

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
U.S. Adults 18+	Unwgted	48646	2133	24620	947	24026	1186
	Weighted (000)	244084	10077	117785	4430	126299	5646
	Horz %	100.00	4.13	48.26	1.82	51.74	2.31
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male						*	*
	Unwgted	24620	947	24620	947	0	0
	Weighted (000)	117785	4430	117785	4430	0	0
	Horz %	100.00	3.76	100.00	3.76	0.00	0.00
	Vert %	48.26	43.97	100.00	100.00	0.00	0.00
Female				*	*		
	Unwgted	24026	1186	0	0	24026	1186
	Weighted (000)	126299	5646	0	0	126299	5646
	Horz %	100.00	4.47	0.00	0.00	100.00	4.47
	Vert %	51.74	56.03	0.00	0.00	100.00	100.00
Age 18-24	Unwgted	3885	164	2163	81	1722	83
	Weighted (000)	30253	1143	15267	474	14986	670
	Horz %	100.00	3.78	50.46	1.57	49.54	2.21
	Vert %	12.39	11.35	12.96	10.69	11.87	11.86
	Index	100	92	105	86	96	96
Age 25-34	Unwgted	8183	380	4209	156	3974	224
	Weighted (000)	43389	1893	21595	748	21794	1146
	Horz %	100.00	4.36	49.77	1.72	50.23	2.64
	Vert %	17.78	18.79	18.33	16.88	17.26	20.29
	Index	100	106	103	95	97	114
Age 35-44	Unwgted	8605	422	4423	193	4182	229
	Weighted (000)	40230	1781	19746	812	20484	969
	Horz %	100.00	4.43	49.08	2.02	50.92	2.41
	Vert %	16.48	17.67	16.76	18.32	16.22	17.16
	Index	100	107	102	111	98	104
Age 45-54	Unwgted	8861	487	4477	197	4384	290
	Weighted (000)	43105	2157	21038	919	22067	1238
	Horz %	100.00	5.00	48.81	2.13	51.19	2.87
	Vert %	17.66	21.40	17.86	20.73	17.47	21.93
	Index	100	121	101	117	99	124
Age 55-64	Unwgted	8498	443	4321	210	4177	233
	Weighted (000)	40725	2054	19559	1034	21165	1020
	Horz %	100.00	5.04	48.03	2.54	51.97	2.50
	Vert %	16.68	20.38	16.61	23.33	16.76	18.07
	Index	100	122	100	140	100	108
Age 65+	Unwgted	10614	237	5027	110	5587	127
	Weighted (000)	46383	1049	20580	445	25803	604
	Horz %	100.00	2.26	44.37	0.96	55.63	1.30
	Vert %	19.00	10.41	17.47	10.05	20.43	10.70
	Index	100	55	92	53	108	56
Age 21+	Unwgted	47284	2077	23832	915	23452	1162
	Weighted (000)	232046	9628	111578	4206	120468	5422
	Horz %	100.00	4.15	48.08	1.81	51.92	2.34
	Vert %	95.07	95.54	94.73	94.92	95.38	96.03
	Index	100	101	100	100	100	101
Age 18-34	Unwgted	12068	544	6372	237	5696	307
	Weighted (000)	73642	3037	36862	1221	36780	1815
	Horz %	100.00	4.12	50.06	1.66	49.94	2.46
	Vert %	30.17	30.14	31.30	27.57	29.12	32.15
	Index	100	100	104	91	97	107

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Age 18-49	Unwgted	24996	1192	12990	525	12006	667
	Weighted (000)	134658	5790	66787	2450	67871	3339
	Horz %	100.00	4.30	49.60	1.82	50.40	2.48
	Vert %	55.17	57.46	56.70	55.31	53.74	59.14
	Index	100	104	103	100	97	107
Age 25-54	Unwgted	25649	1289	13109	546	12540	743
	Weighted (000)	126724	5831	62379	2478	64345	3353
	Horz %	100.00	4.60	49.22	1.96	50.78	2.65
	Vert %	51.92	57.86	52.96	55.93	50.95	59.38
	Index	100	111	102	108	98	114
Age 35-64	Unwgted	25964	1352	13221	600	12743	752
	Weighted (000)	124059	5991	60343	2764	63716	3227
	Horz %	100.00	4.83	48.64	2.23	51.36	2.60
	Vert %	50.83	59.45	51.23	62.39	50.45	57.15
	Index	100	117	101	123	99	112
Age 50+	Unwgted	23650	941	11630	422	12020	519
	Weighted (000)	109426	4287	50998	1980	58428	2307
	Horz %	100.00	3.92	46.60	1.81	53.40	2.11
	Vert %	44.83	42.54	43.30	44.69	46.26	40.86
	Index	100	95	97	100	103	91
Median Age	Unwgted						
	Weighted (000)	47.00	46.10	46.10	47.20	47.80	45.40
	Horz %						
	Vert %						
	Index	100	98	98	100	102	97
Race: White Only	Unwgted	34564	284	17599	137	16965	147
	Weighted (000)	179823	1442	87142	728	92681	714
	Horz %	100.00	0.80	48.46	0.41	51.54	0.40
	Vert %	73.67	14.31	73.98	16.44	73.38	12.64
	Index	100	19	100	22	100	17
Race: Black/African-American Only	Unwgted	5909	1591	2691	671	3218	920
	Weighted (000)	29535	7744	13591	3232	15944	4512
	Horz %	100.00	26.22	46.02	10.94	53.98	15.28
	Vert %	12.10	76.85	11.54	72.95	12.62	79.91
	Index	100	635	95	603	104	660
Race: Asian	Unwgted	2388	35	1240	21	1148	14
	Weighted (000)	8358	135	3764	86	4594	49
	Horz %	100.00	1.62	45.03	1.03	54.97	0.58
	Vert %	3.42	1.34	3.20	1.95	3.64	0.86
	Index	100	39	93	57	106	25
Race: Other Race/Multi-Racial	Unwgted	8173	258	4330	139	3843	119
	Weighted (000)	34726	891	17052	470	17674	421
	Horz %	100.00	2.57	49.10	1.35	50.90	1.21
	Vert %	14.23	8.84	14.48	10.61	13.99	7.45
	Index	100	62	102	75	98	52
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	214	3530	126	3321	88
	Weighted (000)	37743	835	18812	447	18930	388
	Horz %	100.00	2.21	49.84	1.19	50.16	1.03
	Vert %	15.46	8.29	15.97	10.10	14.99	6.87
	Index	100	54	103	65	97	44

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Hispanic, Personally Speak Only English at Home					*		*
	Unwgted	1739	74	949	42	790	32
	Weighted (000)	6214	227	3087	111	3127	116
	Horz %	100.00	3.66	49.67	1.79	50.33	1.87
	Vert %	2.55	2.26	2.62	2.51	2.48	2.05
Index	100	89	103	99	97	81	
Hispanic, Personally Speak Mostly English, But Some Spanish at Home							*
	Unwgted	2047	98	1051	57	996	41
	Weighted (000)	9439	405	4679	211	4760	194
	Horz %	100.00	4.29	49.57	2.23	50.43	2.06
	Vert %	3.87	4.02	3.97	4.76	3.77	3.44
Index	100	104	103	123	97	89	
Hispanic, Personally Speak Only Spanish at Home			*		*		*
	Unwgted	1280	12	621	7	659	5
	Weighted (000)	10474	82	5089	49	5385	33
	Horz %	100.00	0.79	48.59	0.47	51.41	0.32
	Vert %	4.29	0.82	4.32	1.11	4.26	0.59
Index	100	19	101	26	99	14	
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*		*		*
	Unwgted	1668	26	850	18	818	8
	Weighted (000)	9512	82	4874	62	4638	19
	Horz %	100.00	0.86	51.24	0.65	48.76	0.20
	Vert %	3.90	0.81	4.14	1.40	3.67	0.34
Index	100	21	106	36	94	9	
Hispanic, Personally Speak Spanish and English Equally at Home			*		*	*	*
	Unwgted	99	4	51	2	48	2
	Weighted (000)	1751	39	918	14	833	25
	Horz %	100.00	2.22	52.43	0.78	47.57	1.44
	Vert %	0.72	0.39	0.78	0.31	0.66	0.45
Index	100	54	109	43	92	62	
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree							
	Unwgted	6825	198	3452	64	3373	134
	Weighted (000)	26213	628	11985	224	14228	403
	Horz %	100.00	2.39	45.72	0.86	54.28	1.54
	Vert %	10.74	6.23	10.18	5.06	11.27	7.15
Index	100	58	95	47	105	67	
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree							
	Unwgted	10965	337	5591	155	5374	182
	Weighted (000)	46746	1245	22626	570	24120	675
	Horz %	100.00	2.66	48.40	1.22	51.60	1.44
	Vert %	19.15	12.35	19.21	12.85	19.10	11.96
Index	100	64	100	67	100	62	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic					*		
	Unwgted	2649	131	1187	43	1462	88
	Weighted (000)	11210	531	4576	160	6634	370
	Horz %	100.00	4.73	40.82	1.43	59.18	3.30
	Vert %	4.59	5.27	3.89	3.62	5.25	6.56
Index	100	115	85	79	114	143	
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational							
	Unwgted	3407	182	1664	83	1743	99
	Weighted (000)	13775	666	6335	288	7440	378
	Horz %	100.00	4.83	45.99	2.09	54.01	2.74
	Vert %	5.64	6.61	5.38	6.50	5.89	6.69
Index	100	117	95	115	104	119	
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree							
	Unwgted	10089	534	5033	236	5056	298
	Weighted (000)	44682	2033	21206	894	23476	1139
	Horz %	100.00	4.55	47.46	2.00	52.54	2.55
	Vert %	18.31	20.17	18.00	20.18	18.59	20.17
Index	100	110	98	110	102	110	
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)							
	Unwgted	10356	538	5407	260	4949	278
	Weighted (000)	71816	3587	36018	1605	35799	1982
	Horz %	100.00	4.99	50.15	2.23	49.85	2.76
	Vert %	29.42	35.60	30.58	36.22	28.34	35.11
Index	100	121	104	123	96	119	

