

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	C	D	E	F	G	H	I	J	K
			U.S. Adults 18+	Own/ Lease Chevrolet Camaro	Own/ Lease Chevrolet Corvette	Own/ Lease Chevrolet Cruze	Own/ Lease Chevrolet HHR	Own/ Lease Chevrolet Impala	Own/ Lease Chevrolet Malibu	Own/ Lease Any Chevrolet	Most Recent Vehicle Bought/ Leased: Any Chevrolet
1											
2											
3											
4	U.S. Adults 18+	Unwgted	49770	231	271	121	166	703	670	9159	5271
5		Weighted (000)	232658	1217	1103	545	700	3734	3469	47871	26844
6		Horz %	100.00	0.52	0.47	0.23	0.30	1.60	1.49	20.58	11.54
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100	100	100	100
9											
10	Male	Unwgted	25657	123	167	66	85	358	366	5195	2971
11		Weighted (000)	112593	639	577	240	304	1752	1751	24533	13929
12		Horz %	100.00	0.57	0.51	0.21	0.27	1.56	1.55	21.79	12.37
13		Vert %	48.39	52.55	52.32	44.13	43.46	46.92	50.47	51.25	51.89
14	Index	100	109	108	91	90	97	104	106	107	
15											
16	Female	Unwgted	24113	108	104	55	81	345	304	3964	2300
17		Weighted (000)	120065	577	526	304	396	1982	1718	23338	12915
18		Horz %	100.00	0.48	0.44	0.25	0.33	1.65	1.43	19.44	10.76
19		Vert %	51.61	47.45	47.68	55.87	56.54	53.08	49.53	48.75	48.11
20	Index	100	92	92	108	110	103	96	94	93	
21				*	*	*	*				
22	Age 18-24	Unwgted	3992	20	11	4	12	65	52	684	390
23		Weighted (000)	29809	196	91	30	110	451	430	5595	3077
24		Horz %	100.00	0.66	0.31	0.10	0.37	1.51	1.44	18.77	10.32
25		Vert %	12.81	16.08	8.29	5.48	15.68	12.08	12.41	11.69	11.46
26	Index	100	125	65	43	122	94	97	91	89	
27				*	*	*	*				
28	Age 25-34	Unwgted	7846	41	17	22	15	95	107	1362	795
29		Weighted (000)	41562	222	105	119	68	545	569	7678	4349
30		Horz %	100.00	0.53	0.25	0.29	0.16	1.31	1.37	18.47	10.46
31		Vert %	17.86	18.23	9.51	21.92	9.69	14.61	16.40	16.04	16.20
32	Index	100	102	53	123	54	82	92	90	91	
33				*	*	*					
34	Age 35-44	Unwgted	9076	61	35	14	25	92	105	1704	971
35		Weighted (000)	40205	285	139	63	99	511	514	8431	4822
36		Horz %	100.00	0.71	0.34	0.16	0.25	1.27	1.28	20.97	11.99
37		Vert %	17.28	23.46	12.57	11.62	14.18	13.68	14.81	17.61	17.96
38	Index	100	136	73	67	82	79	86	102	104	
39				*	*	*					
40	Age 45-54	Unwgted	9951	52	63	43	33	153	133	1998	1075
41		Weighted (000)	44287	241	244	198	107	895	736	10173	5227
42		Horz %	100.00	0.54	0.55	0.45	0.24	2.02	1.66	22.97	11.80
43		Vert %	19.04	19.79	22.08	36.28	15.35	23.96	21.21	21.25	19.47
44	Index	100	104	116	191	81	126	111	112	102	
45				*	*	*					
46	Age 55-64	Unwgted	8429	45	90	22	43	118	128	1720	941
47		Weighted (000)	36984	223	348	93	168	524	667	8750	4695
48		Horz %	100.00	0.60	0.94	0.25	0.45	1.42	1.80	23.66	12.69
49		Vert %	15.90	18.34	31.51	17.11	23.98	14.04	19.23	18.28	17.49
50	Index	100	115	198	108	151	88	121	115	110	
51				*	*	*					
52	Age 65+	Unwgted	10476	12	55	16	38	180	145	1691	1099
53		Weighted (000)	39811	50	177	41	148	808	553	7245	4674
54		Horz %	100.00	0.13	0.44	0.10	0.37	2.03	1.39	18.20	11.74
55		Vert %	17.11	4.11	16.05	7.60	21.12	21.63	15.94	15.13	17.41
56	Index	100	24	94	44	123	126	93	88	102	

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1											
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57											
58	Age 21+	Unwgted	48230	222	264	119	158	681	647	8887	5118
59		Weighted (000)	219529	1119	1035	520	626	3534	3218	45335	25398
60		Horz %	100.00	0.51	0.47	0.24	0.28	1.61	1.47	20.65	11.57
61		Vert %	94.36	91.99	93.84	95.46	89.36	94.64	92.75	94.70	94.61
62		Index	100	97	99	101	95	100	98	100	100
63					*	*	*				
64	Age 18-34	Unwgted	11838	61	28	26	27	160	159	2046	1185
65		Weighted (000)	71371	417	196	149	178	996	999	13272	7426
66		Horz %	100.00	0.58	0.28	0.21	0.25	1.40	1.40	18.60	10.40
67		Vert %	30.68	34.31	17.80	27.40	25.37	26.69	28.81	27.73	27.66
68		Index	100	112	58	89	83	87	94	90	90
69											
70	Age 18-49	Unwgted	25802	140	86	57	71	324	332	4735	2679
71		Weighted (000)	133716	785	419	283	346	1923	1894	26726	14753
72		Horz %	100.00	0.59	0.31	0.21	0.26	1.44	1.42	19.99	11.03
73		Vert %	57.47	64.50	37.98	52.03	49.36	51.50	54.59	55.83	54.96
74		Index	100	112	66	91	86	90	95	97	96
75											
76	Age 25-54	Unwgted	26873	154	115	79	73	340	345	5064	2841
77		Weighted (000)	126054	748	487	380	275	1951	1818	26281	14398
78		Horz %	100.00	0.59	0.39	0.30	0.22	1.55	1.44	20.85	11.42
79		Vert %	54.18	61.48	44.16	69.82	39.22	52.25	52.42	54.90	53.64
80		Index	100	113	82	129	72	96	97	101	99
81											
82	Age 35-64	Unwgted	27456	158	188	79	101	363	366	5422	2987
83		Weighted (000)	121476	749	730	354	375	1930	1917	27354	14744
84		Horz %	100.00	0.62	0.60	0.29	0.31	1.59	1.58	22.52	12.14
85		Vert %	52.21	61.58	66.15	65.01	53.51	51.68	55.25	57.14	54.92
86		Index	100	118	127	125	102	99	106	109	105
87											
88	Age 50+	Unwgted	23968	91	185	64	95	379	338	4424	2592
89		Weighted (000)	98943	432	684	261	355	1811	1575	21145	12091
90		Horz %	100.00	0.44	0.69	0.26	0.36	1.83	1.59	21.37	12.22
91		Vert %	42.53	35.50	62.02	47.97	50.64	48.50	45.41	44.17	45.04
92		Index	100	83	146	113	119	114	107	104	106
93											
94	Median Age	Unwgted									
95		Weighted (000)	46.10	42.50	54.20	49.20	50.60	49.30	47.90	47.20	47.30
96		Horz %									
97		Vert %									
98		Index									
99											
100	Race: White Only	Unwgted	37561	197	251	113	128	550	543	7482	4217
101		Weighted (000)	173640	1007	1042	523	546	2865	2767	39200	21402
102		Horz %	100.00	0.58	0.60	0.30	0.31	1.65	1.59	22.58	12.33
103		Vert %	74.63	82.78	94.50	95.91	77.96	76.74	79.76	81.89	79.73
104		Index	100	111	127	129	104	103	107	110	107
105				*	*	*	*				
106	Race: Black/African-American Only	Unwgted	5482	15	5	1	20	98	66	713	468
107		Weighted (000)	26574	86	15	2	112	543	336	3637	2354
108		Horz %	100.00	0.32	0.06	0.01	0.42	2.04	1.27	13.69	8.86
109		Vert %	11.42	7.05	1.40	0.42	15.99	14.55	9.70	7.60	8.77
110		Index	100	62	12	4	140	127	85	67	77

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111	Race: Other Race/Multi-Racial			*	*	*	*				
112		Unwgted	6727	19	15	7	18	55	61	964	586
113		Weighted (000)	32444	124	45	20	42	325	366	5033	3088
114		Horz %	100.00	0.38	0.14	0.06	0.13	1.00	1.13	15.51	9.52
115		Vert %	13.94	10.17	4.11	3.67	6.06	8.72	10.54	10.51	11.50
116		Index	100	73	29	26	43	63	76	75	82
117	Spanish, Hispanic, Latino Origin or Descent			*	*	*	*				
118		Unwgted	5180	15	8	4	15	44	51	872	523
119		Weighted (000)	33135	143	43	27	69	326	367	5691	3429
120		Horz %	100.00	0.43	0.13	0.08	0.21	0.98	1.11	17.18	10.35
121		Vert %	14.24	11.72	3.88	4.90	9.84	8.74	10.58	11.89	12.77
122		Index	100	82	27	34	69	61	74	83	90
123	Hispanic, Personally Speak Only English at Home			*	*	*	*	*	*		
124		Unwgted	1491	4	6	0	7	13	13	251	144
125		Weighted (000)	4909	9	19	0	22	41	67	887	461
126		Horz %	100.00	0.18	0.40	0.00	0.46	0.84	1.36	18.08	9.40
127		Vert %	2.11	0.71	1.76	0.00	3.19	1.11	1.93	1.85	1.72
128		Index	100	34	83	0	151	53	91	88	81
129	Hispanic, Speak Mostly English, but Some Spanish at Home			*	*	*	*	*	*		
130		Unwgted	1543	6	2	1	3	13	17	273	151
131		Weighted (000)	8114	55	23	11	8	79	121	1627	908
132		Horz %	100.00	0.68	0.29	0.14	0.10	0.98	1.49	20.05	11.19
133		Vert %	3.49	4.52	2.12	2.09	1.20	2.12	3.48	3.40	3.38
134		Index	100	130	61	60	34	61	100	97	97
135	Hispanic, Speak Only Spanish at Home			*	*	*	*	*	*		
136		Unwgted	822	2	0	0	0	3	6	123	83
137		Weighted (000)	9468	32	0	0	0	68	61	1374	913
138		Horz %	100.00	0.34	0.00	0.00	0.00	0.72	0.65	14.51	9.64
139		Vert %	4.07	2.63	0.00	0.00	0.00	1.83	1.76	2.87	3.40
140		Index	100	65	0	0	0	45	43	71	84
141	Hispanic, Speak Mostly Spanish, but Some English at Home			*	*	*	*	*	*		
142		Unwgted	1201	1	0	3	5	14	12	199	130
143		Weighted (000)	9104	1	0	15	38	129	76	1470	972
144		Horz %	100.00	0.01	0.00	0.17	0.42	1.41	0.84	16.15	10.68
145		Vert %	3.91	0.06	0.00	2.81	5.45	3.45	2.20	3.07	3.62
146		Index	100	1	0	72	139	88	56	78	93
147	Hispanic, Speak Spanish and English Equally at Home			*	*	*	*	*	*		
148		Unwgted	102	2	0	0	0	1	2	22	13
149		Weighted (000)	1207	46	0	0	0	8	27	246	130
150		Horz %	100.00	3.83	0.00	0.00	0.00	0.68	2.21	20.37	10.81
151		Vert %	0.52	3.80	0.00	0.00	0.00	0.22	0.77	0.51	0.49
152		Index	100	733	0	0	0	43	148	99	94
153	Highest Level Education Completed/Highest Degree: Master's, Professional School, or Doctorate Degree			*	*	*	*				
154		Unwgted	6676	30	47	21	20	63	75	941	501
155		Weighted (000)	22400	129	155	102	64	299	262	3807	1842
156		Horz %	100.00	0.58	0.69	0.45	0.29	1.33	1.17	17.00	8.22
157		Vert %	9.63	10.60	14.08	18.65	9.18	8.01	7.57	7.95	6.86
158		Index	100	110	146	194	95	83	79	83	71
159	Highest Level Education Completed/Highest Degree: Bachelor's			*	*	*	*				
160		Unwgted	11244	44	69	35	39	148	120	1788	914
161		Weighted (000)	42168	170	258	149	147	580	476	7700	3855
162		Horz %	100.00	0.40	0.61	0.35	0.35	1.38	1.13	18.26	9.14
163		Vert %	18.12	13.98	23.38	27.28	20.93	15.53	13.73	16.08	14.36
164		Index	100	77	129	151	115	86	76	89	79

