

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|----|-----------------|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 3 | U.S. Adults 18+ | | | | | | | |
| 4 | | Unwgt | 50764 | 5552 | 26280 | 2624 | 24484 | 2928 |
| 5 | | (000) | 230375 | 27519 | 111471 | 12691 | 118904 | 14829 |
| 6 | | Horz % | 100.00 | 11.95 | 48.39 | 5.51 | 51.61 | 6.44 |
| 7 | | Vert % | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |
| 8 | | Index | 100 | 100 | 100 | 100 | 100 | 100 |
| 9 | Male | | | | | | * | * |
| 10 | | Unwgt | 26280 | 2624 | 26280 | 2624 | 0 | 0 |
| 11 | | (000) | 111471 | 12691 | 111471 | 12691 | 0 | 0 |
| 12 | | Horz % | 100.00 | 11.38 | 100.00 | 11.38 | 0.00 | 0.00 |
| 13 | | Vert % | 48.39 | 46.12 | 100.00 | 100.00 | 0.00 | 0.00 |
| 14 | | Index | 100 | 95 | 207 | 207 | 0 | 0 |
| 15 | Female | | | | * | * | | |
| 16 | | Unwgt | 24484 | 2928 | 0 | 0 | 24484 | 2928 |
| 17 | | (000) | 118904 | 14829 | 0 | 0 | 118904 | 14829 |
| 18 | | Horz % | 100.00 | 12.47 | 0.00 | 0.00 | 100.00 | 12.47 |
| 19 | | Vert % | 51.61 | 53.88 | 0.00 | 0.00 | 100.00 | 100.00 |
| 20 | | Index | 100 | 104 | 0 | 0 | 194 | 194 |
| 21 | Age 18-24 | | | | | | | |
| 22 | | Unwgt | 4063 | 1158 | 2314 | 647 | 1749 | 511 |
| 23 | | (000) | 29377 | 8067 | 14849 | 4052 | 14528 | 4015 |
| 24 | | Horz % | 100.00 | 27.46 | 50.55 | 13.79 | 49.45 | 13.67 |
| 25 | | Vert % | 12.75 | 29.31 | 13.32 | 31.93 | 12.22 | 27.08 |
| 26 | | Index | 100 | 230 | 104 | 250 | 96 | 212 |
| 27 | Age 25-34 | | | | | | | |
| 28 | | Unwgt | 8080 | 1464 | 4218 | 651 | 3862 | 813 |
| 29 | | (000) | 41280 | 7259 | 20756 | 3285 | 20524 | 3974 |
| 30 | | Horz % | 100.00 | 17.58 | 50.28 | 7.96 | 49.72 | 9.63 |
| 31 | | Vert % | 17.92 | 26.38 | 18.62 | 25.89 | 17.26 | 26.80 |
| 32 | | Index | 100 | 147 | 104 | 144 | 96 | 150 |
| 33 | Age 35-44 | | | | | | | |
| 34 | | Unwgt | 9539 | 1160 | 5074 | 514 | 4465 | 646 |
| 35 | | (000) | 40737 | 4822 | 20147 | 2091 | 20590 | 2731 |
| 36 | | Horz % | 100.00 | 11.84 | 49.46 | 5.13 | 50.54 | 6.70 |
| 37 | | Vert % | 17.68 | 17.52 | 18.07 | 16.48 | 17.32 | 18.42 |
| 38 | | Index | 100 | 99 | 102 | 93 | 98 | 104 |
| 39 | Age 45-54 | | | | | | | |
| 40 | | Unwgt | 10179 | 945 | 5388 | 435 | 4791 | 510 |
| 41 | | (000) | 44531 | 4038 | 21782 | 1768 | 22749 | 2270 |
| 42 | | Horz % | 100.00 | 9.07 | 48.91 | 3.97 | 51.09 | 5.10 |
| 43 | | Vert % | 19.33 | 14.67 | 19.54 | 13.93 | 19.13 | 15.31 |
| 44 | | Index | 100 | 76 | 101 | 72 | 99 | 79 |
| 45 | Age 55-64 | | | | | | | |
| 46 | | Unwgt | 8584 | 560 | 4412 | 256 | 4172 | 304 |
| 47 | | (000) | 35695 | 2137 | 17145 | 963 | 18550 | 1174 |
| 48 | | Horz % | 100.00 | 5.99 | 48.03 | 2.70 | 51.97 | 3.29 |
| 49 | | Vert % | 15.49 | 7.76 | 15.38 | 7.59 | 15.60 | 7.91 |
| 50 | | Index | 100 | 50 | 99 | 49 | 101 | 51 |
| 51 | Age 65+ | | | | | | | |
| 52 | | Unwgt | 10319 | 265 | 4874 | 121 | 5445 | 144 |
| 53 | | (000) | 38754 | 1197 | 16791 | 532 | 21963 | 665 |
| 54 | | Horz % | 100.00 | 3.09 | 43.33 | 1.37 | 56.67 | 1.72 |
| 55 | | Vert % | 16.82 | 4.35 | 15.06 | 4.19 | 18.47 | 4.49 |
| 56 | | Index | 100 | 26 | 90 | 25 | 110 | 27 |

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| | A | B | C | D | E | F | G | H |
|-----|------------------|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 57 | Age 21+ | | | | | | | |
| 58 | | Unwgt | 49151 | 5045 | 25297 | 2317 | 23854 | 2728 |
| 59 | | (000) | 217192 | 23629 | 104396 | 10571 | 112796 | 13058 |
| 60 | | Horz % | 100.00 | 10.88 | 48.07 | 4.87 | 51.93 | 6.01 |
| 61 | | Vert % | 94.28 | 85.86 | 93.65 | 83.30 | 94.86 | 88.06 |
| 62 | | Index | 100 | 91 | 99 | 88 | 101 | 93 |
| 63 | Age 21-34 | | | | | | | |
| 64 | | Unwgt | 10530 | 2115 | 5549 | 991 | 4981 | 1124 |
| 65 | | (000) | 57475 | 11435 | 28531 | 5217 | 28944 | 6218 |
| 66 | | Horz % | 100.00 | 19.90 | 49.64 | 9.08 | 50.36 | 10.82 |
| 67 | | Vert % | 24.95 | 41.55 | 25.59 | 41.11 | 24.34 | 41.93 |
| 68 | | Index | 100 | 167 | 103 | 165 | 98 | 168 |
| 69 | Age 18-34 | | | | | | | |
| 70 | | Unwgt | 12143 | 2622 | 6532 | 1298 | 5611 | 1324 |
| 71 | | (000) | 70657 | 15326 | 35605 | 7337 | 35053 | 7989 |
| 72 | | Horz % | 100.00 | 21.69 | 50.39 | 10.38 | 49.61 | 11.31 |
| 73 | | Vert % | 30.67 | 55.69 | 31.94 | 57.81 | 29.48 | 53.87 |
| 74 | | Index | 100 | 182 | 104 | 188 | 96 | 176 |
| 75 | Age 18-49 | | | | | | | |
| 76 | | Unwgt | 26777 | 4272 | 14373 | 2033 | 12404 | 2239 |
| 77 | | (000) | 133969 | 22397 | 66829 | 10390 | 67140 | 12007 |
| 78 | | Horz % | 100.00 | 16.72 | 49.88 | 7.76 | 50.12 | 8.96 |
| 79 | | Vert % | 58.15 | 81.38 | 59.95 | 81.87 | 56.47 | 80.97 |
| 80 | | Index | 100 | 140 | 103 | 141 | 97 | 139 |
| 81 | Age 25-54 | | | | | | | |
| 82 | | Unwgt | 27798 | 3569 | 14680 | 1600 | 13118 | 1969 |
| 83 | | (000) | 126548 | 16119 | 62685 | 7144 | 63863 | 8975 |
| 84 | | Horz % | 100.00 | 12.74 | 49.53 | 5.65 | 50.47 | 7.09 |
| 85 | | Vert % | 54.93 | 58.57 | 56.23 | 56.30 | 53.71 | 60.52 |
| 86 | | Index | 100 | 107 | 102 | 102 | 98 | 110 |
| 87 | Age 35-64 | | | | | | | |
| 88 | | Unwgt | 28302 | 2665 | 14874 | 1205 | 13428 | 1460 |
| 89 | | (000) | 120963 | 10997 | 59074 | 4822 | 61889 | 6175 |
| 90 | | Horz % | 100.00 | 9.09 | 48.84 | 3.99 | 51.16 | 5.10 |
| 91 | | Vert % | 52.51 | 39.96 | 53.00 | 38.00 | 52.05 | 41.64 |
| 92 | | Index | 100 | 76 | 101 | 72 | 99 | 79 |
| 93 | Age 50+ | | | | | | | |
| 94 | | Unwgt | 23987 | 1280 | 11907 | 591 | 12080 | 689 |
| 95 | | (000) | 96406 | 5123 | 44642 | 2301 | 51764 | 2822 |
| 96 | | Horz % | 100.00 | 5.31 | 46.31 | 2.39 | 53.69 | 2.93 |
| 97 | | Vert % | 41.85 | 18.62 | 40.05 | 18.13 | 43.53 | 19.03 |
| 98 | | Index | 100 | 44 | 96 | 43 | 104 | 45 |
| 99 | Median Age | | | | | | | |
| 100 | | Unwgt | | | | | | |
| 101 | | (000) | 45.80 | 32.70 | 45.00 | 31.60 | 46.70 | 33.60 |
| 102 | | Horz % | | | | | | |
| 103 | | Vert % | | | | | | |
| 104 | | Index | | | | | | |
| 105 | Race: White Only | | | | | | | |
| 106 | | Unwgt | 38545 | 1521 | 20124 | 738 | 18421 | 783 |
| 107 | | (000) | 172664 | 8170 | 83100 | 3783 | 89564 | 4387 |
| 108 | | Horz % | 100.00 | 4.73 | 48.13 | 2.19 | 51.87 | 2.54 |
| 109 | | Vert % | 74.95 | 29.69 | 74.55 | 29.81 | 75.32 | 29.58 |
| 110 | | Index | 100 | 40 | 99 | 40 | 101 | 39 |

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| | A | B | C | D | E | F | G | H |
|-----|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 111 | Race: Black/African-American Only | | | | | | | |
| 112 | | Unwgt | 5358 | 3099 | 2489 | 1399 | 2869 | 1700 |
| 113 | | (000) | 26062 | 14959 | 11837 | 6555 | 14225 | 8404 |
| 114 | | Horz % | 100.00 | 57.40 | 45.42 | 25.15 | 54.58 | 32.25 |
| 115 | | Vert % | 11.31 | 54.36 | 10.62 | 51.65 | 11.96 | 56.68 |
| 116 | | Index | 100 | 481 | 94 | 457 | 106 | 501 |
| 117 | Race: Other Race/Multiple Classifications | | | | | | | |
| 118 | | Unwgt | 6861 | 932 | 3667 | 487 | 3194 | 445 |
| 119 | | (000) | 31649 | 4390 | 16534 | 2353 | 15115 | 2038 |
| 120 | | Horz % | 100.00 | 13.87 | 52.24 | 7.43 | 47.76 | 6.44 |
| 121 | | Vert % | 13.74 | 15.95 | 14.83 | 18.54 | 12.71 | 13.74 |
| 122 | | Index | 100 | 116 | 108 | 135 | 93 | 100 |
| 123 | Spanish, Hispanic, Latino Origin or Descent | | | | | | | |
| 124 | | Unwgt | 5242 | 810 | 2726 | 421 | 2516 | 389 |
| 125 | | (000) | 32152 | 4578 | 16538 | 2513 | 15614 | 2065 |
| 126 | | Horz % | 100.00 | 14.24 | 51.44 | 7.81 | 48.56 | 6.42 |
| 127 | | Vert % | 13.96 | 16.63 | 14.84 | 19.80 | 13.13 | 13.93 |
| 128 | | Index | 100 | 119 | 106 | 142 | 94 | 100 |
| 129 | Personally Speak Only Spanish at Home | | | * | | * | | * |
| 130 | | Unwgt | 806 | 40 | 406 | 22 | 400 | 18 |
| 131 | | (000) | 8547 | 411 | 4453 | 294 | 4094 | 117 |
| 132 | | Horz % | 100.00 | 4.81 | 52.10 | 3.44 | 47.90 | 1.37 |
| 133 | | Vert % | 3.71 | 1.49 | 3.99 | 2.32 | 3.44 | 0.79 |
| 134 | | Index | 100 | 40 | 108 | 62 | 93 | 21 |
| 135 | Personally Speak Mostly Spanish, but Some English, at Home | | | | | | | |
| 136 | | Unwgt | 1218 | 137 | 661 | 81 | 557 | 56 |
| 137 | | (000) | 8824 | 1022 | 4659 | 599 | 4165 | 423 |
| 138 | | Horz % | 100.00 | 11.58 | 52.80 | 6.79 | 47.20 | 4.79 |
| 139 | | Vert % | 3.83 | 3.71 | 4.18 | 4.72 | 3.50 | 2.85 |
| 140 | | Index | 100 | 97 | 109 | 123 | 91 | 74 |
| 141 | Personally Speak Spanish and English Equally at Home | | | * | | * | | * |
| 142 | | Unwgt | 125 | 22 | 71 | 16 | 54 | 6 |
| 143 | | (000) | 1077 | 202 | 574 | 143 | 503 | 60 |
| 144 | | Horz % | 100.00 | 18.79 | 53.33 | 13.26 | 46.67 | 5.53 |
| 145 | | Vert % | 0.47 | 0.74 | 0.52 | 1.13 | 0.42 | 0.40 |
| 146 | | Index | 100 | 157 | 110 | 241 | 90 | 86 |
| 147 | Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree | | | | | | | |
| 148 | | Unwgt | 6776 | 389 | 3694 | 152 | 3082 | 237 |
| 149 | | (000) | 22020 | 1425 | 10873 | 513 | 11147 | 912 |
| 150 | | Horz % | 100.00 | 6.47 | 49.38 | 2.33 | 50.62 | 4.14 |
| 151 | | Vert % | 9.56 | 5.18 | 9.75 | 4.04 | 9.37 | 6.15 |
| 152 | | Index | 100 | 54 | 102 | 42 | 98 | 64 |
| 153 | Highest Level Education Completed/Highest Degree: Bachelor's Degree | | | | | | | |
| 154 | | Unwgt | 11531 | 832 | 6015 | 360 | 5516 | 472 |
| 155 | | (000) | 40983 | 2873 | 19645 | 1125 | 21338 | 1748 |
| 156 | | Horz % | 100.00 | 7.01 | 47.93 | 2.75 | 52.07 | 4.26 |
| 157 | | Vert % | 17.79 | 10.44 | 17.62 | 8.87 | 17.95 | 11.79 |
| 158 | | Index | 100 | 59 | 99 | 50 | 101 | 66 |
| 159 | Highest Level Education Completed/Highest Degree: Associate Degree, Academic | | | | | | | |
| 160 | | Unwgt | 2455 | 281 | 1069 | 107 | 1386 | 174 |
| 161 | | (000) | 8920 | 991 | 3595 | 370 | 5326 | 621 |
| 162 | | Horz % | 100.00 | 11.10 | 40.30 | 4.14 | 59.70 | 6.96 |
| 163 | | Vert % | 3.87 | 3.60 | 3.22 | 2.91 | 4.48 | 4.19 |
| 164 | | Index | 100 | 93 | 83 | 75 | 116 | 108 |

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|-----|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 165 | Highest Level Education Completed/Highest Degree: | | | | | | | |
| 166 | Associate Degree, Occupational/Vocational | Unwgtd | 3022 | 363 | 1491 | 145 | 1531 | 218 |
| 167 | | (000) | 11493 | 1390 | 5089 | 487 | 6404 | 903 |
| 168 | | Horz % | 100.00 | 12.09 | 44.28 | 4.24 | 55.72 | 7.85 |
| 169 | | Vert % | 4.99 | 5.05 | 4.57 | 3.84 | 5.39 | 6.09 |
| 170 | | Index | 100 | 101 | 92 | 77 | 108 | 122 |
| 171 | Highest Level Education Completed/Highest Degree: | | | | | | | |
| 172 | Some College, But No Degree | Unwgtd | 10967 | 1596 | 5521 | 720 | 5446 | 876 |
| 173 | | (000) | 44277 | 6843 | 20849 | 2894 | 23427 | 3949 |
| 174 | | Horz % | 100.00 | 15.45 | 47.09 | 6.54 | 52.91 | 8.92 |
| 175 | | Vert % | 19.22 | 24.87 | 18.70 | 22.81 | 19.70 | 26.63 |
| 176 | | Index | 100 | 129 | 97 | 119 | 103 | 139 |
| 177 | Highest Level Education Completed/Highest Degree: | | | | | | | |
| 178 | High School Graduate - High School Diploma or Equivalent, such as GED | Unwgtd | 11623 | 1479 | 6110 | 810 | 5513 | 669 |
| 179 | | (000) | 71029 | 9373 | 35255 | 4926 | 35775 | 4447 |
| 180 | | Horz % | 100.00 | 13.20 | 49.63 | 6.94 | 50.37 | 6.26 |
| 181 | | Vert % | 30.83 | 34.06 | 31.63 | 38.82 | 30.09 | 29.99 |
| 182 | | Index | 100 | 110 | 103 | 126 | 98 | 97 |
| 183 | Highest Level Education Completed/Highest Degree: | | | | | | | |
| 184 | Did Not Graduate High School | Unwgtd | 4390 | 612 | 2380 | 330 | 2010 | 282 |
| 185 | | (000) | 31652 | 4625 | 16165 | 2375 | 15487 | 2250 |
| 186 | | Horz % | 100.00 | 14.61 | 51.07 | 7.50 | 48.93 | 7.11 |
| 187 | | Vert % | 13.74 | 16.81 | 14.50 | 18.71 | 13.02 | 15.18 |
| 188 | | Index | 100 | 122 | 106 | 136 | 95 | 110 |
| 189 | Currently Attending College or University | | | | | | | |
| 190 | | Unwgtd | 3923 | 828 | 1833 | 352 | 2090 | 476 |
| 191 | | (000) | 19381 | 4094 | 8675 | 1674 | 10706 | 2420 |
| 192 | | Horz % | 100.00 | 21.12 | 44.76 | 8.63 | 55.24 | 12.49 |
| 193 | | Vert % | 8.41 | 14.88 | 7.78 | 13.19 | 9.00 | 16.32 |
| 194 | | Index | 100 | 177 | 93 | 157 | 107 | 194 |
| 195 | Employed Full-Time | | | | | | | |
| 196 | | Unwgtd | 26249 | 3081 | 16019 | 1550 | 10230 | 1531 |
| 197 | | (000) | 110329 | 13500 | 63217 | 6503 | 47112 | 6997 |
| 198 | | Horz % | 100.00 | 12.24 | 57.30 | 5.89 | 42.70 | 6.34 |
| 199 | | Vert % | 47.89 | 49.06 | 56.71 | 51.25 | 39.62 | 47.18 |
| 200 | | Index | 100 | 102 | 118 | 107 | 83 | 99 |
| 201 | Employed Part-Time | | | | | | | |
| 202 | | Unwgtd | 5913 | 765 | 2328 | 356 | 3585 | 409 |
| 203 | | (000) | 27672 | 3829 | 10154 | 1689 | 17518 | 2140 |
| 204 | | Horz % | 100.00 | 13.84 | 36.69 | 6.10 | 63.31 | 7.73 |
| 205 | | Vert % | 12.01 | 13.91 | 9.11 | 13.31 | 14.73 | 14.43 |
| 206 | | Index | 100 | 116 | 76 | 111 | 123 | 120 |
| 207 | Not Employed | | | | | | | |
| 208 | | Unwgtd | 18602 | 1706 | 7933 | 718 | 10669 | 988 |
| 209 | | (000) | 92373 | 10190 | 38100 | 4498 | 54274 | 5692 |
| 210 | | Horz % | 100.00 | 11.03 | 41.25 | 4.87 | 58.75 | 6.16 |
| 211 | | Vert % | 40.10 | 37.03 | 34.18 | 35.44 | 45.64 | 38.39 |
| 212 | | Index | 100 | 92 | 85 | 88 | 114 | 96 |
| 213 | Temporarily Employed | | | | | | | |
| 214 | | Unwgtd | 2975 | 665 | 1574 | 336 | 1401 | 329 |
| 215 | | (000) | 18093 | 4532 | 10077 | 2357 | 8016 | 2175 |
| 216 | | Horz % | 100.00 | 25.05 | 55.70 | 13.03 | 44.30 | 12.02 |
| 217 | | Vert % | 7.85 | 16.47 | 9.04 | 18.58 | 6.74 | 14.67 |
| 218 | | Index | 100 | 210 | 115 | 237 | 86 | 187 |

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| 2 | | | | | | | | |
| 219 | Retired (Not Employed) | | | | | | | |
| 220 | | Unwgt | 10044 | 337 | 4852 | 161 | 5192 | 176 |
| 221 | | (000) | 39775 | 1508 | 18414 | 746 | 21362 | 762 |
| 222 | | Horz % | 100.00 | 3.79 | 46.29 | 1.88 | 53.71 | 1.92 |
| 223 | | Vert % | 17.27 | 5.48 | 16.52 | 5.88 | 17.97 | 5.14 |
| 224 | | Index | 100 | 32 | 96 | 34 | 104 | 30 |
| 225 | Not Employed; Principal Shopper for HH | | | | * | * | | |
| 226 | | Unwgt | 2555 | 176 | 42 | 5 | 2513 | 171 |
| 227 | | (000) | 15405 | 968 | 227 | 23 | 15178 | 945 |
| 228 | | Horz % | 100.00 | 6.29 | 1.47 | 0.15 | 98.53 | 6.13 |
| 229 | | Vert % | 6.69 | 3.52 | 0.20 | 0.18 | 12.76 | 6.37 |
| 230 | | Index | 100 | 53 | 3 | 3 | 191 | 95 |
| 231 | Occupation: Professional and Related Occupations | | | | | | | |
| 232 | | Unwgt | 7709 | 669 | 3696 | 259 | 4013 | 410 |
| 233 | | (000) | 30625 | 2600 | 13145 | 905 | 17479 | 1694 |
| 234 | | Horz % | 100.00 | 8.49 | 42.92 | 2.96 | 57.08 | 5.53 |
| 235 | | Vert % | 13.29 | 9.45 | 11.79 | 7.13 | 14.70 | 11.42 |
