

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
Adults 18+	Unwgt'd	48646	128	124	497	1377	397	499
	Weighted (000)	244084	731	754	2736	8436	2159	2854
	Horz %	100.00	0.30	0.31	1.12	3.46	0.88	1.17
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100
Male	Unwgt'd	24620	78	84	257	817	230	274
	Weighted (000)	117785	360	417	1221	4547	1079	1381
	Horz %	100.00	0.31	0.35	1.04	3.86	0.92	1.17
	Vert %	48.26	49.26	55.33	44.64	53.90	49.99	48.39
	Index	100	102	115	93	112	104	100
Female	Unwgt'd	24026	50	40	240	560	167	225
	Weighted (000)	126299	371	337	1515	3889	1080	1473
	Horz %	100.00	0.29	0.27	1.20	3.08	0.85	1.17
	Vert %	51.74	50.74	44.67	55.36	46.10	50.01	51.61
	Index	100	98	86	107	89	97	100
Age 18-24	Unwgt'd	3885	10	6	28	94	27	32
	Weighted (000)	30253	75	49	275	864	233	317
	Horz %	100.00	0.25	0.16	0.91	2.86	0.77	1.05
	Vert %	12.39	10.27	6.47	10.05	10.24	10.79	11.11
	Index	100	83	52	81	83	87	90
Age 25-34	Unwgt'd	8183	22	15	89	233	52	87
	Weighted (000)	43389	116	109	557	1558	261	553
	Horz %	100.00	0.27	0.25	1.28	3.59	0.60	1.27
	Vert %	17.78	15.85	14.43	20.36	18.47	12.10	19.37
	Index	100	89	81	115	104	68	109
Age 35-44	Unwgt'd	8605	31	12	72	252	103	140
	Weighted (000)	40230	153	44	356	1457	485	789
	Horz %	100.00	0.38	0.11	0.89	3.62	1.20	1.96
	Vert %	16.48	20.93	5.89	13.03	17.27	22.45	27.65
	Index	100	127	36	79	105	136	168
Age 45-54	Unwgt'd	8861	23	28	90	280	113	116
	Weighted (000)	43105	108	136	438	1817	633	611
	Horz %	100.00	0.25	0.31	1.02	4.22	1.47	1.42
	Vert %	17.66	14.84	17.99	15.99	21.54	29.34	21.41
	Index	100	84	102	91	122	166	121
Age 55-64	Unwgt'd	8498	27	34	97	277	51	76
	Weighted (000)	40725	219	224	520	1471	258	385
	Horz %	100.00	0.54	0.55	1.28	3.61	0.63	0.95
	Vert %	16.68	29.93	29.65	19.00	17.44	11.93	13.49
	Index	100	179	178	114	105	72	81
Age 65+	Unwgt'd	10614	15	29	121	241	51	48
	Weighted (000)	46383	60	193	590	1268	289	199
	Horz %	100.00	0.13	0.42	1.27	2.73	0.62	0.43
	Vert %	19.00	8.17	25.57	21.57	15.03	13.39	6.97
	Index	100	43	135	114	79	70	37

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Age 21+	Unwgttd	47284	125	123	486	1344	384	488
	Weighted (000)	232046	709	737	2586	8102	1998	2728
	Horz %	100.00	0.31	0.32	1.11	3.49	0.86	1.18
	Vert %	95.07	97.00	97.74	94.52	96.05	92.55	95.59
	Index	100	102	103	99	101	97	101
Age 18-34			*	*				
	Unwgttd	12068	32	21	117	327	79	119
	Weighted (000)	73642	191	158	832	2423	494	870
	Horz %	100.00	0.26	0.21	1.13	3.29	0.67	1.18
	Vert %	30.17	26.13	20.90	30.41	28.72	22.89	30.49
Age 18-49	Index	100	87	69	101	95	76	101
	Unwgttd	24996	74	45	233	700	241	328
	Weighted (000)	134658	391	273	1403	4680	1340	1971
	Horz %	100.00	0.29	0.20	1.04	3.48	1.00	1.46
	Vert %	55.17	53.47	36.22	51.28	55.47	62.09	69.07
Age 25-54	Index	100	97	66	93	101	113	125
	Unwgttd	25649	76	55	251	765	268	343
	Weighted (000)	126724	377	289	1351	4833	1379	1953
	Horz %	100.00	0.30	0.23	1.07	3.81	1.09	1.54
	Vert %	51.92	51.63	38.31	49.38	57.29	63.89	68.43
Age 35-64	Index	100	99	74	95	110	123	132
	Unwgttd	25964	81	74	259	809	267	332
	Weighted (000)	124059	480	404	1314	4746	1376	1785
	Horz %	100.00	0.39	0.33	1.06	3.83	1.11	1.44
	Vert %	50.83	65.70	53.53	48.02	56.25	63.72	62.55
Age 50+	Index	100	129	105	94	111	125	123
	Unwgttd	23650	54	79	264	677	156	171
	Weighted (000)	109426	340	481	1333	3756	819	883
	Horz %	100.00	0.31	0.44	1.22	3.43	0.75	0.81
	Vert %	44.83	46.53	63.78	48.72	44.53	37.91	30.93
Median Age	Index	100	104	142	109	99	85	69
	Unwgttd	47.00	47.30	56.60	49.20	47.10	46.40	42.00
	Weighted (000)							
	Horz %							
	Vert %							
Race: White Only	Index	100	101	120	105	100	99	90
	Unwgttd	34564	88	107	420	1193	307	367
	Weighted (000)	179823	533	676	2375	7532	1751	2250
	Horz %	100.00	0.30	0.38	1.32	4.19	0.97	1.25
	Vert %	73.67	72.91	89.72	86.80	89.28	81.09	78.84
Race: Black/African-American Only	Index	100	99	122	118	121	110	107
	Unwgttd	5909	23	0	36	51	34	58
	Weighted (000)	29535	126	0	215	264	172	321
	Horz %	100.00	0.43	0.00	0.73	0.89	0.58	1.09
	Vert %	12.10	17.27	0.00	7.87	3.12	7.98	11.25
	Index	100	143	0	65	26	66	93

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			*	*	*	*	*	*
Race: Asian	Unwgttd	2388	2	3	12	21	5	8
	Weighted (000)	8358	3	7	31	83	14	28
	Horz %	100.00	0.03	0.09	0.37	0.99	0.16	0.33
	Vert %	3.42	0.36	0.97	1.14	0.98	0.63	0.97
	Index	100	10	28	33	29	18	28
			*	*	*			
Race: Other Race/Multi-Racial	Unwgttd	8173	17	17	41	133	56	74
	Weighted (000)	34726	72	77	146	641	236	283
	Horz %	100.00	0.21	0.22	0.42	1.84	0.68	0.81
	Vert %	14.23	9.82	10.28	5.34	7.59	10.94	9.91
	Index	100	69	72	38	53	77	70
			*	*	*			
Hispanic, Latino, Spanish Origin or Descent	Unwgttd	6851	19	14	27	156	65	81
	Weighted (000)	37743	85	62	136	1109	330	367
	Horz %	100.00	0.23	0.17	0.36	2.94	0.87	0.97
	Vert %	15.46	11.65	8.27	4.96	13.15	15.29	12.84
	Index	100	75	53	32	85	99	83
			*	*	*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgttd	1739	3	6	9	42	19	22
	Weighted (000)	6214	9	13	51	200	96	71
	Horz %	100.00	0.14	0.21	0.82	3.23	1.55	1.14
	Vert %	2.55	1.22	1.70	1.86	2.38	4.46	2.48
	Index	100	48	67	73	93	175	97
			*	*	*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgttd	2047	6	5	6	46	22	19
	Weighted (000)	9439	15	15	41	242	100	57
	Horz %	100.00	0.16	0.16	0.43	2.56	1.06	0.60
	Vert %	3.87	2.11	2.03	1.48	2.87	4.62	1.98
	Index	100	54	53	38	74	120	51
			*	*	*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgttd	1280	4	1	3	25	8	18
	Weighted (000)	10474	42	18	15	256	71	143
	Horz %	100.00	0.40	0.17	0.14	2.45	0.68	1.36
	Vert %	4.29	5.77	2.36	0.55	3.04	3.31	5.00
	Index	100	134	55	13	71	77	117
			*	*	*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgttd	1668	6	2	9	40	16	21
	Weighted (000)	9512	19	16	29	376	63	93
	Horz %	100.00	0.20	0.17	0.31	3.95	0.66	0.98
	Vert %	3.90	2.55	2.18	1.07	4.46	2.90	3.25
	Index	100	65	56	27	114	74	83
			*	*	*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgttd	99	0	0	0	3	0	1
	Weighted (000)	1751	0	0	0	34	0	4
	Horz %	100.00	0.00	0.00	0.00	1.96	0.00	0.22
	Vert %	0.72	0.00	0.00	0.00	0.41	0.00	0.13
	Index	100	0	0	0	57	0	19
			*	*				
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgttd	6825	14	12	66	148	70	77
	Weighted (000)	26213	63	57	275	758	388	361
	Horz %	100.00	0.24	0.22	1.05	2.89	1.48	1.38
	Vert %	10.74	8.65	7.59	10.03	8.99	17.99	12.66
	Index	100	81	71	93	84	168	118

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			*	*				
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgttd	10965	29	33	118	257	99	114
	Weighted (000)	46746	123	186	544	1337	390	577
	Horz %	100.00	0.26	0.40	1.16	2.86	0.83	1.23
	Vert %	19.15	16.83	24.72	19.87	15.85	18.04	20.20
	Index	100	88	129	104	83	94	105
			*	*	*		*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgttd	2649	4	10	28	79	20	24
	Weighted (000)	11210	19	55	161	439	133	152
	Horz %	100.00	0.17	0.49	1.43	3.92	1.18	1.36
	Vert %	4.59	2.60	7.24	5.88	5.21	6.14	5.33
	Index	100	57	158	128	113	134	116
			*	*			*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgttd	3407	13	9	53	118	33	27
	Weighted (000)	13775	52	51	205	592	129	92
	Horz %	100.00	0.38	0.37	1.48	4.30	0.94	0.67
	Vert %	5.64	7.08	6.73	7.48	7.02	5.98	3.24
	Index	100	125	119	132	124	106	57
			*	*			*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgttd	10089	34	23	102	304	70	111
	Weighted (000)	44682	177	137	479	1581	334	622
	Horz %	100.00	0.40	0.31	1.07	3.54	0.75	1.39
	Vert %	18.31	24.29	18.23	17.50	18.74	15.48	21.78
	Index	100	133	100	96	102	85	119
			*	*			*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgttd	10356	22	28	109	367	72	108
	Weighted (000)	71816	205	219	908	2939	501	767
	Horz %	100.00	0.29	0.31	1.26	4.09	0.70	1.07
	Vert %	29.42	28.11	29.08	33.18	34.83	23.22	26.88
	Index	100	96	99	113	118	79	91
			*	*	*		*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgttd	4355	12	9	21	104	33	38
	Weighted (000)	29641	91	48	166	790	284	283
	Horz %	100.00	0.31	0.16	0.56	2.67	0.96	0.95
	Vert %	12.14	12.44	6.42	6.06	9.37	13.14	9.90
	Index	100	102	53	50	77	108	82
			*	*	*		*	*
Currently Attending College or University	Unwgttd	3403	7	9	32	89	14	35
	Weighted (000)	19372	21	72	217	611	94	233
	Horz %	100.00	0.11	0.37	1.12	3.15	0.49	1.20
	Vert %	7.94	2.81	9.49	7.95	7.24	4.38	8.16
	Index	100	35	120	100	91	55	103
			*	*			*	*
Employed Full Time	Unwgttd	25438	84	66	288	812	241	314
	Weighted (000)	119890	435	393	1554	4856	1239	1742
	Horz %	100.00	0.36	0.33	1.30	4.05	1.03	1.45
	Vert %	49.12	59.57	52.10	56.80	57.57	57.38	61.02
	Index	100	121	106	116	117	117	124
			*	*			*	*
Employed Part Time	Unwgttd	5730	11	11	51	143	50	53
	Weighted (000)	28854	49	70	272	903	230	298
	Horz %	100.00	0.17	0.24	0.94	3.13	0.80	1.03
	Vert %	11.82	6.64	9.23	9.95	10.70	10.65	10.43
	Index	100	56	78	84	91	90	88

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Not Employed			*	*				
	Unwgt'd	17478	33	47	158	422	106	132
	Weighted (000)	95339	247	292	910	2677	690	815
	Horz %	100.00	0.26	0.31	0.95	2.81	0.72	0.85
	Vert %	39.06	33.79	38.67	33.25	31.73	31.97	28.54
	Index	100	87	99	85	81	82	73
Temporarily Unemployed			*	*	*	*	*	*
	Unwgt'd	1886	4	3	12	35	15	10
	Weighted (000)	12314	49	20	101	264	85	47
	Horz %	100.00	0.40	0.16	0.82	2.14	0.69	0.38
	Vert %	5.05	6.71	2.61	3.68	3.13	3.95	1.63
	Index	100	133	52	73	62	78	32
Retired from Employment			*	*	*	*	*	*
	Unwgt'd	10143	18	33	110	252	49	56
	Weighted (000)	46820	76	196	571	1406	287	271
	Horz %	100.00	0.16	0.42	1.22	3.00	0.61	0.58
	Vert %	19.18	10.43	25.98	20.85	16.67	13.27	9.49
	Index	100	54	135	109	87	69	49
Not Employed, Principal Shopper for Household			*	*	*	*	*	*
	Unwgt'd	2543	8	5	18	82	23	38
	Weighted (000)	16573	100	21	120	590	146	283
	Horz %	100.00	0.60	0.12	0.73	3.56	0.88	1.71
	Vert %	6.79	13.69	2.72	4.40	6.99	6.76	9.93
	Index	100	202	40	65	103	100	146
Occupation: Professional and Related Occupations			*	*				
	Unwgt'd	7405	16	17	80	174	60	92
	Weighted (000)	34142	110	119	429	1029	366	529
	Horz %	100.00	0.32	0.35	1.26	3.01	1.07	1.55
	Vert %	13.99	15.11	15.74	15.68	12.20	16.93	18.53
	Index	100	108	113	112	87	121	132
Occupation: Management, Business and Financial Operations			*	*				
	Unwgt'd	6595	27	23	83	234	81	73
	Weighted (000)	24720	111	78	378	1242	347	356
	Horz %	100.00	0.45	0.32	1.53	5.02	1.41	1.44
	Vert %	10.13	15.14	10.37	13.82	14.72	16.09	12.47
	Index	100	150	102	136	145	159	123
Occupation: Sales and Office Occupations			*	*				
	Unwgt'd	5959	12	13	56	160	50	61
	Weighted (000)	32636	60	144	377	1106	277	381
	Horz %	100.00	0.19	0.44	1.15	3.39	0.85	1.17
	Vert %	13.37	8.26	19.13	13.77	13.11	12.84	13.36
	Index	100	62	143	103	98	96	100
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*	*	*
	Unwgt'd	2756	13	11	32	129	30	45
	Weighted (000)	13728	61	62	185	758	108	246
	Horz %	100.00	0.45	0.45	1.35	5.52	0.79	1.79
	Vert %	5.62	8.36	8.20	6.77	8.98	5.00	8.63
	Index	100	149	146	120	160	89	153
Occupation: Other Employed			*	*				
	Unwgt'd	8453	27	13	88	258	70	96
	Weighted (000)	43519	141	59	457	1624	371	527
	Horz %	100.00	0.32	0.14	1.05	3.73	0.85	1.21
	Vert %	17.83	19.33	7.89	16.70	19.25	17.17	18.47
	Index	100	108	44	94	108	96	104

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			*	*	*		*	*
Household Income: \$250,000+	Unwgt'd	1966	2	6	16	53	28	32
	Weighted (000)	7800	9	19	85	278	135	182
	Horz %	100.00	0.11	0.24	1.09	3.56	1.73	2.33
	Vert %	3.20	1.17	2.49	3.11	3.29	6.24	6.38
	Index	100	36	78	97	103	195	200
			*	*	*		*	*
Household Income: \$200,000- \$249,999	Unwgt'd	1583	9	6	17	54	28	23
	Weighted (000)	7178	62	28	103	328	161	152
	Horz %	100.00	0.87	0.40	1.44	4.56	2.24	2.11
	Vert %	2.94	8.50	3.78	3.77	3.88	7.46	5.32
	Index	100	289	128	128	132	254	181
			*	*	*		*	*
Household Income: \$150,000- \$199,999	Unwgt'd	3725	8	9	46	119	58	67
	Weighted (000)	18847	41	44	248	687	324	353
	Horz %	100.00	0.22	0.23	1.32	3.65	1.72	1.87
	Vert %	7.72	5.57	5.80	9.06	8.15	14.99	12.37
	Index	100	72	75	117	106	194	160
			*	*				
Household Income: \$100,000- \$149,999	Unwgt'd	7038	41	30	95	229	70	102
	Weighted (000)	39997	271	204	570	1531	417	687
	Horz %	100.00	0.68	0.51	1.43	3.83	1.04	1.72
	Vert %	16.39	37.02	27.08	20.84	18.15	19.31	24.06
	Index	100	226	165	127	111	118	147
			*	*				
Household Income: \$75,000- \$99,999	Unwgt'd	6168	19	25	81	218	57	63
	Weighted (000)	32585	144	197	464	1393	337	345
	Horz %	100.00	0.44	0.60	1.42	4.27	1.03	1.06
	Vert %	13.35	19.64	26.11	16.95	16.51	15.61	12.08
	Index	100	147	196	127	124	117	90
			*	*			*	*
Household Income: \$60,000- \$74,999	Unwgt'd	4945	12	14	68	172	25	60
	Weighted (000)	24958	40	93	398	1071	131	369
	Horz %	100.00	0.16	0.37	1.60	4.29	0.52	1.48
	Vert %	10.23	5.46	12.39	14.55	12.69	6.06	12.93
	Index	100	53	121	142	124	59	126
			*	*	*		*	*
Household Income: \$50,000- \$59,999	Unwgt'd	3824	12	9	42	109	15	38
	Weighted (000)	18483	64	35	193	802	68	233
	Horz %	100.00	0.34	0.19	1.04	4.34	0.37	1.26
	Vert %	7.57	8.69	4.65	7.05	9.51	3.14	8.15
	Index	100	115	61	93	126	42	108
			*	*			*	*
Household Income: \$40,000- \$49,999	Unwgt'd	4928	14	5	53	165	35	40
	Weighted (000)	20001	64	22	265	912	171	210
	Horz %	100.00	0.32	0.11	1.33	4.56	0.85	1.05
	Vert %	8.19	8.81	2.96	9.70	10.81	7.90	7.34
	Index	100	108	36	118	132	96	90
			*	*	*		*	*
Household Income: \$30,000- \$39,999	Unwgt'd	4676	7	12	35	119	40	25
	Weighted (000)	21673	27	59	186	681	164	133
	Horz %	100.00	0.13	0.27	0.86	3.14	0.76	0.61
	Vert %	8.88	3.72	7.79	6.80	8.08	7.62	4.67
	Index	100	42	88	77	91	86	53

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*	*		*	*
Household Income: \$20,000-\$29,999	Unwgt'd	4378	4	6	32	84	19	25
	Weighted (000)	21286	10	43	126	436	140	93
	Horz %	100.00	0.05	0.20	0.59	2.05	0.66	0.44
	Vert %	8.72	1.42	5.76	4.59	5.16	6.47	3.27
	Index	100	16	66	53	59	74	37
			*	*	*		*	*
Household Income: Under \$20,000	Unwgt'd	5415	0	2	12	55	22	24
	Weighted (000)	31275	0	9	98	318	112	98
	Horz %	100.00	0.00	0.03	0.31	1.02	0.36	0.31
	Vert %	12.81	0.00	1.19	3.57	3.77	5.20	3.44
	Index	100	0	9	28	29	41	27
Median Household Income	Unwgt'd							
	Weighted (000)	65.60	103.00	89.60	80.50	75.00	96.80	96.10
	Horz %							
	Vert %							
	Index	100	157	137	123	114	148	147
Marital Status: Single, Never Married	Unwgt'd		*	*				
	Weighted (000)	12107	28	24	92	229	60	95
	Horz %	100.00	0.25	0.28	0.85	2.41	0.56	0.98
	Vert %	28.31	23.26	25.85	21.57	19.78	17.80	23.68
	Index	100	82	91	76	70	63	84
Marital Status: Currently Married	Unwgt'd	24506	84	82	323	935	286	331
	Weighted (000)	129071	502	491	1813	5835	1561	1919
	Horz %	100.00	0.39	0.38	1.40	4.52	1.21	1.49
	Vert %	52.88	68.67	65.08	66.26	69.17	72.29	67.26
	Index	100	130	123	125	131	137	127
Marital Status: Divorced or Legally Separated	Unwgt'd		*	*			*	*
	Weighted (000)	8229	9	10	53	163	39	59
	Horz %	100.00	0.09	0.11	0.74	2.38	0.57	0.70
	Vert %	12.71	3.75	4.68	8.36	8.74	8.23	7.65
	Index	100	30	37	66	69	65	60
Marital Status: Widowed	Unwgt'd		*	*	*		*	*
	Weighted (000)	3804	7	8	29	50	12	14
	Horz %	100.00	0.21	0.22	0.70	1.31	0.24	0.27
	Vert %	6.10	4.32	4.40	3.81	2.31	1.68	1.40
	Index	100	71	72	62	38	28	23
Marital Status: Engaged to Be Married	Unwgt'd		*	*	*		*	*
	Weighted (000)	2120	3	5	22	50	15	23
	Horz %	100.00	0.07	0.25	1.19	3.12	0.60	0.89
	Vert %	4.84	1.17	3.98	5.12	4.37	3.27	3.69
	Index	100	24	82	106	90	68	76
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd		*	*	*		*	*
	Weighted (000)	3596	7	11	37	92	19	31
	Horz %	100.00	0.13	0.48	1.13	2.97	0.47	0.93
	Vert %	8.83	3.70	13.66	8.87	7.60	4.73	7.05
	Index	100	42	155	100	86	54	80

