

RAB / GfK MRI FORMAT PROFILE: VARIETY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgt'd	48168	1259	24457	706	23711	553
5		Weighted (000)	238155	6468	114766	3593	123389	2875
6		Horz %	100.00	2.72	48.19	1.51	51.81	1.21
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10	Male	Unwgt'd	24457	706	24457	706	0	0
11		Weighted (000)	114766	3593	114766	3593	0	0
12		Horz %	100.00	3.13	100.00	3.13	0.00	0.00
13		Vert %	48.19	55.55	100.00	100.00	0.00	0.00
14		Index	100	115	208	208	0	0
15					*	*		
16	Female	Unwgt'd	23711	553	0	0	23711	553
17		Weighted (000)	123389	2875	0	0	123389	2875
18		Horz %	100.00	2.33	0.00	0.00	100.00	2.33
19		Vert %	51.81	44.45	0.00	0.00	100.00	100.00
20		Index	100	86	0	0	193	193
21						*		*
22	Age 18-24	Unwgt'd	3835	74	2176	41	1659	33
23		Weighted (000)	30197	610	15211	324	14986	286
24		Horz %	100.00	2.02	50.37	1.07	49.63	0.95
25		Vert %	12.68	9.43	13.25	9.03	12.15	9.94
26		Index	100	74	105	71	96	78
27								
28	Age 25-34	Unwgt'd	7986	217	4052	117	3934	100
29		Weighted (000)	42012	1172	20869	642	21143	530
30		Horz %	100.00	2.79	49.67	1.53	50.33	1.26
31		Vert %	17.64	18.12	18.18	17.87	17.14	18.44
32		Index	100	103	103	101	97	105
33								
34	Age 35-44	Unwgt'd	8452	221	4443	122	4009	99
35		Weighted (000)	40087	1148	19682	626	20405	522
36		Horz %	100.00	2.86	49.10	1.56	50.90	1.30
37		Vert %	16.83	17.75	17.15	17.42	16.54	18.16
38		Index	100	105	102	104	98	108
39								
40	Age 45-54	Unwgt'd	9050	248	4578	133	4472	115
41		Weighted (000)	43666	1305	21286	713	22380	592
42		Horz %	100.00	2.99	48.75	1.63	51.25	1.36
43		Vert %	18.33	20.18	18.55	19.84	18.14	20.60
44		Index	100	110	101	108	99	112
45								
46	Age 55-64	Unwgt'd	8207	260	4240	153	3967	107
47		Weighted (000)	38818	1296	18503	690	20315	606
48		Horz %	100.00	3.34	47.67	1.78	52.33	1.56
49		Vert %	16.30	20.04	16.12	19.21	16.46	21.08
50		Index	100	123	99	118	101	129
51								
52	Age 65+	Unwgt'd	10638	239	4968	140	5670	99
53		Weighted (000)	43374	936	19215	598	24160	339
54		Horz %	100.00	2.16	44.30	1.38	55.70	0.78
55		Vert %	18.21	14.48	16.74	16.63	19.58	11.79
56		Index	100	79	92	91	108	65

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2								
57								
58	Age 21+	Unwgted	46644	1234	23528	691	23116	543
59		Weighted (000)	225241	6225	107990	3482	117251	2743
60		Horz %	100.00	2.76	47.94	1.55	52.06	1.22
61		Vert %	94.58	96.24	94.10	96.91	95.03	95.39
62		Index	100	102	99	102	100	101
63								
64	Age 18-34	Unwgted	11821	291	6228	158	5593	133
65		Weighted (000)	72209	1782	36080	967	36129	816
66		Horz %	100.00	2.47	49.97	1.34	50.03	1.13
67		Vert %	30.32	27.55	31.44	26.90	29.28	28.37
68		Index	100	91	104	89	97	94
69								
70	Age 18-49	Unwgted	24702	634	12939	340	11763	294
71		Weighted (000)	133505	3559	66134	1911	67371	1648
72		Horz %	100.00	2.67	49.54	1.43	50.46	1.23
73		Vert %	56.06	55.02	57.63	53.17	54.60	57.32
74		Index	100	98	103	95	97	102
75								
76	Age 25-54	Unwgted	25488	686	13073	372	12415	314
77		Weighted (000)	125765	3625	61837	1981	63928	1644
78		Horz %	100.00	2.88	49.17	1.58	50.83	1.31
79		Vert %	52.81	56.05	53.88	55.13	51.81	57.19
80		Index	100	106	102	104	98	108
81								
82	Age 35-64	Unwgted	25709	729	13261	408	12448	321
83		Weighted (000)	122571	3750	59471	2029	63100	1720
84		Horz %	100.00	3.06	48.52	1.66	51.48	1.40
85		Vert %	51.47	57.97	51.82	56.47	51.14	59.84
86		Index	100	113	101	110	99	116
87								
88	Age 50+	Unwgted	23466	625	11518	366	11948	259
89		Weighted (000)	104649	2910	48631	1683	56018	1227
90		Horz %	100.00	2.78	46.47	1.61	53.53	1.17
91		Vert %	43.94	44.98	42.37	46.83	45.40	42.68
92		Index	100	102	96	107	103	97
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	47.40	45.80	48.20	47.40	46.60
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	35231	930	17988	530	17243	400
101		Weighted (000)	176436	4840	85107	2767	91329	2072
102		Horz %	100.00	2.74	48.24	1.57	51.76	1.17
103		Vert %	74.08	74.82	74.16	77.01	74.02	72.09
104		Index	100	101	100	104	100	97
105								
106	Race: Black/African-American Only	Unwgted	5807	137	2719	77	3088	60
107		Weighted (000)	28531	703	13037	404	15494	299
108		Horz %	100.00	2.46	45.69	1.41	54.31	1.05
109		Vert %	11.98	10.87	11.36	11.23	12.56	10.41
110		Index	100	91	95	94	105	87

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2								
111				*		*		*
112		Unwgted	2180	34	1128	19	1052	15
113	Race: Asian	Weighted (000)	7671	130	3482	52	4189	78
114		Horz %	100.00	1.69	45.39	0.67	54.61	1.02
115		Vert %	3.22	2.01	3.03	1.44	3.39	2.72
116		Index	100	62	94	45	105	84
117								
118		Unwgted	7130	192	3750	99	3380	93
119	Race: Other Race/Multi-Racial	Weighted (000)	33187	926	16622	423	16565	503
120		Horz %	100.00	2.79	50.09	1.27	49.91	1.52
121		Vert %	13.94	14.32	14.48	11.76	13.43	17.51
122		Index	100	103	104	84	96	126
123								
124		Unwgted	5677	183	2846	90	2831	93
125	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	35739	1136	17858	573	17882	563
126		Horz %	100.00	3.18	49.97	1.60	50.03	1.58
127		Vert %	15.01	17.56	15.56	15.94	14.49	19.59
128		Index	100	117	104	106	97	131
129				*		*		*
130		Unwgted	1612	42	851	26	761	16
131	Hispanic, Personally Speak Only English at Home	Weighted (000)	5378	105	2712	66	2667	39
132		Horz %	100.00	1.95	50.42	1.24	49.58	0.72
133		Vert %	2.26	1.62	2.36	1.85	2.16	1.34
134		Index	100	72	105	82	96	59
135						*		*
136		Unwgted	1702	53	820	21	882	32
137	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Weighted (000)	9096	250	4752	123	4344	128
138		Horz %	100.00	2.75	52.24	1.35	47.76	1.40
139		Vert %	3.82	3.87	4.14	3.41	3.52	4.44
140		Index	100	101	108	89	92	116
141				*		*		*
142		Unwgted	897	38	420	20	477	18
143	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10398	392	5173	226	5225	166
144		Horz %	100.00	3.77	49.75	2.18	50.25	1.60
145		Vert %	4.37	6.07	4.51	6.30	4.23	5.77
146		Index	100	139	103	144	97	132
147				*		*		*
148		Unwgted	1355	43	702	20	653	23
149	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Weighted (000)	8786	255	4447	114	4340	141
150		Horz %	100.00	2.90	50.61	1.30	49.39	1.61
151		Vert %	3.69	3.95	3.87	3.17	3.52	4.91
152		Index	100	107	105	86	95	133
153				*	*	*	*	*
154		Unwgted	84	6	41	2	43	4
155	Hispanic, Personally Speak Spanish and English Equally at Home	Weighted (000)	1523	129	602	39	920	90
156		Horz %	100.00	8.46	39.56	2.54	60.44	5.92
157		Vert %	0.64	1.99	0.52	1.08	0.75	3.14
158		Index	100	311	82	168	117	490
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	201	3535	119	3214	82
161		Weighted (000)	24693	870	11947	542	12745	328
162		Horz %	100.00	3.52	48.38	2.19	51.62	1.33
163		Vert %	10.37	13.45	10.41	15.08	10.33	11.42
164		Index	100	130	100	145	100	110

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	296	5594	169	5303	127
167		Weighted (000)	43976	1369	21010	756	22966	613
168		Horz %	100.00	3.11	47.78	1.72	52.22	1.39
169		Vert %	18.47	21.17	18.31	21.04	18.61	21.33
170		Index	100	115	99	114	101	115
171						*		*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	70	1055	35	1437	35
173		Weighted (000)	10385	298	4055	149	6330	149
174		Horz %	100.00	2.87	39.05	1.43	60.95	1.43
175		Vert %	4.36	4.60	3.53	4.14	5.13	5.17
176		Index	100	106	81	95	118	119
177						*		*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	84	1466	46	1642	38
179		Weighted (000)	12939	315	5528	169	7411	147
180		Horz %	100.00	2.43	42.72	1.30	57.28	1.13
181		Vert %	5.43	4.87	4.82	4.69	6.01	5.10
182		Index	100	90	89	86	111	94
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	263	5138	150	5029	113
185		Weighted (000)	45323	1239	21898	704	23425	535
186		Horz %	100.00	2.73	48.32	1.55	51.68	1.18
187		Vert %	19.03	19.16	19.08	19.60	18.98	18.60
188		Index	100	101	100	103	100	98
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	235	5465	128	5162	107
191		Weighted (000)	70635	1487	34949	835	35686	652
192		Horz %	100.00	2.10	49.48	1.18	50.52	0.92
193		Vert %	29.66	22.98	30.45	23.24	28.92	22.66
194		Index	100	77	103	78	98	76
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	110	2204	59	1924	51
197		Weighted (000)	30203	890	15378	439	14825	452
198		Horz %	100.00	2.95	50.91	1.45	49.09	1.50
199		Vert %	12.68	13.77	13.40	12.21	12.02	15.72
200		Index	100	109	106	96	95	124
201						*		*
202	Currently Attending College or University	Unwgted	3489	85	1681	41	1808	44
203		Weighted (000)	19251	543	8953	261	10297	281
204		Horz %	100.00	2.82	46.51	1.36	53.49	1.46
205		Vert %	8.08	8.39	7.80	7.27	8.35	9.79
206		Index	100	104	97	90	103	121
207	Employed Full Time	Unwgted	24693	652	14836	426	9857	226
209		Weighted (000)	114968	3207	66238	2136	48730	1071
210		Horz %	100.00	2.79	57.61	1.86	42.39	0.93
211		Vert %	48.27	49.58	57.72	59.44	39.49	37.25
212		Index	100	103	120	123	82	77
213	Employed Part Time	Unwgted	5566	166	2103	78	3463	88
215		Weighted (000)	28629	776	10048	387	18582	389
216		Horz %	100.00	2.71	35.10	1.35	64.90	1.36
217		Vert %	12.02	12.00	8.75	10.78	15.06	13.52
218		Index	100	100	73	90	125	113

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2								
219	Not Employed							
220		Unwgt'd	17909	441	7518	202	10391	239
221		Weighted (000)	94557	2485	38480	1070	56077	1415
222		Horz %	100.00	2.63	40.70	1.13	59.30	1.50
223		Vert %	39.70	38.42	33.53	29.78	45.45	49.23
224	Index	100	97	84	75	114	124	
225	Temporarily Unemployed					*		*
226		Unwgt'd	2163	76	1076	37	1087	39
227		Weighted (000)	14225	525	7394	231	6830	294
228		Horz %	100.00	3.69	51.98	1.62	48.02	2.07
229		Vert %	5.97	8.12	6.44	6.43	5.54	10.23
230	Index	100	136	108	108	93	171	
231	Retired from Employment							
232		Unwgt'd	10300	222	4886	129	5414	93
233		Weighted (000)	44807	969	20795	609	24012	361
234		Horz %	100.00	2.16	46.41	1.36	53.59	0.80
235		Vert %	18.81	14.98	18.12	16.94	19.46	12.54
236	Index	100	80	96	90	103	67	
237	Not Employed, Principal Shopper for Household					*		*
238		Unwgt'd	2452	74	63	3	2389	71
239		Weighted (000)	16222	572	415	7	15807	564
240		Horz %	100.00	3.52	2.56	0.04	97.44	3.48
241		Vert %	6.81	8.84	0.36	0.20	12.81	19.63
242	Index	100	130	5	3	188	288	
243	Occupation: Professional and Related Occupations							
244		Unwgt'd	7464	218	3516	127	3948	91
245		Weighted (000)	32463	918	13816	521	18647	397
246		Horz %	100.00	2.83	42.56	1.60	57.44	1.22
247		Vert %	13.63	14.19	12.04	14.49	15.11	13.82
248	Index	100	104	88	106	111	101	
249	Occupation: Management, Business and Financial Operations							*
250		Unwgt'd	6295	152	3914	103	2381	49
251		Weighted (000)	23158	629	13110	414	10048	214
252		Horz %	100.00	2.71	56.61	1.79	43.39	0.92
253		Vert %	9.72	9.72	11.42	11.53	8.14	7.45
254	Index	100	100	117	119	84	77	
255	Occupation: Sales and Office Occupations							
256		Unwgt'd	5947	146	2267	70	3680	76
257		Weighted (000)	32581	815	12510	465	20071	351
258		Horz %	100.00	2.50	38.40	1.43	61.60	1.08
259		Vert %	13.68	12.61	10.90	12.94	16.27	12.19
260	Index	100	92	80	95	119	89	
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgt'd	2518	83	2431	78	87	5
263		Weighted (000)	13283	495	12692	474	591	21
264		Horz %	100.00	3.73	95.55	3.57	4.45	0.16
265		Vert %	5.58	7.66	11.06	13.20	0.48	0.72
266	Index	100	137	198	237	9	13	
267	Occupation: Other Employed							
268		Unwgt'd	8035	219	4811	126	3224	93
269		Weighted (000)	42112	1126	24157	649	17955	477
270		Horz %	100.00	2.67	57.36	1.54	42.64	1.13
271		Vert %	17.68	17.40	21.05	18.05	14.55	16.59
272	Index	100	98	119	102	82	94	

