8.20	12.87	12.89
1154		Index	100	86	98	65	102	102
1155	Wrote an Online Blog - Past Month					*		*
1156		Unwgted	1391	69	728	30	663	39
1157		Weighted (000)	6899	311	3295	124	3604	187
1158		Horz %	100.00	4.51	47.76	1.80	52.24	2.70
1159		Vert %	2.90	2.86	2.87	2.68	2.92	3.00
1160		Index	100	99	99	92	101	104
1161	Uploaded or Added Video to a Web Site - Past Month							
1162		Unwgted	3450	220	1785	95	1665	125
1163		Weighted (000)	17397	956	8470	410	8927	546
1164		Horz %	100.00	5.49	48.69	2.35	51.31	3.14
1165		Vert %	7.30	8.81	7.38	8.82	7.23	8.80
1166		Index	100	121	101	121	99	120
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	1752	16879	693	17268	1059
1169		Weighted (000)	168726	7697	78135	3053	90591	4644
1170		Horz %	100.00	4.56	46.31	1.81	53.69	2.75
1171		Vert %	70.85	70.92	68.08	65.75	73.42	74.78
1172		Index	100	100	96	93	104	106
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	1399	12472	513	14791	886
1175		Weighted (000)	138263	6108	59501	2225	78762	3884
1176		Horz %	100.00	4.42	43.03	1.61	56.97	2.81
1177		Vert %	58.06	56.28	51.85	47.92	63.83	62.53
1178		Index	100	97	89	83	110	108
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	16	193	6	184	10
1181		Weighted (000)	1812	93	903	31	909	62
1182		Horz %	100.00	5.11	49.84	1.71	50.16	3.40
1183		Vert %	0.76	0.85	0.79	0.67	0.74	0.99
1184		Index	100	112	103	88	97	130
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	508	3867	189	3983	319
1187		Weighted (000)	38984	2186	18160	805	20824	1380
1188		Horz %	100.00	5.61	46.58	2.07	53.42	3.54
1189		Vert %	16.37	20.14	15.82	17.35	16.88	22.22
1190		Index	100	123	97	106	103	136

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

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2								
1191								
1192		Unwgted	7474	309	4269	121	3205	188
1193	Accessed LinkedIn.com - Past	Weighted (000)	28803	1008	15641	352	13163	656
1194	Month	Horz %	100.00	3.50	54.30	1.22	45.70	2.28
1195		Vert %	12.09	9.28	13.63	7.57	10.67	10.56
1196		Index	100	77	113	63	88	87
1197						*		
1198		Unwgted	7044	242	1340	23	5704	219
1199	Accessed Pinterest - Past	Weighted (000)	37538	1097	6285	70	31253	1027
1200	Month	Horz %	100.00	2.92	16.74	0.19	83.26	2.74
1201		Vert %	15.76	10.11	5.48	1.51	25.33	16.54
1202		Index	100	64	35	10	161	105
1203						*		*
1204		Unwgted	1723	67	1010	31	713	36
1205	Accessed Tumblr - Past	Weighted (000)	9134	356	4736	159	4399	198
1206	Month	Horz %	100.00	3.90	51.84	1.74	48.16	2.17
1207		Vert %	3.84	3.28	4.13	3.42	3.56	3.18
1208		Index	100	86	108	89	93	83
1209								
1210		Unwgted	5641	319	3159	136	2482	183
1211	Accessed Twitter.com - Past	Weighted (000)	28989	1363	15361	573	13628	790
1212	Month	Horz %	100.00	4.70	52.99	1.98	47.01	2.73
1213		Vert %	12.17	12.56	13.38	12.34	11.04	12.73
1214		Index	100	103	110	101	91	105
1215						*		
1216		Unwgted	3125	129	1605	49	1520	80
1217	Accessed Yelp - Past Month	Weighted (000)	12195	501	5827	172	6368	329
1218		Horz %	100.00	4.11	47.78	1.41	52.22	2.70
1219		Vert %	5.12	4.62	5.08	3.70	5.16	5.30
1220		Index	100	90	99	72	101	103
1221								
1222		Unwgted	23106	1291	12543	540	10563	751
1223	Accessed YouTube.com -	Weighted (000)	114822	5643	58760	2386	56062	3257
1224	Past Month	Horz %	100.00	4.91	51.17	2.08	48.83	2.84
1225		Vert %	48.21	51.99	51.20	51.39	45.44	52.45
1226		Index	100	108	106	107	94	109
1227								
1228		Unwgted	16414	861	6547	284	9867	577
1229	Posted "Like" on Social	Weighted (000)	84341	3806	31182	1269	53159	2537
1230	Network - Past Month	Horz %	100.00	4.51	36.97	1.50	63.03	3.01
1231		Vert %	35.41	35.07	27.17	27.32	43.08	40.85
1232		Index	100	99	77	77	122	115
1233								
1234		Unwgted	7779	428	3383	123	4396	305
1235	"Followed" or Became a "Fan"	Weighted (000)	41677	2072	16898	602	24779	1469
1236	or Something or Someone on	Horz %	100.00	4.97	40.55	1.45	59.45	3.53
1237	Social Network - Past Month	Vert %	17.50	19.09	14.72	12.98	20.08	23.65
1238		Index	100	109	84	74	115	135
1239								
1240		Unwgted	4897	290	2376	88	2521	202
1241	Clicked on an Advertisement	Weighted (000)	23787	1217	10534	349	13253	868
1242	on Social Network - Past	Horz %	100.00	5.12	44.28	1.47	55.72	3.65
1243	Month	Vert %	9.99	11.21	9.18	7.52	10.74	13.97
1244		Index	100	112	92	75	108	140

