

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Urban Oldies Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Urban Oldies (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Urban Oldies (Total Week Cume)
1								
2								
3	U.S. Adults 18+							
4		Unwgted	50764	232	26280	117	24484	115
5		(000)	230375	1517	111471	738	118904	779
6		Horz %	100.00	0.66	48.39	0.32	51.61	0.34
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		Unwgted	26280	117	26280	117	0	0
11		(000)	111471	738	111471	738	0	0
12		Horz %	100.00	0.66	100.00	0.66	0.00	0.00
13		Vert %	48.39	48.66	100.00	100.00	0.00	0.00
14		Index	100	101	207	207	0	0
15	Female				*	*		
16		Unwgted	24484	115	0	0	24484	115
17		(000)	118904	779	0	0	118904	779
18		Horz %	100.00	0.66	0.00	0.00	100.00	0.66
19		Vert %	51.61	51.34	0.00	0.00	100.00	100.00
20		Index	100	99	0	0	194	194
21	Age 18-24			*		*		*
22		Unwgted	4063	47	2314	25	1749	22
23		(000)	29377	478	14849	236	14528	241
24		Horz %	100.00	1.63	50.55	0.80	49.45	0.82
25		Vert %	12.75	31.49	13.32	32.03	12.22	30.97
26		Index	100	247	104	251	96	243
27	Age 25-34			*		*		*
28		Unwgted	8080	49	4218	26	3862	23
29		(000)	41280	359	20756	170	20524	189
30		Horz %	100.00	0.87	50.28	0.41	49.72	0.46
31		Vert %	17.92	23.65	18.62	23.07	17.26	24.20
32		Index	100	132	104	129	96	135
33	Age 35-44			*		*		*
34		Unwgted	9539	43	5074	20	4465	23
35		(000)	40737	241	20147	123	20590	118
36		Horz %	100.00	0.59	49.46	0.30	50.54	0.29
37		Vert %	17.68	15.87	18.07	16.63	17.32	15.15
38		Index	100	90	102	94	98	86
39	Age 45-54			*		*		*
40		Unwgted	10179	51	5388	26	4791	25
41		(000)	44531	251	21782	132	22749	119
42		Horz %	100.00	0.56	48.91	0.30	51.09	0.27
43		Vert %	19.33	16.55	19.54	17.88	19.13	15.29
44		Index	100	86	101	92	99	79
45	Age 55-64			*		*		*
46		Unwgted	8584	26	4412	14	4172	12
47		(000)	35695	102	17145	49	18550	53
48		Horz %	100.00	0.29	48.03	0.14	51.97	0.15
49		Vert %	15.49	6.72	15.38	6.65	15.60	6.78
50		Index	100	43	99	43	101	44
51	Age 65+			*		*		*
52		Unwgted	10319	16	4874	6	5445	10
53		(000)	38754	87	16791	28	21963	59
54		Horz %	100.00	0.22	43.33	0.07	56.67	0.15
55		Vert %	16.82	5.72	15.06	3.73	18.47	7.61
56		Index	100	34	90	22	110	45

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1								
2								
57	Age 21+							
58		Unwgted	49151	211	25297	100	23854	111
59		(000)	217192	1315	104396	586	112796	730
60		Horz %	100.00	0.61	48.07	0.27	51.93	0.34
61		Vert %	94.28	86.69	93.65	79.34	94.86	93.65
62		Index	100	92	99	84	101	99
63	Age 21-34					*		*
64		Unwgted	10530	75	5549	34	4981	41
65		(000)	57475	635	28531	254	28944	380
66		Horz %	100.00	1.10	49.64	0.44	50.36	0.66
67		Vert %	24.95	41.82	25.59	34.45	24.34	48.82
68		Index	100	168	103	138	98	196
69	Age 18-34							*
70		Unwgted	12143	96	6532	51	5611	45
71		(000)	70657	837	35605	407	35053	430
72		Horz %	100.00	1.18	50.39	0.58	49.61	0.61
73		Vert %	30.67	55.14	31.94	55.10	29.48	55.17
74		Index	100	180	104	180	96	180
75	Age 18-49							
76		Unwgted	26777	163	14373	85	12404	78
77		(000)	133969	1201	66829	604	67140	598
78		Horz %	100.00	0.90	49.88	0.45	50.12	0.45
79		Vert %	58.15	79.18	59.95	81.79	56.47	76.71
80		Index	100	136	103	141	97	132
81	Age 25-54							
82		Unwgted	27798	143	14680	72	13118	71
83		(000)	126548	851	62685	425	63863	426
84		Horz %	100.00	0.67	49.53	0.34	50.47	0.34
85		Vert %	54.93	56.07	56.23	57.58	53.71	54.64
86		Index	100	102	102	105	98	99
87	Age 35-64							
88		Unwgted	28302	120	14874	60	13428	60
89		(000)	120963	594	59074	304	61889	290
90		Horz %	100.00	0.49	48.84	0.25	51.16	0.24
91		Vert %	52.51	39.14	53.00	41.16	52.05	37.23
92		Index	100	75	101	78	99	71
93	Age 50+					*		*
94		Unwgted	23987	69	11907	32	12080	37
95		(000)	96406	316	44642	134	51764	181
96		Horz %	100.00	0.33	46.31	0.14	53.69	0.19
97		Vert %	41.85	20.82	40.05	18.21	43.53	23.29
98		Index	100	50	96	44	104	56
99	Median Age							
100		Unwgted						
101		(000)	45.80	32.90	45.00	33.40	46.70	32.20
102		Horz %						
103		Vert %						
104		Index						
105	Race: White Only					*		*
106		Unwgted	38545	94	20124	45	18421	49
107		(000)	172664	491	83100	202	89564	289
108		Horz %	100.00	0.28	48.13	0.12	51.87	0.17
109		Vert %	74.95	32.35	74.55	27.33	75.32	37.11
110		Index	100	43	99	36	101	50

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1								
2								
111	Race: Black/African-American Only						*	*
112		Unwgted	5358	95	2489	47	2869	48
113		(000)	26062	661	11837	338	14225	323
114		Horz %	100.00	2.54	45.42	1.30	54.58	1.24
115		Vert %	11.31	43.57	10.62	45.84	11.96	41.42
116		Index	100	385	94	405	106	366
117	Race: Other Race/Multiple Classifications			*		*		*
118		Unwgted	6861	43	3667	25	3194	18
119		(000)	31649	365	16534	198	15115	167
120		Horz %	100.00	1.15	52.24	0.63	47.76	0.53
121		Vert %	13.74	24.08	14.83	26.83	12.71	21.48
122		Index	100	175	108	195	93	156
123	Spanish, Hispanic, Latino Origin or Descent			*		*		*
124		Unwgted	5242	49	2726	28	2516	21
125		(000)	32152	449	16538	242	15614	208
126		Horz %	100.00	1.40	51.44	0.75	48.56	0.65
127		Vert %	13.96	29.60	14.84	32.71	13.13	26.65
128		Index	100	212	106	234	94	191
129	Personally Speak Only Spanish at Home			*		*		*
130		Unwgted	806	1	406	0	400	1
131		(000)	8547	18	4453	0	4094	18
132		Horz %	100.00	0.21	52.10	0.00	47.90	0.21
133		Vert %	3.71	1.16	3.99	0.00	3.44	2.25
134		Index	100	31	108	0	93	61
135	Personally Speak Mostly Spanish, but Some English, at Home			*		*		*
136		Unwgted	1218	6	661	4	557	2
137		(000)	8824	48	4659	33	4165	15
138		Horz %	100.00	0.54	52.80	0.37	47.20	0.17
139		Vert %	3.83	3.17	4.18	4.44	3.50	1.97
140		Index	100	83	109	116	91	51
141	Personally Speak Spanish and English Equally at Home			*		*		*
142		Unwgted	125	2	71	2	54	0
143		(000)	1077	9	574	9	503	0
144		Horz %	100.00	0.81	53.33	0.81	46.67	0.00
145		Vert %	0.47	0.57	0.52	1.17	0.42	0.00
146		Index	100	122	110	251	90	0
147	Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree			*		*		*
148		Unwgted	6776	9	3694	3	3082	6
149		(000)	22020	20	10873	9	11147	11
150		Horz %	100.00	0.09	49.38	0.04	50.62	0.05
151		Vert %	9.56	1.33	9.75	1.19	9.37	1.47
152		Index	100	14	102	12	98	15
153	Highest Level Education Completed/Highest Degree: Bachelor's Degree			*		*		*
154		Unwgted	11531	37	6015	21	5516	16
155		(000)	40983	176	19645	82	21338	94
156		Horz %	100.00	0.43	47.93	0.20	52.07	0.23
157		Vert %	17.79	11.61	17.62	11.07	17.95	12.12
158		Index	100	65	99	62	101	68
159	Highest Level Education Completed/Highest Degree: Associate Degree, Academic			*		*		*
160		Unwgted	2455	13	1069	3	1386	10
161		(000)	8920	57	3595	11	5326	45
162		Horz %	100.00	0.63	40.30	0.13	59.70	0.51
163		Vert %	3.87	3.73	3.22	1.52	4.48	5.83
164		Index	100	96	83	39	116	150

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1								
2								
165	Highest Level Education				*		*	*
166	Completed/Highest Degree:	Unwgted	3022	19	1491	6	1531	13
167	Associate Degree, Occupational/Vocational	(000)	11493	97	5089	25	6404	72
168		Horz %	100.00	0.84	44.28	0.21	55.72	0.63
169		Vert %	4.99	6.36	4.57	3.35	5.39	9.22
170		Index	100	128	92	67	108	185
171	Highest Level Education						*	*
172	Completed/Highest Degree:	Unwgted	10967	77	5521	38	5446	39
173	Some College, But No Degree	(000)	44277	532	20849	239	23427	293
174		Horz %	100.00	1.20	47.09	0.54	52.91	0.66
175		Vert %	19.22	35.09	18.70	32.38	19.70	37.66
176		Index	100	183	97	168	103	196
177	Highest Level Education						*	*
178	Completed/Highest Degree:	Unwgted	11623	51	6110	30	5513	21
179	High School Graduate - High School Diploma or Equivalent, such as GED	(000)	71029	398	35255	241	35775	157
180		Horz %	100.00	0.56	49.63	0.34	50.37	0.22
181		Vert %	30.83	26.24	31.63	32.68	30.09	20.14
182		Index	100	85	103	106	98	65
183	Highest Level Education				*		*	*
184	Completed/Highest Degree:	Unwgted	4390	26	2380	16	2010	10
185	Did Not Graduate High School	(000)	31652	237	16165	132	15487	106
186		Horz %	100.00	0.75	51.07	0.42	48.93	0.33
187		Vert %	13.74	15.63	14.50	17.82	13.02	13.57
188		Index	100	114	106	130	95	99
189	Currently Attending College or University			*		*		*
190		Unwgted	3923	35	1833	20	2090	15
191		(000)	19381	291	8675	155	10706	136
192		Horz %	100.00	1.50	44.76	0.80	55.24	0.70
193		Vert %	8.41	19.16	7.78	20.99	9.00	17.44
194		Index	100	228	93	249	107	207
195	Employed Full-Time							
196		Unwgted	26249	121	16019	69	10230	52
197		(000)	110329	706	63217	385	47112	321
198		Horz %	100.00	0.64	57.30	0.35	42.70	0.29
199		Vert %	47.89	46.52	56.71	52.13	39.62	41.21
200		Index	100	97	118	109	83	86
201	Employed Part-Time						*	*
202		Unwgted	5913	32	2328	11	3585	21
203		(000)	27672	179	10154	59	17518	119
204		Horz %	100.00	0.65	36.69	0.21	63.31	0.43
205		Vert %	12.01	11.79	9.11	8.05	14.73	15.33
206		Index	100	98	76	67	123	128
207	Not Employed						*	*
208		Unwgted	18602	79	7933	37	10669	42
209		(000)	92373	633	38100	294	54274	339
210		Horz %	100.00	0.68	41.25	0.32	58.75	0.37
211		Vert %	40.10	41.69	34.18	39.82	45.64	43.47
212		Index	100	104	85	99	114	108
213	Temporarily Employed			*		*		*
214		Unwgted	2975	27	1574	15	1401	12
215		(000)	18093	246	10077	127	8016	119
216		Horz %	100.00	1.36	55.70	0.70	44.30	0.66
217		Vert %	7.85	16.22	9.04	17.18	6.74	15.31
218		Index	100	207	115	219	86	195