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165				*	*	*	*	*	*		
166	Highest Level Education Completed/Highest Degree: Associate Degree, Academic	Unwgt'd	2520	22	10	5	6	35	36	497	264
167		Weighted (000)	10009	80	22	18	22	148	138	2239	1100
168		Horz %	100.00	0.80	0.22	0.18	0.22	1.48	1.38	22.37	10.99
169		Vert %	4.30	6.54	2.01	3.28	3.09	3.96	3.97	4.68	4.10
170		Index	100	152	47	76	72	92	92	109	95
171				*	*	*	*		*		
172	Highest Level Education Completed/Highest Degree: Associate Degree, Occupational/Vocational	Unwgt'd	3028	17	23	6	14	51	46	657	367
173		Weighted (000)	11548	62	94	28	52	253	202	2804	1531
174		Horz %	100.00	0.53	0.82	0.24	0.45	2.19	1.75	24.28	13.26
175		Vert %	4.96	5.07	8.55	5.06	7.39	6.79	5.82	5.86	5.71
176		Index	100	102	172	102	149	137	117	118	115
177				*		*	*				
178	Highest Level Education Completed/Highest Degree: Some College, but No Degree	Unwgt'd	10786	46	54	26	42	159	161	2124	1241
179		Weighted (000)	44447	194	196	115	159	665	733	9640	5327
180		Horz %	100.00	0.44	0.44	0.26	0.36	1.50	1.65	21.69	11.98
181		Vert %	19.10	15.92	17.75	21.05	22.75	17.81	21.13	20.14	19.84
182		Index	100	83	93	110	119	93	111	105	104
183						*	*				
184	Highest Level Education Completed/Highest Degree: High School Diploma or Equivalent, such as GED	Unwgt'd	11139	58	60	24	33	198	191	2413	1497
185		Weighted (000)	70869	436	329	113	185	1446	1346	16341	9782
186		Horz %	100.00	0.62	0.46	0.16	0.26	2.04	1.90	23.06	13.80
187		Vert %	30.46	35.87	29.82	20.65	26.41	38.72	38.80	34.14	36.44
188		Index	100	118	98	68	87	127	127	112	120
189				*	*	*	*	*	*		
190	Highest Level Education Completed/Highest Degree: Did Not Graduate High School	Unwgt'd	4377	14	8	4	12	49	41	739	487
191		Weighted (000)	31216	146	49	22	72	343	311	5340	3406
192		Horz %	100.00	0.47	0.16	0.07	0.23	1.10	1.00	17.11	10.91
193		Vert %	13.42	12.01	4.42	4.02	10.25	9.18	8.98	11.16	12.69
194		Index	100	89	33	30	76	68	67	83	95
195				*	*	*	*		*		
196	Currently Attending College or University	Unwgt'd	3789	20	8	5	11	58	45	608	348
197		Weighted (000)	19371	82	46	31	39	250	202	3459	1783
198		Horz %	100.00	0.42	0.24	0.16	0.20	1.29	1.04	17.86	9.20
199		Vert %	8.33	6.75	4.14	5.78	5.55	6.70	5.82	7.23	6.64
200		Index	100	81	50	69	67	80	70	87	80
201											
202	Employed Full Time	Unwgt'd	25685	147	159	84	83	340	361	5073	2792
203		Weighted (000)	111571	747	661	391	343	1744	1855	24664	13212
204		Horz %	100.00	0.67	0.59	0.35	0.31	1.56	1.66	22.11	11.84
205		Vert %	47.95	61.44	59.96	71.82	48.96	46.72	53.46	51.52	49.22
206		Index	100	128	125	150	102	97	111	107	103
207				*	*	*	*				
208	Employed Part Time	Unwgt'd	5783	24	29	13	26	92	60	1036	576
209		Weighted (000)	27808	142	120	48	109	497	326	5710	2981
210		Horz %	100.00	0.51	0.43	0.17	0.39	1.79	1.17	20.53	10.72
211		Vert %	11.95	11.64	10.90	8.82	15.56	13.31	9.39	11.93	11.11
212		Index	100	97	91	74	130	111	79	100	93
213						*					
214	Not Employed	Unwgt'd	18302	60	83	24	57	271	249	3050	1903
215		Weighted (000)	93279	327	321	105	248	1492	1289	17497	10651
216		Horz %	100.00	0.35	0.34	0.11	0.27	1.60	1.38	18.76	11.42
217		Vert %	40.09	26.92	29.14	19.36	35.49	39.97	37.15	36.55	39.68
218		Index	100	67	73	48	89	100	93	91	99

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219	Temporarily Unemployed			*	*	*	*	*	*		
220		Unwgt'd	2652	9	11	2	6	32	37	440	271
221		Weighted (000)	17118	70	43	8	23	240	283	3266	2054
222		Horz %	100.00	0.41	0.25	0.05	0.14	1.40	1.66	19.08	12.00
223		Vert %	7.36	5.79	3.93	1.48	3.36	6.42	8.17	6.82	7.65
224		Index	100	79	53	20	46	87	111	93	104
225	Retired from Employment			*	*	*	*	*	*		
226		Unwgt'd	10196	22	60	13	36	167	141	1747	1111
227		Weighted (000)	41403	91	229	34	152	810	514	8274	5087
228		Horz %	100.00	0.22	0.55	0.08	0.37	1.96	1.24	19.98	12.29
229		Vert %	17.80	7.46	20.79	6.28	21.69	21.71	14.82	17.28	18.95
230		Index	100	42	117	35	122	122	83	97	106
231	Not Employed, Principal Shopper for Household			*	*	*	*	*	*		
232		Unwgt'd	2485	16	7	4	4	30	33	420	234
233		Weighted (000)	15574	79	25	30	23	199	200	2722	1466
234		Horz %	100.00	0.51	0.16	0.20	0.14	1.28	1.28	17.48	9.41
235		Vert %	6.69	6.51	2.25	5.58	3.22	5.34	5.77	5.69	5.46
236		Index	100	97	34	83	48	80	86	85	82
237	Occupation: Professional and Related Occupations			*	*	*	*	*	*		
238		Unwgt'd	7586	33	40	29	36	89	100	1239	660
239		Weighted (000)	30853	166	145	108	118	423	518	6167	3141
240		Horz %	100.00	0.54	0.47	0.35	0.38	1.37	1.68	19.99	10.18
241		Vert %	13.26	13.68	13.17	19.79	16.78	11.33	14.94	12.88	11.70
242		Index	100	103	99	149	127	85	113	97	88
243	Occupation: Management, Business and Financial Operations			*	*	*	*	*	*		
244		Unwgt'd	6460	38	53	24	18	71	68	1158	577
245		Weighted (000)	22244	161	174	108	87	296	243	4575	2149
246		Horz %	100.00	0.72	0.78	0.48	0.39	1.33	1.09	20.57	9.66
247		Vert %	9.56	13.20	15.76	19.74	12.39	7.92	7.01	9.56	8.01
248		Index	100	138	165	206	130	83	73	100	84
249	Occupation: Sales and Office Occupations			*	*	*	*	*	*		
250		Unwgt'd	6429	34	38	14	22	100	86	1238	683
251		Weighted (000)	32312	140	167	78	111	510	513	6673	3504
252		Horz %	100.00	0.43	0.52	0.24	0.34	1.58	1.59	20.65	10.84
253		Vert %	13.89	11.55	15.18	14.40	15.84	13.67	14.78	13.94	13.05
254		Index	100	83	109	104	114	98	106	100	94
255	Occupation: Natural Resources, Construction and Maintenance Operations			*	*	*	*	*	*		
256		Unwgt'd	2797	18	22	8	8	36	51	741	438
257		Weighted (000)	12733	79	116	30	19	214	249	3367	2025
258		Horz %	100.00	0.62	0.91	0.23	0.15	1.68	1.95	26.44	15.90
259		Vert %	5.47	6.49	10.51	5.42	2.66	5.73	7.17	7.03	7.54
260		Index	100	119	192	99	49	105	131	129	138
261	Occupation: Other Employed			*	*	*	*	*	*		
262		Unwgt'd	8196	48	35	22	25	136	116	1733	1010
263		Weighted (000)	41237	343	179	116	118	799	657	9592	5375
264		Horz %	100.00	0.83	0.43	0.28	0.29	1.94	1.59	23.26	13.03
265		Vert %	17.72	28.17	16.24	21.29	16.84	21.39	18.94	20.04	20.02
266		Index	100	159	92	120	95	121	107	113	113
267	Household Income: \$250,000+			*	*	*	*	*	*		
268		Unwgt'd	1605	6	25	6	3	8	13	287	118
269		Weighted (000)	5395	15	91	24	5	20	44	1084	449
270		Horz %	100.00	0.27	1.68	0.44	0.09	0.37	0.81	20.10	8.32
271		Vert %	2.32	1.20	8.21	4.34	0.72	0.54	1.26	2.27	1.67
272		Index	100	52	354	187	31	23	54	98	72