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1								
2								
273				*		*		*
274		Unwgted	1652	31	995	19	657	12
275	Household Income:	Weighted (000)	6409	155	3331	96	3078	59
276	\$250,000+	Horz %	100.00	2.41	51.98	1.50	48.02	0.91
277		Vert %	2.69	2.39	2.90	2.68	2.49	2.04
278		Index	100	89	108	99	93	76
279				*		*		*
280		Unwgted	1403	23	802	18	601	5
281	Household Income: \$200,000-	Weighted (000)	5818	83	2971	49	2847	34
282	\$249,999	Horz %	100.00	1.43	51.06	0.84	48.94	0.59
283		Vert %	2.44	1.29	2.59	1.37	2.31	1.19
284		Index	100	53	106	56	94	49
285						*		*
286		Unwgted	3416	68	2002	45	1414	23
287	Household Income: \$150,000-	Weighted (000)	15518	338	7893	219	7625	118
288	\$199,999	Horz %	100.00	2.18	50.87	1.41	49.13	0.76
289		Vert %	6.52	5.22	6.88	6.11	6.18	4.11
290		Index	100	80	106	94	95	63
291								
292		Unwgted	7088	170	4096	107	2992	63
293	Household Income: \$100,000-	Weighted (000)	36360	872	18625	532	17735	340
294	\$149,999	Horz %	100.00	2.40	51.22	1.46	48.78	0.94
295		Vert %	15.27	13.48	16.23	14.80	14.37	11.83
296		Index	100	88	106	97	94	77
297								
298		Unwgted	6291	146	3511	93	2780	53
299	Household Income: \$75,000-	Weighted (000)	31892	782	16159	492	15732	290
300	\$99,999	Horz %	100.00	2.45	50.67	1.54	49.33	0.91
301		Vert %	13.39	12.09	14.08	13.69	12.75	10.10
302		Index	100	90	105	102	95	75
303								
304		Unwgted	5133	141	2676	87	2457	54
305	Household Income: \$60,000-	Weighted (000)	25163	717	12461	430	12702	287
306	\$74,999	Horz %	100.00	2.85	49.52	1.71	50.48	1.14
307		Vert %	10.57	11.08	10.86	11.96	10.29	9.97
308		Index	100	105	103	113	97	94
309								
310		Unwgted	3809	121	1962	69	1847	52
311	Household Income: \$50,000-	Weighted (000)	18825	544	9277	329	9548	215
312	\$59,999	Horz %	100.00	2.89	49.28	1.75	50.72	1.14
313		Vert %	7.90	8.41	8.08	9.16	7.74	7.48
314		Index	100	106	102	116	98	95
315								
316		Unwgted	4740	141	2353	78	2387	63
317	Household Income: \$40,000-	Weighted (000)	20651	698	10068	402	10584	296
318	\$49,999	Horz %	100.00	3.38	48.75	1.95	51.25	1.43
319		Vert %	8.67	10.79	8.77	11.18	8.58	10.29
320		Index	100	124	101	129	99	119
321								
322		Unwgted	4631	141	2090	78	2541	63
323	Household Income: \$30,000-	Weighted (000)	22417	750	10701	400	11716	350
324	\$39,999	Horz %	100.00	3.34	47.74	1.78	52.26	1.56
325		Vert %	9.41	11.59	9.32	11.12	9.49	12.18
326		Index	100	123	99	118	101	129

RAB / GfK MRI FORMAT PROFILE: VARIETY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
2								
327								
328		Unwgted	4429	131	1882	56	2547	75
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	637	10224	261	12416	376
330		Horz %	100.00	2.81	45.16	1.15	54.84	1.66
331		Vert %	9.51	9.84	8.91	7.26	10.06	13.07
332		Index	100	104	94	76	106	137
333								
334		Unwgted	5576	146	2088	56	3488	90
335	Household Income: Under \$20,000	Weighted (000)	32463	894	13056	384	19407	510
336		Horz %	100.00	2.75	40.22	1.18	59.78	1.57
337		Vert %	13.63	13.82	11.38	10.68	15.73	17.74
338		Index	100	101	83	78	115	130
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	54.70	64.90	60.70	57.90	47.10
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	327	6285	190	5408	137
347	Marital Status: Single, Never Married	Weighted (000)	65997	1761	35246	1053	30751	707
348		Horz %	100.00	2.67	53.41	1.60	46.59	1.07
349		Vert %	27.71	27.22	30.71	29.31	24.92	24.60
350		Index	100	98	111	106	90	89
351								
352		Unwgted	24820	616	14100	378	10720	238
353	Marital Status: Currently Married	Weighted (000)	126882	3413	63254	1943	63629	1470
354		Horz %	100.00	2.69	49.85	1.53	50.15	1.16
355		Vert %	53.28	52.77	55.12	54.08	51.57	51.14
356		Index	100	99	103	102	97	96
357								
358		Unwgted	7777	246	3127	114	4650	132
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	996	12849	500	17759	496
360		Horz %	100.00	3.25	41.98	1.63	58.02	1.62
361		Vert %	12.85	15.40	11.20	13.90	14.39	17.26
362		Index	100	120	87	108	112	134
363						*		*
364		Unwgted	3878	70	945	24	2933	46
365	Marital Status: Widowed	Weighted (000)	14666	298	3416	97	11250	201
366		Horz %	100.00	2.03	23.29	0.66	76.71	1.37
367		Vert %	6.16	4.61	2.98	2.70	9.12	7.00
368		Index	100	75	48	44	148	114
369						*		*
370		Unwgted	1983	54	1032	35	951	19
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	302	5384	185	5833	117
372		Horz %	100.00	2.69	48.00	1.65	52.00	1.04
373		Vert %	4.71	4.67	4.69	5.16	4.73	4.05
374		Index	100	99	100	110	100	86
375								*
376	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3313	108	1820	70	1493	38
377		Weighted (000)	20943	674	10281	448	10662	226
378		Horz %	100.00	3.22	49.09	2.14	50.91	1.08
379		Vert %	8.79	10.43	8.96	12.47	8.64	7.88
380	Index	100	119	102	142	98	90	

RAB / GfK MRI FORMAT PROFILE: VARIETY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
2								
381								
382		Unwgted	17843	452	8707	229	9136	223
383	Any Child(ren) Under Age 18	Weighted (000)	94619	2466	42720	1209	51899	1257
384	Living at Home	Horz %	100.00	2.61	45.15	1.28	54.85	1.33
385		Vert %	39.73	38.12	37.22	33.64	42.06	43.73
386		Index	100	96	94	85	106	110
387								
388		Unwgted	7219	181	3511	99	3708	82
389	1 Child Under Age 18	Weighted (000)	38752	997	17649	532	21103	465
390	Currently Living at Home	Horz %	100.00	2.57	45.54	1.37	54.46	1.20
391		Vert %	16.27	15.42	15.38	14.80	17.10	16.19
392		Index	100	95	95	91	105	99
393								
394		Unwgted	6632	163	3312	86	3320	77
395	2 Children Under Age 18	Weighted (000)	33339	839	15370	459	17969	381
396	Currently Living at Home	Horz %	100.00	2.52	46.10	1.38	53.90	1.14
397		Vert %	14.00	12.98	13.39	12.76	14.56	13.24
398		Index	100	93	96	91	104	95
399						*		*
400		Unwgted	2738	67	1283	29	1455	38
401	3 Children Under Age 18	Weighted (000)	14851	353	6431	138	8420	215
402	Currently Living at Home	Horz %	100.00	2.37	43.31	0.93	56.69	1.45
403		Vert %	6.24	5.45	5.60	3.83	6.82	7.47
404		Index	100	87	90	61	109	120
405				*		*		*
406		Unwgted	882	34	427	12	455	22
407	4 Children Under Age 18	Weighted (000)	5223	209	2303	74	2920	135
408	Currently Living at Home	Horz %	100.00	4.01	44.10	1.41	55.90	2.59
409		Vert %	2.19	3.23	2.01	2.06	2.37	4.71
410		Index	100	147	92	94	108	215
411				*		*		*
412		Unwgted	372	7	174	3	198	4
413	5 or More Children Under Age 18	Weighted (000)	2454	68	967	7	1487	61
414	Currently Living at Home	Horz %	100.00	2.75	39.40	0.28	60.60	2.48
415		Vert %	1.03	1.04	0.84	0.19	1.21	2.12
416		Index	100	101	82	18	117	205
417								
418		Unwgted	33340	834	17386	485	15954	349
419	Own Home/Residence	Weighted (000)	157962	4284	76483	2443	81479	1842
420		Horz %	100.00	2.71	48.42	1.55	51.58	1.17
421		Vert %	66.33	66.23	66.64	67.98	66.03	64.05
422		Index	100	100	100	102	100	97
423								
424		Unwgted	14260	408	6787	214	7473	194
425	Rent Home/Residence	Weighted (000)	77153	2076	36837	1114	40316	962
426		Horz %	100.00	2.69	47.75	1.44	52.25	1.25
427		Vert %	32.40	32.09	32.10	31.00	32.67	33.45
428		Index	100	99	99	96	101	103
429				*		*		*
430		Unwgted	568	17	284	7	284	10
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	108	1445	37	1594	72
432		Horz %	100.00	3.56	47.54	1.20	52.46	2.36
433		Vert %	1.28	1.67	1.26	1.02	1.29	2.50
434		Index	100	131	99	80	101	196

RAB / GfK MRI FORMAT PROFILE: VARIETY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
2								
435	Census Region: North East							
436		Unwgt'd	11308	274	5685	155	5623	119
437		Weighted (000)	43253	1045	20622	619	22631	427
438		Horz %	100.00	2.42	47.68	1.43	52.32	0.99
439		Vert %	18.16	16.16	17.97	17.22	18.34	14.84
440	Index	100	89	99	95	101	82	
441	Census Region: South							
442		Unwgt'd	16124	444	8035	234	8089	210
443		Weighted (000)	89346	2666	42766	1459	46580	1207
444		Horz %	100.00	2.98	47.87	1.63	52.13	1.35
445		Vert %	37.52	41.22	37.26	40.60	37.75	41.99
446	Index	100	110	99	108	101	112	
447	Census Region: Midwest							
448		Unwgt'd	10891	204	5544	116	5347	88
449		Weighted (000)	51282	970	24805	540	26477	431
450		Horz %	100.00	1.89	48.37	1.05	51.63	0.84
451		Vert %	21.53	15.00	21.61	15.02	21.46	14.98
452	Index	100	70	100	70	100	70	
453	Census Region: West							
454		Unwgt'd	9845	337	5193	201	4652	136
455		Weighted (000)	54273	1786	26572	976	27701	810
456		Horz %	100.00	3.29	48.96	1.80	51.04	1.49
457		Vert %	22.79	27.62	23.15	27.16	22.45	28.19
458	Index	100	121	102	119	99	124	
459	Census Sub-Region: New England							
460		Unwgt'd	2844	125	1449	69	1395	56
461		Weighted (000)	11320	533	5419	299	5901	235
462		Horz %	100.00	4.71	47.87	2.64	52.13	2.07
463		Vert %	4.75	8.24	4.72	8.31	4.78	8.16
464	Index	100	173	99	175	101	172	
465	Census Sub-Region: Mid Atlantic							
466		Unwgt'd	8464	149	4236	86	4228	63
467		Weighted (000)	31933	512	15203	320	16730	192
468		Horz %	100.00	1.60	47.61	1.00	52.39	0.60
469		Vert %	13.41	7.92	13.25	8.91	13.56	6.69
470	Index	100	59	99	66	101	50	
471	Census Sub-Region: South Atlantic							
472		Unwgt'd	9116	246	4475	128	4641	118
473		Weighted (000)	45960	1343	21872	712	24087	632
474		Horz %	100.00	2.92	47.59	1.55	52.41	1.37
475		Vert %	19.30	20.76	19.06	19.80	19.52	21.97
476	Index	100	108	99	103	101	114	
477	Census Sub-Region: East South Central					*		*
478		Unwgt'd	2066	75	1066	38	1000	37
479		Weighted (000)	14946	540	7248	250	7697	290
480		Horz %	100.00	3.61	48.50	1.68	51.50	1.94
481		Vert %	6.28	8.35	6.32	6.97	6.24	10.07
482	Index	100	133	101	111	99	161	
483	Census Sub-Region: West South Central							
484		Unwgt'd	4942	123	2494	68	2448	55
485		Weighted (000)	28441	783	13646	497	14795	286
486		Horz %	100.00	2.75	47.98	1.75	52.02	1.01
487		Vert %	11.94	12.11	11.89	13.83	11.99	9.95
488	Index	100	101	100	116	100	83	