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1								
2								
219	Retired (Not Employed)			*		*		*
220		Unwgted	10044	20	4852	11	5192	9
221		(000)	39775	87	18414	43	21362	44
222		Horz %	100.00	0.22	46.29	0.11	53.71	0.11
223		Vert %	17.27	5.71	16.52	5.81	17.97	5.61
224		Index	100	33	96	34	104	32
225	Not Employed; Principal Shopper for HH			*	*	*		*
226		Unwgted	2555	10	42	0	2513	10
227		(000)	15405	73	227	0	15178	73
228		Horz %	100.00	0.47	1.47	0.00	98.53	0.47
229		Vert %	6.69	4.80	0.20	0.00	12.76	9.36
230		Index	100	72	3	0	191	140
231	Occupation: Professional and Related Occupations			*		*		*
232		Unwgted	7709	30	3696	17	4013	13
233		(000)	30625	135	13145	96	17479	39
234		Horz %	100.00	0.44	42.92	0.31	57.08	0.13
235		Vert %	13.29	8.88	11.79	13.00	14.70	4.99
236		Index	100	67	89	98	111	38
237	Occupation: Management, Business and Financial Operations			*		*		*
238		Unwgted	6629	26	4171	12	2458	14
239		(000)	21389	121	12127	49	9262	72
240		Horz %	100.00	0.57	56.70	0.23	43.30	0.34
241		Vert %	9.28	7.97	10.88	6.58	7.79	9.29
242		Index	100	86	117	71	84	100
243	Occupation: Sales and Office Occupations			*		*		*
244		Unwgted	6696	39	2631	13	4065	26
245		(000)	32500	243	12294	48	20206	195
246		Horz %	100.00	0.75	37.83	0.15	62.17	0.60
247		Vert %	14.11	16.00	11.03	6.49	16.99	25.01
248		Index	100	113	78	46	120	177
249	Occupation: Natural Resources, Construction and Maintenance Occupations			*		*		*
250		Unwgted	2865	16	2788	16	77	0
251		(000)	12920	121	12352	121	568	0
252		Horz %	100.00	0.94	95.60	0.94	4.40	0.00
253		Vert %	5.61	7.97	11.08	16.37	0.48	0.00
254		Index	100	142	198	292	9	0
255	Occupation: Other Employed			*		*		*
256		Unwgted	8263	42	5061	22	3202	20
257		(000)	40568	265	23453	131	17115	134
258		Horz %	100.00	0.65	57.81	0.32	42.19	0.33
259		Vert %	17.61	17.49	21.04	17.75	14.39	17.25
260		Index	100	99	119	101	82	98
261	Household Income: \$250,000+			*		*		*
262		Unwgted	1541	0	933	0	608	0
263		(000)	5192	0	2778	0	2413	0
264		Horz %	100.00	0.00	53.51	0.00	46.49	0.00
265		Vert %	2.25	0.00	2.49	0.00	2.03	0.00
266		Index	100	0	111	0	90	0
267	Household Income: \$200,000-\$249,999			*		*		*
268		Unwgted	1413	2	855	1	558	1
269		(000)	5128	18	2673	2	2455	16
270		Horz %	100.00	0.34	52.12	0.03	47.88	0.31
271		Vert %	2.23	1.16	2.40	0.21	2.06	2.06
272		Index	100	52	108	9	93	93

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1								
2								
273	Household Income: \$150,000- \$199,999				*		*	*
274		Unwgted	3390	17	2024	10	1366	7
275		(000)	13415	121	6952	49	6462	73
276		Horz %	100.00	0.91	51.83	0.36	48.17	0.54
277		Vert %	5.82	8.01	6.24	6.57	5.43	9.36
278		Index	100	138	107	113	93	161
279	Household Income: \$100,000- \$149,999				*		*	*
280		Unwgted	7381	26	4323	14	3058	12
281		(000)	34172	138	17408	67	16763	71
282		Horz %	100.00	0.41	50.94	0.20	49.06	0.21
283		Vert %	14.83	9.12	15.62	9.13	14.10	9.12
284		Index	100	62	105	62	95	61
285	Household Income: \$75,000- \$99,999				*		*	*
286		Unwgted	6745	33	3819	17	2926	16
287		(000)	31027	184	15877	89	15150	95
288		Horz %	100.00	0.59	51.17	0.29	48.83	0.31
289		Vert %	13.47	12.15	14.24	12.10	12.74	12.19
290		Index	100	90	106	90	95	91
291	Household Income: \$60,000- \$74,999				*		*	*
292		Unwgted	5572	29	3008	12	2564	17
293		(000)	25077	176	12701	99	12375	77
294		Horz %	100.00	0.70	50.65	0.40	49.35	0.31
295		Vert %	10.89	11.61	11.39	13.42	10.41	9.90
296		Index	100	107	105	123	96	91
297	Household Income: \$50,000- \$59,999				*		*	*
298		Unwgted	4048	14	2139	10	1909	4
299		(000)	18911	112	9469	41	9442	72
300		Horz %	100.00	0.59	50.07	0.21	49.93	0.38
301		Vert %	8.21	7.41	8.49	5.49	7.94	9.22
302		Index	100	90	103	67	97	112
303	Household Income: \$40,000- \$49,999				*		*	*
304		Unwgted	5142	22	2602	11	2540	11
305		(000)	20203	113	9915	56	10287	57
306		Horz %	100.00	0.56	49.08	0.28	50.92	0.28
307		Vert %	8.77	7.45	8.89	7.59	8.65	7.31
308		Index	100	85	101	87	99	83
309	Household Income: \$30,000- \$39,999				*		*	*
310		Unwgted	4923	29	2319	13	2604	16
311		(000)	22348	220	10626	113	11722	107
312		Horz %	100.00	0.98	47.55	0.51	52.45	0.48
313		Vert %	9.70	14.49	9.53	15.29	9.86	13.73
314		Index	100	149	98	158	102	142
315	Household Income: Under \$20,000				*		*	*
316		Unwgted	4715	25	2053	15	2662	10
317		(000)	22989	152	10476	91	12513	61
318		Horz %	100.00	0.66	45.57	0.39	54.43	0.27
319		Vert %	9.98	10.01	9.40	12.27	10.52	7.86
320		Index	100	100	94	123	105	79
321	Median Household Income (\$00)							
322		Unwgted						
323		(000)	59.40	49.20	63.10	46.90	55.90	52.00
324		Horz %						
325		Vert %						
326		Index						

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Urban Oldies Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Urban Oldies (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Urban Oldies (Total Week Cume)
1								
2								
327	Marital Status: Single, Never Married							
328		Unwgted	11552	104	6291	54	5261	50
329		(000)	61704	812	33680	428	28024	383
330		Horz %	100.00	1.32	54.58	0.69	45.42	0.62
331		Vert %	26.78	53.49	30.21	58.04	23.57	49.19
332		Index	100	200	113	217	88	184
333	Marital Status: Currently Married					*		*
334		Unwgted	26908	90	15690	47	11218	43
335		(000)	124920	525	62393	233	62527	292
336		Horz %	100.00	0.42	49.95	0.19	50.05	0.23
337		Vert %	54.22	34.60	55.97	31.62	52.59	37.44
338		Index	100	64	103	58	97	69
339	Marital Status: Legally Separated, Divorced, or Widowed			*		*		*
340		Unwgted	12304	38	4299	16	8005	22
341		(000)	43750	181	15398	76	28353	104
342		Horz %	100.00	0.41	35.19	0.17	64.81	0.24
343		Vert %	18.99	11.90	13.81	10.34	23.85	13.38
344		Index	100	63	73	54	126	70
345	Marital Status: Engaged to be Married			*		*		*
346		Unwgted	2017	17	1127	8	890	9
347		(000)	10916	134	5674	47	5242	87
348		Horz %	100.00	1.23	51.98	0.43	48.02	0.80
349		Vert %	4.74	8.83	5.09	6.38	4.41	11.15
350		Index	100	186	107	135	93	235
351	Marital Status: Sole Parent (Single Parent)			*		*		*
352		Unwgted	3472	29	647	8	2825	21
353		(000)	12162	170	2146	49	10017	121
354		Horz %	100.00	1.40	17.64	0.41	82.36	0.99
355		Vert %	5.28	11.21	1.92	6.68	8.42	15.51
356		Index	100	212	36	127	160	294
357	Any Child(ren) Under Age 18 Livig in Household							
358		Unwgted	18919	118	9643	53	9276	65
359		(000)	92793	825	42721	378	50072	448
360		Horz %	100.00	0.89	46.04	0.41	53.96	0.48
361		Vert %	40.28	54.38	38.33	51.14	42.11	57.45
362		Index	100	135	95	127	105	143
363	1 Child Under Age 18 Living in Household					*		*
364		Unwgted	7680	50	3824	24	3856	26
365		(000)	38924	353	17940	177	20984	176
366		Horz %	100.00	0.91	46.09	0.45	53.91	0.45
367		Vert %	16.90	23.25	16.09	23.91	17.65	22.63
368		Index	100	138	95	142	104	134
369	2 Children Under Age 18 Living in Household			*		*		*
370		Unwgted	7061	39	3684	18	3377	21
371		(000)	32339	258	15096	143	17243	115
372		Horz %	100.00	0.80	46.68	0.44	53.32	0.36
373		Vert %	14.04	17.00	13.54	19.34	14.50	14.78
374		Index	100	121	96	138	103	105
375	3 Children Under Age 18 Living in Household			*		*		*
376		Unwgted	2928	18	1493	7	1435	11
377		(000)	14381	129	6411	33	7970	96
378		Horz %	100.00	0.90	44.58	0.23	55.42	0.67
379		Vert %	6.24	8.50	5.75	4.49	6.70	12.30
380		Index	100	136	92	72	107	197

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Urban Oldies Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Urban Oldies (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Urban Oldies (Total Week Cume)
1								
2								
381	4 or More Children Under Age 18 Living in Household			*		*		*
382		Unwgted	1250	11	642	4	608	7
383		(000)	7150	85	3275	25	3875	60
384		Horz %	100.00	1.19	45.81	0.35	54.19	0.84
385		Vert %	3.10	5.62	2.94	3.40	3.26	7.74
386		Index	100	181	95	109	105	249
387	No Children Under Age 18 Living in Household							
388		Unwgted	31845	114	16637	64	15208	50
389		(000)	137581	692	68749	361	68832	331
390		Horz %	100.00	0.50	49.97	0.26	50.03	0.24
391		Vert %	59.72	45.62	61.67	48.86	57.89	42.55
392		Index	100	76	103	82	97	71
393	Own Residence							
394		Unwgted	36594	130	19385	65	17209	65
395		(000)	158745	737	77287	320	81458	416
396		Horz %	100.00	0.46	48.69	0.20	51.31	0.26
397		Vert %	68.91	48.56	69.33	43.40	68.51	53.46
398		Index	100	70	101	63	99	78
399	Rent Residence							
400		Unwgted	13685	102	6657	52	7028	50
401		(000)	69564	780	33253	418	36311	363
402		Horz %	100.00	1.12	47.80	0.60	52.20	0.52
403		Vert %	30.20	51.44	29.83	56.60	30.54	46.54
404		Index	100	170	99	187	101	154
405	Live Rent-Free in Residence			*		*		*
406		Unwgted	485	0	238	0	247	0
407		(000)	2066	0	931	0	1135	0
408		Horz %	100.00	0.00	45.07	0.00	54.93	0.00
409		Vert %	0.90	0.00	0.84	0.00	0.95	0.00
410		Index	100	0	93	0	106	0
411	Census Region: North East			*		*		*
412		Unwgted	11668	44	5967	20	5701	24
413		(000)	42098	197	20126	75	21972	122
414		Horz %	100.00	0.47	47.81	0.18	52.19	0.29
415		Vert %	18.27	12.99	18.06	10.19	18.48	15.64
416		Index	100	71	99	56	101	86
417	Census Region: South			*		*		*
418		Unwgted	16233	75	8242	43	7991	32
419		(000)	85385	511	41027	270	44358	241
420		Horz %	100.00	0.60	48.05	0.32	51.95	0.28
421		Vert %	37.06	33.70	36.81	36.61	37.31	30.95
422		Index	100	91	99	99	101	83
423	Census Region: Midwest			*		*		*
424		Unwgted	11708	40	6108	16	5600	24
425		(000)	50288	182	24410	67	25878	115
426		Horz %	100.00	0.36	48.54	0.13	51.46	0.23
427		Vert %	21.83	11.98	21.90	9.09	21.76	14.72
428		Index	100	55	100	42	100	67
429	Census Region: West			*		*		*
430		Unwgted	11155	73	5963	38	5192	35
431		(000)	52603	627	25907	326	26696	301
432		Horz %	100.00	1.19	49.25	0.62	50.75	0.57
433		Vert %	22.83	41.33	23.24	44.11	22.45	38.69
434		Index	100	181	102	193	98	169

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Urban Oldies Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Urban Oldies (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Urban Oldies (Total Week Cume)
1								
2								
435	Census Sub-Region: New			*		*		*
436	England	Unwgted	2968	15	1509	6	1459	9
437		(000)	11005	52	5282	20	5723	32
438		Horz %	100.00	0.47	47.99	0.18	52.01	0.29
439		Vert %	4.78	3.44	4.74	2.69	4.81	4.16
440		Index	100	72	99	56	101	87
441	Census Sub-Region: Mid			*		*		*
442	Atlantic	Unwgted	8700	29	4458	14	4242	15
443		(000)	31094	145	14845	55	16249	89
444		Horz %	100.00	0.47	47.74	0.18	52.26	0.29
445		Vert %	13.50	9.55	13.32	7.51	13.67	11.48
446		Index	100	71	99	56	101	85
447	Census Sub-Region: South			*		*		*
448	Atlantic	Unwgted	9447	22	4714	17	4733	5
449		(000)	43998	100	20966	70	23032	31
450		Horz %	100.00	0.23	47.65	0.16	52.35	0.07
451		Vert %	19.10	6.62	18.81	9.45	19.37	3.94
452		Index	100	35	98	49	101	21
453	Census Sub-Region: East			*		*		*
454	South Central	Unwgted	2111	32	1067	14	1044	18
455		(000)	15182	259	7348	107	7833	152
456		Horz %	100.00	1.70	48.40	0.71	51.60	1.00
457		Vert %	6.59	17.06	6.59	14.51	6.59	19.47
458		Index	100	259	100	220	100	296
459	Census Sub-Region: West			*		*		*
460	South Central	Unwgted	4675	21	2461	12	2214	9
461		(000)	26206	152	12713	93	13493	59
462		Horz %	100.00	0.58	48.51	0.36	51.49	0.22
463		Vert %	11.38	10.03	11.40	12.65	11.35	7.53
464		Index	100	88	100	111	100	66
465	Census Sub-Region: East			*		*		*
466	North Central	Unwgted	9127	31	4715	15	4412	16
467		(000)	35069	136	17002	61	18067	75
468		Horz %	100.00	0.39	48.48	0.17	51.52	0.21
469		Vert %	15.22	8.98	15.25	8.29	15.19	9.63
470		Index	100	59	100	54	100	63
471	Census Sub-Region: West			*		*		*
472	North Central	Unwgted	2581	9	1393	1	1188	8
473		(000)	15219	46	7407	6	7812	40
474		Horz %	100.00	0.30	48.67	0.04	51.33	0.26
475		Vert %	6.61	3.00	6.65	0.79	6.57	5.09
476		Index	100	45	101	12	99	77
477	Census Sub-Region: Mountain			*		*		*
478		Unwgted	2724	8	1482	6	1242	2
479		(000)	15864	91	7997	62	7867	29
480		Horz %	100.00	0.57	50.41	0.39	49.59	0.18
481		Vert %	6.89	5.97	7.17	8.38	6.62	3.68
482		Index	100	87	104	122	96	53
483	Census Sub-Region: Pacific			*		*		*
484		Unwgted	8431	65	4481	32	3950	33
485		(000)	36739	536	17910	264	18829	273
486		Horz %	100.00	1.46	48.75	0.72	51.25	0.74
487		Vert %	15.95	35.36	16.07	35.73	15.84	35.01
488		Index	100	222	101	224	99	220