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
					*			
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	61	34	182	535	239	266
	Weighted (000)	94932	370	165	1048	3566	1275	1557
	Horz %	100.00	0.39	0.17	1.10	3.76	1.34	1.64
	Vert %	38.89	50.61	21.87	38.30	42.27	59.04	54.55
	Index	100	130	56	98	109	152	140
1 Child Under Age 18 Currently Living at Home			*	*				
	Unwgted	7127	32	16	81	196	56	86
	Weighted (000)	38013	247	76	517	1351	353	534
	Horz %	100.00	0.65	0.20	1.36	3.55	0.93	1.41
	Vert %	15.57	33.78	10.05	18.89	16.01	16.34	18.72
Index	100	217	65	121	103	105	120	
2 Children Under Age 18 Currently Living at Home			*	*				
	Unwgted	6935	23	10	77	212	72	103
	Weighted (000)	34366	93	61	439	1347	335	561
	Horz %	100.00	0.27	0.18	1.28	3.92	0.97	1.63
	Vert %	14.08	12.73	8.14	16.05	15.96	15.51	19.65
Index	100	90	58	114	113	110	140	
3 Children Under Age 18 Currently Living at Home			*	*	*			*
	Unwgted	2804	3	7	18	85	67	48
	Weighted (000)	14813	18	27	70	530	312	254
	Horz %	100.00	0.12	0.18	0.47	3.58	2.10	1.71
	Vert %	6.07	2.39	3.55	2.55	6.29	14.43	8.90
Index	100	39	59	42	104	238	147	
4 Children Under Age 18 Currently Living at Home			*	*	*	*	*	*
	Unwgted	872	0	1	2	27	29	16
	Weighted (000)	4873	0	1	8	255	203	94
	Horz %	100.00	0.00	0.02	0.17	5.24	4.16	1.94
	Vert %	2.00	0.00	0.12	0.30	3.03	9.39	3.31
Index	100	0	6	15	152	470	166	
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*	*	*
	Unwgted	463	3	0	4	15	15	13
	Weighted (000)	2867	12	0	14	82	73	114
	Horz %	100.00	0.44	0.00	0.49	2.88	2.54	3.96
	Vert %	1.17	1.71	0.00	0.51	0.98	3.37	3.98
Index	100	145	0	43	83	287	339	
Own Home/Residence								
	Unwgted	32775	106	110	421	1143	321	380
	Weighted (000)	160976	654	645	2256	7025	1764	2279
	Horz %	100.00	0.41	0.40	1.40	4.36	1.10	1.42
	Vert %	65.95	89.53	85.52	82.46	83.27	81.71	79.85
Index	100	136	130	125	126	124	121	
Rent Home/Residence			*	*				
	Unwgted	15306	21	14	71	216	74	114
	Weighted (000)	80205	72	109	438	1323	380	531
	Horz %	100.00	0.09	0.14	0.55	1.65	0.47	0.66
	Vert %	32.86	9.80	14.48	16.03	15.68	17.61	18.61
Index	100	30	44	49	48	54	57	
Live Rent-Free in Home/Residence			*	*	*	*	*	*
	Unwgted	565	1	0	5	18	2	5
	Weighted (000)	2903	5	0	41	88	15	44
	Horz %	100.00	0.17	0.00	1.43	3.03	0.51	1.52
	Vert %	1.19	0.68	0.00	1.51	1.04	0.68	1.54
Index	100	57	0	127	88	57	130	

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*				*
Census Region: North East	Unwgted	11000	22	31	96	169	51	49
	Weighted (000)	44018	76	153	427	859	270	172
	Horz %	100.00	0.17	0.35	0.97	1.95	0.61	0.39
	Vert %	18.03	10.44	20.26	15.61	10.19	12.49	6.04
	Index	100	58	112	87	56	69	33
			*	*				
Census Region: South	Unwgted	17645	40	40	134	571	157	256
	Weighted (000)	92016	221	263	723	3475	780	1549
	Horz %	100.00	0.24	0.29	0.79	3.78	0.85	1.68
	Vert %	37.70	30.27	34.92	26.42	41.19	36.14	54.27
	Index	100	80	93	70	109	96	144
			*	*				
Census Region: Midwest	Unwgted	9880	41	31	216	404	95	92
	Weighted (000)	52062	224	199	1239	2665	553	576
	Horz %	100.00	0.43	0.38	2.38	5.12	1.06	1.11
	Vert %	21.33	30.70	26.44	45.30	31.59	25.61	20.18
	Index	100	144	124	212	148	120	95
			*	*				
Census Region: West	Unwgted	10121	25	22	51	233	94	102
	Weighted (000)	55988	209	139	347	1437	556	557
	Horz %	100.00	0.37	0.25	0.62	2.57	0.99	0.99
	Vert %	22.94	28.59	18.38	12.67	17.03	25.76	19.51
	Index	100	125	80	55	74	112	85
			*	*	*		*	*
Census Sub-Region: New England	Unwgted	2748	1	10	23	71	14	14
	Weighted (000)	11567	2	45	96	298	81	58
	Horz %	100.00	0.01	0.39	0.83	2.58	0.70	0.50
	Vert %	4.74	0.21	5.99	3.50	3.54	3.74	2.02
	Index	100	4	126	74	75	79	43
			*	*			*	*
Census Sub-Region: Mid Atlantic	Unwgted	8252	21	21	73	98	37	35
	Weighted (000)	32451	75	108	331	561	189	115
	Horz %	100.00	0.23	0.33	1.02	1.73	0.58	0.35
	Vert %	13.30	10.23	14.27	12.11	6.65	8.76	4.03
	Index	100	77	107	91	50	66	30
			*	*				
Census Sub-Region: South Atlantic	Unwgted	9812	11	22	65	280	66	120
	Weighted (000)	48740	81	144	321	1545	343	710
	Horz %	100.00	0.17	0.29	0.66	3.17	0.70	1.46
	Vert %	19.97	11.12	19.07	11.74	18.32	15.87	24.88
	Index	100	56	95	59	92	79	125
			*	*	*		*	*
Census Sub-Region: East South Central	Unwgted	1890	6	4	17	76	16	27
	Weighted (000)	14067	45	43	117	559	93	235
	Horz %	100.00	0.32	0.30	0.83	3.97	0.66	1.67
	Vert %	5.76	6.14	5.67	4.29	6.63	4.31	8.24
	Index	100	106	98	74	115	75	143
			*	*				
Census Sub-Region: West South Central	Unwgted	5943	23	14	52	215	75	109
	Weighted (000)	29209	95	77	284	1370	345	604
	Horz %	100.00	0.33	0.26	0.97	4.69	1.18	2.07
	Vert %	11.97	13.02	10.18	10.39	16.25	15.96	21.15
	Index	100	109	85	87	136	133	177

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*				
Census Sub-Region: East North Central	Unwgted	7303	32	21	158	257	62	55
	Weighted (000)	36089	171	111	839	1637	291	295
	Horz %	100.00	0.47	0.31	2.32	4.54	0.80	0.82
	Vert %	14.79	23.44	14.79	30.67	19.41	13.46	10.35
	Index	100	159	100	207	131	91	70
			*	*			*	*
Census Sub-Region: West North Central	Unwgted	2577	9	10	58	147	33	37
	Weighted (000)	15973	53	88	400	1028	262	281
	Horz %	100.00	0.33	0.55	2.51	6.43	1.64	1.76
	Vert %	6.54	7.26	11.65	14.64	12.18	12.15	9.83
	Index	100	111	178	224	186	186	150
			*	*	*		*	*
Census Sub-Region: Mountain	Unwgted	2752	11	8	28	95	31	28
	Weighted (000)	18482	83	50	241	569	211	200
	Horz %	100.00	0.45	0.27	1.30	3.08	1.14	1.08
	Vert %	7.57	11.37	6.58	8.79	6.75	9.75	7.00
	Index	100	150	87	116	89	129	92
			*	*	*		*	*
Census Sub-Region: Pacific	Unwgted	7369	14	14	23	138	63	74
	Weighted (000)	37506	126	89	106	868	346	357
	Horz %	100.00	0.34	0.24	0.28	2.31	0.92	0.95
	Vert %	15.37	17.22	11.80	3.87	10.29	16.01	12.51
	Index	100	112	77	25	67	104	81
			*	*	*		*	*
County Size: A	Unwgted	26326	65	52	233	541	220	274
	Weighted (000)	102649	321	290	1020	2387	916	1093
	Horz %	100.00	0.31	0.28	0.99	2.33	0.89	1.07
	Vert %	42.05	43.92	38.52	37.27	28.29	42.41	38.31
	Index	100	104	92	89	67	101	91
			*	*	*		*	*
County Size: B	Unwgted	11709	28	33	121	339	95	101
	Weighted (000)	72000	207	207	722	2418	632	860
	Horz %	100.00	0.29	0.29	1.00	3.36	0.88	1.20
	Vert %	29.50	28.34	27.51	26.37	28.66	29.26	30.15
	Index	100	96	93	89	97	99	102
			*	*	*		*	*
County Size: C/D	Unwgted	10611	35	39	143	497	82	124
	Weighted (000)	69435	203	256	995	3631	612	900
	Horz %	100.00	0.29	0.37	1.43	5.23	0.88	1.30
	Vert %	28.45	27.74	33.97	36.36	43.04	28.33	31.54
	Index	100	98	119	128	151	100	111
			*	*	*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	4	5	14	22	15	13
	Weighted (000)	4719	17	21	56	85	67	53
	Horz %	100.00	0.37	0.45	1.18	1.80	1.42	1.12
	Vert %	1.93	2.36	2.81	2.03	1.01	3.11	1.85
	Index	100	122	145	105	52	161	96
			*	*	*		*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	29	17	96	219	81	85
	Weighted (000)	38375	177	83	458	1400	453	504
	Horz %	100.00	0.46	0.22	1.19	3.65	1.18	1.31
	Vert %	15.72	24.28	11.00	16.74	16.60	20.98	17.66
	Index	100	154	70	106	106	133	112

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*	*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	1220	3	3	16	36	18	20
	Weighted (000)	6399	5	25	61	222	147	155
	Horz %	100.00	0.07	0.38	0.95	3.47	2.30	2.42
	Vert %	2.62	0.65	3.26	2.23	2.64	6.82	5.42
	Index	100	25	124	85	101	260	207
		*	*	*	*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt'd	0	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0	0
		*	*	*	*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt'd	2726	7	7	21	49	25	19
	Weighted (000)	7983	28	25	82	196	81	49
	Horz %	100.00	0.36	0.31	1.02	2.46	1.01	0.61
	Vert %	3.27	3.89	3.26	2.99	2.32	3.74	1.70
	Index	100	119	100	91	71	114	52
		*	*	*	*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt'd	3232	16	15	38	114	40	32
	Weighted (000)	12837	66	52	164	472	146	130
	Horz %	100.00	0.52	0.40	1.28	3.68	1.14	1.01
	Vert %	5.26	9.06	6.85	6.01	5.60	6.76	4.55
	Index	100	172	130	114	106	128	86
		*	*	*	*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	850	1	2	7	35	11	16
	Weighted (000)	3908	2	4	33	241	58	62
	Horz %	100.00	0.06	0.11	0.84	6.18	1.50	1.59
	Vert %	1.60	0.31	0.57	1.20	2.86	2.71	2.17
	Index	100	19	36	75	179	169	136
		*	*	*	*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt'd	3051	10	11	38	84	31	37
	Weighted (000)	14357	83	54	182	417	126	182
	Horz %	100.00	0.58	0.38	1.27	2.91	0.88	1.27
	Vert %	5.88	11.36	7.20	6.66	4.95	5.83	6.36
	Index	100	193	122	113	84	99	108
		*	*	*	*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt'd	8136	30	13	80	231	84	95
	Weighted (000)	42891	165	152	468	1505	423	582
	Horz %	100.00	0.38	0.36	1.09	3.51	0.99	1.36
	Vert %	17.57	22.52	20.22	17.12	17.84	19.60	20.39
	Index	100	128	115	97	102	112	116
		*	*	*	*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	2864	7	15	34	98	21	35
	Weighted (000)	14285	29	112	215	639	90	184
	Horz %	100.00	0.20	0.78	1.51	4.47	0.63	1.29
	Vert %	5.85	3.93	14.80	7.86	7.57	4.15	6.46
	Index	100	67	253	134	129	71	110
		*	*	*	*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3360	13	20	30	120	33	42
	Weighted (000)	16987	113	125	195	684	123	196
	Horz %	100.00	0.66	0.73	1.15	4.03	0.72	1.15
	Vert %	6.96	15.41	16.56	7.12	8.11	5.69	6.87
	Index	100	221	238	102	117	82	99

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*	*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1353	5	3	9	22	9	10
	Weighted (000)	5307	28	22	43	98	23	28
	Horz %	100.00	0.52	0.41	0.81	1.86	0.42	0.53
	Vert %	2.17	3.78	2.90	1.57	1.17	1.04	0.98
	Index	100	174	134	72	54	48	45
			*	*				
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	7757	25	26	102	377	82	107
	Weighted (000)	44958	174	173	596	2518	551	689
	Horz %	100.00	0.39	0.38	1.32	5.60	1.23	1.53
	Vert %	18.42	23.79	22.90	21.77	29.85	25.52	24.14
	Index	100	129	124	118	162	139	131
			*	*	*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	310	0	1	4	4	3	4
	Weighted (000)	1196	0	1	13	13	9	19
	Horz %	100.00	0.00	0.12	1.07	1.09	0.77	1.58
	Vert %	0.49	0.00	0.19	0.47	0.16	0.42	0.66
	Index	100	0	38	95	32	87	135
			*	*	*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	642	1	1	4	20	6	4
	Weighted (000)	3662	7	2	41	121	37	23
	Horz %	100.00	0.20	0.05	1.11	3.30	1.02	0.62
	Vert %	1.50	0.99	0.22	1.48	1.43	1.72	0.80
	Index	100	66	15	99	96	115	53
			*	*	*		*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgt'd	2577	10	8	13	63	23	31
	Weighted (000)	15181	56	54	49	462	110	199
	Horz %	100.00	0.37	0.36	0.32	3.04	0.72	1.31
	Vert %	6.22	7.71	7.21	1.78	5.47	5.08	6.97
	Index	100	124	116	29	88	82	112
			*	*	*		*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgt'd	3551	13	10	45	97	42	34
	Weighted (000)	17450	106	45	198	631	191	184
	Horz %	100.00	0.60	0.26	1.14	3.62	1.09	1.06
	Vert %	7.15	14.45	5.96	7.24	7.48	8.84	6.46
	Index	100	202	83	101	105	124	90
			*	*	*	*	*	*
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgt'd	631	2	2	6	11	7	2
	Weighted (000)	2496	9	8	22	53	25	9
	Horz %	100.00	0.37	0.31	0.89	2.11	1.00	0.38
	Vert %	1.02	1.25	1.01	0.81	0.62	1.16	0.33
	Index	100	122	99	80	61	113	32
			*	*	*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	1108	7	2	8	43	14	23
	Weighted (000)	6328	29	10	25	299	78	156
	Horz %	100.00	0.46	0.16	0.39	4.72	1.23	2.47
	Vert %	2.59	3.97	1.38	0.91	3.54	3.62	5.48
	Index	100	153	53	35	137	140	211
			*	*				
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5806	9	20	55	190	75	58
	Weighted (000)	23554	25	88	213	1056	371	307
	Horz %	100.00	0.11	0.37	0.91	4.48	1.57	1.30
	Vert %	9.65	3.47	11.63	7.79	12.52	17.16	10.74
	Index	100	36	120	81	130	178	111

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*	*		*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1456	5	4	13	53	9	11
	Weighted (000)	7376	20	8	36	341	67	67
	Horz %	100.00	0.26	0.11	0.49	4.63	0.91	0.91
	Vert %	3.02	2.67	1.10	1.32	4.05	3.11	2.35
	Index	100	88	36	44	134	103	78
			*	*	*		*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2625	5	11	23	54	14	12
	Weighted (000)	10677	29	65	109	280	40	42
	Horz %	100.00	0.27	0.61	1.02	2.62	0.37	0.40
	Vert %	4.37	3.93	8.63	3.97	3.32	1.85	1.49
	Index	100	90	197	91	76	42	34
			*	*	*		*	*
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgt'd	3944	8	10	45	140	43	36
	Weighted (000)	20120	89	44	260	890	271	247
	Horz %	100.00	0.44	0.22	1.29	4.42	1.35	1.23
	Vert %	8.24	12.11	5.81	9.51	10.55	12.57	8.66
	Index	100	147	71	115	128	152	105
			*	*	*		*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2569	13	3	17	56	29	20
	Weighted (000)	13480	84	23	76	336	146	66
	Horz %	100.00	0.62	0.17	0.56	2.49	1.08	0.49
	Vert %	5.52	11.45	3.04	2.78	3.98	6.76	2.30
	Index	100	207	55	50	72	122	42
			*	*	*		*	*
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgt'd	3181	9	10	42	126	23	40
	Weighted (000)	16260	25	41	255	794	111	251
	Horz %	100.00	0.15	0.25	1.57	4.88	0.69	1.54
	Vert %	6.66	3.42	5.46	9.32	9.41	5.16	8.78
	Index	100	51	82	140	141	77	132
			*	*	*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1106	1	1	12	31	7	6
	Weighted (000)	5735	4	2	48	186	69	15
	Horz %	100.00	0.07	0.03	0.83	3.24	1.20	0.26
	Vert %	2.35	0.57	0.24	1.74	2.20	3.20	0.52
	Index	100	24	10	74	94	136	22
			*	*	*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgt'd	906	2	2	6	16	8	14
	Weighted (000)	5268	6	19	14	127	39	105
	Horz %	100.00	0.11	0.36	0.27	2.41	0.73	2.00
	Vert %	2.16	0.82	2.53	0.53	1.50	1.79	3.69
	Index	100	38	117	24	70	83	171
			*	*	*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgt'd	302	0	0	1	2	0	0
	Weighted (000)	1893	0	0	2	15	0	0
	Horz %	100.00	0.00	0.00	0.09	0.81	0.00	0.00
	Vert %	0.78	0.00	0.00	0.07	0.18	0.00	0.00
	Index	100	0	0	8	24	0	0
			*	*	*		*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgt'd	5121	16	12	30	80	34	57
	Weighted (000)	26008	60	79	129	477	159	322
	Horz %	100.00	0.23	0.30	0.50	1.83	0.61	1.24
	Vert %	10.66	8.22	10.44	4.71	5.65	7.36	11.29
	Index	100	77	98	44	53	69	106

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*	*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	7	0	9	31	19	26
	Weighted (000)	10077	19	0	45	163	83	124
	Horz %	100.00	0.19	0.00	0.44	1.61	0.82	1.23
	Vert %	4.13	2.58	0.00	1.63	1.93	3.83	4.35
	Index	100	63	0	39	47	93	105
			*	*	*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	5	9	12	24	12	20
	Weighted (000)	11746	26	66	84	166	58	133
	Horz %	100.00	0.22	0.56	0.72	1.41	0.49	1.13
	Vert %	4.81	3.55	8.79	3.08	1.97	2.68	4.64
	Index	100	74	183	64	41	56	96
			*	*	*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	1	3	15	29	13	11
	Weighted (000)	6945	7	11	94	156	44	62
	Horz %	100.00	0.11	0.16	1.35	2.25	0.63	0.90
	Vert %	2.85	1.01	1.46	3.43	1.85	2.04	2.19
	Index	100	35	51	121	65	72	77
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	115	108	447	1214	360	455
	Weighted (000)	204462	644	666	2415	7411	1943	2590
	Horz %	100.00	0.32	0.33	1.18	3.62	0.95	1.27
	Vert %	83.77	88.18	88.29	88.27	87.85	89.97	90.75
	Index	100	105	105	105	105	107	108
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	77	70	296	797	243	289
	Weighted (000)	122460	413	446	1582	4664	1236	1588
	Horz %	100.00	0.34	0.36	1.29	3.81	1.01	1.30
	Vert %	50.17	56.45	59.17	57.81	55.29	57.24	55.65
	Index	100	113	118	115	110	114	111
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	53	61	223	616	182	228
	Weighted (000)	94930	304	335	1252	3821	972	1320
	Horz %	100.00	0.32	0.35	1.32	4.02	1.02	1.39
	Vert %	38.89	41.66	44.50	45.75	45.29	45.03	46.27
	Index	100	107	114	118	116	116	119
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	66	66	264	718	210	265
	Weighted (000)	109527	372	402	1375	4317	1040	1399
	Horz %	100.00	0.34	0.37	1.26	3.94	0.95	1.28
	Vert %	44.87	50.89	53.30	50.25	51.18	48.15	49.02
	Index	100	113	119	112	114	107	109
			*	*				
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	22	20	72	216	77	91
	Weighted (000)	41055	153	96	394	1264	419	570
	Horz %	100.00	0.37	0.23	0.96	3.08	1.02	1.39
	Vert %	16.82	20.90	12.78	14.41	14.98	19.42	19.98
	Index	100	124	76	86	89	115	119
			*	*	*		*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	9	4	21	87	20	35
	Weighted (000)	12268	59	8	80	554	133	257
	Horz %	100.00	0.48	0.06	0.65	4.51	1.08	2.10
	Vert %	5.03	8.07	1.03	2.92	6.57	6.15	9.02
	Index	100	160	21	58	131	122	179