RAB / GfK MRI FORMAT PROFILE: VARIETY

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2								
489								
490		Unwgted	8456	170	4267	95	4189	75
491	Census Sub-Region: East North Central	Weighted (000)	35650	719	16892	409	18758	311
492		Horz %	100.00	2.02	47.38	1.15	52.62	0.87
493		Vert %	14.97	11.12	14.72	11.38	15.20	10.80
494		Index	100	74	98	76	102	72
495					*		*	
496		Unwgted	2435	34	1277	21	1158	13
497	Census Sub-Region: West North Central	Weighted (000)	15632	251	7913	131	7719	120
498		Horz %	100.00	1.60	50.62	0.84	49.38	0.77
499		Vert %	6.56	3.88	6.90	3.64	6.26	4.17
500		Index	100	59	105	55	95	64
501								
502		Unwgted	2321	86	1229	50	1092	36
503	Census Sub-Region: Mountain	Weighted (000)	16500	594	8176	345	8324	249
504		Horz %	100.00	3.60	49.55	2.09	50.45	1.51
505		Vert %	6.93	9.18	7.12	9.59	6.75	8.67
506		Index	100	133	103	138	97	125
507								
508		Unwgted	7524	251	3964	151	3560	100
509	Census Sub-Region: Pacific	Weighted (000)	37774	1192	18396	631	19378	561
510		Horz %	100.00	3.16	48.70	1.67	51.30	1.49
511		Vert %	15.86	18.44	16.03	17.57	15.70	19.51
512		Index	100	116	101	111	99	123
513								
514		Unwgted	26679	548	13529	322	13150	226
515	County Size: A	Weighted (000)	99155	2068	47699	1165	51456	903
516		Horz %	100.00	2.09	48.11	1.18	51.89	0.91
517		Vert %	41.63	31.97	41.56	32.43	41.70	31.39
518		Index	100	77	100	78	100	75
519								
520		Unwgted	12036	401	6063	211	5973	190
521	County Size: B	Weighted (000)	70767	2218	34009	1276	36758	942
522		Horz %	100.00	3.13	48.06	1.80	51.94	1.33
523		Vert %	29.71	34.28	29.63	35.50	29.79	32.76
524		Index	100	115	100	119	100	110
525								
526		Unwgted	9453	310	4865	173	4588	137
527	County Size: C/D	Weighted (000)	68232	2183	33058	1152	35175	1031
528		Horz %	100.00	3.20	48.45	1.69	51.55	1.51
529		Vert %	28.65	33.75	28.80	32.06	28.51	35.85
530		Index	100	118	101	112	99	125
531								
532		Unwgted	1292	82	710	57	582	25
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	361	2746	247	2374	114
534		Horz %	100.00	7.05	53.63	4.83	46.37	2.22
535		Vert %	2.15	5.58	2.39	6.88	1.92	3.95
536		Index	100	259	111	320	90	184
537								
538		Unwgted	8429	229	3621	104	4808	125
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	1233	16635	524	24144	708
540		Horz %	100.00	3.02	40.79	1.29	59.21	1.74
541		Vert %	17.12	19.06	14.49	14.59	19.57	24.64
542		Index	100	111	85	85	114	144

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2								
543				*		*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	37	715	23	563	14
545		Weighted (000)	7030	156	3657	81	3373	75
546		Horz %	100.00	2.22	52.02	1.15	47.98	1.07
547		Vert %	2.95	2.41	3.19	2.24	2.73	2.63
548		Index	100	82	108	76	93	89
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	11	186	8	203	3
551		Weighted (000)	2075	40	838	27	1237	13
552		Horz %	100.00	1.91	40.41	1.28	59.59	0.63
553		Vert %	0.87	0.61	0.73	0.74	1.00	0.45
554		Index	100	70	84	85	115	52
555								*
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	79	1797	53	1234	26
557		Weighted (000)	8416	292	4632	160	3784	132
558		Horz %	100.00	3.47	55.04	1.90	44.96	1.57
559		Vert %	3.53	4.52	4.04	4.46	3.07	4.59
560		Index	100	128	114	126	87	130
561								*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	89	2871	73	652	16
563		Weighted (000)	12663	424	9964	340	2698	84
564		Horz %	100.00	3.35	78.69	2.68	21.31	0.66
565		Vert %	5.32	6.55	8.68	9.45	2.19	2.93
566		Index	100	123	163	178	41	55
567				*		*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	30	663	22	325	8
569		Weighted (000)	4277	128	2782	89	1494	38
570		Horz %	100.00	2.99	65.06	2.09	34.94	0.90
571		Vert %	1.80	1.97	2.42	2.49	1.21	1.34
572		Index	100	110	135	138	67	74
573								*
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	160	1973	112	1475	48
575		Weighted (000)	16147	749	8900	538	7247	210
576		Horz %	100.00	4.64	55.12	3.33	44.88	1.30
577		Vert %	6.78	11.58	7.76	14.98	5.87	7.32
578		Index	100	171	114	221	87	108
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	208	3987	106	4877	102
581		Weighted (000)	46661	1205	19823	588	26837	617
582		Horz %	100.00	2.58	42.48	1.26	57.52	1.32
583		Vert %	19.59	18.62	17.27	16.35	21.75	21.46
584		Index	100	95	88	83	111	110
585								*
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	81	1569	54	1287	27
587		Weighted (000)	13017	372	7079	245	5938	127
588		Horz %	100.00	2.86	54.38	1.88	45.62	0.97
589		Vert %	5.47	5.75	6.17	6.82	4.81	4.41
590		Index	100	105	113	125	88	81
591								*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	128	2511	86	1270	42
593		Weighted (000)	18048	710	11714	460	6334	251
594		Horz %	100.00	3.94	64.90	2.55	35.10	1.39
595		Vert %	7.58	10.98	10.21	12.79	5.13	8.73
596		Index	100	145	135	169	68	115

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2								
597								*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	83	755	54	687	29
599		Weighted (000)	5709	334	2958	227	2752	108
600		Horz %	100.00	5.86	51.81	3.97	48.19	1.89
601		Vert %	2.40	5.17	2.58	6.31	2.23	3.75
602		Index	100	216	108	263	93	156
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	212	4003	109	4234	103
605		Weighted (000)	46833	1234	21488	649	25345	585
606		Horz %	100.00	2.64	45.88	1.39	54.12	1.25
607		Vert %	19.66	19.08	18.72	18.07	20.54	20.34
608		Index	100	97	95	92	104	103
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	17	147	9	138	8
611		Weighted (000)	1065	83	495	40	570	44
612		Horz %	100.00	7.82	46.46	3.73	53.54	4.09
613		Vert %	0.45	1.29	0.43	1.11	0.46	1.52
614		Index	100	288	96	247	103	339
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	29	264	15	450	14
617		Weighted (000)	3659	158	1332	65	2327	93
618		Horz %	100.00	4.31	36.41	1.78	63.59	2.54
619		Vert %	1.54	2.44	1.16	1.81	1.89	3.23
620		Index	100	159	76	118	123	210
621								
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	133	1107	66	1116	67
623		Weighted (000)	15844	992	7607	475	8236	517
624		Horz %	100.00	6.26	48.01	3.00	51.99	3.27
625		Vert %	6.65	15.34	6.63	13.21	6.68	18.00
626		Index	100	231	100	199	100	271
627						*		*
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	84	1436	38	2233	46
629		Weighted (000)	17141	494	6212	210	10929	284
630		Horz %	100.00	2.88	36.24	1.23	63.76	1.66
631		Vert %	7.20	7.64	5.41	5.85	8.86	9.88
632		Index	100	106	75	81	123	137
633								*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	76	460	55	327	21
635		Weighted (000)	2899	257	1579	194	1320	63
636		Horz %	100.00	8.87	54.47	6.70	45.53	2.17
637		Vert %	1.22	3.98	1.38	5.41	1.07	2.19
638		Index	100	327	113	444	88	180
639						*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	50	515	20	400	30
641		Weighted (000)	7068	400	3599	141	3469	259
642		Horz %	100.00	5.66	50.92	2.00	49.08	3.66
643		Vert %	2.97	6.18	3.14	3.92	2.81	9.01
644		Index	100	208	106	132	95	303
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	239	3816	174	2399	65
647		Weighted (000)	23523	906	14154	660	9369	246
648		Horz %	100.00	3.85	60.17	2.80	39.83	1.05
649		Vert %	9.88	14.00	12.33	18.36	7.59	8.57
650		Index	100	142	125	186	77	87

RAB / GfK MRI FORMAT PROFILE: VARIETY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
2								
651						*		*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	80	952	46	936	34
653		Weighted (000)	9927	406	4669	206	5258	200
654		Horz %	100.00	4.09	47.04	2.07	52.96	2.02
655		Vert %	4.17	6.27	4.07	5.73	4.26	6.96
656		Index	100	151	98	137	102	167
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	162	1372	104	1196	58
659		Weighted (000)	10435	730	5282	453	5153	277
660		Horz %	100.00	7.00	50.62	4.34	49.38	2.66
661		Vert %	4.38	11.29	4.60	12.61	4.18	9.65
662		Index	100	258	105	288	95	220
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	105	1596	53	2353	52
665		Weighted (000)	19990	549	7792	297	12198	252
666		Horz %	100.00	2.75	38.98	1.48	61.02	1.26
667		Vert %	8.39	8.49	6.79	8.26	9.89	8.77
668		Index	100	101	81	98	118	105
669						*		*
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	74	1404	42	1472	32
671		Weighted (000)	15341	474	7412	272	7930	202
672		Horz %	100.00	3.09	48.31	1.77	51.69	1.32
673		Vert %	6.44	7.33	6.46	7.57	6.43	7.03
674		Index	100	114	100	117	100	109
675								*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	138	2680	95	1590	43
677		Weighted (000)	20195	688	12063	476	8132	212
678		Horz %	100.00	3.41	59.73	2.36	40.27	1.05
679		Vert %	8.48	10.64	10.51	13.25	6.59	7.37
680		Index	100	125	124	156	78	87
681				*		*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	22	429	9	733	13
683		Weighted (000)	5686	113	2013	37	3672	76
684		Horz %	100.00	1.99	35.41	0.65	64.59	1.34
685		Vert %	2.39	1.75	1.75	1.03	2.98	2.65
686		Index	100	73	73	43	125	111
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	27	319	15	365	12
689		Weighted (000)	4664	200	2063	122	2601	78
690		Horz %	100.00	4.28	44.23	2.61	55.77	1.67
691		Vert %	1.96	3.09	1.80	3.39	2.11	2.71
692		Index	100	158	92	173	108	138
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	4	129	3	177	1
695		Weighted (000)	1821	16	910	14	911	2
696		Horz %	100.00	0.90	49.96	0.77	50.04	0.12
697		Vert %	0.76	0.25	0.79	0.39	0.74	0.08
698		Index	100	33	104	51	97	10
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	164	2494	87	2807	77
701		Weighted (000)	27306	943	12722	518	14585	425
702		Horz %	100.00	3.45	46.59	1.90	53.41	1.56
703		Vert %	11.47	14.57	11.09	14.40	11.82	14.78
704		Index	100	127	97	126	103	129