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Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	213	2286	106	2069	107
	Weighted (000)	29641	1388	15039	690	14602	698
	Horz %	100.00	4.68	50.74	2.33	49.26	2.36
	Vert %	12.14	13.77	12.77	15.57	11.56	12.36
	Index	100	113	105	128	95	102
Currently Attending College or University	Unwgted	3403	192	1618	74	1785	118
	Weighted (000)	19372	958	8726	336	10647	622
	Horz %	100.00	4.94	45.04	1.73	54.96	3.21
	Vert %	7.94	9.50	7.41	7.57	8.43	11.02
	Index	100	120	93	95	106	139
Employed Full Time	Unwgted	25438	1217	15105	582	10333	635
	Weighted (000)	119890	5140	68797	2388	51094	2752
	Horz %	100.00	4.29	57.38	1.99	42.62	2.30
	Vert %	49.12	51.01	58.41	53.90	40.45	48.74
	Index	100	104	119	110	82	99
Employed Part Time	Unwgted	5730	244	2169	93	3561	151
	Weighted (000)	28854	1216	10532	426	18322	790
	Horz %	100.00	4.22	36.50	1.48	63.50	2.74
	Vert %	11.82	12.07	8.94	9.62	14.51	13.99
	Index	100	102	76	81	123	118
Not Employed	Unwgted	17478	672	7346	272	10132	400
	Weighted (000)	95339	3720	38457	1616	56883	2104
	Horz %	100.00	3.90	40.34	1.70	59.66	2.21
	Vert %	39.06	36.92	32.65	36.48	45.04	37.26
	Index	100	95	84	93	115	95
Temporarily Unemployed	Unwgted	1886	137	939	58	947	79
	Weighted (000)	12314	787	6528	385	5786	402
	Horz %	100.00	6.39	53.01	3.13	46.99	3.26
	Vert %	5.05	7.81	5.54	8.69	4.58	7.12
	Index	100	155	110	172	91	141
Retired from Employment	Unwgted	10143	290	4871	129	5272	161
	Weighted (000)	46820	1325	21680	605	25140	719
	Horz %	100.00	2.83	46.31	1.29	53.69	1.54
	Vert %	19.18	13.15	18.41	13.66	19.90	12.74
	Index	100	69	96	71	104	66
Not Employed, Principal Shopper for Household	Unwgted	2543	70	65	4	2478	66
	Weighted (000)	16573	357	399	10	16173	346
	Horz %	100.00	2.15	2.41	0.06	97.59	2.09
	Vert %	6.79	3.54	0.34	0.23	12.81	6.14
	Index	100	52	5	3	189	90
Occupation: Professional and Related Occupations	Unwgted	7405	267	3381	99	4024	168
	Weighted (000)	34142	1117	14741	428	19401	690
	Horz %	100.00	3.27	43.18	1.25	56.82	2.02
	Vert %	13.99	11.09	12.52	9.65	15.36	12.21
	Index	100	79	89	69	110	87
Occupation: Management, Business and Financial Operations	Unwgted	6595	258	4012	122	2583	136
	Weighted (000)	24720	800	13920	381	10800	418
	Horz %	100.00	3.24	56.31	1.54	43.69	1.69
	Vert %	10.13	7.94	11.82	8.61	8.55	7.41
	Index	100	78	117	85	84	73
Occupation: Sales and Office Occupations	Unwgted	5959	293	2273	74	3686	219
	Weighted (000)	32636	1552	12665	388	19970	1164
	Horz %	100.00	4.76	38.81	1.19	61.19	3.57
	Vert %	13.37	15.40	10.75	8.77	15.81	20.61
	Index	100	115	80	66	118	154
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	103	2638	97	118	6
	Weighted (000)	13728	424	13073	403	655	21
	Horz %	100.00	3.09	95.23	2.94	4.77	0.16
	Vert %	5.62	4.21	11.10	9.10	0.52	0.38
	Index	100	75	197	162	9	7

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Occupation: Other Employed	Unwgted	8453	540	4970	283	3483	257
	Weighted (000)	43519	2463	24929	1214	18590	1249
	Horz %	100.00	5.66	57.28	2.79	42.72	2.87
	Vert %	17.83	24.44	21.17	27.40	14.72	22.12
	Index	100	137	119	154	83	124
Household Income: \$250,000+			*		*		*
	Unwgted	1966	42	1191	26	775	16
	Weighted (000)	7800	168	4116	104	3684	64
	Horz %	100.00	2.16	52.77	1.33	47.23	0.83
	Vert %	3.20	1.67	3.49	2.34	2.92	1.14
Household Income: \$200,000-\$249,999			*		*		*
	Unwgted	1583	36	918	20	665	16
	Weighted (000)	7178	139	3579	94	3599	45
	Horz %	100.00	1.94	49.86	1.31	50.14	0.63
	Vert %	2.94	1.38	3.04	2.12	2.85	0.81
Household Income: \$150,000-\$199,999			*		*		*
	Unwgted	3725	135	2156	86	1569	49
	Weighted (000)	18847	639	9705	374	9142	265
	Horz %	100.00	3.39	51.50	1.98	48.50	1.40
	Vert %	7.72	6.34	8.24	8.44	7.24	4.69
Household Income: \$100,000-\$149,999			*		*		*
	Unwgted	7038	259	4030	142	3008	117
	Weighted (000)	39997	1285	20517	665	19481	620
	Horz %	100.00	3.21	51.29	1.66	48.71	1.55
	Vert %	16.39	12.75	17.42	15.01	15.42	10.97
Household Income: \$75,000-\$99,999			*		*		*
	Unwgted	6168	226	3380	102	2788	124
	Weighted (000)	32585	1076	16514	451	16071	625
	Horz %	100.00	3.30	50.68	1.38	49.32	1.92
	Vert %	13.35	10.68	14.02	10.18	12.72	11.07
Household Income: \$60,000-\$74,999			*		*		*
	Unwgted	4945	207	2570	106	2375	101
	Weighted (000)	24958	964	12413	448	12545	516
	Horz %	100.00	3.86	49.74	1.79	50.26	2.07
	Vert %	10.23	9.57	10.54	10.11	9.93	9.14
Household Income: \$50,000-\$59,999			*		*		*
	Unwgted	3824	173	1925	83	1899	90
	Weighted (000)	18483	870	9176	428	9306	442
	Horz %	100.00	4.71	49.65	2.31	50.35	2.39
	Vert %	7.57	8.63	7.79	9.65	7.37	7.83
Household Income: \$40,000-\$49,999			*		*		*
	Unwgted	4928	207	2410	88	2518	119
	Weighted (000)	20001	785	9681	334	10320	450
	Horz %	100.00	3.92	48.40	1.67	51.60	2.25
	Vert %	8.19	7.79	8.22	7.55	8.17	7.98
Household Income: \$30,000-\$39,999			*		*		*
	Unwgted	4676	232	2239	90	2437	142
	Weighted (000)	21673	939	10287	384	11386	555
	Horz %	100.00	4.33	47.47	1.77	52.53	2.56
	Vert %	8.88	9.32	8.73	8.67	9.01	9.84
Household Income: \$20,000-\$29,999			*		*		*
	Unwgted	4378	202	1770	69	2608	133
	Weighted (000)	21286	953	9271	383	12015	570
	Horz %	100.00	4.48	43.56	1.80	56.44	2.68
	Vert %	8.72	9.46	7.87	8.64	9.51	10.10
Household Income: Under \$20,000			*		*		*
	Unwgted	5415	414	2031	135	3384	279
	Weighted (000)	31275	2259	12525	766	18751	1493
	Horz %	100.00	7.22	40.05	2.45	59.95	4.77
	Vert %	12.81	22.41	10.63	17.29	14.85	26.44
	Index	100	175	83	135	116	206

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Median Household Income	Unwgt'd						
	Weighted (000)	65.60	51.20	69.60	58.10	61.60	45.20
	Horz %						
	Vert %						
	Index	100	78	106	89	94	69
Marital Status: Single, Never Married	Unwgt'd	12107	803	6453	330	5654	473
	Weighted (000)	69105	4252	36957	1830	32148	2422
	Horz %	100.00	6.15	53.48	2.65	46.52	3.50
	Vert %	28.31	42.20	31.38	41.31	25.45	42.89
	Index	100	149	111	146	90	152
Marital Status: Currently Married	Unwgt'd	24506	763	13836	427	10670	336
	Weighted (000)	129071	3709	64428	1834	64643	1875
	Horz %	100.00	2.87	49.92	1.42	50.08	1.45
	Vert %	52.88	36.80	54.70	41.39	51.18	33.20
	Index	100	70	103	78	97	63
Marital Status: Divorced or Legally Separated	Unwgt'd	8229	463	3344	165	4885	298
	Weighted (000)	31030	1644	12607	639	18423	1006
	Horz %	100.00	5.30	40.63	2.06	59.37	3.24
	Vert %	12.71	16.32	10.70	14.41	14.59	17.81
	Index	100	128	84	113	115	140
Marital Status: Widowed	Unwgt'd	3804	104	987	25	2817	79
	Weighted (000)	14879	472	3794	128	11085	344
	Horz %	100.00	3.17	25.50	0.86	74.50	2.31
	Vert %	6.10	4.68	3.22	2.88	8.78	6.09
	Index	100	77	53	47	144	100
Marital Status: Engaged to Be Married	Unwgt'd	2120	170	1122	84	998	86
	Weighted (000)	11812	883	5830	438	5982	446
	Horz %	100.00	7.48	49.36	3.70	50.64	3.77
	Vert %	4.84	8.76	4.95	9.87	4.74	7.89
	Index	100	181	102	204	98	163
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3596	203	1959	115	1637	88
	Weighted (000)	21557	1116	10333	588	11224	528
	Horz %	100.00	5.18	47.93	2.73	52.07	2.45
	Vert %	8.83	11.08	8.77	13.28	8.89	9.35
	Index	100	125	99	150	101	106
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18201	968	8890	397	9311	571
	Weighted (000)	94932	4398	43462	1749	51470	2648
	Horz %	100.00	4.63	45.78	1.84	54.22	2.79
	Vert %	38.89	43.64	36.90	39.48	40.75	46.91
	Index	100	112	95	102	105	121
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7127	417	3410	161	3717	256
	Weighted (000)	38013	1824	17033	642	20980	1182
	Horz %	100.00	4.80	44.81	1.69	55.19	3.11
	Vert %	15.57	18.10	14.46	14.48	16.61	20.94
	Index	100	116	93	93	107	134
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	320	3495	144	3440	176
	Weighted (000)	34366	1440	16367	650	17998	790
	Horz %	100.00	4.19	47.63	1.89	52.37	2.30
	Vert %	14.08	14.29	13.90	14.68	14.25	14.00
	Index	100	102	99	104	101	99
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2804	156	1357	62	1447	94
	Weighted (000)	14813	794	6725	304	8088	490
	Horz %	100.00	5.36	45.40	2.05	54.60	3.31
	Vert %	6.07	7.88	5.71	6.86	6.40	8.68
	Index	100	130	94	113	106	143
4 Children Under Age 18 Currently Living at Home	Unwgt'd	872	44	407	17	465	27
	Weighted (000)	4873	175	2163	89	2710	86
	Horz %	100.00	3.60	44.38	1.83	55.62	1.77
	Vert %	2.00	1.74	1.84	2.01	2.15	1.53
	Index	100	87	92	101	107	77