| 236 | | Index | 100 | 71 | 89 | 54 | 111 | 86 |
| 237 | Occupation: Management, Business and Financial Operations | | | | | | | |
| 238 | | Unwgt | 6629 | 526 | 4171 | 249 | 2458 | 277 |
| 239 | | (000) | 21389 | 1812 | 12127 | 794 | 9262 | 1019 |
| 240 | | Horz % | 100.00 | 8.47 | 56.70 | 3.71 | 43.30 | 4.76 |
| 241 | | Vert % | 9.28 | 6.58 | 10.88 | 6.25 | 7.79 | 6.87 |
| 242 | | Index | 100 | 71 | 117 | 67 | 84 | 74 |
| 243 | Occupation: Sales and Office Occupations | | | | | | | |
| 244 | | Unwgt | 6696 | 896 | 2631 | 293 | 4065 | 603 |
| 245 | | (000) | 32500 | 4591 | 12294 | 1488 | 20206 | 3103 |
| 246 | | Horz % | 100.00 | 14.13 | 37.83 | 4.58 | 62.17 | 9.55 |
| 247 | | Vert % | 14.11 | 16.68 | 11.03 | 11.73 | 16.99 | 20.92 |
| 248 | | Index | 100 | 118 | 78 | 83 | 120 | 148 |
| 249 | Occupation: Natural Resources, Construction and Maintenance Occupations | | | | | | | * |
| 250 | | Unwgt | 2865 | 325 | 2788 | 315 | 77 | 10 |
| 251 | | (000) | 12920 | 1504 | 12352 | 1427 | 568 | 77 |
| 252 | | Horz % | 100.00 | 11.64 | 95.60 | 11.05 | 4.40 | 0.59 |
| 253 | | Vert % | 5.61 | 5.46 | 11.08 | 11.25 | 0.48 | 0.52 |
| 254 | | Index | 100 | 97 | 198 | 201 | 9 | 9 |
| 255 | Occupation: Other Employed | | | | | | | |
| 256 | | Unwgt | 8263 | 1430 | 5061 | 790 | 3202 | 640 |
| 257 | | (000) | 40568 | 6823 | 23453 | 3578 | 17115 | 3245 |
| 258 | | Horz % | 100.00 | 16.82 | 57.81 | 8.82 | 42.19 | 8.00 |
| 259 | | Vert % | 17.61 | 24.79 | 21.04 | 28.19 | 14.39 | 21.88 |
| 260 | | Index | 100 | 141 | 119 | 160 | 82 | 124 |
| 261 | Household Income: \$250,000+ | | | | | * | | * |
| 262 | | Unwgt | 1541 | 63 | 933 | 35 | 608 | 28 |
| 263 | | (000) | 5192 | 282 | 2778 | 125 | 2413 | 156 |
| 264 | | Horz % | 100.00 | 5.42 | 53.51 | 2.41 | 46.49 | 3.01 |
| 265 | | Vert % | 2.25 | 1.02 | 2.49 | 0.99 | 2.03 | 1.05 |
| 266 | | Index | 100 | 45 | 111 | 44 | 90 | 47 |
| 267 | Household Income: \$200,000-\$249,999 | | | | | * | | * |
| 268 | | Unwgt | 1413 | 95 | 855 | 49 | 558 | 46 |
| 269 | | (000) | 5128 | 436 | 2673 | 193 | 2455 | 243 |
| 270 | | Horz % | 100.00 | 8.51 | 52.12 | 3.77 | 47.88 | 4.75 |
| 271 | | Vert % | 2.23 | 1.59 | 2.40 | 1.52 | 2.06 | 1.64 |
| 272 | | Index | 100 | 71 | 108 | 68 | 93 | 74 |

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| | A | B | C | D | E | F | G | H |
|-----|---------------------------------------|---------|-----------------|---|--------------|--|----------------|--|
| | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 1 | | | | | | | | |
| 2 | | | | | | | | |
| 273 | Household Income: \$150,000-\$199,999 | | | | | | | |
| 274 | | Unwgted | 3390 | 268 | 2024 | 167 | 1366 | 101 |
| 275 | | (000) | 13415 | 1347 | 6952 | 696 | 6462 | 651 |
| 276 | | Horz % | 100.00 | 10.04 | 51.83 | 5.19 | 48.17 | 4.85 |
| 277 | | Vert % | 5.82 | 4.89 | 6.24 | 5.48 | 5.43 | 4.39 |
| 278 | | Index | 100 | 84 | 107 | 94 | 93 | 75 |
| 279 | Household Income: \$100,000-\$149,999 | | | | | | | |
| 280 | | Unwgted | 7381 | 537 | 4323 | 316 | 3058 | 221 |
| 281 | | (000) | 34172 | 2547 | 17408 | 1423 | 16763 | 1124 |
| 282 | | Horz % | 100.00 | 7.45 | 50.94 | 4.16 | 49.06 | 3.29 |
| 283 | | Vert % | 14.83 | 9.26 | 15.62 | 11.21 | 14.10 | 7.58 |
| 284 | | Index | 100 | 62 | 105 | 76 | 95 | 51 |
| 285 | Household Income: \$75,000-\$99,999 | | | | | | | |
| 286 | | Unwgted | 6745 | 524 | 3819 | 284 | 2926 | 240 |
| 287 | | (000) | 31027 | 2748 | 15877 | 1404 | 15150 | 1344 |
| 288 | | Horz % | 100.00 | 8.86 | 51.17 | 4.53 | 48.83 | 4.33 |
| 289 | | Vert % | 13.47 | 9.98 | 14.24 | 11.06 | 12.74 | 9.06 |
| 290 | | Index | 100 | 74 | 106 | 82 | 95 | 67 |
| 291 | Household Income: \$60,000-\$74,999 | | | | | | | |
| 292 | | Unwgted | 5572 | 596 | 3008 | 288 | 2564 | 308 |
| 293 | | (000) | 25077 | 2635 | 12701 | 1247 | 12375 | 1388 |
| 294 | | Horz % | 100.00 | 10.51 | 50.65 | 4.97 | 49.35 | 5.54 |
| 295 | | Vert % | 10.89 | 9.58 | 11.39 | 9.83 | 10.41 | 9.36 |
| 296 | | Index | 100 | 88 | 105 | 90 | 96 | 86 |
| 297 | Household Income: \$50,000-\$59,999 | | | | | | | |
| 298 | | Unwgted | 4048 | 422 | 2139 | 212 | 1909 | 210 |
| 299 | | (000) | 18911 | 2283 | 9469 | 1131 | 9442 | 1151 |
| 300 | | Horz % | 100.00 | 12.07 | 50.07 | 5.98 | 49.93 | 6.09 |
| 301 | | Vert % | 8.21 | 8.29 | 8.49 | 8.92 | 7.94 | 7.76 |
| 302 | | Index | 100 | 101 | 103 | 109 | 97 | 95 |
| 303 | Household Income: \$40,000-\$49,999 | | | | | | | |
| 304 | | Unwgted | 5142 | 648 | 2602 | 318 | 2540 | 330 |
| 305 | | (000) | 20203 | 2694 | 9915 | 1310 | 10287 | 1385 |
| 306 | | Horz % | 100.00 | 13.34 | 49.08 | 6.48 | 50.92 | 6.85 |
| 307 | | Vert % | 8.77 | 9.79 | 8.89 | 10.32 | 8.65 | 9.34 |
| 308 | | Index | 100 | 112 | 101 | 118 | 99 | 106 |
| 309 | Household Income: \$30,000-\$39,999 | | | | | | | |
| 310 | | Unwgted | 4923 | 692 | 2319 | 297 | 2604 | 395 |
| 311 | | (000) | 22348 | 3334 | 10626 | 1513 | 11722 | 1821 |
| 312 | | Horz % | 100.00 | 14.92 | 47.55 | 6.77 | 52.45 | 8.15 |
| 313 | | Vert % | 9.70 | 12.12 | 9.53 | 11.92 | 9.86 | 12.28 |
| 314 | | Index | 100 | 125 | 98 | 123 | 102 | 127 |
| 315 | Household Income: Under \$20,000 | | | | | | | |
| 316 | | Unwgted | 4715 | 660 | 2053 | 298 | 2662 | 362 |
| 317 | | (000) | 22989 | 3440 | 10476 | 1612 | 12513 | 1828 |
| 318 | | Horz % | 100.00 | 14.96 | 45.57 | 7.01 | 54.43 | 7.95 |
| 319 | | Vert % | 9.98 | 12.50 | 9.40 | 12.70 | 10.52 | 12.33 |
| 320 | | Index | 100 | 125 | 94 | 127 | 105 | 124 |
| 321 | Median Household Income (\$00) | | | | | | | |
| 322 | | Unwgted | | | | | | |
| 323 | | (000) | 59.40 | 44.40 | 63.10 | 49.00 | 55.90 | 40.20 |
| 324 | | Horz % | | | | | | |
| 325 | | Vert % | | | | | | |
| 326 | | Index | | | | | | |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 327 | Marital Status: Single, Never Married | | | | | | | |
| 328 | | Unwgt | 11552 | 2647 | 6291 | 1264 | 5261 | 1383 |
| 329 | | (000) | 61704 | 14861 | 33680 | 7222 | 28024 | 7639 |
| 330 | | Horz % | 100.00 | 24.08 | 54.58 | 11.70 | 45.42 | 12.38 |
| 331 | | Vert % | 26.78 | 54.00 | 30.21 | 56.91 | 23.57 | 51.51 |
| 332 | | Index | 100 | 202 | 113 | 212 | 88 | 192 |
| 333 | Marital Status: Currently Married | | | | | | | |
| 334 | | Unwgt | 26908 | 1742 | 15690 | 997 | 11218 | 745 |
| 335 | | (000) | 124920 | 8234 | 62393 | 4146 | 62527 | 4088 |
| 336 | | Horz % | 100.00 | 6.59 | 49.95 | 3.32 | 50.05 | 3.27 |
| 337 | | Vert % | 54.22 | 29.92 | 55.97 | 32.67 | 52.59 | 27.57 |
| 338 | | Index | 100 | 55 | 103 | 60 | 97 | 51 |
| 339 | Marital Status: Legally Separated, Divorced, or Widowed | | | | | | | |
| 340 | | Unwgt | 12304 | 1163 | 4299 | 363 | 8005 | 800 |
| 341 | | (000) | 43750 | 4425 | 15398 | 1323 | 28353 | 3102 |
| 342 | | Horz % | 100.00 | 10.11 | 35.19 | 3.02 | 64.81 | 7.09 |
| 343 | | Vert % | 18.99 | 16.08 | 13.81 | 10.42 | 23.85 | 20.92 |
| 344 | | Index | 100 | 85 | 73 | 55 | 126 | 110 |
| 345 | Marital Status: Engaged to be Married | | | | | | | |
| 346 | | Unwgt | 2017 | 431 | 1127 | 221 | 890 | 210 |
| 347 | | (000) | 10916 | 2443 | 5674 | 1219 | 5242 | 1224 |
| 348 | | Horz % | 100.00 | 22.38 | 51.98 | 11.16 | 48.02 | 11.22 |
| 349 | | Vert % | 4.74 | 8.88 | 5.09 | 9.60 | 4.41 | 8.26 |
| 350 | | Index | 100 | 187 | 107 | 203 | 93 | 174 |
| 351 | Marital Status: Sole Parent (Single Parent) | | | | | | | |
| 352 | | Unwgt | 3472 | 926 | 647 | 102 | 2825 | 824 |
| 353 | | (000) | 12162 | 3520 | 2146 | 373 | 10017 | 3147 |
| 354 | | Horz % | 100.00 | 28.94 | 17.64 | 3.07 | 82.36 | 25.87 |
| 355 | | Vert % | 5.28 | 12.79 | 1.92 | 2.94 | 8.42 | 21.22 |
| 356 | | Index | 100 | 242 | 36 | 56 | 160 | 402 |
| 357 | Any Child(ren) Under Age 18 Livig in Household | | | | | | | |
| 358 | | Unwgt | 18919 | 2809 | 9643 | 1154 | 9276 | 1655 |
| 359 | | (000) | 92793 | 14612 | 42721 | 5852 | 50072 | 8760 |
| 360 | | Horz % | 100.00 | 15.75 | 46.04 | 6.31 | 53.96 | 9.44 |
| 361 | | Vert % | 40.28 | 53.10 | 38.33 | 46.12 | 42.11 | 59.07 |
| 362 | | Index | 100 | 132 | 95 | 114 | 105 | 147 |
| 363 | 1 Child Under Age 18 Living in Household | | | | | | | |
| 364 | | Unwgt | 7680 | 1194 | 3824 | 482 | 3856 | 712 |
| 365 | | (000) | 38924 | 6193 | 17940 | 2464 | 20984 | 3729 |
| 366 | | Horz % | 100.00 | 15.91 | 46.09 | 6.33 | 53.91 | 9.58 |
| 367 | | Vert % | 16.90 | 22.50 | 16.09 | 19.41 | 17.65 | 25.15 |
| 368 | | Index | 100 | 133 | 95 | 115 | 104 | 149 |
| 369 | 2 Children Under Age 18 Living in Household | | | | | | | |
| 370 | | Unwgt | 7061 | 979 | 3684 | 418 | 3377 | 561 |
| 371 | | (000) | 32339 | 4973 | 15096 | 2109 | 17243 | 2864 |
| 372 | | Horz % | 100.00 | 15.38 | 46.68 | 6.52 | 53.32 | 8.86 |
| 373 | | Vert % | 14.04 | 18.07 | 13.54 | 16.62 | 14.50 | 19.31 |
| 374 | | Index | 100 | 129 | 96 | 118 | 103 | 138 |
| 375 | 3 Children Under Age 18 Living in Household | | | | | | | |
| 376 | | Unwgt | 2928 | 402 | 1493 | 161 | 1435 | 241 |
| 377 | | (000) | 14381 | 2156 | 6411 | 810 | 7970 | 1346 |
| 378 | | Horz % | 100.00 | 14.99 | 44.58 | 5.63 | 55.42 | 9.36 |
| 379 | | Vert % | 6.24 | 7.84 | 5.75 | 6.38 | 6.70 | 9.08 |
| 380 | | Index | 100 | 126 | 92 | 102 | 107 | 145 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|---|---------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 381 | 4 or More Children Under Age 18 Living in Household | | | | | | | |
| 382 | | Unwgted | 1250 | 234 | 642 | 93 | 608 | 141 |
| 383 | | (000) | 7150 | 1290 | 3275 | 469 | 3875 | 821 |
| 384 | | Horz % | 100.00 | 18.04 | 45.81 | 6.56 | 54.19 | 11.48 |
| 385 | | Vert % | 3.10 | 4.69 | 2.94 | 3.70 | 3.26 | 5.54 |
| 386 | | Index | 100 | 151 | 95 | 119 | 105 | 178 |
| 387 | No Children Under Age 18 Living in Household | | | | | | | |
| 388 | | Unwgted | 31845 | 2743 | 16637 | 1470 | 15208 | 1273 |
| 389 | | (000) | 137581 | 12907 | 68749 | 6838 | 68832 | 6069 |
| 390 | | Horz % | 100.00 | 9.38 | 49.97 | 4.97 | 50.03 | 4.41 |
| 391 | | Vert % | 59.72 | 46.90 | 61.67 | 53.88 | 57.89 | 40.93 |
| 392 | | Index | 100 | 79 | 103 | 90 | 97 | 69 |
| 393 | Own Residence | | | | | | | |
| 394 | | Unwgted | 36594 | 2747 | 19385 | 1400 | 17209 | 1347 |
| 395 | | (000) | 158745 | 13403 | 77287 | 6463 | 81458 | 6940 |
| 396 | | Horz % | 100.00 | 8.44 | 48.69 | 4.07 | 51.31 | 4.37 |
| 397 | | Vert % | 68.91 | 48.70 | 69.33 | 50.93 | 68.51 | 46.80 |
| 398 | | Index | 100 | 71 | 101 | 74 | 99 | 68 |
| 399 | Rent Residence | | | | | | | |
| 400 | | Unwgted | 13685 | 2762 | 6657 | 1214 | 7028 | 1548 |
| 401 | | (000) | 69564 | 13921 | 33253 | 6184 | 36311 | 7736 |
| 402 | | Horz % | 100.00 | 20.01 | 47.80 | 8.89 | 52.20 | 11.12 |
| 403 | | Vert % | 30.20 | 50.59 | 29.83 | 48.73 | 30.54 | 52.17 |
| 404 | | Index | 100 | 168 | 99 | 161 | 101 | 173 |
| 405 | Live Rent-Free in Residence | | | * | * | | * | * |
| 406 | | Unwgted | 485 | 43 | 238 | 10 | 247 | 33 |
| 407 | | (000) | 2066 | 196 | 931 | 43 | 1135 | 152 |
| 408 | | Horz % | 100.00 | 9.48 | 45.07 | 2.10 | 54.93 | 7.38 |
| 409 | | Vert % | 0.90 | 0.71 | 0.84 | 0.34 | 0.95 | 1.03 |
| 410 | | Index | 100 | 79 | 93 | 38 | 106 | 115 |
| 411 | Census Region: North East | | | | | | | |
| 412 | | Unwgted | 11668 | 1117 | 5967 | 509 | 5701 | 608 |
| 413 | | (000) | 42098 | 4746 | 20126 | 2151 | 21972 | 2594 |
| 414 | | Horz % | 100.00 | 11.27 | 47.81 | 5.11 | 52.19 | 6.16 |
| 415 | | Vert % | 18.27 | 17.24 | 18.06 | 16.95 | 18.48 | 17.50 |
| 416 | | Index | 100 | 94 | 99 | 93 | 101 | 96 |
| 417 | Census Region: South | | | | | | | |
| 418 | | Unwgted | 16233 | 2494 | 8242 | 1156 | 7991 | 1338 |
| 419 | | (000) | 85385 | 13759 | 41027 | 6232 | 44358 | 7527 |
| 420 | | Horz % | 100.00 | 16.11 | 48.05 | 7.30 | 51.95 | 8.82 |
| 421 | | Vert % | 37.06 | 50.00 | 36.81 | 49.11 | 37.31 | 50.76 |
| 422 | | Index | 100 | 135 | 99 | 132 | 101 | 137 |
| 423 | Census Region: Midwest | | | | | | | |
| 424 | | Unwgted | 11708 | 1066 | 6108 | 514 | 5600 | 552 |
| 425 | | (000) | 50288 | 4300 | 24410 | 1957 | 25878 | 2343 |
| 426 | | Horz % | 100.00 | 8.55 | 48.54 | 3.89 | 51.46 | 4.66 |
| 427 | | Vert % | 21.83 | 15.63 | 21.90 | 15.42 | 21.76 | 15.80 |
| 428 | | Index | 100 | 72 | 100 | 71 | 100 | 72 |
| 429 | Census Region: West | | | | | | | |
| 430 | | Unwgted | 11155 | 875 | 5963 | 445 | 5192 | 430 |
| 431 | | (000) | 52603 | 4715 | 25907 | 2350 | 26696 | 2364 |
| 432 | | Horz % | 100.00 | 8.96 | 49.25 | 4.47 | 50.75 | 4.49 |
| 433 | | Vert % | 22.83 | 17.13 | 23.24 | 18.52 | 22.45 | 15.94 |
| 434 | | Index | 100 | 75 | 102 | 81 | 98 | 70 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|---------------------------------------|---------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 435 | Census Sub-Region: New England | | | | | | | |
| 436 | | Unwgted | 2968 | 245 | 1509 | 106 | 1459 | 139 |
| 437 | | (000) | 11005 | 1105 | 5282 | 488 | 5723 | 618 |
| 438 | | Horz % | 100.00 | 10.04 | 47.99 | 4.43 | 52.01 | 5.61 |
| 439 | | Vert % | 4.78 | 4.02 | 4.74 | 3.84 | 4.81 | 4.16 |
| 440 | | Index | 100 | 84 | 99 | 80 | 101 | 87 |
| 441 | Census Sub-Region: Mid Atlantic | | | | | | | |
| 442 | | Unwgted | 8700 | 872 | 4458 | 403 | 4242 | 469 |
| 443 | | (000) | 31094 | 3641 | 14845 | 1664 | 16249 | 1977 |
| 444 | | Horz % | 100.00 | 11.71 | 47.74 | 5.35 | 52.26 | 6.36 |
| 445 | | Vert % | 13.50 | 13.23 | 13.32 | 13.11 | 13.67 | 13.33 |
| 446 | | Index | 100 | 98 | 99 | 97 | 101 | 99 |
| 447 | Census Sub-Region: South Atlantic | | | | | | | |
| 448 | | Unwgted | 9447 | 1576 | 4714 | 704 | 4733 | 872 |
| 449 | | (000) | 43998 | 7552 | 20966 | 3324 | 23032 | 4227 |
| 450 | | Horz % | 100.00 | 17.16 | 47.65 | 7.56 | 52.35 | 9.61 |
| 451 | | Vert % | 19.10 | 27.44 | 18.81 | 26.20 | 19.37 | 28.51 |
| 452 | | Index | 100 | 144 | 98 | 137 | 101 | 149 |
| 453 | Census Sub-Region: East South Central | | | | | | | |
| 454 | | Unwgted | 2111 | 358 | 1067 | 163 | 1044 | 195 |
| 455 | | (000) | 15182 | 2797 | 7348 | 1208 | 7833 | 1589 |
| 456 | | Horz % | 100.00 | 18.42 | 48.40 | 7.96 | 51.60 | 10.47 |
| 457 | | Vert % | 6.59 | 10.16 | 6.59 | 9.52 | 6.59 | 10.72 |
| 458 | | Index | 100 | 154 | 100 | 144 | 100 | 163 |
| 459 | Census Sub-Region: West South Central | | | | | | | |
| 460 | | Unwgted | 4675 | 560 | 2461 | 289 | 2214 | 271 |
| 461 | | (000) | 26206 | 3410 | 12713 | 1700 | 13493 | 1711 |
| 462 | | Horz % | 100.00 | 13.01 | 48.51 | 6.49 | 51.49 | 6.53 |
| 463 | | Vert % | 11.38 | 12.39 | 11.40 | 13.39 | 11.35 | 11.54 |
| 464 | | Index | 100 | 109 | 100 | 118 | 100 | 101 |
| 465 | Census Sub-Region: East North Central | | | | | | | |