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
				*	*			
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgttd	16140	46	47	180	488	158	177
	Weighted (000)	79167	212	291	954	2749	831	901
	Horz %	100.00	0.27	0.37	1.21	3.47	1.05	1.14
	Vert %	32.43	29.02	38.59	34.87	32.59	38.47	31.56
	Index	100	89	119	108	100	119	97
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgttd	21592	64	66	246	620	187	235
	Weighted (000)	106532	319	360	1267	3931	991	1248
	Horz %	100.00	0.30	0.34	1.19	3.69	0.93	1.17
	Vert %	43.65	43.69	47.74	46.32	46.60	45.92	43.75
	Index	100	100	109	106	107	105	100
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgttd	16960	49	55	186	520	150	197
	Weighted (000)	85146	255	360	1051	3291	848	1096
	Horz %	100.00	0.30	0.42	1.23	3.87	1.00	1.29
	Vert %	34.88	34.90	47.75	38.43	39.01	39.26	38.41
	Index	100	100	137	110	112	113	110
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgttd	8346	28	23	67	221	85	95
	Weighted (000)	42195	143	92	315	1298	431	568
	Horz %	100.00	0.34	0.22	0.75	3.08	1.02	1.35
	Vert %	17.29	19.57	12.27	11.52	15.38	19.95	19.89
	Index	100	113	71	67	89	115	115
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgttd	2161	4	6	19	64	18	24
	Weighted (000)	10847	28	26	84	398	132	232
	Horz %	100.00	0.26	0.24	0.78	3.67	1.22	2.14
	Vert %	4.44	3.89	3.51	3.08	4.71	6.13	8.13
	Index	100	88	79	69	106	138	183
Where Listen to Radio on Typical Weekday: Home	Unwgttd	13605	35	35	107	346	88	112
	Weighted (000)	66444	197	192	628	1958	420	595
	Horz %	100.00	0.30	0.29	0.95	2.95	0.63	0.90
	Vert %	27.22	26.96	25.53	22.96	23.21	19.44	20.85
	Index	100	99	94	84	85	71	77
Where Listen to Radio on Typical Weekday: Car	Unwgttd	37582	112	105	424	1149	326	430
	Weighted (000)	186198	624	660	2301	6951	1772	2431
	Horz %	100.00	0.34	0.35	1.24	3.73	0.95	1.31
	Vert %	76.28	85.39	87.58	84.12	82.40	82.08	85.19
	Index	100	112	115	110	108	108	112
Where Listen to Radio on Typical Weekday: Work	Unwgttd	6358	27	27	89	250	80	75
	Weighted (000)	32708	158	149	461	1655	420	400
	Horz %	100.00	0.48	0.45	1.41	5.06	1.28	1.22
	Vert %	13.40	21.57	19.72	16.85	19.62	19.44	14.00
	Index	100	161	147	126	146	145	105
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgttd	1490	4	7	11	37	13	16
	Weighted (000)	7844	30	20	76	239	47	114
	Horz %	100.00	0.38	0.26	0.97	3.04	0.60	1.45
	Vert %	3.21	4.12	2.70	2.77	2.83	2.20	3.99
	Index	100	128	84	86	88	68	124

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
				*	*			
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	42	46	153	438	124	151
	Weighted (000)	79216	191	250	850	2490	635	778
	Horz %	100.00	0.24	0.32	1.07	3.14	0.80	0.98
	Vert %	32.45	26.08	33.15	31.07	29.52	29.41	27.26
	Index	100	80	102	96	91	91	84
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	104	96	386	1025	294	390
	Weighted (000)	172300	575	608	2110	6255	1545	2252
	Horz %	100.00	0.33	0.35	1.22	3.63	0.90	1.31
	Vert %	70.59	78.66	80.60	77.11	74.14	71.55	78.90
	Index	100	111	114	109	105	101	112
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2377	9	6	32	86	26	28
	Weighted (000)	13032	64	33	184	625	172	169
	Horz %	100.00	0.49	0.25	1.41	4.80	1.32	1.30
	Vert %	5.34	8.75	4.35	6.72	7.41	7.95	5.92
	Index	100	164	82	126	139	149	111
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1550	4	7	15	46	10	14
	Weighted (000)	8439	16	20	98	267	43	96
	Horz %	100.00	0.19	0.24	1.17	3.16	0.51	1.14
	Vert %	3.46	2.15	2.71	3.59	3.16	2.01	3.36
	Index	100	62	78	104	91	58	97
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	23	27	93	270	94	67
	Weighted (000)	37216	90	125	388	1473	433	352
	Horz %	100.00	0.24	0.34	1.04	3.96	1.16	0.95
	Vert %	15.25	12.33	16.59	14.20	17.46	20.05	12.33
	Index	100	81	109	93	115	131	81
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	106	95	374	1066	308	391
	Weighted (000)	180517	599	606	2053	6662	1648	2208
	Horz %	100.00	0.33	0.34	1.14	3.69	0.91	1.22
	Vert %	73.96	81.94	80.42	75.02	78.98	76.34	77.35
	Index	100	111	109	101	107	103	105
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	108	103	406	1146	333	407
	Weighted (000)	192537	603	642	2174	7046	1786	2298
	Horz %	100.00	0.31	0.33	1.13	3.66	0.93	1.19
	Vert %	78.88	82.45	85.14	79.44	83.53	82.74	80.51
	Index	100	105	108	101	106	105	102
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	26	29	116	232	73	97
	Weighted (000)	31804	176	179	662	1292	328	522
	Horz %	100.00	0.55	0.56	2.08	4.06	1.03	1.64
	Vert %	13.03	24.10	23.80	24.18	15.32	15.19	18.28
	Index	100	185	183	186	118	117	140
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	9333	43	35	153	340	100	137
	Weighted (000)	45323	256	205	826	1969	532	752
	Horz %	100.00	0.57	0.45	1.82	4.34	1.17	1.66
	Vert %	18.57	35.09	27.24	30.19	23.34	24.66	26.36
	Index	100	189	147	163	126	133	142

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	15153	72	57	301	679	166	249
	Weighted (000)	76621	366	371	1707	4343	945	1511
	Horz %	100.00	0.48	0.48	2.23	5.67	1.23	1.97
	Vert %	31.39	50.09	49.21	62.39	51.49	43.75	52.94
	Index	100	160	157	199	164	139	169
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12633	62	35	167	451	135	189
	Weighted (000)	64670	362	269	947	2877	663	1123
	Horz %	100.00	0.56	0.42	1.46	4.45	1.03	1.74
	Vert %	26.49	49.56	35.74	34.62	34.11	30.72	39.36
	Index	100	187	135	131	129	116	149
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt'd	7343	23	16	64	237	79	73
	Weighted (000)	36346	121	102	368	1397	342	382
	Horz %	100.00	0.33	0.28	1.01	3.84	0.94	1.05
	Vert %	14.89	16.51	13.53	13.45	16.56	15.85	13.39
	Index	100	111	91	90	111	106	90
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt'd	19242	54	39	180	507	189	222
	Weighted (000)	97996	301	259	1049	3093	998	1321
	Horz %	100.00	0.31	0.26	1.07	3.16	1.02	1.35
	Vert %	40.15	41.24	34.33	38.34	36.66	46.24	46.28
	Index	100	103	86	96	91	115	115
Listening to Any Radio on the Internet/Online - Past Month	Unwgt'd	21921	65	45	202	593	217	252
	Weighted (000)	110983	353	293	1201	3676	1134	1484
	Horz %	100.00	0.32	0.26	1.08	3.31	1.02	1.34
	Vert %	45.47	48.32	38.80	43.88	43.58	52.51	51.99
	Index	100	106	85	97	96	115	114
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt'd	3452	11	11	27	101	37	27
	Weighted (000)	17001	43	54	112	522	157	150
	Horz %	100.00	0.25	0.32	0.66	3.07	0.92	0.88
	Vert %	6.97	5.85	7.14	4.10	6.19	7.25	5.26
	Index	100	84	103	59	89	104	76
Downloaded Music - Past Month	Unwgt'd	9054	25	18	91	251	89	118
	Weighted (000)	47933	147	113	573	1612	491	686
	Horz %	100.00	0.31	0.24	1.20	3.36	1.02	1.43
	Vert %	19.64	20.08	15.04	20.95	19.10	22.75	24.05
	Index	100	102	77	107	97	116	122
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt'd	3700	13	11	33	108	36	44
	Weighted (000)	17081	65	56	191	600	185	216
	Horz %	100.00	0.38	0.33	1.12	3.51	1.08	1.27
	Vert %	7.00	8.87	7.39	6.99	7.12	8.55	7.59
	Index	100	127	106	100	102	122	108
Visited iHeartRadio site - Past Month	Unwgt'd	4412	15	10	43	128	54	46
	Weighted (000)	21989	61	73	249	790	248	258
	Horz %	100.00	0.28	0.33	1.13	3.59	1.13	1.17
	Vert %	9.01	8.40	9.62	9.08	9.37	11.48	9.05
	Index	100	93	107	101	104	127	100

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
				*	*			
Visited iTunes.com site - Past Month	Unwgted	8331	27	20	84	257	74	121
	Weighted (000)	40212	160	93	493	1523	398	741
	Horz %	100.00	0.40	0.23	1.23	3.79	0.99	1.84
	Vert %	16.47	21.95	12.31	18.02	18.05	18.44	25.98
	Index	100	133	75	109	110	112	158
				*				
Visited Pandora.com site - Past Month	Unwgted	16996	56	25	152	465	175	208
	Weighted (000)	87700	317	155	869	2834	911	1110
	Horz %	100.00	0.36	0.18	0.99	3.23	1.04	1.27
	Vert %	35.93	43.44	20.60	31.77	33.59	42.18	38.89
	Index	100	121	57	88	93	117	108
			*	*	*		*	
Visited Spotify site - Past Month	Unwgted	6074	10	12	47	143	46	68
	Weighted (000)	32588	48	66	313	874	249	377
	Horz %	100.00	0.15	0.20	0.96	2.68	0.77	1.16
	Vert %	13.35	6.64	8.72	11.43	10.36	11.55	13.21
	Index	100	50	65	86	78	87	99
			*	*				
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	41	29	181	491	135	162
	Weighted (000)	83844	181	156	1029	3091	818	933
	Horz %	100.00	0.22	0.19	1.23	3.69	0.98	1.11
	Vert %	34.35	24.77	20.65	37.60	36.64	37.91	32.70
	Index	100	72	60	109	107	110	95
			*	*				
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	39	20	151	385	114	131
	Weighted (000)	70343	192	130	911	2470	641	729
	Horz %	100.00	0.27	0.18	1.29	3.51	0.91	1.04
	Vert %	28.82	26.31	17.19	33.29	29.28	29.67	25.53
	Index	100	91	60	116	102	103	89
			*	*				
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	48	38	189	490	144	179
	Weighted (000)	86850	252	227	1062	3219	816	1101
	Horz %	100.00	0.29	0.26	1.22	3.71	0.94	1.27
	Vert %	35.58	34.55	30.05	38.81	38.16	37.80	38.58
	Index	100	97	84	109	107	106	108
			*	*				
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	34	24	123	360	106	122
	Weighted (000)	65189	199	180	687	2302	580	750
	Horz %	100.00	0.31	0.28	1.05	3.53	0.89	1.15
	Vert %	26.71	27.28	23.92	25.11	27.28	26.87	26.28
	Index	100	102	90	94	102	101	98
			*	*	*		*	*
Most trusted media: Radio	Unwgted	4143	8	14	49	134	37	43
	Weighted (000)	21056	25	95	228	868	215	184
	Horz %	100.00	0.12	0.45	1.08	4.12	1.02	0.87
	Vert %	8.63	3.39	12.62	8.33	10.29	9.94	6.45
	Index	100	39	146	97	119	115	75
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	105	110	422	1147	316	402
	Weighted (000)	190885	600	685	2247	6929	1670	2315
	Horz %	100.00	0.31	0.36	1.18	3.63	0.87	1.21
	Vert %	78.20	82.06	90.81	82.12	82.14	77.35	81.14
	Index	100	105	116	105	105	99	104

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	30674	84	98	339	921	261	298
	Weighted (000)	150599	486	626	1820	5534	1366	1736
	Horz %	100.00	0.32	0.42	1.21	3.67	0.91	1.15
	Vert %	61.70	66.57	83.05	66.53	65.61	63.29	60.83
	Index	100	108	135	108	106	103	99
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	26407	61	72	274	776	201	267
	Weighted (000)	129573	363	408	1452	4639	1121	1543
	Horz %	100.00	0.28	0.31	1.12	3.58	0.87	1.19
	Vert %	53.09	49.63	54.12	53.06	55.00	51.94	54.07
	Index	100	93	102	100	104	98	102
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgttd	30767	86	88	346	930	249	322
	Weighted (000)	150356	516	544	1867	5527	1303	1829
	Horz %	100.00	0.34	0.36	1.24	3.68	0.87	1.22
	Vert %	61.60	70.56	72.10	68.23	65.52	60.35	64.10
	Index	100	115	117	111	106	98	104
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgttd	13588	34	40	136	347	97	105
	Weighted (000)	72467	214	207	852	2137	516	638
	Horz %	100.00	0.29	0.29	1.18	2.95	0.71	0.88
	Vert %	29.69	29.22	27.51	31.12	25.33	23.89	22.35
	Index	100	98	93	105	85	80	75
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm- 6:30 pm (Central/Mountain)	Unwgttd	24214	69	66	262	700	179	237
	Weighted (000)	122899	369	424	1363	4248	958	1339
	Horz %	100.00	0.30	0.35	1.11	3.46	0.78	1.09
	Vert %	50.35	50.51	56.29	49.83	50.36	44.38	46.91
	Index	100	100	112	99	100	88	93
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)	Unwgttd	8203	31	25	88	213	74	100
	Weighted (000)	41009	178	127	502	1252	389	625
	Horz %	100.00	0.43	0.31	1.22	3.05	0.95	1.52
	Vert %	16.80	24.38	16.89	18.35	14.84	18.01	21.90
	Index	100	145	101	109	88	107	130
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgttd	20426	48	48	223	602	156	227
	Weighted (000)	102185	315	281	1185	3607	830	1220
	Horz %	100.00	0.31	0.28	1.16	3.53	0.81	1.19
	Vert %	41.86	43.10	37.33	43.30	42.76	38.45	42.76
	Index	100	103	89	103	102	92	102
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgttd	23818	58	57	235	684	195	232
	Weighted (000)	120635	312	356	1221	4097	1014	1330
	Horz %	100.00	0.26	0.29	1.01	3.40	0.84	1.10
	Vert %	49.42	42.64	47.18	44.63	48.56	46.97	46.61
	Index	100	86	95	90	98	95	94
Downloaded a TV Program - Past Month	Unwgttd	2514	8	4	30	60	21	21
	Weighted (000)	11768	31	30	220	300	90	139
	Horz %	100.00	0.26	0.25	1.87	2.55	0.77	1.18
	Vert %	4.82	4.24	3.92	8.06	3.56	4.19	4.88
	Index	100	88	81	167	74	87	101

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
				*	*			
Watched a TV Program Online - Past Month	Unwgt'd	8915	28	23	89	204	73	84
	Weighted (000)	43431	184	145	539	1179	358	559
	Horz %	100.00	0.42	0.33	1.24	2.72	0.82	1.29
	Vert %	17.79	25.12	19.18	19.71	13.98	16.57	19.60
	Index	100	141	108	111	79	93	110
			*	*				
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	34	24	95	258	89	121
	Weighted (000)	47213	170	109	494	1517	473	696
	Horz %	100.00	0.36	0.23	1.05	3.21	1.00	1.47
	Vert %	19.34	23.20	14.42	18.07	17.98	21.92	24.40
	Index	100	120	75	93	93	113	126
			*	*			*	
Looked at TV Listings Online - Past Month	Unwgt'd	5331	18	24	52	144	44	52
	Weighted (000)	24808	94	122	194	727	246	275
	Horz %	100.00	0.38	0.49	0.78	2.93	0.99	1.11
	Vert %	10.16	12.83	16.15	7.10	8.61	11.41	9.65
	Index	100	126	159	70	85	112	95
Household Subscribes to Cable TV	Unwgt'd	22534	59	63	243	514	195	222
	Weighted (000)	109088	337	336	1234	2932	996	1305
	Horz %	100.00	0.31	0.31	1.13	2.69	0.91	1.20
	Vert %	44.69	46.17	44.55	45.11	34.76	46.11	45.72
	Index	100	103	100	101	78	103	102
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	112	112	418	1104	335	421
	Weighted (000)	188357	615	654	2227	6763	1851	2449
	Horz %	100.00	0.33	0.35	1.18	3.59	0.98	1.30
	Vert %	77.17	84.13	86.74	81.41	80.16	85.71	85.82
	Index	100	109	112	105	104	111	111
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	110	107	402	1074	325	403
	Weighted (000)	180739	606	635	2145	6533	1782	2290
	Horz %	100.00	0.34	0.35	1.19	3.61	0.99	1.27
	Vert %	74.05	82.98	84.26	78.40	77.44	82.55	80.26
	Index	100	112	114	106	105	111	108
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	89	79	299	801	228	287
	Weighted (000)	131456	481	467	1540	4862	1194	1636
	Horz %	100.00	0.37	0.36	1.17	3.70	0.91	1.24
	Vert %	53.86	65.79	61.97	56.30	57.63	55.31	57.32
	Index	100	122	115	105	107	103	106
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	58	50	168	406	142	197
	Weighted (000)	75868	264	313	892	2369	721	1059
	Horz %	100.00	0.35	0.41	1.18	3.12	0.95	1.40
	Vert %	31.08	36.18	41.47	32.61	28.08	33.40	37.12
	Index	100	116	133	105	90	107	119
			*	*				
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	5693	26	8	58	165	66	87
	Weighted (000)	27121	115	51	329	923	322	444
	Horz %	100.00	0.42	0.19	1.21	3.40	1.19	1.64
	Vert %	11.11	15.72	6.81	12.02	10.94	14.91	15.57
	Index	100	141	61	108	98	134	140

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
Viewed Any Video-On-Demand Programs or Events - Past Year			*	*				
	Unwgt'd	13030	44	37	143	348	129	153
	Weighted (000)	59121	208	149	739	1972	650	788
	Horz %	100.00	0.35	0.25	1.25	3.34	1.10	1.33
	Vert %	24.22	28.51	19.76	27.02	23.38	30.10	27.60
Index	100	118	82	112	97	124	114	
Household Has a Satellite Dish			*	*				
	Unwgt'd	10843	41	32	126	470	105	146
	Weighted (000)	61939	211	236	744	3309	686	901
	Horz %	100.00	0.34	0.38	1.20	5.34	1.11	1.45
	Vert %	25.38	28.94	31.28	27.19	39.22	31.77	31.56
Index	100	114	123	107	155	125	124	
Household Has a Digital Video Recorder (DVR)								
	Unwgt'd	23728	89	73	267	730	244	310
	Weighted (000)	116768	448	425	1481	4492	1251	1758
	Horz %	100.00	0.38	0.36	1.27	3.85	1.07	1.51
	Vert %	47.84	61.32	56.39	54.12	53.25	57.92	61.58
Index	100	128	118	113	111	121	129	
Any Internet/Online Activity - Past Month								
	Unwgt'd	42373	125	107	456	1237	372	468
	Weighted (000)	208554	714	657	2499	7523	1974	2656
	Horz %	100.00	0.34	0.32	1.20	3.61	0.95	1.27
	Vert %	85.44	97.64	87.18	91.35	89.17	91.44	93.08
Index	100	114	102	107	104	107	109	
Played Games Online - Past Month			*	*				
	Unwgt'd	13852	42	27	139	398	101	138
	Weighted (000)	73850	201	161	837	2469	519	831
	Horz %	100.00	0.27	0.22	1.13	3.34	0.70	1.13
	Vert %	30.26	27.56	21.33	30.61	29.27	24.03	29.12
Index	100	91	71	101	97	79	96	
Downloaded a Video Game - Past Month			*	*	*		*	*
	Unwgt'd	5083	17	11	42	130	39	38
	Weighted (000)	28601	79	43	278	813	220	239
	Horz %	100.00	0.28	0.15	0.97	2.84	0.77	0.83
	Vert %	11.72	10.82	5.73	10.15	9.63	10.20	8.36
Index	100	92	49	87	82	87	71	
Downloaded a Movie - Past Month			*	*	*		*	*
	Unwgt'd	4447	9	12	41	115	48	41
	Weighted (000)	21989	35	50	313	604	246	215
	Horz %	100.00	0.16	0.23	1.42	2.75	1.12	0.98
	Vert %	9.01	4.84	6.57	11.44	7.16	11.41	7.54
Index	100	54	73	127	80	127	84	
Watched a Movie Online - Past Month			*	*				
	Unwgt'd	11540	28	21	98	266	103	117
	Weighted (000)	58047	171	122	611	1464	545	697
	Horz %	100.00	0.29	0.21	1.05	2.52	0.94	1.20
	Vert %	23.78	23.37	16.12	22.33	17.35	25.23	24.43
Index	100	98	68	94	73	106	103	
Watched Online Video (Not Movie, TV) - Past Month			*	*				
	Unwgt'd	10029	20	20	99	272	92	89
	Weighted (000)	50248	76	136	527	1493	482	505
	Horz %	100.00	0.15	0.27	1.05	2.97	0.96	1.01
	Vert %	20.59	10.39	18.02	19.26	17.70	22.33	17.71
Index	100	50	88	94	86	108	86	