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

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1								
2								
489	County Size: A							
490		Unwgted	29018	105	14991	53	14027	52
491		(000)	94997	474	46021	224	48976	250
492		Horz %	100.00	0.50	48.45	0.24	51.55	0.26
493		Vert %	41.24	31.22	41.29	30.34	41.19	32.04
494		Index	100	76	100	74	100	78
495	County Size: B					*		
496		Unwgted	12013	100	6243	45	5770	55
497		(000)	70160	879	33876	404	36284	475
498		Horz %	100.00	1.25	48.28	0.58	51.72	0.68
499		Vert %	30.45	57.94	30.39	54.77	30.52	60.94
500		Index	100	190	100	180	100	200
501	County Size: C			*		*		*
502		Unwgted	5679	20	2963	15	2716	5
503		(000)	33516	105	16165	84	17351	21
504		Horz %	100.00	0.31	48.23	0.25	51.77	0.06
505		Vert %	14.55	6.91	14.50	11.33	14.59	2.72
506		Index	100	47	100	78	100	19
507	County Size: D			*		*		*
508		Unwgted	4054	7	2083	4	1971	3
509		(000)	31701	60	15408	26	16293	33
510		Horz %	100.00	0.19	48.60	0.08	51.40	0.11
511		Vert %	13.76	3.94	13.82	3.56	13.70	4.30
512		Index	100	29	100	26	100	31
513	Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume)			*		*		*
514		Unwgted	8525	54	3708	21	4817	33
515		(000)	38188	340	15124	126	23064	214
516		Horz %	100.00	0.89	39.60	0.33	60.40	0.56
517		Vert %	16.58	22.41	13.57	17.07	19.40	27.47
518		Index	100	135	82	103	117	166
519	Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume)			*		*		*
520		Unwgted	737	5	434	2	303	3
521		(000)	3058	34	1631	15	1427	20
522		Horz %	100.00	1.13	53.33	0.49	46.67	0.64
523		Vert %	1.33	2.27	1.46	2.03	1.20	2.50
524		Index	100	171	110	153	90	189
525	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume)			*		*		*
526		Unwgted	539	0	270	0	269	0
527		(000)	2702	0	1185	0	1518	0
528		Horz %	100.00	0.00	43.84	0.00	56.16	0.00
529		Vert %	1.17	0.00	1.06	0.00	1.28	0.00
530		Index	100	0	91	0	109	0
531	Radio Formats: All News (Mon-Sun 24-Hr Cume)			*		*		*
532		Unwgted	3825	12	2307	7	1518	5
533		(000)	9833	60	5539	40	4295	20
534		Horz %	100.00	0.61	56.33	0.41	43.67	0.20
535		Vert %	4.27	3.96	4.97	5.47	3.61	2.52
536		Index	100	93	116	128	85	59
537	Radio Formats: All Sports (Mon-Sun 24-Hr Cume)			*		*		*
538		Unwgted	3855	19	3222	16	633	3
539		(000)	12824	91	10318	68	2507	22
540		Horz %	100.00	0.71	80.45	0.53	19.55	0.18
541		Vert %	5.57	5.98	9.26	9.24	2.11	2.89
542		Index	100	107	166	166	38	52

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1								
2								
543	Radio Formats: All Talk (Mon-Sun 24-Hr Cume)				*		*	*
544		Unwgted	1386	6	922	6	464	0
545		(000)	5131	24	3233	24	1897	0
546		Horz %	100.00	0.47	63.02	0.47	36.98	0.00
547		Vert %	2.23	1.58	2.90	3.24	1.60	0.00
548		Index	100	71	130	145	72	0
549	Radio Formats: Alternative (Mon-Sun 24-Hr Cume)				*		*	*
550		Unwgted	3593	28	2194	14	1399	14
551		(000)	15471	158	8671	60	6800	98
552		Horz %	100.00	1.02	56.05	0.39	43.95	0.63
553		Vert %	6.72	10.39	7.78	8.10	5.72	12.56
554		Index	100	155	116	121	85	187
555	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume)						*	*
556		Unwgted	8799	81	3958	37	4841	44
557		(000)	44088	558	18463	218	25625	340
558		Horz %	100.00	1.27	41.88	0.49	58.12	0.77
559		Vert %	19.14	36.79	16.56	29.49	21.55	43.71
560		Index	100	192	87	154	113	228
561	Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume)				*		*	*
562		Unwgted	3032	11	1723	5	1309	6
563		(000)	13875	48	7377	20	6498	28
564		Horz %	100.00	0.35	53.17	0.14	46.83	0.20
565		Vert %	6.02	3.18	6.62	2.72	5.46	3.62
566		Index	100	53	110	45	91	60
567	Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume)				*		*	*
568		Unwgted	4432	18	3001	13	1431	5
569		(000)	20642	102	13324	71	7318	31
570		Horz %	100.00	0.49	64.55	0.34	35.45	0.15
571		Vert %	8.96	6.71	11.95	9.61	6.15	3.95
572		Index	100	75	133	107	69	44
573	Radio Formats: Classical (Mon-Sun 24-Hr Cume)				*		*	*
574		Unwgted	1771	2	934	1	837	1
575		(000)	6064	12	3018	3	3046	9
576		Horz %	100.00	0.20	49.76	0.05	50.24	0.15
577		Vert %	2.63	0.79	2.71	0.39	2.56	1.17
578		Index	100	30	103	15	97	44
579	Radio Formats: Country (Mon-Sun 24-Hr Cume)				*		*	*
580		Unwgted	8534	24	4291	9	4243	15
581		(000)	46390	130	21500	35	24890	95
582		Horz %	100.00	0.28	46.35	0.08	53.65	0.21
583		Vert %	20.14	8.59	19.29	4.73	20.93	12.26
584		Index	100	43	96	23	104	61
585	Radio Formats: Ethnic (Mon-Sun 24-Hr Cume)				*		*	*
586		Unwgted	273	3	147	3	126	0
587		(000)	1081	8	544	8	537	0
588		Horz %	100.00	0.71	50.31	0.71	49.69	0.00
589		Vert %	0.47	0.51	0.49	1.04	0.45	0.00
590		Index	100	108	104	222	96	0
591	Radio Formats: Gospel (Mon-Sun 24-Hr Cume)				*		*	*
592		Unwgted	819	6	311	1	508	5
593		(000)	4222	34	1601	5	2621	29
594		Horz %	100.00	0.81	37.93	0.11	62.07	0.69
595		Vert %	1.83	2.24	1.44	0.65	2.20	3.76
596		Index	100	122	78	35	120	205

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1								
2								
597	Radio Formats: Hispanic - All Genres (Mon-Sun 24-Hr Cume)			*		*		*
598		Unwgted	2249	25	1178	12	1071	13
599		(000)	15622	218	8027	103	7594	115
600		Horz %	100.00	1.39	51.39	0.66	48.61	0.74
601		Vert %	6.78	14.35	7.20	13.90	6.39	14.78
602		Index	100	212	106	205	94	218
603	Radio Formats: Hot AC (Mon-Sun 24-Hr Cume)			*		*		*
604		Unwgted	2567	26	978	7	1589	19
605		(000)	12122	155	4191	37	7931	117
606		Horz %	100.00	1.28	34.57	0.31	65.43	0.97
607		Vert %	5.26	10.20	3.76	5.07	6.67	15.06
608		Index	100	194	71	96	127	286
609	Radio Formats: Hot Country (Mon-Sun 24-Hr Cume)			*		*		*
610		Unwgted	1753	13	668	5	1085	8
611		(000)	10170	75	3398	16	6772	59
612		Horz %	100.00	0.74	33.41	0.15	66.59	0.58
613		Vert %	4.41	4.94	3.05	2.13	5.70	7.61
614		Index	100	112	69	48	129	172
615	Radio Formats: Hurban (Mon-Sun 24-Hr Cume)			*		*		*
616		Unwgted	356	25	182	12	174	13
617		(000)	2290	218	1206	103	1084	115
618		Horz %	100.00	9.51	52.67	4.48	47.33	5.03
619		Vert %	0.99	14.35	1.08	13.90	0.91	14.78
620		Index	100	1444	109	1398	92	1487
621	Radio Formats: Jazz (Mon-Sun 24-Hr Cume)			*		*		*
622		Unwgted	1138	17	637	13	501	4
623		(000)	3902	127	2114	102	1788	26
624		Horz %	100.00	3.26	54.17	2.60	45.83	0.66
625		Vert %	1.69	8.40	1.90	13.77	1.50	3.31
626		Index	100	496	112	813	89	195
627	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume)			*		*		*
628		Unwgted	890	16	511	7	379	9
629		(000)	6766	167	3651	76	3115	91
630		Horz %	100.00	2.47	53.96	1.12	46.04	1.35
631		Vert %	2.94	11.03	3.28	10.30	2.62	11.72
632		Index	100	376	112	351	89	399
633	Radio Formats: News/Talk (Mon-Sun 24-Hr Cume)			*		*		*
634		Unwgted	7780	17	4790	11	2990	6
635		(000)	26067	61	15441	33	10626	28
636		Horz %	100.00	0.23	59.23	0.13	40.77	0.11
637		Vert %	11.32	4.00	13.85	4.49	8.94	3.53
638		Index	100	35	122	40	79	31
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	100.00	5.53	100.00	5.15	100.00
644		Index	100	1874	104	1874	97	1874
645	Radio Formats: Public (Mon-Sun 24-Hr Cume)			*		*		*
646		Unwgted	2643	3	1367	2	1276	1
647		(000)	9819	26	4722	25	5097	1
648		Horz %	100.00	0.27	48.09	0.26	51.91	0.01
649		Vert %	4.26	1.74	4.24	3.40	4.29	0.16
650		Index	100	41	99	80	101	4

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Urban Oldies Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Urban Oldies (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Urban Oldies (Total Week Cume)
1								
2								
651	Radio Formats: Religious (Mon-Sun 24-Hr Cume)			*		*		*
652		Unwgted	3833	20	1618	9	2215	11
653		(000)	17826	152	6593	62	11233	90
654		Horz %	100.00	0.85	36.98	0.35	63.02	0.51
655		Vert %	7.74	10.03	5.91	8.41	9.45	11.56
656		Index	100	130	76	109	122	149
657	Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume)			*		*		*
658		Unwgted	2879	78	1419	40	1460	38
659		(000)	14270	603	6744	307	7526	297
660		Horz %	100.00	4.23	47.26	2.15	52.74	2.08
661		Vert %	6.19	39.78	6.05	41.55	6.33	38.10
662		Index	100	642	98	671	102	615
663	Radio Formats: Rock (Mon-Sun 24-Hr Cume)			*		*		*
664		Unwgted	5056	18	3241	6	1815	12
665		(000)	22282	74	13599	27	8683	47
666		Horz %	100.00	0.33	61.03	0.12	38.97	0.21
667		Vert %	9.67	4.89	12.20	3.62	7.30	6.09
668		Index	100	51	126	37	76	63
669	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume)			*		*		*
670		Unwgted	1928	10	760	4	1168	6
671		(000)	8571	49	3028	11	5543	38
672		Horz %	100.00	0.58	35.33	0.13	64.67	0.44
673		Vert %	3.72	3.25	2.72	1.53	4.66	4.88
674		Index	100	87	73	41	125	131
675	Radio Formats: Spanish AC (subset of "Hispanic") (Mon-Sun 24-Hr Cume)			*		*		*
676		Unwgted	725	6	347	2	378	4
677		(000)	4946	49	2297	10	2649	40
678		Horz %	100.00	1.00	46.44	0.20	53.56	0.80
679		Vert %	2.15	3.25	2.06	1.32	2.23	5.09
680		Index	100	152	96	61	104	237
681	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume)			*		*		*
682		Unwgted	311	2	161	2	150	0
683		(000)	1886	6	1056	6	830	0
684		Horz %	100.00	0.33	56.00	0.33	44.00	0.00
685		Vert %	0.82	0.41	0.95	0.85	0.70	0.00
686		Index	100	51	116	104	85	0
687	Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume)							
688		Unwgted	5552	232	2624	117	2928	115
689		(000)	27519	1517	12691	738	14829	779
690		Horz %	100.00	5.51	46.12	2.68	53.88	2.83
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		Unwgted	863	54	373	21	490	33
695		(000)	4247	340	1745	126	2503	214
696		Horz %	100.00	8.01	41.07	2.97	58.93	5.04
697		Vert %	1.84	22.41	1.57	17.07	2.10	27.47
698		Index	100	1216	85	926	114	1490
699	Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume)							
700		Unwgted	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	100.00	0.66	100.00	0.66	100.00
704		Index	100	15184	101	15184	99	15184