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
273				*	*	*	*	*	*		
274		Unwgted	1437	5	19	2	5	8	20	239	96
275	Household Income: \$200,000-	Weighted (000)	5234	8	84	5	26	30	72	878	385
276	\$249,999	Horz %	100.00	0.15	1.61	0.09	0.49	0.58	1.37	16.77	7.35
277		Vert %	2.25	0.67	7.65	0.85	3.70	0.81	2.06	1.83	1.43
278		Index	100	30	340	38	164	36	92	81	64
279				*	*	*	*	*	*		
280		Unwgted	3411	17	32	10	11	39	39	576	278
281	Household Income: \$150,000-	Weighted (000)	13835	80	126	38	47	175	144	2589	1221
282	\$199,999	Horz %	100.00	0.58	0.91	0.27	0.34	1.26	1.04	18.72	8.82
283		Vert %	5.95	6.59	11.41	6.90	6.77	4.68	4.15	5.41	4.55
284		Index	100	111	192	116	114	79	70	91	76
285				*	*	*	*	*	*		
286		Unwgted	7284	41	51	33	29	98	102	1348	645
287	Household Income: \$100,000-	Weighted (000)	34565	214	256	180	135	536	586	7442	3390
288	\$149,999	Horz %	100.00	0.62	0.74	0.52	0.39	1.55	1.70	21.53	9.81
289		Vert %	14.86	17.59	23.20	33.08	19.33	14.35	16.90	15.55	12.63
290		Index	100	118	156	223	130	97	114	105	85
291				*	*	*	*	*	*		
292		Unwgted	6644	40	41	33	19	93	120	1324	687
293	Household Income: \$75,000-	Weighted (000)	30873	276	111	158	74	552	668	6978	3421
294	\$99,999	Horz %	100.00	0.90	0.36	0.51	0.24	1.79	2.16	22.60	11.08
295		Vert %	13.27	22.72	10.07	28.99	10.52	14.78	19.24	14.58	12.74
296		Index	100	171	76	218	79	111	145	110	96
297				*	*	*	*	*	*		
298		Unwgted	5323	39	36	14	27	81	78	1203	656
299	Household Income: \$60,000-	Weighted (000)	25061	223	150	72	111	465	397	6306	3398
300	\$74,999	Horz %	100.00	0.89	0.60	0.29	0.44	1.85	1.58	25.16	13.56
301		Vert %	10.77	18.35	13.61	13.25	15.92	12.44	11.43	13.17	12.66
302		Index	100	170	126	123	148	116	106	122	118
303				*	*	*	*	*	*		
304		Unwgted	3952	23	14	8	20	71	57	823	497
305	Household Income: \$50,000-	Weighted (000)	18965	67	48	31	83	336	274	4452	2602
306	\$59,999	Horz %	100.00	0.35	0.25	0.17	0.44	1.77	1.44	23.48	13.72
307		Vert %	8.15	5.51	4.34	5.75	11.82	8.99	7.89	9.30	9.69
308		Index	100	68	53	71	145	110	97	114	119
309				*	*	*	*	*	*		
310		Unwgted	4961	25	19	7	19	93	63	970	580
311	Household Income: \$40,000-	Weighted (000)	20385	155	115	17	60	407	333	4640	2639
312	\$49,999	Horz %	100.00	0.76	0.57	0.08	0.30	1.99	1.63	22.76	12.94
313		Vert %	8.76	12.75	10.45	3.05	8.60	10.89	9.61	9.69	9.83
314		Index	100	146	119	35	98	124	110	111	112
315				*	*	*	*	*	*		
316		Unwgted	4730	14	20	6	15	86	67	877	581
317	Household Income: \$30,000-	Weighted (000)	22440	55	70	18	80	442	372	4528	2930
318	\$39,999	Horz %	100.00	0.25	0.31	0.08	0.36	1.97	1.66	20.18	13.06
319		Vert %	9.64	4.56	6.35	3.39	11.42	11.83	10.71	9.46	10.91
320		Index	100	47	66	35	118	123	111	98	113
321				*	*	*	*	*	*		
322		Unwgted	4582	13	7	2	14	66	72	792	589
323	Household Income: \$20,000-	Weighted (000)	23131	85	27	2	54	408	356	4381	3074
324	\$29,999	Horz %	100.00	0.37	0.12	0.01	0.23	1.77	1.54	18.94	13.29
325		Vert %	9.94	6.95	2.47	0.39	7.72	10.94	10.26	9.15	11.45
326		Index	100	70	25	4	78	110	103	92	115

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
327				*	*	*	*		*		
328		Unwgted	5841	8	7	0	4	60	39	720	544
329	Household Income: Under	Weighted (000)	32774	38	25	0	24	364	225	4591	3336
330	\$20,000	Horz %	100.00	0.12	0.08	0.00	0.07	1.11	0.69	14.01	10.18
331		Vert %	14.09	3.11	2.25	0.00	3.48	9.75	6.48	9.59	12.43
332		Index	100	22	16	0	25	69	46	68	88
333											
334		Unwgted									
335	Median Household Income	Weighted (000)	59.30	74.00	101.00	95.80	66.60	57.30	66.60	63.20	55.50
336		Horz %									
337		Vert %									
338		Index									
339					*	*	*				
340		Unwgted	11433	55	33	18	32	143	139	1718	1077
341	Marital Status: Single, Never	Weighted (000)	63468	364	193	104	165	873	893	10740	6261
342	Married	Horz %	100.00	0.57	0.30	0.16	0.26	1.38	1.41	16.92	9.86
343		Vert %	27.28	29.88	17.45	19.01	23.58	23.37	25.75	22.44	23.32
344		Index	100	110	64	70	86	86	94	82	85
345											
346		Unwgted	26074	140	179	85	101	396	392	5593	2901
347	Marital Status: Currently	Weighted (000)	124913	720	707	387	401	2146	2056	29601	15496
348	Married	Horz %	100.00	0.58	0.57	0.31	0.32	1.72	1.65	23.70	12.41
349		Vert %	53.69	59.19	64.13	71.04	57.21	57.49	59.27	61.84	57.73
350		Index	100	110	119	132	107	107	110	115	108
351				*	*	*	*				
352		Unwgted	12263	36	59	18	33	164	139	1848	1293
353	Marital Status: Legally	Weighted (000)	44277	133	203	54	135	714	519	7530	5087
354	Separated, Divorced,	Horz %	100.00	0.30	0.46	0.12	0.30	1.61	1.17	17.01	11.49
355	Widowed	Vert %	19.03	10.93	18.42	9.95	19.21	19.14	14.97	15.73	18.95
356		Index	100	57	97	52	101	101	79	83	100
357				*	*	*	*	*	*		
358		Unwgted	2070	11	5	6	8	31	25	377	218
359	Marital Status: Engaged to Be	Weighted (000)	11487	64	15	42	29	209	171	2309	1241
360	Married	Horz %	100.00	0.56	0.13	0.37	0.26	1.82	1.48	20.10	10.81
361		Vert %	4.94	5.28	1.39	7.72	4.21	5.59	4.92	4.82	4.62
362		Index	100	107	28	156	85	113	100	98	94
363				*	*	*	*	*	*		
364		Unwgted	3510	20	9	7	9	55	45	581	397
365	Marital Status: Single Parent	Weighted (000)	12288	67	55	21	33	237	205	2294	1579
366	(Sole Parent)	Horz %	100.00	0.54	0.44	0.17	0.27	1.93	1.67	18.67	12.85
367		Vert %	5.28	5.50	4.95	3.85	4.69	6.35	5.92	4.79	5.88
368		Index	100	104	94	73	89	120	112	91	111
369						*					
370		Unwgted	18451	106	61	47	60	257	270	3675	2037
371	Any Child(ren) Under Age 18	Weighted (000)	93434	609	296	244	259	1535	1493	20358	11401
372	Living in Household	Horz %	100.00	0.65	0.32	0.26	0.28	1.64	1.60	21.79	12.20
373		Vert %	40.16	50.02	26.84	44.71	37.06	41.12	43.05	42.53	42.47
374		Index	100	125	67	111	92	102	107	106	106
375				*	*	*	*				
376		Unwgted	7467	41	37	29	29	110	124	1467	801
377	1 Child Under Age 18 Living in	Weighted (000)	38799	261	162	145	131	638	776	8458	4737
378	Household	Horz %	100.00	0.67	0.42	0.37	0.34	1.64	2.00	21.80	12.21
379		Vert %	16.68	21.42	14.70	26.52	18.67	17.09	22.38	17.67	17.65
380		Index	100	128	88	159	112	102	134	106	106