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*	*	*	*	*
Visited a Chat Room - Past Month	Unwgted	2194	4	5	14	49	19	24
	Weighted (000)	10601	15	29	71	232	88	116
	Horz %	100.00	0.15	0.27	0.67	2.19	0.83	1.10
	Vert %	4.34	2.11	3.80	2.59	2.76	4.09	4.07
	Index	100	49	88	60	63	94	94
Used e-Mail - Past Month	Unwgted	37148	114	94	410	1107	343	415
	Weighted (000)	177506	629	576	2251	6615	1776	2337
	Horz %	100.00	0.35	0.32	1.27	3.73	1.00	1.32
	Vert %	72.72	86.05	76.46	82.26	78.41	82.24	81.89
	Index	100	118	105	113	108	113	113
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	94	59	290	843	263	341
	Weighted (000)	148723	536	382	1687	5190	1387	2058
	Horz %	100.00	0.36	0.26	1.13	3.49	0.93	1.38
	Vert %	60.93	73.34	50.65	61.66	61.52	64.24	72.11
	Index	100	120	83	101	101	105	118
Visited Online Blogs - Past Month	Unwgted	6650	15	16	58	159	59	68
	Weighted (000)	32542	67	91	293	842	303	373
	Horz %	100.00	0.21	0.28	0.90	2.59	0.93	1.14
	Vert %	13.33	9.20	12.08	10.70	9.98	14.03	13.05
	Index	100	69	91	80	75	105	98
Wrote an Online Blog - Past Month	Unwgted	1215	3	3	8	28	12	11
	Weighted (000)	5810	12	13	64	139	68	99
	Horz %	100.00	0.21	0.22	1.10	2.40	1.17	1.70
	Vert %	2.38	1.65	1.71	2.33	1.65	3.16	3.46
	Index	100	69	72	98	69	133	145
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	10	7	42	103	32	39
	Weighted (000)	20569	29	23	242	530	154	217
	Horz %	100.00	0.14	0.11	1.17	2.58	0.75	1.05
	Vert %	8.43	3.98	3.06	8.83	6.28	7.12	7.60
	Index	100	47	36	105	75	84	90
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	113	83	383	1056	335	435
	Weighted (000)	184180	655	512	2203	6511	1799	2508
	Horz %	100.00	0.36	0.28	1.20	3.54	0.98	1.36
	Vert %	75.46	89.69	67.90	80.52	77.18	83.30	87.89
	Index	100	119	90	107	102	110	116
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	90	58	327	860	273	354
	Weighted (000)	152016	555	385	1842	5390	1484	2187
	Horz %	100.00	0.37	0.25	1.21	3.55	0.98	1.44
	Vert %	62.28	75.99	51.07	67.32	63.89	68.72	76.64
	Index	100	122	82	108	103	110	123
Foursquare	Unwgted	259	0	2	2	8	0	3
	Weighted (000)	1096	0	7	5	43	0	14
	Horz %	100.00	0.00	0.61	0.48	3.93	0.00	1.24
	Vert %	0.45	0.00	0.89	0.19	0.51	0.00	0.48
	Index	100	0	198	43	114	0	106

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
Google + (Google Plus)			*	*				
	Unwgted	7523	18	20	65	206	74	82
	Weighted (000)	37002	116	110	408	1198	373	428
	Horz %	100.00	0.31	0.30	1.10	3.24	1.01	1.16
	Vert %	15.16	15.88	14.60	14.93	14.21	17.26	14.99
Index	100	105	96	98	94	114	99	
Instagram			*	*				
	Unwgted	11180	32	21	104	281	103	137
	Weighted (000)	59923	194	147	692	1690	574	848
	Horz %	100.00	0.32	0.25	1.16	2.82	0.96	1.42
	Vert %	24.55	26.49	19.55	25.30	20.04	26.58	29.72
Index	100	108	80	103	82	108	121	
LinkedIn			*	*				
	Unwgted	7899	26	15	77	203	81	85
	Weighted (000)	31599	110	77	351	957	351	378
	Horz %	100.00	0.35	0.24	1.11	3.03	1.11	1.19
	Vert %	12.95	15.07	10.15	12.81	11.34	16.25	13.23
Index	100	116	78	99	88	126	102	
Pinterest			*	*				
	Unwgted	9299	26	22	125	311	87	124
	Weighted (000)	49108	177	135	754	1909	533	888
	Horz %	100.00	0.36	0.28	1.54	3.89	1.09	1.81
	Vert %	20.12	24.21	17.96	27.56	22.63	24.69	31.12
Index	100	120	89	137	112	123	155	
Tumblr			*	*	*	*	*	*
	Unwgted	1737	1	4	14	46	14	13
	Weighted (000)	9309	4	6	62	239	93	62
	Horz %	100.00	0.04	0.07	0.66	2.57	1.00	0.66
	Vert %	3.81	0.49	0.82	2.26	2.84	4.32	2.16
Index	100	13	22	59	74	113	57	
Twitter			*	*				
	Unwgted	6507	20	15	58	169	57	79
	Weighted (000)	32509	115	56	339	1001	312	510
	Horz %	100.00	0.35	0.17	1.04	3.08	0.96	1.57
	Vert %	13.32	15.77	7.47	12.39	11.86	14.45	17.88
Index	100	118	56	93	89	109	134	
Yelp			*	*	*		*	*
	Unwgted	4238	14	10	26	85	39	46
	Weighted (000)	17049	53	47	153	402	165	179
	Horz %	100.00	0.31	0.28	0.90	2.36	0.97	1.05
	Vert %	6.98	7.24	6.28	5.59	4.77	7.65	6.27
Index	100	104	90	80	68	109	90	
YouTube								
	Unwgted	24878	76	61	252	714	233	276
	Weighted (000)	125197	411	350	1448	4150	1208	1557
	Horz %	100.00	0.33	0.28	1.16	3.31	0.96	1.24
	Vert %	51.29	56.21	46.48	52.91	49.19	55.94	54.57
Index	100	110	91	103	96	109	106	
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something				*				
	Unwgted	19391	68	41	196	545	175	224
	Weighted (000)	98998	454	305	1105	3429	950	1318
	Horz %	100.00	0.46	0.31	1.12	3.46	0.96	1.33
	Vert %	40.56	62.07	40.44	40.39	40.65	44.01	46.18
Index	100	153	100	100	100	109	114	

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
				*	*			
"Follow" or become a "fan of" something or someone	Unwgttd	9880	27	20	98	266	88	113
	Weighted (000)	51999	170	132	534	1785	536	757
	Horz %	100.00	0.33	0.25	1.03	3.43	1.03	1.46
	Vert %	21.30	23.19	17.52	19.50	21.16	24.82	26.51
	Index	100	109	82	92	99	117	124
			*	*				
Clicked on an advertisement	Unwgttd	7250	18	18	77	194	75	78
	Weighted (000)	34609	103	141	457	1066	322	421
	Horz %	100.00	0.30	0.41	1.32	3.08	0.93	1.22
	Vert %	14.18	14.04	18.68	16.70	12.64	14.90	14.76
	Index	100	99	132	118	89	105	104
			*	*				
Watched a video	Unwgttd	23931	81	49	246	662	223	278
	Weighted (000)	121821	484	291	1495	4052	1284	1664
	Horz %	100.00	0.40	0.24	1.23	3.33	1.05	1.37
	Vert %	49.91	66.19	38.65	54.63	48.03	59.45	58.30
	Index	100	133	77	109	96	119	117
			*	*	*	*	*	*
Websites or apps visited or used in the last 30 days: Coupons	Unwgttd	1642	1	4	26	49	9	14
	Weighted (000)	7736	10	9	140	251	51	115
	Horz %	100.00	0.13	0.11	1.81	3.24	0.66	1.49
	Vert %	3.17	1.35	1.18	5.13	2.97	2.36	4.04
	Index	100	43	37	162	94	75	127
			*	*				
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	40180	123	98	428	1192	361	461
	Weighted (000)	200974	702	604	2430	7329	1949	2619
	Horz %	100.00	0.35	0.30	1.21	3.65	0.97	1.30
	Vert %	82.34	96.02	80.10	88.80	86.87	90.27	91.78
	Index	100	117	97	108	106	110	111
			*	*				
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	20952	70	43	202	585	197	269
	Weighted (000)	106707	425	264	1178	3528	1056	1661
	Horz %	100.00	0.40	0.25	1.10	3.31	0.99	1.56
	Vert %	43.72	58.13	34.98	43.06	41.82	48.93	58.19
	Index	100	133	80	98	96	112	133
			*	*				
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	19339	56	42	192	546	200	255
	Weighted (000)	97935	286	209	1170	3416	986	1497
	Horz %	100.00	0.29	0.21	1.19	3.49	1.01	1.53
	Vert %	40.12	39.17	27.76	42.76	40.49	45.68	52.45
	Index	100	98	69	107	101	114	131
			*	*				
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	24725	79	53	232	669	231	301
	Weighted (000)	126500	450	324	1346	4196	1217	1794
	Horz %	100.00	0.36	0.26	1.06	3.32	0.96	1.42
	Vert %	51.83	61.61	42.97	49.18	49.74	56.35	62.87
	Index	100	119	83	95	96	109	121
			*	*				
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	15697	46	32	139	462	135	175
	Weighted (000)	84080	229	148	914	2914	706	1094
	Horz %	100.00	0.27	0.18	1.09	3.47	0.84	1.30
	Vert %	34.45	31.29	19.63	33.41	34.54	32.70	38.33
	Index	100	91	57	97	100	95	111

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month			*	*				
	Unwgt'd	11626	32	22	100	300	108	126
	Weighted (000)	61092	185	87	599	1705	535	663
	Horz %	100.00	0.30	0.14	0.98	2.79	0.88	1.09
	Vert %	25.03	25.29	11.57	21.88	20.21	24.77	23.24
Index	100	101	46	87	81	99	93	
Used a Mobile "App" - Past Month								
	Unwgt'd	25794	76	59	264	739	257	322
	Weighted (000)	128777	389	353	1427	4535	1271	1874
	Horz %	100.00	0.30	0.27	1.11	3.52	0.99	1.46
	Vert %	52.76	53.20	46.87	52.14	53.75	58.86	65.66
Index	100	101	89	99	102	112	124	
Read Any Daily Newspaper (Print/Paper/Hard Copy)			*	*				
	Unwgt'd	10912	28	34	146	291	82	83
	Weighted (000)	50128	188	215	732	1601	504	506
	Horz %	100.00	0.37	0.43	1.46	3.19	1.01	1.01
	Vert %	20.54	25.69	28.49	26.77	18.97	23.35	17.73
Index	100	125	139	130	92	114	86	
Read Any Sunday Newspaper (Print/Paper/Hard Copy)			*	*				
	Unwgt'd	14245	32	41	172	412	113	125
	Weighted (000)	67106	256	276	933	2258	638	709
	Horz %	100.00	0.38	0.41	1.39	3.37	0.95	1.06
	Vert %	27.49	34.99	36.59	34.09	26.77	29.53	24.84
Index	100	127	133	124	97	107	90	
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month				*				
	Unwgt'd	19488	57	44	223	513	178	209
	Weighted (000)	91290	317	226	1311	2909	863	1163
	Horz %	100.00	0.35	0.25	1.44	3.19	0.95	1.27
	Vert %	37.40	43.31	30.04	47.91	34.48	39.99	40.76
Index	100	116	80	128	92	107	109	
Read Classified Advertising in Weekday Newspaper			*	*	*		*	*
	Unwgt'd	3772	7	8	39	142	30	34
	Weighted (000)	20084	21	50	216	859	168	245
	Horz %	100.00	0.11	0.25	1.07	4.28	0.84	1.22
	Vert %	8.23	2.94	6.64	7.88	10.18	7.78	8.58
Index	100	36	81	96	124	94	104	
Read Classified Advertising in Sunda/Weekend Newspaper			*	*	*		*	*
	Unwgt'd	3758	6	12	46	131	30	37
	Weighted (000)	19510	21	91	271	807	145	187
	Horz %	100.00	0.11	0.47	1.39	4.14	0.74	0.96
	Vert %	7.99	2.84	12.12	9.90	9.57	6.69	6.55
Index	100	35	152	124	120	84	82	
Read Advertisements in Weekday Newspaper			*	*	*		*	*
	Unwgt'd	3812	14	8	48	112	23	32
	Weighted (000)	17916	97	40	235	597	152	196
	Horz %	100.00	0.54	0.22	1.31	3.33	0.85	1.09
	Vert %	7.34	13.29	5.35	8.58	7.07	7.02	6.86
Index	100	181	73	117	96	96	93	
Read Advertisements in Sunday/Weekend Newspaper			*	*			*	*
	Unwgt'd	4633	16	16	66	154	38	46
	Weighted (000)	22092	115	75	342	858	200	325
	Horz %	100.00	0.52	0.34	1.55	3.89	0.90	1.47
	Vert %	9.05	15.70	9.91	12.49	10.18	9.26	11.39
Index	100	173	109	138	112	102	126	

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
Read Circulars/Inserts/Fliers in Weekday Newspaper			*	*			*	*
	Unwgt'd	5068	16	17	78	154	36	42
	Weighted (000)	23852	112	131	446	1004	241	252
	Horz %	100.00	0.47	0.55	1.87	4.21	1.01	1.06
	Vert %	9.77	15.33	17.38	16.29	11.90	11.14	8.83
Index	100	157	178	167	122	114	90	
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*	*				
	Unwgt'd	7203	23	29	120	253	62	77
	Weighted (000)	34013	173	193	639	1602	348	495
	Horz %	100.00	0.51	0.57	1.88	4.71	1.02	1.46
	Vert %	13.93	23.64	25.55	23.36	19.00	16.13	17.34
Index	100	170	183	168	136	116	124	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year			*	*			*	*
	Unwgt'd	4191	16	6	57	138	47	40
	Weighted (000)	20652	60	28	261	869	288	254
	Horz %	100.00	0.29	0.14	1.27	4.21	1.39	1.23
	Vert %	8.46	8.19	3.78	9.56	10.30	13.33	8.90
Index	100	97	45	113	122	158	105	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year			*	*				
	Unwgt'd	9539	25	26	152	362	87	98
	Weighted (000)	47372	151	130	853	2163	582	651
	Horz %	100.00	0.32	0.27	1.80	4.57	1.23	1.37
	Vert %	19.41	20.68	17.23	31.19	25.64	26.98	22.82
Index	100	107	89	161	132	139	118	
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	0	
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	0	
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	0	
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*	*	*
	Unwgt'd	0	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	0	
Have Seen Video Ads in Grocery Stores - Past Month			*	*				
	Unwgt'd	8175	31	17	93	230	67	78
	Weighted (000)	42062	190	89	560	1381	420	413
	Horz %	100.00	0.45	0.21	1.33	3.28	1.00	0.98
	Vert %	17.23	25.96	11.82	20.48	16.37	19.47	14.48
Index	100	151	69	119	95	113	84	

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*				*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5434	22	12	62	126	39	54
	Weighted (000)	27750	103	52	376	762	211	304
	Horz %	100.00	0.37	0.19	1.36	2.75	0.76	1.10
	Vert %	11.37	14.03	6.88	13.76	9.03	9.78	10.65
	Index	100	123	61	121	79	86	94
			*	*				*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5425	23	11	62	156	48	52
	Weighted (000)	27941	129	69	385	1048	356	292
	Horz %	100.00	0.46	0.25	1.38	3.75	1.27	1.05
	Vert %	11.45	17.65	9.16	14.07	12.43	16.49	10.23
	Index	100	154	80	123	109	144	89
			*	*				*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	5807	25	11	65	185	44	59
	Weighted (000)	30170	122	92	418	1146	215	308
	Horz %	100.00	0.40	0.30	1.39	3.80	0.71	1.02
	Vert %	12.36	16.65	12.19	15.28	13.59	9.95	10.80
	Index	100	135	99	124	110	80	87
			*	*				*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5047	24	12	57	148	49	56
	Weighted (000)	24469	114	48	357	931	262	299
	Horz %	100.00	0.47	0.20	1.46	3.81	1.07	1.22
	Vert %	10.02	15.62	6.35	13.04	11.04	12.15	10.48
	Index	100	156	63	130	110	121	105
			*	*	*			*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4572	22	16	47	118	35	48
	Weighted (000)	23484	111	79	282	751	171	248
	Horz %	100.00	0.47	0.34	1.20	3.20	0.73	1.06
	Vert %	9.62	15.18	10.52	10.29	8.90	7.93	8.68
	Index	100	158	109	107	92	82	90
			*	*				*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6133	20	9	55	155	49	65
	Weighted (000)	30556	96	54	317	994	320	346
	Horz %	100.00	0.31	0.18	1.04	3.25	1.05	1.13
	Vert %	12.52	13.12	7.20	11.58	11.79	14.84	12.13
	Index	100	105	57	93	94	119	97
			*	*	*			*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4212	21	7	42	105	28	43
	Weighted (000)	21008	110	14	212	706	157	226
	Horz %	100.00	0.52	0.07	1.01	3.36	0.75	1.07
	Vert %	8.61	15.09	1.88	7.75	8.37	7.26	7.91
	Index	100	175	22	90	97	84	92
			*	*				*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6034	27	13	74	164	58	79
	Weighted (000)	31175	122	93	430	978	396	512
	Horz %	100.00	0.39	0.30	1.38	3.14	1.27	1.64
	Vert %	12.77	16.65	12.31	15.71	11.59	18.33	17.93
	Index	100	130	96	123	91	144	140
			*	*	*			*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4611	21	10	49	112	38	54
	Weighted (000)	23019	126	54	237	789	181	296
	Horz %	100.00	0.55	0.24	1.03	3.43	0.79	1.29
	Vert %	9.43	17.19	7.20	8.67	9.36	8.39	10.37
	Index	100	182	76	92	99	89	110

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*	*		*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	17	7	39	91	45	36
	Weighted (000)	19382	88	39	199	566	259	186
	Horz %	100.00	0.45	0.20	1.03	2.92	1.33	0.96
	Vert %	7.94	12.02	5.22	7.28	6.71	11.97	6.51
	Index	100	151	66	92	84	151	82
			*	*				
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	21	11	51	132	50	57
	Weighted (000)	27407	131	75	295	783	348	331
	Horz %	100.00	0.48	0.27	1.07	2.86	1.27	1.21
	Vert %	11.23	17.92	9.89	10.77	9.28	16.12	11.58
	Index	100	160	88	96	83	144	103
			*	*	*		*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	16	10	40	78	33	47
	Weighted (000)	17909	53	54	167	481	187	200
	Horz %	100.00	0.29	0.30	0.93	2.68	1.05	1.12
	Vert %	7.34	7.20	7.18	6.11	5.70	8.68	7.00
	Index	100	98	98	83	78	118	95
			*	*				
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	30	17	95	248	77	93
	Weighted (000)	41042	142	118	560	1418	434	519
	Horz %	100.00	0.35	0.29	1.36	3.46	1.06	1.26
	Vert %	16.81	19.43	15.60	20.45	16.81	20.10	18.18
	Index	100	116	93	122	100	120	108
			*	*	*		*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	19	6	37	80	30	44
	Weighted (000)	18065	101	31	202	474	143	282
	Horz %	100.00	0.56	0.17	1.12	2.62	0.79	1.56
	Vert %	7.40	13.87	4.16	7.40	5.61	6.61	9.88
	Index	100	187	56	100	76	89	134
			*	*	*		*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	18	5	40	77	25	36
	Weighted (000)	16785	94	26	227	453	122	222
	Horz %	100.00	0.56	0.15	1.35	2.70	0.73	1.32
	Vert %	6.88	12.86	3.45	8.30	5.37	5.66	7.78
	Index	100	187	50	121	78	82	113
			*	*			*	
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	21	9	52	130	36	58
	Weighted (000)	25878	116	43	325	834	261	327
	Horz %	100.00	0.45	0.16	1.26	3.22	1.01	1.26
	Vert %	10.60	15.88	5.66	11.88	9.88	12.09	11.47
	Index	100	150	53	112	93	114	108
Have Seen Ads on Billboards - Past Month	Unwgted	23703	73	76	265	758	226	265
	Weighted (000)	117973	418	487	1374	4648	1292	1624
	Horz %	100.00	0.35	0.41	1.16	3.94	1.10	1.38
	Vert %	48.33	57.24	64.56	50.22	55.09	59.86	56.90
	Index	100	118	134	104	114	124	118
			*	*				
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	33	24	119	244	82	119
	Weighted (000)	50330	144	97	580	1317	367	643
	Horz %	100.00	0.29	0.19	1.15	2.62	0.73	1.28
	Vert %	20.62	19.71	12.85	21.19	15.61	17.01	22.52
	Index	100	96	62	103	76	83	109