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Urban Oldies Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Urban Oldies (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Urban Oldies (Total Week Cume)
1								
2								
705	Radio Formats: Variety (Mon-Sun 24-Hr Cume)			*		*		*
706		Unwgted	1406	7	796	4	610	3
707		(000)	6356	28	3473	16	2883	12
708		Horz %	100.00	0.43	54.64	0.25	45.36	0.19
709		Vert %	2.76	1.81	3.12	2.11	2.42	1.53
710		Index	100	66	113	77	88	55
711	Listen to Traffic Reports							
712		Unwgted	28850	128	15670	60	13180	68
713		(000)	120723	811	60610	385	60113	426
714		Horz %	100.00	0.67	50.21	0.32	49.79	0.35
715		Vert %	52.40	53.42	54.37	52.09	50.56	54.69
716		Index	100	102	104	99	96	104
717	Listen to Any Sports Play-by-Play on Radio			*		*		*
718		Unwgted	9164	39	6438	19	2726	20
719		(000)	38468	233	25046	98	13423	135
720		Horz %	100.00	0.61	65.11	0.26	34.89	0.35
721		Vert %	16.70	15.38	22.47	13.29	11.29	17.37
722		Index	100	92	135	80	68	104
723	Radio Daypart Cumes: Monday-Sunday 24-Hours							
724		Unwgted	42006	225	22222	113	19784	112
725		(000)	188851	1478	92691	709	96159	769
726		Horz %	100.00	0.78	49.08	0.38	50.92	0.41
727		Vert %	81.98	97.40	83.15	95.99	80.87	98.74
728		Index	100	119	101	117	99	120
729	Radio Daypart Cumes: Weekday 6-10AM							
730		Unwgted	26258	135	14399	70	11859	65
731		(000)	112676	749	56948	369	55728	380
732		Horz %	100.00	0.66	50.54	0.33	49.46	0.34
733		Vert %	48.91	49.37	51.09	49.99	46.87	48.79
734		Index	100	101	104	102	96	100
735	Radio Daypart Cumes: Weekday 10AM-3PM							
736		Unwgted	18640	108	10125	53	8515	55
737		(000)	84177	695	42668	302	41510	393
738		Horz %	100.00	0.83	50.69	0.36	49.31	0.47
739		Vert %	36.54	45.79	38.28	40.85	34.91	50.47
740		Index	100	125	105	112	96	138
741	Radio Daypart Cumes: Weekday 3-7PM							
742		Unwgted	22605	134	12448	62	10157	72
743		(000)	98984	871	50585	354	48399	517
744		Horz %	100.00	0.88	51.10	0.36	48.90	0.52
745		Vert %	42.97	57.41	45.38	47.92	40.70	66.41
746		Index	100	134	106	112	95	155
747	Radio Daypart Cumes: Weekday 7PM-Midnight					*		*
748		Unwgted	7585	50	4181	29	3404	21
749		(000)	35636	338	18732	214	16904	124
750		Horz %	100.00	0.95	52.56	0.60	47.44	0.35
751		Vert %	15.47	22.30	16.80	28.97	14.22	15.97
752		Index	100	144	109	187	92	103
753	Radio Daypart Cumes: Weekday Midnight-6AM			*		*		*
754		Unwgted	2339	17	1429	11	910	6
755		(000)	11108	93	6434	66	4674	27
756		Horz %	100.00	0.84	57.92	0.59	42.08	0.25
757		Vert %	4.82	6.13	5.77	8.90	3.93	3.51
758		Index	100	127	120	185	82	73

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

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1								
2								
759	Radio Daypart Cumes:					*		*
760	Weekend 6-10AM	Unwgted	15693	78	8454	40	7239	38
761		(000)	68813	521	34737	299	34076	222
762		Horz %	100.00	0.76	50.48	0.43	49.52	0.32
763		Vert %	29.87	34.31	31.16	40.47	28.66	28.47
764		Index	100	115	104	135	96	95
765	Radio Daypart Cumes:							
766	Weekend 10AM-3PM	Unwgted	21506	132	11022	67	10484	65
767		(000)	96212	870	45558	408	50654	462
768		Horz %	100.00	0.90	47.35	0.42	52.65	0.48
769		Vert %	41.76	57.35	40.87	55.27	42.60	59.32
770		Index	100	137	98	132	102	142
771	Radio Daypart Cumes:							
772	Weekend 3-7PM	Unwgted	15724	118	8255	58	7469	60
773		(000)	72203	769	35440	381	36763	388
774		Horz %	100.00	1.07	49.08	0.53	50.92	0.54
775		Vert %	31.34	50.69	31.79	51.65	30.92	49.78
776		Index	100	162	101	165	99	159
777	Radio Daypart Cumes:					*		*
778	Weekend 7PM-Midnight	Unwgted	7637	55	4095	29	3542	26
779		(000)	36563	384	18499	216	18064	169
780		Horz %	100.00	1.05	50.59	0.59	49.41	0.46
781		Vert %	15.87	25.34	16.60	29.25	15.19	21.63
782		Index	100	160	105	184	96	136
783	Radio Daypart Cumes:			*		*		*
784	Weekend Midnight-6AM	Unwgted	1857	9	1070	5	787	4
785		(000)	9163	103	5059	43	4104	60
786		Horz %	100.00	1.13	55.22	0.47	44.78	0.66
787		Vert %	3.98	6.80	4.54	5.81	3.45	7.74
788		Index	100	171	114	146	87	195
789	Most Often Listen to Radio at			*		*		*
790	Home - Typical Weekday	Unwgted	8565	39	3856	14	4709	25
791		(000)	39763	271	16939	106	22824	165
792		Horz %	100.00	0.68	42.60	0.27	57.40	0.42
793		Vert %	17.26	17.86	15.20	14.32	19.20	21.20
794		Index	100	103	88	83	111	123
795	Most Often Listen to Radio in							
796	Vehicle - Typical Weekday	Unwgted	31284	154	16603	81	14681	73
797		(000)	139172	1003	68349	508	70822	495
798		Horz %	100.00	0.72	49.11	0.37	50.89	0.36
799		Vert %	60.41	66.12	61.32	68.87	59.56	63.52
800		Index	100	109	101	114	99	105
801	Most Often Listen to Radio at			*		*		*
802	Work - Typical Weekday	Unwgted	4631	34	2865	18	1766	16
803		(000)	22312	221	12773	111	9539	110
804		Horz %	100.00	0.99	57.25	0.50	42.75	0.49
805		Vert %	9.69	14.58	11.46	15.08	8.02	14.11
806		Index	100	151	118	156	83	146
807	Most Often Listen to Radio			*		*		*
808	Other Place (Not Home,	Unwgted	303	3	176	3	127	0
809	Vehicle, Work) - Typical	(000)	1618	12	908	12	710	0
810	Weekday	Horz %	100.00	0.73	56.12	0.73	43.88	0.00
811		Vert %	0.70	0.77	0.81	1.59	0.60	0.00
812		Index	100	110	116	226	85	0

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1								
2								
813	Most Often Listen to Radio at Home - Typical Weekend					*		*
814		Unwgted	10970	51	5294	19	5676	32
815		(000)	50422	385	22990	149	27432	235
816		Horz %	100.00	0.76	45.60	0.30	54.40	0.47
817		Vert %	21.89	25.36	20.62	20.22	23.07	30.23
818		Index	100	116	94	92	105	138
819	Most Often Listen to Radio in Vehicle - Typical Weekend							
820		Unwgted	29384	165	15499	89	13885	76
821		(000)	131660	1042	63968	528	67692	513
822		Horz %	100.00	0.79	48.59	0.40	51.41	0.39
823		Vert %	57.15	68.65	57.39	71.57	56.93	65.88
824		Index	100	120	100	125	100	115
825	Most often Listen to Radio at Work - Typical Weekend			*		*		*
826		Unwgted	1271	9	839	6	432	3
827		(000)	6636	63	4104	46	2531	17
828		Horz %	100.00	0.95	61.85	0.69	38.15	0.26
829		Vert %	2.88	4.13	3.68	6.18	2.13	2.19
830		Index	100	144	128	215	74	76
831	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend			*		*		*
832		Unwgted	411	3	262	2	149	1
833		(000)	2111	12	1290	10	821	2
834		Horz %	100.00	0.58	61.10	0.48	38.90	0.10
835		Vert %	0.92	0.81	1.16	1.37	0.69	0.28
836		Index	100	88	126	150	75	30
837	Ever Listen to AM Radio					*		*
838		Unwgted	12619	59	7801	32	4818	27
839		(000)	45368	307	26616	170	18752	137
840		Horz %	100.00	0.68	58.67	0.38	41.33	0.30
841		Vert %	19.69	20.25	23.88	23.08	15.77	17.57
842		Index	100	103	121	117	80	89
843	Ever Listen to FM Radio							
844		Unwgted	38802	230	20017	116	18785	114
845		(000)	180242	1505	86936	733	93306	772
846		Horz %	100.00	0.83	48.23	0.41	51.77	0.43
847		Vert %	78.24	99.19	77.99	99.27	78.47	99.11
848		Index	100	127	100	127	100	127
849	Ever Listen to Internet Radio			*		*		*
850		Unwgted	2190	10	1197	2	993	8
851		(000)	9911	128	5066	21	4844	108
852		Horz %	100.00	1.29	51.12	0.21	48.88	1.09
853		Vert %	4.30	8.46	4.55	2.79	4.07	13.82
854		Index	100	197	106	65	95	321
855	Ever Listen to Satellite Radio			*		*		*
856		Unwgted	5397	13	3156	7	2241	6
857		(000)	21379	82	11090	47	10289	36
858		Horz %	100.00	0.39	51.87	0.22	48.13	0.17
859		Vert %	9.28	5.43	9.95	6.32	8.65	4.60
860		Index	100	59	107	68	93	50
861	Listened to Radio Online - Last 30 Days					*		*
862		Unwgted	8938	50	5242	20	3696	30
863		(000)	38579	384	20709	161	17871	223
864		Horz %	100.00	0.99	53.68	0.42	46.32	0.58
865		Vert %	16.75	25.29	18.58	21.76	15.03	28.62
866		Index	100	151	111	130	90	171

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

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1								
2								
867	Visited a Radio Station, Radio Program or Radio Personality's Web Site - Last 30 Days				*		*	*
868		Unwgted	3566	17	2145	7	1421	10
869		(000)	14994	168	8461	82	6533	86
870		Horz %	100.00	1.12	56.43	0.55	43.57	0.57
871		Vert %	6.51	11.04	7.59	11.07	5.49	11.02
872		Index	100	170	117	170	84	169
873	Household Subscribes to Satellite Radio				*		*	*
874		Unwgted	7418	27	4285	16	3133	11
875		(000)	30456	191	15624	132	14832	60
876		Horz %	100.00	0.63	51.30	0.43	48.70	0.20
877		Vert %	13.22	12.62	14.02	17.84	12.47	7.67
878		Index	100	95	106	135	94	58
879	Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement						*	*
880		Unwgted	17929	92	9279	46	8650	46
881		(000)	84302	630	40831	320	43471	309
882		Horz %	100.00	0.75	48.43	0.38	51.57	0.37
883		Vert %	36.59	41.50	36.63	43.39	36.56	39.70
884		Index	100	113	100	119	100	108
885	Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement				*		*	*
886		Unwgted	24484	115	0	0	24484	115
887		(000)	118904	779	0	0	118904	779
888		Horz %	100.00	0.66	0.00	0.00	100.00	0.66
889		Vert %	51.61	51.34	0.00	0.00	100.00	100.00
890		Index	100	99	0	0	194	194
891	Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement						*	*
892		Unwgted	18648	95	9553	44	9095	51
893		(000)	85647	631	41290	312	44357	319
894		Horz %	100.00	0.74	48.21	0.36	51.79	0.37
895		Vert %	37.18	41.61	37.04	42.31	37.30	40.94
896		Index	100	112	100	114	100	110
897	For Me, Advertising on Radio Is Amusing - Agree with Statement						*	*
898		Unwgted	14915	80	8026	40	6889	40
899		(000)	70126	558	35673	292	34453	266
900		Horz %	100.00	0.80	50.87	0.42	49.13	0.38
901		Vert %	30.44	36.75	32.00	39.53	28.98	34.11
902		Index	100	121	105	130	95	112
903	Vehicle Currently Owned/Leased Has AM/FM Radio							
904		Unwgted	39027	157	20390	79	18637	78
905		(000)	173829	1046	84354	491	89474	554
906		Horz %	100.00	0.60	48.53	0.28	51.47	0.32
907		Vert %	75.45	68.92	75.67	66.56	75.25	71.15
908		Index	100	91	100	88	100	94
909	Vehicle Currently Owned/Leased Has Satellite Radio				*		*	*
910		Unwgted	8883	33	4997	20	3886	13
911		(000)	37327	182	18765	124	18562	57
912		Horz %	100.00	0.49	50.27	0.33	49.73	0.15
913		Vert %	16.20	11.99	16.83	16.85	15.61	7.38
914		Index	100	74	104	104	96	46
915	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)							
916		Unwgted	38086	156	20250	77	17836	79
917		(000)	168267	955	82475	463	85793	492
918		Horz %	100.00	0.57	49.01	0.28	50.99	0.29
919		Vert %	73.04	62.95	73.99	62.70	72.15	63.19
920		Index	100	86	101	86	99	87