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

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2								
1245								
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgted	4724	176	2291	67	2433	109
1247		Weighted (000)	22158	684	9847	245	12311	439
1248		Horz %	100.00	3.09	44.44	1.11	55.56	1.98
1249		Vert %	9.30	6.30	8.58	5.28	9.98	7.06
1250		Index	100	68	92	57	107	76
1251								
1252	Watched a Video on Social Network - Past Month	Unwgted	19760	1093	10573	465	9187	628
1253		Weighted (000)	99513	4797	50394	2065	49119	2732
1254		Horz %	100.00	4.82	50.64	2.07	49.36	2.75
1255		Vert %	41.78	44.20	43.91	44.47	39.81	43.99
1256		Index	100	106	105	106	95	105
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	36659	2043	18496	828	18163	1215
1259		Weighted (000)	181288	9039	85841	3636	95447	5402
1260		Horz %	100.00	4.99	47.35	2.01	52.65	2.98
1261		Vert %	76.12	83.28	74.80	78.32	77.35	86.98
1262		Index	100	109	98	103	102	114
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15338	880	7718	347	7620	533
1265		Weighted (000)	76191	3867	35752	1429	40439	2438
1266		Horz %	100.00	5.08	46.92	1.88	53.08	3.20
1267		Vert %	31.99	35.63	31.15	30.78	32.77	39.25
1268		Index	100	111	97	96	102	123
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	904	7469	350	7654	554
1271		Weighted (000)	76014	4092	34445	1519	41569	2574
1272		Horz %	100.00	5.38	45.31	2.00	54.69	3.39
1273		Vert %	31.92	37.70	30.01	32.71	33.69	41.44
1274		Index	100	118	94	102	106	130
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	1316	10415	547	9263	769
1277		Weighted (000)	100588	6045	49831	2518	50757	3527
1278		Horz %	100.00	6.01	49.54	2.50	50.46	3.51
1279		Vert %	42.24	55.69	43.42	54.24	41.14	56.78
1280		Index	100	132	103	128	97	134
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	984	7019	346	7350	638
1283		Weighted (000)	75338	4629	34629	1603	40709	3026
1284		Horz %	100.00	6.14	45.96	2.13	54.04	4.02
1285		Vert %	31.63	42.64	30.17	34.52	32.99	48.71
1286		Index	100	135	95	109	104	154
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	594	4888	258	3584	336
1289		Weighted (000)	43183	2702	23745	1157	19438	1545
1290		Horz %	100.00	6.26	54.99	2.68	45.01	3.58
1291		Vert %	18.13	24.90	20.69	24.93	15.75	24.87
1292		Index	100	137	114	137	87	137
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	1190	11334	487	10242	703
1295		Weighted (000)	104133	5248	51075	2100	53058	3148
1296		Horz %	100.00	5.04	49.05	2.02	50.95	3.02
1297		Vert %	43.72	48.35	44.50	45.23	43.00	50.69
1298		Index	100	111	102	103	98	116

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2								
1299								
1300		Unwgted	12940	602	6843	278	6097	324
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	2511	28496	1092	29500	1419
1302		Horz %	100.00	4.33	49.13	1.88	50.87	2.45
1303		Vert %	24.35	23.14	24.83	23.52	23.91	22.85
1304		Index	100	95	102	97	98	94
1305								
1306		Unwgted	16613	837	8096	350	8517	487
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	3696	34285	1475	41722	2221
1308		Horz %	100.00	4.86	45.11	1.94	54.89	2.92
1309		Vert %	31.91	34.06	29.87	31.77	33.81	35.76
1310		Index	100	107	94	100	106	112
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	818	9640	351	8065	467
1313		Weighted (000)	81230	3383	40943	1437	40287	1946
1314		Horz %	100.00	4.17	50.40	1.77	49.60	2.40
1315		Vert %	34.11	31.17	35.68	30.95	32.65	31.34
1316		Index	100	91	105	91	96	92
1317								
1318		Unwgted	4358	261	2029	101	2329	160
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	1176	10416	438	13426	738
1320		Horz %	100.00	4.93	43.69	1.84	56.31	3.10
1321		Vert %	10.01	10.84	9.08	9.44	10.88	11.89
1322		Index	100	108	91	94	109	119
1323								
1324		Unwgted	4622	270	2188	105	2434	165
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	1217	10413	399	14042	818
1326		Horz %	100.00	4.98	42.58	1.63	57.42	3.34
1327		Vert %	10.27	11.21	9.07	8.60	11.38	13.17
1328		Index	100	109	88	84	111	128
1329								
1330		Unwgted	4402	191	2006	66	2396	125
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	844	8818	310	12024	533
1332		Horz %	100.00	4.05	42.31	1.49	57.69	2.56
1333		Vert %	8.75	7.77	7.68	6.69	9.74	8.59
1334		Index	100	89	88	76	111	98
1335								
1336		Unwgted	5602	257	2434	91	3168	166
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	1079	10486	301	15893	778
1338		Horz %	100.00	4.09	39.75	1.14	60.25	2.95
1339		Vert %	11.08	9.94	9.14	6.48	12.88	12.53
1340		Index	100	90	82	59	116	113
1341								
1342		Unwgted	5931	232	2398	72	3533	160
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	956	10182	302	17387	654
1344		Horz %	100.00	3.47	36.93	1.09	63.07	2.37
1345		Vert %	11.58	8.81	8.87	6.50	14.09	10.53
1346		Index	100	76	77	56	122	91
1347								
1348		Unwgted	8893	332	3392	101	5501	231
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	1257	13703	324	26465	933
1350		Horz %	100.00	3.13	34.11	0.81	65.89	2.32
1351		Vert %	16.87	11.58	11.94	6.99	21.45	15.02
1352		Index	100	69	71	41	127	89