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
			*	*				
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	24	16	69	141	59	70
	Weighted (000)	32843	107	63	295	776	303	394
	Horz %	100.00	0.33	0.19	0.90	2.36	0.92	1.20
	Vert %	13.46	14.65	8.41	10.77	9.20	14.02	13.81
	Index	100	109	62	80	68	104	103
			*	*	*		*	*
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	17	9	29	68	27	40
	Weighted (000)	17102	65	41	136	400	111	189
	Horz %	100.00	0.38	0.24	0.80	2.34	0.65	1.10
	Vert %	7.01	8.94	5.45	4.99	4.74	5.14	6.62
	Index	100	128	78	71	68	73	94
			*	*	*		*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	19	11	47	108	45	57
	Weighted (000)	26219	80	47	171	602	219	242
	Horz %	100.00	0.30	0.18	0.65	2.30	0.83	0.92
	Vert %	10.74	10.94	6.21	6.26	7.13	10.13	8.49
	Index	100	102	58	58	66	94	79
			*	*	*		*	*
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	14	7	25	55	21	38
	Weighted (000)	14451	45	29	104	327	156	174
	Horz %	100.00	0.31	0.20	0.72	2.26	1.08	1.21
	Vert %	5.92	6.11	3.79	3.80	3.88	7.23	6.11
	Index	100	103	64	64	65	122	103
			*	*				
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	36	18	75	203	76	93
	Weighted (000)	36191	214	78	423	1265	421	497
	Horz %	100.00	0.59	0.21	1.17	3.49	1.16	1.37
	Vert %	14.83	29.24	10.28	15.47	14.99	19.49	17.42
	Index	100	197	69	104	101	131	117
			*	*	*			
Have Seen Ads on Postcards - Past Month	Unwgted	5576	27	13	49	149	61	56
	Weighted (000)	26312	116	61	222	761	365	362
	Horz %	100.00	0.44	0.23	0.84	2.89	1.39	1.38
	Vert %	10.78	15.82	8.06	8.10	9.02	16.91	12.69
	Index	100	147	75	75	84	157	118
			*	*				
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	49	30	162	426	114	157
	Weighted (000)	66442	234	153	827	2511	625	922
	Horz %	100.00	0.35	0.23	1.24	3.78	0.94	1.39
	Vert %	27.22	32.09	20.28	30.23	29.77	28.96	32.31
	Index	100	118	75	111	109	106	119
			*	*				
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	28	23	93	231	78	96
	Weighted (000)	42087	178	91	513	1354	458	563
	Horz %	100.00	0.42	0.22	1.22	3.22	1.09	1.34
	Vert %	17.24	24.33	12.05	18.77	16.05	21.21	19.73
	Index	100	141	70	109	93	123	114
			*	*				
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	37	24	118	301	98	132
	Weighted (000)	53139	236	92	644	1865	551	741
	Horz %	100.00	0.45	0.17	1.21	3.51	1.04	1.40
	Vert %	21.77	32.36	12.16	23.55	22.11	25.53	25.98
	Index	100	149	56	108	102	117	119

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Avalanche	Own\Lease Chevrolet Colorado	Own\Lease Chevrolet Equinox	Own\Lease Chevrolet Silverado	Own\Lease Chevrolet Suburban	Own\Lease Chevrolet Tahoe
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgttd	15171	57	52	181	494	149	150
	Weighted (000)	76102	302	295	928	2924	902	943
	Horz %	100.00	0.40	0.39	1.22	3.84	1.19	1.24
	Vert %	31.18	41.32	39.10	33.92	34.66	41.80	33.03
	Index	100	133	125	109	111	134	106
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgttd	10587	30	32	117	300	85	100
	Weighted (000)	52205	157	149	588	1800	492	529
	Horz %	100.00	0.30	0.29	1.13	3.45	0.94	1.01
	Vert %	21.39	21.53	19.82	21.50	21.34	22.81	18.55
	Index	100	101	93	101	100	107	87
Have Seen Infomercials - Past Month	Unwgttd	9871	39	29	106	301	86	103
	Weighted (000)	49119	210	169	603	1707	470	633
	Horz %	100.00	0.43	0.34	1.23	3.47	0.96	1.29
	Vert %	20.12	28.67	22.42	22.04	20.23	21.75	22.19
	Index	100	142	111	110	101	108	110
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgttd	19632	55	61	228	607	178	222
	Weighted (000)	96299	307	377	1228	3510	1051	1296
	Horz %	100.00	0.32	0.39	1.28	3.65	1.09	1.35
	Vert %	39.45	42.01	50.04	44.89	41.61	48.68	45.40
	Index	100	106	127	114	105	123	115
Have Seen Product Placement in Video Games - Past Month	Unwgttd	4596	21	10	43	135	32	55
	Weighted (000)	24167	101	52	268	822	169	321
	Horz %	100.00	0.42	0.22	1.11	3.40	0.70	1.33
	Vert %	9.90	13.78	6.93	9.79	9.74	7.83	11.24
	Index	100	139	70	99	98	79	114
Have Seen Product Placement in TV Shows - Past Month	Unwgttd	17823	50	52	209	554	145	181
	Weighted (000)	88092	262	292	1132	3272	827	1106
	Horz %	100.00	0.30	0.33	1.28	3.71	0.94	1.25
	Vert %	36.09	35.81	38.76	41.37	38.78	38.31	38.74
	Index	100	99	107	115	107	106	107
Have Seen Product Placement in Movies - Past Month	Unwgttd	11248	41	24	128	316	94	122
	Weighted (000)	56256	239	147	757	1900	559	722
	Horz %	100.00	0.43	0.26	1.35	3.38	0.99	1.28
	Vert %	23.05	32.76	19.49	27.66	22.52	25.89	25.29
	Index	100	142	85	120	98	112	110

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought\leased new	Would buy/lease new Chevrolet if making decision today
Adults 18+	Unwgted	48646	279	8298	4711	2560	3099
	Weighted (000)	244084	1386	47126	25826	12919	17153
	Horz %	100.00	0.57	19.31	10.58	5.29	7.03
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male	Unwgted	24620	153	4590	2567	1487	1779
	Weighted (000)	117785	717	23499	12822	6825	9138
	Horz %	100.00	0.61	19.95	10.89	5.79	7.76
	Vert %	48.26	51.74	49.86	49.65	52.83	53.27
	Index	100	107	103	103	109	110
Female	Unwgted	24026	126	3708	2144	1073	1320
	Weighted (000)	126299	669	23627	13004	6094	8015
	Horz %	100.00	0.53	18.71	10.30	4.82	6.35
	Vert %	51.74	48.26	50.14	50.35	47.17	46.73
	Index	100	93	97	97	91	90
Age 18-24			*				
	Unwgted	3885	21	610	337	112	221
	Weighted (000)	30253	247	5163	2720	924	2109
	Horz %	100.00	0.82	17.07	8.99	3.05	6.97
	Vert %	12.39	17.80	10.96	10.53	7.15	12.29
	Index	100	144	88	85	58	99
Age 25-34	Unwgted	8183	52	1370	809	281	533
	Weighted (000)	43389	260	8554	4781	1629	3050
	Horz %	100.00	0.60	19.71	11.02	3.75	7.03
	Vert %	17.78	18.76	18.15	18.51	12.61	17.78
	Index	100	106	102	104	71	100
Age 35-44	Unwgted	8605	70	1444	792	359	539
	Weighted (000)	40230	248	7750	4092	1778	2648
	Horz %	100.00	0.62	19.26	10.17	4.42	6.58
	Vert %	16.48	17.88	16.44	15.84	13.76	15.43
	Index	100	108	100	96	83	94
Age 45-54	Unwgted	8861	63	1648	857	497	522
	Weighted (000)	43105	285	9141	4821	2497	2995
	Horz %	100.00	0.66	21.21	11.18	5.79	6.95
	Vert %	17.66	20.53	19.40	18.67	19.33	17.46
	Index	100	116	110	106	109	99
Age 55-64			*				
	Unwgted	8498	31	1511	837	574	601
	Weighted (000)	40725	154	8275	4381	2879	3269
	Horz %	100.00	0.38	20.32	10.76	7.07	8.03
	Vert %	16.68	11.13	17.56	16.96	22.28	19.06
Index	100	67	105	102	134	114	
Age 65+			*				
	Unwgted	10614	42	1715	1079	737	683
	Weighted (000)	46383	193	8244	5031	3213	3082
	Horz %	100.00	0.42	17.77	10.85	6.93	6.64
	Vert %	19.00	13.89	17.49	19.48	24.87	17.97
Index	100	73	92	103	131	95	

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Age 21+	Unwgted	47284	269	8088	4604	2514	3009
	Weighted (000)	232046	1241	45130	24928	12496	16191
	Horz %	100.00	0.53	19.45	10.74	5.39	6.98
	Vert %	95.07	89.49	95.76	96.52	96.73	94.39
	Index	100	94	101	102	102	99
Age 18-34	Unwgted	12068	73	1980	1146	393	754
	Weighted (000)	73642	507	13717	7502	2552	5159
	Horz %	100.00	0.69	18.63	10.19	3.47	7.01
	Vert %	30.17	36.57	29.11	29.05	19.76	30.08
	Index	100	121	96	96	65	100
Age 18-49	Unwgted	24996	177	4194	2344	988	1537
	Weighted (000)	134658	939	25582	13817	5495	9192
	Horz %	100.00	0.70	19.00	10.26	4.08	6.83
	Vert %	55.17	67.74	54.28	53.50	42.54	53.59
	Index	100	123	98	97	77	97
Age 25-54	Unwgted	25649	185	4462	2458	1137	1594
	Weighted (000)	126724	793	25444	13694	5903	8693
	Horz %	100.00	0.63	20.08	10.81	4.66	6.86
	Vert %	51.92	57.18	53.99	53.02	45.70	50.68
	Index	100	110	104	102	88	98
Age 35-64	Unwgted	25964	164	4603	2486	1430	1662
	Weighted (000)	124059	687	25166	13293	7154	8912
	Horz %	100.00	0.55	20.29	10.72	5.77	7.18
	Vert %	50.83	49.54	53.40	51.47	55.37	51.96
	Index	100	97	105	101	109	102
Age 50+	Unwgted	23650	102	4104	2367	1572	1562
	Weighted (000)	109426	447	21545	12009	7423	7961
	Horz %	100.00	0.41	19.69	10.97	6.78	7.28
	Vert %	44.83	32.26	45.72	46.50	57.46	46.41
	Index	100	72	102	104	128	104
Median Age	Unwgted						
	Weighted (000)	47.00	42.20	47.50	48.00	53.60	47.80
	Horz %						
	Vert %						
	Index	100	90	101	102	114	102
Race: White Only	Unwgted	34564	256	6546	3655	2213	2523
	Weighted (000)	179823	1280	38453	20853	11366	14362
	Horz %	100.00	0.71	21.38	11.60	6.32	7.99
	Vert %	73.67	92.30	81.60	80.74	87.98	83.73
	Index	100	125	111	110	119	114
Race: Black/African-American Only	Unwgted	5909	14	776	467	140	257
	Weighted (000)	29535	40	4258	2471	687	1345
	Horz %	100.00	0.13	14.42	8.36	2.32	4.55
	Vert %	12.10	2.85	9.03	9.57	5.31	7.84
	Index	100	24	75	79	44	65

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*		*	
Race: Asian	Unwgted	2388	1	140	87	45	54
	Weighted (000)	8358	1	515	327	185	182
	Horz %	100.00	0.01	6.16	3.91	2.22	2.18
	Vert %	3.42	0.05	1.09	1.27	1.43	1.06
	Index	100	1	32	37	42	31
				*			
Race: Other Race/Multi-Racial	Unwgted	8173	9	976	589	207	319
	Weighted (000)	34726	67	4416	2503	867	1446
	Horz %	100.00	0.19	12.72	7.21	2.50	4.16
	Vert %	14.23	4.85	9.37	9.69	6.71	8.43
	Index	100	34	66	68	47	59
				*			
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	17	968	562	216	344
	Weighted (000)	37743	128	5575	2990	1155	1940
	Horz %	100.00	0.34	14.77	7.92	3.06	5.14
	Vert %	15.46	9.24	11.83	11.58	8.94	11.31
	Index	100	60	77	75	58	73
				*			
Hispanic, Personally Speak Only English at Home	Unwgted	1739	6	251	152	67	107
	Weighted (000)	6214	25	1063	597	252	372
	Horz %	100.00	0.40	17.10	9.60	4.06	5.99
	Vert %	2.55	1.78	2.26	2.31	1.95	2.17
	Index	100	70	89	91	77	85
				*			
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	6	284	144	60	98
	Weighted (000)	9439	52	1341	648	269	560
	Horz %	100.00	0.55	14.20	6.86	2.85	5.93
	Vert %	3.87	3.72	2.84	2.51	2.08	3.26
	Index	100	96	74	65	54	84
				*		*	
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	1	165	105	34	55
	Weighted (000)	10474	18	1383	802	313	435
	Horz %	100.00	0.17	13.20	7.66	2.99	4.15
	Vert %	4.29	1.32	2.93	3.11	2.42	2.54
	Index	100	31	68	72	56	59
				*		*	
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	4	252	153	49	80
	Weighted (000)	9512	34	1508	824	251	506
	Horz %	100.00	0.35	15.85	8.66	2.64	5.31
	Vert %	3.90	2.42	3.20	3.19	1.94	2.95
	Index	100	62	82	82	50	76
				*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	0	15	7	5	4
	Weighted (000)	1751	0	273	112	63	67
	Horz %	100.00	0.00	15.59	6.39	3.57	3.85
	Vert %	0.72	0.00	0.58	0.43	0.48	0.39
	Index	100	0	81	60	67	55
				*			
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	50	914	468	383	263
	Weighted (000)	26213	202	4264	2142	1713	1172
	Horz %	100.00	0.77	16.26	8.17	6.53	4.47
	Vert %	10.74	14.55	9.05	8.29	13.26	6.83
	Index	100	136	84	77	123	64

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	87	1610	845	548	552
	Weighted (000)	46746	351	7800	3878	2408	2601
	Horz %	100.00	0.75	16.69	8.30	5.15	5.56
	Vert %	19.15	25.35	16.55	15.01	18.64	15.16
	Index	100	132	86	78	97	79
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	13	445	255	148	161
	Weighted (000)	11210	62	2113	1216	659	823
	Horz %	100.00	0.55	18.85	10.85	5.88	7.34
	Vert %	4.59	4.46	4.48	4.71	5.10	4.80
	Index	100	97	98	103	111	104
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	17	695	376	225	264
	Weighted (000)	13775	76	3182	1633	961	1150
	Horz %	100.00	0.55	23.10	11.85	6.97	8.35
	Vert %	5.64	5.51	6.75	6.32	7.44	6.70
	Index	100	98	120	112	132	119
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	59	1826	1037	508	705
	Weighted (000)	44682	296	8956	4805	2285	3328
	Horz %	100.00	0.66	20.04	10.75	5.11	7.45
	Vert %	18.31	21.38	19.00	18.61	17.69	19.40
	Index	100	117	104	102	97	106
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	44	2078	1258	604	866
	Weighted (000)	71816	353	15594	9079	3986	6149
	Horz %	100.00	0.49	21.71	12.64	5.55	8.56
	Vert %	29.42	25.45	33.09	35.16	30.85	35.85
	Index	100	86	112	119	105	122
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	9	730	472	144	288
	Weighted (000)	29641	46	5217	3073	908	1930
	Horz %	100.00	0.15	17.60	10.37	3.06	6.51
	Vert %	12.14	3.29	11.07	11.90	7.03	11.25
	Index	100	27	91	98	58	93
Currently Attending College or University	Unwgt'd	3403	19	521	279	116	196
	Weighted (000)	19372	150	3296	1623	805	1323
	Horz %	100.00	0.78	17.02	8.38	4.15	6.83
	Vert %	7.94	10.86	6.99	6.29	6.23	7.71
	Index	100	137	88	79	78	97
Employed Full Time	Unwgt'd	25438	172	4536	2445	1330	1625
	Weighted (000)	119890	824	25028	13195	6647	8780
	Horz %	100.00	0.69	20.88	11.01	5.54	7.32
	Vert %	49.12	59.45	53.11	51.09	51.45	51.18
	Index	100	121	108	104	105	104
Employed Part Time	Unwgt'd	5730	39	958	541	275	339
	Weighted (000)	28854	245	5427	2890	1479	1907
	Horz %	100.00	0.85	18.81	10.02	5.12	6.61
	Vert %	11.82	17.70	11.52	11.19	11.45	11.12
	Index	100	150	97	95	97	94

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Not Employed	Unwgt'd	17478	68	2804	1725	955	1135
	Weighted (000)	95339	317	16671	9741	4794	6466
	Horz %	100.00	0.33	17.49	10.22	5.03	6.78
	Vert %	39.06	22.85	35.38	37.72	37.11	37.70
	Index	100	58	91	97	95	97
Temporarily Unemployed			*				
	Unwgt'd	1886	5	283	175	60	100
	Weighted (000)	12314	22	2184	1246	388	785
	Horz %	100.00	0.18	17.73	10.12	3.15	6.37
	Vert %	5.05	1.58	4.63	4.82	3.00	4.58
Retired from Employment	Index	100	31	92	96	60	91
			*				
	Unwgt'd	10143	42	1664	1041	699	687
	Weighted (000)	46820	207	8523	5125	3288	3326
	Horz %	100.00	0.44	18.20	10.95	7.02	7.10
Not Employed, Principal Shopper for Household	Vert %	19.18	14.91	18.09	19.84	25.45	19.39
	Index	100	78	94	103	133	101
			*				
	Unwgt'd	2543	18	461	264	123	157
	Weighted (000)	16573	64	3191	1727	624	1080
Occupation: Professional and Related Occupations	Horz %	100.00	0.39	19.25	10.42	3.76	6.51
	Vert %	6.79	4.61	6.77	6.69	4.83	6.29
	Index	100	68	100	99	71	93
			*				
	Unwgt'd	7405	54	1079	568	371	352
Occupation: Management, Business and Financial Operations	Weighted (000)	34142	302	6270	3188	2049	1950
	Horz %	100.00	0.88	18.36	9.34	6.00	5.71
	Vert %	13.99	21.76	13.31	12.34	15.86	11.37
	Index	100	156	95	88	113	81
			*				
Occupation: Sales and Office Occupations	Unwgt'd	6595	72	1153	572	425	365
	Weighted (000)	24720	305	5003	2491	1786	1726
	Horz %	100.00	1.23	20.24	10.08	7.22	6.98
	Vert %	10.13	21.98	10.62	9.64	13.82	10.06
	Index	100	217	105	95	136	99
Occupation: Natural Resources, Construction and Maintenance Occupations			*				
	Unwgt'd	5959	35	1000	530	276	380
	Weighted (000)	32636	206	6522	3388	1572	2202
	Horz %	100.00	0.63	19.98	10.38	4.82	6.75
	Vert %	13.37	14.85	13.84	13.12	12.17	12.84
Occupation: Other Employed	Index	100	111	104	98	91	96
			*				
	Unwgt'd	2756	11	657	377	161	251
	Weighted (000)	13728	37	3522	1964	780	1187
	Horz %	100.00	0.27	25.66	14.30	5.68	8.65
Occupation: Other Employed	Vert %	5.62	2.65	7.47	7.60	6.04	6.92
	Index	100	47	133	135	107	123
			*				
	Unwgt'd	8453	39	1605	939	372	616
	Weighted (000)	43519	221	9137	5055	1938	3621
Occupation: Other Employed	Horz %	100.00	0.51	21.00	11.62	4.45	8.32
	Vert %	17.83	15.91	19.39	19.57	15.00	21.11
	Index	100	89	109	110	84	118

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*			
Household Income: \$250,000+	Unwgt'd	1966	14	275	110	117	70
	Weighted (000)	7800	84	1315	547	569	354
	Horz %	100.00	1.08	16.86	7.01	7.29	4.53
	Vert %	3.20	6.05	2.79	2.12	4.40	2.06
	Index	100	189	87	66	138	65
				*			
Household Income: \$200,000- \$249,999	Unwgt'd	1583	29	284	134	135	86
	Weighted (000)	7178	121	1519	693	657	510
	Horz %	100.00	1.68	21.16	9.65	9.16	7.11
	Vert %	2.94	8.70	3.22	2.68	5.09	2.97
	Index	100	296	110	91	173	101
				*			
Household Income: \$150,000- \$199,999	Unwgt'd	3725	37	629	257	235	190
	Weighted (000)	18847	259	3642	1463	1303	1098
	Horz %	100.00	1.38	19.33	7.76	6.91	5.83
	Vert %	7.72	18.71	7.73	5.67	10.08	6.40
	Index	100	242	100	73	131	83
				*			
Household Income: \$100,000- \$149,999	Unwgt'd	7038	71	1208	562	471	391
	Weighted (000)	39997	369	7801	3625	2581	2518
	Horz %	100.00	0.92	19.50	9.06	6.45	6.30
	Vert %	16.39	26.64	16.55	14.04	19.98	14.68
	Index	100	163	101	86	122	90
				*			
Household Income: \$75,000- \$99,999	Unwgt'd	6168	43	1129	579	368	407
	Weighted (000)	32585	200	6825	3428	2006	2370
	Horz %	100.00	0.62	20.94	10.52	6.16	7.27
	Vert %	13.35	14.46	14.48	13.27	15.53	13.82
	Index	100	108	108	99	116	103
				*			
Household Income: \$60,000- \$74,999	Unwgt'd	4945	26	943	540	307	331
	Weighted (000)	24958	96	5470	3022	1612	1938
	Horz %	100.00	0.38	21.92	12.11	6.46	7.77
	Vert %	10.23	6.90	11.61	11.70	12.48	11.30
	Index	100	67	114	114	122	111
				*			
Household Income: \$50,000- \$59,999	Unwgt'd	3824	13	730	432	216	270
	Weighted (000)	18483	72	4118	2354	1044	1634
	Horz %	100.00	0.39	22.28	12.74	5.65	8.84
	Vert %	7.57	5.19	8.74	9.11	8.08	9.52
	Index	100	69	115	120	107	126
				*			
Household Income: \$40,000- \$49,999	Unwgt'd	4928	22	915	564	249	350
	Weighted (000)	20001	85	4417	2566	1016	1542
	Horz %	100.00	0.43	22.08	12.83	5.08	7.71
	Vert %	8.19	6.14	9.37	9.93	7.87	8.99
	Index	100	75	114	121	96	110
				*			
Household Income: \$30,000- \$39,999	Unwgt'd	4676	18	822	541	193	360
	Weighted (000)	21673	87	4424	2749	798	1647
	Horz %	100.00	0.40	20.41	12.69	3.68	7.60
	Vert %	8.88	6.30	9.39	10.65	6.18	9.60
	Index	100	71	106	120	70	108