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

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1								
2								
921	Vehicle Currently				*		*	*
922	Owned/Leased Has MP3	Unwgted	8443	34	4828	20	3615	14
923	Player Connection	(000)	37368	173	19346	98	18023	75
924		Horz %	100.00	0.46	51.77	0.26	48.23	0.20
925		Vert %	16.22	11.40	17.36	13.21	15.16	9.68
926		Index	100	70	107	81	93	60
927	Vehicle Currently				*		*	*
928	Owned/Leased Has DVD	Unwgted	5562	17	3019	10	2543	7
929	Player	(000)	23341	121	11296	72	12046	49
930		Horz %	100.00	0.52	48.39	0.31	51.61	0.21
931		Vert %	10.13	7.95	10.13	9.75	10.13	6.24
932		Index	100	78	100	96	100	62
933	TV Total (Monday-Sunday)							
934	Prime-Time Cume Audience	Unwgted	42214	199	21780	101	20434	98
935		(000)	190067	1241	91273	574	98794	666
936		Horz %	100.00	0.65	48.02	0.30	51.98	0.35
937		Vert %	82.50	81.77	81.88	77.80	83.09	85.54
938		Index	100	99	99	94	101	104
939	TV Weekday Prime-Time							
940	Cume Audience (8-11PM	Unwgted	34027	150	17446	74	16581	76
941	Eastern/Pacific), 7-10PM	(000)	152513	983	72873	423	79640	560
942	Central/Mountain)	Horz %	100.00	0.64	47.78	0.28	52.22	0.37
943		Vert %	66.20	64.78	65.37	57.26	66.98	71.91
944		Index	100	98	99	86	101	109
945	TV Saturday Prime-Time							
946	Cume Audience (8-11PM	Unwgted	28330	133	14733	63	13597	70
947	Eastern/Pacific, 7-10PM	(000)	127565	754	61984	331	65581	423
948	Central/Mountain)	Horz %	100.00	0.59	48.59	0.26	51.41	0.33
949		Vert %	55.37	49.66	55.61	44.78	55.15	54.29
950		Index	100	90	100	81	100	98
951	TV Sunday Prime-Time Cume							
952	Audience (7-11PM	Unwgted	33267	145	17135	76	16132	69
953	Eastern/Pacific, 5-10PM	(000)	148294	929	70989	467	77305	462
954	Central/Mountain)	Horz %	100.00	0.63	47.87	0.32	52.13	0.31
955		Vert %	64.37	61.25	63.68	63.28	65.01	59.32
956		Index	100	95	99	98	101	92
957	TV Daytime Cume Audience					*		*
958	(Weekdays 9AM-4PM	Unwgted	14527	79	6577	45	7950	34
959	Eastern/Pacific, 9AM-3PM	(000)	71497	529	30527	265	40971	264
960	Central/Mountain)	Horz %	100.00	0.74	42.70	0.37	57.30	0.37
961		Vert %	31.04	34.86	27.39	35.87	34.46	33.91
962		Index	100	112	88	116	111	109
963	TV Early Fringe Cume							
964	Audience (Weekdays 4-	Unwgted	26005	108	13346	56	12659	52
965	7:30PM Eastern/Pacific), 3-	(000)	119308	745	57118	349	62191	395
966	6:30PM Central/Mountain)	Horz %	100.00	0.62	47.87	0.29	52.13	0.33
967		Vert %	51.79	49.08	51.24	47.31	52.30	50.77
968		Index	100	95	99	91	101	98
969	TV Late Fringe Cume					*		*
970	Audience (Weekdays	Unwgted	8799	54	4738	31	4061	23
971	11:30PM-1AM Eastern/Pacific,	(000)	41182	303	20991	169	20191	134
972	10:30PM-Midnight)	Horz %	100.00	0.74	50.97	0.41	49.03	0.33
973		Vert %	17.88	19.98	18.83	22.92	16.98	17.20
974		Index	100	112	105	128	95	96

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

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1								
2								
975	TV Weekend Sports Cume							
976	Audience (Saturday-Sunday Afternoon)	Unwgted	25992	147	14593	88	11399	59
977		(000)	119317	1008	62500	585	56817	423
978		Horz %	100.00	0.84	52.38	0.49	47.62	0.35
979		Vert %	51.79	66.42	56.07	79.21	47.78	54.29
980		Index	100	128	108	153	92	105
981	TV Weekend Children's Shows Cume Audience (Saturday-Sunday Morning)							
982		Unwgted	20769	115	10818	56	9951	59
983		(000)	95574	792	46927	347	48647	445
984		Horz %	100.00	0.83	49.10	0.36	50.90	0.47
985		Vert %	41.49	52.19	42.10	46.95	40.91	57.16
986		Index	100	126	101	113	99	138
987	Downloaded a TV Program from Internet - Last 30 Days			*		*		*
988		Unwgted	1932	8	1236	5	696	3
989		(000)	8140	49	4957	20	3183	29
990		Horz %	100.00	0.61	60.90	0.25	39.10	0.36
991		Vert %	3.53	3.25	4.45	2.74	2.68	3.74
992		Index	100	92	126	78	76	106
993	Watched a TV Program Online - Last 30 Days			*		*		*
994		Unwgted	6218	32	3483	12	2735	20
995		(000)	27440	231	14096	66	13344	165
996		Horz %	100.00	0.84	51.37	0.24	48.63	0.60
997		Vert %	11.91	15.21	12.65	8.93	11.22	21.17
998		Index	100	128	106	75	94	178
999	Visited a TV Network or TV Show's Website - Last 30 Days					*		*
1000		Unwgted	10093	50	5060	26	5033	24
1001		(000)	43433	340	20075	168	23358	172
1002		Horz %	100.00	0.78	46.22	0.39	53.78	0.40
1003		Vert %	18.85	22.42	18.01	22.81	19.64	22.05
1004		Index	100	119	96	121	104	117
1005	Household Subscribes to Cable TV							
1006		Unwgted	29494	144	14792	78	14702	66
1007		(000)	127387	973	59472	504	67915	469
1008		Horz %	100.00	0.76	46.69	0.40	53.31	0.37
1009		Vert %	55.30	64.14	53.35	68.23	57.12	60.27
1010		Index	100	116	96	123	103	109
1011	Household Subscribes to Digital Cable							
1012		Unwgted	23318	120	11977	67	11341	53
1013		(000)	97306	822	46197	426	51109	396
1014		Horz %	100.00	0.84	47.48	0.44	52.52	0.41
1015		Vert %	42.24	54.17	41.44	57.68	42.98	50.84
1016		Index	100	128	98	137	102	120
1017	Viewed Any Cable TV (Including Pay) - Past Week							
1018		Unwgted	42237	192	21981	104	20256	88
1019		(000)	188977	1288	91345	668	97632	620
1020		Horz %	100.00	0.68	48.34	0.35	51.66	0.33
1021		Vert %	82.03	84.89	81.95	90.43	82.11	79.65
1022		Index	100	103	100	110	100	97
1023	Heavy Cable TV Viewing (Including Pay) - Past Week							
1024		Unwgted	31569	161	17199	90	14370	71
1025		(000)	142875	1097	72282	593	70593	503
1026		Horz %	100.00	0.77	50.59	0.42	49.41	0.35
1027		Vert %	62.02	72.29	64.84	80.39	59.37	64.62
1028		Index	100	117	105	130	96	104

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1								
2								
1029	Viewed Any Premium Cable Channels - Last 30 Days							*
1030		Unwgted	17138	95	9577	55	7561	40
1031		(000)	76613	683	39372	368	37241	316
1032		Horz %	100.00	0.89	51.39	0.48	48.61	0.41
1033		Vert %	33.26	45.04	35.32	49.83	31.32	40.51
1034	Index	100	135	106	150	94	122	
1035	Viewed Any Video-On-Demand TV Programs - Last 30 Days			*		*		*
1036		Unwgted	5984	34	2947	14	3037	20
1037		(000)	23452	243	10658	90	12795	153
1038		Horz %	100.00	1.04	45.44	0.38	54.56	0.65
1039		Vert %	10.18	16.01	9.56	12.18	10.76	19.64
1040	Index	100	157	94	120	106	193	
1041	Viewed Any Video-On-Demand Movies - Last 30 Days			*		*		*
1042		Unwgted	8751	47	4558	21	4193	26
1043		(000)	35683	353	16682	130	19001	223
1044		Horz %	100.00	0.99	46.75	0.36	53.25	0.62
1045		Vert %	15.49	23.24	14.97	17.58	15.98	28.61
1046	Index	100	150	97	113	103	185	
1047	Viewed Any Video-On-Demand Programming - Past 12 Months			*		*		*
1048		Unwgted	12191	72	6375	32	5816	40
1049		(000)	49219	519	23457	217	25762	302
1050		Horz %	100.00	1.06	47.66	0.44	52.34	0.61
1051		Vert %	21.36	34.23	21.04	29.45	21.67	38.75
1052	Index	100	160	98	138	101	181	
1053	Household Has a Satellite Dish			*		*		*
1054		Unwgted	12431	44	6868	22	5563	22
1055		(000)	63897	301	32491	146	31406	155
1056		Horz %	100.00	0.47	50.85	0.23	49.15	0.24
1057		Vert %	27.74	19.81	29.15	19.74	26.41	19.88
1058	Index	100	71	105	71	95	72	
1059	Household Has a Digital Video Recorder (DVR)			*		*		*
1060		Unwgted	22029	88	11905	45	10124	43
1061		(000)	94062	534	46528	265	47534	268
1062		Horz %	100.00	0.57	49.46	0.28	50.54	0.29
1063		Vert %	40.83	35.18	41.74	35.96	39.98	34.44
1064	Index	100	86	102	88	98	84	
1065	Household Has TiVo-Brand DVR Video Recorder (Stand-Alone)			*		*		*
1066		Unwgted	572	1	316	1	256	0
1067		(000)	2095	9	1087	9	1008	0
1068		Horz %	100.00	0.42	51.89	0.42	48.11	0.00
1069		Vert %	0.91	0.57	0.98	1.18	0.85	0.00
1070	Index	100	63	107	130	93	0	
1071	Any Internet/Online Activity - Last 30 Days							
1072		Unwgted	41577	196	21755	97	19822	99
1073		(000)	181282	1277	87773	623	93509	654
1074		Horz %	100.00	0.70	48.42	0.34	51.58	0.36
1075		Vert %	78.69	84.15	78.74	84.34	78.64	83.97
1076	Index	100	107	100	107	100	107	
1077	Downloaded Music from Internet - Last 30 Days					*		*
1078		Unwgted	10591	76	5998	39	4593	37
1079		(000)	49339	550	25962	264	23378	286
1080		Horz %	100.00	1.11	52.62	0.54	47.38	0.58
1081		Vert %	21.42	36.26	23.29	35.80	19.66	36.69
1082	Index	100	169	109	167	92	171	

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1								
2								
1083	Downloaded				*		*	*
1084	Podcasts/Podcasting from	Unwgted	1957	6	1296	5	661	1
1085	Internet - Last 30 Days	(000)	7780	74	4918	51	2861	23
1086		Horz %	100.00	0.95	63.22	0.65	36.78	0.30
1087		Vert %	3.38	4.86	4.41	6.85	2.41	2.97
1088		Index	100	144	131	203	71	88
1089	Downloaded a Movie from				*		*	*
1090	Internet - Last 30 Days	Unwgted	2848	11	1863	5	985	6
1091		(000)	12997	116	8163	52	4834	64
1092		Horz %	100.00	0.89	62.81	0.40	37.19	0.49
1093		Vert %	5.64	7.64	7.32	7.00	4.07	8.25
1094		Index	100	135	130	124	72	146
1095	Watched a Movie Online -				*		*	*
1096	Last 30 Days	Unwgted	5288	36	3368	19	1920	17
1097		(000)	24686	267	14912	141	9774	125
1098		Horz %	100.00	1.08	60.41	0.57	39.59	0.51
1099		Vert %	10.72	17.57	13.38	19.14	8.22	16.09
1100		Index	100	164	125	179	77	150
1101	Visited Online Blogs, Wrote						*	*
1102	Online Blog, Posted Comment	Unwgted	9205	50	4773	20	4432	30
1103	or Review on Blog, Online	(000)	40926	354	19080	130	21846	224
1104	Forum, Message or Bulletin	Horz %	100.00	0.86	46.62	0.32	53.38	0.55
1105	Board - Last 30 Days	Vert %	17.77	23.32	17.12	17.63	18.37	28.71
1106		Index	100	131	96	99	103	162
1107	Uploaded or Added Video to				*		*	*
1108	Website - Last 30 Days	Unwgted	2468	20	1387	9	1081	11
1109		(000)	11387	182	5781	86	5606	96
1110		Horz %	100.00	1.60	50.77	0.76	49.23	0.84
1111		Vert %	4.94	12.00	5.19	11.70	4.71	12.28
1112		Index	100	243	105	237	95	249
1113	Visited a Chat Room - Last 30				*		*	*
1114	Days	Unwgted	2480	19	1430	10	1050	9
1115		(000)	12455	214	6813	106	5642	107
1116		Horz %	100.00	1.72	54.70	0.85	45.30	0.86
1117		Vert %	5.41	14.09	6.11	14.41	4.75	13.79
1118		Index	100	261	113	266	88	255
1119	Used e-Mail - Last 30 Days							
1120		Unwgted	37612	172	19298	80	18314	92
1121		(000)	159278	1093	74855	506	84422	587
1122		Horz %	100.00	0.69	47.00	0.32	53.00	0.37
1123		Vert %	69.14	72.05	67.15	68.55	71.00	75.37
1124		Index	100	104	97	99	103	109
1125	Used Instant Messenger/IM						*	*
1126	Online - Last 30 Days	Unwgted	21202	107	10469	48	10733	59
1127		(000)	98919	800	45133	371	53786	430
1128		Horz %	100.00	0.81	45.63	0.37	54.37	0.43
1129		Vert %	42.94	52.75	40.49	50.20	45.23	55.18
1130		Index	100	123	94	117	105	129
1131	Visited Facebook.com - Last							
1132	30 Days	Unwgted	22936	125	10711	50	12225	75
1133		(000)	105871	811	45724	319	60147	492
1134		Horz %	100.00	0.77	43.19	0.30	56.81	0.46
1135		Vert %	45.96	53.44	41.02	43.16	50.58	63.19
1136		Index	100	116	89	94	110	138