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
5 or More Children Under Age 18 Currently Living at Home			*		*		*
	Unwgted	463	31	221	13	242	18
	Weighted (000)	2867	164	1175	65	1693	99
	Horz %	100.00	5.72	40.96	2.25	59.04	3.47
	Vert %	1.17	1.63	1.00	1.46	1.34	1.76
Index	100	139	85	124	114	150	
Own Home/Residence	Unwgted	32775	1103	17020	538	15755	565
	Weighted (000)	160976	5219	78141	2474	82835	2745
	Horz %	100.00	3.24	48.54	1.54	51.46	1.71
	Vert %	65.95	51.79	66.34	55.84	65.59	48.62
	Index	100	79	101	85	99	74
Rent Home/Residence	Unwgted	15306	1013	7334	402	7972	611
	Weighted (000)	80205	4774	38249	1920	41956	2854
	Horz %	100.00	5.95	47.69	2.39	52.31	3.56
	Vert %	32.86	47.38	32.47	43.34	33.22	50.54
	Index	100	144	99	132	101	154
Live Rent-Free in Home/Residence			*		*		*
	Unwgted	565	17	266	7	299	10
	Weighted (000)	2903	84	1395	36	1508	48
	Horz %	100.00	2.88	48.05	1.25	51.95	1.64
	Vert %	1.19	0.83	1.18	0.82	1.19	0.84
Index	100	70	100	69	100	71	
Census Region: North East	Unwgted	11000	368	5477	163	5523	205
	Weighted (000)	44018	1514	21032	642	22986	872
	Horz %	100.00	3.44	47.78	1.46	52.22	1.98
	Vert %	18.03	15.03	17.86	14.49	18.20	15.45
	Index	100	83	99	80	101	86
Census Region: South	Unwgted	17645	1203	8745	537	8900	666
	Weighted (000)	92016	5925	44107	2614	47909	3311
	Horz %	100.00	6.44	47.93	2.84	52.07	3.60
	Vert %	37.70	58.80	37.45	59.00	37.93	58.64
	Index	100	156	99	157	101	156
Census Region: Midwest	Unwgted	9880	305	5113	122	4767	183
	Weighted (000)	52062	1552	25228	636	26834	916
	Horz %	100.00	2.98	48.46	1.22	51.54	1.76
	Vert %	21.33	15.40	21.42	14.36	21.25	16.22
	Index	100	72	100	67	100	76
Census Region: West	Unwgted	10121	257	5285	125	4836	132
	Weighted (000)	55988	1086	27418	538	28570	547
	Horz %	100.00	1.94	48.97	0.96	51.03	0.98
	Vert %	22.94	10.77	23.28	12.15	22.62	9.70
	Index	100	47	101	53	99	42
Census Sub-Region: New England			*		*		*
	Unwgted	2748	5	1330	3	1418	2
	Weighted (000)	11567	27	5545	11	6022	16
	Horz %	100.00	0.23	47.94	0.09	52.06	0.14
	Vert %	4.74	0.26	4.71	0.24	4.77	0.28
Index	100	6	99	5	101	6	
Census Sub-Region: Mid Atlantic	Unwgted	8252	363	4147	160	4105	203
	Weighted (000)	32451	1487	15487	631	16964	856
	Horz %	100.00	4.58	47.73	1.95	52.27	2.64
	Vert %	13.30	14.76	13.15	14.25	13.43	15.16
	Index	100	111	99	107	101	114
Census Sub-Region: South Atlantic	Unwgted	9812	686	4839	290	4973	396
	Weighted (000)	48740	3275	23082	1397	25658	1878
	Horz %	100.00	6.72	47.36	2.87	52.64	3.85
	Vert %	19.97	32.50	19.60	31.54	20.32	33.26
	Index	100	163	98	158	102	167
Census Sub-Region: East South Central	Unwgted	1890	139	940	57	950	82
	Weighted (000)	14067	896	6879	381	7188	515
	Horz %	100.00	6.37	48.90	2.71	51.10	3.66
	Vert %	5.76	8.89	5.84	8.59	5.69	9.12
	Index	100	154	101	149	99	158

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

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Census Sub-Region: West South Central	Unwgt'd	5943	378	2966	190	2977	188
	Weighted (000)	29209	1754	14146	836	15062	918
	Horz %	100.00	6.01	48.43	2.86	51.57	3.14
	Vert %	11.97	17.41	12.01	18.87	11.93	16.26
	Index	100	145	100	158	100	136
Census Sub-Region: East North Central	Unwgt'd	7303	280	3789	112	3514	168
	Weighted (000)	36089	1413	17381	583	18708	830
	Horz %	100.00	3.92	48.16	1.62	51.84	2.30
	Vert %	14.79	14.02	14.76	13.16	14.81	14.70
	Index	100	95	100	89	100	99
Census Sub-Region: West North Central			*		*		*
	Unwgt'd	2577	25	1324	10	1253	15
	Weighted (000)	15973	139	7846	53	8127	85
	Horz %	100.00	0.87	49.12	0.33	50.88	0.53
	Vert %	6.54	1.38	6.66	1.20	6.43	1.51
Census Sub-Region: Mountain			*		*		*
	Unwgt'd	2752	9	1444	3	1308	6
	Weighted (000)	18482	62	9091	22	9391	40
	Horz %	100.00	0.33	49.19	0.12	50.81	0.22
	Vert %	7.57	0.61	7.72	0.49	7.44	0.71
Census Sub-Region: Pacific			*		*		*
	Unwgt'd	7369	248	3841	122	3528	126
	Weighted (000)	37506	1024	18327	517	19179	507
	Horz %	100.00	2.73	48.86	1.38	51.14	1.35
	Vert %	15.37	10.16	15.56	11.66	15.19	8.99
County Size: A			*		*		*
	Unwgt'd	26326	1434	13377	652	12949	782
	Weighted (000)	102649	5731	49402	2503	53247	3228
	Horz %	100.00	5.58	48.13	2.44	51.87	3.14
	Vert %	42.05	56.88	41.94	56.50	42.16	57.17
County Size: B			*		*		*
	Unwgt'd	11709	393	5932	167	5777	226
	Weighted (000)	72000	2405	34639	1060	37361	1345
	Horz %	100.00	3.34	48.11	1.47	51.89	1.87
	Vert %	29.50	23.87	29.41	23.92	29.58	23.83
County Size: C/D			*		*		*
	Unwgt'd	10611	306	5311	128	5300	178
	Weighted (000)	69435	1940	33744	867	35691	1073
	Horz %	100.00	2.79	48.60	1.25	51.40	1.55
	Vert %	28.45	19.26	28.65	19.58	28.26	19.00
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	1128	14	630	9	498	5
	Weighted (000)	4719	68	2463	35	2256	33
	Horz %	100.00	1.44	52.20	0.74	47.80	0.70
	Vert %	1.93	0.68	2.09	0.79	1.79	0.59
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	7893	264	3408	117	4485	147
	Weighted (000)	38375	1168	15888	489	22487	679
	Horz %	100.00	3.04	41.40	1.27	58.60	1.77
	Vert %	15.72	11.59	13.49	11.04	17.80	12.02
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	1220	39	674	23	546	16
	Weighted (000)	6399	171	3477	102	2922	68
	Horz %	100.00	2.67	54.33	1.60	45.67	1.07
	Vert %	2.62	1.69	2.95	2.31	2.31	1.21
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	124	1658	72	1068	52
	Weighted (000)	7983	499	4558	260	3424	238
	Horz %	100.00	6.24	57.10	3.26	42.90	2.99
	Vert %	3.27	4.95	3.87	5.87	2.71	4.22
	Index	100	151	118	180	83	129
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	113	2668	88	564	25
	Weighted (000)	12837	438	10355	353	2482	85
	Horz %	100.00	3.41	80.67	2.75	19.33	0.66
	Vert %	5.26	4.34	8.79	7.96	1.97	1.51
	Index	100	83	167	151	37	29
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	25	592	11	258	14
	Weighted (000)	3908	132	2506	63	1402	69
	Horz %	100.00	3.38	64.12	1.62	35.88	1.76
	Vert %	1.60	1.31	2.13	1.43	1.11	1.22
	Index	100	82	133	89	69	76
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	89	1752	56	1299	33
	Weighted (000)	14357	326	7933	201	6424	125
	Horz %	100.00	2.27	55.26	1.40	44.74	0.87
	Vert %	5.88	3.24	6.74	4.53	5.09	2.22
	Index	100	55	115	77	86	38
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	554	3585	262	4551	292
	Weighted (000)	42891	2506	17737	1130	25154	1376
	Horz %	100.00	5.84	41.35	2.63	58.65	3.21
	Vert %	17.57	24.87	15.06	25.51	19.92	24.38
	Index	100	142	86	145	113	139
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	71	1603	44	1261	27
	Weighted (000)	14285	279	7775	175	6510	104
	Horz %	100.00	1.95	54.43	1.22	45.57	0.73
	Vert %	5.85	2.77	6.60	3.94	5.15	1.85
	Index	100	47	113	67	88	32
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	53	2263	29	1097	24
	Weighted (000)	16987	215	10773	132	6214	83
	Horz %	100.00	1.27	63.42	0.78	36.58	0.49
	Vert %	6.96	2.14	9.15	2.99	4.92	1.47
	Index	100	31	131	43	71	21
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	34	704	18	649	16
	Weighted (000)	5307	145	2699	79	2608	67
	Horz %	100.00	2.74	50.86	1.48	49.14	1.25
	Vert %	2.17	1.44	2.29	1.78	2.06	1.18
	Index	100	66	105	82	95	54
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	140	3837	79	3920	61
	Weighted (000)	44958	728	20903	466	24055	263
	Horz %	100.00	1.62	46.49	1.04	53.51	0.58
	Vert %	18.42	7.23	17.75	10.51	19.05	4.65
	Index	100	39	96	57	103	25
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	14	172	8	138	6
	Weighted (000)	1196	91	639	49	557	42
	Horz %	100.00	7.58	53.45	4.06	46.55	3.52
	Vert %	0.49	0.90	0.54	1.10	0.44	0.75
	Index	100	184	111	224	90	152
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	148	245	45	397	103
	Weighted (000)	3662	755	1387	196	2275	559
	Horz %	100.00	20.63	37.87	5.36	62.13	15.27
	Vert %	1.50	7.50	1.18	4.43	1.80	9.90
	Index	100	500	78	295	120	660
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	86	1288	46	1289	40
	Weighted (000)	15181	383	7552	191	7628	193
	Horz %	100.00	2.53	49.75	1.26	50.25	1.27
	Vert %	6.22	3.81	6.41	4.30	6.04	3.42
	Index	100	61	103	69	97	55