RAB / GfK MRI FORMAT PROFILE: VARIETY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
2								
705						*		*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	59	1035	28	1379	31
707		Weighted (000)	10854	267	4643	127	6211	140
708		Horz %	100.00	2.46	42.78	1.17	57.22	1.29
709		Vert %	4.56	4.13	4.05	3.52	5.03	4.88
710		Index	100	91	89	77	110	107
711						*		*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	57	1018	27	1016	30
713		Weighted (000)	12023	398	5724	198	6299	200
714		Horz %	100.00	3.31	47.61	1.65	52.39	1.66
715		Vert %	5.05	6.15	4.99	5.51	5.11	6.96
716		Index	100	122	99	109	101	138
717								
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	1259	706	706	553	553
719		Weighted (000)	6468	6468	3593	3593	2875	2875
720		Horz %	100.00	100.00	55.55	55.55	44.45	44.45
721		Vert %	2.72	100.00	3.13	100.00	2.33	100.00
722		Index	100	3682	115	3682	86	3682
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	1211	20746	681	19359	530
725		Weighted (000)	195910	6184	96272	3453	99638	2731
726		Horz %	100.00	3.16	49.14	1.76	50.86	1.39
727		Vert %	82.26	95.61	83.89	96.10	80.75	94.99
728		Index	100	116	102	117	98	115
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	802	13440	474	11566	328
731		Weighted (000)	118698	3971	60364	2387	58335	1585
732		Horz %	100.00	3.35	50.85	2.01	49.15	1.33
733		Vert %	49.84	61.40	52.60	66.42	47.28	55.11
734		Index	100	123	106	133	95	111
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	609	9422	354	8461	255
737		Weighted (000)	88241	3112	44427	1823	43814	1289
738		Horz %	100.00	3.53	50.35	2.07	49.65	1.46
739		Vert %	37.05	48.11	38.71	50.74	35.51	44.82
740		Index	100	130	104	137	96	121
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	744	11583	436	9900	308
743		Weighted (000)	102780	3876	52607	2261	50173	1615
744		Horz %	100.00	3.77	51.18	2.20	48.82	1.57
745		Vert %	43.16	59.93	45.84	62.93	40.66	56.18
746		Index	100	139	106	146	94	130
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	278	3947	157	3353	121
749		Weighted (000)	36869	1518	19177	820	17692	698
750		Horz %	100.00	4.12	52.01	2.22	47.99	1.89
751		Vert %	15.48	23.47	16.71	22.83	14.34	24.27
752		Index	100	152	108	147	93	157
753								*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	96	1456	55	907	41
755		Weighted (000)	12089	481	7351	285	4738	196
756		Horz %	100.00	3.98	60.81	2.36	39.19	1.62
757		Vert %	5.08	7.43	6.41	7.93	3.84	6.81
758		Index	100	146	126	156	76	134

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

RAB / GfK MRI FORMAT PROFILE: VARIETY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
2								
759								
760		Unwgted	15477	578	8106	334	7371	244
761	Radio Daypart Cumes:	Weighted (000)	74270	2753	37528	1610	36742	1143
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	3.71	50.53	2.17	49.47	1.54
763		Vert %	31.19	42.56	32.70	44.81	29.78	39.74
764		Index	100	136	105	144	95	127
765								
766		Unwgted	21457	706	10719	397	10738	309
767	Radio Daypart Cumes:	Weighted (000)	102778	3591	48768	2064	54011	1527
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	3.49	47.45	2.01	52.55	1.49
769		Vert %	43.16	55.52	42.49	57.44	43.77	53.13
770		Index	100	129	98	133	101	123
771								
772		Unwgted	16141	591	8215	331	7926	260
773	Radio Daypart Cumes:	Weighted (000)	79854	3107	38468	1728	41386	1380
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	3.89	48.17	2.16	51.83	1.73
775		Vert %	33.53	48.04	33.52	48.08	33.54	47.99
776		Index	100	143	100	143	100	143
777								
778		Unwgted	7721	299	4043	161	3678	138
779	Radio Daypart Cumes:	Weighted (000)	38919	1470	19420	780	19499	691
780	Weekend 7:00 pm - Midnight	Horz %	100.00	3.78	49.90	2.00	50.10	1.77
781		Vert %	16.34	22.73	16.92	21.70	15.80	24.02
782		Index	100	139	104	133	97	147
783						*		*
784		Unwgted	1911	73	1118	39	793	34
785	Radio Daypart Cumes:	Weighted (000)	9972	359	5625	196	4346	162
786	Weekend Midnight - 6:00 am	Horz %	100.00	3.60	56.41	1.97	43.59	1.63
787		Vert %	4.19	5.55	4.90	5.47	3.52	5.65
788		Index	100	133	117	131	84	135
789								
790		Unwgted	12646	491	5791	255	6855	236
791	Where Listen to Radio on	Weighted (000)	61519	2414	27333	1196	34186	1218
792	Typical Weekday: Home	Horz %	100.00	3.92	44.43	1.94	55.57	1.98
793		Vert %	25.83	37.32	23.82	33.27	27.71	42.38
794		Index	100	144	92	129	107	164
795								
796		Unwgted	36747	1042	18963	577	17784	465
797	Where Listen to Radio on	Weighted (000)	177653	5359	86450	2958	91203	2400
798	Typical Weekday: Car	Horz %	100.00	3.02	48.66	1.67	51.34	1.35
799		Vert %	74.60	82.84	75.33	82.33	73.92	83.48
800		Index	100	111	101	110	99	112
801								
802		Unwgted	5605	185	3421	134	2184	51
803	Where Listen to Radio on	Weighted (000)	29068	946	16938	684	12131	262
804	Typical Weekday: Work	Horz %	100.00	3.25	58.27	2.35	41.73	0.90
805		Vert %	12.21	14.62	14.76	19.03	9.83	9.11
806		Index	100	120	121	156	81	75
807				*		*		*
808		Unwgted	985	20	550	13	435	7
809	Where Listen to Radio on	Weighted (000)	5269	142	2888	110	2380	32
810	Typical Weekday: Place Other Than Home, Car, Work	Horz %	100.00	2.69	54.82	2.08	45.18	0.61
811		Vert %	2.21	2.19	2.52	3.05	1.93	1.13
812		Index	100	99	114	138	87	51

RAB / GfK MRI FORMAT PROFILE: VARIETY

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1			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
2								
813								
814		Unwgted	14284	560	6807	307	7477	253
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	2713	31782	1448	37401	1265
816		Horz %	100.00	3.92	45.94	2.09	54.06	1.83
817		Vert %	29.05	41.94	27.69	40.30	30.31	44.00
818		Index	100	144	95	139	104	151
819								
820		Unwgted	33644	941	17193	515	16451	426
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	4652	78252	2498	84188	2153
822		Horz %	100.00	2.86	48.17	1.54	51.83	1.33
823		Vert %	68.21	71.91	68.18	69.53	68.23	74.89
824		Index	100	105	100	102	100	110
825							*	*
826		Unwgted	1927	68	1266	49	661	19
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	347	6599	252	3821	95
828		Horz %	100.00	3.33	63.33	2.42	36.67	0.92
829		Vert %	4.38	5.37	5.75	7.00	3.10	3.32
830		Index	100	123	131	160	71	76
831					*		*	*
832		Unwgted	957	25	546	16	411	9
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	151	3017	116	2397	36
834		Horz %	100.00	2.79	55.73	2.13	44.27	0.66
835		Vert %	2.27	2.34	2.63	3.22	1.94	1.24
836		Index	100	103	116	141	85	55
837								
838		Unwgted	9766	365	5971	240	3795	125
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	1726	23093	1060	16294	666
840		Horz %	100.00	4.38	58.63	2.69	41.37	1.69
841		Vert %	16.54	26.69	20.12	29.51	13.21	23.16
842		Index	100	161	122	178	80	140
843								
844		Unwgted	36381	1231	18453	691	17928	540
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	6301	87796	3506	94145	2794
846		Horz %	100.00	3.46	48.26	1.93	51.74	1.54
847		Vert %	76.40	97.41	76.50	97.58	76.30	97.19
848		Index	100	128	100	128	100	127
849								
850		Unwgted	39530	1259	20284	706	19246	553
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	6468	94677	3593	99607	2875
852		Horz %	100.00	3.33	48.73	1.85	51.27	1.48
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855								
856		Unwgted	6338	88	3528	52	2810	36
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	413	14032	240	13682	173
858		Horz %	100.00	1.49	50.63	0.87	49.37	0.62
859		Vert %	11.64	6.38	12.23	6.69	11.09	6.00
860		Index	100	55	105	57	95	52
861								
862		Unwgted	8685	149	4748	87	3937	62
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	736	19203	418	20006	319
864		Horz %	100.00	1.88	48.98	1.06	51.02	0.81
865		Vert %	16.46	11.38	16.73	11.62	16.21	11.08
866		Index	100	69	102	71	98	67

RAB / GfK MRI FORMAT PROFILE: VARIETY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	284	6842	174	5833	110
869		Weighted (000)	60478	1440	29974	866	30504	575
870		Horz %	100.00	2.38	49.56	1.43	50.44	0.95
871		Vert %	25.39	22.27	26.12	24.09	24.72	20.00
872		Index	100	88	103	95	97	79
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	288	6301	186	4930	102
875		Weighted (000)	56535	1487	28911	948	27624	539
876		Horz %	100.00	2.63	51.14	1.68	48.86	0.95
877		Vert %	23.74	22.99	25.19	26.38	22.39	18.75
878		Index	100	97	106	111	94	79
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	286	4209	172	2985	114
881		Weighted (000)	34638	1449	19095	931	15543	518
882		Horz %	100.00	4.18	55.13	2.69	44.87	1.50
883		Vert %	14.54	22.41	16.64	25.91	12.60	18.03
884		Index	100	154	114	178	87	124
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	364	6076	220	5127	144
887		Weighted (000)	54650	1788	28025	1090	26625	698
888		Horz %	100.00	3.27	51.28	2.00	48.72	1.28
889		Vert %	22.95	27.64	24.42	30.34	21.58	24.27
890		Index	100	120	106	132	94	106
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	464	7625	270	6345	194
893		Weighted (000)	68093	2304	34986	1375	33107	929
894		Horz %	100.00	3.38	51.38	2.02	48.62	1.36
895		Vert %	28.59	35.62	30.48	38.26	26.83	32.32
896		Index	100	125	107	134	94	113
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	160	2072	105	1493	55
899		Weighted (000)	16453	739	9050	526	7404	212
900		Horz %	100.00	4.49	55.00	3.20	45.00	1.29
901		Vert %	6.91	11.42	7.89	14.65	6.00	7.38
902		Index	100	165	114	212	87	107
903								
904	Downloaded Music - Past Month	Unwgted	10771	320	5842	179	4929	141
905		Weighted (000)	55635	1829	28526	1014	27109	815
906		Horz %	100.00	3.29	51.27	1.82	48.73	1.47
907		Vert %	23.36	28.28	24.86	28.22	21.97	28.36
908		Index	100	121	106	121	94	121
909								*
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	87	1374	59	741	28
911		Weighted (000)	9292	495	5804	308	3488	187
912		Horz %	100.00	5.33	62.46	3.31	37.54	2.02
913		Vert %	3.90	7.65	5.06	8.56	2.83	6.52
914		Index	100	196	130	219	72	167
915						*		*
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	62	1255	37	1221	25
917		Weighted (000)	12781	434	6091	267	6690	167
918		Horz %	100.00	3.40	47.66	2.09	52.34	1.31
919		Vert %	5.37	6.72	5.31	7.43	5.42	5.82
920		Index	100	125	99	139	101	108

RAB / GfK MRI FORMAT PROFILE: VARIETY

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2								
921								
922		Unwgted	6881	189	3642	113	3239	76
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	1086	16078	630	16393	455
924		Horz %	100.00	3.34	49.51	1.94	50.49	1.40
925		Vert %	13.63	16.78	14.01	17.54	13.29	15.84
926		Index	100	123	103	129	97	116
927								
928		Unwgted	9499	299	4700	146	4799	153
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	1703	22377	835	25926	868
930		Horz %	100.00	3.53	46.33	1.73	53.67	1.80
931		Vert %	20.28	26.33	19.50	23.24	21.01	30.20
932		Index	100	130	96	115	104	149
933						*		*
934		Unwgted	2160	69	1248	45	912	24
935	Visited Spotify.com - Past Month	Weighted (000)	10770	363	5929	226	4841	137
936		Horz %	100.00	3.37	55.05	2.10	44.95	1.27
937		Vert %	4.52	5.62	5.17	6.30	3.92	4.77
938		Index	100	124	114	139	87	105
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	454	8481	249	8257	205
941		Weighted (000)	83979	2408	40117	1246	43862	1162
942		Horz %	100.00	2.87	47.77	1.48	52.23	1.38
943		Vert %	35.26	37.22	34.96	34.67	35.55	40.42
944		Index	100	106	99	98	101	115
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	372	7079	215	6513	157
947		Weighted (000)	67996	2024	33168	1133	34828	891
948		Horz %	100.00	2.98	48.78	1.67	51.22	1.31
949		Vert %	28.55	31.29	28.90	31.54	28.23	30.99
950		Index	100	110	101	110	99	109
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	456	8682	256	8300	200
953		Weighted (000)	84461	2335	40721	1248	43740	1087
954		Horz %	100.00	2.76	48.21	1.48	51.79	1.29
955		Vert %	35.46	36.10	35.48	34.72	35.45	37.82
956		Index	100	102	100	98	100	107
957								
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	362	7052	215	6258	147
959		Weighted (000)	67825	1996	33599	1156	34226	840
960		Horz %	100.00	2.94	49.54	1.70	50.46	1.24
961		Vert %	28.48	30.86	29.28	32.18	27.74	29.21
962		Index	100	108	103	113	97	103
963								
964		Unwgted	39310	1013	19854	565	19456	448
965	TV Dayparts: Total Week Prime Time Cume Audience	Weighted (000)	191753	5303	91658	2916	100095	2387
966		Horz %	100.00	2.77	47.80	1.52	52.20	1.24
967		Vert %	80.52	81.98	79.87	81.15	81.12	83.03
968		Index	100	102	99	101	101	103
969								
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	792	15784	442	15579	350
971		Weighted (000)	151527	4099	72027	2238	79500	1860
972		Horz %	100.00	2.70	47.53	1.48	52.47	1.23
973		Vert %	63.63	63.36	62.76	62.30	64.43	64.70
974		Index	100	100	99	98	101	102