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2								
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt	4998	204	2457	89	2541	115
1355		Weighted (000)	23988	820	11131	328	12857	491
1356		Horz %	100.00	3.42	46.40	1.37	53.60	2.05
1357		Vert %	10.07	7.55	9.70	7.07	10.42	7.91
1358		Index	100	75	96	70	103	79
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper Past Year	Unwgt	12281	441	5749	182	6532	259
1361		Weighted (000)	58527	1857	25759	710	32768	1146
1362		Horz %	100.00	3.17	44.01	1.21	55.99	1.96
1363		Vert %	24.58	17.11	22.45	15.30	26.56	18.46
1364		Index	100	70	91	62	108	75
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgt	3705	160	1705	68	2000	92
1367		Weighted (000)	18217	790	8219	364	9999	427
1368		Horz %	100.00	4.34	45.12	2.00	54.88	2.34
1369		Vert %	7.65	7.28	7.16	7.83	8.10	6.87
1370		Index	100	95	94	102	106	90
1371								
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgt	2809	146	1208	50	1601	96
1373		Weighted (000)	13935	695	5376	224	8559	471
1374		Horz %	100.00	4.98	38.58	1.61	61.42	3.38
1375		Vert %	5.85	6.40	4.68	4.82	6.94	7.58
1376		Index	100	109	80	82	119	130
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt	5968	283	2655	107	3313	176
1379		Weighted (000)	29277	1365	12298	542	16979	824
1380		Horz %	100.00	4.66	42.00	1.85	58.00	2.81
1381		Vert %	12.29	12.58	10.72	11.67	13.76	13.26
1382		Index	100	102	87	95	112	108
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgt	3048	197	1294	59	1754	138
1385		Weighted (000)	15175	857	5992	279	9183	578
1386		Horz %	100.00	5.65	39.49	1.84	60.51	3.81
1387		Vert %	6.37	7.90	5.22	6.01	7.44	9.30
1388		Index	100	124	82	94	117	146
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgt	9101	575	4858	251	4243	324
1391		Weighted (000)	46255	2676	23425	1132	22830	1544
1392		Horz %	100.00	5.79	50.64	2.45	49.36	3.34
1393		Vert %	19.42	24.66	20.41	24.37	18.50	24.87
1394		Index	100	127	105	125	95	128
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgt	5921	439	3127	201	2794	238
1397		Weighted (000)	30253	2061	14939	917	15314	1144
1398		Horz %	100.00	6.81	49.38	3.03	50.62	3.78
1399		Vert %	12.70	18.99	13.02	19.74	12.41	18.42
1400		Index	100	149	102	155	98	145
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgt	5828	413	3376	195	2452	218
1403		Weighted (000)	30660	1967	16758	893	13902	1075
1404		Horz %	100.00	6.42	54.66	2.91	45.34	3.50
1405		Vert %	12.87	18.13	14.60	19.23	11.27	17.30
1406		Index	100	141	113	149	88	134

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2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	422	3507	191	2935	231
1409		Weighted (000)	33198	1918	16830	842	16367	1076
1410		Horz %	100.00	5.78	50.70	2.54	49.30	3.24
1411		Vert %	13.94	17.67	14.67	18.14	13.26	17.33
1412		Index	100	127	105	130	95	124
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	354	2967	170	2260	184
1415		Weighted (000)	26198	1687	13774	747	12423	940
1416		Horz %	100.00	6.44	52.58	2.85	47.42	3.59
1417		Vert %	11.00	15.54	12.00	16.09	10.07	15.13
1418		Index	100	141	109	146	92	138
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	374	2856	177	2103	197
1421		Weighted (000)	25734	1829	14007	811	11727	1018
1422		Horz %	100.00	7.11	54.43	3.15	45.57	3.96
1423		Vert %	10.81	16.85	12.20	17.47	9.50	16.39
1424		Index	100	156	113	162	88	152
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	498	3786	217	3315	281
1427		Weighted (000)	34578	2182	17132	928	17446	1253
1428		Horz %	100.00	6.31	49.55	2.68	50.45	3.62
1429		Vert %	14.52	20.10	14.93	19.99	14.14	20.18
1430		Index	100	138	103	138	97	139
1431								
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	286	2639	152	1621	134
1433		Weighted (000)	20853	1262	12281	686	8571	576
1434		Horz %	100.00	6.05	58.90	3.29	41.10	2.76
1435		Vert %	8.76	11.62	10.70	14.77	6.95	9.27
1436		Index	100	133	122	169	79	106
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	413	3476	199	2679	214
1439		Weighted (000)	32878	1980	17503	904	15375	1076
1440		Horz %	100.00	6.02	53.24	2.75	46.76	3.27
1441		Vert %	13.81	18.25	15.25	19.47	12.46	17.33
1442		Index	100	132	110	141	90	126
1443								
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	319	2544	156	2131	163
1445		Weighted (000)	23668	1409	12129	652	11539	757
1446		Horz %	100.00	5.95	51.25	2.76	48.75	3.20
1447		Vert %	9.94	12.99	10.57	14.05	9.35	12.19
1448		Index	100	131	106	141	94	123
1449								
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	278	2258	147	1648	131
1451		Weighted (000)	19046	1257	10397	689	8648	569
1452		Horz %	100.00	6.60	54.59	3.62	45.41	2.98
1453		Vert %	8.00	11.58	9.06	14.83	7.01	9.15
1454		Index	100	145	113	185	88	114
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	394	2839	166	2890	228
1457		Weighted (000)	28661	1828	13411	730	15249	1098
1458		Horz %	100.00	6.38	46.79	2.55	53.21	3.83
1459		Vert %	12.03	16.84	11.69	15.72	12.36	17.68
1460		Index	100	140	97	131	103	147