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

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Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)					*		
	Unwgted	3551	102	1399	45	2152	57
	Weighted (000)	17450	425	6424	193	11026	232
	Horz %	100.00	2.44	36.82	1.11	63.18	1.33
	Vert %	7.15	4.22	5.45	4.36	8.73	4.11
	Index	100	59	76	61	122	57
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)					*		*
	Unwgted	631	95	356	46	275	49
	Weighted (000)	2496	435	1441	235	1055	200
	Horz %	100.00	17.44	57.74	9.41	42.26	8.03
	Vert %	1.02	4.32	1.22	5.30	0.84	3.55
	Index	100	422	120	518	82	347
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgted	1108	39	625	23	483	16
	Weighted (000)	6328	157	3490	92	2838	65
	Horz %	100.00	2.49	55.15	1.46	44.85	1.03
	Vert %	2.59	1.56	2.96	2.08	2.25	1.15
	Index	100	60	114	80	87	44
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)							
	Unwgted	5806	136	3543	72	2263	64
	Weighted (000)	23554	484	14195	249	9359	235
	Horz %	100.00	2.06	60.27	1.06	39.73	1.00
	Vert %	9.65	4.81	12.05	5.62	7.41	4.16
	Index	100	50	125	58	77	43
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)							
	Unwgted	1456	109	713	50	743	59
	Weighted (000)	7376	402	3364	164	4012	238
	Horz %	100.00	5.45	45.61	2.22	54.39	3.22
	Vert %	3.02	3.99	2.86	3.70	3.18	4.21
	Index	100	132	95	122	105	139
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgted	2625	28	1348	14	1277	14
	Weighted (000)	10677	121	5254	78	5423	43
	Horz %	100.00	1.13	49.21	0.73	50.79	0.40
	Vert %	4.37	1.20	4.46	1.76	4.29	0.76
	Index	100	27	102	40	98	17
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)							
	Unwgted	3944	182	1603	69	2341	113
	Weighted (000)	20120	801	7818	322	12302	478
	Horz %	100.00	3.98	38.86	1.60	61.14	2.38
	Vert %	8.24	7.94	6.64	7.27	9.74	8.47
	Index	100	96	81	88	118	103
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)							
	Unwgted	2569	383	1177	174	1392	209
	Weighted (000)	13480	1711	5921	726	7559	984
	Horz %	100.00	12.69	43.93	5.39	56.07	7.30
	Vert %	5.52	16.98	5.03	16.39	5.98	17.43
	Index	100	307	91	297	108	316
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)					*		*
	Unwgted	3181	71	2115	38	1066	33
	Weighted (000)	16260	317	10651	165	5609	152
	Horz %	100.00	1.95	65.50	1.02	34.50	0.93
	Vert %	6.66	3.15	9.04	3.73	4.44	2.69
	Index	100	47	136	56	67	40
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgted	1106	45	449	18	657	27
	Weighted (000)	5735	234	2251	103	3483	131
	Horz %	100.00	4.07	39.26	1.79	60.74	2.28
	Vert %	2.35	2.32	1.91	2.32	2.76	2.31
	Index	100	99	81	99	117	98
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgted	906	34	426	21	480	13
	Weighted (000)	5268	141	2577	78	2692	63
	Horz %	100.00	2.67	48.91	1.48	51.09	1.19
	Vert %	2.16	1.40	2.19	1.76	2.13	1.11
	Index	100	65	101	81	99	52
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*		*		*
	Unwgted	302	10	136	6	166	4
	Weighted (000)	1893	77	914	38	979	38
	Horz %	100.00	4.05	48.29	2.03	51.71	2.03
	Vert %	0.78	0.76	0.78	0.87	0.77	0.68
	Index	100	98	100	112	100	88

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	2133	2466	947	2655	1186
	Weighted (000)	26008	10077	12354	4430	13654	5646
	Horz %	100.00	38.74	47.50	17.04	52.50	21.71
	Vert %	10.66	100.00	10.49	100.00	10.81	100.00
	Index	100	939	98	939	101	939
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	2133	947	947	1186	1186
	Weighted (000)	10077	10077	4430	4430	5646	5646
	Horz %	100.00	100.00	43.97	43.97	56.03	56.03
	Vert %	4.13	100.00	3.76	100.00	4.47	100.00
	Index	100	2422	91	2422	108	2422
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	436	1016	204	973	232
	Weighted (000)	11746	2572	5748	1153	5998	1419
	Horz %	100.00	21.90	48.93	9.81	51.07	12.08
	Vert %	4.81	25.52	4.88	26.02	4.75	25.13
	Index	100	530	101	541	99	522
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	60	710	32	593	28
	Weighted (000)	6945	341	3765	175	3180	166
	Horz %	100.00	4.91	54.22	2.52	45.78	2.40
	Vert %	2.85	3.39	3.20	3.95	2.52	2.95
	Index	100	119	112	139	88	104
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	2062	21166	908	19871	1154
	Weighted (000)	204462	9724	100664	4235	103799	5489
	Horz %	100.00	4.76	49.23	2.07	50.77	2.68
	Vert %	83.77	96.50	85.46	95.58	82.18	97.22
	Index	100	115	102	114	98	116
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	1319	13552	610	11726	709
	Weighted (000)	122460	5977	62601	2691	59859	3286
	Horz %	100.00	4.88	51.12	2.20	48.88	2.68
	Vert %	50.17	59.31	53.15	60.74	47.39	58.19
	Index	100	118	106	121	94	116
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	986	9879	465	8956	521
	Weighted (000)	94930	4727	47803	2234	47126	2492
	Horz %	100.00	4.98	50.36	2.35	49.64	2.63
	Vert %	38.89	46.91	40.59	50.43	37.31	44.15
	Index	100	121	104	130	96	114
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	1129	11965	502	10374	627
	Weighted (000)	109527	5207	55888	2345	53639	2862
	Horz %	100.00	4.75	51.03	2.14	48.97	2.61
	Vert %	44.87	51.67	47.45	52.94	42.47	50.68
	Index	100	115	106	118	95	113
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	546	4389	244	3698	302
	Weighted (000)	41055	2662	21314	1218	19741	1443
	Horz %	100.00	6.48	51.92	2.97	48.08	3.52
	Vert %	16.82	26.41	18.10	27.50	15.63	25.56
	Index	100	157	108	163	93	152
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	172	1517	88	901	84
	Weighted (000)	12268	819	7410	395	4858	424
	Horz %	100.00	6.68	60.40	3.22	39.60	3.46
	Vert %	5.03	8.13	6.29	8.92	3.85	7.51
	Index	100	162	125	177	77	149
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	974	8419	461	7721	513
	Weighted (000)	79167	4596	39548	2196	39619	2400
	Horz %	100.00	5.81	49.96	2.77	50.04	3.03
	Vert %	32.43	45.61	33.58	49.56	31.37	42.51
	Index	100	141	104	153	97	131
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	1263	10775	546	10817	717
	Weighted (000)	106532	5823	50518	2532	56014	3292
	Horz %	100.00	5.47	47.42	2.38	52.58	3.09
	Vert %	43.65	57.79	42.89	57.14	44.35	58.30
	Index	100	132	98	131	102	134