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
381				*	*	*	*				
382		Unwgted	6890	40	22	12	28	91	99	1352	754
383	2 Children Under Age 18	Weighted (000)	32693	151	119	73	118	507	470	7112	3989
384	Living in Household	Horz %	100.00	0.46	0.37	0.22	0.36	1.55	1.44	21.75	12.20
385		Vert %	14.05	12.45	10.83	13.43	16.79	13.57	13.56	14.86	14.86
386		Index	100	89	77	96	119	97	97	106	106
387				*	*	*	*	*	*		
388		Unwgted	2857	20	2	5	3	44	36	569	320
389	3 Children Under Age 18	Weighted (000)	14884	140	14	23	11	291	184	3069	1751
390	Living in Household	Horz %	100.00	0.94	0.10	0.16	0.08	1.95	1.24	20.62	11.77
391		Vert %	6.40	11.51	1.31	4.30	1.61	7.78	5.30	6.41	6.52
392		Index	100	180	21	67	25	122	83	100	102
393				*	*	*	*	*	*		
394		Unwgted	363	2	0	0	0	3	0	83	57
395	4 or More Children Under Age 18	Weighted (000)	2226	6	0	0	0	10	0	492	340
396	Living in Household	Horz %	100.00	0.26	0.00	0.00	0.00	0.45	0.00	22.11	15.28
397		Vert %	0.96	0.47	0.00	0.00	0.00	0.27	0.00	1.03	1.27
398		Index	100	49	0	0	0	28	0	107	132
399											
400		Unwgted	31319	125	210	74	106	446	400	5484	3234
401	No Children Under Age 18	Weighted (000)	139224	608	807	301	441	2198	1976	27513	15442
402	Living in Household	Horz %	100.00	0.44	0.58	0.22	0.32	1.58	1.42	19.76	11.09
403		Vert %	59.84	49.98	73.16	55.29	62.94	58.88	56.95	57.47	57.53
404		Index	100	84	122	92	105	98	95	96	96
405											
406		Unwgted	35509	180	254	104	133	537	513	7128	3903
407	Own Residence	Weighted (000)	157974	926	1025	439	546	2762	2543	36430	19257
408		Horz %	100.00	0.59	0.65	0.28	0.35	1.75	1.61	23.06	12.19
409		Vert %	67.90	76.12	92.91	80.49	77.94	73.98	73.32	76.10	71.74
410		Index	100	112	137	119	115	109	108	112	106
411				*	*	*	*				
412		Unwgted	13763	49	16	17	30	156	152	1950	1321
413	Rent Residence	Weighted (000)	72395	289	73	106	137	902	903	11059	7380
414		Horz %	100.00	0.40	0.10	0.15	0.19	1.25	1.25	15.28	10.19
415		Vert %	31.12	23.74	6.60	19.51	19.62	24.16	26.03	23.10	27.49
416		Index	100	76	21	63	63	78	84	74	88
417				*	*	*	*	*	*		
418		Unwgted	498	2	1	0	3	10	5	81	47
419	Live Rent-Free in Residence	Weighted (000)	2290	2	5	0	17	69	22	382	207
420		Horz %	100.00	0.07	0.24	0.00	0.75	3.03	0.97	16.69	9.02
421		Vert %	0.98	0.14	0.49	0.00	2.44	1.86	0.64	0.80	0.77
422		Index	100	14	50	0	248	189	65	81	78
423				*	*	*	*				
424		Unwgted	11338	38	76	36	19	124	132	1462	827
425	Census Region: North East	Weighted (000)	42507	156	291	155	61	570	689	6077	3341
426		Horz %	100.00	0.37	0.68	0.36	0.14	1.34	1.62	14.30	7.86
427		Vert %	18.27	12.83	26.38	28.40	8.66	15.26	19.87	12.70	12.45
428		Index	100	70	144	155	47	84	109	69	68
429						*					
430		Unwgted	16171	76	88	27	62	207	194	3188	1851
431	Census Region: South	Weighted (000)	86599	404	368	125	332	1307	1091	18825	10814
432		Horz %	100.00	0.47	0.42	0.14	0.38	1.51	1.26	21.74	12.49
433		Vert %	37.22	33.19	33.33	22.97	47.48	35.01	31.45	39.32	40.29
434		Index	100	89	90	62	128	94	85	106	108



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1											
2											
435						*	*				
436	Census Region: Midwest	Unwgted	11596	71	59	44	48	300	282	2795	1711
437		Weighted (000)	50651	396	254	190	139	1398	1342	13713	8032
438		Horz %	100.00	0.78	0.50	0.38	0.27	2.76	2.65	27.07	15.86
439		Vert %	21.77	32.54	23.00	34.89	19.88	37.45	38.70	28.65	29.92
440		Index	100	149	106	160	91	172	178	132	137
441				*	*	*	*				
442	Census Region: West	Unwgted	10665	46	48	14	37	72	62	1714	882
443		Weighted (000)	52900	261	191	75	168	459	346	9256	4656
444		Horz %	100.00	0.49	0.36	0.14	0.32	0.87	0.65	17.50	8.80
445		Vert %	22.74	21.44	17.30	13.74	23.98	12.28	9.98	19.33	17.34
446		Index	100	94	76	60	105	54	44	85	76
447				*	*	*	*	*	*		
448	Census Sub-Region: New England	Unwgted	2874	7	17	6	6	32	28	365	203
449		Weighted (000)	11121	50	64	33	21	130	192	1531	801
450		Horz %	100.00	0.45	0.58	0.30	0.19	1.17	1.72	13.77	7.20
451		Vert %	4.78	4.08	5.81	6.14	3.04	3.47	5.52	3.20	2.98
452		Index	100	85	122	129	64	73	116	67	62
453				*		*	*				
454	Census Sub-Region: Mid Atlantic	Unwgted	8464	31	59	30	13	92	104	1097	624
455		Weighted (000)	31387	106	227	121	39	440	498	4546	2540
456		Horz %	100.00	0.34	0.72	0.39	0.13	1.40	1.59	14.48	8.09
457		Vert %	13.49	8.75	20.57	22.25	5.63	11.79	14.34	9.50	9.46
458		Index	100	65	152	165	42	87	106	70	70
459				*		*	*				
460	Census Sub-Region: South Atlantic	Unwgted	9159	40	51	13	31	106	116	1596	904
461		Weighted (000)	43806	157	196	78	157	570	561	8151	4675
462		Horz %	100.00	0.36	0.45	0.18	0.36	1.30	1.28	18.61	10.67
463		Vert %	18.83	12.91	17.73	14.31	22.47	15.26	16.16	17.03	17.42
464		Index	100	69	94	76	119	81	86	90	92
465				*	*	*	*		*		
466	Census Sub-Region: East South Central	Unwgted	2303	13	14	3	7	50	29	549	323
467		Weighted (000)	16103	105	77	14	64	377	250	4359	2452
468		Horz %	100.00	0.65	0.48	0.09	0.40	2.34	1.56	27.07	15.23
469		Vert %	6.92	8.63	7.02	2.56	9.13	10.09	7.22	9.11	9.14
470		Index	100	125	101	37	132	146	104	132	132
471				*	*	*	*		*		
472	Census Sub-Region: West South Central	Unwgted	4709	23	23	11	24	51	49	1043	624
473		Weighted (000)	26690	142	95	33	111	360	280	6314	3687
474		Horz %	100.00	0.53	0.35	0.12	0.42	1.35	1.05	23.66	13.81
475		Vert %	11.47	11.65	8.58	6.10	15.88	9.65	8.07	13.19	13.73
476		Index	100	102	75	53	138	84	70	115	120
477				*	*	*	*				
478	Census Sub-Region: East North Central	Unwgted	8911	61	44	37	42	214	223	2040	1274
479		Weighted (000)	34973	354	187	149	106	843	983	9114	5435
480		Horz %	100.00	1.01	0.53	0.43	0.30	2.41	2.81	26.06	15.54
481		Vert %	15.03	29.08	16.91	27.41	15.18	22.58	28.33	19.04	20.25
482		Index	100	193	112	182	101	150	188	127	135
483				*	*	*	*				
484	Census Sub-Region: West North Central	Unwgted	2685	10	15	7	6	86	59	755	437
485		Weighted (000)	15678	42	67	41	33	555	360	4599	2598
486		Horz %	100.00	0.27	0.43	0.26	0.21	3.54	2.29	29.34	16.57
487		Vert %	6.74	3.45	6.09	7.48	4.70	14.87	10.36	9.61	9.68
488		Index	100	51	90	111	70	221	154	143	144

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	C	D	E	F	G	H	I	J	K
			U.S. Adults 18+	Own/ Lease Chevrolet Camaro	Own/ Lease Chevrolet Corvette	Own/ Lease Chevrolet Cruze	Own/ Lease Chevrolet HHR	Own/ Lease Chevrolet Impala	Own/ Lease Chevrolet Malibu	Own/ Lease Any Chevrolet	Most Recent Vehicle Bought/ Leased: Any Chevrolet
1											
2											
489	Census Sub-Region: Mountain			*	*	*	*	*	*		
490		Unwgt'd	2609	12	12	5	4	28	18	496	263
491		Weighted (000)	16434	85	66	20	25	174	125	3168	1668
492		Horz %	100.00	0.52	0.40	0.12	0.15	1.06	0.76	19.28	10.15
493		Vert %	7.06	7.01	6.02	3.60	3.62	4.65	3.60	6.62	6.21
494		Index	100	99	85	51	51	66	51	94	88
495	Census Sub-Region: Pacific			*	*	*	*	*	*		
496		Unwgt'd	8056	34	36	9	33	44	44	1218	619
497		Weighted (000)	36466	176	124	55	142	285	222	6088	2988
498		Horz %	100.00	0.48	0.34	0.15	0.39	0.78	0.61	16.69	8.19
499		Vert %	15.67	14.43	11.27	10.14	20.35	7.63	6.39	12.72	11.13
500		Index	100	92	72	65	130	49	41	81	71
501	County Size: A										
502		Unwgt'd	27973	119	145	71	99	320	351	4213	2442
503		Weighted (000)	95670	456	405	228	324	1190	1139	15033	8480
504		Horz %	100.00	0.48	0.42	0.24	0.34	1.24	1.19	15.71	8.86
505		Vert %	41.12	37.49	36.71	41.94	46.24	31.87	32.84	31.40	31.59
506		Index	100	91	89	102	112	77	80	76	77
507	County Size: B				*	*					
508		Unwgt'd	12162	64	71	30	35	190	160	2473	1411
509		Weighted (000)	71160	414	364	168	215	1186	1130	14928	8424
510		Horz %	100.00	0.58	0.51	0.24	0.30	1.67	1.59	20.98	11.84
511		Vert %	30.59	34.02	32.98	30.87	30.66	31.77	32.57	31.18	31.38
512		Index	100	111	108	101	100	104	106	102	103
513	County Size: C			*	*	*	*				
514		Unwgt'd	5416	26	32	16	15	97	78	1250	705
515		Weighted (000)	33938	168	176	126	62	591	524	8164	4433
516		Horz %	100.00	0.50	0.52	0.37	0.18	1.74	1.55	24.06	13.06
517		Vert %	14.59	13.83	15.99	23.07	8.92	15.82	15.12	17.06	16.51
518		Index	100	95	110	158	61	108	104	117	113
519	County Size: D			*	*	*	*				
520		Unwgt'd	4219	22	23	4	17	96	81	1223	713
521		Weighted (000)	31890	178	158	22	99	767	676	9745	5507
522		Horz %	100.00	0.56	0.50	0.07	0.31	2.41	2.12	30.56	17.27
523		Vert %	13.71	14.66	14.32	4.12	14.18	20.55	19.48	20.36	20.51
524		Index	100	107	104	30	103	150	142	149	150
525	Radio Formats: Adult Contemporary (Mon-Sun 24- Hour Cume)			*	*	*	*				
526		Unwgt'd	8450	53	48	21	28	125	119	1590	852
527		Weighted (000)	38741	271	185	122	118	695	631	8491	4387
528		Horz %	100.00	0.70	0.48	0.31	0.31	1.79	1.63	21.92	11.32
529		Vert %	16.65	22.24	16.73	22.33	16.90	18.61	18.20	17.74	16.34
530		Index	100	134	100	134	102	112	109	107	98
531	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hour Cume)			*	*	*	*	*	*		
532		Unwgt'd	470	2	3	2	0	12	4	77	42
533		Weighted (000)	2250	25	9	9	0	68	21	427	235
534		Horz %	100.00	1.11	0.41	0.38	0.00	3.04	0.94	18.98	10.44
535		Vert %	0.97	2.05	0.84	1.58	0.00	1.83	0.61	0.89	0.88
536		Index	100	212	87	163	0	189	63	92	91
537	Radio Formats: All-News (Mon- Sun 24-Hour Cume)			*	*	*	*	*	*		
538		Unwgt'd	3676	14	25	12	9	45	51	500	266
539		Weighted (000)	9871	31	56	23	27	187	167	1384	718
540		Horz %	100.00	0.32	0.57	0.23	0.28	1.90	1.70	14.02	7.27
541		Vert %	4.24	2.56	5.06	4.17	3.90	5.02	4.83	2.89	2.67
542		Index	100	60	119	98	92	118	114	68	63