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2								
1461								
1462		Unwgted	4266	273	2521	133	1745	140
1463	Have Seen Video Ads in	Weighted (000)	19322	1138	10764	587	8558	551
1464	Airports - Past Month	Horz %	100.00	5.89	55.71	3.04	44.29	2.85
1465		Vert %	8.11	10.48	9.38	12.64	6.94	8.87
1466		Index	100	129	116	156	85	109
1467								
1468		Unwgted	8265	466	4863	214	3402	252
1469	Have Seen Video Ads at Gas	Weighted (000)	39199	2081	21534	905	17665	1176
1470	Stations - Past Month	Horz %	100.00	5.31	54.94	2.31	45.06	3.00
1471		Vert %	16.46	19.17	18.76	19.49	14.32	18.94
1472		Index	100	116	114	118	87	115
1473								
1474		Unwgted	3648	292	2100	126	1548	166
1475	Have Seen Video Ads in	Weighted (000)	18380	1337	9985	603	8395	734
1476	Office Building Lobbies - Past	Horz %	100.00	7.27	54.33	3.28	45.67	3.99
1477	Month	Vert %	7.72	12.32	8.70	12.99	6.80	11.82
1478		Index	100	160	113	168	88	153
1479								
1480		Unwgted	3526	275	2026	119	1500	156
1481	Have Seen Video Ads in	Weighted (000)	17078	1236	9334	576	7744	660
1482	Office Building Elevators -	Horz %	100.00	7.24	54.65	3.37	45.35	3.86
1483	Past Month	Vert %	7.17	11.39	8.13	12.41	6.28	10.62
1484		Index	100	159	113	173	88	148
1485								
1486		Unwgted	5288	345	2955	154	2333	191
1487	Have Seen Video Ads in	Weighted (000)	25922	1506	13723	637	12200	869
1488	Movie Theater Lobbies - Past	Horz %	100.00	5.81	52.94	2.46	47.06	3.35
1489	Month	Vert %	10.88	13.88	11.96	13.73	9.89	13.99
1490		Index	100	128	110	126	91	129
1491								
1492		Unwgted	24633	1042	12915	479	11718	563
1493	Have Seen Ads on Billboards -	Weighted (000)	120495	4413	59062	1986	61432	2427
1494	Past Month	Horz %	100.00	3.66	49.02	1.65	50.98	2.01
1495		Vert %	50.60	40.66	51.46	42.78	49.79	39.08
1496		Index	100	80	102	85	98	77
1497								
1498		Unwgted	11093	629	6087	292	5006	337
1499	Have Seen Ads on	Weighted (000)	51163	2611	26650	1197	24513	1414
1500	Buses/Trains - Past Month	Horz %	100.00	5.10	52.09	2.34	47.91	2.76
1501		Vert %	21.48	24.05	23.22	25.78	19.87	22.76
1502		Index	100	112	108	120	92	106
1503								
1504		Unwgted	7336	446	4126	214	3210	232
1505	Have Seen Ads at Bus Stops	Weighted (000)	33508	1757	18104	833	15404	924
1506	or Train Stations - Past Month	Horz %	100.00	5.24	54.03	2.49	45.97	2.76
1507		Vert %	14.07	16.19	15.77	17.95	12.48	14.88
1508		Index	100	115	112	128	89	106
1509								
1510		Unwgted	3636	268	2145	142	1491	126
1511	Have Seen Ads Inside Taxis -	Weighted (000)	16735	1139	9619	635	7116	503
1512	Past Month	Horz %	100.00	6.80	57.48	3.80	42.52	3.01
1513		Vert %	7.03	10.49	8.38	13.69	5.77	8.10
1514		Index	100	149	119	195	82	115