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	1044	8662	474	8298	570
	Weighted (000)	85146	4952	41344	2205	43802	2747
	Horz %	100.00	5.82	48.56	2.59	51.44	3.23
	Vert %	34.88	49.15	35.10	49.78	34.68	48.65
	Index	100	141	101	143	99	139
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	631	4357	289	3989	342
	Weighted (000)	42195	3047	21137	1421	21058	1626
	Horz %	100.00	7.22	50.09	3.37	49.91	3.85
	Vert %	17.29	30.24	17.95	32.07	16.67	28.80
	Index	100	175	104	186	96	167
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	192	1240	89	921	103
	Weighted (000)	10847	911	5916	426	4931	485
	Horz %	100.00	8.40	54.54	3.93	45.46	4.47
	Vert %	4.44	9.04	5.02	9.62	3.90	8.59
	Index	100	204	113	217	88	193
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	728	6181	283	7424	445
	Weighted (000)	66444	3544	29038	1351	37407	2193
	Horz %	100.00	5.33	43.70	2.03	56.30	3.30
	Vert %	27.22	35.17	24.65	30.50	29.62	38.84
	Index	100	129	91	112	109	143
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	1768	19374	784	18208	984
	Weighted (000)	186198	8080	90927	3589	95271	4492
	Horz %	100.00	4.34	48.83	1.93	51.17	2.41
	Vert %	76.28	80.19	77.20	81.00	75.43	79.55
	Index	100	105	101	106	99	104
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	343	3918	173	2440	170
	Weighted (000)	32708	1547	19546	722	13161	825
	Horz %	100.00	4.73	59.76	2.21	40.24	2.52
	Vert %	13.40	15.35	16.59	16.29	10.42	14.61
	Index	100	115	124	122	78	109
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	71	867	37	623	34
	Weighted (000)	7844	366	4568	161	3276	205
	Horz %	100.00	4.66	58.23	2.05	41.77	2.61
	Vert %	3.21	3.63	3.88	3.63	2.59	3.62
	Index	100	113	121	113	81	113
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	900	7619	374	8503	526
	Weighted (000)	79216	4369	35906	1815	43310	2554
	Horz %	100.00	5.51	45.33	2.29	54.67	3.22
	Vert %	32.45	43.35	30.48	40.96	34.29	45.24
	Index	100	134	94	126	106	139
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	1674	17663	744	16921	930
	Weighted (000)	172300	7675	83400	3401	88900	4274
	Horz %	100.00	4.45	48.40	1.97	51.60	2.48
	Vert %	70.59	76.16	70.81	76.76	70.39	75.69
	Index	100	108	100	109	100	107
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	144	1536	86	841	58
	Weighted (000)	13032	623	8169	336	4864	286
	Horz %	100.00	4.78	62.68	2.58	37.32	2.20
	Vert %	5.34	6.18	6.94	7.59	3.85	5.07
	Index	100	116	130	142	72	95
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	85	843	46	707	39
	Weighted (000)	8439	426	4527	201	3913	224
	Horz %	100.00	5.04	53.64	2.39	46.36	2.66
	Vert %	3.46	4.23	3.84	4.55	3.10	3.97
	Index	100	122	111	131	90	115
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	304	5526	171	3346	133
	Weighted (000)	37216	1379	22205	711	15011	668
	Horz %	100.00	3.71	59.67	1.91	40.33	1.80
	Vert %	15.25	13.69	18.85	16.05	11.89	11.83
	Index	100	90	124	105	78	78

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	2132	18015	946	17633	1186
	Weighted (000)	180517	10067	87416	4421	93101	5646
	Horz %	100.00	5.58	48.43	2.45	51.57	3.13
	Vert %	73.96	99.91	74.22	99.79	73.71	100.00
	Index	100	135	100	135	100	135
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	2133	19803	947	18821	1186
	Weighted (000)	192537	10077	94151	4430	98386	5646
	Horz %	100.00	5.23	48.90	2.30	51.10	2.93
	Vert %	78.88	100.00	79.93	100.00	77.90	100.00
	Index	100	127	101	127	99	127
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	181	3674	78	3134	103
	Weighted (000)	31804	728	15468	282	16336	446
	Horz %	100.00	2.29	48.63	0.89	51.37	1.40
	Vert %	13.03	7.22	13.13	6.37	12.93	7.89
	Index	100	55	101	49	99	61
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	339	5019	156	4314	183
	Weighted (000)	45323	1539	22079	664	23244	875
	Horz %	100.00	3.40	48.72	1.47	51.28	1.93
	Vert %	18.57	15.28	18.75	14.99	18.40	15.50
	Index	100	82	101	81	99	83
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	559	8170	252	6983	307
	Weighted (000)	76621	2534	38271	1115	38350	1419
	Horz %	100.00	3.31	49.95	1.45	50.05	1.85
	Vert %	31.39	25.15	32.49	25.16	30.36	25.14
	Index	100	80	104	80	97	80
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	467	7086	221	5547	246
	Weighted (000)	64670	2101	33579	980	31091	1121
	Horz %	100.00	3.25	51.92	1.52	48.08	1.73
	Vert %	26.49	20.85	28.51	22.13	24.62	19.85
	Index	100	79	108	84	93	75
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	370	4033	172	3310	198
	Weighted (000)	36346	1592	18766	760	17579	833
	Horz %	100.00	4.38	51.63	2.09	48.37	2.29
	Vert %	14.89	15.80	15.93	17.14	13.92	14.75
	Index	100	106	107	115	93	99
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	933	9763	391	9479	542
	Weighted (000)	97996	4158	47386	1653	50610	2505
	Horz %	100.00	4.24	48.36	1.69	51.64	2.56
	Vert %	40.15	41.26	40.23	37.31	40.07	44.36
	Index	100	103	100	93	100	110
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	1071	11253	455	10668	616
	Weighted (000)	110983	4738	54016	1968	56967	2770
	Horz %	100.00	4.27	48.67	1.77	51.33	2.50
	Vert %	45.47	47.02	45.86	44.42	45.10	49.06
	Index	100	103	101	98	99	108
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	210	1813	95	1639	115
	Weighted (000)	17001	993	8246	431	8755	562
	Horz %	100.00	5.84	48.51	2.54	51.49	3.31
	Vert %	6.97	9.86	7.00	9.73	6.93	9.96
	Index	100	142	101	140	100	143
Downloaded Music - Past Month	Unwgted	9054	523	4802	242	4252	281
	Weighted (000)	47933	2624	24203	1142	23730	1482
	Horz %	100.00	5.47	50.49	2.38	49.51	3.09
	Vert %	19.64	26.04	20.55	25.77	18.79	26.26
	Index	100	133	105	131	96	134
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	124	2158	57	1542	67
	Weighted (000)	17081	551	9453	240	7628	311
	Horz %	100.00	3.23	55.34	1.41	44.66	1.82
	Vert %	7.00	5.47	8.03	5.42	6.04	5.51
	Index	100	78	115	77	86	79

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
Visited iHeartRadio site - Past Month	Unwgted	4412	328	2137	126	2275	202
	Weighted (000)	21989	1556	9936	576	12053	980
	Horz %	100.00	7.08	45.19	2.62	54.81	4.46
	Vert %	9.01	15.44	8.44	13.01	9.54	17.35
	Index	100	171	94	144	106	193
Visited iTunes.com site - Past Month	Unwgted	8331	315	4228	148	4103	167
	Weighted (000)	40212	1470	19546	651	20666	819
	Horz %	100.00	3.66	48.61	1.62	51.39	2.04
	Vert %	16.47	14.59	16.59	14.69	16.36	14.50
	Index	100	89	101	89	99	88
Visited Pandora.com site - Past Month	Unwgted	16996	958	8143	389	8853	569
	Weighted (000)	87700	4421	39828	1668	47872	2753
	Horz %	100.00	5.04	45.41	1.90	54.59	3.14
	Vert %	35.93	43.87	33.81	37.65	37.90	48.75
	Index	100	122	94	105	105	136
Visited Spotify site - Past Month	Unwgted	6074	238	3265	104	2809	134
	Weighted (000)	32588	1129	16510	462	16078	667
	Horz %	100.00	3.46	50.66	1.42	49.34	2.05
	Vert %	13.35	11.21	14.02	10.44	12.73	11.81
	Index	100	84	105	78	95	88
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	885	8133	360	8374	525
	Weighted (000)	83844	4158	39387	1752	44457	2407
	Horz %	100.00	4.96	46.98	2.09	53.02	2.87
	Vert %	34.35	41.27	33.44	39.54	35.20	42.62
	Index	100	120	97	115	102	124
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	820	6987	350	6921	470
	Weighted (000)	70343	3883	33619	1733	36723	2150
	Horz %	100.00	5.52	47.79	2.46	52.21	3.06
	Vert %	28.82	38.54	28.54	39.12	29.08	38.08
	Index	100	134	99	136	101	132
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	897	8480	382	8645	515
	Weighted (000)	86850	4220	40962	1813	45888	2406
	Horz %	100.00	4.86	47.16	2.09	52.84	2.77
	Vert %	35.58	41.88	34.78	40.93	36.33	42.62
	Index	100	118	98	115	102	120
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	727	6657	286	6188	441
	Weighted (000)	65189	3565	31982	1405	33207	2161
	Horz %	100.00	5.47	49.06	2.15	50.94	3.31
	Vert %	26.71	35.38	27.15	31.70	26.29	38.27
	Index	100	132	102	119	98	143
Most trusted media: Radio	Unwgted	4143	131	2212	53	1931	78
	Weighted (000)	21056	660	10937	273	10119	387
	Horz %	100.00	3.13	51.94	1.30	48.06	1.84
	Vert %	8.63	6.55	9.29	6.16	8.01	6.86
	Index	100	76	108	71	93	79
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	1795	19503	798	19095	997
	Weighted (000)	190885	8437	91892	3728	98994	4709
	Horz %	100.00	4.42	48.14	1.95	51.86	2.47
	Vert %	78.20	83.73	78.02	84.15	78.38	83.41
	Index	100	107	100	108	100	107
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	1389	15505	605	15169	784
	Weighted (000)	150599	6631	72409	2850	78190	3781
	Horz %	100.00	4.40	48.08	1.89	51.92	2.51
	Vert %	61.70	65.80	61.48	64.32	61.91	66.97
	Index	100	107	100	104	100	109
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	1214	13432	555	12975	659
	Weighted (000)	129573	5769	63337	2732	66237	3037
	Horz %	100.00	4.45	48.88	2.11	51.12	2.34
	Vert %	53.09	57.25	53.77	61.66	52.44	53.79
	Index	100	108	101	116	99	101