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*			
Household Income: \$20,000- \$29,999	Unwgt'd	4378	5	690	502	177	315
	Weighted (000)	21286	8	3546	2521	840	1654
	Horz %	100.00	0.04	16.66	11.84	3.95	7.77
	Vert %	8.72	0.56	7.52	9.76	6.50	9.64
	Index	100	6	86	112	75	111
				*			
Household Income: Under \$20,000	Unwgt'd	5415	1	673	490	92	329
	Weighted (000)	31275	5	4048	2858	492	1888
	Horz %	100.00	0.02	12.94	9.14	1.57	6.04
	Vert %	12.81	0.34	8.59	11.06	3.81	11.00
	Index	100	3	67	86	30	86
				*			
Median Household Income	Unwgt'd						
	Weighted (000)	65.60	119.00	68.30	59.40	83.20	61.60
	Horz %						
	Vert %						
	Index	100	181	104	91	127	94
				*			
Marital Status: Single, Never Married	Unwgt'd	12107	34	1693	1026	372	642
	Weighted (000)	69105	324	11133	6291	2151	4337
	Horz %	100.00	0.47	16.11	9.10	3.11	6.28
	Vert %	28.31	23.38	23.62	24.36	16.65	25.29
	Index	100	83	83	86	59	89
				*			
Marital Status: Currently Married	Unwgt'd	24506	214	4870	2481	1675	1649
	Weighted (000)	129071	984	28765	14780	8967	9448
	Horz %	100.00	0.76	22.29	11.45	6.95	7.32
	Vert %	52.88	71.01	61.04	57.23	69.41	55.08
	Index	100	134	115	108	131	104
				*			
Marital Status: Divorced or Legally Separated	Unwgt'd	8229	22	1219	816	315	564
	Weighted (000)	31030	62	5213	3315	1143	2342
	Horz %	100.00	0.20	16.80	10.68	3.68	7.55
	Vert %	12.71	4.49	11.06	12.83	8.85	13.65
	Index	100	35	87	101	70	107
				*			
Marital Status: Widowed	Unwgt'd	3804	9	516	388	198	244
	Weighted (000)	14879	16	2016	1440	658	1026
	Horz %	100.00	0.10	13.55	9.68	4.42	6.90
	Vert %	6.10	1.12	4.28	5.58	5.09	5.98
	Index	100	18	70	91	84	98
				*			
Marital Status: Engaged to Be Married	Unwgt'd	2120	9	380	209	75	147
	Weighted (000)	11812	65	2269	1291	336	938
	Horz %	100.00	0.55	19.21	10.93	2.85	7.94
	Vert %	4.84	4.71	4.82	5.00	2.60	5.47
	Index	100	97	100	103	54	113
				*			
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3596	11	674	371	130	249
	Weighted (000)	21557	70	4370	2354	698	1572
	Horz %	100.00	0.32	20.27	10.92	3.24	7.29
	Vert %	8.83	5.02	9.27	9.11	5.40	9.17
	Index	100	57	105	103	61	104

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18201	191	3321	1780	811	1196
	Weighted (000)	94932	968	19458	9957	4246	6885
	Horz %	100.00	1.02	20.50	10.49	4.47	7.25
	Vert %	38.89	69.80	41.29	38.56	32.87	40.14
	Index	100	179	106	99	85	103
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7127	56	1269	687	295	449
	Weighted (000)	38013	352	7682	4105	1634	2839
	Horz %	100.00	0.93	20.21	10.80	4.30	7.47
	Vert %	15.57	25.41	16.30	15.89	12.65	16.55
	Index	100	163	105	102	81	106
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	75	1216	630	323	433
	Weighted (000)	34366	362	6763	3312	1620	2272
	Horz %	100.00	1.05	19.68	9.64	4.72	6.61
	Vert %	14.08	26.14	14.35	12.82	12.54	13.25
	Index	100	186	102	91	89	94
3 Children Under Age 18 Currently Living at Home			*				
	Unwgt'd	2804	47	551	305	139	209
	Weighted (000)	14813	195	3107	1550	661	1179
	Horz %	100.00	1.31	20.97	10.46	4.46	7.96
	Vert %	6.07	14.05	6.59	6.00	5.11	6.87
4 Children Under Age 18 Currently Living at Home			*			*	*
	Unwgt'd	872	8	175	91	38	67
	Weighted (000)	4873	23	1164	583	232	359
	Horz %	100.00	0.47	23.88	11.97	4.75	7.36
	Vert %	2.00	1.65	2.47	2.26	1.79	2.09
5 or More Children Under Age 18 Currently Living at Home			*			*	*
	Unwgt'd	463	5	110	67	16	38
	Weighted (000)	2867	35	742	408	100	237
	Horz %	100.00	1.24	25.88	14.23	3.48	8.25
	Vert %	1.17	2.56	1.57	1.58	0.77	1.38
Own Home/Residence							
	Unwgt'd	32775	246	6294	3406	2181	2228
	Weighted (000)	160976	1230	35287	18388	10849	12206
	Horz %	100.00	0.76	21.92	11.42	6.74	7.58
	Vert %	65.95	88.73	74.88	71.20	83.98	71.16
Rent Home/Residence			*			*	*
	Unwgt'd	15306	30	1908	1244	358	823
	Weighted (000)	80205	149	11337	7126	1933	4732
	Horz %	100.00	0.19	14.14	8.88	2.41	5.90
	Vert %	32.86	10.75	24.06	27.59	14.96	27.59
Live Rent-Free in Home/Residence			*			*	*
	Unwgt'd	565	3	96	61	21	48
	Weighted (000)	2903	7	502	312	137	215
	Horz %	100.00	0.25	17.30	10.75	4.71	7.40
	Vert %	1.19	0.53	1.07	1.21	1.06	1.25
	Index	100	44	90	102	89	105

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Census Region: North East	Unwgt'd	11000	55	1255	711	425	467
	Weighted (000)	44018	230	5771	3321	1683	2108
	Horz %	100.00	0.52	13.11	7.55	3.82	4.79
	Vert %	18.03	16.62	12.25	12.86	13.03	12.29
	Index	100	92	68	71	72	68
Census Region: South	Unwgt'd	17645	88	3151	1785	889	1158
	Weighted (000)	92016	405	18140	9867	4523	6610
	Horz %	100.00	0.44	19.71	10.72	4.92	7.18
	Vert %	37.70	29.24	38.49	38.21	35.01	38.53
	Index	100	78	102	101	93	102
Census Region: Midwest	Unwgt'd	9880	111	2475	1506	842	973
	Weighted (000)	52062	607	14652	8525	4551	5370
	Horz %	100.00	1.17	28.14	16.37	8.74	10.32
	Vert %	21.33	43.76	31.09	33.01	35.23	31.31
	Index	100	205	146	155	165	147
Census Region: West			*				
	Unwgt'd	10121	25	1417	709	404	501
	Weighted (000)	55988	144	8564	4113	2162	3065
	Horz %	100.00	0.26	15.30	7.35	3.86	5.47
	Vert %	22.94	10.37	18.17	15.93	16.73	17.87
Census Sub-Region: New England			*				
	Unwgt'd	2748	5	350	188	117	118
	Weighted (000)	11567	44	1596	851	444	425
	Horz %	100.00	0.38	13.79	7.36	3.84	3.68
	Vert %	4.74	3.18	3.39	3.30	3.44	2.48
Census Sub-Region: Mid Atlantic			*				
	Unwgt'd	8252	50	905	523	308	349
	Weighted (000)	32451	186	4175	2470	1239	1682
	Horz %	100.00	0.57	12.87	7.61	3.82	5.18
	Vert %	13.30	13.45	8.86	9.56	9.59	9.81
Census Sub-Region: South Atlantic			*				
	Unwgt'd	9812	44	1605	902	471	574
	Weighted (000)	48740	196	8385	4495	2140	3025
	Horz %	100.00	0.40	17.20	9.22	4.39	6.21
	Vert %	19.97	14.14	17.79	17.41	16.57	17.63
Census Sub-Region: East South Central			*				
	Unwgt'd	1890	8	443	251	108	154
	Weighted (000)	14067	52	3585	1998	794	1298
	Horz %	100.00	0.37	25.49	14.20	5.64	9.23
	Vert %	5.76	3.75	7.61	7.74	6.15	7.57
Census Sub-Region: West South Central			*				
	Unwgt'd	5943	36	1103	632	310	430
	Weighted (000)	29209	157	6170	3374	1588	2287
	Horz %	100.00	0.54	21.12	11.55	5.44	7.83
	Vert %	11.97	11.35	13.09	13.06	12.29	13.33
	Index	100	95	109	109	103	111

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Census Sub-Region: East North Central	Unwgt'd	7303	73	1749	1088	620	703
	Weighted (000)	36089	356	9730	5849	3062	3758
	Horz %	100.00	0.99	26.96	16.21	8.48	10.41
	Vert %	14.79	25.70	20.65	22.65	23.70	21.91
	Index	100	174	140	153	160	148
Census Sub-Region: West North Central	Unwgt'd	2577	38	726	418	222	270
	Weighted (000)	15973	250	4922	2675	1490	1612
	Horz %	100.00	1.57	30.81	16.75	9.33	10.09
	Vert %	6.54	18.06	10.44	10.36	11.53	9.40
	Index	100	276	160	158	176	144
Census Sub-Region: Mountain	Unwgt'd	2752	10	480	256	124	187
	Weighted (000)	18482	74	3342	1730	805	1313
	Horz %	100.00	0.40	18.08	9.36	4.36	7.11
	Vert %	7.57	5.31	7.09	6.70	6.23	7.66
	Index	100	70	94	88	82	101
Census Sub-Region: Pacific	Unwgt'd	7369	15	937	453	280	314
	Weighted (000)	37506	70	5222	2383	1356	1752
	Horz %	100.00	0.19	13.92	6.35	3.62	4.67
	Vert %	15.37	5.06	11.08	9.23	10.50	10.21
	Index	100	33	72	60	68	66
County Size: A	Unwgt'd	26326	153	3714	2015	1310	1338
	Weighted (000)	102649	539	15564	8095	4908	5549
	Horz %	100.00	0.52	15.16	7.89	4.78	5.41
	Vert %	42.05	38.87	33.03	31.34	37.99	32.35
	Index	100	92	79	75	90	77
County Size: B	Unwgt'd	11709	58	2077	1211	591	780
	Weighted (000)	72000	400	13927	7597	3690	5154
	Horz %	100.00	0.56	19.34	10.55	5.13	7.16
	Vert %	29.50	28.85	29.55	29.42	28.56	30.05
	Index	100	98	100	100	97	102
County Size: C/D	Unwgt'd	10611	68	2507	1485	659	981
	Weighted (000)	69435	447	17635	10134	4320	6450
	Horz %	100.00	0.64	25.40	14.59	6.22	9.29
	Vert %	28.45	32.27	37.42	39.24	33.44	37.60
	Index	100	113	132	138	118	132
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1128	9	184	93	65	69
	Weighted (000)	4719	31	803	382	253	254
	Horz %	100.00	0.66	17.02	8.10	5.37	5.37
	Vert %	1.93	2.24	1.70	1.48	1.96	1.48
	Index	100	116	88	77	101	76
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Unwgt'd	7893	52	1382	754	395	483
	Weighted (000)	38375	284	7800	4228	1889	2666
	Horz %	100.00	0.74	20.33	11.02	4.92	6.95
	Vert %	15.72	20.45	16.55	16.37	14.62	15.54
	Index	100	130	105	104	93	99

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*		*	
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	8	227	126	48	72
	Weighted (000)	6399	68	1398	787	211	458
	Horz %	100.00	1.06	21.85	12.29	3.30	7.16
	Vert %	2.62	4.88	2.97	3.05	1.63	2.67
	Index	100	186	113	116	62	102
		*	*	*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
				*			
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	21	383	194	162	149
	Weighted (000)	7983	46	1203	602	449	487
	Horz %	100.00	0.57	15.07	7.55	5.62	6.10
	Vert %	3.27	3.30	2.55	2.33	3.48	2.84
	Index	100	101	78	71	106	87
				*			
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	30	592	318	209	236
	Weighted (000)	12837	102	2450	1277	825	889
	Horz %	100.00	0.80	19.09	9.95	6.43	6.92
	Vert %	5.26	7.37	5.20	4.94	6.39	5.18
	Index	100	140	99	94	121	99
				*			
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	4	170	85	68	58
	Weighted (000)	3908	8	921	477	323	318
	Horz %	100.00	0.20	23.56	12.22	8.26	8.13
	Vert %	1.60	0.57	1.95	1.85	2.50	1.85
	Index	100	36	122	115	156	116
				*			
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	24	525	267	154	212
	Weighted (000)	14357	102	2686	1308	697	1011
	Horz %	100.00	0.71	18.71	9.11	4.86	7.04
	Vert %	5.88	7.36	5.70	5.06	5.40	5.90
	Index	100	125	97	86	92	100
				*			
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	59	1429	754	359	475
	Weighted (000)	42891	326	8638	4474	1976	2923
	Horz %	100.00	0.76	20.14	10.43	4.61	6.81
	Vert %	17.57	23.50	18.33	17.32	15.30	17.04
	Index	100	134	104	99	87	97
				*			
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	14	601	345	182	228
	Weighted (000)	14285	118	3359	1966	932	1285
	Horz %	100.00	0.83	23.52	13.76	6.53	9.00
	Vert %	5.85	8.51	7.13	7.61	7.22	7.49
	Index	100	145	122	130	123	128
				*			
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	32	719	392	197	293
	Weighted (000)	16987	149	3954	2037	916	1490
	Horz %	100.00	0.88	23.28	11.99	5.39	8.77
	Vert %	6.96	10.74	8.39	7.89	7.09	8.68
	Index	100	154	121	113	102	125

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*			
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	8	188	101	55	62
	Weighted (000)	5307	48	903	511	215	285
	Horz %	100.00	0.91	17.01	9.64	4.06	5.38
	Vert %	2.17	3.47	1.92	1.98	1.67	1.66
	Index	100	160	88	91	77	77
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	68	1863	1058	546	728
	Weighted (000)	44958	326	12182	6808	3268	4422
	Horz %	100.00	0.72	27.10	15.14	7.27	9.84
	Vert %	18.42	23.50	25.85	26.36	25.30	25.78
	Index	100	128	140	143	137	140
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	310	1	35	15	11	9
	Weighted (000)	1196	9	121	40	16	17
	Horz %	100.00	0.79	10.09	3.32	1.31	1.38
	Vert %	0.49	0.68	0.26	0.15	0.12	0.10
Index	100	139	52	31	25	20	
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*			*	*
	Unwgted	642	2	121	65	26	49
	Weighted (000)	3662	3	834	438	191	268
	Horz %	100.00	0.07	22.77	11.95	5.20	7.32
	Vert %	1.50	0.19	1.77	1.69	1.47	1.56
Index	100	12	118	113	98	104	
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)			*				
	Unwgted	2577	7	382	232	75	140
	Weighted (000)	15181	28	2280	1295	461	840
	Horz %	100.00	0.19	15.02	8.53	3.04	5.53
	Vert %	6.22	2.04	4.84	5.01	3.57	4.90
Index	100	33	78	81	57	79	
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)			*				
	Unwgted	3551	28	612	323	189	205
	Weighted (000)	17450	161	3441	1912	938	1154
	Horz %	100.00	0.92	19.72	10.96	5.38	6.61
	Vert %	7.15	11.61	7.30	7.40	7.26	6.73
Index	100	162	102	104	102	94	
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)			*		*	*	*
	Unwgted	631	3	80	45	25	27
	Weighted (000)	2496	40	378	218	117	129
	Horz %	100.00	1.58	15.14	8.73	4.68	5.18
	Vert %	1.02	2.85	0.80	0.84	0.90	0.75
Index	100	279	78	82	88	74	
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*			*	
	Unwgted	1108	4	204	138	37	70
	Weighted (000)	6328	8	1156	732	229	356
	Horz %	100.00	0.13	18.27	11.57	3.62	5.63
	Vert %	2.59	0.61	2.45	2.84	1.77	2.08
Index	100	24	95	109	68	80	
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)			*				
	Unwgted	5806	31	969	518	407	372
	Weighted (000)	23554	117	4597	2406	1792	1846
	Horz %	100.00	0.50	19.52	10.21	7.61	7.84
	Vert %	9.65	8.43	9.75	9.31	13.87	10.76
Index	100	87	101	97	144	112	

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*			
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	9	282	153	85	115
	Weighted (000)	7376	46	1704	973	429	650
	Horz %	100.00	0.62	23.11	13.20	5.81	8.81
	Vert %	3.02	3.31	3.62	3.77	3.32	3.79
	Index	100	110	120	125	110	125
				*			
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	14	336	180	126	100
	Weighted (000)	10677	98	1648	897	535	439
	Horz %	100.00	0.92	15.43	8.40	5.01	4.11
	Vert %	4.37	7.07	3.50	3.47	4.14	2.56
	Index	100	162	80	79	95	58
				*			
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgted	3944	30	736	417	213	282
	Weighted (000)	20120	169	4446	2458	1230	1599
	Horz %	100.00	0.84	22.10	12.22	6.11	7.95
	Vert %	8.24	12.21	9.43	9.52	9.52	9.32
	Index	100	148	114	115	115	113
				*			
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	8	365	209	84	117
	Weighted (000)	13480	32	2005	1129	449	660
	Horz %	100.00	0.24	14.87	8.37	3.33	4.89
	Vert %	5.52	2.32	4.25	4.37	3.48	3.84
	Index	100	42	77	79	63	70
				*			
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgted	3181	32	675	364	178	252
	Weighted (000)	16260	194	3938	2062	918	1413
	Horz %	100.00	1.19	24.22	12.68	5.65	8.69
	Vert %	6.66	14.00	8.36	7.99	7.11	8.24
	Index	100	210	125	120	107	124
				*			
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	9	157	80	53	58
	Weighted (000)	5735	47	912	391	279	353
	Horz %	100.00	0.82	15.89	6.82	4.87	6.15
	Vert %	2.35	3.39	1.93	1.51	2.16	2.06
	Index	100	144	82	64	92	88
				*		*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	906	3	120	69	22	36
	Weighted (000)	5268	14	721	400	134	235
	Horz %	100.00	0.26	13.68	7.59	2.53	4.47
	Vert %	2.16	0.99	1.53	1.55	1.03	1.37
	Index	100	46	71	72	48	64
				*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	302	0	19	12	3	8
	Weighted (000)	1893	0	93	63	22	63
	Horz %	100.00	0.00	4.92	3.32	1.18	3.33
	Vert %	0.78	0.00	0.20	0.24	0.17	0.37
	Index	100	0	25	31	22	47
				*			
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	5121	16	748	420	141	282
	Weighted (000)	26008	89	4216	2221	671	1556
	Horz %	100.00	0.34	16.21	8.54	2.58	5.98
	Vert %	10.66	6.40	8.95	8.60	5.19	9.07
	Index	100	60	84	81	49	85

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*			
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2133	9	278	165	53	109
	Weighted (000)	10077	37	1571	814	254	540
	Horz %	100.00	0.37	15.59	8.08	2.52	5.36
	Vert %	4.13	2.66	3.33	3.15	1.97	3.15
	Index	100	64	81	76	48	76
				*		*	
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume)	Unwgt'd	1989	5	284	155	46	94
	Weighted (000)	11746	38	1888	991	226	643
	Horz %	100.00	0.33	16.08	8.43	1.92	5.48
	Vert %	4.81	2.77	4.01	3.84	1.75	3.75
	Index	100	57	83	80	36	78
				*			
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1303	2	209	123	58	86
	Weighted (000)	6945	13	1244	708	311	442
	Horz %	100.00	0.19	17.91	10.19	4.48	6.36
	Vert %	2.85	0.96	2.64	2.74	2.41	2.58
	Index	100	34	93	96	85	91
				*			
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	41037	254	7258	4090	2239	2674
	Weighted (000)	204462	1243	40939	22406	11190	14563
	Horz %	100.00	0.61	20.02	10.96	5.47	7.12
	Vert %	83.77	89.68	86.87	86.76	86.61	84.90
	Index	100	107	104	104	103	101
				*			
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	25278	185	4596	2569	1432	1659
	Weighted (000)	122460	858	25114	13653	7235	8760
	Horz %	100.00	0.70	20.51	11.15	5.91	7.15
	Vert %	50.17	61.91	53.29	52.87	56.00	51.07
	Index	100	123	106	105	112	102
				*			
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18835	115	3508	1991	1081	1283
	Weighted (000)	94930	536	19719	10753	5453	6856
	Horz %	100.00	0.56	20.77	11.33	5.74	7.22
	Vert %	38.89	38.66	41.84	41.64	42.21	39.97
	Index	100	99	108	107	109	103
				*			
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	22339	156	4106	2282	1231	1497
	Weighted (000)	109527	733	22455	12182	6043	7898
	Horz %	100.00	0.67	20.50	11.12	5.52	7.21
	Vert %	44.87	52.90	47.65	47.17	46.78	46.05
	Index	100	118	106	105	104	103
				*			
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	8087	51	1385	796	374	496
	Weighted (000)	41055	316	7784	4442	1881	2912
	Horz %	100.00	0.77	18.96	10.82	4.58	7.09
	Vert %	16.82	22.80	16.52	17.20	14.56	16.98
	Index	100	136	98	102	87	101
				*			
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2418	7	443	252	122	176
	Weighted (000)	12268	52	2695	1503	632	994
	Horz %	100.00	0.42	21.97	12.25	5.15	8.10
	Vert %	5.03	3.75	5.72	5.82	4.89	5.79
	Index	100	75	114	116	97	115