| 466 | | Unwgted | 9127 | 980 | 4715 | 474 | 4412 | 506 |
| 467 | | (000) | 35069 | 3735 | 17002 | 1728 | 18067 | 2007 |
| 468 | | Horz % | 100.00 | 10.65 | 48.48 | 4.93 | 51.52 | 5.72 |
| 469 | | Vert % | 15.22 | 13.57 | 15.25 | 13.62 | 15.19 | 13.53 |
| 470 | | Index | 100 | 89 | 100 | 89 | 100 | 89 |
| 471 | Census Sub-Region: West North Central | | | | | * | | * |
| 472 | | Unwgted | 2581 | 86 | 1393 | 40 | 1188 | 46 |
| 473 | | (000) | 15219 | 565 | 7407 | 229 | 7812 | 336 |
| 474 | | Horz % | 100.00 | 3.71 | 48.67 | 1.51 | 51.33 | 2.21 |
| 475 | | Vert % | 6.61 | 2.05 | 6.65 | 1.81 | 6.57 | 2.26 |
| 476 | | Index | 100 | 31 | 101 | 27 | 99 | 34 |
| 477 | Census Sub-Region: Mountain | | | | | | | |
| 478 | | Unwgted | 2724 | 117 | 1482 | 58 | 1242 | 59 |
| 479 | | (000) | 15864 | 799 | 7997 | 404 | 7867 | 395 |
| 480 | | Horz % | 100.00 | 5.04 | 50.41 | 2.55 | 49.59 | 2.49 |
| 481 | | Vert % | 6.89 | 2.90 | 7.17 | 3.18 | 6.62 | 2.66 |
| 482 | | Index | 100 | 42 | 104 | 46 | 96 | 39 |
| 483 | Census Sub-Region: Pacific | | | | | | | |
| 484 | | Unwgted | 8431 | 758 | 4481 | 387 | 3950 | 371 |
| 485 | | (000) | 36739 | 3916 | 17910 | 1946 | 18829 | 1970 |
| 486 | | Horz % | 100.00 | 10.66 | 48.75 | 5.30 | 51.25 | 5.36 |
| 487 | | Vert % | 15.95 | 14.23 | 16.07 | 15.34 | 15.84 | 13.28 |
| 488 | | Index | 100 | 89 | 101 | 96 | 99 | 83 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|--|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 489 | County Size: A | | | | | | | |
| 490 | | Unwgt | 29018 | 3636 | 14991 | 1737 | 14027 | 1899 |
| 491 | | (000) | 94997 | 13783 | 46021 | 6560 | 48976 | 7223 |
| 492 | | Horz % | 100.00 | 14.51 | 48.45 | 6.91 | 51.55 | 7.60 |
| 493 | | Vert % | 41.24 | 50.08 | 41.29 | 51.69 | 41.19 | 48.71 |
| 494 | | Index | 100 | 121 | 100 | 125 | 100 | 118 |
| 495 | County Size: B | | | | | | | |
| 496 | | Unwgt | 12013 | 1289 | 6243 | 589 | 5770 | 700 |
| 497 | | (000) | 70160 | 8917 | 33876 | 4053 | 36284 | 4864 |
| 498 | | Horz % | 100.00 | 12.71 | 48.28 | 5.78 | 51.72 | 6.93 |
| 499 | | Vert % | 30.45 | 32.40 | 30.39 | 31.93 | 30.52 | 32.80 |
| 500 | | Index | 100 | 106 | 100 | 105 | 100 | 108 |
| 501 | County Size: C | | | | | | | |
| 502 | | Unwgt | 5679 | 345 | 2963 | 167 | 2716 | 178 |
| 503 | | (000) | 33516 | 2390 | 16165 | 969 | 17351 | 1421 |
| 504 | | Horz % | 100.00 | 7.13 | 48.23 | 2.89 | 51.77 | 4.24 |
| 505 | | Vert % | 14.55 | 8.68 | 14.50 | 7.64 | 14.59 | 9.58 |
| 506 | | Index | 100 | 60 | 100 | 52 | 100 | 66 |
| 507 | County Size: D | | | | | | | |
| 508 | | Unwgt | 4054 | 282 | 2083 | 131 | 1971 | 151 |
| 509 | | (000) | 31701 | 2430 | 15408 | 1109 | 16293 | 1321 |
| 510 | | Horz % | 100.00 | 7.66 | 48.60 | 3.50 | 51.40 | 4.17 |
| 511 | | Vert % | 13.76 | 8.83 | 13.82 | 8.74 | 13.70 | 8.91 |
| 512 | | Index | 100 | 64 | 100 | 64 | 100 | 65 |
| 513 | Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume) | | | | | | | |
| 514 | | Unwgt | 8525 | 863 | 3708 | 373 | 4817 | 490 |
| 515 | | (000) | 38188 | 4247 | 15124 | 1745 | 23064 | 2503 |
| 516 | | Horz % | 100.00 | 11.12 | 39.60 | 4.57 | 60.40 | 6.55 |
| 517 | | Vert % | 16.58 | 15.43 | 13.57 | 13.75 | 19.40 | 16.88 |
| 518 | | Index | 100 | 93 | 82 | 83 | 117 | 102 |
| 519 | Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume) | | | | | * | | * |
| 520 | | Unwgt | 737 | 52 | 434 | 27 | 303 | 25 |
| 521 | | (000) | 3058 | 247 | 1631 | 124 | 1427 | 124 |
| 522 | | Horz % | 100.00 | 8.09 | 53.33 | 4.05 | 46.67 | 4.04 |
| 523 | | Vert % | 1.33 | 0.90 | 1.46 | 0.97 | 1.20 | 0.83 |
| 524 | | Index | 100 | 68 | 110 | 73 | 90 | 63 |
| 525 | Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume) | | | | | * | | * |
| 526 | | Unwgt | 539 | 16 | 270 | 5 | 269 | 11 |
| 527 | | (000) | 2702 | 73 | 1185 | 35 | 1518 | 37 |
| 528 | | Horz % | 100.00 | 2.69 | 43.84 | 1.31 | 56.16 | 1.38 |
| 529 | | Vert % | 1.17 | 0.26 | 1.06 | 0.28 | 1.28 | 0.25 |
| 530 | | Index | 100 | 23 | 91 | 24 | 109 | 21 |
| 531 | Radio Formats: All News (Mon-Sun 24-Hr Cume) | | | | | | | |
| 532 | | Unwgt | 3825 | 300 | 2307 | 178 | 1518 | 122 |
| 533 | | (000) | 9833 | 951 | 5539 | 558 | 4295 | 393 |
| 534 | | Horz % | 100.00 | 9.67 | 56.33 | 5.67 | 43.67 | 3.99 |
| 535 | | Vert % | 4.27 | 3.45 | 4.97 | 4.39 | 3.61 | 2.65 |
| 536 | | Index | 100 | 81 | 116 | 103 | 85 | 62 |
| 537 | Radio Formats: All Sports (Mon-Sun 24-Hr Cume) | | | | | | | |
| 538 | | Unwgt | 3855 | 307 | 3222 | 252 | 633 | 55 |
| 539 | | (000) | 12824 | 1133 | 10318 | 908 | 2507 | 224 |
| 540 | | Horz % | 100.00 | 8.83 | 80.45 | 7.08 | 19.55 | 1.75 |
| 541 | | Vert % | 5.57 | 4.12 | 9.26 | 7.16 | 2.11 | 1.51 |
| 542 | | Index | 100 | 74 | 166 | 129 | 38 | 27 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|--|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 543 | Radio Formats: All Talk (Mon-Sun 24-Hr Cume) | | | | | | | * |
| 544 | | Unwgt | 1386 | 84 | 922 | 54 | 464 | 30 |
| 545 | | (000) | 5131 | 306 | 3233 | 186 | 1897 | 121 |
| 546 | | Horz % | 100.00 | 5.97 | 63.02 | 3.62 | 36.98 | 2.35 |
| 547 | | Vert % | 2.23 | 1.11 | 2.90 | 1.46 | 1.60 | 0.81 |
| 548 | | Index | 100 | 50 | 130 | 66 | 72 | 37 |
| 549 | Radio Formats: Alternative (Mon-Sun 24-Hr Cume) | | | | | | | |
| 550 | | Unwgt | 3593 | 364 | 2194 | 202 | 1399 | 162 |
| 551 | | (000) | 15471 | 1919 | 8671 | 941 | 6800 | 979 |
| 552 | | Horz % | 100.00 | 12.41 | 56.05 | 6.08 | 43.95 | 6.33 |
| 553 | | Vert % | 6.72 | 6.97 | 7.78 | 7.41 | 5.72 | 6.60 |
| 554 | | Index | 100 | 104 | 116 | 110 | 85 | 98 |
| 555 | Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume) | | | | | | | |
| 556 | | Unwgt | 8799 | 1959 | 3958 | 914 | 4841 | 1045 |
| 557 | | (000) | 44088 | 9923 | 18463 | 4436 | 25625 | 5487 |
| 558 | | Horz % | 100.00 | 22.51 | 41.88 | 10.06 | 58.12 | 12.45 |
| 559 | | Vert % | 19.14 | 36.06 | 16.56 | 34.96 | 21.55 | 37.00 |
| 560 | | Index | 100 | 188 | 87 | 183 | 113 | 193 |
| 561 | Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume) | | | | | | | |
| 562 | | Unwgt | 3032 | 205 | 1723 | 115 | 1309 | 90 |
| 563 | | (000) | 13875 | 1111 | 7377 | 552 | 6498 | 559 |
| 564 | | Horz % | 100.00 | 8.01 | 53.17 | 3.98 | 46.83 | 4.03 |
| 565 | | Vert % | 6.02 | 4.04 | 6.62 | 4.35 | 5.46 | 3.77 |
| 566 | | Index | 100 | 67 | 110 | 72 | 91 | 63 |
| 567 | Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume) | | | | | | | |
| 568 | | Unwgt | 4432 | 272 | 3001 | 165 | 1431 | 107 |
| 569 | | (000) | 20642 | 1437 | 13324 | 892 | 7318 | 545 |
| 570 | | Horz % | 100.00 | 6.96 | 64.55 | 4.32 | 35.45 | 2.64 |
| 571 | | Vert % | 8.96 | 5.22 | 11.95 | 7.03 | 6.15 | 3.67 |
| 572 | | Index | 100 | 58 | 133 | 78 | 69 | 41 |
| 573 | Radio Formats: Classical (Mon-Sun 24-Hr Cume) | | | | | * | | * |
| 574 | | Unwgt | 1771 | 79 | 934 | 43 | 837 | 36 |
| 575 | | (000) | 6064 | 306 | 3018 | 143 | 3046 | 163 |
| 576 | | Horz % | 100.00 | 5.05 | 49.76 | 2.37 | 50.24 | 2.68 |
| 577 | | Vert % | 2.63 | 1.11 | 2.71 | 1.13 | 2.56 | 1.10 |
| 578 | | Index | 100 | 42 | 103 | 43 | 97 | 42 |
| 579 | Radio Formats: Country (Mon-Sun 24-Hr Cume) | | | | | | | |
| 580 | | Unwgt | 8534 | 509 | 4291 | 229 | 4243 | 280 |
| 581 | | (000) | 46390 | 2968 | 21500 | 1151 | 24890 | 1817 |
| 582 | | Horz % | 100.00 | 6.40 | 46.35 | 2.48 | 53.65 | 3.92 |
| 583 | | Vert % | 20.14 | 10.78 | 19.29 | 9.07 | 20.93 | 12.26 |
| 584 | | Index | 100 | 54 | 96 | 45 | 104 | 61 |
| 585 | Radio Formats: Ethnic (Mon-Sun 24-Hr Cume) | | | * | | * | | * |
| 586 | | Unwgt | 273 | 24 | 147 | 17 | 126 | 7 |
| 587 | | (000) | 1081 | 115 | 544 | 81 | 537 | 34 |
| 588 | | Horz % | 100.00 | 10.63 | 50.31 | 7.51 | 49.69 | 3.12 |
| 589 | | Vert % | 0.47 | 0.42 | 0.49 | 0.64 | 0.45 | 0.23 |
| 590 | | Index | 100 | 89 | 104 | 136 | 96 | 48 |
| 591 | Radio Formats: Gospel (Mon-Sun 24-Hr Cume) | | | | | | | |
| 592 | | Unwgt | 819 | 357 | 311 | 110 | 508 | 247 |
| 593 | | (000) | 4222 | 1666 | 1601 | 518 | 2621 | 1148 |
| 594 | | Horz % | 100.00 | 39.47 | 37.93 | 12.27 | 62.07 | 27.20 |
| 595 | | Vert % | 1.83 | 6.06 | 1.44 | 4.08 | 2.20 | 7.74 |
| 596 | | Index | 100 | 330 | 78 | 223 | 120 | 423 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|--|---------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 597 | Radio Formats: Hispanic - All Genres (Mon-Sun 24-Hr Cume) | | | | | | | |
| 598 | | Unwgted | 2249 | 356 | 1178 | 182 | 1071 | 174 |
| 599 | | (000) | 15622 | 2290 | 8027 | 1206 | 7594 | 1084 |
| 600 | | Horz % | 100.00 | 14.66 | 51.39 | 7.72 | 48.61 | 6.94 |
| 601 | | Vert % | 6.78 | 8.32 | 7.20 | 9.50 | 6.39 | 7.31 |
| 602 | Index | 100 | 123 | 106 | 140 | 94 | 108 | |
| 603 | Radio Formats: Hot AC (Mon-Sun 24-Hr Cume) | | | | | | | |
| 604 | | Unwgted | 2567 | 443 | 978 | 179 | 1589 | 264 |
| 605 | | (000) | 12122 | 2170 | 4191 | 804 | 7931 | 1366 |
| 606 | | Horz % | 100.00 | 17.90 | 34.57 | 6.63 | 65.43 | 11.27 |
| 607 | | Vert % | 5.26 | 7.88 | 3.76 | 6.33 | 6.67 | 9.21 |
| 608 | Index | 100 | 150 | 71 | 120 | 127 | 175 | |
| 609 | Radio Formats: Hot Country (Mon-Sun 24-Hr Cume) | | | | | | | |
| 610 | | Unwgted | 1753 | 239 | 668 | 97 | 1085 | 142 |
| 611 | | (000) | 10170 | 1431 | 3398 | 492 | 6772 | 939 |
| 612 | | Horz % | 100.00 | 14.07 | 33.41 | 4.84 | 66.59 | 9.23 |
| 613 | | Vert % | 4.41 | 5.20 | 3.05 | 3.88 | 5.70 | 6.33 |
| 614 | Index | 100 | 118 | 69 | 88 | 129 | 143 | |
| 615 | Radio Formats: Hurban (Mon-Sun 24-Hr Cume) | | | | | | | |
| 616 | | Unwgted | 356 | 356 | 182 | 182 | 174 | 174 |
| 617 | | (000) | 2290 | 2290 | 1206 | 1206 | 1084 | 1084 |
| 618 | | Horz % | 100.00 | 100.00 | 52.67 | 52.67 | 47.33 | 47.33 |
| 619 | | Vert % | 0.99 | 8.32 | 1.08 | 9.50 | 0.91 | 7.31 |
| 620 | Index | 100 | 837 | 109 | 956 | 92 | 735 | |
| 621 | Radio Formats: Jazz (Mon-Sun 24-Hr Cume) | | | | | | | |
| 622 | | Unwgted | 1138 | 195 | 637 | 92 | 501 | 103 |
| 623 | | (000) | 3902 | 801 | 2114 | 361 | 1788 | 440 |
| 624 | | Horz % | 100.00 | 20.52 | 54.17 | 9.25 | 45.83 | 11.27 |
| 625 | | Vert % | 1.69 | 2.91 | 1.90 | 2.85 | 1.50 | 2.96 |
| 626 | Index | 100 | 172 | 112 | 168 | 89 | 175 | |
| 627 | Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume) | | | | | | | |
| 628 | | Unwgted | 890 | 116 | 511 | 61 | 379 | 55 |
| 629 | | (000) | 6766 | 841 | 3651 | 417 | 3115 | 424 |
| 630 | | Horz % | 100.00 | 12.43 | 53.96 | 6.17 | 46.04 | 6.26 |
| 631 | | Vert % | 2.94 | 3.06 | 3.28 | 3.29 | 2.62 | 2.86 |
| 632 | Index | 100 | 104 | 112 | 112 | 89 | 97 | |
| 633 | Radio Formats: News/Talk (Mon-Sun 24-Hr Cume) | | | | | | | |
| 634 | | Unwgted | 7780 | 356 | 4790 | 207 | 2990 | 149 |
| 635 | | (000) | 26067 | 1293 | 15441 | 697 | 10626 | 596 |
| 636 | | Horz % | 100.00 | 4.96 | 59.23 | 2.67 | 40.77 | 2.29 |
| 637 | | Vert % | 11.32 | 4.70 | 13.85 | 5.49 | 8.94 | 4.02 |
| 638 | Index | 100 | 42 | 122 | 49 | 79 | 36 | |
| 639 | Radio Formats: Oldies (Mon-Sun 24-Hr Cume) | | | | | | | |
| 640 | | Unwgted | 2627 | 232 | 1408 | 117 | 1219 | 115 |
| 641 | | (000) | 12292 | 1517 | 6168 | 738 | 6124 | 779 |
| 642 | | Horz % | 100.00 | 12.34 | 50.18 | 6.01 | 49.82 | 6.34 |
| 643 | | Vert % | 5.34 | 5.51 | 5.53 | 5.82 | 5.15 | 5.25 |
| 644 | Index | 100 | 103 | 104 | 109 | 97 | 98 | |
| 645 | Radio Formats: Public (Mon-Sun 24-Hr Cume) | | | | | | | |
| 646 | | Unwgted | 2643 | 110 | 1367 | 51 | 1276 | 59 |
| 647 | | (000) | 9819 | 504 | 4722 | 220 | 5097 | 283 |
| 648 | | Horz % | 100.00 | 5.13 | 48.09 | 2.24 | 51.91 | 2.88 |
| 649 | | Vert % | 4.26 | 1.83 | 4.24 | 1.74 | 4.29 | 1.91 |
| 650 | Index | 100 | 43 | 99 | 41 | 101 | 45 | |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 651 | Radio Formats: Religious (Mon-Sun 24-Hr Cume) | | | | | | | |
| 652 | | Unwgt | 3833 | 420 | 1618 | 156 | 2215 | 264 |
| 653 | | (000) | 17826 | 1971 | 6593 | 700 | 11233 | 1272 |
| 654 | | Horz % | 100.00 | 11.06 | 36.98 | 3.92 | 63.02 | 7.13 |
| 655 | | Vert % | 7.74 | 7.16 | 5.91 | 5.51 | 9.45 | 8.58 |
| 656 | | Index | 100 | 93 | 76 | 71 | 122 | 111 |
| 657 | Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume) | | | | | | | |
| 658 | | Unwgt | 2879 | 1146 | 1419 | 570 | 1460 | 576 |
| 659 | | (000) | 14270 | 5549 | 6744 | 2726 | 7526 | 2823 |
| 660 | | Horz % | 100.00 | 38.89 | 47.26 | 19.10 | 52.74 | 19.79 |
| 661 | | Vert % | 6.19 | 20.16 | 6.05 | 21.48 | 6.33 | 19.04 |
| 662 | | Index | 100 | 326 | 98 | 347 | 102 | 307 |
| 663 | Radio Formats: Rock (Mon-Sun 24-Hr Cume) | | | | | | | |
| 664 | | Unwgt | 5056 | 527 | 3241 | 278 | 1815 | 249 |
| 665 | | (000) | 22282 | 2585 | 13599 | 1341 | 8683 | 1244 |
| 666 | | Horz % | 100.00 | 11.60 | 61.03 | 6.02 | 38.97 | 5.58 |
| 667 | | Vert % | 9.67 | 9.39 | 12.20 | 10.56 | 7.30 | 8.39 |
| 668 | | Index | 100 | 97 | 126 | 109 | 76 | 87 |
| 669 | Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume) | | | | | | | |
| 670 | | Unwgt | 1928 | 157 | 760 | 55 | 1168 | 102 |
| 671 | | (000) | 8571 | 650 | 3028 | 235 | 5543 | 416 |
| 672 | | Horz % | 100.00 | 7.59 | 35.33 | 2.74 | 64.67 | 4.85 |
| 673 | | Vert % | 3.72 | 2.36 | 2.72 | 1.85 | 4.66 | 2.80 |
| 674 | | Index | 100 | 64 | 73 | 50 | 125 | 75 |
| 675 | Radio Formats: Spanish AC (subset of "Hispanic") (Mon-Sun 24-Hr Cume) | | | | | | | |
| 676 | | Unwgt | 725 | 130 | 347 | 65 | 378 | 65 |
| 677 | | (000) | 4946 | 793 | 2297 | 399 | 2649 | 394 |
| 678 | | Horz % | 100.00 | 16.04 | 46.44 | 8.07 | 53.56 | 7.96 |
| 679 | | Vert % | 2.15 | 2.88 | 2.06 | 3.15 | 2.23 | 2.66 |
| 680 | | Index | 100 | 134 | 96 | 147 | 104 | 124 |
| 681 | Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume) | | | | | * | | * |
| 682 | | Unwgt | 311 | 80 | 161 | 46 | 150 | 34 |
| 683 | | (000) | 1886 | 459 | 1056 | 292 | 830 | 167 |
| 684 | | Horz % | 100.00 | 24.34 | 56.00 | 15.49 | 44.00 | 8.85 |
| 685 | | Vert % | 0.82 | 1.67 | 0.95 | 2.30 | 0.70 | 1.13 |
| 686 | | Index | 100 | 204 | 116 | 281 | 85 | 137 |
| 687 | Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume) | | | | | | | |
| 688 | | Unwgt | 5552 | 5552 | 2624 | 2624 | 2928 | 2928 |
| 689 | | (000) | 27519 | 27519 | 12691 | 12691 | 14829 | 14829 |
| 690 | | Horz % | 100.00 | 100.00 | 46.12 | 46.12 | 53.88 | 53.88 |
| 691 | | Vert % | 11.95 | 100.00 | 11.38 | 100.00 | 12.47 | 100.00 |
| 692 | | Index | 100 | 837 | 95 | 837 | 104 | 837 |
| 693 | Radio Formats: Urban AC (Mon-Sun 24-Hr Cume) | | | | | | | |
| 694 | | Unwgt | 863 | 863 | 373 | 373 | 490 | 490 |
| 695 | | (000) | 4247 | 4247 | 1745 | 1745 | 2503 | 2503 |