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2								
1515								
1516		Unwgted	6365	424	3730	205	2635	219
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	1698	16219	839	12758	858
1518		Horz %	100.00	5.86	55.97	2.90	44.03	2.96
1519		Vert %	12.17	15.64	14.13	18.08	10.34	13.82
1520		Index	100	129	116	149	85	114
1521								
1522		Unwgted	2813	219	1717	116	1096	103
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	998	8317	522	5637	477
1524		Horz %	100.00	7.15	59.60	3.74	40.40	3.42
1525		Vert %	5.86	9.20	7.25	11.23	4.57	7.68
1526		Index	100	157	124	192	78	131
1527								
1528		Unwgted	7927	419	4854	227	3073	192
1529	Have Seen Ads at Sports or Entertainment Events - Past Month	Weighted (000)	38666	1858	22445	967	16221	890
1530		Horz %	100.00	4.80	58.05	2.50	41.95	2.30
1531		Vert %	16.24	17.12	19.56	20.83	13.15	14.34
1532		Index	100	105	120	128	81	88
1533								
1534		Unwgted	6113	311	3025	146	3088	165
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	1330	13367	603	15102	727
1536		Horz %	100.00	4.67	46.95	2.12	53.05	2.55
1537		Vert %	11.95	12.25	11.65	12.99	12.24	11.70
1538		Index	100	103	97	109	102	98
1539								
1540		Unwgted	11341	688	5826	300	5515	388
1541	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Weighted (000)	56487	2923	26815	1219	29672	1704
1542		Horz %	100.00	5.18	47.47	2.16	52.53	3.02
1543		Vert %	23.72	26.93	23.37	26.26	24.05	27.44
1544		Index	100	114	99	111	101	116
1545								
1546		Unwgted	8802	466	4616	216	4186	250
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	2033	21271	933	21811	1100
1548		Horz %	100.00	4.72	49.37	2.17	50.63	2.55
1549		Vert %	18.09	18.73	18.53	20.11	17.68	17.70
1550		Index	100	104	102	111	98	98
1551								
1552		Unwgted	11299	586	5813	265	5486	321
1553	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Weighted (000)	55294	2436	27155	1093	28140	1343
1554		Horz %	100.00	4.41	49.11	1.98	50.89	2.43
1555		Vert %	23.22	22.44	23.66	23.54	22.81	21.62
1556		Index	100	97	102	101	98	93
1557								
1558		Unwgted	16052	690	8280	294	7772	396
1559	Have Seen Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	78889	2932	38008	1217	40881	1714
1560		Horz %	100.00	3.72	48.18	1.54	51.82	2.17
1561		Vert %	33.13	27.01	33.12	26.22	33.13	27.60
1562		Index	100	82	100	79	100	83
1563								
1564		Unwgted	12291	621	6207	262	6084	359
1565	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Weighted (000)	59195	2496	27775	982	31420	1514
1566		Horz %	100.00	4.22	46.92	1.66	53.08	2.56
1567		Vert %	24.86	23.00	24.20	21.15	25.46	24.38
1568		Index	100	93	97	85	102	98

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2								
1569								
1570		Unwgted	10451	558	5402	251	5049	307
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	2320	25079	1039	26630	1281
1572		Horz %	100.00	4.49	48.50	2.01	51.50	2.48
1573		Vert %	21.71	21.37	21.85	22.37	21.58	20.63
1574		Index	100	98	101	103	99	95
1575								
1576		Unwgted	20709	815	10271	346	10438	469
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	3493	46244	1425	53220	2068
1578		Horz %	100.00	3.51	46.49	1.43	53.51	2.08
1579		Vert %	41.76	32.18	40.29	30.70	43.13	33.30
1580		Index	100	77	96	74	103	80
1581								
1582		Unwgted	4281	290	2642	151	1639	139
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	1319	13633	683	9293	636
1584		Horz %	100.00	5.75	59.46	2.98	40.54	2.78
1585		Vert %	9.63	12.16	11.88	14.71	7.53	10.25
1586		Index	100	126	123	153	78	106
1587								
1588		Unwgted	19255	835	10075	363	9180	472
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	3543	46093	1442	47338	2101
1590		Horz %	100.00	3.79	49.33	1.54	50.67	2.25
1591		Vert %	39.23	32.64	40.16	31.07	38.36	33.82
1592		Index	100	83	102	79	98	86
1593								
1594		Unwgted	11787	580	6470	285	5317	295
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	2521	30181	1201	28181	1320
1596		Horz %	100.00	4.32	51.71	2.06	48.29	2.26
1597		Vert %	24.51	23.23	26.30	25.87	22.84	21.25
1598		Index	100	95	107	106	93	87
1599								
1600		Unwgted	4790	459	2489	198	2301	261
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	2425	14310	1005	14225	1420
1602		Horz %	100.00	8.50	50.15	3.52	49.85	4.98
1603		Vert %	11.98	22.34	12.47	21.64	11.53	22.87
1604		Index	100	186	104	181	96	191
1605								
1606		Unwgted	2700	271	1472	131	1228	140
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	1344	7182	680	6410	664
1608		Horz %	100.00	9.89	52.84	5.00	47.16	4.89
1609		Vert %	5.71	12.39	6.26	14.65	5.20	10.70
1610		Index	100	217	110	257	91	187
1611								
1612		Unwgted	3188	138	1717	68	1471	70
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	577	7122	252	7216	324
1614		Horz %	100.00	4.02	49.67	1.76	50.33	2.26
1615		Vert %	6.02	5.31	6.21	5.44	5.85	5.22
1616		Index	100	88	103	90	97	87
1617								*
1618		Unwgted	1245	83	711	50	534	33
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	363	3118	185	2850	178
1620		Horz %	100.00	6.09	52.24	3.10	47.76	2.99
1621		Vert %	2.51	3.35	2.72	3.98	2.31	2.87
1622		Index	100	134	108	159	92	115