RAB / GfK MRI FORMAT PROFILE: VARIETY

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2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	693	13766	388	13303	305
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	3606	63885	1972	67474	1634
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	2.74	48.63	1.50	51.37	1.24
979	(Central/Mountain)	Vert %	55.16	55.75	55.67	54.88	54.68	56.83
980		Index	100	101	101	99	99	103
981								
982	TV Dayparts: Prime Time	Unwgted	31508	808	15957	446	15551	362
983	Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific),	Weighted (000)	152474	4250	73082	2311	79393	1939
984	6:00-10:00 pm	Horz %	100.00	2.79	47.93	1.52	52.07	1.27
985	(Central/Mountain)	Vert %	64.02	65.70	63.68	64.32	64.34	67.43
986		Index	100	103	99	100	101	105
987								
988	TV Dayparts: Weekdays	Unwgted	13670	285	6126	140	7544	145
989	Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am-	Weighted (000)	72627	1555	30958	771	41669	784
990	3:00 pm (Central/Mountain)	Horz %	100.00	2.14	42.63	1.06	57.37	1.08
991		Vert %	30.50	24.04	26.98	21.47	33.77	27.26
992		Index	100	79	88	70	111	89
993								
994	TV Dayparts: Weekdays	Unwgted	24527	594	12354	340	12173	254
995	Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-	Weighted (000)	122242	3229	57750	1775	64492	1454
996	6:30 pm (Central/Mountain)	Horz %	100.00	2.64	47.24	1.45	52.76	1.19
997		Vert %	51.33	49.92	50.32	49.39	52.27	50.58
998		Index	100	97	98	96	102	99
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	197	4197	111	3834	86
1001	Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific)	Weighted (000)	40564	1068	20501	643	20063	426
1002	10:30 pm-Midnight	Horz %	100.00	2.63	50.54	1.58	49.46	1.05
1003	(Central/Mountain)	Vert %	17.03	16.51	17.86	17.88	16.26	14.80
1004		Index	100	97	105	105	95	87
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	481	10227	278	9674	203
1007	Children's Shows Cume	Weighted (000)	98456	2597	48277	1407	50179	1191
1008	Audience: Saturday-Sunday	Horz %	100.00	2.64	49.03	1.43	50.97	1.21
1009	Morning	Vert %	41.34	40.16	42.07	39.14	40.67	41.42
1010		Index	100	97	102	95	98	100
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	584	13227	353	11139	231
1013	Cume Audience: Saturday-	Weighted (000)	120692	3333	61780	1988	58912	1344
1014	Sunday Afternoon	Horz %	100.00	2.76	51.19	1.65	48.81	1.11
1015		Vert %	50.68	51.52	53.83	55.33	47.74	46.76
1016		Index	100	102	106	109	94	92
1017								*
1018		Unwgted	2498	82	1497	56	1001	26
1019	Downloaded a TV Program -	Weighted (000)	12342	407	7184	306	5158	102
1020	Past Month	Horz %	100.00	3.30	58.21	2.48	41.79	0.82
1021		Vert %	5.18	6.29	6.26	8.50	4.18	3.53
1022		Index	100	121	121	164	81	68
1023								
1024		Unwgted	8118	244	4404	147	3714	97
1025	Watched a TV Program Online	Weighted (000)	39203	1291	19922	784	19281	507
1026	- Past Month	Horz %	100.00	3.29	50.82	2.00	49.18	1.29
1027		Vert %	16.46	19.96	17.36	21.83	15.63	17.62
1028		Index	100	121	105	133	95	107

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2								
1029								
1030		Unwgted	10544	320	5205	200	5339	120
1031	Visited a TV Network or TV	Weighted (000)	50236	1638	23290	993	26946	645
1032	Show's Web Site - Past Month	Horz %	100.00	3.26	46.36	1.98	53.64	1.28
1033		Vert %	21.09	25.33	20.29	27.64	21.84	22.43
1034		Index	100	120	96	131	104	106
1035								
1036		Unwgted	5568	166	3052	97	2516	69
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	894	13083	505	12414	389
1038		Horz %	100.00	3.51	51.31	1.98	48.69	1.53
1039		Vert %	10.71	13.82	11.40	14.05	10.06	13.53
1040		Index	100	129	106	131	94	126
1041								
1042		Unwgted	23815	565	11641	327	12174	238
1043	Household Subscribes to Cable TV	Weighted (000)	113098	2706	52487	1564	60611	1142
1044		Horz %	100.00	2.39	46.41	1.38	53.59	1.01
1045		Vert %	47.49	41.83	45.73	43.52	49.12	39.71
1046		Index	100	88	96	92	103	84
1047								
1048		Unwgted	40083	957	20313	537	19770	420
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	4898	93321	2687	101872	2211
1050		Horz %	100.00	2.51	47.81	1.38	52.19	1.13
1051		Vert %	81.96	75.72	81.31	74.76	82.56	76.91
1052		Index	100	92	99	91	101	94
1053								
1054		Unwgted	38774	928	19682	526	19092	402
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	4811	90255	2662	98509	2149
1056		Horz %	100.00	2.55	47.81	1.41	52.19	1.14
1057		Vert %	79.26	74.38	78.64	74.09	79.84	74.75
1058		Index	100	94	99	93	101	94
1059								
1060		Unwgted	29145	698	15363	404	13782	294
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	3838	71157	2193	72174	1645
1062		Horz %	100.00	2.68	49.65	1.53	50.35	1.15
1063		Vert %	60.18	59.33	62.00	61.03	58.49	57.21
1064		Index	100	99	103	101	97	95
1065								
1066		Unwgted	16614	420	9062	238	7552	182
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	2248	40068	1216	38489	1032
1068		Horz %	100.00	2.86	51.00	1.55	49.00	1.31
1069		Vert %	32.99	34.75	34.91	33.84	31.19	35.88
1070		Index	100	105	106	103	95	109
1071								
1072		Unwgted	6367	142	3495	80	2872	62
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	707	15494	443	14668	265
1074		Horz %	100.00	2.35	51.37	1.47	48.63	0.88
1075		Vert %	12.66	10.94	13.50	12.32	11.89	9.22
1076		Index	100	86	107	97	94	73
1077								
1078		Unwgted	13594	320	6858	172	6736	148
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	1486	27260	778	31584	708
1080		Horz %	100.00	2.53	46.33	1.32	53.67	1.20
1081		Vert %	24.71	22.97	23.75	21.65	25.60	24.63
1082		Index	100	93	96	88	104	100

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2								
1083								
1084		Unwgted	10960	287	5902	150	5058	137
1085	Household Has a Satellite Dish	Weighted (000)	63040	1776	31481	872	31559	904
1086		Horz %	100.00	2.82	49.94	1.38	50.06	1.43
1087		Vert %	26.47	27.45	27.43	24.26	25.58	31.44
1088		Index	100	104	104	92	97	119
1089								
1090		Unwgted	24143	535	12572	302	11571	233
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	2698	55528	1494	59595	1204
1092		Horz %	100.00	2.34	48.23	1.30	51.77	1.05
1093		Vert %	48.34	41.71	48.38	41.57	48.30	41.88
1094		Index	100	86	100	86	100	87
1095								
1096		Unwgted	41061	1113	20873	622	20188	491
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	5581	94592	3088	103386	2493
1098		Horz %	100.00	2.82	47.78	1.56	52.22	1.26
1099		Vert %	83.13	86.28	82.42	85.93	83.79	86.71
1100		Index	100	104	99	103	101	104
1101								
1102		Unwgted	13895	366	6586	191	7309	175
1103	Played Games Online - Past Month	Weighted (000)	73492	2063	34103	1113	39389	949
1104		Horz %	100.00	2.81	46.40	1.52	53.60	1.29
1105		Vert %	30.86	31.89	29.72	30.99	31.92	33.02
1106		Index	100	103	96	100	103	107
1107								
1108		Unwgted	5057	131	3031	79	2026	52
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	811	16227	478	11709	333
1110		Horz %	100.00	2.90	58.09	1.71	41.91	1.19
1111		Vert %	11.73	12.54	14.14	13.29	9.49	11.60
1112		Index	100	107	121	113	81	99
1113								*
1114		Unwgted	3934	136	2481	90	1453	46
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	777	11541	554	7765	223
1116		Horz %	100.00	4.03	59.78	2.87	40.22	1.16
1117		Vert %	8.11	12.01	10.06	15.42	6.29	7.76
1118		Index	100	148	124	190	78	96
1119								
1120		Unwgted	8746	269	5192	179	3554	90
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	1472	24810	999	19120	473
1122		Horz %	100.00	3.35	56.48	2.27	43.52	1.08
1123		Vert %	18.45	22.76	21.62	27.80	15.50	16.46
1124		Index	100	123	117	151	84	89
1125								
1126		Unwgted	8001	293	4894	195	3107	98
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	1482	23059	1013	15840	469
1128		Horz %	100.00	3.81	59.28	2.60	40.72	1.21
1129		Vert %	16.33	22.91	20.09	28.19	12.84	16.31
1130		Index	100	140	123	173	79	100
1131						*		*
1132		Unwgted	2267	72	1300	44	967	28
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	359	6393	248	5078	112
1134		Horz %	100.00	3.13	55.73	2.16	44.27	0.97
1135		Vert %	4.82	5.55	5.57	6.89	4.12	3.88
1136		Index	100	115	116	143	85	81

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2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	990	18316	548	18317	442
1139		Weighted (000)	171151	4865	79258	2669	91893	2196
1140		Horz %	100.00	2.84	46.31	1.56	53.69	1.28
1141		Vert %	71.87	75.22	69.06	74.28	74.47	76.38
1142		Index	100	105	96	103	104	106
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	678	11627	364	12713	314
1145		Weighted (000)	124814	3670	55745	1921	69070	1749
1146		Horz %	100.00	2.94	44.66	1.54	55.34	1.40
1147		Vert %	52.41	56.73	48.57	53.46	55.98	60.82
1148		Index	100	108	93	102	107	116
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	218	3275	138	3071	80
1151		Weighted (000)	30027	1132	14151	698	15876	434
1152		Horz %	100.00	3.77	47.13	2.33	52.87	1.45
1153		Vert %	12.61	17.51	12.33	19.44	12.87	15.09
1154		Index	100	139	98	154	102	120
1155	Wrote an Online Blog - Past Month					*		*
1156		Unwgted	1391	50	728	28	663	22
1157		Weighted (000)	6899	296	3295	157	3604	139
1158		Horz %	100.00	4.30	47.76	2.28	52.24	2.02
1159		Vert %	2.90	4.58	2.87	4.38	2.92	4.84
1160		Index	100	158	99	151	101	167
1161	Uploaded or Added Video to a Web Site - Past Month							
1162		Unwgted	3450	122	1785	66	1665	56
1163		Weighted (000)	17397	710	8470	393	8927	318
1164		Horz %	100.00	4.08	48.69	2.26	51.31	1.83
1165		Vert %	7.30	10.98	7.38	10.93	7.23	11.04
1166		Index	100	150	101	150	99	151
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	942	16879	523	17268	419
1169		Weighted (000)	168726	4838	78135	2601	90591	2238
1170		Horz %	100.00	2.87	46.31	1.54	53.69	1.33
1171		Vert %	70.85	74.80	68.08	72.37	73.42	77.83
1172		Index	100	106	96	102	104	110
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	746	12472	386	14791	360
1175		Weighted (000)	138263	3974	59501	2016	78762	1958
1176		Horz %	100.00	2.87	43.03	1.46	56.97	1.42
1177		Vert %	58.06	61.44	51.85	56.10	63.83	68.11
1178		Index	100	106	89	97	110	117
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	14	193	5	184	9
1181		Weighted (000)	1812	108	903	63	909	45
1182		Horz %	100.00	5.97	49.84	3.47	50.16	2.50
1183		Vert %	0.76	1.67	0.79	1.75	0.74	1.58
1184		Index	100	220	103	230	97	207
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	236	3867	118	3983	118
1187		Weighted (000)	38984	1236	18160	566	20824	669
1188		Horz %	100.00	3.17	46.58	1.45	53.42	1.72
1189		Vert %	16.37	19.10	15.82	15.76	16.88	23.28
1190		Index	100	117	97	96	103	142