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	16140	94	2912	1664	914	1085
	Weighted (000)	79167	428	16103	8984	4439	5750
	Horz %	100.00	0.54	20.34	11.35	5.61	7.26
	Vert %	32.43	30.84	34.17	34.79	34.36	33.52
	Index	100	95	105	107	106	103
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21592	145	3791	2178	1184	1429
	Weighted (000)	106532	726	21139	11615	5796	7508
	Horz %	100.00	0.68	19.84	10.90	5.44	7.05
	Vert %	43.65	52.40	44.86	44.97	44.87	43.77
	Index	100	120	103	103	103	100
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16960	111	3053	1741	898	1136
	Weighted (000)	85146	561	17476	9702	4481	6250
	Horz %	100.00	0.66	20.53	11.39	5.26	7.34
	Vert %	34.88	40.45	37.08	37.57	34.68	36.43
	Index	100	116	106	108	99	104
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*				
	Unwgt'd	8346	49	1404	818	352	517
	Weighted (000)	42195	263	8104	4613	1719	3003
	Horz %	100.00	0.62	19.21	10.93	4.07	7.12
	Vert %	17.29	18.97	17.20	17.86	13.31	17.51
Index	100	110	99	103	77	101	
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*				
	Unwgt'd	2161	7	372	205	106	146
	Weighted (000)	10847	74	2299	1180	578	913
	Horz %	100.00	0.68	21.19	10.88	5.33	8.42
	Vert %	4.44	5.32	4.88	4.57	4.47	5.32
Index	100	120	110	103	101	120	
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	13605	85	2144	1284	673	841
	Weighted (000)	66444	458	11376	6589	3085	4123
	Horz %	100.00	0.69	17.12	9.92	4.64	6.20
	Vert %	27.22	33.06	24.14	25.51	23.88	24.03
	Index	100	121	89	94	88	88
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37582	248	6834	3825	2138	2490
	Weighted (000)	186198	1205	38463	20837	10857	13735
	Horz %	100.00	0.65	20.66	11.19	5.83	7.38
	Vert %	76.28	86.95	81.62	80.68	84.04	80.08
	Index	100	114	107	106	110	105
Where Listen to Radio on Typical Weekday: Work			*				
	Unwgt'd	6358	48	1264	697	333	476
	Weighted (000)	32708	223	7570	3909	1779	2670
	Horz %	100.00	0.68	23.15	11.95	5.44	8.16
	Vert %	13.40	16.09	16.06	15.13	13.77	15.57
Index	100	120	120	113	103	116	
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*				
	Unwgt'd	1490	13	227	137	67	86
	Weighted (000)	7844	130	1353	816	415	577
	Horz %	100.00	1.66	17.24	10.41	5.29	7.36
	Vert %	3.21	9.41	2.87	3.16	3.21	3.37
Index	100	293	89	98	100	105	

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	108	2663	1566	815	1019
	Weighted (000)	79216	579	14182	8014	3718	5186
	Horz %	100.00	0.73	17.90	10.12	4.69	6.55
	Vert %	32.45	41.76	30.09	31.03	28.78	30.23
	Index	100	129	93	96	89	93
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	230	6233	3516	1936	2302
	Weighted (000)	172300	1113	35441	19398	9828	12741
	Horz %	100.00	0.65	20.57	11.26	5.70	7.39
	Vert %	70.59	80.32	75.20	75.11	76.07	74.28
	Index	100	114	107	106	108	105
Where Listen to Radio on Typical Weekend: Work			*				
	Unwgt'd	2377	14	466	253	109	183
	Weighted (000)	13032	93	3051	1640	618	1077
	Horz %	100.00	0.71	23.41	12.58	4.74	8.27
	Vert %	5.34	6.69	6.47	6.35	4.79	6.28
Index	100	125	121	119	90	118	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*				
	Unwgt'd	1550	13	244	147	78	101
	Weighted (000)	8439	121	1419	812	413	611
	Horz %	100.00	1.43	16.82	9.63	4.89	7.24
	Vert %	3.46	8.69	3.01	3.15	3.20	3.56
Index	100	251	87	91	92	103	
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	61	1549	874	596	595
	Weighted (000)	37216	218	7277	3932	2549	2669
	Horz %	100.00	0.59	19.55	10.56	6.85	7.17
	Vert %	15.25	15.72	15.44	15.22	19.73	15.56
	Index	100	103	101	100	129	102
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	220	6380	3567	1840	2358
	Weighted (000)	180517	1124	36959	20145	9521	13180
	Horz %	100.00	0.62	20.47	11.16	5.27	7.30
	Vert %	73.96	81.09	78.43	78.00	73.70	76.84
	Index	100	110	106	105	100	104
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	233	6867	3864	2049	2563
	Weighted (000)	192537	1180	39047	21377	10357	14076
	Horz %	100.00	0.61	20.28	11.10	5.38	7.31
	Vert %	78.88	85.11	82.86	82.77	80.17	82.06
	Index	100	108	105	105	102	104
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	70	1310	728	571	459
	Weighted (000)	31804	273	6919	3807	2808	2314
	Horz %	100.00	0.86	21.75	11.97	8.83	7.27
	Vert %	13.03	19.68	14.68	14.74	21.73	13.49
	Index	100	151	113	113	167	104
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	9333	102	1838	972	803	649
	Weighted (000)	45323	471	10026	5102	3993	3534
	Horz %	100.00	1.04	22.12	11.26	8.81	7.80
	Vert %	18.57	33.98	21.27	19.76	30.90	20.60
	Index	100	183	115	106	166	111

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	199	3363	1872	1458	1179
	Weighted (000)	76621	1015	19299	10351	7769	6388
	Horz %	100.00	1.32	25.19	13.51	10.14	8.34
	Vert %	31.39	73.22	40.95	40.08	60.14	37.24
	Index	100	233	130	128	192	119
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	131	2437	1161	819	807
	Weighted (000)	64670	656	14428	6672	4245	4722
	Horz %	100.00	1.01	22.31	10.32	6.56	7.30
	Vert %	26.49	47.33	30.62	25.83	32.86	27.53
	Index	100	179	116	98	124	104
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	56	1261	682	352	436
	Weighted (000)	36346	333	7158	3804	1639	2532
	Horz %	100.00	0.92	19.69	10.47	4.51	6.97
	Vert %	14.89	24.02	15.19	14.73	12.69	14.76
	Index	100	161	102	99	85	99
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	122	3118	1709	812	1115
	Weighted (000)	97996	666	18276	9697	4272	6568
	Horz %	100.00	0.68	18.65	9.90	4.36	6.70
	Vert %	40.15	48.07	38.78	37.55	33.07	38.29
	Index	100	120	97	94	82	95
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	142	3611	1973	969	1281
	Weighted (000)	110983	784	21018	11167	4944	7489
	Horz %	100.00	0.71	18.94	10.06	4.45	6.75
	Vert %	45.47	56.58	44.60	43.24	38.27	43.66
	Index	100	124	98	95	84	96
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	18	557	292	157	219
	Weighted (000)	17001	123	3144	1620	800	1252
	Horz %	100.00	0.72	18.49	9.53	4.71	7.36
	Vert %	6.97	8.85	6.67	6.27	6.20	7.30
	Index	100	127	96	90	89	105
Downloaded Music - Past Month	Unwgted	9054	61	1470	807	407	506
	Weighted (000)	47933	301	8755	4694	2173	2972
	Horz %	100.00	0.63	18.26	9.79	4.53	6.20
	Vert %	19.64	21.68	18.58	18.18	16.82	17.33
	Index	100	110	95	93	86	88
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	15	545	290	149	173
	Weighted (000)	17081	106	2881	1558	691	864
	Horz %	100.00	0.62	16.87	9.12	4.04	5.06
	Vert %	7.00	7.66	6.11	6.03	5.35	5.04
	Index	100	110	87	86	76	72
Visited iHeartRadio site - Past Month	Unwgted	4412	34	806	440	198	282
	Weighted (000)	21989	148	4721	2479	995	1550
	Horz %	100.00	0.67	21.47	11.28	4.52	7.05
	Vert %	9.01	10.70	10.02	9.60	7.70	9.04
	Index	100	119	111	107	85	100

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Visited iTunes.com site - Past Month	Unwgt'd	8331	57	1350	669	444	455
	Weighted (000)	40212	245	7556	3613	2186	2512
	Horz %	100.00	0.61	18.79	8.98	5.44	6.25
	Vert %	16.47	17.66	16.03	13.99	16.92	14.65
	Index	100	107	97	85	103	89
Visited Pandora.com site - Past Month	Unwgt'd	16996	105	2871	1575	732	1000
	Weighted (000)	87700	564	16976	9088	3789	5822
	Horz %	100.00	0.64	19.36	10.36	4.32	6.64
	Vert %	35.93	40.65	36.02	35.19	29.33	33.94
	Index	100	113	100	98	82	94
Visited Spotify site - Past Month	Unwgt'd	6074	33	900	482	226	317
	Weighted (000)	32588	201	5501	2867	1257	1997
	Horz %	100.00	0.62	16.88	8.80	3.86	6.13
	Vert %	13.35	14.52	11.67	11.10	9.73	11.64
	Index	100	109	87	83	73	87
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16507	83	2959	1715	841	1112
	Weighted (000)	83844	421	16917	9655	4185	6142
	Horz %	100.00	0.50	20.18	11.52	4.99	7.33
	Vert %	34.35	30.35	35.90	37.39	32.39	35.81
	Index	100	88	105	109	94	104
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13908	76	2438	1401	681	905
	Weighted (000)	70343	397	13964	7955	3292	5033
	Horz %	100.00	0.56	19.85	11.31	4.68	7.15
	Vert %	28.82	28.61	29.63	30.80	25.48	29.34
	Index	100	99	103	107	88	102
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	17125	98	3049	1780	898	1135
	Weighted (000)	86850	515	17564	10072	4448	6317
	Horz %	100.00	0.59	20.22	11.60	5.12	7.27
	Vert %	35.58	37.12	37.27	39.00	34.43	36.83
	Index	100	104	105	110	97	104
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12845	66	2214	1273	647	842
	Weighted (000)	65189	367	12879	7260	3334	4669
	Horz %	100.00	0.56	19.76	11.14	5.11	7.16
	Vert %	26.71	26.50	27.33	28.11	25.81	27.22
	Index	100	99	102	105	97	102
Most trusted media: Radio	Unwgt'd	4143	19	758	436	230	268
	Weighted (000)	21056	93	4284	2359	1077	1505
	Horz %	100.00	0.44	20.34	11.20	5.11	7.15
	Vert %	8.63	6.74	9.09	9.13	8.34	8.77
	Index	100	78	105	106	97	102
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38598	227	6740	3807	2163	2548
	Weighted (000)	190885	1090	37693	20683	10911	13831
	Horz %	100.00	0.57	19.75	10.84	5.72	7.25
	Vert %	78.20	78.61	79.98	80.08	84.46	80.63
	Index	100	101	102	102	108	103

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	184	5406	3071	1780	2048
	Weighted (000)	150599	876	29923	16541	8828	10839
	Horz %	100.00	0.58	19.87	10.98	5.86	7.20
	Vert %	61.70	63.21	63.49	64.05	68.33	63.19
	Index	100	102	103	104	111	102
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	154	4602	2609	1516	1763
	Weighted (000)	129573	754	25589	14020	7619	9528
	Horz %	100.00	0.58	19.75	10.82	5.88	7.35
	Vert %	53.09	54.36	54.30	54.28	58.98	55.55
	Index	100	102	102	102	111	105
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	184	5404	3076	1759	2030
	Weighted (000)	150356	802	29756	16646	8789	10825
	Horz %	100.00	0.53	19.79	11.07	5.85	7.20
	Vert %	61.60	57.88	63.14	64.45	68.03	63.11
	Index	100	94	103	105	110	102
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	63	2352	1411	733	982
	Weighted (000)	72467	281	13816	7969	3734	5467
	Horz %	100.00	0.39	19.07	11.00	5.15	7.54
	Vert %	29.69	20.24	29.32	30.86	28.90	31.87
	Index	100	68	99	104	97	107
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm- 6:30 pm (Central/Mountain)	Unwgted	24214	131	4298	2480	1415	1617
	Weighted (000)	122899	598	24276	13725	7089	8872
	Horz %	100.00	0.49	19.75	11.17	5.77	7.22
	Vert %	50.35	43.17	51.51	53.14	54.87	51.72
	Index	100	86	102	106	109	103
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)	Unwgted	8203	50	1472	855	427	564
	Weighted (000)	41009	222	8236	4595	2057	3056
	Horz %	100.00	0.54	20.08	11.20	5.01	7.45
	Vert %	16.80	16.03	17.48	17.79	15.92	17.82
	Index	100	95	104	106	95	106
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	109	3622	2069	1137	1393
	Weighted (000)	102185	467	20322	11309	5742	7532
	Horz %	100.00	0.46	19.89	11.07	5.62	7.37
	Vert %	41.86	33.69	43.12	43.79	44.45	43.91
	Index	100	80	103	105	106	105
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgted	23818	136	4161	2416	1327	1624
	Weighted (000)	120635	633	23229	13220	6497	8787
	Horz %	100.00	0.52	19.26	10.96	5.39	7.28
	Vert %	49.42	45.63	49.29	51.19	50.29	51.23
	Index	100	92	100	104	102	104
Downloaded a TV Program - Past Month	Unwgted	2514	13	379	203	111	143
	Weighted (000)	11768	86	2136	1124	478	760
	Horz %	100.00	0.73	18.15	9.56	4.06	6.46
	Vert %	4.82	6.17	4.53	4.35	3.70	4.43
	Index	100	128	94	90	77	92

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Watched a TV Program Online Past Month	Unwgt'd	8915	57	1309	709	368	466
	Weighted (000)	43431	323	7263	3752	1912	2703
	Horz %	100.00	0.74	16.72	8.64	4.40	6.22
	Vert %	17.79	23.29	15.41	14.53	14.80	15.76
	Index	100	131	87	82	83	89
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	50	1557	859	463	560
	Weighted (000)	47213	270	8664	4878	2352	3133
	Horz %	100.00	0.57	18.35	10.33	4.98	6.64
	Vert %	19.34	19.47	18.38	18.89	18.21	18.27
	Index	100	101	95	98	94	94
Looked at TV Listings Online - Past Month			*				
	Unwgt'd	5331	29	853	464	264	320
	Weighted (000)	24808	139	4327	2440	1272	1762
	Horz %	100.00	0.56	17.44	9.84	5.13	7.10
	Vert %	10.16	9.99	9.18	9.45	9.85	10.27
Index	100	98	90	93	97	101	
Household Subscribes to Cable TV	Unwgt'd	22534	132	3638	2059	1221	1351
	Weighted (000)	109088	673	19914	10745	5777	7171
	Horz %	100.00	0.62	18.25	9.85	5.30	6.57
	Vert %	44.69	48.57	42.26	41.61	44.72	41.81
	Index	100	109	95	93	100	94
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	250	6640	3703	2180	2447
	Weighted (000)	188357	1246	37643	20304	10996	13392
	Horz %	100.00	0.66	19.98	10.78	5.84	7.11
	Vert %	77.17	89.89	79.88	78.62	85.11	78.07
	Index	100	116	104	102	110	101
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	239	6401	3566	2093	2344
	Weighted (000)	180739	1168	36224	19565	10498	12750
	Horz %	100.00	0.65	20.04	10.82	5.81	7.05
	Vert %	74.05	84.29	76.87	75.76	81.26	74.33
	Index	100	114	104	102	110	100
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	166	4700	2668	1566	1758
	Weighted (000)	131456	729	26252	14330	7785	9451
	Horz %	100.00	0.55	19.97	10.90	5.92	7.19
	Vert %	53.86	52.62	55.71	55.48	60.26	55.10
	Index	100	98	103	103	112	102
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	105	2708	1492	873	917
	Weighted (000)	75868	489	14777	7895	4207	4832
	Horz %	100.00	0.64	19.48	10.41	5.55	6.37
	Vert %	31.08	35.24	31.36	30.57	32.57	28.17
	Index	100	113	101	98	105	91
Viewed Any Pay-Per-View Programs or Events - Past Year			*				
	Unwgt'd	5693	37	969	475	311	321
	Weighted (000)	27121	201	5145	2524	1516	1587
	Horz %	100.00	0.74	18.97	9.31	5.59	5.85
	Vert %	11.11	14.47	10.92	9.77	11.73	9.25
Index	100	130	98	88	106	83	

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	98	2133	1107	708	741
	Weighted (000)	59121	456	11038	5696	3289	3971
	Horz %	100.00	0.77	18.67	9.64	5.56	6.72
	Vert %	24.22	32.92	23.42	22.06	25.46	23.15
	Index	100	136	97	91	105	96
Household Has a Satellite Dish	Unwgted	10843	81	2315	1306	693	851
	Weighted (000)	61939	460	14713	7936	4115	5057
	Horz %	100.00	0.74	23.75	12.81	6.64	8.16
	Vert %	25.38	33.16	31.22	30.73	31.85	29.48
	Index	100	131	123	121	126	116
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	183	4315	2270	1477	1552
	Weighted (000)	116768	907	24439	12435	7502	8567
	Horz %	100.00	0.78	20.93	10.65	6.42	7.34
	Vert %	47.84	65.46	51.86	48.15	58.07	49.95
	Index	100	137	108	101	121	104
Any Internet/Online Activity - Past Month	Unwgted	42373	272	7256	4022	2212	2638
	Weighted (000)	208554	1347	40895	21851	11074	14607
	Horz %	100.00	0.65	19.61	10.48	5.31	7.00
	Vert %	85.44	97.21	86.78	84.61	85.72	85.15
	Index	100	114	102	99	100	100
Played Games Online - Past Month	Unwgted	13852	80	2404	1369	653	941
	Weighted (000)	73850	476	14480	7890	3514	5489
	Horz %	100.00	0.65	19.61	10.68	4.76	7.43
	Vert %	30.26	34.37	30.73	30.55	27.20	32.00
	Index	100	114	102	101	90	106
Downloaded a Video Game - Past Month	Unwgted	5083	39	835	478	203	338
	Weighted (000)	28601	273	5111	2856	1082	2160
	Horz %	100.00	0.95	17.87	9.98	3.78	7.55
	Vert %	11.72	19.66	10.84	11.06	8.38	12.59
	Index	100	168	93	94	71	107
Downloaded a Movie - Past Month	Unwgted	4447	30	680	376	191	255
	Weighted (000)	21989	154	3725	2039	972	1472
	Horz %	100.00	0.70	16.94	9.27	4.42	6.69
	Vert %	9.01	11.14	7.90	7.90	7.52	8.58
	Index	100	124	88	88	84	95
Watched a Movie Online - Past Month	Unwgted	11540	64	1677	909	454	628
	Weighted (000)	58047	362	9448	4985	2351	3626
	Horz %	100.00	0.62	16.28	8.59	4.05	6.25
	Vert %	23.78	26.15	20.05	19.30	18.20	21.14
	Index	100	110	84	81	77	89
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	57	1570	855	416	583
	Weighted (000)	50248	341	8806	4634	2045	3099
	Horz %	100.00	0.68	17.53	9.22	4.07	6.17
	Vert %	20.59	24.57	18.69	17.94	15.83	18.06
	Index	100	119	91	87	77	88

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*			
Visited a Chat Room - Past Month	Unwgt'd	2194	10	334	188	85	117
	Weighted (000)	10601	103	1677	919	385	696
	Horz %	100.00	0.97	15.82	8.67	3.63	6.56
	Vert %	4.34	7.43	3.56	3.56	2.98	4.06
	Index	100	171	82	82	69	93
Used e-Mail - Past Month	Unwgt'd	37148	250	6299	3460	1992	2249
	Weighted (000)	177506	1222	34449	18345	9781	12120
	Horz %	100.00	0.69	19.41	10.33	5.51	6.83
	Vert %	72.72	88.19	73.10	71.03	75.71	70.66
	Index	100	121	101	98	104	97
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	190	4906	2695	1383	1775
	Weighted (000)	148723	991	28832	15315	7325	10170
	Horz %	100.00	0.67	19.39	10.30	4.92	6.84
	Vert %	60.93	71.46	61.18	59.30	56.70	59.29
	Index	100	117	100	97	93	97
Visited Online Blogs - Past Month			*				
	Unwgt'd	6650	40	983	498	281	335
	Weighted (000)	32542	237	5344	2608	1344	1924
	Horz %	100.00	0.73	16.42	8.01	4.13	5.91
	Index	100	128	85	76	78	84
Wrote an Online Blog - Past Month			*				
	Unwgt'd	1215	7	188	98	51	63
	Weighted (000)	5810	14	1062	515	245	385
	Horz %	100.00	0.24	18.28	8.87	4.22	6.63
	Index	100	43	95	84	80	94
Uploaded or Added Video to a Web Site - Past Month			*				
	Unwgt'd	4085	19	640	341	169	208
	Weighted (000)	20569	60	3442	1778	761	1047
	Horz %	100.00	0.29	16.73	8.64	3.70	5.09
	Index	100	51	87	82	70	72
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgt'd	36787	237	6246	3454	1805	2272
	Weighted (000)	184180	1213	35830	19117	9294	12613
	Horz %	100.00	0.66	19.45	10.38	5.05	6.85
	Vert %	75.46	87.50	76.03	74.02	71.94	73.53
	Index	100	116	101	98	95	97
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	202	5094	2834	1455	1869
	Weighted (000)	152016	1044	29734	15932	7661	10516
	Horz %	100.00	0.69	19.56	10.48	5.04	6.92
	Vert %	62.28	75.29	63.09	61.69	59.30	61.31
	Index	100	121	101	99	95	98
Foursquare			*	*	*	*	*
	Unwgt'd	259	2	28	16	8	10
	Weighted (000)	1096	10	122	69	22	58
	Horz %	100.00	0.90	11.12	6.32	2.02	5.34
	Index	100	159	58	60	38	76