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2								
1623								
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	286	2667	132	2258	154
1625		Weighted (000)	24042	1363	11912	582	12131	781
1626		Horz %	100.00	5.67	49.55	2.42	50.45	3.25
1627		Vert %	10.10	12.56	10.38	12.53	9.83	12.58
1628		Index	100	124	103	124	97	125
1629								
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	304	3155	146	2794	158
1631		Weighted (000)	28812	1415	14088	617	14724	798
1632		Horz %	100.00	4.91	48.89	2.14	51.11	2.77
1633		Vert %	12.10	13.04	12.28	13.30	11.93	12.85
1634		Index	100	108	101	110	99	106
1635								
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	143	829	70	654	73
1637		Weighted (000)	7566	638	3978	286	3588	352
1638		Horz %	100.00	8.43	52.58	3.79	47.42	4.65
1639		Vert %	3.18	5.88	3.47	6.17	2.91	5.66
1640		Index	100	185	109	194	92	178
1641								
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	113	803	53	607	60
1643		Weighted (000)	7520	519	4033	217	3487	302
1644		Horz %	100.00	6.90	53.63	2.89	46.37	4.01
1645		Vert %	3.16	4.78	3.51	4.68	2.83	4.86
1646		Index	100	151	111	148	89	154
1647								
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	135	1547	68	1293	67
1649		Weighted (000)	13819	584	6939	301	6880	283
1650		Horz %	100.00	4.22	50.21	2.18	49.79	2.05
1651		Vert %	5.80	5.38	6.05	6.48	5.58	4.56
1652		Index	100	93	104	112	96	79
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	545	5030	249	4381	296
1655		Weighted (000)	44715	2549	22370	1188	22345	1362
1656		Horz %	100.00	5.70	50.03	2.66	49.97	3.05
1657		Vert %	18.78	23.49	19.49	25.58	18.11	21.92
1658		Index	100	125	104	136	96	117
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	645	3771	275	3530	370
1661		Weighted (000)	37528	3090	18464	1369	19064	1721
1662		Horz %	100.00	8.23	49.20	3.65	50.80	4.59
1663		Vert %	15.76	28.47	16.09	29.49	15.45	27.71
1664		Index	100	181	102	187	98	176
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	688	6056	314	5248	374
1667		Weighted (000)	55116	3244	27961	1472	27155	1772
1668		Horz %	100.00	5.89	50.73	2.67	49.27	3.21
1669		Vert %	23.14	29.89	24.36	31.71	22.01	28.53
1670		Index	100	129	105	137	95	123
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	530	5563	231	4596	299
1673		Weighted (000)	45551	2368	23419	1019	22132	1349
1674		Horz %	100.00	5.20	51.41	2.24	48.59	2.96
1675		Vert %	19.13	21.82	20.41	21.95	17.94	21.71
1676		Index	100	114	107	115	94	114

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2								
1677								
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	401	2576	166	2394	235
1679		Weighted (000)	24002	1677	11714	644	12288	1032
1680		Horz %	100.00	6.99	48.81	2.68	51.19	4.30
1681		Vert %	10.08	15.45	10.21	13.87	9.96	16.62
1682		Index	100	153	101	138	99	165
1683								
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgted	11534	661	5911	290	5623	371
1685		Weighted (000)	53932	2971	26278	1288	27654	1683
1686		Horz %	100.00	5.51	48.72	2.39	51.28	3.12
1687		Vert %	22.65	27.37	22.90	27.75	22.41	27.09
1688		Index	100	121	101	123	99	120
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	671	5104	261	4923	410
1691		Weighted (000)	51549	2896	24091	1022	27458	1873
1692		Horz %	100.00	5.62	46.73	1.98	53.27	3.63
1693		Vert %	21.65	26.68	20.99	22.02	22.25	30.16
1694		Index	100	123	97	102	103	139
1695								
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	826	8763	343	8314	483
1697		Weighted (000)	81581	3544	39666	1408	41915	2136
1698		Horz %	100.00	4.34	48.62	1.73	51.38	2.62
1699		Vert %	34.26	32.65	34.56	30.33	33.97	34.39
1700		Index	100	95	101	89	99	100
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	625	4059	256	4183	369
1703		Weighted (000)	39549	2682	18605	1059	20944	1623
1704		Horz %	100.00	6.78	47.04	2.68	52.96	4.10
1705		Vert %	16.61	24.71	16.21	22.81	16.97	26.13
1706		Index	100	149	98	137	102	157
1707								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	339	3094	141	2975	198
1709		Weighted (000)	26240	1534	12639	637	13601	897
1710		Horz %	100.00	5.85	48.17	2.43	51.83	3.42
1711		Vert %	11.02	14.14	11.01	13.73	11.02	14.44
1712		Index	100	128	100	125	100	131
1713								
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	496	2996	222	2812	274
1715		Weighted (000)	26834	2038	13114	871	13720	1167
1716		Horz %	100.00	7.59	48.87	3.24	51.13	4.35
1717		Vert %	11.27	18.78	11.43	18.75	11.12	18.79
1718		Index	100	167	101	166	99	167
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	357	2407	155	2187	202
1721		Weighted (000)	22674	1545	11129	652	11545	893
1722		Horz %	100.00	6.82	49.08	2.88	50.92	3.94
1723		Vert %	9.52	14.24	9.70	14.04	9.36	14.39
1724		Index	100	150	102	147	98	151
1725								
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	267	1487	129	1260	138
1727		Weighted (000)	13145	1256	6703	584	6441	672
1728		Horz %	100.00	9.56	51.00	4.44	49.00	5.11
1729		Vert %	5.52	11.57	5.84	12.58	5.22	10.82
1730		Index	100	210	106	228	95	196

RAB / GfK MRI FORMAT PROFILE: URBAN AC (Subset of Urban)