| 696 | | Horz % | 100.00 | 100.00 | 41.07 | 41.07 | 58.93 | 58.93 |
| 697 | | Vert % | 1.84 | 15.43 | 1.57 | 13.75 | 2.10 | 16.88 |
| 698 | | Index | 100 | 837 | 85 | 746 | 114 | 915 |
| 699 | Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume) | | | | | | | |
| 700 | | Unwgt | 232 | 232 | 117 | 117 | 115 | 115 |
| 701 | | (000) | 1517 | 1517 | 738 | 738 | 779 | 779 |
| 702 | | Horz % | 100.00 | 100.00 | 48.66 | 48.66 | 51.34 | 51.34 |
| 703 | | Vert % | 0.66 | 5.51 | 0.66 | 5.82 | 0.66 | 5.25 |
| 704 | | Index | 100 | 837 | 101 | 883 | 99 | 798 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 705 | Radio Formats: Variety (Mon-Sun 24-Hr Cume) | | | | | | | |
| 706 | | Unwgt | 1406 | 125 | 796 | 51 | 610 | 74 |
| 707 | | (000) | 6356 | 592 | 3473 | 257 | 2883 | 336 |
| 708 | | Horz % | 100.00 | 9.32 | 54.64 | 4.04 | 45.36 | 5.28 |
| 709 | | Vert % | 2.76 | 2.15 | 3.12 | 2.02 | 2.42 | 2.26 |
| 710 | | Index | 100 | 78 | 113 | 73 | 88 | 82 |
| 711 | Listen to Traffic Reports | | | | | | | |
| 712 | | Unwgt | 28850 | 3028 | 15670 | 1458 | 13180 | 1570 |
| 713 | | (000) | 120723 | 13782 | 60610 | 6415 | 60113 | 7367 |
| 714 | | Horz % | 100.00 | 11.42 | 50.21 | 5.31 | 49.79 | 6.10 |
| 715 | | Vert % | 52.40 | 50.08 | 54.37 | 50.55 | 50.56 | 49.68 |
| 716 | | Index | 100 | 96 | 104 | 96 | 96 | 95 |
| 717 | Listen to Any Sports Play-by-Play on Radio | | | | | | | |
| 718 | | Unwgt | 9164 | 775 | 6438 | 511 | 2726 | 264 |
| 719 | | (000) | 38468 | 3665 | 25046 | 2189 | 13423 | 1476 |
| 720 | | Horz % | 100.00 | 9.53 | 65.11 | 5.69 | 34.89 | 3.84 |
| 721 | | Vert % | 16.70 | 13.32 | 22.47 | 17.25 | 11.29 | 9.95 |
| 722 | | Index | 100 | 80 | 135 | 103 | 68 | 60 |
| 723 | Radio Daypart Cumes: Monday-Sunday 24-Hours | | | | | | | |
| 724 | | Unwgt | 42006 | 5327 | 22222 | 2508 | 19784 | 2819 |
| 725 | | (000) | 188851 | 26417 | 92691 | 12109 | 96159 | 14308 |
| 726 | | Horz % | 100.00 | 13.99 | 49.08 | 6.41 | 50.92 | 7.58 |
| 727 | | Vert % | 81.98 | 96.00 | 83.15 | 95.42 | 80.87 | 96.49 |
| 728 | | Index | 100 | 117 | 101 | 116 | 99 | 118 |
| 729 | Radio Daypart Cumes: Weekday 6-10AM | | | | | | | |
| 730 | | Unwgt | 26258 | 3171 | 14399 | 1487 | 11859 | 1684 |
| 731 | | (000) | 112676 | 14524 | 56948 | 6579 | 55728 | 7945 |
| 732 | | Horz % | 100.00 | 12.89 | 50.54 | 5.84 | 49.46 | 7.05 |
| 733 | | Vert % | 48.91 | 52.78 | 51.09 | 51.84 | 46.87 | 53.58 |
| 734 | | Index | 100 | 108 | 104 | 106 | 96 | 110 |
| 735 | Radio Daypart Cumes: Weekday 10AM-3PM | | | | | | | |
| 736 | | Unwgt | 18640 | 2319 | 10125 | 1132 | 8515 | 1187 |
| 737 | | (000) | 84177 | 11802 | 42668 | 5520 | 41510 | 6282 |
| 738 | | Horz % | 100.00 | 14.02 | 50.69 | 6.56 | 49.31 | 7.46 |
| 739 | | Vert % | 36.54 | 42.89 | 38.28 | 43.50 | 34.91 | 42.36 |
| 740 | | Index | 100 | 117 | 105 | 119 | 96 | 116 |
| 741 | Radio Daypart Cumes: Weekday 3-7PM | | | | | | | |
| 742 | | Unwgt | 22605 | 3034 | 12448 | 1405 | 10157 | 1629 |
| 743 | | (000) | 98984 | 14564 | 50585 | 6593 | 48399 | 7971 |
| 744 | | Horz % | 100.00 | 14.71 | 51.10 | 6.66 | 48.90 | 8.05 |
| 745 | | Vert % | 42.97 | 52.92 | 45.38 | 51.95 | 40.70 | 53.76 |
| 746 | | Index | 100 | 123 | 106 | 121 | 95 | 125 |
| 747 | Radio Daypart Cumes: Weekday 7PM-Midnight | | | | | | | |
| 748 | | Unwgt | 7585 | 1418 | 4181 | 722 | 3404 | 696 |
| 749 | | (000) | 35636 | 7177 | 18732 | 3458 | 16904 | 3719 |
| 750 | | Horz % | 100.00 | 20.14 | 52.56 | 9.70 | 47.44 | 10.44 |
| 751 | | Vert % | 15.47 | 26.08 | 16.80 | 27.25 | 14.22 | 25.08 |
| 752 | | Index | 100 | 169 | 109 | 176 | 92 | 162 |
| 753 | Radio Daypart Cumes: Weekday Midnight-6AM | | | | | | | |
| 754 | | Unwgt | 2339 | 398 | 1429 | 222 | 910 | 176 |
| 755 | | (000) | 11108 | 2013 | 6434 | 1056 | 4674 | 957 |
| 756 | | Horz % | 100.00 | 18.12 | 57.92 | 9.51 | 42.08 | 8.61 |
| 757 | | Vert % | 4.82 | 7.32 | 5.77 | 8.32 | 3.93 | 6.45 |
| 758 | | Index | 100 | 152 | 120 | 173 | 82 | 134 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|--|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 759 | Radio Daypart Cumes: Weekend 6-10AM | | | | | | | |
| 760 | | Unwgt | 15693 | 2145 | 8454 | 977 | 7239 | 1168 |
| 761 | | (000) | 68813 | 10216 | 34737 | 4584 | 34076 | 5632 |
| 762 | | Horz % | 100.00 | 14.85 | 50.48 | 6.66 | 49.52 | 8.18 |
| 763 | | Vert % | 29.87 | 37.12 | 31.16 | 36.12 | 28.66 | 37.98 |
| 764 | | Index | 100 | 124 | 104 | 121 | 96 | 127 |
| 765 | Radio Daypart Cumes: Weekend 10AM-3PM | | | | | | | |
| 766 | | Unwgt | 21506 | 2995 | 11022 | 1365 | 10484 | 1630 |
| 767 | | (000) | 96212 | 14794 | 45558 | 6394 | 50654 | 8400 |
| 768 | | Horz % | 100.00 | 15.38 | 47.35 | 6.65 | 52.65 | 8.73 |
| 769 | | Vert % | 41.76 | 53.76 | 40.87 | 50.38 | 42.60 | 56.64 |
| 770 | | Index | 100 | 129 | 98 | 121 | 102 | 136 |
| 771 | Radio Daypart Cumes: Weekend 3-7PM | | | | | | | |
| 772 | | Unwgt | 15724 | 2512 | 8255 | 1144 | 7469 | 1368 |
| 773 | | (000) | 72203 | 12671 | 35440 | 5507 | 36763 | 7164 |
| 774 | | Horz % | 100.00 | 17.55 | 49.08 | 7.63 | 50.92 | 9.92 |
| 775 | | Vert % | 31.34 | 46.04 | 31.79 | 43.39 | 30.92 | 48.31 |
| 776 | | Index | 100 | 147 | 101 | 138 | 99 | 154 |
| 777 | Radio Daypart Cumes: Weekend 7PM-Midnight | | | | | | | |
| 778 | | Unwgt | 7637 | 1543 | 4095 | 748 | 3542 | 795 |
| 779 | | (000) | 36563 | 8205 | 18499 | 3810 | 18064 | 4396 |
| 780 | | Horz % | 100.00 | 22.44 | 50.59 | 10.42 | 49.41 | 12.02 |
| 781 | | Vert % | 15.87 | 29.82 | 16.60 | 30.02 | 15.19 | 29.64 |
| 782 | | Index | 100 | 188 | 105 | 189 | 96 | 187 |
| 783 | Radio Daypart Cumes: Weekend Midnight-6AM | | | | | | | |
| 784 | | Unwgt | 1857 | 424 | 1070 | 218 | 787 | 206 |
| 785 | | (000) | 9163 | 2289 | 5059 | 1064 | 4104 | 1226 |
| 786 | | Horz % | 100.00 | 24.98 | 55.22 | 11.61 | 44.78 | 13.38 |
| 787 | | Vert % | 3.98 | 8.32 | 4.54 | 8.38 | 3.45 | 8.27 |
| 788 | | Index | 100 | 209 | 114 | 211 | 87 | 208 |
| 789 | Most Often Listen to Radio at Home - Typical Weekday | | | | | | | |
| 790 | | Unwgt | 8565 | 1049 | 3856 | 426 | 4709 | 623 |
| 791 | | (000) | 39763 | 5711 | 16939 | 2326 | 22824 | 3386 |
| 792 | | Horz % | 100.00 | 14.36 | 42.60 | 5.85 | 57.40 | 8.51 |
| 793 | | Vert % | 17.26 | 20.75 | 15.20 | 18.33 | 19.20 | 22.83 |
| 794 | | Index | 100 | 120 | 88 | 106 | 111 | 132 |
| 795 | Most Often Listen to Radio in Vehicle - Typical Weekday | | | | | | | |
| 796 | | Unwgt | 31284 | 3720 | 16603 | 1793 | 14681 | 1927 |
| 797 | | (000) | 139172 | 18108 | 68349 | 8449 | 70822 | 9659 |
| 798 | | Horz % | 100.00 | 13.01 | 49.11 | 6.07 | 50.89 | 6.94 |
| 799 | | Vert % | 60.41 | 65.80 | 61.32 | 66.57 | 59.56 | 65.14 |
| 800 | | Index | 100 | 109 | 101 | 110 | 99 | 108 |
| 801 | Most Often Listen to Radio at Work - Typical Weekday | | | | | | | |
| 802 | | Unwgt | 4631 | 616 | 2865 | 319 | 1766 | 297 |
| 803 | | (000) | 22312 | 2828 | 12773 | 1443 | 9539 | 1384 |
| 804 | | Horz % | 100.00 | 12.67 | 57.25 | 6.47 | 42.75 | 6.20 |
| 805 | | Vert % | 9.69 | 10.27 | 11.46 | 11.37 | 8.02 | 9.34 |
| 806 | | Index | 100 | 106 | 118 | 117 | 83 | 96 |
| 807 | Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekday | | | | | * | | * |
| 808 | | Unwgt | 303 | 55 | 176 | 36 | 127 | 19 |
| 809 | | (000) | 1618 | 291 | 908 | 205 | 710 | 86 |
| 810 | | Horz % | 100.00 | 17.97 | 56.12 | 12.66 | 43.88 | 5.31 |
| 811 | | Vert % | 0.70 | 1.06 | 0.81 | 1.61 | 0.60 | 0.58 |
| 812 | | Index | 100 | 150 | 116 | 230 | 85 | 82 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|--|---------|-----------------|---|--------------|--|----------------|--|
| | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 1 | | | | | | | | |
| 2 | | | | | | | | |
| 813 | Most Often Listen to Radio at Home - Typical Weekend | | | | | | | |
| 814 | | Unwgted | 10970 | 1408 | 5294 | 588 | 5676 | 820 |
| 815 | | (000) | 50422 | 7273 | 22990 | 2962 | 27432 | 4311 |
| 816 | | Horz % | 100.00 | 14.42 | 45.60 | 5.87 | 54.40 | 8.55 |
| 817 | | Vert % | 21.89 | 26.43 | 20.62 | 23.34 | 23.07 | 29.07 |
| 818 | | Index | 100 | 121 | 94 | 107 | 105 | 133 |
| 819 | Most Often Listen to Radio in Vehicle - Typical Weekend | | | | | | | |
| 820 | | Unwgted | 29384 | 3603 | 15499 | 1740 | 13885 | 1863 |
| 821 | | (000) | 131660 | 17688 | 63968 | 8273 | 67692 | 9415 |
| 822 | | Horz % | 100.00 | 13.43 | 48.59 | 6.28 | 51.41 | 7.15 |
| 823 | | Vert % | 57.15 | 64.28 | 57.39 | 65.19 | 56.93 | 63.49 |
| 824 | | Index | 100 | 112 | 100 | 114 | 100 | 111 |
| 825 | Most often Listen to Radio at Work - Typical Weekend | | | | | | | |
| 826 | | Unwgted | 1271 | 195 | 839 | 108 | 432 | 87 |
| 827 | | (000) | 6636 | 904 | 4104 | 510 | 2531 | 395 |
| 828 | | Horz % | 100.00 | 13.63 | 61.85 | 7.68 | 38.15 | 5.95 |
| 829 | | Vert % | 2.88 | 3.29 | 3.68 | 4.01 | 2.13 | 2.66 |
| 830 | | Index | 100 | 114 | 128 | 139 | 74 | 92 |
| 831 | Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend | | | | | * | | * |
| 832 | | Unwgted | 411 | 71 | 262 | 45 | 149 | 26 |
| 833 | | (000) | 2111 | 436 | 1290 | 296 | 821 | 140 |
| 834 | | Horz % | 100.00 | 20.66 | 61.10 | 14.04 | 38.90 | 6.62 |
| 835 | | Vert % | 0.92 | 1.58 | 1.16 | 2.34 | 0.69 | 0.94 |
| 836 | | Index | 100 | 173 | 126 | 255 | 75 | 103 |
| 837 | Ever Listen to AM Radio | | | | | | | |
| 838 | | Unwgted | 12619 | 872 | 7801 | 488 | 4818 | 384 |
| 839 | | (000) | 45368 | 3567 | 26616 | 1908 | 18752 | 1658 |
| 840 | | Horz % | 100.00 | 7.86 | 58.67 | 4.21 | 41.33 | 3.66 |
| 841 | | Vert % | 19.69 | 12.96 | 23.88 | 15.04 | 15.77 | 11.18 |
| 842 | | Index | 100 | 66 | 121 | 76 | 80 | 57 |
| 843 | Ever Listen to FM Radio | | | | | | | |
| 844 | | Unwgted | 38802 | 5529 | 20017 | 2616 | 18785 | 2913 |
| 845 | | (000) | 180242 | 27397 | 86936 | 12659 | 93306 | 14738 |
| 846 | | Horz % | 100.00 | 15.20 | 48.23 | 7.02 | 51.77 | 8.18 |
| 847 | | Vert % | 78.24 | 99.55 | 77.99 | 99.75 | 78.47 | 99.39 |
| 848 | | Index | 100 | 127 | 100 | 127 | 100 | 127 |
| 849 | Ever Listen to Internet Radio | | | | | | | |
| 850 | | Unwgted | 2190 | 264 | 1197 | 118 | 993 | 146 |
| 851 | | (000) | 9911 | 1325 | 5066 | 525 | 4844 | 800 |
| 852 | | Horz % | 100.00 | 13.37 | 51.12 | 5.29 | 48.88 | 8.08 |
| 853 | | Vert % | 4.30 | 4.81 | 4.55 | 4.13 | 4.07 | 5.40 |
| 854 | | Index | 100 | 112 | 106 | 96 | 95 | 125 |
| 855 | Ever Listen to Satellite Radio | | | | | | | |
| 856 | | Unwgted | 5397 | 297 | 3156 | 151 | 2241 | 146 |
| 857 | | (000) | 21379 | 1212 | 11090 | 580 | 10289 | 632 |
| 858 | | Horz % | 100.00 | 5.67 | 51.87 | 2.71 | 48.13 | 2.96 |
| 859 | | Vert % | 9.28 | 4.40 | 9.95 | 4.57 | 8.65 | 4.26 |
| 860 | | Index | 100 | 47 | 107 | 49 | 93 | 46 |
| 861 | Listened to Radio Online - Last 30 Days | | | | | | | |
| 862 | | Unwgted | 8938 | 1275 | 5242 | 595 | 3696 | 680 |
| 863 | | (000) | 38579 | 6265 | 20709 | 2757 | 17871 | 3508 |
| 864 | | Horz % | 100.00 | 16.24 | 53.68 | 7.15 | 46.32 | 9.09 |
| 865 | | Vert % | 16.75 | 22.77 | 18.58 | 21.73 | 15.03 | 23.66 |
| 866 | | Index | 100 | 136 | 111 | 130 | 90 | 141 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 867 | Visited a Radio Station, Radio Program or Radio | | | | | | | |
| 868 | Personality's Web Site - Last 30 Days | Unwgt | 3566 | 448 | 2145 | 221 | 1421 | 227 |
| 869 | | (000) | 14994 | 2094 | 8461 | 1087 | 6533 | 1007 |
| 870 | | Horz % | 100.00 | 13.97 | 56.43 | 7.25 | 43.57 | 6.72 |
| 871 | | Vert % | 6.51 | 7.61 | 7.59 | 8.57 | 5.49 | 6.79 |
| 872 | | Index | 100 | 117 | 117 | 132 | 84 | 104 |
| 873 | Household Subscribes to Satellite Radio | | | | | | | |
| 874 | | Unwgt | 7418 | 514 | 4285 | 293 | 3133 | 221 |
| 875 | | (000) | 30456 | 2297 | 15624 | 1237 | 14832 | 1060 |
| 876 | | Horz % | 100.00 | 7.54 | 51.30 | 4.06 | 48.70 | 3.48 |
| 877 | | Vert % | 13.22 | 8.35 | 14.02 | 9.75 | 12.47 | 7.15 |
| 878 | | Index | 100 | 63 | 106 | 74 | 94 | 54 |
| 879 | Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement | | | | | | | |
| 880 | | Unwgt | 17929 | 2367 | 9279 | 1129 | 8650 | 1238 |
| 881 | | (000) | 84302 | 12033 | 40831 | 5537 | 43471 | 6496 |
| 882 | | Horz % | 100.00 | 14.27 | 48.43 | 6.57 | 51.57 | 7.71 |
| 883 | | Vert % | 36.59 | 43.73 | 36.63 | 43.63 | 36.56 | 43.81 |
| 884 | | Index | 100 | 119 | 100 | 119 | 100 | 120 |
| 885 | Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement | | | | * | * | | |
| 886 | | Unwgt | 24484 | 2928 | 0 | 0 | 24484 | 2928 |
| 887 | | (000) | 118904 | 14829 | 0 | 0 | 118904 | 14829 |
| 888 | | Horz % | 100.00 | 12.47 | 0.00 | 0.00 | 100.00 | 12.47 |
| 889 | | Vert % | 51.61 | 53.88 | 0.00 | 0.00 | 100.00 | 100.00 |
| 890 | | Index | 100 | 104 | 0 | 0 | 194 | 194 |
| 891 | Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement | | | | | | | |
| 892 | | Unwgt | 18648 | 2262 | 9553 | 1030 | 9095 | 1232 |
| 893 | | (000) | 85647 | 11376 | 41290 | 5052 | 44357 | 6325 |
| 894 | | Horz % | 100.00 | 13.28 | 48.21 | 5.90 | 51.79 | 7.38 |
| 895 | | Vert % | 37.18 | 41.34 | 37.04 | 39.81 | 37.30 | 42.65 |
| 896 | | Index | 100 | 111 | 100 | 107 | 100 | 115 |
| 897 | For Me, Advertising on Radio Is Amusing - Agree with Statement | | | | | | | |
| 898 | | Unwgt | 14915 | 1919 | 8026 | 896 | 6889 | 1023 |
| 899 | | (000) | 70126 | 9775 | 35673 | 4542 | 34453 | 5233 |
| 900 | | Horz % | 100.00 | 13.94 | 50.87 | 6.48 | 49.13 | 7.46 |
| 901 | | Vert % | 30.44 | 35.52 | 32.00 | 35.79 | 28.98 | 35.29 |
| 902 | | Index | 100 | 117 | 105 | 118 | 95 | 116 |
| 903 | Vehicle Currently Owned/Leased Has AM/FM Radio | | | | | | | |
| 904 | | Unwgt | 39027 | 3544 | 20390 | 1683 | 18637 | 1861 |
| 905 | | (000) | 173829 | 17255 | 84354 | 7903 | 89474 | 9351 |
| 906 | | Horz % | 100.00 | 9.93 | 48.53 | 4.55 | 51.47 | 5.38 |
| 907 | | Vert % | 75.45 | 62.70 | 75.67 | 62.28 | 75.25 | 63.06 |
| 908 | | Index | 100 | 83 | 100 | 83 | 100 | 84 |
| 909 | Vehicle Currently Owned/Leased Has Satellite Radio | | | | | | | |
| 910 | | Unwgt | 8883 | 602 | 4997 | 341 | 3886 | 261 |
| 911 | | (000) | 37327 | 2366 | 18765 | 1357 | 18562 | 1009 |
| 912 | | Horz % | 100.00 | 6.34 | 50.27 | 3.64 | 49.73 | 2.70 |
| 913 | | Vert % | 16.20 | 8.60 | 16.83 | 10.69 | 15.61 | 6.80 |
| 914 | | Index | 100 | 53 | 104 | 66 | 96 | 42 |
| 915 | Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc) | | | | | | | |
| 916 | | Unwgt | 38086 | 3611 | 20250 | 1750 | 17836 | 1861 |
| 917 | | (000) | 168267 | 17058 | 82475 | 8021 | 85793 | 9038 |
| 918 | | Horz % | 100.00 | 10.14 | 49.01 | 4.77 | 50.99 | 5.37 |
| 919 | | Vert % | 73.04 | 61.99 | 73.99 | 63.20 | 72.15 | 60.95 |