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	1463	15521	655	15246	808
	Weighted (000)	150356	6827	72364	3071	77992	3756
	Horz %	100.00	4.54	48.13	2.04	51.87	2.50
	Vert %	61.60	67.75	61.44	69.32	61.75	66.52
	Index	100	110	100	113	100	108
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	747	6007	302	7581	445
	Weighted (000)	72467	3851	30905	1540	41562	2311
	Horz %	100.00	5.31	42.65	2.13	57.35	3.19
	Vert %	29.69	38.22	26.24	34.77	32.91	40.93
	Index	100	129	88	117	111	138
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	1169	12125	528	12089	641
	Weighted (000)	122899	5812	58920	2630	63979	3182
	Horz %	100.00	4.73	47.94	2.14	52.06	2.59
	Vert %	50.35	57.68	50.02	59.36	50.66	56.36
	Index	100	115	99	118	101	112
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	568	4271	257	3932	311
	Weighted (000)	41009	2786	20395	1326	20614	1460
	Horz %	100.00	6.79	49.73	3.23	50.27	3.56
	Vert %	16.80	27.65	17.32	29.94	16.32	25.85
	Index	100	165	103	178	97	154
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	1169	10375	541	10051	628
	Weighted (000)	102185	5504	50170	2557	52014	2947
	Horz %	100.00	5.39	49.10	2.50	50.90	2.88
	Vert %	41.86	54.62	42.59	57.70	41.18	52.20
	Index	100	130	102	138	98	125
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	1323	12786	624	11032	699
	Weighted (000)	120635	6296	61633	2933	59003	3364
	Horz %	100.00	5.22	51.09	2.43	48.91	2.79
	Vert %	49.42	62.48	52.33	66.19	46.72	59.57
	Index	100	126	106	134	95	121
Downloaded a TV Program - Past Month	Unwgted	2514	98	1488	50	1026	48
	Weighted (000)	11768	469	6862	212	4906	257
	Horz %	100.00	3.98	58.31	1.80	41.69	2.18
	Vert %	4.82	4.65	5.83	4.77	3.88	4.55
	Index	100	96	121	99	81	94
Watched a TV Program Online - Past Month	Unwgted	8915	375	4794	172	4121	203
	Weighted (000)	43431	1639	22357	753	21075	886
	Horz %	100.00	3.77	51.48	1.73	48.52	2.04
	Vert %	17.79	16.26	18.98	17.00	16.69	15.69
	Index	100	91	107	96	94	88
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	483	4824	177	4962	306
	Weighted (000)	47213	2181	22102	773	25111	1408
	Horz %	100.00	4.62	46.81	1.64	53.19	2.98
	Vert %	19.34	21.64	18.76	17.46	19.88	24.93
	Index	100	112	97	90	103	129
Looked at TV Listings Online - Past Month	Unwgted	5331	267	2875	113	2456	154
	Weighted (000)	24808	1181	12867	503	11941	678
	Horz %	100.00	4.76	51.87	2.03	48.13	2.73
	Vert %	10.16	11.72	10.92	11.35	9.45	12.01
	Index	100	115	107	112	93	118
Household Subscribes to Cable TV	Unwgted	22534	1044	10957	447	11577	597
	Weighted (000)	109088	5138	50697	2177	58392	2961
	Horz %	100.00	4.71	46.47	2.00	53.53	2.71
	Vert %	44.69	50.99	43.04	49.14	46.23	52.45
	Index	100	114	96	110	103	117
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	1723	19081	780	18813	943
	Weighted (000)	188357	8239	89899	3682	98458	4556
	Horz %	100.00	4.37	47.73	1.95	52.27	2.42
	Vert %	77.17	81.76	76.32	83.11	77.96	80.70
	Index	100	106	99	108	101	105

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

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Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	1678	18395	766	17949	912
	Weighted (000)	180739	8022	86452	3627	94287	4395
	Horz %	100.00	4.44	47.83	2.01	52.17	2.43
	Vert %	74.05	79.61	73.40	81.86	74.65	77.85
	Index	100	108	99	111	101	105
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	1454	13744	665	12557	789
	Weighted (000)	131456	6976	65357	3165	66099	3811
	Horz %	100.00	5.31	49.72	2.41	50.28	2.90
	Vert %	53.86	69.24	55.49	71.45	52.34	67.50
	Index	100	129	103	133	97	125
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	1000	8571	486	7230	514
	Weighted (000)	75868	4694	39018	2203	36850	2491
	Horz %	100.00	6.19	51.43	2.90	48.57	3.28
	Vert %	31.08	46.59	33.13	49.73	29.18	44.12
	Index	100	150	107	160	94	142
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	317	3175	164	2518	153
	Weighted (000)	27121	1447	14383	687	12737	760
	Horz %	100.00	5.34	53.03	2.53	46.97	2.80
	Vert %	11.11	14.36	12.21	15.51	10.09	13.46
	Index	100	129	110	140	91	121
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	706	6519	314	6511	392
	Weighted (000)	59121	2998	27723	1243	31399	1755
	Horz %	100.00	5.07	46.89	2.10	53.11	2.97
	Vert %	24.22	29.76	23.54	28.06	24.86	31.09
	Index	100	123	97	116	103	128
Household Has a Satellite Dish	Unwgted	10843	440	5773	215	5070	225
	Weighted (000)	61939	2261	30806	1089	31133	1172
	Horz %	100.00	3.65	49.74	1.76	50.26	1.89
	Vert %	25.38	22.44	26.15	24.58	24.65	20.77
	Index	100	88	103	97	97	82
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	1100	12159	495	11569	605
	Weighted (000)	116768	5086	56214	2223	60553	2862
	Horz %	100.00	4.36	48.14	1.90	51.86	2.45
	Vert %	47.84	50.47	47.73	50.18	47.94	50.69
	Index	100	105	100	105	100	106
Any Internet/Online Activity - Past Month	Unwgted	42373	1831	21479	794	20894	1037
	Weighted (000)	208554	8206	100358	3491	108196	4715
	Horz %	100.00	3.93	48.12	1.67	51.88	2.26
	Vert %	85.44	81.44	85.20	78.80	85.67	83.51
	Index	100	95	100	92	100	98
Played Games Online - Past Month	Unwgted	13852	695	6886	278	6966	417
	Weighted (000)	73850	3261	36139	1277	37711	1984
	Horz %	100.00	4.42	48.94	1.73	51.06	2.69
	Vert %	30.26	32.36	30.68	28.83	29.86	35.13
	Index	100	107	101	95	99	116
Downloaded a Video Game - Past Month	Unwgted	5083	269	3219	131	1864	138
	Weighted (000)	28601	1303	17857	639	10744	664
	Horz %	100.00	4.56	62.43	2.24	37.57	2.32
	Vert %	11.72	12.94	15.16	14.43	8.51	11.76
	Index	100	110	129	123	73	100
Downloaded a Movie - Past Month	Unwgted	4447	201	2686	89	1761	112
	Weighted (000)	21989	890	13002	381	8988	509
	Horz %	100.00	4.05	59.13	1.73	40.87	2.31
	Vert %	9.01	8.83	11.04	8.60	7.12	9.01
	Index	100	98	123	95	79	100
Watched a Movie Online - Past Month	Unwgted	11540	527	6607	251	4933	276
	Weighted (000)	58047	2375	31657	1128	26390	1246
	Horz %	100.00	4.09	54.54	1.94	45.46	2.15
	Vert %	23.78	23.57	26.88	25.47	20.89	22.08
	Index	100	99	113	107	88	93

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Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	10029	419	5966	218	4063	201
	Weighted (000)	50248	1939	28918	965	21330	973
	Horz %	100.00	3.86	57.55	1.92	42.45	1.94
	Vert %	20.59	19.24	24.55	21.78	16.89	17.24
	Index	100	93	119	106	82	84
Visited a Chat Room - Past Month	Unwgt'd	2194	113	1304	61	890	52
	Weighted (000)	10601	487	6275	269	4326	217
	Horz %	100.00	4.59	59.20	2.54	40.80	2.05
	Vert %	4.34	4.83	5.33	6.08	3.42	3.85
	Index	100	111	123	140	79	89
Used e-Mail - Past Month	Unwgt'd	37148	1509	18452	627	18696	882
	Weighted (000)	177506	6550	82663	2626	94843	3924
	Horz %	100.00	3.69	46.57	1.48	53.43	2.21
	Vert %	72.72	65.01	70.18	59.27	75.09	69.51
	Index	100	89	97	82	103	96
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	1300	13749	527	15335	773
	Weighted (000)	148723	5902	66365	2378	82359	3523
	Horz %	100.00	3.97	44.62	1.60	55.38	2.37
	Vert %	60.93	58.57	56.34	53.68	65.21	62.40
	Index	100	96	92	88	107	102
Visited Online Blogs - Past Month	Unwgt'd	6650	258	3248	109	3402	149
	Weighted (000)	32542	1110	14793	463	17749	647
	Horz %	100.00	3.41	45.46	1.42	54.54	1.99
	Vert %	13.33	11.01	12.56	10.45	14.05	11.46
	Index	100	83	94	78	105	86
Wrote an Online Blog - Past Month	Unwgt'd	1215	40	626	13	589	27
	Weighted (000)	5810	202	2813	49	2997	154
	Horz %	100.00	3.48	48.42	0.84	51.58	2.64
	Vert %	2.38	2.01	2.39	1.10	2.37	2.72
	Index	100	84	100	46	100	114
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	4085	215	2036	94	2049	121
	Weighted (000)	20569	1040	9626	444	10943	596
	Horz %	100.00	5.06	46.80	2.16	53.20	2.90
	Vert %	8.43	10.32	8.17	10.02	8.66	10.56
	Index	100	122	97	119	103	125
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgt'd	36787	1598	18156	685	18631	913
	Weighted (000)	184180	7244	86438	3048	97741	4196
	Horz %	100.00	3.93	46.93	1.65	53.07	2.28
	Vert %	75.46	71.89	73.39	68.80	77.39	74.32
	Index	100	95	97	91	103	98
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	1274	13748	508	16196	766
	Weighted (000)	152016	5846	66499	2344	85517	3502
	Horz %	100.00	3.85	43.75	1.54	56.25	2.30
	Vert %	62.28	58.02	56.46	52.90	67.71	62.03
	Index	100	93	91	85	109	100
Foursquare	Unwgt'd	259	8	127	4	132	4
	Weighted (000)	1096	30	542	14	554	16
	Horz %	100.00	2.75	49.44	1.29	50.56	1.46
	Vert %	0.45	0.30	0.46	0.32	0.44	0.28
	Index	100	67	102	71	98	63
Google + (Google Plus)	Unwgt'd	7523	410	3548	167	3975	243
	Weighted (000)	37002	1857	16517	720	20485	1138
	Horz %	100.00	5.02	44.64	1.94	55.36	3.08
	Vert %	15.16	18.43	14.02	16.24	16.22	20.15
	Index	100	122	93	107	107	133
Instagram	Unwgt'd	11180	612	4771	254	6409	358
	Weighted (000)	59923	2939	24271	1213	35652	1726
	Horz %	100.00	4.90	40.50	2.02	59.50	2.88
	Vert %	24.55	29.17	20.61	27.38	28.23	30.57
	Index	100	119	84	112	115	125