RAB / GfK MRI FORMAT PROFILE: VARIETY

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Variety Formats (Monday-Sunday 24-Hour Cume)
1								
2								
1191								
1192		Unwgted	7474	199	4269	129	3205	70
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	997	15641	637	13163	360
1194		Horz %	100.00	3.46	54.30	2.21	45.70	1.25
1195		Vert %	12.09	15.41	13.63	17.72	10.67	12.52
1196		Index	100	127	113	147	88	103
1197								
1198		Unwgted	7044	197	1340	54	5704	143
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	1090	6285	308	31253	782
1200		Horz %	100.00	2.90	16.74	0.82	83.26	2.08
1201		Vert %	15.76	16.84	5.48	8.57	25.33	27.18
1202		Index	100	107	35	54	161	172
1203								
1204		Unwgted	1723	74	1010	51	713	23
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	438	4736	270	4399	168
1206		Horz %	100.00	4.80	51.84	2.96	48.16	1.84
1207		Vert %	3.84	6.78	4.13	7.51	3.56	5.86
1208		Index	100	177	108	196	93	153
1209								
1210		Unwgted	5641	135	3159	92	2482	43
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	756	15361	540	13628	216
1212		Horz %	100.00	2.61	52.99	1.86	47.01	0.75
1213		Vert %	12.17	11.69	13.38	15.03	11.04	7.52
1214		Index	100	96	110	124	91	62
1215								
1216		Unwgted	3125	118	1605	62	1520	56
1217	Accessed Yelp - Past Month	Weighted (000)	12195	536	5827	269	6368	268
1218		Horz %	100.00	4.40	47.78	2.20	52.22	2.19
1219		Vert %	5.12	8.29	5.08	7.48	5.16	9.31
1220		Index	100	162	99	146	101	182
1221								
1222		Unwgted	23106	697	12543	409	10563	288
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	3549	58760	2044	56062	1505
1224		Horz %	100.00	3.09	51.17	1.78	48.83	1.31
1225		Vert %	48.21	54.87	51.20	56.89	45.44	52.36
1226		Index	100	114	106	118	94	109
1227								
1228		Unwgted	16414	438	6547	227	9867	211
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	2362	31182	1229	53159	1133
1230		Horz %	100.00	2.80	36.97	1.46	63.03	1.34
1231		Vert %	35.41	36.52	27.17	34.21	43.08	39.41
1232		Index	100	103	77	97	122	111
1233								
1234		Unwgted	7779	210	3383	112	4396	98
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	1169	16898	667	24779	501
1236		Horz %	100.00	2.80	40.55	1.60	59.45	1.20
1237		Vert %	17.50	18.07	14.72	18.57	20.08	17.44
1238		Index	100	103	84	106	115	100
1239								
1240		Unwgted	4897	151	2376	83	2521	68
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	767	10534	436	13253	332
1242		Horz %	100.00	3.23	44.28	1.83	55.72	1.39
1243		Vert %	9.99	11.86	9.18	12.13	10.74	11.53
1244		Index	100	119	92	121	108	115

RAB / GfK MRI FORMAT PROFILE: VARIETY

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2								
1245								*
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgt'd	4724	110	2291	67	2433	43
1247		Weighted (000)	22158	479	9847	250	12311	229
1248		Horz %	100.00	2.16	44.44	1.13	55.56	1.03
1249		Vert %	9.30	7.41	8.58	6.96	9.98	7.96
1250		Index	100	80	92	75	107	86
1251								
1252	Watched a Video on Social Network - Past Month	Unwgt'd	19760	585	10573	345	9187	240
1253		Weighted (000)	99513	2938	50394	1731	49119	1207
1254		Horz %	100.00	2.95	50.64	1.74	49.36	1.21
1255		Vert %	41.78	45.42	43.91	48.17	39.81	41.99
1256		Index	100	109	105	115	95	100
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	36659	975	18496	537	18163	438
1259		Weighted (000)	181288	5005	85841	2733	95447	2272
1260		Horz %	100.00	2.76	47.35	1.51	52.65	1.25
1261		Vert %	76.12	77.38	74.80	76.06	77.35	79.03
1262		Index	100	102	98	100	102	104
1263								
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15338	413	7718	219	7620	194
1265		Weighted (000)	76191	2195	35752	1219	40439	976
1266		Horz %	100.00	2.88	46.92	1.60	53.08	1.28
1267		Vert %	31.99	33.93	31.15	33.92	32.77	33.94
1268		Index	100	106	97	106	102	106
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15123	411	7469	210	7654	201
1271		Weighted (000)	76014	2231	34445	1190	41569	1041
1272		Horz %	100.00	2.94	45.31	1.57	54.69	1.37
1273		Vert %	31.92	34.49	30.01	33.12	33.69	36.21
1274		Index	100	108	94	104	106	113
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19678	520	10415	293	9263	227
1277		Weighted (000)	100588	2852	49831	1582	50757	1270
1278		Horz %	100.00	2.84	49.54	1.57	50.46	1.26
1279		Vert %	42.24	44.10	43.42	44.02	41.14	44.19
1280		Index	100	104	103	104	97	105
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	14369	364	7019	189	7350	175
1283		Weighted (000)	75338	2113	34629	1123	40709	989
1284		Horz %	100.00	2.80	45.96	1.49	54.04	1.31
1285		Vert %	31.63	32.66	30.17	31.27	32.99	34.41
1286		Index	100	103	95	99	104	109
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	8472	231	4888	134	3584	97
1289		Weighted (000)	43183	1290	23745	781	19438	509
1290		Horz %	100.00	2.99	54.99	1.81	45.01	1.18
1291		Vert %	18.13	19.95	20.69	21.73	15.75	17.72
1292		Index	100	110	114	120	87	98
1293								
1294	Used a Mobile "App" - Past Month	Unwgt'd	21576	533	11334	291	10242	242
1295		Weighted (000)	104133	2840	51075	1552	53058	1288
1296		Horz %	100.00	2.73	49.05	1.49	50.95	1.24
1297		Vert %	43.72	43.90	44.50	43.18	43.00	44.80
1298		Index	100	100	102	99	98	102

RAB / GfK MRI FORMAT PROFILE: VARIETY

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2								
1299								
1300		Unwgted	12940	365	6843	222	6097	143
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	1750	28496	1019	29500	731
1302		Horz %	100.00	3.02	49.13	1.76	50.87	1.26
1303		Vert %	24.35	27.05	24.83	28.35	23.91	25.43
1304		Index	100	111	102	116	98	104
1305								
1306		Unwgted	16613	454	8096	267	8517	187
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	2129	34285	1237	41722	891
1308		Horz %	100.00	2.80	45.11	1.63	54.89	1.17
1309		Vert %	31.91	32.91	29.87	34.43	33.81	31.01
1310		Index	100	103	94	108	106	97
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	540	9640	336	8065	204
1313		Weighted (000)	81230	2696	40943	1639	40287	1057
1314		Horz %	100.00	3.32	50.40	2.02	49.60	1.30
1315		Vert %	34.11	41.68	35.68	45.62	32.65	36.77
1316		Index	100	122	105	134	96	108
1317								
1318	Read Classified Advertising in Weekday Newspaper	Unwgted	4358	132	2029	74	2329	58
1319		Weighted (000)	23842	709	10416	331	13426	378
1320		Horz %	100.00	2.97	43.69	1.39	56.31	1.59
1321		Vert %	10.01	10.96	9.08	9.21	10.88	13.15
1322		Index	100	109	91	92	109	131
1323								
1324	Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	4622	121	2188	71	2434	50
1325		Weighted (000)	24456	559	10413	343	14042	216
1326		Horz %	100.00	2.28	42.58	1.40	57.42	0.88
1327		Vert %	10.27	8.64	9.07	9.54	11.38	7.51
1328		Index	100	84	88	93	111	73
1329								*
1330	Read Advertisements in Weekday Newspaper	Unwgted	4402	113	2006	69	2396	44
1331		Weighted (000)	20842	532	8818	279	12024	253
1332		Horz %	100.00	2.55	42.31	1.34	57.69	1.21
1333		Vert %	8.75	8.22	7.68	7.75	9.74	8.81
1334		Index	100	94	88	89	111	101
1335								
1336	Read Advertisements in Sunday/Weekend Newspaper	Unwgted	5602	133	2434	71	3168	62
1337		Weighted (000)	26380	585	10486	296	15893	289
1338		Horz %	100.00	2.22	39.75	1.12	60.25	1.09
1339		Vert %	11.08	9.04	9.14	8.24	12.88	10.04
1340		Index	100	82	82	74	116	91
1341								
1342	Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5931	156	2398	78	3533	78
1343		Weighted (000)	27570	707	10182	302	17387	406
1344		Horz %	100.00	2.57	36.93	1.09	63.07	1.47
1345		Vert %	11.58	10.93	8.87	8.40	14.09	14.11
1346		Index	100	94	77	73	122	122
1347								
1348	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	8893	229	3392	105	5501	124
1349		Weighted (000)	40167	1045	13703	478	26465	567
1350		Horz %	100.00	2.60	34.11	1.19	65.89	1.41
1351		Vert %	16.87	16.16	11.94	13.30	21.45	19.73
1352		Index	100	96	71	79	127	117

RAB / GfK MRI FORMAT PROFILE: VARIETY

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1								
2								
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	118	2457	61	2541	57
1355		Weighted (000)	23988	563	11131	298	12857	265
1356		Horz %	100.00	2.35	46.40	1.24	53.60	1.10
1357		Vert %	10.07	8.70	9.70	8.28	10.42	9.22
1358		Index	100	86	96	82	103	92
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	303	5749	169	6532	134
1361		Weighted (000)	58527	1565	25759	832	32768	733
1362		Horz %	100.00	2.67	44.01	1.42	55.99	1.25
1363		Vert %	24.58	24.20	22.45	23.15	26.56	25.51
1364		Index	100	98	91	94	108	104
1365								
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	109	1705	56	2000	53
1367		Weighted (000)	18217	528	8219	311	9999	217
1368		Horz %	100.00	2.90	45.12	1.71	54.88	1.19
1369		Vert %	7.65	8.16	7.16	8.65	8.10	7.54
1370		Index	100	107	94	113	106	99
1371						*		
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	84	1208	31	1601	53
1373		Weighted (000)	13935	446	5376	166	8559	280
1374		Horz %	100.00	3.20	38.58	1.19	61.42	2.01
1375		Vert %	5.85	6.90	4.68	4.62	6.94	9.75
1376		Index	100	118	80	79	119	167
1377								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	173	2655	78	3313	95
1379		Weighted (000)	29277	871	12298	419	16979	451
1380		Horz %	100.00	2.97	42.00	1.43	58.00	1.54
1381		Vert %	12.29	13.46	10.72	11.67	13.76	15.70
1382		Index	100	109	87	95	112	128
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	108	1294	52	1754	56
1385		Weighted (000)	15175	569	5992	290	9183	279
1386		Horz %	100.00	3.75	39.49	1.91	60.51	1.84
1387		Vert %	6.37	8.80	5.22	8.06	7.44	9.71
1388		Index	100	138	82	127	117	152
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	274	4858	160	4243	114
1391		Weighted (000)	46255	1637	23425	994	22830	643
1392		Horz %	100.00	3.54	50.64	2.15	49.36	1.39
1393		Vert %	19.42	25.30	20.41	27.66	18.50	22.37
1394		Index	100	130	105	142	95	115
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	171	3127	99	2794	72
1397		Weighted (000)	30253	1071	14939	647	15314	424
1398		Horz %	100.00	3.54	49.38	2.14	50.62	1.40
1399		Vert %	12.70	16.56	13.02	18.01	12.41	14.74
1400		Index	100	130	102	142	98	116
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	176	3376	113	2452	63
1403		Weighted (000)	30660	1152	16758	745	13902	407
1404		Horz %	100.00	3.76	54.66	2.43	45.34	1.33
1405		Vert %	12.87	17.81	14.60	20.73	11.27	14.17
1406		Index	100	138	113	161	88	110

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2								
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	188	3507	113	2935	75
1409		Weighted (000)	33198	1224	16830	738	16367	486
1410		Horz %	100.00	3.69	50.70	2.22	49.30	1.46
1411		Vert %	13.94	18.92	14.67	20.54	13.26	16.89
1412		Index	100	136	105	147	95	121
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	153	2967	96	2260	57
1415		Weighted (000)	26198	925	13774	582	12423	343
1416		Horz %	100.00	3.53	52.58	2.22	47.42	1.31
1417		Vert %	11.00	14.30	12.00	16.19	10.07	11.94
1418		Index	100	130	109	147	92	109
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	155	2856	101	2103	54
1421		Weighted (000)	25734	1016	14007	675	11727	341
1422		Horz %	100.00	3.95	54.43	2.62	45.57	1.32
1423		Vert %	10.81	15.70	12.20	18.79	9.50	11.85
1424		Index	100	145	113	174	88	110
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	210	3786	120	3315	90
1427		Weighted (000)	34578	1238	17132	725	17446	513
1428		Horz %	100.00	3.58	49.55	2.10	50.45	1.48
1429		Vert %	14.52	19.13	14.93	20.17	14.14	17.84
1430		Index	100	132	103	139	97	123
1431								*
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	130	2639	83	1621	47
1433		Weighted (000)	20853	781	12281	538	8571	244
1434		Horz %	100.00	3.75	58.90	2.58	41.10	1.17
1435		Vert %	8.76	12.08	10.70	14.96	6.95	8.48
1436		Index	100	138	122	171	79	97
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	189	3476	113	2679	76
1439		Weighted (000)	32878	1133	17503	704	15375	429
1440		Horz %	100.00	3.45	53.24	2.14	46.76	1.31
1441		Vert %	13.81	17.52	15.25	19.59	12.46	14.93
1442		Index	100	127	110	142	90	108
1443								
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	135	2544	76	2131	59
1445		Weighted (000)	23668	816	12129	473	11539	343
1446		Horz %	100.00	3.45	51.25	2.00	48.75	1.45
1447		Vert %	9.94	12.61	10.57	13.17	9.35	11.92
1448		Index	100	127	106	132	94	120
1449								
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	122	2258	67	1648	55
1451		Weighted (000)	19046	703	10397	401	8648	302
1452		Horz %	100.00	3.69	54.59	2.11	45.41	1.58
1453		Vert %	8.00	10.86	9.06	11.16	7.01	10.49
1454		Index	100	136	113	140	88	131
1455								
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	184	2839	107	2890	77
1457		Weighted (000)	28661	1022	13411	646	15249	376
1458		Horz %	100.00	3.56	46.79	2.25	53.21	1.31
1459		Vert %	12.03	15.80	11.69	17.98	12.36	13.06
1460		Index	100	131	97	149	103	109