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Google + (Google Plus)				*			
	Unwgt'd	7523	36	1228	682	334	437
	Weighted (000)	37002	190	6783	3702	1585	2381
	Horz %	100.00	0.51	18.33	10.00	4.28	6.44
	Vert %	15.16	13.68	14.39	14.33	12.27	13.88
Index	100	90	95	95	81	92	
Instagram							
	Unwgt'd	11180	69	1711	951	436	606
	Weighted (000)	59923	414	10551	5766	2395	3579
	Horz %	100.00	0.69	17.61	9.62	4.00	5.97
	Vert %	24.55	29.85	22.39	22.33	18.54	20.87
Index	100	122	91	91	76	85	
LinkedIn				*			
	Unwgt'd	7899	47	1159	585	405	376
	Weighted (000)	31599	181	5336	2584	1705	1797
	Horz %	100.00	0.57	16.89	8.18	5.40	5.69
	Vert %	12.95	13.04	11.32	10.00	13.20	10.48
Index	100	101	87	77	102	81	
Pinterest				*			
	Unwgt'd	9299	64	1665	905	457	586
	Weighted (000)	49108	314	10295	5477	2491	3490
	Horz %	100.00	0.64	20.96	11.15	5.07	7.11
	Vert %	20.12	22.62	21.85	21.21	19.28	20.35
Index	100	112	109	105	96	101	
Tumblr				*			
	Unwgt'd	1737	9	240	133	67	87
	Weighted (000)	9309	28	1497	805	313	521
	Horz %	100.00	0.30	16.08	8.65	3.36	5.59
	Vert %	3.81	2.00	3.18	3.12	2.42	3.03
Index	100	52	83	82	63	80	
Twitter				*			
	Unwgt'd	6507	49	962	529	286	329
	Weighted (000)	32509	267	5486	2989	1537	1830
	Horz %	100.00	0.82	16.87	9.19	4.73	5.63
	Vert %	13.32	19.28	11.64	11.57	11.90	10.67
Index	100	145	87	87	89	80	
Yelp				*			
	Unwgt'd	4238	13	536	274	178	169
	Weighted (000)	17049	43	2483	1261	783	818
	Horz %	100.00	0.25	14.56	7.40	4.59	4.80
	Vert %	6.98	3.12	5.27	4.88	6.06	4.77
Index	100	45	75	70	87	68	
YouTube				*			
	Unwgt'd	24878	148	4165	2305	1175	1519
	Weighted (000)	125197	809	23726	12749	5853	8452
	Horz %	100.00	0.65	18.95	10.18	4.67	6.75
	Vert %	51.29	58.34	50.34	49.37	45.30	49.27
Index	100	114	98	96	88	96	
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something				*			
	Unwgt'd	19391	119	3273	1793	891	1194
	Weighted (000)	98998	583	19447	10297	4812	6878
	Horz %	100.00	0.59	19.64	10.40	4.86	6.95
	Vert %	40.56	42.03	41.27	39.87	37.25	40.10
Index	100	104	102	98	92	99	

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	69	1644	912	427	592
	Weighted (000)	51999	385	10068	5432	2330	3442
	Horz %	100.00	0.74	19.36	10.45	4.48	6.62
	Vert %	21.30	27.78	21.36	21.03	18.04	20.07
	Index	100	130	100	99	85	94
Clicked on an advertisement			*				
	Unwgt'd	7250	34	1193	624	331	418
	Weighted (000)	34609	185	6578	3336	1648	2200
	Horz %	100.00	0.53	19.01	9.64	4.76	6.36
	Vert %	14.18	13.33	13.96	12.92	12.75	12.83
Index	100	94	98	91	90	90	
Watched a video	Unwgt'd	23931	148	3971	2199	1053	1442
	Weighted (000)	121821	795	23162	12399	5463	8209
	Horz %	100.00	0.65	19.01	10.18	4.48	6.74
	Vert %	49.91	57.34	49.15	48.01	42.29	47.86
	Index	100	115	98	96	85	96
Websites or apps visited or used in the last 30 days: Coupons			*				
	Unwgt'd	1642	9	279	142	81	88
	Weighted (000)	7736	42	1622	854	416	501
	Horz %	100.00	0.54	20.97	11.04	5.38	6.48
	Vert %	3.17	3.02	3.44	3.31	3.22	2.92
Index	100	95	109	104	102	92	
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	254	6930	3812	2073	2540
	Weighted (000)	200974	1253	39637	21143	10441	14168
	Horz %	100.00	0.62	19.72	10.52	5.20	7.05
	Vert %	82.34	90.37	84.11	81.87	80.82	82.60
	Index	100	110	102	99	98	100
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	132	3481	1902	980	1243
	Weighted (000)	106707	729	20278	10861	5084	7290
	Horz %	100.00	0.68	19.00	10.18	4.76	6.83
	Vert %	43.72	52.58	43.03	42.05	39.35	42.50
	Index	100	120	98	96	90	97
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	149	3249	1766	909	1145
	Weighted (000)	97935	785	18814	10079	4704	6471
	Horz %	100.00	0.80	19.21	10.29	4.80	6.61
	Vert %	40.12	56.61	39.92	39.03	36.41	37.72
	Index	100	141	99	97	91	94
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	161	4032	2233	1078	1450
	Weighted (000)	126500	847	23734	12734	5642	8359
	Horz %	100.00	0.67	18.76	10.07	4.46	6.61
	Vert %	51.83	61.12	50.36	49.31	43.68	48.73
	Index	100	118	97	95	84	94
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	100	2662	1452	713	1022
	Weighted (000)	84080	590	16218	8589	3939	5956
	Horz %	100.00	0.70	19.29	10.21	4.68	7.08
	Vert %	34.45	42.55	34.41	33.26	30.49	34.72
	Index	100	124	100	97	89	101

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	77	1806	972	442	651
	Weighted (000)	61092	471	10584	5712	2223	3867
	Horz %	100.00	0.77	17.32	9.35	3.64	6.33
	Vert %	25.03	34.01	22.46	22.12	17.21	22.55
	Index	100	136	90	88	69	90
Used a Mobile "App" - Past Month	Unwgt'd	25794	180	4333	2318	1250	1528
	Weighted (000)	128777	910	24668	12912	6442	8554
	Horz %	100.00	0.71	19.16	10.03	5.00	6.64
	Vert %	52.76	65.67	52.34	50.00	49.87	49.87
	Index	100	124	99	95	95	95
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	61	1893	1090	733	711
	Weighted (000)	50128	326	10244	5658	3494	3538
	Horz %	100.00	0.65	20.44	11.29	6.97	7.06
	Vert %	20.54	23.52	21.74	21.91	27.04	20.62
	Index	100	115	106	107	132	100
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	86	2519	1446	925	952
	Weighted (000)	67106	381	13689	7514	4313	4871
	Horz %	100.00	0.57	20.40	11.20	6.43	7.26
	Vert %	27.49	27.46	29.05	29.10	33.38	28.40
	Index	100	100	106	106	121	103
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	134	3105	1657	959	1075
	Weighted (000)	91290	642	16953	8977	4660	5708
	Horz %	100.00	0.70	18.57	9.83	5.10	6.25
	Vert %	37.40	46.31	35.97	34.76	36.07	33.28
	Index	100	124	96	93	96	89
Read Classified Advertising in Weekday Newspaper			*				
	Unwgt'd	3772	19	765	451	233	314
	Weighted (000)	20084	93	4514	2574	1250	1756
	Horz %	100.00	0.46	22.48	12.82	6.23	8.74
	Index	100	82	116	121	118	124
Read Classified Advertising in Sunda/Weekend Newspaper			*				
	Unwgt'd	3758	23	799	468	243	325
	Weighted (000)	19510	110	4763	2631	1302	1899
	Horz %	100.00	0.56	24.41	13.48	6.67	9.73
	Index	100	99	126	127	126	138
Read Advertisements in Weekday Newspaper			*				
	Unwgt'd	3812	23	743	415	271	326
	Weighted (000)	17916	70	4075	2230	1214	1678
	Horz %	100.00	0.39	22.74	12.45	6.77	9.37
	Index	100	69	118	118	128	133
Read Advertisements in Sunday/Weekend Newspaper			*				
	Unwgt'd	4633	33	905	508	330	403
	Weighted (000)	22092	114	4993	2625	1471	2135
	Horz %	100.00	0.52	22.60	11.88	6.66	9.66
	Index	100	91	117	112	126	138

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*			
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	37	988	557	390	401
	Weighted (000)	23852	160	5479	2958	1891	2069
	Horz %	100.00	0.67	22.97	12.40	7.93	8.67
	Vert %	9.77	11.57	11.63	11.45	14.64	12.06
	Index	100	118	119	117	150	123
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	56	1441	800	551	567
	Weighted (000)	34013	263	8042	4296	2689	3028
	Horz %	100.00	0.77	23.64	12.63	7.91	8.90
	Vert %	13.93	18.97	17.07	16.63	20.82	17.65
	Index	100	136	122	119	149	127
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	33	832	467	337	330
	Weighted (000)	20652	158	4646	2674	1641	1832
	Horz %	100.00	0.76	22.50	12.95	7.95	8.87
	Vert %	8.46	11.37	9.86	10.35	12.70	10.68
	Index	100	134	117	122	150	126
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	85	1899	1125	737	764
	Weighted (000)	47372	348	10688	5993	3755	4360
	Horz %	100.00	0.74	22.56	12.65	7.93	9.20
	Vert %	19.41	25.13	22.68	23.20	29.06	25.42
	Index	100	129	117	120	150	131
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
Have Seen Video Ads in Grocery Storees - Past Month			*				
	Unwgted	8175	43	1447	833	395	541
	Weighted (000)	42062	182	8489	4699	1905	3023
	Horz %	100.00	0.43	20.18	11.17	4.53	7.19
	Index	100	76	105	106	86	102

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Have Seen Video Ads in Drug Stores - Past Month				*			
	Unwgted	5434	30	905	527	244	346
	Weighted (000)	27750	107	5259	3028	1151	1886
	Horz %	100.00	0.39	18.95	10.91	4.15	6.80
	Vert %	11.37	7.75	11.16	11.72	8.91	10.99
Index	100	68	98	103	78	97	
Have Seen Video Ads in Convenience Stores - Past Month				*			
	Unwgted	5425	30	970	560	270	360
	Weighted (000)	27941	151	5847	3336	1386	2096
	Horz %	100.00	0.54	20.93	11.94	4.96	7.50
	Vert %	11.45	10.87	12.41	12.92	10.73	12.22
Index	100	95	108	113	94	107	
Have Seen Video Ads in Large Discount/Department Stores - Past Month				*			
	Unwgted	5807	40	1081	628	323	418
	Weighted (000)	30170	198	6617	3764	1658	2537
	Horz %	100.00	0.66	21.93	12.47	5.50	8.41
	Vert %	12.36	14.27	14.04	14.57	12.83	14.79
Index	100	115	114	118	104	120	
Have Seen Video Ads in Warehouse/Club Stores - Past Month				*			
	Unwgted	5047	33	932	511	281	311
	Weighted (000)	24469	134	5123	2664	1340	1706
	Horz %	100.00	0.55	20.94	10.89	5.47	6.97
	Vert %	10.02	9.67	10.87	10.32	10.37	9.95
Index	100	96	108	103	103	99	
Have Seen Video Ads in Other Stores - Past Month				*			
	Unwgted	4572	29	818	470	230	303
	Weighted (000)	23484	122	4672	2635	1048	1660
	Horz %	100.00	0.52	19.90	11.22	4.46	7.07
	Vert %	9.62	8.84	9.91	10.20	8.11	9.68
Index	100	92	103	106	84	101	
Have Seen Video Ads in Shopping Malls - Past Month				*			
	Unwgted	6133	39	999	545	286	379
	Weighted (000)	30556	178	5744	3098	1372	2184
	Horz %	100.00	0.58	18.80	10.14	4.49	7.15
	Vert %	12.52	12.85	12.19	11.99	10.62	12.74
Index	100	103	97	96	85	102	
Have Seen Video Ads in Bars/Pubs - Past Month				*			
	Unwgted	4212	29	717	398	205	250
	Weighted (000)	21008	148	3988	2194	1034	1340
	Horz %	100.00	0.70	18.98	10.45	4.92	6.38
	Vert %	8.61	10.68	8.46	8.50	8.00	7.81
Index	100	124	98	99	93	91	
Have Seen Video Ads in Fast- Food or Family Restaurants - Past Month				*			
	Unwgted	6034	35	1107	628	314	412
	Weighted (000)	31175	182	6446	3474	1618	2307
	Horz %	100.00	0.58	20.68	11.14	5.19	7.40
	Vert %	12.77	13.14	13.68	13.45	12.53	13.45
Index	100	103	107	105	98	105	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month				*			
	Unwgted	4611	30	779	446	209	276
	Weighted (000)	23019	122	4446	2488	997	1500
	Horz %	100.00	0.53	19.32	10.81	4.33	6.52
	Vert %	9.43	8.81	9.43	9.64	7.72	8.74
Index	100	93	100	102	82	93	

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*			
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	22	634	345	180	203
	Weighted (000)	19382	99	3382	1759	845	1106
	Horz %	100.00	0.51	17.45	9.07	4.36	5.71
	Vert %	7.94	7.16	7.18	6.81	6.54	6.45
	Index	100	90	90	86	82	81
				*			
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	36	947	537	281	363
	Weighted (000)	27407	129	5557	3019	1476	2047
	Horz %	100.00	0.47	20.28	11.02	5.38	7.47
	Vert %	11.23	9.29	11.79	11.69	11.42	11.94
	Index	100	83	105	104	102	106
				*			
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	25	590	311	180	200
	Weighted (000)	17909	83	2977	1465	780	974
	Horz %	100.00	0.46	16.62	8.18	4.36	5.44
	Vert %	7.34	6.00	6.32	5.67	6.04	5.68
	Index	100	82	86	77	82	77
				*			
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	42	1520	836	441	547
	Weighted (000)	41042	202	8272	4493	2002	2901
	Horz %	100.00	0.49	20.15	10.95	4.88	7.07
	Vert %	16.81	14.54	17.55	17.40	15.49	16.91
	Index	100	86	104	103	92	101
				*			
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	17	596	343	172	222
	Weighted (000)	18065	65	3336	1828	877	1187
	Horz %	100.00	0.36	18.46	10.12	4.85	6.57
	Vert %	7.40	4.70	7.08	7.08	6.79	6.92
	Index	100	64	96	96	92	93
				*			
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	22	557	309	172	181
	Weighted (000)	16785	71	2908	1462	809	909
	Horz %	100.00	0.42	17.33	8.71	4.82	5.42
	Vert %	6.88	5.10	6.17	5.66	6.26	5.30
	Index	100	74	90	82	91	77
				*			
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	26	849	467	243	323
	Weighted (000)	25878	132	4921	2536	1181	1706
	Horz %	100.00	0.51	19.02	9.80	4.56	6.59
	Vert %	10.60	9.55	10.44	9.82	9.14	9.95
	Index	100	90	98	93	86	94
				*			
Have Seen Ads on Billboards - Past Month	Unwgted	23703	155	4385	2394	1374	1666
	Weighted (000)	117973	729	24852	13122	6814	9255
	Horz %	100.00	0.62	21.07	11.12	5.78	7.85
	Vert %	48.33	52.60	52.73	50.81	52.75	53.96
	Index	100	109	109	105	109	112
				*			
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	54	1692	901	516	643
	Weighted (000)	50330	238	8830	4609	2249	3277
	Horz %	100.00	0.47	17.54	9.16	4.47	6.51
	Vert %	20.62	17.19	18.74	17.85	17.41	19.11
	Index	100	83	91	87	84	93

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
				*			
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	32	1044	549	307	389
	Weighted (000)	32843	137	5444	2674	1290	2007
	Horz %	100.00	0.42	16.58	8.14	3.93	6.11
	Vert %	13.46	9.89	11.55	10.35	9.98	11.70
	Index	100	74	86	77	74	87
				*			
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	20	550	298	160	184
	Weighted (000)	17102	74	2735	1414	686	953
	Horz %	100.00	0.43	15.99	8.27	4.01	5.57
	Vert %	7.01	5.34	5.80	5.47	5.31	5.56
	Index	100	76	83	78	76	79
				*			
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	23	805	450	258	309
	Weighted (000)	26219	85	3934	2144	1113	1609
	Horz %	100.00	0.33	15.00	8.18	4.25	6.14
	Vert %	10.74	6.17	8.35	8.30	8.62	9.38
	Index	100	57	78	77	80	87
				*			
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	12	448	247	127	155
	Weighted (000)	14451	37	2401	1217	575	806
	Horz %	100.00	0.25	16.61	8.42	3.98	5.57
	Vert %	5.92	2.66	5.09	4.71	4.45	4.70
	Index	100	45	86	80	75	79
				*			
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	40	1331	733	416	481
	Weighted (000)	36191	168	7398	4019	2025	2661
	Horz %	100.00	0.46	20.44	11.10	5.60	7.35
	Vert %	14.83	12.11	15.70	15.56	15.68	15.51
	Index	100	82	106	105	106	105
				*			
Have Seen Ads on Postcards - Past Month	Unwgted	5576	36	972	527	302	371
	Weighted (000)	26312	157	5154	2766	1413	1941
	Horz %	100.00	0.60	19.59	10.51	5.37	7.38
	Vert %	10.78	11.31	10.94	10.71	10.94	11.32
	Index	100	105	101	99	101	105
				*			
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	84	2411	1324	749	905
	Weighted (000)	66442	320	13607	7277	3638	4905
	Horz %	100.00	0.48	20.48	10.95	5.47	7.38
	Vert %	27.22	23.07	28.87	28.18	28.16	28.60
	Index	100	85	106	104	103	105
				*			
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	50	1478	787	448	547
	Weighted (000)	42087	217	8230	4207	2049	2849
	Horz %	100.00	0.51	19.55	10.00	4.87	6.77
	Vert %	17.24	15.63	17.46	16.29	15.86	16.61
	Index	100	91	101	94	92	96
				*			
Have Seen Ads Shown On- Screen Before Start of a Movie - Past Month	Unwgted	10943	65	1910	1000	562	714
	Weighted (000)	53139	346	10713	5429	2543	3835
	Horz %	100.00	0.65	20.16	10.22	4.79	7.22
	Vert %	21.77	24.94	22.73	21.02	19.69	22.36
	Index	100	115	104	97	90	103

RAB / GfK MRI AUTO PROFILE: Chevrolet Trucks

		Adults 18+	Own\Lease Chevrolet Traverse	Own\Lease any Chevrolet	Most recent vehicle bought/leased Chevrolet	Decision maker for any Chevrolet bought/leased new	Would buy/lease new Chevrolet if making decision today
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	89	2843	1590	886	1128
	Weighted (000)	76102	400	16271	8749	4409	6400
	Horz %	100.00	0.53	21.38	11.50	5.79	8.41
	Vert %	31.18	28.82	34.53	33.88	34.13	37.31
	Index	100	92	111	109	109	120
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	55	1793	948	558	662
	Weighted (000)	52205	213	10081	5020	2634	3635
	Horz %	100.00	0.41	19.31	9.62	5.05	6.96
	Vert %	21.39	15.35	21.39	19.44	20.39	21.19
	Index	100	72	100	91	95	99
Have Seen Infomercials - Past Month	Unwgted	9871	55	1742	960	482	718
	Weighted (000)	49119	262	9704	5294	2411	3885
	Horz %	100.00	0.53	19.76	10.78	4.91	7.91
	Vert %	20.12	18.93	20.59	20.50	18.66	22.65
	Index	100	94	102	102	93	113
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	121	3532	1945	1151	1391
	Weighted (000)	96299	542	19697	10368	5533	7648
	Horz %	100.00	0.56	20.45	10.77	5.75	7.94
	Vert %	39.45	39.11	41.80	40.14	42.83	44.58
	Index	100	99	106	102	109	113
Have Seen Product Placement in Video Games - Past Month			*				
	Unwgted	4596	27	812	471	213	308
	Weighted (000)	24167	133	4785	2633	1024	1707
	Horz %	100.00	0.55	19.80	10.89	4.24	7.07
	Vert %	9.90	9.56	10.15	10.19	7.93	9.95
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	105	3189	1793	992	1256
	Weighted (000)	88092	479	17795	9677	4903	6817
	Horz %	100.00	0.54	20.20	10.99	5.57	7.74
	Vert %	36.09	34.55	37.76	37.47	37.95	39.74
	Index	100	96	105	104	105	110
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	70	1987	1084	575	752
	Weighted (000)	56256	342	11328	5815	2920	4241
	Horz %	100.00	0.61	20.14	10.34	5.19	7.54
	Vert %	23.05	24.68	24.04	22.51	22.60	24.73
	Index	100	107	104	98	98	107