| 920 | | Index | 100 | 85 | 101 | 87 | 99 | 83 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|-----|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 921 | Vehicle Currently Owned/Leased Has MP3 Player Connection | | | | | | | |
| 922 | | Unwgt | 8443 | 805 | 4828 | 429 | 3615 | 376 |
| 923 | | (000) | 37368 | 3724 | 19346 | 1870 | 18023 | 1854 |
| 924 | | Horz % | 100.00 | 9.97 | 51.77 | 5.00 | 48.23 | 4.96 |
| 925 | | Vert % | 16.22 | 13.53 | 17.36 | 14.73 | 15.16 | 12.50 |
| 926 | | Index | 100 | 83 | 107 | 91 | 93 | 77 |
| 927 | Vehicle Currently Owned/Leased Has DVD Player | | | | | | | |
| 928 | | Unwgt | 5562 | 531 | 3019 | 262 | 2543 | 269 |
| 929 | | (000) | 23341 | 2404 | 11296 | 1163 | 12046 | 1241 |
| 930 | | Horz % | 100.00 | 10.30 | 48.39 | 4.98 | 51.61 | 5.32 |
| 931 | | Vert % | 10.13 | 8.74 | 10.13 | 9.16 | 10.13 | 8.37 |
| 932 | | Index | 100 | 86 | 100 | 90 | 100 | 83 |
| 933 | TV Total (Monday-Sunday) Prime-Time Cume Audience | | | | | | | |
| 934 | | Unwgt | 42214 | 4634 | 21780 | 2152 | 20434 | 2482 |
| 935 | | (000) | 190067 | 22721 | 91273 | 10210 | 98794 | 12511 |
| 936 | | Horz % | 100.00 | 11.95 | 48.02 | 5.37 | 51.98 | 6.58 |
| 937 | | Vert % | 82.50 | 82.56 | 81.88 | 80.46 | 83.09 | 84.37 |
| 938 | | Index | 100 | 100 | 99 | 98 | 101 | 102 |
| 939 | TV Weekday Prime-Time Cume Audience (8-11PM Eastern/Pacific, 7-10PM Central/Mountain) | | | | | | | |
| 940 | | Unwgt | 34027 | 3623 | 17446 | 1673 | 16581 | 1950 |
| 941 | | (000) | 152513 | 17607 | 72873 | 7925 | 79640 | 9682 |
| 942 | | Horz % | 100.00 | 11.54 | 47.78 | 5.20 | 52.22 | 6.35 |
| 943 | | Vert % | 66.20 | 63.98 | 65.37 | 62.45 | 66.98 | 65.29 |
| 944 | | Index | 100 | 97 | 99 | 94 | 101 | 99 |
| 945 | TV Saturday Prime-Time Cume Audience (8-11PM Eastern/Pacific, 7-10PM Central/Mountain) | | | | | | | |
| 946 | | Unwgt | 28330 | 3096 | 14733 | 1445 | 13597 | 1651 |
| 947 | | (000) | 127565 | 14840 | 61984 | 6818 | 65581 | 8022 |
| 948 | | Horz % | 100.00 | 11.63 | 48.59 | 5.34 | 51.41 | 6.29 |
| 949 | | Vert % | 55.37 | 53.93 | 55.61 | 53.72 | 55.15 | 54.10 |
| 950 | | Index | 100 | 97 | 100 | 97 | 100 | 98 |
| 951 | TV Sunday Prime-Time Cume Audience (7-11PM Eastern/Pacific, 5-10PM Central/Mountain) | | | | | | | |
| 952 | | Unwgt | 33267 | 3685 | 17135 | 1701 | 16132 | 1984 |
| 953 | | (000) | 148294 | 17932 | 70989 | 8039 | 77305 | 9893 |
| 954 | | Horz % | 100.00 | 12.09 | 47.87 | 5.42 | 52.13 | 6.67 |
| 955 | | Vert % | 64.37 | 65.16 | 63.68 | 63.34 | 65.01 | 66.71 |
| 956 | | Index | 100 | 101 | 99 | 98 | 101 | 104 |
| 957 | TV Daytime Cume Audience (Weekdays 9AM-4PM Eastern/Pacific, 9AM-3PM Central/Mountain) | | | | | | | |
| 958 | | Unwgt | 14527 | 1879 | 6577 | 841 | 7950 | 1038 |
| 959 | | (000) | 71497 | 10040 | 30527 | 4446 | 40971 | 5594 |
| 960 | | Horz % | 100.00 | 14.04 | 42.70 | 6.22 | 57.30 | 7.82 |
| 961 | | Vert % | 31.04 | 36.48 | 27.39 | 35.04 | 34.46 | 37.72 |
| 962 | | Index | 100 | 118 | 88 | 113 | 111 | 122 |
| 963 | TV Early Fringe Cume Audience (Weekdays 4-7:30PM Eastern/Pacific), 3-6:30PM Central/Mountain) | | | | | | | |
| 964 | | Unwgt | 26005 | 2883 | 13346 | 1367 | 12659 | 1516 |
| 965 | | (000) | 119308 | 14369 | 57118 | 6583 | 62191 | 7786 |
| 966 | | Horz % | 100.00 | 12.04 | 47.87 | 5.52 | 52.13 | 6.53 |
| 967 | | Vert % | 51.79 | 52.21 | 51.24 | 51.87 | 52.30 | 52.50 |
| 968 | | Index | 100 | 101 | 99 | 100 | 101 | 101 |
| 969 | TV Late Fringe Cume Audience (Weekdays 11:30PM-1AM Eastern/Pacific, 10:30PM-Midnight) | | | | | | | |
| 970 | | Unwgt | 8799 | 1404 | 4738 | 691 | 4061 | 713 |
| 971 | | (000) | 41182 | 6752 | 20991 | 3194 | 20191 | 3558 |
| 972 | | Horz % | 100.00 | 16.39 | 50.97 | 7.76 | 49.03 | 8.64 |
| 973 | | Vert % | 17.88 | 24.53 | 18.83 | 25.17 | 16.98 | 23.99 |
| 974 | | Index | 100 | 137 | 105 | 141 | 95 | 134 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 975 | TV Weekend Sports Cume | | | | | | | |
| 976 | Audience (Saturday-Sunday Afternoon) | Unwgt | 25992 | 3384 | 14593 | 1657 | 11399 | 1727 |
| 977 | | (000) | 119317 | 16893 | 62500 | 8016 | 56817 | 8877 |
| 978 | | Horz % | 100.00 | 14.16 | 52.38 | 6.72 | 47.62 | 7.44 |
| 979 | | Vert % | 51.79 | 61.39 | 56.07 | 63.16 | 47.78 | 59.86 |
| 980 | | Index | 100 | 119 | 108 | 122 | 92 | 116 |
| 981 | TV Weekend Children's Shows Cume Audience (Saturday-Sunday Morning) | | | | | | | |
| 982 | | Unwgt | 20769 | 2746 | 10818 | 1306 | 9951 | 1440 |
| 983 | | (000) | 95574 | 13589 | 46927 | 6170 | 48647 | 7419 |
| 984 | | Horz % | 100.00 | 14.22 | 49.10 | 6.46 | 50.90 | 7.76 |
| 985 | | Vert % | 41.49 | 49.38 | 42.10 | 48.62 | 40.91 | 50.03 |
| 986 | | Index | 100 | 119 | 101 | 117 | 99 | 121 |
| 987 | Downloaded a TV Program from Internet - Last 30 Days | | | | | | | |
| 988 | | Unwgt | 1932 | 222 | 1236 | 120 | 696 | 102 |
| 989 | | (000) | 8140 | 931 | 4957 | 469 | 3183 | 462 |
| 990 | | Horz % | 100.00 | 11.44 | 60.90 | 5.77 | 39.10 | 5.67 |
| 991 | | Vert % | 3.53 | 3.38 | 4.45 | 3.70 | 2.68 | 3.11 |
| 992 | | Index | 100 | 96 | 126 | 105 | 76 | 88 |
| 993 | Watched a TV Program Online - Last 30 Days | | | | | | | |
| 994 | | Unwgt | 6218 | 736 | 3483 | 354 | 2735 | 382 |
| 995 | | (000) | 27440 | 3599 | 14096 | 1610 | 13344 | 1989 |
| 996 | | Horz % | 100.00 | 13.12 | 51.37 | 5.87 | 48.63 | 7.25 |
| 997 | | Vert % | 11.91 | 13.08 | 12.65 | 12.69 | 11.22 | 13.42 |
| 998 | | Index | 100 | 110 | 106 | 107 | 94 | 113 |
| 999 | Visited a TV Network or TV Show's Website - Last 30 Days | | | | | | | |
| 1000 | | Unwgt | 10093 | 1169 | 5060 | 520 | 5033 | 649 |
| 1001 | | (000) | 43433 | 5595 | 20075 | 2349 | 23358 | 3246 |
| 1002 | | Horz % | 100.00 | 12.88 | 46.22 | 5.41 | 53.78 | 7.47 |
| 1003 | | Vert % | 18.85 | 20.33 | 18.01 | 18.51 | 19.64 | 21.89 |
| 1004 | | Index | 100 | 108 | 96 | 98 | 104 | 116 |
| 1005 | Household Subscribes to Cable TV | | | | | | | |
| 1006 | | Unwgt | 29494 | 3329 | 14792 | 1548 | 14702 | 1781 |
| 1007 | | (000) | 127387 | 16179 | 59472 | 7379 | 67915 | 8800 |
| 1008 | | Horz % | 100.00 | 12.70 | 46.69 | 5.79 | 53.31 | 6.91 |
| 1009 | | Vert % | 55.30 | 58.79 | 53.35 | 58.14 | 57.12 | 59.35 |
| 1010 | | Index | 100 | 106 | 96 | 105 | 103 | 107 |
| 1011 | Household Subscribes to Digital Cable | | | | | | | |
| 1012 | | Unwgt | 23318 | 2728 | 11977 | 1258 | 11341 | 1470 |
| 1013 | | (000) | 97306 | 12704 | 46197 | 5679 | 51109 | 7025 |
| 1014 | | Horz % | 100.00 | 13.06 | 47.48 | 5.84 | 52.52 | 7.22 |
| 1015 | | Vert % | 42.24 | 46.17 | 41.44 | 44.75 | 42.98 | 47.37 |
| 1016 | | Index | 100 | 109 | 98 | 106 | 102 | 112 |
| 1017 | Viewed Any Cable TV (Including Pay) - Past Week | | | | | | | |
| 1018 | | Unwgt | 42237 | 4625 | 21981 | 2201 | 20256 | 2424 |
| 1019 | | (000) | 188977 | 22764 | 91345 | 10543 | 97632 | 12221 |
| 1020 | | Horz % | 100.00 | 12.05 | 48.34 | 5.58 | 51.66 | 6.47 |
| 1021 | | Vert % | 82.03 | 82.72 | 81.95 | 83.07 | 82.11 | 82.42 |
| 1022 | | Index | 100 | 101 | 100 | 101 | 100 | 100 |
| 1023 | Heavy Cable TV Viewing (Including Pay) - Past Week | | | | | | | |
| 1024 | | Unwgt | 31569 | 3995 | 17199 | 1947 | 14370 | 2048 |
| 1025 | | (000) | 142875 | 19804 | 72282 | 9349 | 70593 | 10455 |
| 1026 | | Horz % | 100.00 | 13.86 | 50.59 | 6.54 | 49.41 | 7.32 |
| 1027 | | Vert % | 62.02 | 71.96 | 64.84 | 73.67 | 59.37 | 70.51 |
| 1028 | | Index | 100 | 116 | 105 | 119 | 96 | 114 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|---|---------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1029 | Viewed Any Premium Cable Channels - Last 30 Days | | | | | | | |
| 1030 | | Unwgted | 17138 | 2555 | 9577 | 1258 | 7561 | 1297 |
| 1031 | | (000) | 76613 | 12574 | 39372 | 5950 | 37241 | 6623 |
| 1032 | | Horz % | 100.00 | 16.41 | 51.39 | 7.77 | 48.61 | 8.64 |
| 1033 | | Vert % | 33.26 | 45.69 | 35.32 | 46.89 | 31.32 | 44.66 |
| 1034 | Index | 100 | 137 | 106 | 141 | 94 | 134 | |
| 1035 | Viewed Any Video-On-Demand TV Programs - Last 30 Days | | | | | | | |
| 1036 | | Unwgted | 5984 | 895 | 2947 | 363 | 3037 | 532 |
| 1037 | | (000) | 23452 | 4104 | 10658 | 1612 | 12795 | 2492 |
| 1038 | | Horz % | 100.00 | 17.50 | 45.44 | 6.87 | 54.56 | 10.63 |
| 1039 | | Vert % | 10.18 | 14.91 | 9.56 | 12.70 | 10.76 | 16.81 |
| 1040 | Index | 100 | 146 | 94 | 125 | 106 | 165 | |
| 1041 | Viewed Any Video-On-Demand Movies - Last 30 Days | | | | | | | |
| 1042 | | Unwgted | 8751 | 1239 | 4558 | 538 | 4193 | 701 |
| 1043 | | (000) | 35683 | 5657 | 16682 | 2216 | 19001 | 3441 |
| 1044 | | Horz % | 100.00 | 15.85 | 46.75 | 6.21 | 53.25 | 9.64 |
| 1045 | | Vert % | 15.49 | 20.56 | 14.97 | 17.46 | 15.98 | 23.21 |
| 1046 | Index | 100 | 133 | 97 | 113 | 103 | 150 | |
| 1047 | Viewed Any Video-On-Demand Programming - Past 12 Months | | | | | | | |
| 1048 | | Unwgted | 12191 | 1643 | 6375 | 719 | 5816 | 924 |
| 1049 | | (000) | 49219 | 7465 | 23457 | 3118 | 25762 | 4347 |
| 1050 | | Horz % | 100.00 | 15.17 | 47.66 | 6.34 | 52.34 | 8.83 |
| 1051 | | Vert % | 21.36 | 27.13 | 21.04 | 24.57 | 21.67 | 29.31 |
| 1052 | Index | 100 | 127 | 98 | 115 | 101 | 137 | |
| 1053 | Household Has a Satellite Dish | | | | | | | |
| 1054 | | Unwgted | 12431 | 1192 | 6868 | 592 | 5563 | 600 |
| 1055 | | (000) | 63897 | 6410 | 32491 | 3060 | 31406 | 3350 |
| 1056 | | Horz % | 100.00 | 10.03 | 50.85 | 4.79 | 49.15 | 5.24 |
| 1057 | | Vert % | 27.74 | 23.29 | 29.15 | 24.11 | 26.41 | 22.59 |
| 1058 | Index | 100 | 84 | 105 | 87 | 95 | 81 | |
| 1059 | Household Has a Digital Video Recorder (DVR) | | | | | | | |
| 1060 | | Unwgted | 22029 | 2274 | 11905 | 1102 | 10124 | 1172 |
| 1061 | | (000) | 94062 | 10410 | 46528 | 4764 | 47534 | 5646 |
| 1062 | | Horz % | 100.00 | 11.07 | 49.46 | 5.06 | 50.54 | 6.00 |
| 1063 | | Vert % | 40.83 | 37.83 | 41.74 | 37.54 | 39.98 | 38.07 |
| 1064 | Index | 100 | 93 | 102 | 92 | 98 | 93 | |
| 1065 | Household Has TiVo-Brand DVR Video Recorder (Stand-Alone) | | | * | * | | | * |
| 1066 | | Unwgted | 572 | 31 | 316 | 13 | 256 | 18 |
| 1067 | | (000) | 2095 | 115 | 1087 | 46 | 1008 | 70 |
| 1068 | | Horz % | 100.00 | 5.50 | 51.89 | 2.18 | 48.11 | 3.32 |
| 1069 | | Vert % | 0.91 | 0.42 | 0.98 | 0.36 | 0.85 | 0.47 |
| 1070 | Index | 100 | 46 | 107 | 40 | 93 | 52 | |
| 1071 | Any Internet/Online Activity - Last 30 Days | | | | | | | |
| 1072 | | Unwgted | 41577 | 4775 | 21755 | 2213 | 19822 | 2562 |
| 1073 | | (000) | 181282 | 23161 | 87773 | 10444 | 93509 | 12717 |
| 1074 | | Horz % | 100.00 | 12.78 | 48.42 | 5.76 | 51.58 | 7.02 |
| 1075 | | Vert % | 78.69 | 84.16 | 78.74 | 82.29 | 78.64 | 85.76 |
| 1076 | Index | 100 | 107 | 100 | 105 | 100 | 109 | |
| 1077 | Downloaded Music from Internet - Last 30 Days | | | | | | | |
| 1078 | | Unwgted | 10591 | 1817 | 5998 | 947 | 4593 | 870 |
| 1079 | | (000) | 49339 | 9300 | 25962 | 4688 | 23378 | 4611 |
| 1080 | | Horz % | 100.00 | 18.85 | 52.62 | 9.50 | 47.38 | 9.35 |
| 1081 | | Vert % | 21.42 | 33.79 | 23.29 | 36.94 | 19.66 | 31.10 |
| 1082 | Index | 100 | 158 | 109 | 172 | 92 | 145 | |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1083 | Downloaded Podcasts/Podcasting from Internet - Last 30 Days | | | | | | | |
| 1084 | | Unwgt | 1957 | 151 | 1296 | 83 | 661 | 68 |
| 1085 | | (000) | 7780 | 677 | 4918 | 383 | 2861 | 294 |
| 1086 | | Horz % | 100.00 | 8.70 | 63.22 | 4.92 | 36.78 | 3.78 |
| 1087 | | Vert % | 3.38 | 2.46 | 4.41 | 3.02 | 2.41 | 1.98 |
| 1088 | | Index | 100 | 73 | 131 | 89 | 71 | 59 |
| 1089 | Downloaded a Movie from Internet - Last 30 Days | | | | | | | |
| 1090 | | Unwgt | 2848 | 425 | 1863 | 247 | 985 | 178 |
| 1091 | | (000) | 12997 | 2293 | 8163 | 1325 | 4834 | 968 |
| 1092 | | Horz % | 100.00 | 17.64 | 62.81 | 10.19 | 37.19 | 7.45 |
| 1093 | | Vert % | 5.64 | 8.33 | 7.32 | 10.44 | 4.07 | 6.53 |
| 1094 | | Index | 100 | 148 | 130 | 185 | 72 | 116 |
| 1095 | Watched a Movie Online - Last 30 Days | | | | | | | |
| 1096 | | Unwgt | 5288 | 766 | 3368 | 430 | 1920 | 336 |
| 1097 | | (000) | 24686 | 4041 | 14912 | 2220 | 9774 | 1822 |
| 1098 | | Horz % | 100.00 | 16.37 | 60.41 | 8.99 | 39.59 | 7.38 |
| 1099 | | Vert % | 10.72 | 14.69 | 13.38 | 17.49 | 8.22 | 12.28 |
| 1100 | | Index | 100 | 137 | 125 | 163 | 77 | 115 |
| 1101 | Visited Online Blogs, Wrote Online Blog, Posted Comment or Review on Blog, Online Forum, Message or Bulletin Board - Last 30 Days | | | | | | | |
| 1102 | | Unwgt | 9205 | 1108 | 4773 | 480 | 4432 | 628 |
| 1103 | | (000) | 40926 | 5639 | 19080 | 2239 | 21846 | 3399 |
| 1104 | | Horz % | 100.00 | 13.78 | 46.62 | 5.47 | 53.38 | 8.31 |
| 1105 | | Vert % | 17.77 | 20.49 | 17.12 | 17.65 | 18.37 | 22.92 |
| 1106 | | Index | 100 | 115 | 96 | 99 | 103 | 129 |
| 1107 | Uploaded or Added Video to Website - Last 30 Days | | | | | | | |
| 1108 | | Unwgt | 2468 | 404 | 1387 | 210 | 1081 | 194 |
| 1109 | | (000) | 11387 | 2095 | 5781 | 1075 | 5606 | 1020 |
| 1110 | | Horz % | 100.00 | 18.40 | 50.77 | 9.44 | 49.23 | 8.95 |
| 1111 | | Vert % | 4.94 | 7.61 | 5.19 | 8.47 | 4.71 | 6.88 |
| 1112 | | Index | 100 | 154 | 105 | 171 | 95 | 139 |
| 1113 | Visited a Chat Room - Last 30 Days | | | | | | | |
| 1114 | | Unwgt | 2480 | 412 | 1430 | 208 | 1050 | 204 |
| 1115 | | (000) | 12455 | 2274 | 6813 | 1201 | 5642 | 1073 |
| 1116 | | Horz % | 100.00 | 18.26 | 54.70 | 9.65 | 45.30 | 8.61 |
| 1117 | | Vert % | 5.41 | 8.26 | 6.11 | 9.47 | 4.75 | 7.24 |
| 1118 | | Index | 100 | 153 | 113 | 175 | 88 | 134 |
| 1119 | Used e-Mail - Last 30 Days | | | | | | | |
| 1120 | | Unwgt | 37612 | 4149 | 19298 | 1848 | 18314 | 2301 |
| 1121 | | (000) | 159278 | 19264 | 74855 | 8202 | 84422 | 11063 |
| 1122 | | Horz % | 100.00 | 12.09 | 47.00 | 5.15 | 53.00 | 6.95 |
| 1123 | | Vert % | 69.14 | 70.00 | 67.15 | 64.63 | 71.00 | 74.60 |
| 1124 | | Index | 100 | 101 | 97 | 93 | 103 | 108 |
| 1125 | Used Instant Messenger/IM Online - Last 30 Days | | | | | | | |
| 1126 | | Unwgt | 21202 | 2971 | 10469 | 1315 | 10733 | 1656 |
| 1127 | | (000) | 98919 | 15073 | 45133 | 6469 | 53786 | 8604 |
| 1128 | | Horz % | 100.00 | 15.24 | 45.63 | 6.54 | 54.37 | 8.70 |
| 1129 | | Vert % | 42.94 | 54.77 | 40.49 | 50.97 | 45.23 | 58.02 |
| 1130 | | Index | 100 | 128 | 94 | 119 | 105 | 135 |
| 1131 | Visited Facebook.com - Last 30 Days | | | | | | | |
| 1132 | | Unwgt | 22936 | 3162 | 10711 | 1367 | 12225 | 1795 |
| 1133 | | (000) | 105871 | 15766 | 45724 | 6536 | 60147 | 9230 |
| 1134 | | Horz % | 100.00 | 14.89 | 43.19 | 6.17 | 56.81 | 8.72 |