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	C	D	E	F	G	H	I	J	K
			U.S. Adults 18+	Own/ Lease Chevrolet Camaro	Own/ Lease Chevrolet Corvette	Own/ Lease Chevrolet Cruze	Own/ Lease Chevrolet HHR	Own/ Lease Chevrolet Impala	Own/ Lease Chevrolet Malibu	Own/ Lease Any Chevrolet	Most Recent Vehicle Bought/ Leased: Any Chevrolet
1											
2											
543				*	*	*	*				
544		Unwgted	3738	22	22	8	14	51	54	691	386
545	Radio Formats: All-Sports (Mon-Sun 24-Hour Cume)	Weighted (000)	12988	112	54	26	38	179	282	2825	1544
546		Horz %	100.00	0.87	0.42	0.20	0.29	1.37	2.17	21.75	11.89
547		Vert %	5.58	9.25	4.90	4.74	5.38	4.78	8.13	5.90	5.75
548		Index	100	166	88	85	96	86	146	106	103
549				*	*	*	*	*	*		
550		Unwgted	1270	2	11	1	5	23	18	242	121
551	Radio Formats: All-Talk (Mon-Sun 24-Hour Cume)	Weighted (000)	5020	8	37	2	15	106	101	1118	554
552		Horz %	100.00	0.16	0.75	0.04	0.30	2.10	2.01	22.28	11.04
553		Vert %	2.16	0.67	3.40	0.41	2.17	2.83	2.91	2.34	2.06
554		Index	100	31	157	19	101	131	135	108	96
555				*	*	*	*	*	*		
556		Unwgted	3365	10	21	7	13	34	35	557	312
557	Radio Formats: Alternative (Mon-Sun 24-Hour Cume)	Weighted (000)	14751	43	85	29	50	156	128	2656	1461
558		Horz %	100.00	0.29	0.57	0.19	0.34	1.05	0.86	18.01	9.91
559		Vert %	6.34	3.57	7.68	5.25	7.18	4.17	3.68	5.55	5.44
560		Index	100	56	121	83	113	66	58	88	86
561				*	*	*	*	*	*		
562		Unwgted	8872	54	37	20	24	123	111	1637	894
563	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hour Cume)	Weighted (000)	45597	231	146	113	93	676	607	9150	4653
564		Horz %	100.00	0.51	0.32	0.25	0.20	1.48	1.33	20.07	10.21
565		Vert %	19.60	18.96	13.22	20.73	13.30	18.11	17.49	19.11	17.34
566		Index	100	97	67	106	68	92	89	98	88
567				*	*	*	*	*	*		
568		Unwgted	2975	19	25	10	7	57	34	706	380
569	Radio Formats: Classic Hits (Mon-Sun 24-Hour Cume)	Weighted (000)	13678	83	129	35	25	330	206	3812	1943
570		Horz %	100.00	0.61	0.94	0.26	0.18	2.41	1.51	27.87	14.21
571		Vert %	5.88	6.85	11.65	6.49	3.59	8.85	5.94	7.96	7.24
572		Index	100	117	198	110	61	150	101	135	123
573				*	*	*	*	*	*		
574		Unwgted	4319	31	32	17	8	53	65	1018	555
575	Radio Formats: Classic Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	20038	164	130	72	40	309	399	5203	2800
576		Horz %	100.00	0.82	0.65	0.36	0.20	1.54	1.99	25.96	13.97
577		Vert %	8.61	13.46	11.78	13.24	5.78	8.27	11.49	10.87	10.43
578		Index	100	156	137	154	67	96	133	126	121
579				*	*	*	*	*	*		
580		Unwgted	1619	1	7	4	4	18	18	228	130
581	Radio Formats: Classical (Mon-Sun 24-Hour Cume)	Weighted (000)	5613	6	24	9	4	73	65	955	468
582		Horz %	100.00	0.11	0.44	0.16	0.07	1.31	1.16	17.01	8.34
583		Vert %	2.41	0.52	2.22	1.62	0.58	1.97	1.88	1.99	1.74
584		Index	100	21	92	67	24	82	78	83	72
585				*	*	*	*	*	*		
586		Unwgted	8620	65	52	32	32	169	143	2143	1225
587	Radio Formats: Country (24-Hour Cume)	Weighted (000)	47067	437	256	130	154	950	877	12486	6742
588		Horz %	100.00	0.93	0.54	0.28	0.33	2.02	1.86	26.53	14.32
589		Vert %	20.23	35.89	23.19	23.86	22.01	25.45	25.28	26.08	25.12
590		Index	100	177	115	118	109	126	125	129	124
591				*	*	*	*	*	*	*	*
592		Unwgted	245	1	3	0	1	4	1	29	14
593	Radio Formats: Ethnic (Mon-Sun 24-Hour Cume)	Weighted (000)	901	2	6	0	2	14	5	98	50
594		Horz %	100.00	0.17	0.65	0.00	0.27	1.51	0.51	10.91	5.57
595		Vert %	0.39	0.12	0.53	0.00	0.35	0.36	0.13	0.21	0.19
596		Index	100	32	136	0	90	94	34	53	48

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	C	D	E	F	G	H	I	J	K
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1											
2											
597				*	*	*	*	*	*		
598		Unwgted	879	6	5	0	0	13	8	141	88
599	Radio Formats: Gospel (Mon-Sun 24-Hour Cume)	Weighted (000)	4302	44	14	0	0	104	64	744	469
600		Horz %	100.00	1.02	0.33	0.00	0.00	2.41	1.49	17.29	10.89
601		Vert %	1.85	3.60	1.29	0.00	0.00	2.78	1.84	1.55	1.75
602		Index	100	195	70	0	0	150	100	84	94
603				*	*	*	*	*	*		
604		Unwgted	2263	12	6	4	6	15	19	365	213
605	Radio Formats: Hispanic (All Genres) (Mon-Sun 24-Hour Cume)	Weighted (000)	16131	110	22	31	41	164	149	2723	1677
606		Horz %	100.00	0.68	0.13	0.19	0.25	1.02	0.92	16.88	10.39
607		Vert %	6.93	9.07	1.96	5.64	5.86	4.40	4.29	5.69	6.25
608		Index	100	131	28	81	84	64	62	82	90
609				*	*	*	*	*	*		
610		Unwgted	2728	20	12	6	7	31	40	494	272
611	Radio Formats: Hot AC (Mon-Sun 24-Hour Cume)	Weighted (000)	13239	79	42	43	44	209	213	2781	1378
612		Horz %	100.00	0.60	0.32	0.32	0.33	1.58	1.61	21.01	10.41
613		Vert %	5.69	6.52	3.82	7.81	6.23	5.59	6.14	5.81	5.13
614		Index	100	115	67	137	109	98	108	102	90
615				*	*	*	*	*	*		
616		Unwgted	1901	11	8	8	9	35	33	443	249
617	Radio Formats: Hot Country (Mon-Sun 24-Hour Cume)	Weighted (000)	11069	75	27	44	24	244	157	2759	1415
618		Horz %	100.00	0.67	0.25	0.40	0.21	2.20	1.42	24.93	12.78
619		Vert %	4.76	6.14	2.47	8.03	3.36	6.53	4.52	5.76	5.27
620		Index	100	129	52	169	71	137	95	121	111
621				*	*	*	*	*	*		
622		Unwgted	334	4	1	0	2	1	4	69	41
623	Radio Formats: Hurban (Mon-Sun 24-Hour Cume)	Weighted (000)	2274	29	4	0	3	28	22	542	319
624		Horz %	100.00	1.26	0.18	0.00	0.14	1.25	0.95	23.82	14.04
625		Vert %	0.98	2.35	0.38	0.00	0.47	0.76	0.63	1.13	1.19
626		Index	100	240	39	0	48	78	64	116	122
627				*	*	*	*	*	*		
628		Unwgted	990	2	8	2	2	15	16	147	84
629	Radio Formats: Jazz (Mon-Sun 24-Hour Cume)	Weighted (000)	3503	5	34	6	5	60	82	612	359
630		Horz %	100.00	0.14	0.98	0.17	0.15	1.70	2.33	17.49	10.25
631		Vert %	1.51	0.40	3.11	1.09	0.77	1.60	2.35	1.28	1.34
632		Index	100	27	207	72	51	106	156	85	89
633				*	*	*	*	*	*		
634		Unwgted	954	5	4	2	1	9	7	191	103
635	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	7177	78	14	8	4	139	54	1465	868
636		Horz %	100.00	1.08	0.20	0.11	0.06	1.93	0.75	20.40	12.10
637		Vert %	3.08	6.39	1.31	1.51	0.59	3.72	1.54	3.06	3.24
638		Index	100	207	43	49	19	120	50	99	105
639				*	*	*	*	*	*		
640		Unwgted	7246	24	55	19	22	106	107	1291	684
641	Radio Formats: News/Talk (Mon-Sun 24-Hour Cume)	Weighted (000)	25331	103	178	109	49	480	421	5313	2760
642		Horz %	100.00	0.41	0.70	0.43	0.19	1.90	1.66	20.98	10.90
643		Vert %	10.89	8.45	16.16	20.09	6.93	12.87	12.13	11.10	10.28
644		Index	100	78	148	184	64	118	111	102	94
645				*	*	*	*	*	*		
646		Unwgted	2366	14	17	6	4	46	39	514	291
647	Radio Formats: Oldies (Mon-Sun 24-Hour Cume)	Weighted (000)	11235	90	71	31	11	285	238	2861	1585
648		Horz %	100.00	0.80	0.63	0.27	0.09	2.54	2.12	25.46	14.11
649		Vert %	4.83	7.41	6.39	5.63	1.52	7.64	6.87	5.98	5.90
650		Index	100	153	132	117	32	158	142	124	122