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1								
2								
1137	Visited Flickr.com - Last 30 Days			*		*		*
1138		Unwgted	1128	2	671	1	457	1
1139		(000)	4799	9	2698	4	2101	5
1140		Horz %	100.00	0.19	56.22	0.08	43.78	0.11
1141		Vert %	2.08	0.59	2.42	0.49	1.77	0.69
1142		Index	100	28	116	24	85	33
1143	Visited LinkedIn.com - Last 30 Days			*		*		*
1144		Unwgted	4150	17	2487	11	1663	6
1145		(000)	13209	61	7432	39	5778	22
1146		Horz %	100.00	0.46	56.26	0.30	43.74	0.16
1147		Vert %	5.73	4.01	6.67	5.31	4.86	2.78
1148		Index	100	70	116	93	85	48
1149	Visited MySpace.com - Last 30 Days			*		*		*
1150		Unwgted	1938	21	1033	12	905	9
1151		(000)	11658	219	5548	103	6110	116
1152		Horz %	100.00	1.88	47.59	0.89	52.41	0.99
1153		Vert %	5.06	14.44	4.98	14.00	5.14	14.87
1154		Index	100	285	98	277	102	294
1155	Visited Photobucket.com - Last 30 Days			*		*		*
1156		Unwgted	1086	9	550	5	536	4
1157		(000)	5565	104	2495	62	3071	42
1158		Horz %	100.00	1.87	44.82	1.12	55.18	0.75
1159		Vert %	2.42	6.85	2.24	8.42	2.58	5.36
1160		Index	100	283	93	349	107	222
1161	Visited Shutterfly.com - Last 30 Days			*		*		*
1162		Unwgted	1519	7	402	4	1117	3
1163		(000)	6033	38	1285	29	4748	9
1164		Horz %	100.00	0.63	21.29	0.49	78.71	0.15
1165		Vert %	2.62	2.52	1.15	3.97	3.99	1.15
1166		Index	100	96	44	152	152	44
1167	Visited Twitter.com - Last 30 Days			*		*		*
1168		Unwgted	2984	25	1671	10	1313	15
1169		(000)	13447	168	6861	63	6585	106
1170		Horz %	100.00	1.25	51.03	0.47	48.97	0.78
1171		Vert %	5.84	11.08	6.16	8.49	5.54	13.55
1172		Index	100	190	105	145	95	232
1173	Visited YouTube.com - Last 30 Days			*		*		*
1174		Unwgted	18165	111	10470	55	7695	56
1175		(000)	82265	824	43969	389	38296	435
1176		Horz %	100.00	1.00	53.45	0.47	46.55	0.53
1177		Vert %	35.71	54.31	39.44	52.66	32.21	55.88
1178		Index	100	152	110	147	90	156
1179	Rated or Reviewed a Product or Service on Any Social Network - Last 30 Days			*		*		*
1180		Unwgted	3136	13	1508	4	1628	9
1181		(000)	14311	117	6530	35	7781	82
1182		Horz %	100.00	0.82	45.63	0.25	54.37	0.57
1183		Vert %	6.21	7.72	5.86	4.80	6.54	10.50
1184		Index	100	124	94	77	105	169
1185	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family			*		*		*
1186		Unwgted	27940	156	14247	76	13693	80
1187		(000)	128335	1026	59812	457	68523	570
1188		Horz %	100.00	0.80	46.61	0.36	53.39	0.44
1189		Vert %	55.71	67.64	53.66	61.85	57.63	73.14
1190		Index	100	121	96	111	103	131

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

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1								
2								
1191	Ever Used Text Messaging on Cellular/Mobile			*		*		*
1192	Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion	Unwgted	3600	32	1896	13	1704	19
1193		(000)	17138	233	8427	88	8711	145
1194		Horz %	100.00	1.36	49.17	0.51	50.83	0.85
1195		Vert %	7.44	15.37	7.56	11.89	7.33	18.67
1196		Index	100	207	102	160	98	251
1197	Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile Phone/Smartphone			*		*		*
1198		Unwgted	3873	40	2055	24	1818	16
1199		(000)	18580	302	9291	170	9289	132
1200		Horz %	100.00	1.63	50.01	0.92	49.99	0.71
1201		Vert %	8.07	19.91	8.33	23.07	7.81	16.92
1202		Index	100	247	103	286	97	210
1203	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase			*		*		*
1204		Unwgted	1757	22	1003	15	754	7
1205		(000)	8486	160	4618	106	3869	54
1206		Horz %	100.00	1.89	54.41	1.25	45.59	0.64
1207		Vert %	3.68	10.56	4.14	14.39	3.25	6.94
1208		Index	100	287	112	391	88	188
1209	Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile Phone/Smartphone			*		*		*
1210		Unwgted	3905	33	2001	17	1904	16
1211		(000)	18488	217	8514	112	9974	105
1212		Horz %	100.00	1.17	46.05	0.60	53.95	0.57
1213		Vert %	8.03	14.29	7.64	15.12	8.39	13.51
1214		Index	100	178	95	188	105	168
1215	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone			*		*		*
1216		Unwgted	8656	56	4442	28	4214	28
1217		(000)	40217	393	18941	198	21276	195
1218		Horz %	100.00	0.98	47.10	0.49	52.90	0.49
1219		Vert %	17.46	25.89	16.99	26.76	17.89	25.06
1220		Index	100	148	97	153	102	144
1221	Ever Redeemed a Mobile Coupon from Cellular/Mobile Phone/Smartphone			*		*		*
1222		Unwgted	1965	16	921	9	1044	7
1223		(000)	9318	134	3968	82	5350	52
1224		Horz %	100.00	1.43	42.59	0.88	57.41	0.56
1225		Vert %	4.04	8.81	3.56	11.06	4.50	6.68
1226		Index	100	218	88	273	111	165
1227	Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile Phone/Smartphone			*		*		*
1228		Unwgted	2693	23	1736	14	957	9
1229		(000)	12631	185	7382	112	5249	73
1230		Horz %	100.00	1.47	58.44	0.89	41.56	0.58
1231		Vert %	5.48	12.22	6.62	15.18	4.41	9.42
1232		Index	100	223	121	277	81	172
1233	Ever Watched Live Television on Cellular/Mobile Phone/Smartphone			*		*		*
1234		Unwgted	1291	15	861	10	430	5
1235		(000)	6103	142	3691	77	2412	64
1236		Horz %	100.00	2.32	60.48	1.27	39.52	1.05
1237		Vert %	2.65	9.34	3.31	10.49	2.03	8.25
1238		Index	100	353	125	396	77	311
1239	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone			*		*		*
1240		Unwgted	1619	7	1047	4	572	3
1241		(000)	7444	86	4427	40	3017	46
1242		Horz %	100.00	1.15	59.48	0.53	40.52	0.62
1243		Vert %	3.23	5.64	3.97	5.39	2.54	5.88
1244		Index	100	175	123	167	79	182

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

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1								
2								
1245	Ever Listened to Music on Cellular/Mobile Phone/Smartphone						*	*
1246		Unwgted	8759	57	4947	25	3812	32
1247		(000)	41422	455	21366	210	20056	244
1248		Horz %	100.00	1.10	51.58	0.51	48.42	0.59
1249		Vert %	17.98	29.97	19.17	28.49	16.87	31.37
1250		Index	100	167	107	158	94	174
1251	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone						*	*
1252		Unwgted	10793	64	6536	35	4257	29
1253		(000)	46232	468	25561	241	20671	227
1254		Horz %	100.00	1.01	55.29	0.52	44.71	0.49
1255		Vert %	20.07	30.86	22.93	32.66	17.38	29.16
1256		Index	100	154	114	163	87	145
1257	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone						*	*
1258		Unwgted	7537	44	5491	30	2046	14
1259		(000)	31880	346	21734	226	10146	120
1260		Horz %	100.00	1.09	68.17	0.71	31.83	0.38
1261		Vert %	13.84	22.82	19.50	30.68	8.53	15.37
1262		Index	100	165	141	222	62	111
1263	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone						*	*
1264		Unwgted	11814	65	6755	32	5059	33
1265		(000)	51372	460	26734	233	24638	226
1266		Horz %	100.00	0.89	52.04	0.45	47.96	0.44
1267		Vert %	22.30	30.29	23.98	31.60	20.72	29.04
1268		Index	100	136	108	142	93	130
1269	Ever Visited a Search Engine on Cellular/Mobile Phone/Smartphone						*	*
1270		Unwgted	13412	72	7541	38	5871	34
1271		(000)	58167	505	29836	236	28331	269
1272		Horz %	100.00	0.87	51.29	0.41	48.71	0.46
1273		Vert %	25.25	33.25	26.77	31.96	23.83	34.48
1274		Index	100	132	106	127	94	137
1275	Ever Visited or Used a Social Networking Site on Cellular/Mobile Phone/Smartphone						*	*
1276		Unwgted	8960	53	4585	27	4375	26
1277		(000)	41200	412	19350	211	21851	202
1278		Horz %	100.00	1.00	46.96	0.51	53.04	0.49
1279		Vert %	17.88	27.18	17.36	28.55	18.38	25.87
1280		Index	100	152	97	160	103	145
1281	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone						*	*
1282		Unwgted	6477	38	3756	21	2721	17
1283		(000)	28485	265	15075	144	13410	120
1284		Horz %	100.00	0.93	52.92	0.51	47.08	0.42
1285		Vert %	12.36	17.44	13.52	19.55	11.28	15.43
1286		Index	100	141	109	158	91	125
1287	Read Any Daily Newspaper							*
1288		Unwgted	18473	88	10078	50	8395	38
1289		(000)	75392	499	37876	293	37515	206
1290		Horz %	100.00	0.66	50.24	0.39	49.76	0.27
1291		Vert %	32.73	32.88	33.98	39.64	31.55	26.46
1292		Index	100	100	104	121	96	81
1293	Read Any Sunday Newspaper							*
1294		Unwgted	22699	104	11550	55	11149	49
1295		(000)	95498	571	44426	315	51072	256
1296		Horz %	100.00	0.60	46.52	0.33	53.48	0.27
1297		Vert %	41.45	37.63	39.85	42.63	42.95	32.89
1298		Index	100	91	96	103	104	79

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1								
2								
1299	Read Advertisements in Weekday Newspaper			*		*		*
1300		Unwgted	6188	25	2816	12	3372	13
1301		(000)	28200	140	11426	62	16774	79
1302		Horz %	100.00	0.50	40.52	0.22	59.48	0.28
1303		Vert %	12.24	9.24	10.25	8.35	14.11	10.08
1304		Index	100	75	84	68	115	82
1305	Read Advertisements in Sunday/Weekend Newspaper			*		*		*
1306		Unwgted	8128	34	3490	11	4638	23
1307		(000)	36348	204	14049	46	22300	159
1308		Horz %	100.00	0.56	38.65	0.13	61.35	0.44
1309		Vert %	15.78	13.45	12.60	6.17	18.75	20.35
1310		Index	100	85	80	39	119	129
1311	Read Classified Advertising in Weekday Newspaper			*		*		*
1312		Unwgted	6167	35	3180	19	2987	16
1313		(000)	31328	287	14506	152	16821	135
1314		Horz %	100.00	0.92	46.31	0.48	53.69	0.43
1315		Vert %	13.60	18.91	13.01	20.54	14.15	17.36
1316		Index	100	139	96	151	104	128
1317	Read Classified Advertising in Sunday/Weekend Newspaper			*		*		*
1318		Unwgted	6978	41	3398	18	3580	23
1319		(000)	34108	283	15176	110	18932	173
1320		Horz %	100.00	0.83	44.49	0.32	55.51	0.51
1321		Vert %	14.81	18.65	13.61	14.89	15.92	22.21
1322		Index	100	126	92	101	108	150
1323	Read Circulars/Inserts/Fliers in Weekday Newspaper			*		*		*
1324		Unwgted	7940	20	3338	7	4602	13
1325		(000)	34515	110	12910	45	21606	64
1326		Horz %	100.00	0.32	37.40	0.13	62.60	0.19
1327		Vert %	14.98	7.22	11.58	6.16	18.17	8.23
1328		Index	100	48	77	41	121	55
1329	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*		*		*
1330		Unwgted	12103	34	4866	8	7237	26
1331		(000)	51749	182	18660	43	33089	139
1332		Horz %	100.00	0.35	36.06	0.08	63.94	0.27
1333		Vert %	22.46	11.99	16.74	5.88	27.83	17.78
1334		Index	100	53	75	26	124	79
1335	Read Newspaper on e-Reader/Tablet - Last 6 Months			*		*		*
1336		Unwgted	1512	6	952	4	560	2
1337		(000)	5352	23	3118	14	2234	9
1338		Horz %	100.00	0.43	58.26	0.26	41.74	0.17
1339		Vert %	2.32	1.50	2.80	1.88	1.88	1.15
1340		Index	100	65	120	81	81	49
1341	Personally Referred to Yellow Pages (Paper or Internet) - Past Week			*		*		*
1342		Unwgted	9256	47	4203	17	5053	30
1343		(000)	42473	303	17817	88	24656	215
1344		Horz %	100.00	0.71	41.95	0.21	58.05	0.51
1345		Vert %	18.44	19.98	15.98	11.97	20.74	27.58
1346		Index	100	108	87	65	112	150
1347	Personally Referred to Paper Yellow Pages - Past Week			*		*		*
1348		Unwgted	6328	29	2872	12	3456	17
1349		(000)	29769	141	12582	49	17187	91
1350		Horz %	100.00	0.47	42.27	0.17	57.73	0.31
1351		Vert %	12.92	9.27	11.29	6.67	14.45	11.73
1352		Index	100	72	87	52	112	91