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2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	368	2639	163	2513	205
1733		Weighted (000)	23740	1591	11440	697	12300	895
1734		Horz %	100.00	6.70	48.19	2.93	51.81	3.77
1735		Vert %	9.97	14.66	9.97	15.00	9.97	14.40
1736		Index	100	147	100	151	100	144
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	597	4014	248	3709	349
1739		Weighted (000)	39198	2900	19291	1214	19907	1686
1740		Horz %	100.00	7.40	49.21	3.10	50.79	4.30
1741		Vert %	16.46	26.72	16.81	26.14	16.13	27.15
1742		Index	100	162	102	159	98	165
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	720	5413	329	4687	391
1745		Weighted (000)	55260	3475	27484	1582	27776	1892
1746		Horz %	100.00	6.29	49.74	2.86	50.26	3.42
1747		Vert %	23.20	32.02	23.95	34.08	22.51	30.47
1748		Index	100	138	103	147	97	131
1749								
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	264	1494	115	1463	149
1751		Weighted (000)	14457	1356	6912	572	7544	784
1752		Horz %	100.00	9.38	47.81	3.96	52.19	5.42
1753		Vert %	6.07	12.49	6.02	12.32	6.11	12.61
1754		Index	100	206	99	203	101	208
1755								
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	291	1704	135	1286	156
1757		Weighted (000)	16815	1486	9242	675	7573	812
1758		Horz %	100.00	8.84	54.96	4.01	45.04	4.83
1759		Vert %	7.06	13.70	8.05	14.54	6.14	13.07
1760		Index	100	194	114	206	87	185
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	636	4472	254	4273	382
1763		Weighted (000)	46358	2970	22016	1145	24343	1825
1764		Horz %	100.00	6.41	47.49	2.47	52.51	3.94
1765		Vert %	19.47	27.36	19.18	24.66	19.73	29.38
1766		Index	100	141	99	127	101	151
1767								
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	219	1254	95	1272	124
1769		Weighted (000)	13610	1054	6443	409	7166	645
1770		Horz %	100.00	7.75	47.34	3.01	52.66	4.74
1771		Vert %	5.71	9.71	5.61	8.82	5.81	10.39
1772		Index	100	170	98	154	102	182
1773								
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	151	753	76	561	75
1775		Weighted (000)	7509	857	4067	411	3442	447
1776		Horz %	100.00	11.41	54.16	5.47	45.84	5.95
1777		Vert %	3.15	7.90	3.54	8.84	2.79	7.19
1778		Index	100	250	112	280	88	228
1779								
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	302	2510	141	2135	161
1781		Weighted (000)	23280	1388	11830	602	11450	786
1782		Horz %	100.00	5.96	50.82	2.59	49.18	3.37
1783		Vert %	9.78	12.79	10.31	12.97	9.28	12.65
1784		Index	100	131	105	133	95	129

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2								
1785								
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	288	2021	140	1458	148
1787		Weighted (000)	19879	1453	10490	676	9389	777
1788		Horz %	100.00	7.31	52.77	3.40	47.23	3.91
1789		Vert %	8.35	13.39	9.14	14.57	7.61	12.51
1790		Index	100	160	110	175	91	150
1791								
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	198	1315	92	1147	106
1793		Weighted (000)	12512	946	6369	428	6143	519
1794		Horz %	100.00	7.56	50.91	3.42	49.09	4.15
1795		Vert %	5.25	8.72	5.55	9.21	4.98	8.35
1796		Index	100	166	106	175	95	159
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	338	2049	145	2141	193
1799		Weighted (000)	21080	1504	9864	657	11216	847
1800		Horz %	100.00	7.13	46.79	3.12	53.21	4.02
1801		Vert %	8.85	13.86	8.60	14.15	9.09	13.64
1802		Index	100	157	97	160	103	154
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	586	4131	249	3990	337
1805		Weighted (000)	40517	2741	19489	1148	21027	1593
1806		Horz %	100.00	6.76	48.10	2.83	51.90	3.93
1807		Vert %	17.01	25.25	16.98	24.72	17.04	25.65
1808		Index	100	148	100	145	100	151
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	357	1984	165	1558	192
1811		Weighted (000)	19708	1787	10433	814	9275	973
1812		Horz %	100.00	9.07	52.94	4.13	47.06	4.93
1813		Vert %	8.28	16.46	9.09	17.54	7.52	15.66
1814		Index	100	199	110	212	91	189
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	550	3436	239	3261	311
1817		Weighted (000)	33664	2529	16421	1088	17243	1441
1818		Horz %	100.00	7.51	48.78	3.23	51.22	4.28
1819		Vert %	14.14	23.30	14.31	23.43	13.97	23.20
1820		Index	100	165	101	166	99	164
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	517	3200	248	2439	269
1823		Weighted (000)	29083	2417	15419	1197	13664	1219
1824		Horz %	100.00	8.31	53.02	4.12	46.98	4.19
1825		Vert %	12.21	22.27	13.44	25.79	11.07	19.63
1826		Index	100	182	110	211	91	161
1827								
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	367	1694	163	1679	204
1829		Weighted (000)	18399	1841	9036	852	9363	989
1830		Horz %	100.00	10.00	49.11	4.63	50.89	5.37
1831		Vert %	7.73	16.96	7.87	18.35	7.59	15.92
1832		Index	100	220	102	237	98	206
1833								
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	359	2074	170	1766	189
1835		Weighted (000)	20586	1688	10563	821	10023	868
1836		Horz %	100.00	8.20	51.31	3.99	48.69	4.21
1837		Vert %	8.64	15.55	9.20	17.68	8.12	13.97
1838		Index	100	180	106	204	94	162