| 1135 | | Vert % | 45.96 | 57.29 | 41.02 | 51.50 | 50.58 | 62.25 |
| 1136 | | Index | 100 | 125 | 89 | 112 | 110 | 135 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|--|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1137 | Visited Flickr.com - Last 30 Days | | | | | | | * |
| 1138 | | Unwgt | 1128 | 99 | 671 | 54 | 457 | 45 |
| 1139 | | (000) | 4799 | 410 | 2698 | 200 | 2101 | 210 |
| 1140 | | Horz % | 100.00 | 8.55 | 56.22 | 4.17 | 43.78 | 4.38 |
| 1141 | | Vert % | 2.08 | 1.49 | 2.42 | 1.58 | 1.77 | 1.42 |
| 1142 | | Index | 100 | 72 | 116 | 76 | 85 | 68 |
| 1143 | Visited LinkedIn.com - Last 30 Days | | | | | | | |
| 1144 | | Unwgt | 4150 | 279 | 2487 | 144 | 1663 | 135 |
| 1145 | | (000) | 13209 | 925 | 7432 | 461 | 5778 | 464 |
| 1146 | | Horz % | 100.00 | 7.00 | 56.26 | 3.49 | 43.74 | 3.51 |
| 1147 | | Vert % | 5.73 | 3.36 | 6.67 | 3.63 | 4.86 | 3.13 |
| 1148 | | Index | 100 | 59 | 116 | 63 | 85 | 55 |
| 1149 | Visited MySpace.com - Last 30 Days | | | | | | | |
| 1150 | | Unwgt | 1938 | 465 | 1033 | 223 | 905 | 242 |
| 1151 | | (000) | 11658 | 3001 | 5548 | 1415 | 6110 | 1586 |
| 1152 | | Horz % | 100.00 | 25.74 | 47.59 | 12.14 | 52.41 | 13.60 |
| 1153 | | Vert % | 5.06 | 10.90 | 4.98 | 11.15 | 5.14 | 10.70 |
| 1154 | | Index | 100 | 215 | 98 | 220 | 102 | 211 |
| 1155 | Visited Photobucket.com - Last 30 Days | | | | | | | |
| 1156 | | Unwgt | 1086 | 205 | 550 | 87 | 536 | 118 |
| 1157 | | (000) | 5565 | 1166 | 2495 | 451 | 3071 | 715 |
| 1158 | | Horz % | 100.00 | 20.95 | 44.82 | 8.11 | 55.18 | 12.84 |
| 1159 | | Vert % | 2.42 | 4.24 | 2.24 | 3.55 | 2.58 | 4.82 |
| 1160 | | Index | 100 | 175 | 93 | 147 | 107 | 199 |
| 1161 | Visited Shutterfly.com - Last 30 Days | | | | | | | |
| 1162 | | Unwgt | 1519 | 99 | 402 | 30 | 1117 | 69 |
| 1163 | | (000) | 6033 | 417 | 1285 | 104 | 4748 | 313 |
| 1164 | | Horz % | 100.00 | 6.92 | 21.29 | 1.73 | 78.71 | 5.19 |
| 1165 | | Vert % | 2.62 | 1.52 | 1.15 | 0.82 | 3.99 | 2.11 |
| 1166 | | Index | 100 | 58 | 44 | 31 | 152 | 81 |
| 1167 | Visited Twitter.com - Last 30 Days | | | | | | | |
| 1168 | | Unwgt | 2984 | 571 | 1671 | 274 | 1313 | 297 |
| 1169 | | (000) | 13447 | 2965 | 6861 | 1306 | 6585 | 1659 |
| 1170 | | Horz % | 100.00 | 22.05 | 51.03 | 9.71 | 48.97 | 12.34 |
| 1171 | | Vert % | 5.84 | 10.77 | 6.16 | 10.29 | 5.54 | 11.19 |
| 1172 | | Index | 100 | 185 | 105 | 176 | 95 | 192 |
| 1173 | Visited YouTube.com - Last 30 Days | | | | | | | |
| 1174 | | Unwgt | 18165 | 2612 | 10470 | 1362 | 7695 | 1250 |
| 1175 | | (000) | 82265 | 13341 | 43969 | 6646 | 38296 | 6695 |
| 1176 | | Horz % | 100.00 | 16.22 | 53.45 | 8.08 | 46.55 | 8.14 |
| 1177 | | Vert % | 35.71 | 48.48 | 39.44 | 52.37 | 32.21 | 45.15 |
| 1178 | | Index | 100 | 136 | 110 | 147 | 90 | 126 |
| 1179 | Rated or Reviewed a Product or Service on Any Social Network - Last 30 Days | | | | | | | |
| 1180 | | Unwgt | 3136 | 489 | 1508 | 216 | 1628 | 273 |
| 1181 | | (000) | 14311 | 2432 | 6530 | 1079 | 7781 | 1353 |
| 1182 | | Horz % | 100.00 | 16.99 | 45.63 | 7.54 | 54.37 | 9.45 |
| 1183 | | Vert % | 6.21 | 8.84 | 5.86 | 8.50 | 6.54 | 9.12 |
| 1184 | | Index | 100 | 142 | 94 | 137 | 105 | 147 |
| 1185 | Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family | | | | | | | |
| 1186 | | Unwgt | 27940 | 3768 | 14247 | 1694 | 13693 | 2074 |
| 1187 | | (000) | 128335 | 18524 | 59812 | 7892 | 68523 | 10632 |
| 1188 | | Horz % | 100.00 | 14.43 | 46.61 | 6.15 | 53.39 | 8.28 |
| 1189 | | Vert % | 55.71 | 67.31 | 53.66 | 62.19 | 57.63 | 71.70 |
| 1190 | | Index | 100 | 121 | 96 | 112 | 103 | 129 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|--|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1191 | Ever Used Text Messaging on Cellular/Mobile | Unwgt | 3600 | 723 | 1896 | 342 | 1704 | 381 |
| 1192 | Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion | (000) | 17138 | 3721 | 8427 | 1736 | 8711 | 1985 |
| 1193 | | Horz % | 100.00 | 21.71 | 49.17 | 10.13 | 50.83 | 11.58 |
| 1194 | | Vert % | 7.44 | 13.52 | 7.56 | 13.68 | 7.33 | 13.39 |
| 1195 | | Index | 100 | 182 | 102 | 184 | 98 | 180 |
| 1196 | | | | | | | | |
| 1197 | Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile Phone/Smartphone | Unwgt | 3873 | 880 | 2055 | 425 | 1818 | 455 |
| 1198 | | (000) | 18580 | 4404 | 9291 | 2149 | 9289 | 2254 |
| 1199 | | Horz % | 100.00 | 23.70 | 50.01 | 11.57 | 49.99 | 12.13 |
| 1200 | | Vert % | 8.07 | 16.00 | 8.33 | 16.94 | 7.81 | 15.20 |
| 1201 | | Index | 100 | 198 | 103 | 210 | 97 | 189 |
| 1202 | | | | | | | | |
| 1203 | Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase | Unwgt | 1757 | 457 | 1003 | 230 | 754 | 227 |
| 1204 | | (000) | 8486 | 2352 | 4618 | 1247 | 3869 | 1105 |
| 1205 | | Horz % | 100.00 | 27.72 | 54.41 | 14.70 | 45.59 | 13.02 |
| 1206 | | Vert % | 3.68 | 8.55 | 4.14 | 9.83 | 3.25 | 7.45 |
| 1207 | | Index | 100 | 232 | 112 | 267 | 88 | 202 |
| 1208 | | | | | | | | |
| 1209 | Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile Phone/Smartphone | Unwgt | 3905 | 689 | 2001 | 293 | 1904 | 396 |
| 1210 | | (000) | 18488 | 3701 | 8514 | 1589 | 9974 | 2112 |
| 1211 | | Horz % | 100.00 | 20.02 | 46.05 | 8.59 | 53.95 | 11.42 |
| 1212 | | Vert % | 8.03 | 13.45 | 7.64 | 12.52 | 8.39 | 14.24 |
| 1213 | | Index | 100 | 168 | 95 | 156 | 105 | 177 |
| 1214 | | | | | | | | |
| 1215 | Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone | Unwgt | 8656 | 1394 | 4442 | 616 | 4214 | 778 |
| 1216 | | (000) | 40217 | 7078 | 18941 | 3116 | 21276 | 3962 |
| 1217 | | Horz % | 100.00 | 17.60 | 47.10 | 7.75 | 52.90 | 9.85 |
| 1218 | | Vert % | 17.46 | 25.72 | 16.99 | 24.55 | 17.89 | 26.72 |
| 1219 | | Index | 100 | 147 | 97 | 141 | 102 | 153 |
| 1220 | | | | | | | | |
| 1221 | Ever Redeemed a Mobile Coupon from Cellular/Mobile Phone/Smartphone | Unwgt | 1965 | 338 | 921 | 161 | 1044 | 177 |
| 1222 | | (000) | 9318 | 1823 | 3968 | 804 | 5350 | 1019 |
| 1223 | | Horz % | 100.00 | 19.57 | 42.59 | 8.63 | 57.41 | 10.94 |
| 1224 | | Vert % | 4.04 | 6.63 | 3.56 | 6.34 | 4.50 | 6.87 |
| 1225 | | Index | 100 | 164 | 88 | 157 | 111 | 170 |
| 1226 | | | | | | | | |
| 1227 | Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile Phone/Smartphone | Unwgt | 2693 | 476 | 1736 | 274 | 957 | 202 |
| 1228 | | (000) | 12631 | 2517 | 7382 | 1416 | 5249 | 1101 |
| 1229 | | Horz % | 100.00 | 19.93 | 58.44 | 11.21 | 41.56 | 8.72 |
| 1230 | | Vert % | 5.48 | 9.15 | 6.62 | 11.16 | 4.41 | 7.42 |
| 1231 | | Index | 100 | 167 | 121 | 203 | 81 | 135 |
| 1232 | | | | | | | | |
| 1233 | Ever Watched Live Television on Cellular/Mobile Phone/Smartphone | Unwgt | 1291 | 323 | 861 | 185 | 430 | 138 |
| 1234 | | (000) | 6103 | 1601 | 3691 | 920 | 2412 | 680 |
| 1235 | | Horz % | 100.00 | 26.23 | 60.48 | 15.08 | 39.52 | 11.15 |
| 1236 | | Vert % | 2.65 | 5.82 | 3.31 | 7.25 | 2.03 | 4.59 |
| 1237 | | Index | 100 | 220 | 125 | 274 | 77 | 173 |
| 1238 | | | | | | | | |
| 1239 | Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone | Unwgt | 1619 | 235 | 1047 | 133 | 572 | 102 |
| 1240 | | (000) | 7444 | 1275 | 4427 | 653 | 3017 | 621 |
| 1241 | | Horz % | 100.00 | 17.12 | 59.48 | 8.78 | 40.52 | 8.35 |
| 1242 | | Vert % | 3.23 | 4.63 | 3.97 | 5.15 | 2.54 | 4.19 |
| 1243 | | Index | 100 | 143 | 123 | 159 | 79 | 130 |
| 1244 | | | | | | | | |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1245 | Ever Listened to Music on Cellular/Mobile Phone/Smartphone | | | | | | | |
| 1246 | | Unwgt | 8759 | 1487 | 4947 | 698 | 3812 | 789 |
| 1247 | | (000) | 41422 | 7616 | 21366 | 3279 | 20056 | 4338 |
| 1248 | | Horz % | 100.00 | 18.39 | 51.58 | 7.92 | 48.42 | 10.47 |
| 1249 | | Vert % | 17.98 | 27.68 | 19.17 | 25.84 | 16.87 | 29.25 |
| 1250 | | Index | 100 | 154 | 107 | 144 | 94 | 163 |
| 1251 | Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone | | | | | | | |
| 1252 | | Unwgt | 10793 | 1562 | 6536 | 832 | 4257 | 730 |
| 1253 | | (000) | 46232 | 7598 | 25561 | 3729 | 20671 | 3869 |
| 1254 | | Horz % | 100.00 | 16.43 | 55.29 | 8.07 | 44.71 | 8.37 |
| 1255 | | Vert % | 20.07 | 27.61 | 22.93 | 29.38 | 17.38 | 26.09 |
| 1256 | | Index | 100 | 138 | 114 | 146 | 87 | 130 |
| 1257 | Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone | | | | | | | |
| 1258 | | Unwgt | 7537 | 1121 | 5491 | 757 | 2046 | 364 |
| 1259 | | (000) | 31880 | 5387 | 21734 | 3423 | 10146 | 1964 |
| 1260 | | Horz % | 100.00 | 16.90 | 68.17 | 10.74 | 31.83 | 6.16 |
| 1261 | | Vert % | 13.84 | 19.58 | 19.50 | 26.97 | 8.53 | 13.25 |
| 1262 | | Index | 100 | 141 | 141 | 195 | 62 | 96 |
| 1263 | Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone | | | | | | | |
| 1264 | | Unwgt | 11814 | 1647 | 6755 | 827 | 5059 | 820 |
| 1265 | | (000) | 51372 | 8008 | 26734 | 3672 | 24638 | 4336 |
| 1266 | | Horz % | 100.00 | 15.59 | 52.04 | 7.15 | 47.96 | 8.44 |
| 1267 | | Vert % | 22.30 | 29.10 | 23.98 | 28.93 | 20.72 | 29.24 |
| 1268 | | Index | 100 | 130 | 108 | 130 | 93 | 131 |
| 1269 | Ever Visited a Search Engine on Cellular/Mobile Phone/Smartphone | | | | | | | |
| 1270 | | Unwgt | 13412 | 1896 | 7541 | 927 | 5871 | 969 |
| 1271 | | (000) | 58167 | 8965 | 29836 | 4024 | 28331 | 4941 |
| 1272 | | Horz % | 100.00 | 15.41 | 51.29 | 6.92 | 48.71 | 8.49 |
| 1273 | | Vert % | 25.25 | 32.58 | 26.77 | 31.71 | 23.83 | 33.32 |
| 1274 | | Index | 100 | 129 | 106 | 126 | 94 | 132 |
| 1275 | Ever Visited or Used a Social Networking Site on Cellular/Mobile Phone/Smartphone | | | | | | | |
| 1276 | | Unwgt | 8960 | 1388 | 4585 | 630 | 4375 | 758 |
| 1277 | | (000) | 41200 | 7004 | 19350 | 2918 | 21851 | 4086 |
| 1278 | | Horz % | 100.00 | 17.00 | 46.96 | 7.08 | 53.04 | 9.92 |
| 1279 | | Vert % | 17.88 | 25.45 | 17.36 | 22.99 | 18.38 | 27.55 |
| 1280 | | Index | 100 | 142 | 97 | 129 | 103 | 154 |
| 1281 | Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone | | | | | | | |
| 1282 | | Unwgt | 6477 | 894 | 3756 | 471 | 2721 | 423 |
| 1283 | | (000) | 28485 | 4458 | 15075 | 2211 | 13410 | 2247 |
| 1284 | | Horz % | 100.00 | 15.65 | 52.92 | 7.76 | 47.08 | 7.89 |
| 1285 | | Vert % | 12.36 | 16.20 | 13.52 | 17.42 | 11.28 | 15.16 |
| 1286 | | Index | 100 | 131 | 109 | 141 | 91 | 123 |
| 1287 | Read Any Daily Newspaper | | | | | | | |
| 1288 | | Unwgt | 18473 | 1677 | 10078 | 843 | 8395 | 834 |
| 1289 | | (000) | 75392 | 7571 | 37876 | 3746 | 37515 | 3825 |
| 1290 | | Horz % | 100.00 | 10.04 | 50.24 | 4.97 | 49.76 | 5.07 |
| 1291 | | Vert % | 32.73 | 27.51 | 33.98 | 29.51 | 31.55 | 25.80 |
| 1292 | | Index | 100 | 84 | 104 | 90 | 96 | 79 |
| 1293 | Read Any Sunday Newspaper | | | | | | | |
| 1294 | | Unwgt | 22699 | 2207 | 11550 | 1039 | 11149 | 1168 |
| 1295 | | (000) | 95498 | 10492 | 44426 | 4810 | 51072 | 5682 |
| 1296 | | Horz % | 100.00 | 10.99 | 46.52 | 5.04 | 53.48 | 5.95 |
| 1297 | | Vert % | 41.45 | 38.13 | 39.85 | 37.90 | 42.95 | 38.32 |
| 1298 | | Index | 100 | 92 | 96 | 91 | 104 | 92 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1299 | Read Advertisements in Weekday Newspaper | | | | | | | |
| 1300 | | Unwgt | 6188 | 570 | 2816 | 233 | 3372 | 337 |
| 1301 | | (000) | 28200 | 2878 | 11426 | 1075 | 16774 | 1803 |
| 1302 | | Horz % | 100.00 | 10.20 | 40.52 | 3.81 | 59.48 | 6.39 |
| 1303 | | Vert % | 12.24 | 10.46 | 10.25 | 8.47 | 14.11 | 12.16 |
| 1304 | | Index | 100 | 85 | 84 | 69 | 115 | 99 |
| 1305 | Read Advertisements in Sunday/Weekend Newspaper | | | | | | | |
| 1306 | | Unwgt | 8128 | 720 | 3490 | 251 | 4638 | 469 |
| 1307 | | (000) | 36348 | 3631 | 14049 | 1172 | 22300 | 2459 |
| 1308 | | Horz % | 100.00 | 9.99 | 38.65 | 3.22 | 61.35 | 6.76 |
| 1309 | | Vert % | 15.78 | 13.19 | 12.60 | 9.23 | 18.75 | 16.58 |
| 1310 | | Index | 100 | 84 | 80 | 59 | 119 | 105 |
| 1311 | Read Classified Advertising in Weekday Newspaper | | | | | | | |
| 1312 | | Unwgt | 6167 | 780 | 3180 | 343 | 2987 | 437 |
| 1313 | | (000) | 31328 | 4248 | 14506 | 1688 | 16821 | 2561 |
| 1314 | | Horz % | 100.00 | 13.56 | 46.31 | 5.39 | 53.69 | 8.17 |
| 1315 | | Vert % | 13.60 | 15.44 | 13.01 | 13.30 | 14.15 | 17.27 |
| 1316 | | Index | 100 | 114 | 96 | 98 | 104 | 127 |
| 1317 | Read Classified Advertising in Sunday/Weekend Newspaper | | | | | | | |
| 1318 | | Unwgt | 6978 | 852 | 3398 | 327 | 3580 | 525 |
| 1319 | | (000) | 34108 | 4320 | 15176 | 1515 | 18932 | 2806 |
| 1320 | | Horz % | 100.00 | 12.67 | 44.49 | 4.44 | 55.51 | 8.23 |
| 1321 | | Vert % | 14.81 | 15.70 | 13.61 | 11.93 | 15.92 | 18.92 |
| 1322 | | Index | 100 | 106 | 92 | 81 | 108 | 128 |
| 1323 | Read Circulars/Inserts/Fliers in Weekday Newspaper | | | | | | | |
| 1324 | | Unwgt | 7940 | 570 | 3338 | 223 | 4602 | 347 |
| 1325 | | (000) | 34515 | 2606 | 12910 | 941 | 21606 | 1665 |
| 1326 | | Horz % | 100.00 | 7.55 | 37.40 | 2.73 | 62.60 | 4.82 |
| 1327 | | Vert % | 14.98 | 9.47 | 11.58 | 7.42 | 18.17 | 11.23 |
| 1328 | | Index | 100 | 63 | 77 | 49 | 121 | 75 |
| 1329 | Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper | | | | | | | |
| 1330 | | Unwgt | 12103 | 904 | 4866 | 292 | 7237 | 612 |
| 1331 | | (000) | 51749 | 4155 | 18660 | 1262 | 33089 | 2892 |
| 1332 | | Horz % | 100.00 | 8.03 | 36.06 | 2.44 | 63.94 | 5.59 |
| 1333 | | Vert % | 22.46 | 15.10 | 16.74 | 9.95 | 27.83 | 19.51 |
| 1334 | | Index | 100 | 67 | 75 | 44 | 124 | 87 |
| 1335 | Read Newspaper on e-Reader/Tablet - Last 6 Months | | | | | | | * |
| 1336 | | Unwgt | 1512 | 115 | 952 | 70 | 560 | 45 |
| 1337 | | (000) | 5352 | 506 | 3118 | 298 | 2234 | 208 |
| 1338 | | Horz % | 100.00 | 9.45 | 58.26 | 5.56 | 41.74 | 3.89 |
| 1339 | | Vert % | 2.32 | 1.84 | 2.80 | 2.35 | 1.88 | 1.40 |
| 1340 | | Index | 100 | 79 | 120 | 101 | 81 | 60 |
| 1341 | Personally Referred to Yellow Pages (Paper or Internet) - Past Week | | | | | | | |
| 1342 | | Unwgt | 9256 | 929 | 4203 | 365 | 5053 | 564 |
| 1343 | | (000) | 42473 | 4741 | 17817 | 1885 | 24656 | 2856 |
| 1344 | | Horz % | 100.00 | 11.16 | 41.95 | 4.44 | 58.05 | 6.72 |
| 1345 | | Vert % | 18.44 | 17.23 | 15.98 | 14.85 | 20.74 | 19.26 |
| 1346 | | Index | 100 | 93 | 87 | 81 | 112 | 104 |
| 1347 | Personally Referred to Paper Yellow Pages - Past Week | | | | | | | |
| 1348 | | Unwgt | 6328 | 597 | 2872 | 236 | 3456 | 361 |
| 1349 | | (000) | 29769 | 2970 | 12582 | 1178 | 17187 | 1793 |
| 1350 | | Horz % | 100.00 | 9.98 | 42.27 | 3.96 | 57.73 | 6.02 |
| 1351 | | Vert % | 12.92 | 10.79 | 11.29 | 9.28 | 14.45 | 12.09 |
| 1352 | | Index | 100 | 84 | 87 | 72 | 112 | 94 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|--|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1353 | Personally Referred to Internet | | | | | | | |