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
651				*	*	*	*	*	*		
652		Unwgted	2595	3	7	5	9	32	25	360	172
653	Radio Formats: Public Radio	Weighted (000)	9674	9	32	19	21	136	88	1508	729
654	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.09	0.33	0.20	0.22	1.41	0.91	15.59	7.53
655		Vert %	4.16	0.72	2.86	3.53	3.06	3.64	2.53	3.15	2.72
656		Index	100	17	69	85	73	88	61	76	65
657				*	*	*	*				
658		Unwgted	3954	22	15	11	20	54	66	775	428
659	Radio Formats:	Weighted (000)	19182	121	82	33	74	246	332	4263	2270
660	Religion/Christian (Mon-Sun	Horz %	100.00	0.63	0.43	0.17	0.39	1.28	1.73	22.23	11.84
661	24-Hour Cume)	Vert %	8.24	9.94	7.47	6.02	10.59	6.58	9.57	8.91	8.46
662		Index	100	121	91	73	128	80	116	108	103
663				*	*	*	*	*	*		
664		Unwgted	2741	19	8	6	8	34	28	435	243
665	Radio Formats: Rhythmic	Weighted (000)	14058	65	46	31	22	238	167	2277	1270
666	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.46	0.32	0.22	0.15	1.69	1.19	16.20	9.03
667		Vert %	6.04	5.36	4.13	5.78	3.07	6.36	4.81	4.76	4.73
668		Index	100	89	68	96	51	105	80	79	78
669				*	*	*	*				
670		Unwgted	4819	30	29	9	14	65	69	1048	595
671	Radio Formats: Rock (Mon-	Weighted (000)	21971	175	126	53	85	270	410	5258	2927
672	Sun 24-Hour Cume)	Horz %	100.00	0.80	0.58	0.24	0.39	1.23	1.86	23.93	13.32
673		Vert %	9.44	14.36	11.47	9.72	12.12	7.22	11.81	10.98	10.90
674		Index	100	152	121	103	128	76	125	116	115
675				*	*	*	*	*	*		
676		Unwgted	1841	8	12	3	7	28	28	330	195
677	Radio Formats: Soft Adult	Weighted (000)	8128	49	49	17	54	144	165	1762	1030
678	Contemporary/Lite Rock (Mon-	Horz %	100.00	0.60	0.61	0.21	0.66	1.77	2.03	21.68	12.67
679	Sun 24-Hour Cume)	Vert %	3.49	4.00	4.47	3.14	7.71	3.85	4.77	3.68	3.84
680		Index	100	115	128	90	221	110	136	105	110
681				*	*	*	*	*	*		
682		Unwgted	677	4	1	1	2	4	5	99	65
683	Radio Formats: Spanish AC	Weighted (000)	4639	34	4	7	27	45	37	779	505
684	(subset of Hispanic) (Mon-Sun	Horz %	100.00	0.73	0.09	0.15	0.58	0.98	0.79	16.78	10.89
685	24-Hour Cume)	Vert %	1.99	2.77	0.38	1.32	3.85	1.21	1.06	1.63	1.88
686		Index	100	139	19	66	193	61	53	82	94
687				*	*	*	*	*	*	*	*
688		Unwgted	270	2	1	0	1	1	1	16	12
689	Radio Formats: Tropical	Weighted (000)	1938	14	3	0	26	1	5	123	101
690	(subset of Hispanic) (Mon-Sun	Horz %	100.00	0.71	0.15	0.00	1.32	0.06	0.24	6.33	5.21
691	24-Hour Cume)	Vert %	0.83	1.13	0.26	0.00	3.66	0.03	0.14	0.26	0.38
692		Index	100	135	32	0	440	4	16	31	45
693				*	*	*	*				
694		Unwgted	5391	18	13	8	19	98	68	854	551
695	Radio Formats: Urban (All	Weighted (000)	27496	92	85	38	99	619	417	4665	3003
696	Genres) (Mon-Sun 24-Hour	Horz %	100.00	0.34	0.31	0.14	0.36	2.25	1.52	16.97	10.92
697	Cume)	Vert %	11.82	7.60	7.74	6.90	14.16	16.57	12.01	9.74	11.19
698		Index	100	64	65	58	120	140	102	82	95
699				*	*	*	*	*	*		
700		Unwgted	807	4	2	2	2	18	10	144	97
701	Radio Formats: Urban AC	Weighted (000)	4038	34	38	19	2	128	85	806	556
702	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.83	0.95	0.47	0.04	3.18	2.10	19.97	13.78
703		Vert %	1.74	2.77	3.49	3.45	0.23	3.43	2.44	1.68	2.07
704		Index	100	159	201	199	13	198	141	97	119

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	C	D	E	F	G	H	I	J	K
			U.S. Adults 18+	Own/ Lease Chevrolet Camaro	Own/ Lease Chevrolet Corvette	Own/ Lease Chevrolet Cruze	Own/ Lease Chevrolet HHR	Own/ Lease Chevrolet Impala	Own/ Lease Chevrolet Malibu	Own/ Lease Any Chevrolet	Most Recent Vehicle Bought/ Leased: Any Chevrolet
1											
2											
705				*	*	*	*	*	*	*	*
706		Unwgted	231	2	0	0	1	7	3	45	25
707	Radio Formats: Urban Oldies (Mon-Sun 24-Hour Cume)	Weighted (000)	1384	17	0	0	4	56	22	351	199
708		Horz %	100.00	1.22	0.00	0.00	0.26	4.04	1.61	25.34	14.40
709		Vert %	0.59	1.38	0.00	0.00	0.51	1.50	0.64	0.73	0.74
710		Index	100	233	0	0	86	252	108	123	125
711				*	*	*	*	*	*		
712		Unwgted	1372	1	9	5	5	20	10	236	125
713	Radio Formats: Variety/Other (Mon-Sun 24-Hour Cume)	Weighted (000)	6443	2	31	24	21	82	35	1193	595
714		Horz %	100.00	0.03	0.47	0.38	0.32	1.27	0.54	18.51	9.23
715		Vert %	2.77	0.16	2.77	4.49	2.96	2.19	1.01	2.49	2.21
716		Index	100	6	100	162	107	79	37	90	80
717											
718		Unwgted	27896	129	168	89	100	429	390	5306	3024
719	Listened to Traffic Reports - Past Year	Weighted (000)	120384	670	626	358	413	2191	1886	25984	14545
720		Horz %	100.00	0.56	0.52	0.30	0.34	1.82	1.57	21.58	12.08
721		Vert %	51.74	55.06	56.76	65.73	58.96	58.69	54.37	54.28	54.18
722		Index	100	106	110	127	114	113	105	105	105
723											
724		Unwgted	41249	210	236	106	137	607	567	7783	4434
725	Radio Daypart Cumes: Total Week Monday-Sunday 24- Hours	Weighted (000)	190765	1094	956	476	568	3193	2923	40186	22342
726		Horz %	100.00	0.57	0.50	0.25	0.30	1.67	1.53	21.07	11.71
727		Vert %	81.99	89.97	86.66	87.35	81.20	85.52	84.26	83.95	83.23
728		Index	100	110	106	107	99	104	103	102	102
729											
730		Unwgted	25642	140	153	70	88	387	348	4996	2805
731	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Weighted (000)	113470	711	648	292	348	1945	1749	25051	13629
732		Horz %	100.00	0.63	0.57	0.26	0.31	1.71	1.54	22.08	12.01
733		Vert %	48.77	58.44	58.74	53.54	49.78	52.09	50.42	52.33	50.77
734		Index	100	120	120	110	102	107	103	107	104
735						*					
736		Unwgted	18484	84	112	46	71	290	234	3628	2079
737	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Weighted (000)	86385	404	495	193	295	1555	1249	18803	10544
738		Horz %	100.00	0.47	0.57	0.22	0.34	1.80	1.45	21.77	12.21
739		Vert %	37.13	33.24	44.86	35.48	42.20	41.64	36.00	39.28	39.28
740		Index	100	90	121	96	114	112	97	106	106
741											
742		Unwgted	22345	134	124	65	70	327	328	4341	2426
743	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Weighted (000)	101190	656	528	309	273	1680	1727	21952	11860
744		Horz %	100.00	0.65	0.52	0.31	0.27	1.66	1.71	21.69	11.72
745		Vert %	43.49	53.94	47.82	56.79	39.06	45.00	49.78	45.86	44.18
746		Index	100	124	110	131	90	103	114	105	102
747				*	*	*	*				
748		Unwgted	7627	41	34	15	24	112	113	1424	838
749	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Weighted (000)	37246	197	184	64	68	571	592	7730	4572
750		Horz %	100.00	0.53	0.50	0.17	0.18	1.53	1.59	20.75	12.28
751		Vert %	16.01	16.20	16.72	11.83	9.78	15.29	17.07	16.15	17.03
752		Index	100	101	104	74	61	96	107	101	106
753				*	*	*	*	*	*		
754		Unwgted	2420	14	10	9	8	36	35	459	285
755	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Weighted (000)	11870	78	78	36	28	191	154	2374	1459
756		Horz %	100.00	0.65	0.66	0.31	0.23	1.61	1.29	20.00	12.29
757		Vert %	5.10	6.39	7.05	6.69	3.97	5.12	4.43	4.96	5.43
758		Index	100	125	138	131	78	100	87	97	107