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2								
1461								*
1462		Unwgted	4266	117	2521	73	1745	44
1463	Have Seen Video Ads in	Weighted (000)	19322	655	10764	430	8558	225
1464	Airports - Past Month	Horz %	100.00	3.39	55.71	2.23	44.29	1.16
1465		Vert %	8.11	10.12	9.38	11.97	6.94	7.82
1466		Index	100	125	116	148	85	96
1467								
1468		Unwgted	8265	240	4863	145	3402	95
1469	Have Seen Video Ads at Gas	Weighted (000)	39199	1312	21534	804	17665	508
1470	Stations - Past Month	Horz %	100.00	3.35	54.94	2.05	45.06	1.30
1471		Vert %	16.46	20.28	18.76	22.38	14.32	17.66
1472		Index	100	123	114	136	87	107
1473								*
1474		Unwgted	3648	114	2100	72	1548	42
1475	Have Seen Video Ads in	Weighted (000)	18380	688	9985	437	8395	250
1476	Office Building Lobbies - Past	Horz %	100.00	3.74	54.33	2.38	45.67	1.36
1477	Month	Vert %	7.72	10.63	8.70	12.17	6.80	8.71
1478		Index	100	138	113	158	88	113
1479								*
1480		Unwgted	3526	94	2026	56	1500	38
1481	Have Seen Video Ads in	Weighted (000)	17078	569	9334	366	7744	203
1482	Office Building Elevators -	Horz %	100.00	3.33	54.65	2.14	45.35	1.19
1483	Past Month	Vert %	7.17	8.79	8.13	10.18	6.28	7.05
1484		Index	100	123	113	142	88	98
1485								
1486		Unwgted	5288	159	2955	87	2333	72
1487	Have Seen Video Ads in	Weighted (000)	25922	921	13723	518	12200	403
1488	Movie Theater Lobbies - Past	Horz %	100.00	3.55	52.94	2.00	47.06	1.56
1489	Month	Vert %	10.88	14.24	11.96	14.42	9.89	14.03
1490		Index	100	131	110	132	91	129
1491								
1492		Unwgted	24633	658	12915	387	11718	271
1493	Have Seen Ads on Billboards -	Weighted (000)	120495	3382	59062	2009	61432	1373
1494	Past Month	Horz %	100.00	2.81	49.02	1.67	50.98	1.14
1495		Vert %	50.60	52.29	51.46	55.90	49.79	47.77
1496		Index	100	103	102	110	98	94
1497								
1498		Unwgted	11093	318	6087	196	5006	122
1499	Have Seen Ads on	Weighted (000)	51163	1644	26650	1074	24513	570
1500	Buses/Trains - Past Month	Horz %	100.00	3.21	52.09	2.10	47.91	1.11
1501		Vert %	21.48	25.41	23.22	29.89	19.87	19.82
1502		Index	100	118	108	139	92	92
1503								
1504		Unwgted	7336	197	4126	125	3210	72
1505	Have Seen Ads at Bus Stops	Weighted (000)	33508	1010	18104	658	15404	352
1506	or Train Stations - Past Month	Horz %	100.00	3.01	54.03	1.96	45.97	1.05
1507		Vert %	14.07	15.61	15.77	18.31	12.48	12.23
1508		Index	100	111	112	130	89	87
1509								*
1510		Unwgted	3636	96	2145	63	1491	33
1511	Have Seen Ads Inside Taxis -	Weighted (000)	16735	663	9619	432	7116	231
1512	Past Month	Horz %	100.00	3.96	57.48	2.58	42.52	1.38
1513		Vert %	7.03	10.25	8.38	12.01	5.77	8.05
1514		Index	100	146	119	171	82	115

RAB / GfK MRI FORMAT PROFILE: VARIETY

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2								
1515								
1516		Unwgted	6365	174	3730	121	2635	53
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	1003	16219	700	12758	304
1518		Horz %	100.00	3.46	55.97	2.41	44.03	1.05
1519		Vert %	12.17	15.51	14.13	19.47	10.34	10.57
1520		Index	100	127	116	160	85	87
1521								
1522		Unwgted	2813	80	1717	52	1096	28
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	505	8317	318	5637	188
1524		Horz %	100.00	3.62	59.60	2.28	40.40	1.34
1525		Vert %	5.86	7.81	7.25	8.85	4.57	6.52
1526		Index	100	133	124	151	78	111
1527								
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	212	4854	139	3073	73
1529		Weighted (000)	38666	1260	22445	823	16221	438
1530		Horz %	100.00	3.26	58.05	2.13	41.95	1.13
1531		Vert %	16.24	19.48	19.56	22.89	13.15	15.22
1532		Index	100	120	120	141	81	94
1533								
1534	Have Seen Ads on Postcards - Past Month	Unwgted	6113	178	3025	100	3088	78
1535		Weighted (000)	28468	880	13367	486	15102	394
1536		Horz %	100.00	3.09	46.95	1.71	53.05	1.38
1537		Vert %	11.95	13.60	11.65	13.52	12.24	13.71
1538		Index	100	114	97	113	102	115
1539								
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	323	5826	179	5515	144
1541		Weighted (000)	56487	1830	26815	1008	29672	821
1542		Horz %	100.00	3.24	47.47	1.79	52.53	1.45
1543		Vert %	23.72	28.29	23.37	28.06	24.05	28.57
1544		Index	100	119	99	118	101	120
1545								
1546	Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8802	244	4616	141	4186	103
1547		Weighted (000)	43081	1368	21271	806	21811	561
1548		Horz %	100.00	3.17	49.37	1.87	50.63	1.30
1549		Vert %	18.09	21.14	18.53	22.44	17.68	19.52
1550		Index	100	117	102	124	98	108
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	318	5813	169	5486	149
1553		Weighted (000)	55294	1789	27155	1005	28140	785
1554		Horz %	100.00	3.24	49.11	1.82	50.89	1.42
1555		Vert %	23.22	27.67	23.66	27.96	22.81	27.30
1556		Index	100	119	102	120	98	118
1557								
1558	Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	16052	460	8280	273	7772	187
1559		Weighted (000)	78889	2408	38008	1398	40881	1010
1560		Horz %	100.00	3.05	48.18	1.77	51.82	1.28
1561		Vert %	33.13	37.23	33.12	38.90	33.13	35.13
1562		Index	100	112	100	117	100	106
1563								
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	330	6207	179	6084	151
1565		Weighted (000)	59195	1728	27775	944	31420	784
1566		Horz %	100.00	2.92	46.92	1.59	53.08	1.32
1567		Vert %	24.86	26.71	24.20	26.27	25.46	27.26
1568		Index	100	107	97	106	102	110

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1								
2								
1569								
1570		Unwgted	10451	306	5402	164	5049	142
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	1604	25079	884	26630	719
1572		Horz %	100.00	3.10	48.50	1.71	51.50	1.39
1573		Vert %	21.71	24.79	21.85	24.61	21.58	25.02
1574		Index	100	114	101	113	99	115
1575								
1576		Unwgted	20709	594	10271	334	10438	260
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	3030	46244	1699	53220	1331
1578		Horz %	100.00	3.05	46.49	1.71	53.51	1.34
1579		Vert %	41.76	46.84	40.29	47.28	43.13	46.29
1580		Index	100	112	96	113	103	111
1581								*
1582		Unwgted	4281	123	2642	77	1639	46
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	728	13633	468	9293	260
1584		Horz %	100.00	3.18	59.46	2.04	40.54	1.13
1585		Vert %	9.63	11.26	11.88	13.03	7.53	9.04
1586		Index	100	117	123	135	78	94
1587								
1588		Unwgted	19255	544	10075	314	9180	230
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	2782	46093	1633	47338	1149
1590		Horz %	100.00	2.98	49.33	1.75	50.67	1.23
1591		Vert %	39.23	43.00	40.16	45.44	38.36	39.96
1592		Index	100	110	102	116	98	102
1593								
1594		Unwgted	11787	361	6470	203	5317	158
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	1905	30181	1112	28181	793
1596		Horz %	100.00	3.26	51.71	1.91	48.29	1.36
1597		Vert %	24.51	29.45	26.30	30.95	22.84	27.57
1598		Index	100	120	107	126	93	113
1599								
1600		Unwgted	4790	120	2489	69	2301	51
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	756	14310	428	14225	328
1602		Horz %	100.00	2.65	50.15	1.50	49.85	1.15
1603		Vert %	11.98	11.69	12.47	11.91	11.53	11.41
1604		Index	100	98	104	99	96	95
1605						*		*
1606		Unwgted	2700	63	1472	37	1228	26
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	320	7182	183	6410	136
1608		Horz %	100.00	2.35	52.84	1.35	47.16	1.00
1609		Vert %	5.71	4.94	6.26	5.10	5.20	4.74
1610		Index	100	87	110	89	91	83
1611						*		*
1612		Unwgted	3188	66	1717	37	1471	29
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	305	7122	154	7216	151
1614		Horz %	100.00	2.13	49.67	1.07	50.33	1.06
1615		Vert %	6.02	4.72	6.21	4.28	5.85	5.26
1616		Index	100	78	103	71	97	87
1617				*		*		*
1618		Unwgted	1245	32	711	20	534	12
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	141	3118	88	2850	53
1620		Horz %	100.00	2.37	52.24	1.47	47.76	0.90
1621		Vert %	2.51	2.19	2.72	2.45	2.31	1.86
1622		Index	100	87	108	98	92	74

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1								
2								
1623	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months							*
1624		Unwgted	4925	130	2667	85	2258	45
1625		Weighted (000)	24042	671	11912	405	12131	266
1626		Horz %	100.00	2.79	49.55	1.69	50.45	1.11
1627		Vert %	10.10	10.38	10.38	11.28	9.83	9.26
1628		Index	100	103	103	112	97	92
1629	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months							
1630		Unwgted	5949	152	3155	89	2794	63
1631		Weighted (000)	28812	738	14088	393	14724	345
1632		Horz %	100.00	2.56	48.89	1.36	51.11	1.20
1633		Vert %	12.10	11.40	12.28	10.93	11.93	11.99
1634		Index	100	94	101	90	99	99
1635	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months			*		*		*
1636		Unwgted	1483	36	829	24	654	12
1637		Weighted (000)	7566	190	3978	137	3588	52
1638		Horz %	100.00	2.51	52.58	1.81	47.42	0.69
1639		Vert %	3.18	2.93	3.47	3.82	2.91	1.83
1640		Index	100	92	109	120	92	57
1641	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months			*		*		*
1642		Unwgted	1410	36	803	26	607	10
1643		Weighted (000)	7520	219	4033	133	3487	87
1644		Horz %	100.00	2.91	53.63	1.76	46.37	1.15
1645		Vert %	3.16	3.39	3.51	3.69	2.83	3.01
1646		Index	100	107	111	117	89	95
1647	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months					*		*
1648		Unwgted	2840	58	1547	37	1293	21
1649		Weighted (000)	13819	275	6939	171	6880	104
1650		Horz %	100.00	1.99	50.21	1.24	49.79	0.75
1651		Vert %	5.80	4.25	6.05	4.76	5.58	3.61
1652		Index	100	73	104	82	96	62
1653	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months							
1654		Unwgted	9411	248	5030	144	4381	104
1655		Weighted (000)	44715	1196	22370	641	22345	555
1656		Horz %	100.00	2.67	50.03	1.43	49.97	1.24
1657		Vert %	18.78	18.49	19.49	17.84	18.11	19.31
1658		Index	100	98	104	95	96	103
1659	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months							
1660		Unwgted	7301	162	3771	88	3530	74
1661		Weighted (000)	37528	905	18464	504	19064	401
1662		Horz %	100.00	2.41	49.20	1.34	50.80	1.07
1663		Vert %	15.76	13.99	16.09	14.04	15.45	13.94
1664		Index	100	89	102	89	98	88
1665	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months							
1666		Unwgted	11304	295	6056	162	5248	133
1667		Weighted (000)	55116	1410	27961	736	27155	674
1668		Horz %	100.00	2.56	50.73	1.34	49.27	1.22
1669		Vert %	23.14	21.80	24.36	20.48	22.01	23.46
1670		Index	100	94	105	88	95	101
1671	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1672		Unwgted	10159	260	5563	142	4596	118
1673		Weighted (000)	45551	1204	23419	627	22132	577
1674		Horz %	100.00	2.64	51.41	1.38	48.59	1.27
1675		Vert %	19.13	18.62	20.41	17.45	17.94	20.08
1676		Index	100	97	107	91	94	105