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

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LinkedIn	Unwgt'd	7899	312	4439	133	3460	179
	Weighted (000)	31599	1162	17071	533	14527	629
	Horz %	100.00	3.68	54.03	1.69	45.97	1.99
	Vert %	12.95	11.54	14.49	12.04	11.50	11.14
	Index	100	89	112	93	89	86
Pinterest	Unwgt'd	9299	374	1975	69	7324	305
	Weighted (000)	49108	1686	9190	309	39919	1377
	Horz %	100.00	3.43	18.71	0.63	81.29	2.80
	Vert %	20.12	16.73	7.80	6.98	31.61	24.38
	Index	100	83	39	35	157	121
Tumblr	Unwgt'd	1737	69	1029	41	708	28
	Weighted (000)	9309	345	4915	173	4394	172
	Horz %	100.00	3.70	52.80	1.86	47.20	1.85
	Vert %	3.81	3.42	4.17	3.90	3.48	3.05
	Index	100	90	109	102	91	80
Twitter	Unwgt'd	6507	285	3592	141	2915	144
	Weighted (000)	32509	1336	16927	636	15583	699
	Horz %	100.00	4.11	52.07	1.96	47.93	2.15
	Vert %	13.32	13.25	14.37	14.36	12.34	12.39
	Index	100	100	108	108	93	93
Yelp	Unwgt'd	4238	171	2031	74	2207	97
	Weighted (000)	17049	638	7651	278	9398	360
	Horz %	100.00	3.74	44.88	1.63	55.12	2.11
	Vert %	6.98	6.33	6.50	6.27	7.44	6.38
	Index	100	91	93	90	107	91
YouTube	Unwgt'd	24878	1127	13348	520	11530	607
	Weighted (000)	125197	5178	64072	2326	61125	2852
	Horz %	100.00	4.14	51.18	1.86	48.82	2.28
	Vert %	51.29	51.39	54.40	52.51	48.40	50.51
	Index	100	100	106	102	94	98
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	801	7934	293	11457	508
	Weighted (000)	98998	3524	37956	1316	61042	2209
	Horz %	100.00	3.56	38.34	1.33	61.66	2.23
	Vert %	40.56	34.98	32.22	29.70	48.33	39.12
	Index	100	86	79	73	119	96
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	450	4289	174	5591	276
	Weighted (000)	51999	2086	21230	818	30768	1268
	Horz %	100.00	4.01	40.83	1.57	59.17	2.44
	Vert %	21.30	20.70	18.02	18.46	24.36	22.46
	Index	100	97	85	87	114	105
Clicked on an advertisement	Unwgt'd	7250	331	3332	126	3918	205
	Weighted (000)	34609	1465	14941	572	19669	893
	Horz %	100.00	4.23	43.17	1.65	56.83	2.58
	Vert %	14.18	14.54	12.68	12.90	15.57	15.82
	Index	100	103	89	91	110	112
Watched a video	Unwgt'd	23931	1050	12520	471	11411	579
	Weighted (000)	121821	4889	60888	2124	60933	2765
	Horz %	100.00	4.01	49.98	1.74	50.02	2.27
	Vert %	49.91	48.52	51.69	47.95	48.25	48.97
	Index	100	97	104	96	97	98
Websites or apps visited or used in the last 30 days: Coupons	Unwgt'd	1642	97	404	15	1238	82
	Weighted (000)	7736	425	1683	59	6052	366
	Horz %	100.00	5.50	21.76	0.77	78.24	4.73
	Vert %	3.17	4.22	1.43	1.34	4.79	6.48
	Index	100	133	45	42	151	205
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	1868	20163	807	20017	1061
	Weighted (000)	200974	8578	95462	3592	105511	4986
	Horz %	100.00	4.27	47.50	1.79	52.50	2.48
	Vert %	82.34	85.13	81.05	81.08	83.54	88.31
	Index	100	103	98	98	101	107

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Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	966	10025	380	10927	586
	Weighted (000)	106707	4399	47788	1700	58918	2699
	Horz %	100.00	4.12	44.78	1.59	55.22	2.53
	Vert %	43.72	43.66	40.57	38.38	46.65	47.80
	Index	100	100	93	88	107	109
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	939	9447	391	9892	548
	Weighted (000)	97935	4390	44522	1793	53413	2597
	Horz %	100.00	4.48	45.46	1.83	54.54	2.65
	Vert %	40.12	43.57	37.80	40.46	42.29	46.00
	Index	100	109	94	101	105	115
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	1303	12866	578	11859	725
	Weighted (000)	126500	6056	62393	2628	64107	3428
	Horz %	100.00	4.79	49.32	2.08	50.68	2.71
	Vert %	51.83	60.10	52.97	59.32	50.76	60.71
	Index	100	116	102	114	98	117
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	856	7823	351	7874	505
	Weighted (000)	84080	4117	39914	1638	44166	2480
	Horz %	100.00	4.90	47.47	1.95	52.53	2.95
	Vert %	34.45	40.86	33.89	36.96	34.97	43.92
	Index	100	119	98	107	102	127
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	627	6471	282	5155	345
	Weighted (000)	61092	2977	32067	1252	29025	1725
	Horz %	100.00	4.87	52.49	2.05	47.51	2.82
	Vert %	25.03	29.54	27.22	28.26	22.98	30.56
	Index	100	118	109	113	92	122
Used a Mobile "App" - Past Month	Unwgted	25794	1148	13219	517	12575	631
	Weighted (000)	128777	5112	62189	2217	66588	2895
	Horz %	100.00	3.97	48.29	1.72	51.71	2.25
	Vert %	52.76	50.73	52.80	50.04	52.72	51.28
	Index	100	96	100	95	100	97
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	516	5777	248	5135	268
	Weighted (000)	50128	2634	24847	1254	25281	1380
	Horz %	100.00	5.25	49.57	2.50	50.43	2.75
	Vert %	20.54	26.14	21.10	28.30	20.02	24.45
	Index	100	127	103	138	97	119
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	705	6852	307	7393	398
	Weighted (000)	67106	3578	30235	1517	36871	2061
	Horz %	100.00	5.33	45.05	2.26	54.95	3.07
	Vert %	27.49	35.51	25.67	34.24	29.19	36.51
	Index	100	129	93	125	106	133
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	813	10461	360	9027	453
	Weighted (000)	91290	3410	46056	1499	45234	1911
	Horz %	100.00	3.73	50.45	1.64	49.55	2.09
	Vert %	37.40	33.84	39.10	33.83	35.82	33.84
	Index	100	90	105	90	96	90
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	207	1751	69	2021	138
	Weighted (000)	20084	1004	9059	329	11024	675
	Horz %	100.00	5.00	45.11	1.64	54.89	3.36
	Vert %	8.23	9.96	7.69	7.43	8.73	11.95
	Index	100	121	93	90	106	145
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	183	1675	55	2083	128
	Weighted (000)	19510	876	8252	244	11258	632
	Horz %	100.00	4.49	42.30	1.25	57.70	3.24
	Vert %	7.99	8.69	7.01	5.51	8.91	11.19
	Index	100	109	88	69	112	140
Read Advertisements in Weekday Newspaper	Unwgted	3812	185	1663	67	2149	118
	Weighted (000)	17916	900	7281	324	10635	576
	Horz %	100.00	5.02	40.64	1.81	59.36	3.22
	Vert %	7.34	8.93	6.18	7.31	8.42	10.21
	Index	100	122	84	100	115	139

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	185	1918	62	2715	123
	Weighted (000)	22092	826	8259	288	13833	538
	Horz %	100.00	3.74	37.38	1.30	62.62	2.44
	Vert %	9.05	8.20	7.01	6.50	10.95	9.53
	Index	100	91	77	72	121	105
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	190	2004	64	3064	126
	Weighted (000)	23852	803	8816	302	15037	502
	Horz %	100.00	3.37	36.96	1.26	63.04	2.10
	Vert %	9.77	7.97	7.48	6.81	11.91	8.88
	Index	100	82	77	70	122	91
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	235	2739	61	4464	174
	Weighted (000)	34013	890	11663	264	22350	626
	Horz %	100.00	2.62	34.29	0.78	65.71	1.84
	Vert %	13.93	8.83	9.90	5.95	17.70	11.09
	Index	100	63	71	43	127	80
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	148	2044	60	2147	88
	Weighted (000)	20652	666	9419	259	11233	406
	Horz %	100.00	3.22	45.61	1.26	54.39	1.97
	Vert %	8.46	6.61	8.00	5.85	8.89	7.20
	Index	100	78	95	69	105	85
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	322	4401	119	5138	203
	Weighted (000)	47372	1590	20433	582	26940	1007
	Horz %	100.00	3.36	43.13	1.23	56.87	2.13
	Vert %	19.41	15.77	17.35	13.14	21.33	17.84
	Index	100	81	89	68	110	92
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8175	440	4333	198	3842	242
	Weighted (000)	42062	2180	21099	933	20963	1248
	Horz %	100.00	5.18	50.16	2.22	49.84	2.97
	Vert %	17.23	21.64	17.91	21.05	16.60	22.10
	Index	100	126	104	122	96	128
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5434	319	2941	150	2493	169
	Weighted (000)	27750	1552	14430	674	13321	878
	Horz %	100.00	5.59	52.00	2.43	48.00	3.16
	Vert %	11.37	15.40	12.25	15.20	10.55	15.55
	Index	100	135	108	134	93	137
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5425	322	3143	159	2282	163
	Weighted (000)	27941	1634	15561	733	12381	901
	Horz %	100.00	5.85	55.69	2.62	44.31	3.22
	Vert %	11.45	16.21	13.21	16.54	9.80	15.96
	Index	100	142	115	144	86	139