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
759						*					
760		Unwgted	15631	78	91	37	56	237	225	2967	1694
761	Radio Daypart Cumes:	Weighted (000)	70556	415	361	141	199	1339	1187	15173	8653
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	0.59	0.51	0.20	0.28	1.90	1.68	21.50	12.26
763		Vert %	30.33	34.14	32.76	25.95	28.45	35.86	34.21	31.70	32.23
764		Index	100	113	108	86	94	118	113	105	106
765											
766		Unwgted	21356	121	114	53	76	336	297	4065	2313
767	Radio Daypart Cumes:	Weighted (000)	98600	692	425	203	328	1737	1565	21046	11656
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	0.70	0.43	0.21	0.33	1.76	1.59	21.34	11.82
769		Vert %	42.38	56.85	38.56	37.20	46.85	46.53	45.11	43.96	43.42
770		Index	100	134	91	88	111	110	106	104	102
771						*					
772		Unwgted	15789	86	79	36	54	247	225	2962	1712
773	Radio Daypart Cumes:	Weighted (000)	74921	530	333	154	250	1318	1235	15580	8612
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	0.71	0.44	0.21	0.33	1.76	1.65	20.79	11.49
775		Vert %	32.20	43.53	30.15	28.35	35.70	35.30	35.60	32.55	32.08
776		Index	100	135	94	88	111	110	111	101	100
777				*	*	*	*				
778		Unwgted	7924	30	30	19	27	116	101	1369	802
779	Radio Daypart Cumes:	Weighted (000)	39650	213	169	79	100	656	617	7841	4483
780	Weekend 7:00 pm - Midnight	Horz %	100.00	0.54	0.43	0.20	0.25	1.66	1.56	19.78	11.31
781		Vert %	17.04	17.52	15.34	14.55	14.22	17.58	17.78	16.38	16.70
782		Index	100	103	90	85	83	103	104	96	98
783				*	*	*	*	*	*		
784		Unwgted	1942	10	9	3	3	29	24	355	221
785	Radio Daypart Cumes:	Weighted (000)	9554	41	82	24	17	154	106	1917	1245
786	Weekend Midnight - 6:00 am	Horz %	100.00	0.43	0.86	0.26	0.17	1.61	1.11	20.07	13.03
787		Vert %	4.11	3.37	7.44	4.48	2.38	4.12	3.06	4.01	4.64
788		Index	100	82	181	109	58	100	74	98	113
789				*	*	*	*				
790		Unwgted	8374	21	39	13	24	109	89	1256	774
791	Most Often Listen to Radio at	Weighted (000)	40414	123	125	38	93	608	445	6801	4279
792	Home - Typical Weekday	Horz %	100.00	0.30	0.31	0.09	0.23	1.50	1.10	16.83	10.59
793		Vert %	17.37	10.09	11.32	6.92	13.27	16.28	12.84	14.21	15.94
794		Index	100	58	65	40	76	94	74	82	92
795											
796		Unwgted	30600	153	187	88	107	456	452	5975	3370
797	Most Often Listen to Radio in	Weighted (000)	139187	736	739	409	453	2384	2308	30530	16608
798	Vehicle - Typical Weekday	Horz %	100.00	0.53	0.53	0.29	0.33	1.71	1.66	21.93	11.93
799		Vert %	59.82	60.52	66.96	75.11	64.64	63.84	66.54	63.78	61.87
800		Index	100	101	112	126	108	107	111	107	103
801				*	*	*	*				
802		Unwgted	4652	36	25	13	12	72	59	1025	568
803	Most Often Listen to Radio at	Weighted (000)	23245	219	155	69	50	407	361	5784	3122
804	Work - Typical Weekday	Horz %	100.00	0.94	0.67	0.30	0.22	1.75	1.55	24.88	13.43
805		Vert %	9.99	17.97	14.04	12.69	7.18	10.89	10.40	12.08	11.63
806		Index	100	180	140	127	72	109	104	121	116
807				*	*	*	*	*	*	*	*
808		Unwgted	321	1	0	0	2	5	2	41	31
809	Most Often Listen to Radio in	Weighted (000)	1786	9	0	0	14	17	3	232	173
810	Other Place (Not Home,	Horz %	100.00	0.52	0.00	0.00	0.77	0.95	0.14	13.00	9.66
811	Vehicle, Workplace) - Typical	Vert %	0.77	0.76	0.00	0.00	1.95	0.46	0.07	0.49	0.64
812	Weekday	Index	100	99	0	0	255	59	10	63	84

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
813				*	*	*	*				
814		Unwgted	10926	41	45	20	32	152	137	1806	1096
815	Most Often Listen to Radio at Home - Typical Weekend	Weighted (000)	52088	257	209	90	149	940	690	9577	5773
816		Horz %	100.00	0.49	0.40	0.17	0.29	1.80	1.33	18.39	11.08
817		Vert %	22.39	21.10	18.97	16.53	21.28	25.17	19.90	20.01	21.50
818		Index	100	94	85	74	95	112	89	89	96
819											
820		Unwgted	28652	152	179	81	102	428	417	5615	3146
821	Most Often Listen to Radio in Vehicle - Typical Weekend	Weighted (000)	131413	761	658	359	382	2114	2174	29032	15610
822		Horz %	100.00	0.58	0.50	0.27	0.29	1.61	1.65	22.09	11.88
823		Vert %	56.48	62.56	59.69	65.84	54.50	56.61	62.68	60.65	58.15
824		Index	100	111	106	117	96	100	111	107	103
825					*	*	*	*	*	*	
826		Unwgted	1363	12	6	6	4	19	17	283	164
827	Most Often Listen to Radio at Work - Typical Weekend	Weighted (000)	7266	51	60	25	18	117	103	1652	929
828		Horz %	100.00	0.71	0.82	0.35	0.24	1.61	1.42	22.73	12.78
829		Vert %	3.12	4.23	5.41	4.63	2.54	3.14	2.96	3.45	3.46
830		Index	100	135	173	148	81	101	95	110	111
831					*	*	*	*	*	*	
832	Most Often Listen to Radio in Other Place (Not Home, Vehicle, Workplace) - Typical Weekend	Unwgted	450	1	1	2	0	7	4	73	48
833		Weighted (000)	2438	9	5	7	0	33	11	385	263
834		Horz %	100.00	0.38	0.22	0.28	0.00	1.34	0.44	15.81	10.77
835		Vert %	1.05	0.76	0.49	1.25	0.00	0.88	0.31	0.81	0.98
836		Index	100	72	47	119	0	84	30	77	93
837				*	*	*	*				
838		Unwgted	11618	39	80	31	35	168	161	1992	1088
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	43754	174	241	114	98	728	730	8458	4448
840		Horz %	100.00	0.40	0.55	0.26	0.22	1.66	1.67	19.33	10.17
841		Vert %	18.81	14.31	21.83	20.98	13.94	19.50	21.03	17.67	16.57
842		Index	100	76	116	112	74	104	112	94	88
843											
844		Unwgted	38084	191	202	97	132	567	539	7309	4165
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	180950	1037	854	453	558	3076	2955	38904	21592
846		Horz %	100.00	0.57	0.47	0.25	0.31	1.70	1.63	21.50	11.93
847		Vert %	77.77	85.24	77.39	83.15	79.75	82.39	85.19	81.27	80.44
848		Index	100	110	100	107	103	106	110	104	103
849											
850		Unwgted	41682	203	230	105	141	618	589	7883	4506
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194237	1086	948	483	577	3272	3116	41264	22956
852		Horz %	100.00	0.56	0.49	0.25	0.30	1.68	1.60	21.24	11.82
853		Vert %	83.49	89.25	85.94	88.66	82.47	87.64	89.82	86.20	85.52
854		Index	100	107	103	106	99	105	108	103	102
855					*	*	*	*			
856		Unwgted	5791	47	73	35	21	94	93	1244	674
857	Ever Listen to Satellite Radio (Sirius XM)	Weighted (000)	23564	178	276	148	64	419	441	5775	3046
858		Horz %	100.00	0.76	1.17	0.63	0.27	1.78	1.87	24.51	12.93
859		Vert %	10.13	14.63	24.99	27.17	9.10	11.23	12.72	12.06	11.35
860		Index	100	144	247	268	90	111	126	119	112
861							*	*			
862		Unwgted	7953	64	90	39	33	132	139	1758	939
863	Household Subscribes to Satellite Radio (Sirius XM)	Weighted (000)	33638	253	324	177	118	656	659	8223	4268
864		Horz %	100.00	0.75	0.96	0.53	0.35	1.95	1.96	24.45	12.69
865		Vert %	14.46	20.78	29.39	32.44	16.83	17.56	19.00	17.18	15.90
866		Index	100	144	203	224	116	121	131	119	110



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1											
2											
867						*	*				
868	Listened to Radio Online - Past Month (Streamed AM/FM and/or Pure-Play Internet Radio)	Unwgted	11030	54	58	32	38	141	149	1958	1080
869		Weighted (000)	50212	260	203	126	185	735	716	9843	5309
870		Horz %	100.00	0.52	0.40	0.25	0.37	1.46	1.43	19.60	10.57
871		Vert %	21.58	21.40	18.42	23.07	26.48	19.68	20.66	20.56	19.78
872		Index	100	99	85	107	123	91	96	95	92
873				*	*	*	*				
874	Visited a Radio Station, Radio Program, or Radio Personality's Web Site - Past Month	Unwgted	3424	20	16	6	6	66	55	646	357
875		Weighted (000)	15176	132	64	16	14	448	253	3245	1817
876		Horz %	100.00	0.87	0.42	0.11	0.09	2.95	1.67	21.38	11.97
877		Vert %	6.52	10.87	5.76	2.99	1.99	12.01	7.30	6.78	6.77
878		Index	100	167	88	46	31	184	112	104	104
879				*	*	*	*				
880	Visited Pandora.com - Past Month	Unwgted	6986	38	33	16	21	89	89	1220	677
881		Weighted (000)	33350	171	132	67	118	442	515	6263	3426
882		Horz %	100.00	0.51	0.40	0.20	0.35	1.33	1.55	18.78	10.27
883		Vert %	14.33	14.04	12.01	12.31	16.81	11.85	14.86	13.08	12.76
884		Index	100	98	84	86	117	83	104	91	89
885						*					
886	Advertising on radio provides me with useful information about bargains - Agree with statement	Unwgted	17915	82	95	47	51	260	242	3327	1961
887		Weighted (000)	86641	509	395	223	227	1398	1261	17762	10206
888		Horz %	100.00	0.59	0.46	0.26	0.26	1.61	1.46	20.50	11.78
889		Vert %	37.24	41.80	35.84	40.88	32.49	37.44	36.36	37.10	38.02
890		Index	100	112	96	110	87	101	98	100	102
891						*	*				
892	Advertising on radio provides me with meaningful information about the product use of other consumers - Agree with statement	Unwgted	14299	60	71	32	44	213	198	2656	1568
893		Weighted (000)	69344	365	311	163	200	1142	1059	14220	8175
894		Horz %	100.00	0.53	0.45	0.24	0.29	1.65	1.53	20.51	11.79
895		Vert %	29.81	30.02	28.20	30.01	28.63	30.58	30.52	29.71	30.46
896		Index	100	101	95	101	96	103	102	100	102
897						*					
898	Advertising on radio provides me with useful information about new products and services - Agree with statement	Unwgted	18152	74	106	47	57	281	242	3408	1968
899		Weighted (000)	85306	452	428	224	226	1463	1261	17549	9914
900		Horz %	100.00	0.53	0.50	0.26	0.26	1.71	1.48	20.57	11.62
901		Vert %	36.67	37.15	38.77	41.16	32.26	39.18	36.35	36.66	36.93
902		Index	100	101	106	112	88	107	99	100	101
903						*	*				
904	For me, advertising on radio is amusing - Agree with statement	Unwgted	14489	63	74	34	48	232	189	2641	1534
905		Weighted (000)	69953	357	274	170	252	1203	1007	13641	7831
906		Horz %	100.00	0.51	0.39	0.24	0.36	1.72	1.44	19.50	11.19
907		Vert %	30.07	29.35	24.88	31.14	36.06	32.21	29.02	28.49	29.17
908		Index	100	98	83	104	120	107	97	95	97
909											
910	Vehicle Currently Owned/Leased Has AM/FM Radio	Unwgted	38194	195	234	110	159	613	615	8066	4603
911		Weighted (000)	173228	1036	964	502	669	3322	3204	41878	23353
912		Horz %	100.00	0.60	0.56	0.29	0.39	1.92	1.85	24.18	13.48
913		Vert %	74.46	85.19	87.40	92.20	95.60	88.98	92.36	87.48	86.99
914		Index	100	114	117	124	128	120	124	117	117
915											
916	Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	9032	71	87	73	67	174	183	2180	1176
917		Weighted (000)	38210	377	348	296	236	792	866	10387	5270
918		Horz %	100.00	0.99	0.91	0.77	0.62	2.07	2.27	27.18	13.79
919		Vert %	16.42	31.03	31.52	54.33	33.74	21.20	24.95	21.70	19.63
920		Index	100	189	192	331	205	129	152	132	120