| 1354 | Yellow Pages - Past Week | Unwgt | 3834 | 427 | 1696 | 170 | 2138 | 257 |
| 1355 | | (000) | 16836 | 2213 | 6687 | 881 | 10149 | 1332 |
| 1356 | | Horz % | 100.00 | 13.14 | 39.72 | 5.23 | 60.28 | 7.91 |
| 1357 | | Vert % | 7.31 | 8.04 | 6.00 | 6.94 | 8.54 | 8.98 |
| 1358 | | Index | 100 | 110 | 82 | 95 | 117 | 123 |
| 1359 | Have Seen Digital/Video Ads | | | | | | | |
| 1360 | in Shopping Malls - Last 6 Months | Unwgt | 12375 | 1970 | 6801 | 1000 | 5574 | 970 |
| 1361 | | (000) | 58004 | 9911 | 29376 | 4652 | 28627 | 5258 |
| 1362 | | Horz % | 100.00 | 17.09 | 50.65 | 8.02 | 49.35 | 9.07 |
| 1363 | | Vert % | 25.18 | 36.01 | 26.35 | 36.66 | 24.08 | 35.46 |
| 1364 | | Index | 100 | 143 | 105 | 146 | 96 | 141 |
| 1365 | Have Seen Digital/Video Ads | | | | | | | |
| 1366 | in Bars/Pubs - Last 6 Months | Unwgt | 7666 | 1308 | 4747 | 725 | 2919 | 583 |
| 1367 | | (000) | 36680 | 6855 | 20852 | 3573 | 15828 | 3282 |
| 1368 | | Horz % | 100.00 | 18.69 | 56.85 | 9.74 | 43.15 | 8.95 |
| 1369 | | Vert % | 15.92 | 24.91 | 18.71 | 28.15 | 13.31 | 22.13 |
| 1370 | | Index | 100 | 156 | 117 | 177 | 84 | 139 |
| 1371 | Have Seen Digital/Video Ads | | | | | | | |
| 1372 | in Gym/Health Clubs - Last 6 Months | Unwgt | 6795 | 1229 | 3891 | 648 | 2904 | 581 |
| 1373 | | (000) | 32254 | 6241 | 17166 | 3085 | 15088 | 3155 |
| 1374 | | Horz % | 100.00 | 19.35 | 53.22 | 9.57 | 46.78 | 9.78 |
| 1375 | | Vert % | 14.00 | 22.68 | 15.40 | 24.31 | 12.69 | 21.28 |
| 1376 | | Index | 100 | 162 | 110 | 174 | 91 | 152 |
| 1377 | Have Seen Digital/Video Ads | | | | | | | |
| 1378 | in Medical Offices - Last 6 Months | Unwgt | 10232 | 1649 | 5207 | 778 | 5025 | 871 |
| 1379 | | (000) | 49109 | 8525 | 22892 | 3743 | 26218 | 4782 |
| 1380 | | Horz % | 100.00 | 17.36 | 46.61 | 7.62 | 53.39 | 9.74 |
| 1381 | | Vert % | 21.32 | 30.98 | 20.54 | 29.49 | 22.05 | 32.25 |
| 1382 | | Index | 100 | 145 | 96 | 138 | 103 | 151 |
| 1383 | Have Seen Digital/Video Ads | | | | | | | |
| 1384 | in Airports - Last 6 Months | Unwgt | 9360 | 1334 | 5440 | 713 | 3920 | 621 |
| 1385 | | (000) | 41630 | 6682 | 22336 | 3375 | 19295 | 3308 |
| 1386 | | Horz % | 100.00 | 16.05 | 53.65 | 8.11 | 46.35 | 7.95 |
| 1387 | | Vert % | 18.07 | 24.28 | 20.04 | 26.59 | 16.23 | 22.31 |
| 1388 | | Index | 100 | 134 | 111 | 147 | 90 | 123 |
| 1389 | Have Seen Digital/Video Ads | | | | | | | |
| 1390 | at Gas Stations - Last 6 Months | Unwgt | 12231 | 1848 | 7301 | 974 | 4930 | 874 |
| 1391 | | (000) | 55564 | 9192 | 30620 | 4516 | 24943 | 4676 |
| 1392 | | Horz % | 100.00 | 16.54 | 55.11 | 8.13 | 44.89 | 8.42 |
| 1393 | | Vert % | 24.12 | 33.40 | 27.47 | 35.58 | 20.98 | 31.53 |
| 1394 | | Index | 100 | 138 | 114 | 148 | 87 | 131 |
| 1395 | Have Seen Digital/Video Ads | | | | | | | |
| 1396 | in Office Building Elevators - Last 6 Months | Unwgt | 8635 | 1356 | 4859 | 698 | 3776 | 658 |
| 1397 | | (000) | 39663 | 6777 | 20404 | 3190 | 19259 | 3587 |
| 1398 | | Horz % | 100.00 | 17.09 | 51.44 | 8.04 | 48.56 | 9.04 |
| 1399 | | Vert % | 17.22 | 24.62 | 18.30 | 25.13 | 16.20 | 24.19 |
| 1400 | | Index | 100 | 143 | 106 | 146 | 94 | 140 |
| 1401 | Have Seen Digital/Video Ads | | | | | | | |
| 1402 | in Stores - Last 6 Months | Unwgt | 14809 | 2043 | 8131 | 1017 | 6678 | 1026 |
| 1403 | | (000) | 69366 | 10421 | 35299 | 4841 | 34067 | 5580 |
| 1404 | | Horz % | 100.00 | 15.02 | 50.89 | 6.98 | 49.11 | 8.04 |
| 1405 | | Vert % | 30.11 | 37.87 | 31.67 | 38.15 | 28.65 | 37.63 |
| 1406 | | Index | 100 | 126 | 105 | 127 | 95 | 125 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1407 | Have Seen Digital/Video Ads in Restaurants - Last 6 Months | | | | | | | |
| 1408 | | Unwgt | 9731 | 1606 | 5597 | 862 | 4134 | 744 |
| 1409 | | (000) | 47270 | 8314 | 25163 | 4214 | 22107 | 4100 |
| 1410 | | Horz % | 100.00 | 17.59 | 53.23 | 8.92 | 46.77 | 8.67 |
| 1411 | | Vert % | 20.52 | 30.21 | 22.57 | 33.21 | 18.59 | 27.65 |
| 1412 | | Index | 100 | 147 | 110 | 162 | 91 | 135 |
| 1413 | Have Seen Ads on Billboards - Last 6 Months | | | | | | | |
| 1414 | | Unwgt | 32686 | 3380 | 17333 | 1603 | 15353 | 1777 |
| 1415 | | (000) | 147223 | 16582 | 72239 | 7550 | 74984 | 9032 |
| 1416 | | Horz % | 100.00 | 11.26 | 49.07 | 5.13 | 50.93 | 6.13 |
| 1417 | | Vert % | 63.91 | 60.26 | 64.81 | 59.49 | 63.06 | 60.91 |
| 1418 | | Index | 100 | 94 | 101 | 93 | 99 | 95 |
| 1419 | Have Seen Ads on Buses/Trains - Last 6 Months | | | | | | | |
| 1420 | | Unwgt | 17373 | 2313 | 9530 | 1136 | 7843 | 1177 |
| 1421 | | (000) | 75212 | 11210 | 38263 | 5275 | 36949 | 5935 |
| 1422 | | Horz % | 100.00 | 14.90 | 50.87 | 7.01 | 49.13 | 7.89 |
| 1423 | | Vert % | 32.65 | 40.73 | 34.33 | 41.56 | 31.07 | 40.02 |
| 1424 | | Index | 100 | 125 | 105 | 127 | 95 | 123 |
| 1425 | Have Seen Ads at Bus Stops or Train Stations - Last 6 Months | | | | | | | |
| 1426 | | Unwgt | 12527 | 1887 | 7040 | 939 | 5487 | 948 |
| 1427 | | (000) | 54426 | 9124 | 28375 | 4384 | 26051 | 4740 |
| 1428 | | Horz % | 100.00 | 16.76 | 52.13 | 8.06 | 47.87 | 8.71 |
| 1429 | | Vert % | 23.62 | 33.16 | 25.46 | 34.55 | 21.91 | 31.97 |
| 1430 | | Index | 100 | 140 | 108 | 146 | 93 | 135 |
| 1431 | Have Seen Ads Inside Taxis - Last 6 Months | | | | | | | |
| 1432 | | Unwgt | 7184 | 1226 | 4105 | 654 | 3079 | 572 |
| 1433 | | (000) | 32282 | 6227 | 17376 | 3132 | 14905 | 3095 |
| 1434 | | Horz % | 100.00 | 19.29 | 53.83 | 9.70 | 46.17 | 9.59 |
| 1435 | | Vert % | 14.01 | 22.63 | 15.59 | 24.68 | 12.54 | 20.87 |
| 1436 | | Index | 100 | 161 | 111 | 176 | 89 | 149 |
| 1437 | Have Seen Ads on Top of Taxis - Last 6 Months | | | | | | | |
| 1438 | | Unwgt | 11263 | 1616 | 6572 | 842 | 4691 | 774 |
| 1439 | | (000) | 48910 | 7994 | 26688 | 3984 | 22222 | 4011 |
| 1440 | | Horz % | 100.00 | 16.35 | 54.57 | 8.15 | 45.43 | 8.20 |
| 1441 | | Vert % | 21.23 | 29.05 | 23.94 | 31.39 | 18.69 | 27.05 |
| 1442 | | Index | 100 | 137 | 113 | 148 | 88 | 127 |
| 1443 | Have Seen Ads on Phone Booths - Last 6 Months | | | | | | | |
| 1444 | | Unwgt | 6539 | 1249 | 3842 | 667 | 2697 | 582 |
| 1445 | | (000) | 31382 | 6545 | 17185 | 3328 | 14198 | 3217 |
| 1446 | | Horz % | 100.00 | 20.85 | 54.76 | 10.60 | 45.24 | 10.25 |
| 1447 | | Vert % | 13.62 | 23.78 | 15.42 | 26.22 | 11.94 | 21.69 |
| 1448 | | Index | 100 | 175 | 113 | 192 | 88 | 159 |
| 1449 | Have Seen Ads at Sports or Entertainment Events - last 6 Months | | | | | | | |
| 1450 | | Unwgt | 15270 | 1918 | 9192 | 1038 | 6078 | 880 |
| 1451 | | (000) | 68549 | 9550 | 38007 | 4821 | 30542 | 4729 |
| 1452 | | Horz % | 100.00 | 13.93 | 55.44 | 7.03 | 44.56 | 6.90 |
| 1453 | | Vert % | 29.76 | 34.70 | 34.10 | 37.99 | 25.69 | 31.89 |
| 1454 | | Index | 100 | 117 | 115 | 128 | 86 | 107 |
| 1455 | Have Seen Ads on Postcards - Last 6 Months | | | | | | | |
| 1456 | | Unwgt | 10441 | 1371 | 5341 | 684 | 5100 | 687 |
| 1457 | | (000) | 46860 | 6897 | 22200 | 3336 | 24661 | 3561 |
| 1458 | | Horz % | 100.00 | 14.72 | 47.37 | 7.12 | 52.63 | 7.60 |
| 1459 | | Vert % | 20.34 | 25.06 | 19.92 | 26.29 | 20.74 | 24.02 |
| 1460 | | Index | 100 | 123 | 98 | 129 | 102 | 118 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|--|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1461 | Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months | | | | | | | |
| 1462 | | Unwgt | 11880 | 1876 | 6458 | 913 | 5422 | 963 |
| 1463 | | (000) | 55733 | 9282 | 27932 | 4255 | 27801 | 5027 |
| 1464 | | Horz % | 100.00 | 16.65 | 50.12 | 7.63 | 49.88 | 9.02 |
| 1465 | | Vert % | 24.19 | 33.73 | 25.06 | 33.53 | 23.38 | 33.90 |
| 1466 | | Index | 100 | 139 | 104 | 139 | 97 | 140 |
| 1467 | Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months | | | | | | | |
| 1468 | | Unwgt | 24385 | 2672 | 12974 | 1287 | 11411 | 1385 |
| 1469 | | (000) | 111246 | 13166 | 54793 | 6053 | 56453 | 7112 |
| 1470 | | Horz % | 100.00 | 11.83 | 49.25 | 5.44 | 50.75 | 6.39 |
| 1471 | | Vert % | 48.29 | 47.84 | 49.15 | 47.70 | 47.48 | 47.96 |
| 1472 | | Index | 100 | 99 | 102 | 99 | 98 | 99 |
| 1473 | Have Seen Infomercials - Last 6 Months | | | | | | | |
| 1474 | | Unwgt | 17354 | 2150 | 9275 | 1043 | 8079 | 1107 |
| 1475 | | (000) | 80809 | 10692 | 39696 | 5002 | 41113 | 5690 |
| 1476 | | Horz % | 100.00 | 13.23 | 49.12 | 6.19 | 50.88 | 7.04 |
| 1477 | | Vert % | 35.08 | 38.85 | 35.61 | 39.41 | 34.58 | 38.37 |
| 1478 | | Index | 100 | 111 | 102 | 112 | 99 | 109 |
| 1479 | Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months | | | | | | | |
| 1480 | | Unwgt | 27289 | 2690 | 13855 | 1262 | 13434 | 1428 |
| 1481 | | (000) | 122415 | 12993 | 57167 | 5780 | 65248 | 7212 |
| 1482 | | Horz % | 100.00 | 10.61 | 46.70 | 4.72 | 53.30 | 5.89 |
| 1483 | | Vert % | 53.14 | 47.21 | 51.28 | 45.55 | 54.87 | 48.64 |
| 1484 | | Index | 100 | 89 | 97 | 86 | 103 | 92 |
| 1485 | Have Seen Product Placement in Video Games - Last 6 Months | | | | | | | |
| 1486 | | Unwgt | 7712 | 1356 | 4702 | 752 | 3010 | 604 |
| 1487 | | (000) | 39249 | 7197 | 22522 | 3815 | 16726 | 3382 |
| 1488 | | Horz % | 100.00 | 18.34 | 57.38 | 9.72 | 42.62 | 8.62 |
| 1489 | | Vert % | 17.04 | 26.15 | 20.20 | 30.06 | 14.07 | 22.81 |
| 1490 | | Index | 100 | 154 | 119 | 176 | 83 | 134 |
| 1491 | Have Seen Product Placement in TV Shows - Last 6 Months | | | | | | | |
| 1492 | | Unwgt | 26807 | 2741 | 14328 | 1376 | 12479 | 1365 |
| 1493 | | (000) | 121884 | 13539 | 60563 | 6493 | 61321 | 7046 |
| 1494 | | Horz % | 100.00 | 11.11 | 49.69 | 5.33 | 50.31 | 5.78 |
| 1495 | | Vert % | 52.91 | 49.20 | 54.33 | 51.16 | 51.57 | 47.52 |
| 1496 | | Index | 100 | 93 | 103 | 97 | 97 | 90 |
| 1497 | Have Seen Product Placement in Movies - Last 6 Months | | | | | | | |
| 1498 | | Unwgt | 19656 | 2251 | 10767 | 1139 | 8889 | 1112 |
| 1499 | | (000) | 90596 | 11445 | 46182 | 5511 | 44414 | 5934 |
| 1500 | | Horz % | 100.00 | 12.63 | 50.98 | 6.08 | 49.02 | 6.55 |
| 1501 | | Vert % | 39.33 | 41.59 | 41.43 | 43.43 | 37.35 | 40.01 |
| 1502 | | Index | 100 | 106 | 105 | 110 | 95 | 102 |
| 1503 | Have Seen Ads at the Cinema - Last 6 Months | | | | | | | |
| 1504 | | Unwgt | 19424 | 2404 | 10086 | 1129 | 9338 | 1275 |
| 1505 | | (000) | 87394 | 11779 | 42339 | 5315 | 45055 | 6464 |
| 1506 | | Horz % | 100.00 | 13.48 | 48.45 | 6.08 | 51.55 | 7.40 |
| 1507 | | Vert % | 37.94 | 42.80 | 37.98 | 41.88 | 37.89 | 43.59 |
| 1508 | | Index | 100 | 113 | 100 | 110 | 100 | 115 |
| 1509 | Your Intentions - Likely to Buy First House/Residence - Next 12 Months | | | | | | | |
| 1510 | | Unwgt | 4144 | 1048 | 2173 | 504 | 1971 | 544 |
| 1511 | | (000) | 23864 | 5952 | 12097 | 2961 | 11767 | 2991 |
| 1512 | | Horz % | 100.00 | 24.94 | 50.69 | 12.41 | 49.31 | 12.53 |
| 1513 | | Vert % | 10.36 | 21.63 | 10.85 | 23.33 | 9.90 | 20.17 |
| 1514 | | Index | 100 | 209 | 105 | 225 | 96 | 195 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|--|---------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1515 | Your Intentions - Likely to Buy | | | | | | | |
| 1516 | Second House/Vacation Home - Next 12 Months | Unwgted | 2417 | 499 | 1343 | 243 | 1074 | 256 |
| 1517 | | (000) | 11124 | 2461 | 5878 | 1245 | 5247 | 1216 |
| 1518 | | Horz % | 100.00 | 22.12 | 52.84 | 11.19 | 47.16 | 10.93 |
| 1519 | | Vert % | 4.83 | 8.94 | 5.27 | 9.81 | 4.41 | 8.20 |
| 1520 | | Index | 100 | 185 | 109 | 203 | 91 | 170 |
| 1521 | Your Intentions - Likely to Sell | | | | | | | |
| 1522 | House/Residence - Next 12 Months | Unwgted | 3368 | 281 | 1803 | 152 | 1565 | 129 |
| 1523 | | (000) | 13882 | 1406 | 7053 | 714 | 6830 | 692 |
| 1524 | | Horz % | 100.00 | 10.13 | 50.80 | 5.14 | 49.20 | 4.99 |
| 1525 | | Vert % | 6.03 | 5.11 | 6.33 | 5.62 | 5.74 | 4.67 |
| 1526 | | Index | 100 | 85 | 105 | 93 | 95 | 77 |
| 1527 | Your Intentions - Likely to | | | | | | | |
| 1528 | Take Out 2nd Mortgage or | Unwgted | 1218 | 131 | 727 | 74 | 491 | 57 |
| 1529 | Equity Loan - Next 12 Months | (000) | 5366 | 599 | 3009 | 343 | 2357 | 256 |
| 1530 | | Horz % | 100.00 | 11.16 | 56.08 | 6.40 | 43.92 | 4.77 |
| 1531 | | Vert % | 2.33 | 2.18 | 2.70 | 2.70 | 1.98 | 1.72 |
| 1532 | | Index | 100 | 93 | 116 | 116 | 85 | 74 |
| 1533 | Your Intentions - Likely to | | | | | | | |
| 1534 | Remodel Kitchen - Next 12 Months | Unwgted | 5407 | 537 | 3019 | 264 | 2388 | 273 |
| 1535 | | (000) | 24807 | 2585 | 12848 | 1232 | 11959 | 1353 |
| 1536 | | Horz % | 100.00 | 10.42 | 51.79 | 4.97 | 48.21 | 5.46 |
| 1537 | | Vert % | 10.77 | 9.39 | 11.53 | 9.71 | 10.06 | 9.13 |
| 1538 | | Index | 100 | 87 | 107 | 90 | 93 | 85 |
| 1539 | Your Intentions - Likely to | | | | | | | |
| 1540 | Remodel Bathroom - Next 12 Months | Unwgted | 6440 | 584 | 3601 | 290 | 2839 | 294 |
| 1541 | | (000) | 29418 | 2856 | 15187 | 1406 | 14231 | 1449 |
| 1542 | | Horz % | 100.00 | 9.71 | 51.62 | 4.78 | 48.38 | 4.93 |
| 1543 | | Vert % | 12.77 | 10.38 | 13.62 | 11.08 | 11.97 | 9.77 |
| 1544 | | Index | 100 | 81 | 107 | 87 | 94 | 77 |
| 1545 | Your Intentions - Likely to | | | | | | | |
| 1546 | Convert Room to Home Office - Next 12 Months | Unwgted | 1476 | 221 | 837 | 115 | 639 | 106 |
| 1547 | | (000) | 7006 | 1140 | 3723 | 592 | 3283 | 548 |
| 1548 | | Horz % | 100.00 | 16.27 | 53.14 | 8.45 | 46.86 | 7.82 |
| 1549 | | Vert % | 3.04 | 4.14 | 3.34 | 4.66 | 2.76 | 3.69 |
| 1550 | | Index | 100 | 136 | 110 | 153 | 91 | 121 |
| 1551 | Your Intentions - Likely to Add | | | | | | | |
| 1552 | Rooms/Exterior Additions to Home - Next 12 Months | Unwgted | 1411 | 187 | 837 | 103 | 574 | 84 |
| 1553 | | (000) | 6731 | 872 | 3720 | 445 | 3010 | 427 |
| 1554 | | Horz % | 100.00 | 12.95 | 55.27 | 6.60 | 44.73 | 6.35 |
| 1555 | | Vert % | 2.92 | 3.17 | 3.34 | 3.50 | 2.53 | 2.88 |
| 1556 | | Index | 100 | 108 | 114 | 120 | 87 | 99 |
| 1557 | Your Intentions - Likely to Do | | | | | | | |
| 1558 | Other Remodeling Projects to Home - Next 12 Months | Unwgted | 3226 | 295 | 1803 | 155 | 1423 | 140 |
| 1559 | | (000) | 14406 | 1355 | 7520 | 741 | 6886 | 614 |
| 1560 | | Horz % | 100.00 | 9.41 | 52.20 | 5.14 | 47.80 | 4.26 |
| 1561 | | Vert % | 6.25 | 4.92 | 6.75 | 5.84 | 5.79 | 4.14 |
| 1562 | | Index | 100 | 79 | 108 | 93 | 93 | 66 |
| 1563 | Your Intentions - Likely to | | | | | | | |
| 1564 | Purchase Homeowner or Personal Property Insurance - Next 12 Months | Unwgted | 8339 | 1039 | 4476 | 518 | 3863 | 521 |
| 1565 | | (000) | 36699 | 4931 | 18414 | 2392 | 18285 | 2539 |
| 1566 | | Horz % | 100.00 | 13.44 | 50.18 | 6.52 | 49.82 | 6.92 |