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2								
1677								
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	132	2576	73	2394	59
1679		Weighted (000)	24002	662	11714	332	12288	330
1680		Horz %	100.00	2.76	48.81	1.38	51.19	1.37
1681		Vert %	10.08	10.23	10.21	9.23	9.96	11.48
1682		Index	100	101	101	92	99	114
1683								
1684	Very/Somewhat Likely to Vacation in Florida - Next 12 Months	Unwgted	11534	284	5911	155	5623	129
1685		Weighted (000)	53932	1502	26278	810	27654	692
1686		Horz %	100.00	2.79	48.72	1.50	51.28	1.28
1687		Vert %	22.65	23.22	22.90	22.55	22.41	24.06
1688		Index	100	103	101	100	99	106
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	238	5104	129	4923	109
1691		Weighted (000)	51549	1404	24091	744	27458	660
1692		Horz %	100.00	2.72	46.73	1.44	53.27	1.28
1693		Vert %	21.65	21.71	20.99	20.71	22.25	22.95
1694		Index	100	100	97	96	103	106
1695								
1696	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	433	8763	259	8314	174
1697		Weighted (000)	81581	2194	39666	1340	41915	854
1698		Horz %	100.00	2.69	48.62	1.64	51.38	1.05
1699		Vert %	34.26	33.92	34.56	37.28	33.97	29.71
1700		Index	100	99	101	109	99	87
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	200	4059	118	4183	82
1703		Weighted (000)	39549	1086	18605	664	20944	422
1704		Horz %	100.00	2.75	47.04	1.68	52.96	1.07
1705		Vert %	16.61	16.79	16.21	18.48	16.97	14.68
1706		Index	100	101	98	111	102	88
1707								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	176	3094	103	2975	73
1709		Weighted (000)	26240	912	12639	498	13601	414
1710		Horz %	100.00	3.48	48.17	1.90	51.83	1.58
1711		Vert %	11.02	14.11	11.01	13.86	11.02	14.41
1712		Index	100	128	100	126	100	131
1713								
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	126	2996	70	2812	56
1715		Weighted (000)	26834	666	13114	363	13720	303
1716		Horz %	100.00	2.48	48.87	1.35	51.13	1.13
1717		Vert %	11.27	10.29	11.43	10.09	11.12	10.54
1718		Index	100	91	101	90	99	94
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	119	2407	63	2187	56
1721		Weighted (000)	22674	583	11129	317	11545	267
1722		Horz %	100.00	2.57	49.08	1.40	50.92	1.18
1723		Vert %	9.52	9.02	9.70	8.81	9.36	9.28
1724		Index	100	95	102	93	98	97
1725						*		*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	79	1487	45	1260	34
1727		Weighted (000)	13145	457	6703	246	6441	211
1728		Horz %	100.00	3.48	51.00	1.88	49.00	1.61
1729		Vert %	5.52	7.07	5.84	6.86	5.22	7.34
1730		Index	100	128	106	124	95	133

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1								
2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	127	2639	71	2513	56
1733		Weighted (000)	23740	593	11440	332	12300	260
1734		Horz %	100.00	2.50	48.19	1.40	51.81	1.10
1735		Vert %	9.97	9.16	9.97	9.24	9.97	9.06
1736		Index	100	92	100	93	100	91
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	181	4014	98	3709	83
1739		Weighted (000)	39198	955	19291	509	19907	446
1740		Horz %	100.00	2.44	49.21	1.30	50.79	1.14
1741		Vert %	16.46	14.76	16.81	14.16	16.13	15.51
1742		Index	100	90	102	86	98	94
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	274	5413	152	4687	122
1745		Weighted (000)	55260	1567	27484	798	27776	769
1746		Horz %	100.00	2.84	49.74	1.44	50.26	1.39
1747		Vert %	23.20	24.23	23.95	22.21	22.51	26.76
1748		Index	100	104	103	96	97	115
1749						*		*
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	62	1494	28	1463	34
1751		Weighted (000)	14457	315	6912	147	7544	168
1752		Horz %	100.00	2.18	47.81	1.02	52.19	1.16
1753		Vert %	6.07	4.87	6.02	4.10	6.11	5.84
1754		Index	100	80	99	67	101	96
1755								*
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	83	1704	53	1286	30
1757		Weighted (000)	16815	471	9242	265	7573	206
1758		Horz %	100.00	2.80	54.96	1.58	45.04	1.23
1759		Vert %	7.06	7.29	8.05	7.37	6.14	7.18
1760		Index	100	103	114	104	87	102
1761								
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	234	4472	124	4273	110
1763		Weighted (000)	46358	1311	22016	685	24343	626
1764		Horz %	100.00	2.83	47.49	1.48	52.51	1.35
1765		Vert %	19.47	20.26	19.18	19.06	19.73	21.76
1766		Index	100	104	99	98	101	112
1767						*		*
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	59	1254	33	1272	26
1769		Weighted (000)	13610	316	6443	147	7166	169
1770		Horz %	100.00	2.32	47.34	1.08	52.66	1.24
1771		Vert %	5.71	4.89	5.61	4.10	5.81	5.87
1772		Index	100	86	98	72	102	103
1773				*		*		*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	33	753	20	561	13
1775		Weighted (000)	7509	171	4067	90	3442	81
1776		Horz %	100.00	2.28	54.16	1.20	45.84	1.08
1777		Vert %	3.15	2.64	3.54	2.50	2.79	2.81
1778		Index	100	84	112	79	88	89
1779								*
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	104	2510	60	2135	44
1781		Weighted (000)	23280	560	11830	302	11450	259
1782		Horz %	100.00	2.41	50.82	1.30	49.18	1.11
1783		Vert %	9.78	8.66	10.31	8.40	9.28	8.99
1784		Index	100	89	105	86	95	92

RAB / GfK MRI FORMAT PROFILE: VARIETY

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2								
1785								*
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	96	2021	61	1458	35
1787		Weighted (000)	19879	567	10490	327	9389	240
1788		Horz %	100.00	2.85	52.77	1.64	47.23	1.21
1789		Vert %	8.35	8.76	9.14	9.09	7.61	8.35
1790		Index	100	105	110	109	91	100
1791						*		*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	59	1315	34	1147	25
1793		Weighted (000)	12512	302	6369	166	6143	135
1794		Horz %	100.00	2.41	50.91	1.33	49.09	1.08
1795		Vert %	5.25	4.66	5.55	4.62	4.98	4.71
1796		Index	100	89	106	88	95	90
1797								*
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	101	2049	58	2141	43
1799		Weighted (000)	21080	516	9864	303	11216	213
1800		Horz %	100.00	2.45	46.79	1.44	53.21	1.01
1801		Vert %	8.85	7.98	8.60	8.44	9.09	7.40
1802		Index	100	90	97	95	103	84
1803								*
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	208	4131	109	3990	99
1805		Weighted (000)	40517	1093	19489	534	21027	559
1806		Horz %	100.00	2.70	48.10	1.32	51.90	1.38
1807		Vert %	17.01	16.90	16.98	14.87	17.04	19.43
1808		Index	100	99	100	87	100	114
1809								*
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	88	1984	51	1558	37
1811		Weighted (000)	19708	551	10433	295	9275	256
1812		Horz %	100.00	2.80	52.94	1.50	47.06	1.30
1813		Vert %	8.28	8.52	9.09	8.22	7.52	8.90
1814		Index	100	103	110	99	91	107
1815								*
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	148	3436	88	3261	60
1817		Weighted (000)	33664	804	16421	453	17243	351
1818		Horz %	100.00	2.39	48.78	1.35	51.22	1.04
1819		Vert %	14.14	12.43	14.31	12.60	13.97	12.22
1820		Index	100	88	101	89	99	86
1821								*
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	122	3200	73	2439	49
1823		Weighted (000)	29083	688	15419	399	13664	289
1824		Horz %	100.00	2.37	53.02	1.37	46.98	0.99
1825		Vert %	12.21	10.64	13.44	11.10	11.07	10.06
1826		Index	100	87	110	91	91	82
1827						*		*
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	74	1694	48	1679	26
1829		Weighted (000)	18399	449	9036	290	9363	158
1830		Horz %	100.00	2.44	49.11	1.58	50.89	0.86
1831		Vert %	7.73	6.94	7.87	8.08	7.59	5.51
1832		Index	100	90	102	105	98	71
1833								*
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	94	2074	56	1766	38
1835		Weighted (000)	20586	587	10563	325	10023	262
1836		Horz %	100.00	2.85	51.31	1.58	48.69	1.27
1837		Vert %	8.64	9.08	9.20	9.04	8.12	9.12
1838		Index	100	105	106	105	94	106

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2								
1839								*
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	95	1940	58	1804	37
1841		Weighted (000)	19635	522	9629	313	10006	209
1842		Horz %	100.00	2.66	49.04	1.59	50.96	1.07
1843		Vert %	8.24	8.07	8.39	8.70	8.11	7.28
1844		Index	100	98	102	106	98	88
1845								*
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	129	2700	86	2261	43
1847		Weighted (000)	24816	662	12645	455	12171	206
1848		Horz %	100.00	2.67	50.95	1.83	49.05	0.83
1849		Vert %	10.42	10.23	11.02	12.67	9.86	7.18
1850		Index	100	98	106	122	95	69
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	207	4515	129	4165	78
1853		Weighted (000)	42931	995	21281	625	21650	371
1854		Horz %	100.00	2.32	49.57	1.45	50.43	0.86
1855		Vert %	18.03	15.39	18.54	17.38	17.55	12.90
1856		Index	100	85	103	96	97	72
1857								*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	59	1389	34	1185	25
1859		Weighted (000)	13914	347	7217	175	6696	173
1860		Horz %	100.00	2.49	51.87	1.25	48.13	1.24
1861		Vert %	5.84	5.37	6.29	4.86	5.43	6.00
1862		Index	100	92	108	83	93	103
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	287	6300	148	5903	139
1865		Weighted (000)	60976	1483	29597	745	31379	738
1866		Horz %	100.00	2.43	48.54	1.22	51.46	1.21
1867		Vert %	25.60	22.93	25.79	20.74	25.43	25.67
1868		Index	100	90	101	81	99	100
1869								
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	121	2203	66	2385	55
1871		Weighted (000)	25555	635	12099	363	13455	272
1872		Horz %	100.00	2.48	47.35	1.42	52.65	1.06
1873		Vert %	10.73	9.81	10.54	10.10	10.90	9.45
1874		Index	100	91	98	94	102	88
1875								*
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	76	1344	35	1645	41
1877		Weighted (000)	17427	364	7495	169	9932	195
1878		Horz %	100.00	2.09	43.01	0.97	56.99	1.12
1879		Vert %	7.32	5.63	6.53	4.71	8.05	6.79
1880		Index	100	77	89	64	110	93
1881								*
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	84	2115	45	2083	39
1883		Weighted (000)	21562	472	10308	224	11254	248
1884		Horz %	100.00	2.19	47.80	1.04	52.20	1.15
1885		Vert %	9.05	7.30	8.98	6.23	9.12	8.63
1886		Index	100	81	99	69	101	95
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	104	1919	50	1970	54
1889		Weighted (000)	20103	566	9461	238	10642	328
1890		Horz %	100.00	2.82	47.06	1.18	52.94	1.63
1891		Vert %	8.44	8.75	8.24	6.62	8.62	11.42
1892		Index	100	104	98	78	102	135

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1								
2								
1893						*		*
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	71	1515	37	1465	34
1895		Weighted (000)	15777	436	7470	164	8307	272
1896		Horz %	100.00	2.76	47.35	1.04	52.65	1.72
1897		Vert %	6.62	6.74	6.51	4.57	6.73	9.45
1898		Index	100	102	98	69	102	143
1899						*		*
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	80	1596	49	1587	31
1901		Weighted (000)	17028	466	8386	250	8642	217
1902		Horz %	100.00	2.74	49.25	1.47	50.75	1.27
1903		Vert %	7.15	7.21	7.31	6.95	7.00	7.53
1904		Index	100	101	102	97	98	105
1905						*		*
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	90	1980	47	1641	43
1907		Weighted (000)	17939	462	9567	200	8373	262
1908		Horz %	100.00	2.57	53.33	1.11	46.67	1.46
1909		Vert %	7.53	7.14	8.34	5.55	6.79	9.11
1910		Index	100	95	111	74	90	121
1911				*		*		*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	42	964	22	702	20
1913		Weighted (000)	8568	268	4961	96	3607	171
1914		Horz %	100.00	3.12	57.90	1.12	42.10	2.00
1915		Vert %	3.60	4.14	4.32	2.68	2.92	5.96
1916		Index	100	115	120	74	81	166
1917								*
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	104	1939	63	1532	41
1919		Weighted (000)	18078	511	9637	272	8441	239
1920		Horz %	100.00	2.82	53.31	1.50	46.69	1.32
1921		Vert %	7.59	7.89	8.40	7.57	6.84	8.30
1922		Index	100	104	111	100	90	109
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	194	3800	114	3131	80
1925		Weighted (000)	34135	998	17910	626	16225	373
1926		Horz %	100.00	2.92	52.47	1.83	47.53	1.09
1927		Vert %	14.33	15.43	15.61	17.41	13.15	12.96
1928		Index	100	108	109	121	92	90
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	172	3057	82	3258	90
1931		Weighted (000)	33305	869	15146	409	18159	460
1932		Horz %	100.00	2.61	45.48	1.23	54.52	1.38
1933		Vert %	13.98	13.43	13.20	11.38	14.72	15.99
1934		Index	100	96	94	81	105	114
1935								
1936								