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1								
2								
1353	Personally Referred to Internet				*		*	*
1354	Yellow Pages - Past Week	Unwgted	3834	23	1696	7	2138	16
1355		(000)	16836	182	6687	44	10149	139
1356		Horz %	100.00	1.08	39.72	0.26	60.28	0.82
1357		Vert %	7.31	12.01	6.00	5.91	8.54	17.79
1358		Index	100	164	82	81	117	243
1359	Have Seen Digital/Video Ads						*	*
1360	in Shopping Malls - Last 6	Unwgted	12375	73	6801	41	5574	32
1361	Months	(000)	58004	561	29376	266	28627	296
1362		Horz %	100.00	0.97	50.65	0.46	49.35	0.51
1363		Vert %	25.18	36.99	26.35	36.00	24.08	37.94
1364		Index	100	147	105	143	96	151
1365	Have Seen Digital/Video Ads						*	*
1366	in Bars/Pubs - Last 6 Months	Unwgted	7666	50	4747	32	2919	18
1367		(000)	36680	409	20852	242	15828	167
1368		Horz %	100.00	1.12	56.85	0.66	43.15	0.46
1369		Vert %	15.92	26.98	18.71	32.79	13.31	21.47
1370		Index	100	169	117	206	84	135
1371	Have Seen Digital/Video Ads				*		*	*
1372	in Gym/Health Clubs - Last 6	Unwgted	6795	44	3891	28	2904	16
1373	Months	(000)	32254	351	17166	205	15088	146
1374		Horz %	100.00	1.09	53.22	0.64	46.78	0.45
1375		Vert %	14.00	23.15	15.40	27.79	12.69	18.76
1376		Index	100	165	110	198	91	134
1377	Have Seen Digital/Video Ads						*	*
1378	in Medical Offices - Last 6	Unwgted	10232	65	5207	37	5025	28
1379	Months	(000)	49109	482	22892	240	26218	243
1380		Horz %	100.00	0.98	46.61	0.49	53.39	0.49
1381		Vert %	21.32	31.79	20.54	32.46	22.05	31.15
1382		Index	100	149	96	152	103	146
1383	Have Seen Digital/Video Ads						*	*
1384	in Airports - Last 6 Months	Unwgted	9360	51	5440	31	3920	20
1385		(000)	41630	386	22336	198	19295	188
1386		Horz %	100.00	0.93	53.65	0.48	46.35	0.45
1387		Vert %	18.07	25.43	20.04	26.82	16.23	24.12
1388		Index	100	141	111	148	90	133
1389	Have Seen Digital/Video Ads						*	*
1390	at Gas Stations - Last 6	Unwgted	12231	80	7301	47	4930	33
1391	Months	(000)	55564	555	30620	293	24943	262
1392		Horz %	100.00	1.00	55.11	0.53	44.89	0.47
1393		Vert %	24.12	36.56	27.47	39.63	20.98	33.65
1394		Index	100	152	114	164	87	140
1395	Have Seen Digital/Video Ads						*	*
1396	in Office Building Elevators -	Unwgted	8635	57	4859	31	3776	26
1397	Last 6 Months	(000)	39663	421	20404	194	19259	227
1398		Horz %	100.00	1.06	51.44	0.49	48.56	0.57
1399		Vert %	17.22	27.73	18.30	26.24	16.20	29.15
1400		Index	100	161	106	152	94	169
1401	Have Seen Digital/Video Ads						*	*
1402	in Stores - Last 6 Months	Unwgted	14809	91	8131	48	6678	43
1403		(000)	69366	650	35299	344	34067	306
1404		Horz %	100.00	0.94	50.89	0.50	49.11	0.44
1405		Vert %	30.11	42.84	31.67	46.57	28.65	39.31
1406		Index	100	142	105	155	95	131

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1								
2								
1407	Have Seen Digital/Video Ads in Restaurants - Last 6 Months					*		*
1408		Unwgted	9731	55	5597	31	4134	24
1409		(000)	47270	463	25163	253	22107	210
1410		Horz %	100.00	0.98	53.23	0.54	46.77	0.44
1411		Vert %	20.52	30.50	22.57	34.27	18.59	26.93
1412		Index	100	149	110	167	91	131
1413	Have Seen Ads on Billboards - Last 6 Months							
1414		Unwgted	32686	143	17333	70	15353	73
1415		(000)	147223	903	72239	425	74984	479
1416		Horz %	100.00	0.61	49.07	0.29	50.93	0.33
1417		Vert %	63.91	59.55	64.81	57.51	63.06	61.48
1418		Index	100	93	101	90	99	96
1419	Have Seen Ads on Buses/Trains - Last 6 Months					*		*
1420		Unwgted	17373	97	9530	49	7843	48
1421		(000)	75212	687	38263	311	36949	375
1422		Horz %	100.00	0.91	50.87	0.41	49.13	0.50
1423		Vert %	32.65	45.25	34.33	42.19	31.07	48.16
1424		Index	100	139	105	129	95	148
1425	Have Seen Ads at Bus Stops or Train Stations - Last 6 Months					*		*
1426		Unwgted	12527	81	7040	47	5487	34
1427		(000)	54426	602	28375	314	26051	288
1428		Horz %	100.00	1.11	52.13	0.58	47.87	0.53
1429		Vert %	23.62	39.67	25.46	42.50	21.91	36.98
1430		Index	100	168	108	180	93	157
1431	Have Seen Ads Inside Taxis - Last 6 Months			*		*		*
1432		Unwgted	7184	39	4105	26	3079	13
1433		(000)	32282	322	17376	185	14905	137
1434		Horz %	100.00	1.00	53.83	0.57	46.17	0.42
1435		Vert %	14.01	21.21	15.59	25.04	12.54	17.58
1436		Index	100	151	111	179	89	125
1437	Have Seen Ads on Top of Taxis - Last 6 Months					*		*
1438		Unwgted	11263	60	6572	35	4691	25
1439		(000)	48910	447	26688	235	22222	212
1440		Horz %	100.00	0.91	54.57	0.48	45.43	0.43
1441		Vert %	21.23	29.48	23.94	31.80	18.69	27.28
1442		Index	100	139	113	150	88	128
1443	Have Seen Ads on Phone Booths - Last 6 Months			*		*		*
1444		Unwgted	6539	48	3842	29	2697	19
1445		(000)	31382	398	17185	208	14198	190
1446		Horz %	100.00	1.27	54.76	0.66	45.24	0.61
1447		Vert %	13.62	26.26	15.42	28.23	11.94	24.40
1448		Index	100	193	113	207	88	179
1449	Have Seen Ads at Sports or Entertainment Events - last 6 Months					*		*
1450		Unwgted	15270	78	9192	43	6078	35
1451		(000)	68549	556	38007	290	30542	266
1452		Horz %	100.00	0.81	55.44	0.42	44.56	0.39
1453		Vert %	29.76	36.64	34.10	39.29	25.69	34.13
1454		Index	100	123	115	132	86	115
1455	Have Seen Ads on Postcards - Last 6 Months					*		*
1456		Unwgted	10441	54	5341	31	5100	23
1457		(000)	46860	415	22200	206	24661	209
1458		Horz %	100.00	0.89	47.37	0.44	52.63	0.45
1459		Vert %	20.34	27.38	19.92	27.93	20.74	26.86
1460		Index	100	135	98	137	102	132

RAB / GfK MRI FORMAT PROFILE: URBAN OLDIES

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			U.S. Adults 18+	Adults 18+ - Listen to Urban Oldies Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Urban Oldies (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Urban Oldies (Total Week Cume)
1								
2								
1461	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months					*		*
1462		Unwgted	11880	74	6458	40	5422	34
1463		(000)	55733	505	27932	268	27801	237
1464		Horz %	100.00	0.91	50.12	0.48	49.88	0.42
1465		Vert %	24.19	33.27	25.06	36.32	23.38	30.38
1466		Index	100	138	104	150	97	126
1467	Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months							
1468		Unwgted	24385	114	12974	59	11411	55
1469		(000)	111246	768	54793	378	56453	390
1470		Horz %	100.00	0.69	49.25	0.34	50.75	0.35
1471		Vert %	48.29	50.64	49.15	51.26	47.48	50.05
1472		Index	100	105	102	106	98	104
1473	Have Seen Infomercials - Last 6 Months					*		*
1474		Unwgted	17354	92	9275	47	8079	45
1475		(000)	80809	643	39696	286	41113	357
1476		Horz %	100.00	0.80	49.12	0.35	50.88	0.44
1477		Vert %	35.08	42.39	35.61	38.71	34.58	45.87
1478		Index	100	121	102	110	99	131
1479	Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months							
1480		Unwgted	27289	120	13855	61	13434	59
1481		(000)	122415	753	57167	369	65248	384
1482		Horz %	100.00	0.61	46.70	0.30	53.30	0.31
1483		Vert %	53.14	49.61	51.28	50.00	54.87	49.24
1484		Index	100	93	97	94	103	93
1485	Have Seen Product Placement in Video Games - Last 6 Months					*		*
1486		Unwgted	7712	53	4702	33	3010	20
1487		(000)	39249	467	22522	268	16726	199
1488		Horz %	100.00	1.19	57.38	0.68	42.62	0.51
1489		Vert %	17.04	30.76	20.20	36.27	14.07	25.54
1490		Index	100	181	119	213	83	150
1491	Have Seen Product Placement in TV Shows - Last 6 Months							
1492		Unwgted	26807	126	14328	66	12479	60
1493		(000)	121884	838	60563	403	61321	435
1494		Horz %	100.00	0.69	49.69	0.33	50.31	0.36
1495		Vert %	52.91	55.21	54.33	54.62	51.57	55.78
1496		Index	100	104	103	103	97	105
1497	Have Seen Product Placement in Movies - Last 6 Months							
1498		Unwgted	19656	103	10767	51	8889	52
1499		(000)	90596	705	46182	320	44414	385
1500		Horz %	100.00	0.78	50.98	0.35	49.02	0.43
1501		Vert %	39.33	46.47	41.43	43.32	37.35	49.45
1502		Index	100	118	105	110	95	126
1503	Have Seen Ads at the Cinema - Last 6 Months							
1504		Unwgted	19424	107	10086	51	9338	56
1505		(000)	87394	713	42339	309	45055	404
1506		Horz %	100.00	0.82	48.45	0.35	51.55	0.46
1507		Vert %	37.94	47.01	37.98	41.86	37.89	51.89
1508		Index	100	124	100	110	100	137
1509	Your Intentions - Likely to Buy First House/Residence - Next 12 Months			*		*		*
1510		Unwgted	4144	35	2173	22	1971	13
1511		(000)	23864	274	12097	187	11767	87
1512		Horz %	100.00	1.15	50.69	0.78	49.31	0.36
1513		Vert %	10.36	18.04	10.85	25.32	9.90	11.14
1514		Index	100	174	105	244	96	108

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1								
2								
1515	Your Intentions - Likely to Buy			*		*		*
1516	Second House/Vacation Home	Unwgted	2417	16	1343	10	1074	6
1517	- Next 12 Months	(000)	11124	131	5878	91	5247	40
1518		Horz %	100.00	1.17	52.84	0.82	47.16	0.36
1519		Vert %	4.83	8.61	5.27	12.29	4.41	5.13
1520		Index	100	178	109	255	91	106
1521	Your Intentions - Likely to Sell			*		*		*
1522	House/Residence - Next 12	Unwgted	3368	8	1803	4	1565	4
1523	Months	(000)	13882	63	7053	22	6830	41
1524		Horz %	100.00	0.45	50.80	0.16	49.20	0.29
1525		Vert %	6.03	4.13	6.33	2.99	5.74	5.22
1526		Index	100	69	105	50	95	87
1527	Your Intentions - Likely to			*		*		*
1528	Take Out 2nd Mortgage or	Unwgted	1218	5	727	2	491	3
1529	Equity Loan - Next 12 Months	(000)	5366	39	3009	17	2357	21
1530		Horz %	100.00	0.72	56.08	0.32	43.92	0.40
1531		Vert %	2.33	2.55	2.70	2.35	1.98	2.73
1532		Index	100	109	116	101	85	117
1533	Your Intentions - Likely to			*		*		*
1534	Remodel Kitchen - Next 12	Unwgted	5407	19	3019	13	2388	6
1535	Months	(000)	24807	122	12848	87	11959	35
1536		Horz %	100.00	0.49	51.79	0.35	48.21	0.14
1537		Vert %	10.77	8.07	11.53	11.84	10.06	4.48
1538		Index	100	75	107	110	93	42
1539	Your Intentions - Likely to			*		*		*
1540	Remodel Bathroom - Next 12	Unwgted	6440	19	3601	13	2839	6
1541	Months	(000)	29418	110	15187	87	14231	23
1542		Horz %	100.00	0.37	51.62	0.30	48.38	0.08
1543		Vert %	12.77	7.26	13.62	11.80	11.97	2.95
1544		Index	100	57	107	92	94	23
1545	Your Intentions - Likely to			*		*		*
1546	Convert Room to Home Office	Unwgted	1476	7	837	4	639	3
1547	- Next 12 Months	(000)	7006	54	3723	40	3283	14
1548		Horz %	100.00	0.77	53.14	0.57	46.86	0.20
1549		Vert %	3.04	3.57	3.34	5.44	2.76	1.79
1550		Index	100	117	110	179	91	59
1551	Your Intentions - Likely to Add			*		*		*
1552	Rooms/Exterior Additions to	Unwgted	1411	3	837	3	574	0
1553	Home - Next 12 Months	(000)	6731	30	3720	30	3010	0
1554		Horz %	100.00	0.44	55.27	0.44	44.73	0.00
1555		Vert %	2.92	1.96	3.34	4.03	2.53	0.00
1556		Index	100	67	114	138	87	0
1557	Your Intentions - Likely to Do			*		*		*
1558	Other Remodeling Projects to	Unwgted	3226	13	1803	8	1423	5
1559	Home - Next 12 Months	(000)	14406	77	7520	45	6886	32
1560		Horz %	100.00	0.53	52.20	0.31	47.80	0.22
1561		Vert %	6.25	5.06	6.75	6.12	5.79	4.06
1562		Index	100	81	108	98	93	65
1563	Your Intentions - Likely to			*		*		*
1564	Purchase Homeowner or	Unwgted	8339	35	4476	22	3863	13
1565	Personal Property Insurance -	(000)	36699	214	18414	134	18285	80
1566	Next 12 Months	Horz %	100.00	0.58	50.18	0.36	49.82	0.22
1567		Vert %	15.93	14.13	16.52	18.14	15.38	10.33
1568		Index	100	89	104	114	97	65