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2								
1839								
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	330	1940	147	1804	183
1841		Weighted (000)	19635	1577	9629	701	10006	876
1842		Horz %	100.00	8.03	49.04	3.57	50.96	4.46
1843		Vert %	8.24	14.53	8.39	15.09	8.11	14.11
1844		Index	100	176	102	183	98	171
1845								
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	434	2700	194	2261	240
1847		Weighted (000)	24816	2068	12645	892	12171	1176
1848		Horz %	100.00	8.33	50.95	3.59	49.05	4.74
1849		Vert %	10.42	19.05	11.02	19.21	9.86	18.94
1850		Index	100	183	106	184	95	182
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	619	4515	267	4165	352
1853		Weighted (000)	42931	2932	21281	1237	21650	1695
1854		Horz %	100.00	6.83	49.57	2.88	50.43	3.95
1855		Vert %	18.03	27.02	18.54	26.65	17.55	27.29
1856		Index	100	150	103	148	97	151
1857								
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	262	1389	115	1185	147
1859		Weighted (000)	13914	1385	7217	627	6696	758
1860		Horz %	100.00	9.95	51.87	4.51	48.13	5.44
1861		Vert %	5.84	12.76	6.29	13.51	5.43	12.20
1862		Index	100	218	108	231	93	209
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	729	6300	318	5903	411
1865		Weighted (000)	60976	3420	29597	1486	31379	1934
1866		Horz %	100.00	5.61	48.54	2.44	51.46	3.17
1867		Vert %	25.60	31.51	25.79	32.00	25.43	31.15
1868		Index	100	123	101	125	99	122
1869								
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	517	2203	188	2385	329
1871		Weighted (000)	25555	2268	12099	878	13455	1390
1872		Horz %	100.00	8.88	47.35	3.44	52.65	5.44
1873		Vert %	10.73	20.90	10.54	18.91	10.90	22.39
1874		Index	100	195	98	176	102	209
1875								
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	289	1344	88	1645	201
1877		Weighted (000)	17427	1488	7495	466	9932	1023
1878		Horz %	100.00	8.54	43.01	2.67	56.99	5.87
1879		Vert %	7.32	13.71	6.53	10.03	8.05	16.46
1880		Index	100	187	89	137	110	225
1881								
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	290	2115	131	2083	159
1883		Weighted (000)	21562	1407	10308	614	11254	792
1884		Horz %	100.00	6.52	47.80	2.85	52.20	3.67
1885		Vert %	9.05	12.96	8.98	13.23	9.12	12.76
1886		Index	100	143	99	146	101	141
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	292	1919	122	1970	170
1889		Weighted (000)	20103	1398	9461	600	10642	798
1890		Horz %	100.00	6.96	47.06	2.99	52.94	3.97
1891		Vert %	8.44	12.88	8.24	12.93	8.62	12.85
1892		Index	100	153	98	153	102	152

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1								
2								
1893	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months							
1894		Unwgted	2980	234	1515	107	1465	127
1895		Weighted (000)	15777	1165	7470	533	8307	632
1896		Horz %	100.00	7.39	47.35	3.38	52.65	4.00
1897		Vert %	6.62	10.74	6.51	11.49	6.73	10.17
1898		Index	100	162	98	173	102	154
1899	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months							
1900		Unwgted	3183	245	1596	108	1587	137
1901		Weighted (000)	17028	1241	8386	546	8642	695
1902		Horz %	100.00	7.29	49.25	3.20	50.75	4.08
1903		Vert %	7.15	11.43	7.31	11.75	7.00	11.19
1904		Index	100	160	102	164	98	157
1905	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months							
1906		Unwgted	3621	291	1980	120	1641	171
1907		Weighted (000)	17939	1430	9567	562	8373	868
1908		Horz %	100.00	7.97	53.33	3.13	46.67	4.84
1909		Vert %	7.53	13.17	8.34	12.10	6.79	13.97
1910		Index	100	175	111	161	90	185
1911	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months							
1912		Unwgted	1666	150	964	64	702	86
1913		Weighted (000)	8568	765	4961	360	3607	405
1914		Horz %	100.00	8.92	57.90	4.20	42.10	4.72
1915		Vert %	3.60	7.04	4.32	7.75	2.92	6.52
1916		Index	100	196	120	215	81	181
1917	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months							
1918		Unwgted	3471	351	1939	150	1532	201
1919		Weighted (000)	18078	1678	9637	689	8441	990
1920		Horz %	100.00	9.28	53.31	3.81	46.69	5.47
1921		Vert %	7.59	15.46	8.40	14.83	6.84	15.93
1922		Index	100	204	111	195	90	210
1923	Very/Somewhat Likely to Change Jobs - Next 12 Months							
1924		Unwgted	6931	482	3800	192	3131	290
1925		Weighted (000)	34135	2096	17910	837	16225	1259
1926		Horz %	100.00	6.14	52.47	2.45	47.53	3.69
1927		Vert %	14.33	19.31	15.61	18.03	13.15	20.27
1928		Index	100	135	109	126	92	141
1929	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months							
1930		Unwgted	6315	409	3057	174	3258	235
1931		Weighted (000)	33305	1927	15146	777	18159	1150
1932		Horz %	100.00	5.79	45.48	2.33	54.52	3.45
1933		Vert %	13.98	17.75	13.20	16.74	14.72	18.51
1934		Index	100	127	94	120	105	132
1935								
1936								