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

		U.S. Adults 18+	Adults18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Men 18+	Men18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)	U.S. Women 18+	Women18+ - Listen to Urban AC (subset of "Urban") (Monday-Sunday 24-hour cume)
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	337	3195	171	2612	166
	Weighted (000)	30170	1673	15891	825	14279	848
	Horz %	100.00	5.54	52.67	2.73	47.33	2.81
	Vert %	12.36	16.60	13.49	18.61	11.31	15.02
	Index	100	134	109	151	91	122
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	283	2853	139	2194	144
	Weighted (000)	24469	1386	13265	691	11204	695
	Horz %	100.00	5.66	54.21	2.82	45.79	2.84
	Vert %	10.02	13.76	11.26	15.60	8.87	12.31
	Index	100	137	112	156	88	123
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	308	2629	160	1943	148
	Weighted (000)	23484	1526	12984	716	10501	810
	Horz %	100.00	6.50	55.29	3.05	44.71	3.45
	Vert %	9.62	15.14	11.02	16.17	8.31	14.34
	Index	100	157	115	168	86	149
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	375	3320	183	2813	192
	Weighted (000)	30556	1763	15761	863	14795	900
	Horz %	100.00	5.77	51.58	2.82	48.42	2.94
	Vert %	12.52	17.49	13.38	19.47	11.71	15.94
	Index	100	140	107	156	94	127
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	245	2599	129	1613	116
	Weighted (000)	21008	1201	12638	644	8370	557
	Horz %	100.00	5.72	60.16	3.07	39.84	2.65
	Vert %	8.61	11.92	10.73	14.54	6.63	9.86
	Index	100	138	125	169	77	115
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	360	3444	179	2590	181
	Weighted (000)	31175	1791	16942	851	14234	940
	Horz %	100.00	5.74	54.34	2.73	45.66	3.01
	Vert %	12.77	17.77	14.38	19.21	11.27	16.65
	Index	100	139	113	150	88	130
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	270	2539	122	2072	148
	Weighted (000)	23019	1367	12109	622	10909	746
	Horz %	100.00	5.94	52.61	2.70	47.39	3.24
	Vert %	9.43	13.57	10.28	14.03	8.64	13.21
	Index	100	144	109	149	92	140
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	236	2310	121	1706	115
	Weighted (000)	19382	1223	10885	658	8496	565
	Horz %	100.00	6.31	56.16	3.40	43.84	2.91
	Vert %	7.94	12.14	9.24	14.86	6.73	10.00
	Index	100	153	116	187	85	126
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	342	2788	162	2711	180
	Weighted (000)	27407	1721	13342	774	14066	947
	Horz %	100.00	6.28	48.68	2.82	51.32	3.46
	Vert %	11.23	17.08	11.33	17.48	11.14	16.77
	Index	100	152	101	156	99	149
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	251	2363	139	1566	112
	Weighted (000)	17909	1175	10424	673	7485	503
	Horz %	100.00	6.56	58.21	3.76	41.79	2.81
	Vert %	7.34	11.66	8.85	15.19	5.93	8.90
	Index	100	159	121	207	81	121
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	482	4916	236	3474	246
	Weighted (000)	41042	2214	22712	1079	18330	1135
	Horz %	100.00	5.40	55.34	2.63	44.66	2.77
	Vert %	16.81	21.97	19.28	24.35	14.51	20.11
	Index	100	131	115	145	86	120
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	250	2128	132	1541	118
	Weighted (000)	18065	1275	10099	669	7966	606
	Horz %	100.00	7.06	55.90	3.70	44.10	3.35
	Vert %	7.40	12.65	8.57	15.10	6.31	10.73
	Index	100	171	116	204	85	145

RAB/GFK MRI RADIO FORMAT PROFILE: URBAN AC

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Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	249	2086	130	1466	119
	Weighted (000)	16785	1295	9475	690	7310	605
	Horz %	100.00	7.71	56.45	4.11	43.55	3.60
	Vert %	6.88	12.85	8.04	15.57	5.79	10.72
	Index	100	187	117	226	84	156
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	317	2889	157	2203	160
	Weighted (000)	25878	1628	13824	801	12053	827
	Horz %	100.00	6.29	53.42	3.10	46.58	3.20
	Vert %	10.60	16.16	11.74	18.08	9.54	14.65
	Index	100	152	111	171	90	138
Have Seen Ads on Billboards - Past Month	Unwgted	23703	884	12315	402	11388	482
	Weighted (000)	117973	4099	57972	1885	60001	2214
	Horz %	100.00	3.47	49.14	1.60	50.86	1.88
	Vert %	48.33	40.68	49.22	42.55	47.51	39.21
	Index	100	84	102	88	98	81
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	552	5916	261	4970	291
	Weighted (000)	50330	2468	26109	1189	24221	1279
	Horz %	100.00	4.90	51.88	2.36	48.12	2.54
	Vert %	20.62	24.49	22.17	26.83	19.18	22.65
	Index	100	119	108	130	93	110
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	400	4174	201	3154	199
	Weighted (000)	32843	1770	18004	863	14838	907
	Horz %	100.00	5.39	54.82	2.63	45.18	2.76
	Vert %	13.46	17.56	15.29	19.48	11.75	16.06
	Index	100	131	114	145	87	119
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	236	2254	114	1595	122
	Weighted (000)	17102	1124	9977	539	7125	584
	Horz %	100.00	6.57	58.34	3.15	41.66	3.42
	Vert %	7.01	11.15	8.47	12.17	5.64	10.35
	Index	100	159	121	174	81	148
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	319	3558	175	2334	144
	Weighted (000)	26219	1505	15564	788	10655	717
	Horz %	100.00	5.74	59.36	3.00	40.64	2.74
	Vert %	10.74	14.94	13.21	17.78	8.44	12.71
	Index	100	139	123	166	79	118
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	200	1859	102	1149	98
	Weighted (000)	14451	1030	8852	506	5599	523
	Horz %	100.00	7.13	61.25	3.50	38.75	3.62
	Vert %	5.92	10.22	7.52	11.43	4.43	9.27
	Index	100	173	127	193	75	157
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	372	4598	199	2807	173
	Weighted (000)	36191	1721	21726	941	14466	780
	Horz %	100.00	4.75	60.03	2.60	39.97	2.15
	Vert %	14.83	17.08	18.45	21.24	11.45	13.81
	Index	100	115	124	143	77	93
Have Seen Ads on Postcards - Past Month	Unwgted	5576	241	2856	115	2720	126
	Weighted (000)	26312	1131	13258	581	13054	551
	Horz %	100.00	4.30	50.39	2.21	49.61	2.09
	Vert %	10.78	11.23	11.26	13.10	10.34	9.75
	Index	100	104	104	122	96	90
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	588	6893	275	6528	313
	Weighted (000)	66442	2530	32223	1181	34219	1349
	Horz %	100.00	3.81	48.50	1.78	51.50	2.03
	Vert %	27.22	25.11	27.36	26.65	27.09	23.89
	Index	100	92	101	98	100	88
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	409	4572	206	4034	203
	Weighted (000)	42087	1861	21394	916	20693	945
	Horz %	100.00	4.42	50.83	2.18	49.17	2.25
	Vert %	17.24	18.47	18.16	20.68	16.38	16.74
	Index	100	107	105	120	95	97

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Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	10943	478	5666	224	5277	254
	Weighted (000)	53139	2078	26487	1002	26653	1076
	Horz %	100.00	3.91	49.84	1.88	50.16	2.03
	Vert %	21.77	20.62	22.49	22.61	21.10	19.06
	Index	100	95	103	104	97	88
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	613	7927	282	7244	331
	Weighted (000)	76102	2753	37939	1275	38163	1478
	Horz %	100.00	3.62	49.85	1.68	50.15	1.94
	Vert %	31.18	27.32	32.21	28.78	30.22	26.18
	Index	100	88	103	92	97	84
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	521	5402	238	5185	283
	Weighted (000)	52205	2313	25466	1073	26739	1240
	Horz %	100.00	4.43	48.78	2.05	51.22	2.38
	Vert %	21.39	22.95	21.62	24.21	21.17	21.97
	Index	100	107	101	113	99	103
Have Seen Infomercials - Past Month	Unwgt'd	9871	503	5073	224	4798	279
	Weighted (000)	49119	2330	24353	1042	24766	1288
	Horz %	100.00	4.74	49.58	2.12	50.42	2.62
	Vert %	20.12	23.12	20.68	23.51	19.61	22.82
	Index	100	115	103	117	97	113
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	709	9597	323	10035	386
	Weighted (000)	96299	3162	44442	1406	51856	1756
	Horz %	100.00	3.28	46.15	1.46	53.85	1.82
	Vert %	39.45	31.38	37.73	31.74	41.06	31.10
	Index	100	80	96	80	104	79
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4596	256	2751	131	1845	125
	Weighted (000)	24167	1289	14376	654	9791	636
	Horz %	100.00	5.34	59.49	2.71	40.51	2.63
	Vert %	9.90	12.80	12.21	14.76	7.75	11.26
	Index	100	129	123	149	78	114
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	702	9209	338	8614	364
	Weighted (000)	88092	3178	43604	1569	44489	1609
	Horz %	100.00	3.61	49.50	1.78	50.50	1.83
	Vert %	36.09	31.54	37.02	35.42	35.22	28.50
	Index	100	87	103	98	98	79
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	473	6124	245	5124	228
	Weighted (000)	56256	2135	29146	1122	27110	1013
	Horz %	100.00	3.80	51.81	2.00	48.19	1.80
	Vert %	23.05	21.19	24.75	25.33	21.46	17.94
	Index	100	92	107	110	93	78