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1569	Your Intentions - Likely to			*		*		*
1570	Purchase Life Insurance -	Unwgted	6492	49	3421	27	3071	22
1571	Next 12 Months	(000)	31124	310	15451	182	15672	128
1572		Horz %	100.00	1.00	49.64	0.58	50.36	0.41
1573		Vert %	13.51	20.43	13.86	24.60	13.18	16.47
1574		Index	100	151	103	182	98	122
1575	Your Intentions - Likely to			*		*		*
1576	Invest in Stocks, Bonds, or	Unwgted	10728	42	6103	26	4625	16
1577	Mutual Funds - Next 12	(000)	42348	283	22396	154	19952	129
1578	Months	Horz %	100.00	0.67	52.89	0.36	47.11	0.30
1579		Vert %	18.38	18.62	20.09	20.86	16.78	16.51
1580		Index	100	101	109	113	91	90
1581	Your Intentions - Likely to Visit			*		*		*
1582	Theme Park - Next 12 Months	Unwgted	10852	62	5689	30	5163	32
1583		(000)	50528	394	24461	168	26067	227
1584		Horz %	100.00	0.78	48.41	0.33	51.59	0.45
1585		Vert %	21.93	26.00	21.94	22.71	21.92	29.12
1586		Index	100	119	100	104	100	133
1587	Your Intentions - Likely to			*		*		*
1588	Take Cruise (for More Than 1	Unwgted	8749	47	4446	24	4303	23
1589	Day) - Next 12 Months	(000)	38375	293	18213	149	20162	144
1590		Horz %	100.00	0.76	47.46	0.39	52.54	0.38
1591		Vert %	16.66	19.31	16.34	20.17	16.96	18.49
1592		Index	100	116	98	121	102	111
1593	Your Intentions - Likely to Buy			*		*		*
1594	a New Vehicle - Next 12	Unwgted	7672	50	4174	29	3498	21
1595	Months	(000)	36308	325	18030	185	18278	140
1596		Horz %	100.00	0.90	49.66	0.51	50.34	0.39
1597		Vert %	15.76	21.43	16.17	25.03	15.37	18.02
1598		Index	100	136	103	159	98	114
1599	Your Intentions - Likely to Buy			*		*		*
1600	a Used/Pre-Owned Vehicle -	Unwgted	10607	64	5862	33	4745	31
1601	Next 12 Months	(000)	53923	394	27638	205	26285	189
1602		Horz %	100.00	0.73	51.25	0.38	48.75	0.35
1603		Vert %	23.41	25.97	24.79	27.76	22.11	24.28
1604		Index	100	111	106	119	94	104
1605	Your Intentions - Likely to			*		*		*
1606	Lease a Vehicle - Next 12	Unwgted	2534	21	1291	10	1243	11
1607	Months	(000)	12202	162	5869	90	6333	72
1608		Horz %	100.00	1.32	48.10	0.73	51.90	0.59
1609		Vert %	5.30	10.65	5.27	12.15	5.33	9.23
1610		Index	100	201	99	229	101	174
1611	Your Intentions - Likely to Buy			*		*		*
1612	a 2-Door Car - Next 12 Months	Unwgted	3080	22	1781	14	1299	8
1613		(000)	15566	148	8671	102	6894	46
1614		Horz %	100.00	0.95	55.71	0.66	44.29	0.29
1615		Vert %	6.76	9.75	7.78	13.84	5.80	5.87
1616		Index	100	144	115	205	86	87
1617	Your Intentions - Likely to Buy			*		*		*
1618	a 4-Door Car - Next 12 Months	Unwgted	8518	60	4500	33	4018	27
1619		(000)	41828	378	20328	212	21500	166
1620		Horz %	100.00	0.90	48.60	0.51	51.40	0.40
1621		Vert %	18.16	24.92	18.24	28.66	18.08	21.37
1622		Index	100	137	100	158	100	118

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1								
2								
1623	Your Intentions - Likely to Buy a Van/Mini-Van - Next 12 Months			*		*		*
1624		Unwgted	2447	25	1340	14	1107	11
1625		(000)	12807	168	6431	106	6375	61
1626		Horz %	100.00	1.31	50.22	0.83	49.78	0.48
1627		Vert %	5.56	11.05	5.77	14.41	5.36	7.86
1628		Index	100	199	104	259	96	141
1629	Your Intentions - Likely to Buy a Motorcycle - Next 12 Months			*		*		*
1630		Unwgted	1278	14	809	7	469	7
1631		(000)	6999	98	4242	64	2756	33
1632		Horz %	100.00	1.39	60.62	0.92	39.38	0.48
1633		Vert %	3.04	6.43	3.81	8.69	2.32	4.29
1634		Index	100	212	125	286	76	141
1635	Your Intentions - Likely to Buy a Sport-Utility Vehicle - Next 12 Months			*		*		*
1636		Unwgted	4517	26	2479	16	2038	10
1637		(000)	21316	162	10692	119	10624	42
1638		Horz %	100.00	0.76	50.16	0.56	49.84	0.20
1639		Vert %	9.25	10.66	9.59	16.16	8.93	5.44
1640		Index	100	115	104	175	97	59
1641	Your Intentions - Likely to Buy a Light Truck - Next 12 Months			*		*		*
1642		Unwgted	3310	25	2076	16	1234	9
1643		(000)	17770	166	10215	116	7555	51
1644		Horz %	100.00	0.94	57.48	0.65	42.52	0.28
1645		Vert %	7.71	10.97	9.16	15.70	6.35	6.49
1646		Index	100	142	119	204	82	84
1647	Your Intentions - Likely to Buy a Hybrid/Alternative-Fuel Vehicle - Next 12 Months			*		*		*
1648		Unwgted	2416	20	1334	11	1082	9
1649		(000)	11083	139	5798	81	5285	59
1650		Horz %	100.00	1.26	52.32	0.73	47.68	0.53
1651		Vert %	4.81	9.19	5.20	10.95	4.44	7.52
1652		Index	100	191	108	228	92	156
1653	Your Intentions - Likely to Buy a Home Theater System - Next 12 Months			*		*		*
1654		Unwgted	3981	31	2307	16	1674	15
1655		(000)	19518	286	10873	151	8646	135
1656		Horz %	100.00	1.47	55.70	0.77	44.30	0.69
1657		Vert %	8.47	18.86	9.75	20.43	7.27	17.38
1658		Index	100	223	115	241	86	205
1659	Your Intentions - Likely to Buy a Large Flat-Screen/HDTV (27"-42") - Next 12 Months			*		*		*
1660		Unwgted	8726	54	4639	25	4087	29
1661		(000)	40740	377	20747	196	19994	181
1662		Horz %	100.00	0.93	50.92	0.48	49.08	0.44
1663		Vert %	17.68	24.87	18.61	26.57	16.81	23.26
1664		Index	100	141	105	150	95	132
1665	Your Intentions - Likely to Buy a Giant Flat-Screen/HDTV (43" or More) - Next 12 Months			*		*		*
1666		Unwgted	5403	27	3189	16	2214	11
1667		(000)	25635	229	14089	132	11546	97
1668		Horz %	100.00	0.89	54.96	0.51	45.04	0.38
1669		Vert %	11.13	15.07	12.64	17.82	9.71	12.47
1670		Index	100	135	114	160	87	112
1671	Your Intentions - Likely to Buy a Portable DVD Player - Next 12 Months			*		*		*
1672		Unwgted	4043	33	2108	17	1935	16
1673		(000)	20566	293	10147	159	10420	134
1674		Horz %	100.00	1.43	49.34	0.77	50.66	0.65
1675		Vert %	8.93	19.33	9.10	21.52	8.76	17.26
1676		Index	100	217	102	241	98	193

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1677	Your Intentions - Likely to Buy			*		*		*
1678	a Blu-Ray Player - Next 12	Unwgted	5089	33	2958	17	2131	16
1679	Months	(000)	24204	257	12857	145	11347	112
1680		Horz %	100.00	1.06	53.12	0.60	46.88	0.46
1681		Vert %	10.51	16.93	11.53	19.69	9.54	14.32
1682		Index	100	161	110	187	91	136
1683	Your Intentions - Likely to Buy			*		*		*
1684	a Digital Video Camera or	Unwgted	5251	43	2787	17	2464	26
1685	Digital Camera - Next 12	(000)	25350	315	12384	121	12966	194
1686	Months	Horz %	100.00	1.24	48.85	0.48	51.15	0.76
1687		Vert %	11.00	20.73	11.11	16.38	10.90	24.86
1688		Index	100	188	101	149	99	226
1689	Your Intentions - Likely to Buy			*		*		*
1690	a Desktop Computer - Next 12	Unwgted	5874	40	3323	22	2551	18
1691	Months	(000)	27475	304	14226	143	13249	160
1692		Horz %	100.00	1.10	51.78	0.52	48.22	0.58
1693		Vert %	11.93	20.01	12.76	19.42	11.14	20.57
1694		Index	100	168	107	163	93	172
1695	Your Intentions - Likely to Buy			*		*		*
1696	a Laptop Computer - Next 12	Unwgted	9834	54	5209	27	4625	27
1697	Months	(000)	46220	353	22814	172	23406	181
1698		Horz %	100.00	0.76	49.36	0.37	50.64	0.39
1699		Vert %	20.06	23.24	20.47	23.26	19.68	23.23
1700		Index	100	116	102	116	98	116
1701	Your Intentions - Likely to			*		*		*
1702	Subscribe to Satellite Radio -	Unwgted	2646	17	1468	9	1178	8
1703	Next 12 Months	(000)	13158	110	6963	60	6194	50
1704		Horz %	100.00	0.83	52.92	0.45	47.08	0.38
1705		Vert %	5.71	7.24	6.25	8.06	5.21	6.45
1706		Index	100	127	109	141	91	113
1707	Your Intentions - Likely to Get			*		*		*
1708	Engaged - Next 12 Months	Unwgted	4556	39	2304	21	2252	18
1709		(000)	24442	335	12208	180	12234	154
1710		Horz %	100.00	1.37	49.95	0.74	50.05	0.63
1711		Vert %	10.61	22.07	10.95	24.44	10.29	19.83
1712		Index	100	208	103	230	97	187
1713	Your Intentions - Likely to			*		*		*
1714	Become a Parent - Next 12	Unwgted	3008	22	1415	13	1593	9
1715	Months	(000)	16551	183	7229	120	9321	63
1716		Horz %	100.00	1.10	43.68	0.72	56.32	0.38
1717		Vert %	7.18	12.05	6.49	16.24	7.84	8.07
1718		Index	100	168	90	226	109	112
1719	Your Intentions - Likely to			*		*		*
1720	Become a Grandparent - Next	Unwgted	4255	24	2155	15	2100	9
1721	12 Months	(000)	20418	172	9609	124	10809	48
1722		Horz %	100.00	0.84	47.06	0.61	52.94	0.24
1723		Vert %	8.86	11.35	8.62	16.80	9.09	6.18
1724		Index	100	128	97	190	103	70
1725	Your Intentions - Likely to			*		*		*
1726	Have a Child Go Away to	Unwgted	4037	26	2135	16	1902	10
1727	College - Next 12 Months	(000)	19488	197	9510	119	9978	78
1728		Horz %	100.00	1.01	48.80	0.61	51.20	0.40
1729		Vert %	8.46	13.00	8.53	16.13	8.39	10.03
1730		Index	100	154	101	191	99	119

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1731	Your Intentions - Likely to			*		*		*
1732	Have a Child Graduate from	Unwgt'd	2757	17	1433	12	1324	5
1733	College - Next 12 Months	(000)	13242	155	6419	102	6823	53
1734		Horz %	100.00	1.17	48.47	0.77	51.53	0.40
1735		Vert %	5.75	10.22	5.76	13.87	5.74	6.75
1736		Index	100	178	100	241	100	117
1737	Your Intentions - Likely to			*		*		*
1738	Have a Child Get Married -	Unwgt'd	3100	18	1534	12	1566	6
1739	Next 12 Months	(000)	15422	126	7070	97	8352	29
1740		Horz %	100.00	0.82	45.84	0.63	54.16	0.19
1741		Vert %	6.69	8.31	6.34	13.12	7.02	3.75
1742		Index	100	124	95	196	105	56
1743	Your Intentions - Likely to			*		*		*
1744	Retire from Full-Time Work -	Unwgt'd	3412	22	1951	18	1461	4
1745	Next 12 Months	(000)	15336	175	8543	131	6793	45
1746		Horz %	100.00	1.14	55.71	0.85	44.29	0.29
1747		Vert %	6.66	11.55	7.66	17.70	5.71	5.72
1748		Index	100	173	115	266	86	86
1749	Your Intentions - Likely to			*		*		*
1750	Collect Lump-Sum from	Unwgt'd	1592	16	880	11	712	5
1751	Pension/IRA/401(k) - Next 12	(000)	7515	168	4031	123	3484	45
1752	Months	Horz %	100.00	2.24	53.65	1.64	46.35	0.59
1753		Vert %	3.26	11.07	3.62	16.72	2.93	5.72
1754		Index	100	340	111	513	90	175
1755	Your Intentions - Likely to			*		*		*
1756	Start or Buy a New Business -	Unwgt'd	3676	29	2187	21	1489	8
1757	Next 12 Months	(000)	17479	258	10201	181	7278	77
1758		Horz %	100.00	1.48	58.36	1.03	41.64	0.44
1759		Vert %	7.59	17.01	9.15	24.50	6.12	9.91
1760		Index	100	224	121	323	81	131
1761	Your Intentions - Likely to			*		*		*
1762	Change Jobs - Next 12	Unwgt'd	7643	40	4255	23	3388	17
1763	Months	(000)	33336	303	17707	179	15629	124
1764		Horz %	100.00	0.91	53.12	0.54	46.88	0.37
1765		Vert %	14.47	20.00	15.88	24.25	13.14	15.97
1766		Index	100	138	110	168	91	110