| 1567 | | Vert % | 15.93 | 17.92 | 16.52 | 18.85 | 15.38 | 17.12 |
| 1568 | | Index | 100 | 112 | 104 | 118 | 97 | 107 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|---|---------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1569 | Your Intentions - Likely to Purchase Life Insurance - Next 12 Months | | | | | | | |
| 1570 | | Unwgted | 6492 | 1200 | 3421 | 573 | 3071 | 627 |
| 1571 | | (000) | 31124 | 5908 | 15451 | 2867 | 15672 | 3041 |
| 1572 | | Horz % | 100.00 | 18.98 | 49.64 | 9.21 | 50.36 | 9.77 |
| 1573 | | Vert % | 13.51 | 21.47 | 13.86 | 22.59 | 13.18 | 20.51 |
| 1574 | | Index | 100 | 159 | 103 | 167 | 98 | 152 |
| 1575 | Your Intentions - Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months | | | | | | | |
| 1576 | | Unwgted | 10728 | 1051 | 6103 | 541 | 4625 | 510 |
| 1577 | | (000) | 42348 | 4769 | 22396 | 2426 | 19952 | 2344 |
| 1578 | | Horz % | 100.00 | 11.26 | 52.89 | 5.73 | 47.11 | 5.53 |
| 1579 | | Vert % | 18.38 | 17.33 | 20.09 | 19.11 | 16.78 | 15.81 |
| 1580 | | Index | 100 | 94 | 109 | 104 | 91 | 86 |
| 1581 | Your Intentions - Likely to Visit Theme Park - Next 12 Months | | | | | | | |
| 1582 | | Unwgted | 10852 | 1647 | 5689 | 783 | 5163 | 864 |
| 1583 | | (000) | 50528 | 8140 | 24461 | 3747 | 26067 | 4393 |
| 1584 | | Horz % | 100.00 | 16.11 | 48.41 | 7.41 | 51.59 | 8.69 |
| 1585 | | Vert % | 21.93 | 29.58 | 21.94 | 29.52 | 21.92 | 29.63 |
| 1586 | | Index | 100 | 135 | 100 | 135 | 100 | 135 |
| 1587 | Your Intentions - Likely to Take Cruise (for More Than 1 Day) - Next 12 Months | | | | | | | |
| 1588 | | Unwgted | 8749 | 1226 | 4446 | 567 | 4303 | 659 |
| 1589 | | (000) | 38375 | 5797 | 18213 | 2697 | 20162 | 3100 |
| 1590 | | Horz % | 100.00 | 15.11 | 47.46 | 7.03 | 52.54 | 8.08 |
| 1591 | | Vert % | 16.66 | 21.07 | 16.34 | 21.25 | 16.96 | 20.91 |
| 1592 | | Index | 100 | 126 | 98 | 128 | 102 | 126 |
| 1593 | Your Intentions - Likely to Buy a New Vehicle - Next 12 Months | | | | | | | |
| 1594 | | Unwgted | 7672 | 1258 | 4174 | 651 | 3498 | 607 |
| 1595 | | (000) | 36308 | 6632 | 18030 | 3291 | 18278 | 3341 |
| 1596 | | Horz % | 100.00 | 18.27 | 49.66 | 9.07 | 50.34 | 9.20 |
| 1597 | | Vert % | 15.76 | 24.10 | 16.17 | 25.94 | 15.37 | 22.53 |
| 1598 | | Index | 100 | 153 | 103 | 165 | 98 | 143 |
| 1599 | Your Intentions - Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months | | | | | | | |
| 1600 | | Unwgted | 10607 | 1642 | 5862 | 817 | 4745 | 825 |
| 1601 | | (000) | 53923 | 8642 | 27638 | 4104 | 26285 | 4538 |
| 1602 | | Horz % | 100.00 | 16.03 | 51.25 | 7.61 | 48.75 | 8.42 |
| 1603 | | Vert % | 23.41 | 31.40 | 24.79 | 32.34 | 22.11 | 30.60 |
| 1604 | | Index | 100 | 134 | 106 | 138 | 94 | 131 |
| 1605 | Your Intentions - Likely to Lease a Vehicle - Next 12 Months | | | | | | | |
| 1606 | | Unwgted | 2534 | 506 | 1291 | 247 | 1243 | 259 |
| 1607 | | (000) | 12202 | 2924 | 5869 | 1399 | 6333 | 1525 |
| 1608 | | Horz % | 100.00 | 23.96 | 48.10 | 11.47 | 51.90 | 12.50 |
| 1609 | | Vert % | 5.30 | 10.63 | 5.27 | 11.03 | 5.33 | 10.28 |
| 1610 | | Index | 100 | 201 | 99 | 208 | 101 | 194 |
| 1611 | Your Intentions - Likely to Buy a 2-Door Car - Next 12 Months | | | | | | | |
| 1612 | | Unwgted | 3080 | 599 | 1781 | 315 | 1299 | 284 |
| 1613 | | (000) | 15566 | 3058 | 8671 | 1592 | 6894 | 1467 |
| 1614 | | Horz % | 100.00 | 19.65 | 55.71 | 10.22 | 44.29 | 9.42 |
| 1615 | | Vert % | 6.76 | 11.11 | 7.78 | 12.54 | 5.80 | 9.89 |
| 1616 | | Index | 100 | 164 | 115 | 186 | 86 | 146 |
| 1617 | Your Intentions - Likely to Buy a 4-Door Car - Next 12 Months | | | | | | | |
| 1618 | | Unwgted | 8518 | 1437 | 4500 | 704 | 4018 | 733 |
| 1619 | | (000) | 41828 | 7693 | 20328 | 3603 | 21500 | 4090 |
| 1620 | | Horz % | 100.00 | 18.39 | 48.60 | 8.61 | 51.40 | 9.78 |
| 1621 | | Vert % | 18.16 | 27.96 | 18.24 | 28.39 | 18.08 | 27.58 |
| 1622 | | Index | 100 | 154 | 100 | 156 | 100 | 152 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|---|---------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1623 | Your Intentions - Likely to Buy a Van/Mini-Van - Next 12 Months | | | | | | | |
| 1624 | | Unwgted | 2447 | 474 | 1340 | 236 | 1107 | 238 |
| 1625 | | (000) | 12807 | 2509 | 6431 | 1191 | 6375 | 1318 |
| 1626 | | Horz % | 100.00 | 19.59 | 50.22 | 9.30 | 49.78 | 10.29 |
| 1627 | | Vert % | 5.56 | 9.12 | 5.77 | 9.38 | 5.36 | 8.89 |
| 1628 | | Index | 100 | 164 | 104 | 169 | 96 | 160 |
| 1629 | Your Intentions - Likely to Buy a Motorcycle - Next 12 Months | | | | | | | |
| 1630 | | Unwgted | 1278 | 303 | 809 | 154 | 469 | 149 |
| 1631 | | (000) | 6999 | 1710 | 4242 | 908 | 2756 | 801 |
| 1632 | | Horz % | 100.00 | 24.43 | 60.62 | 12.98 | 39.38 | 11.45 |
| 1633 | | Vert % | 3.04 | 6.21 | 3.81 | 7.16 | 2.32 | 5.40 |
| 1634 | | Index | 100 | 205 | 125 | 236 | 76 | 178 |
| 1635 | Your Intentions - Likely to Buy a Sport-Utility Vehicle - Next 12 Months | | | | | | | |
| 1636 | | Unwgted | 4517 | 653 | 2479 | 329 | 2038 | 324 |
| 1637 | | (000) | 21316 | 3350 | 10692 | 1565 | 10624 | 1784 |
| 1638 | | Horz % | 100.00 | 15.72 | 50.16 | 7.34 | 49.84 | 8.37 |
| 1639 | | Vert % | 9.25 | 12.17 | 9.59 | 12.34 | 8.93 | 12.03 |
| 1640 | | Index | 100 | 132 | 104 | 133 | 97 | 130 |
| 1641 | Your Intentions - Likely to Buy a Light Truck - Next 12 Months | | | | | | | |
| 1642 | | Unwgted | 3310 | 532 | 2076 | 304 | 1234 | 228 |
| 1643 | | (000) | 17770 | 2909 | 10215 | 1645 | 7555 | 1264 |
| 1644 | | Horz % | 100.00 | 16.37 | 57.48 | 9.26 | 42.52 | 7.11 |
| 1645 | | Vert % | 7.71 | 10.57 | 9.16 | 12.96 | 6.35 | 8.52 |
| 1646 | | Index | 100 | 137 | 119 | 168 | 82 | 110 |
| 1647 | Your Intentions - Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Next 12 Months | | | | | | | |
| 1648 | | Unwgted | 2416 | 374 | 1334 | 182 | 1082 | 192 |
| 1649 | | (000) | 11083 | 1890 | 5798 | 908 | 5285 | 981 |
| 1650 | | Horz % | 100.00 | 17.05 | 52.32 | 8.19 | 47.68 | 8.85 |
| 1651 | | Vert % | 4.81 | 6.87 | 5.20 | 7.16 | 4.44 | 6.62 |
| 1652 | | Index | 100 | 143 | 108 | 149 | 92 | 138 |
| 1653 | Your Intentions - Likely to Buy a Home Theater System - Next 12 Months | | | | | | | |
| 1654 | | Unwgted | 3981 | 895 | 2307 | 432 | 1674 | 463 |
| 1655 | | (000) | 19518 | 4513 | 10873 | 2208 | 8646 | 2305 |
| 1656 | | Horz % | 100.00 | 23.12 | 55.70 | 11.31 | 44.30 | 11.81 |
| 1657 | | Vert % | 8.47 | 16.40 | 9.75 | 17.40 | 7.27 | 15.54 |
| 1658 | | Index | 100 | 194 | 115 | 205 | 86 | 183 |
| 1659 | Your Intentions - Likely to Buy a Large Flat-Screen/HDTV (27"-42") - Next 12 Months | | | | | | | |
| 1660 | | Unwgted | 8726 | 1373 | 4639 | 658 | 4087 | 715 |
| 1661 | | (000) | 40740 | 6671 | 20747 | 3305 | 19994 | 3366 |
| 1662 | | Horz % | 100.00 | 16.37 | 50.92 | 8.11 | 49.08 | 8.26 |
| 1663 | | Vert % | 17.68 | 24.24 | 18.61 | 26.04 | 16.81 | 22.70 |
| 1664 | | Index | 100 | 137 | 105 | 147 | 95 | 128 |
| 1665 | Your Intentions - Likely to Buy a Giant Flat-Screen/HDTV (43" or More) - Next 12 Months | | | | | | | |
| 1666 | | Unwgted | 5403 | 975 | 3189 | 503 | 2214 | 472 |
| 1667 | | (000) | 25635 | 4895 | 14089 | 2504 | 11546 | 2391 |
| 1668 | | Horz % | 100.00 | 19.09 | 54.96 | 9.77 | 45.04 | 9.33 |
| 1669 | | Vert % | 11.13 | 17.79 | 12.64 | 19.73 | 9.71 | 16.12 |
| 1670 | | Index | 100 | 160 | 114 | 177 | 87 | 145 |
| 1671 | Your Intentions - Likely to Buy a Portable DVD Player - Next 12 Months | | | | | | | |
| 1672 | | Unwgted | 4043 | 834 | 2108 | 393 | 1935 | 441 |
| 1673 | | (000) | 20566 | 4253 | 10147 | 1933 | 10420 | 2320 |
| 1674 | | Horz % | 100.00 | 20.68 | 49.34 | 9.40 | 50.66 | 11.28 |
| 1675 | | Vert % | 8.93 | 15.46 | 9.10 | 15.23 | 8.76 | 15.65 |
| 1676 | | Index | 100 | 173 | 102 | 171 | 98 | 175 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|---|--------|-----------------|---|--------------|--|----------------|--|
| 1 | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 2 | | | | | | | | |
| 1677 | Your Intentions - Likely to Buy a Blu-Ray Player - Next 12 Months | | | | | | | |
| 1678 | | Unwgt | 5089 | 863 | 2958 | 439 | 2131 | 424 |
| 1679 | | (000) | 24204 | 4356 | 12857 | 2163 | 11347 | 2193 |
| 1680 | | Horz % | 100.00 | 18.00 | 53.12 | 8.94 | 46.88 | 9.06 |
| 1681 | | Vert % | 10.51 | 15.83 | 11.53 | 17.05 | 9.54 | 14.79 |
| 1682 | | Index | 100 | 151 | 110 | 162 | 91 | 141 |
| 1683 | Your Intentions - Likely to Buy a Digital Video Camera or Digital Camera - Next 12 Months | | | | | | | |
| 1684 | | Unwgt | 5251 | 948 | 2787 | 440 | 2464 | 508 |
| 1685 | | (000) | 25350 | 4743 | 12384 | 2066 | 12966 | 2677 |
| 1686 | | Horz % | 100.00 | 18.71 | 48.85 | 8.15 | 51.15 | 10.56 |
| 1687 | | Vert % | 11.00 | 17.24 | 11.11 | 16.28 | 10.90 | 18.05 |
| 1688 | | Index | 100 | 157 | 101 | 148 | 99 | 164 |
| 1689 | Your Intentions - Likely to Buy a Desktop Computer - Next 12 Months | | | | | | | |
| 1690 | | Unwgt | 5874 | 1014 | 3323 | 515 | 2551 | 499 |
| 1691 | | (000) | 27475 | 5087 | 14226 | 2595 | 13249 | 2492 |
| 1692 | | Horz % | 100.00 | 18.52 | 51.78 | 9.44 | 48.22 | 9.07 |
| 1693 | | Vert % | 11.93 | 18.49 | 12.76 | 20.45 | 11.14 | 16.81 |
| 1694 | | Index | 100 | 155 | 107 | 171 | 93 | 141 |
| 1695 | Your Intentions - Likely to Buy a Laptop Computer - Next 12 Months | | | | | | | |
| 1696 | | Unwgt | 9834 | 1489 | 5209 | 725 | 4625 | 764 |
| 1697 | | (000) | 46220 | 7441 | 22814 | 3550 | 23406 | 3891 |
| 1698 | | Horz % | 100.00 | 16.10 | 49.36 | 7.68 | 50.64 | 8.42 |
| 1699 | | Vert % | 20.06 | 27.04 | 20.47 | 27.98 | 19.68 | 26.24 |
| 1700 | | Index | 100 | 135 | 102 | 139 | 98 | 131 |
| 1701 | Your Intentions - Likely to Subscribe to Satellite Radio - Next 12 Months | | | | | | | |
| 1702 | | Unwgt | 2646 | 556 | 1468 | 281 | 1178 | 275 |
| 1703 | | (000) | 13158 | 2810 | 6963 | 1474 | 6194 | 1335 |
| 1704 | | Horz % | 100.00 | 21.35 | 52.92 | 11.20 | 47.08 | 10.15 |
| 1705 | | Vert % | 5.71 | 10.21 | 6.25 | 11.62 | 5.21 | 9.01 |
| 1706 | | Index | 100 | 179 | 109 | 203 | 91 | 158 |
| 1707 | Your Intentions - Likely to Get Engaged - Next 12 Months | | | | | | | |
| 1708 | | Unwgt | 4556 | 1152 | 2304 | 500 | 2252 | 652 |
| 1709 | | (000) | 24442 | 6417 | 12208 | 2839 | 12234 | 3578 |
| 1710 | | Horz % | 100.00 | 26.25 | 49.95 | 11.61 | 50.05 | 14.64 |
| 1711 | | Vert % | 10.61 | 23.32 | 10.95 | 22.37 | 10.29 | 24.13 |
| 1712 | | Index | 100 | 220 | 103 | 211 | 97 | 227 |
| 1713 | Your Intentions - Likely to Become a Parent - Next 12 Months | | | | | | | |
| 1714 | | Unwgt | 3008 | 631 | 1415 | 266 | 1593 | 365 |
| 1715 | | (000) | 16551 | 3460 | 7229 | 1413 | 9321 | 2048 |
| 1716 | | Horz % | 100.00 | 20.91 | 43.68 | 8.54 | 56.32 | 12.37 |
| 1717 | | Vert % | 7.18 | 12.57 | 6.49 | 11.13 | 7.84 | 13.81 |
| 1718 | | Index | 100 | 175 | 90 | 155 | 109 | 192 |
| 1719 | Your Intentions - Likely to Become a Grandparent - Next 12 Months | | | | | | | |
| 1720 | | Unwgt | 4255 | 453 | 2155 | 222 | 2100 | 231 |
| 1721 | | (000) | 20418 | 2272 | 9609 | 1171 | 10809 | 1101 |
| 1722 | | Horz % | 100.00 | 11.13 | 47.06 | 5.73 | 52.94 | 5.39 |
| 1723 | | Vert % | 8.86 | 8.26 | 8.62 | 9.23 | 9.09 | 7.43 |
| 1724 | | Index | 100 | 93 | 97 | 104 | 103 | 84 |
| 1725 | Your Intentions - Likely to Have a Child Go Away to College - Next 12 Months | | | | | | | |
| 1726 | | Unwgt | 4037 | 524 | 2135 | 244 | 1902 | 280 |
| 1727 | | (000) | 19488 | 2775 | 9510 | 1261 | 9978 | 1515 |
| 1728 | | Horz % | 100.00 | 14.24 | 48.80 | 6.47 | 51.20 | 7.77 |
| 1729 | | Vert % | 8.46 | 10.08 | 8.53 | 9.93 | 8.39 | 10.21 |
| 1730 | | Index | 100 | 119 | 101 | 117 | 99 | 121 |

RAB / GfK MRI FORMAT PROFILE: URBAN FORMATS (ALL GENRES)

| | A | B | C | D | E | F | G | H |
|------|-------------------------------|--------|-----------------|---|--------------|--|----------------|--|
| | | | U.S. Adults 18+ | Adults 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Men 18+ | Men 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) | U.S. Women 18+ | Women 18+ - Listen to Urban Formats (All Genres) (Total Week Cume) |
| 1 | | | | | | | | |
| 2 | | | | | | | | |
| 1731 | Your Intentions - Likely to | | | | | | | |
| 1732 | Have a Child Graduate from | Unwgt | 2757 | 381 | 1433 | 199 | 1324 | 182 |
| 1733 | College - Next 12 Months | (000) | 13242 | 2096 | 6419 | 1010 | 6823 | 1086 |
| 1734 | | Horz % | 100.00 | 15.83 | 48.47 | 7.63 | 51.53 | 8.20 |
| 1735 | | Vert % | 5.75 | 7.62 | 5.76 | 7.96 | 5.74 | 7.32 |
| 1736 | | Index | 100 | 133 | 100 | 138 | 100 | 127 |
| 1737 | Your Intentions - Likely to | | | | | | | |
| 1738 | Have a Child Get Married - | Unwgt | 3100 | 401 | 1534 | 204 | 1566 | 197 |
| 1739 | Next 12 Months | (000) | 15422 | 2009 | 7070 | 1016 | 8352 | 993 |
| 1740 | | Horz % | 100.00 | 13.03 | 45.84 | 6.59 | 54.16 | 6.44 |
| 1741 | | Vert % | 6.69 | 7.30 | 6.34 | 8.01 | 7.02 | 6.69 |
| 1742 | | Index | 100 | 109 | 95 | 120 | 105 | 100 |
| 1743 | Your Intentions - Likely to | | | | | | | |
| 1744 | Retire from Full-Time Work - | Unwgt | 3412 | 508 | 1951 | 289 | 1461 | 219 |
| 1745 | Next 12 Months | (000) | 15336 | 2572 | 8543 | 1433 | 6793 | 1139 |
| 1746 | | Horz % | 100.00 | 16.77 | 55.71 | 9.34 | 44.29 | 7.43 |
| 1747 | | Vert % | 6.66 | 9.34 | 7.66 | 11.29 | 5.71 | 7.68 |
| 1748 | | Index | 100 | 140 | 115 | 170 | 86 | 115 |
| 1749 | Your Intentions - Likely to | | | | | | | |
| 1750 | Collect Lump-Sum from | Unwgt | 1592 | 259 | 880 | 149 | 712 | 110 |
| 1751 | Pension/IRA/401(k) - Next 12 | (000) | 7515 | 1348 | 4031 | 829 | 3484 | 520 |
| 1752 | Months | Horz % | 100.00 | 17.94 | 53.65 | 11.03 | 46.35 | 6.91 |
| 1753 | | Vert % | 3.26 | 4.90 | 3.62 | 6.53 | 2.93 | 3.50 |
| 1754 | | Index | 100 | 150 | 111 | 200 | 90 | 107 |
| 1755 | Your Intentions - Likely to | | | | | | | |
| 1756 | Start or Buy a New Business - | Unwgt | 3676 | 741 | 2187 | 399 | 1489 | 342 |
| 1757 | Next 12 Months | (000) | 17479 | 3645 | 10201 | 1994 | 7278 | 1650 |
| 1758 | | Horz % | 100.00 | 20.85 | 58.36 | 11.41 | 41.64 | 9.44 |
| 1759 | | Vert % | 7.59 | 13.24 | 9.15 | 15.72 | 6.12 | 11.13 |
| 1760 | | Index | 100 | 175 | 121 | 207 | 81 | 147 |
| 1761 | Your Intentions - Likely to | | | | | | | |
| 1762 | Change Jobs - Next 12 | Unwgt | 7643 | 1202 | 4255 | 599 | 3388 | 603 |
| 1763 | Months | (000) | 33336 | 5628 | 17707 | 2735 | 15629 | 2893 |
| 1764 | | Horz % | 100.00 | 16.88 | 53.12 | 8.20 | 46.88 | 8.68 |
| 1765 | | Vert % | 14.47 | 20.45 | 15.88 | 21.55 | 13.14 | 19.51 |
| 1766 | | Index | 100 | 141 | 110 | 149 | 91 | 135 |