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1											
2											
921											
922	Vehicle Currently Owned/Leased Has AM/FM and Satellite Radio	Unwgted	9598	77	95	73	72	198	203	2308	1232
923		Weighted (000)	41600	415	385	307	250	1002	1001	11193	5672
924		Horz %	100.00	1.00	0.93	0.74	0.60	2.41	2.41	26.91	13.63
925		Vert %	17.88	34.08	34.90	56.32	35.70	26.83	28.86	23.38	21.13
926		Index	100	191	195	315	200	150	161	131	118
927											
928	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)	Unwgted	37628	206	246	118	159	638	605	7996	4515
929		Weighted (000)	170549	1065	975	538	668	3453	3166	41452	22758
930		Horz %	100.00	0.62	0.57	0.32	0.39	2.02	1.86	24.31	13.34
931		Vert %	73.30	87.56	88.38	98.76	95.41	92.47	91.27	86.59	84.78
932		Index	100	119	121	135	130	126	125	118	116
933											
934	Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	9670	78	65	71	71	134	136	1970	952
935		Weighted (000)	44278	438	265	323	270	747	774	10311	4617
936		Horz %	100.00	0.99	0.60	0.73	0.61	1.69	1.75	23.29	10.43
937		Vert %	19.03	35.99	24.00	59.35	38.59	20.01	22.33	21.54	17.20
938		Index	100	189	126	312	203	105	117	113	90
939				*	*	*	*				
940	Vehicle Currently Owned/Leased Has DVD Player	Unwgted	5731	31	47	15	14	71	74	1300	680
941		Weighted (000)	24740	168	162	85	77	361	352	6258	3180
942		Horz %	100.00	0.68	0.66	0.34	0.31	1.46	1.42	25.30	12.85
943		Vert %	10.63	13.78	14.72	15.59	10.94	9.67	10.16	13.07	11.85
944		Index	100	130	138	147	103	91	96	123	111
945				*	*	*	*	*	*		
946											
947	TV Dayparts: Total Prime time Mon-Sun	Unwgted	1529	7	8	4	5	22	21	287	164
948		Weighted (000)	103765	612	540	273	326	1797	1581	21842	12317
949		Horz %	100.00	0.59	0.52	0.26	0.31	1.73	1.52	21.05	11.87
950		Vert %	44.60	50.29	48.95	50.10	46.50	48.13	45.58	45.63	45.88
951		Index	100	113	110	112	104	108	102	102	103
952				*	*	*	*				
953	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	5533	26	32	13	19	82	79	1041	597
954		Weighted (000)	107565	641	557	286	328	1833	1614	22586	12724
955		Horz %	100.00	0.60	0.52	0.27	0.30	1.70	1.50	21.00	11.83
956		Vert %	46.23	52.72	50.49	52.54	46.81	49.10	46.54	47.18	47.40
957		Index	100	114	109	114	101	106	101	102	103
958				*	*	*	*				
959	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	4636	22	27	11	16	70	67	870	504
960		Weighted (000)	92075	507	496	215	282	1658	1490	19341	10893
961		Horz %	100.00	0.55	0.54	0.23	0.31	1.80	1.62	21.01	11.83
962		Vert %	39.58	41.69	44.95	39.41	40.27	44.40	42.95	40.40	40.58
963		Index	100	105	114	100	102	112	109	102	103
964				*	*	*	*				
965	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	4074	19	24	11	14	60	59	766	441
966		Weighted (000)	98284	580	510	267	350	1765	1526	20926	11861
967		Horz %	100.00	0.59	0.52	0.27	0.36	1.80	1.55	21.29	12.07
968		Vert %	42.24	47.64	46.20	48.95	50.00	47.28	43.99	43.71	44.18
969		Index	100	113	109	116	118	112	104	103	105
970				*	*	*	*	*	*		
971	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	1291	4	7	1	4	19	18	226	139
972		Weighted (000)	32634	101	140	31	113	509	485	6169	3722
973		Horz %	100.00	0.31	0.43	0.10	0.34	1.56	1.49	18.90	11.40
974		Vert %	14.03	8.32	12.73	5.78	16.07	13.63	13.98	12.89	13.86
974		Index	100	59	91	41	115	97	100	92	99

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
975				*	*	*	*		*		
976	TV Dayparts: Weekdays: 4:00	Unwgted	3652	14	21	7	11	54	49	671	398
977	pm-7:30 pm (Eastern/Pacific)	Weighted (000)	62194	308	309	134	204	1109	885	12830	7528
978	3:00 pm-6:30 pm	Horz %	100.00	0.49	0.50	0.21	0.33	1.78	1.42	20.63	12.10
979	(Central/Mountain)	Vert %	26.73	25.29	28.00	24.52	29.09	29.71	25.51	26.80	28.04
980		Index	100	95	105	92	109	111	95	100	105
981				*	*	*	*	*	*		
982	TV Dayparts: Weekdays:	Unwgted	2885	14	17	7	12	45	36	533	300
983	11:30 pm-1:00 am	Weighted (000)	29072	151	142	49	101	528	349	5815	3302
984	(Eastern/Pacific) 10:30 pm-	Horz %	100.00	0.52	0.49	0.17	0.35	1.82	1.20	20.00	11.36
985	Midnight (Central/Mountain)	Vert %	12.50	12.42	12.86	9.03	14.36	14.14	10.06	12.15	12.30
986		Index	100	99	103	72	115	113	80	97	98
987				*	*	*	*	*	*		
988	TV Dayparts: Weekend	Unwgted	1508	6	9	3	4	23	21	281	166
989	Sports: Saturday-Sunday	Weighted (000)	52172	245	314	98	163	839	817	10770	6129
990	afternoon	Horz %	100.00	0.47	0.60	0.19	0.31	1.61	1.57	20.64	11.75
991		Vert %	22.42	20.11	28.46	18.01	23.27	22.46	23.54	22.50	22.83
992		Index	100	90	127	80	104	100	105	100	102
993				*	*	*	*	*	*		
994	TV Dayparts: Weekend	Unwgted	1104	4	5	2	4	16	14	200	116
995	children's shows: Saturday-	Weighted (000)	30079	165	134	59	90	501	422	5929	3369
996	Sunday morning	Horz %	100.00	0.55	0.45	0.20	0.30	1.66	1.40	19.71	11.20
997		Vert %	12.93	13.52	12.13	10.88	12.87	13.41	12.16	12.39	12.55
998		Index	100	105	94	84	100	104	94	96	97
999				*	*	*	*	*	*		
1000	Downloaded a TV Program	Unwgted	2067	9	8	8	16	21	26	306	180
1001	from Internet - Past Month	Weighted (000)	9280	33	28	38	110	115	123	1429	843
1002		Horz %	100.00	0.36	0.30	0.41	1.19	1.24	1.33	15.40	9.08
1003		Vert %	3.99	2.71	2.51	7.01	15.74	3.08	3.55	2.99	3.14
1004		Index	100	68	63	176	395	77	89	75	79
1005				*	*	*	*				
1006	Watched a TV Program Online	Unwgted	6535	31	22	16	19	87	85	1033	551
1007	- Past Month	Weighted (000)	30108	155	94	79	94	477	456	5440	2757
1008		Horz %	100.00	0.52	0.31	0.26	0.31	1.59	1.51	18.07	9.16
1009		Vert %	12.94	12.78	8.48	14.48	13.45	12.79	13.13	11.36	10.27
1010		Index	100	99	66	112	104	99	101	88	79
1011				*	*	*	*				
1012	Visited a TV Network or TV	Unwgted	9923	47	49	25	30	147	143	1731	945
1013	Show's Website - Past Month	Weighted (000)	44513	239	182	133	112	828	695	8980	4660
1014		Horz %	100.00	0.54	0.41	0.30	0.25	1.86	1.56	20.17	10.47
1015		Vert %	19.13	19.61	16.51	24.49	16.02	22.16	20.03	18.76	17.36
1016		Index	100	102	86	128	84	116	105	98	91
1017				*	*	*	*				
1018	Looked at TV Listings Online -	Unwgted	4934	29	23	13	27	70	67	859	473
1019	Past Month	Weighted (000)	20536	127	63	59	97	328	331	4053	2164
1020		Horz %	100.00	0.62	0.31	0.29	0.47	1.60	1.61	19.73	10.54
1021		Vert %	8.83	10.41	5.71	10.80	13.79	8.78	9.54	8.47	8.06
1022		Index	100	118	65	122	156	99	108	96	91
1023				*	*	*	*				
1024	Household Subscribes to	Unwgted	26310	117	141	62	88	360	369	4536	2572
1025	Cable TV	Weighted (000)	117569	563	504	276	349	1743	1695	22718	12452
1026		Horz %	100.00	0.48	0.43	0.23	0.30	1.48	1.44	19.32	10.59
1027		Vert %	50.53	46.25	45.67	50.60	49.90	46.69	48.85	47.46	46.39
1028		Index	100	92	90	100	99	92	97	94	92

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1029											
1030		Unwgted	21229	99	122	53	72	296	306	3755	2076
1031	Household Subscribes to Digital Cable TV	Weighted (000)	92583	476	442	219	295	1387	1326	18260	9663
1032		Horz %	100.00	0.51	0.48	0.24	0.32	1.50	1.43	19.72	10.44
1033		Vert %	39.79	39.09	40.07	40.27	42.20	37.15	38.22	38.14	36.00
1034		Index	100	98	101	101	106	93	96	96	90
1035											
1036		Unwgted	41229	205	243	113	148	597	566	7789	4368
1037	Viewed Any Cable TV (including Pay) - Past Week	Weighted (000)	189120	1058	984	496	648	3086	2811	40217	22072
1038		Horz %	100.00	0.56	0.52	0.26	0.34	1.63	1.49	21.27	11.67
1039		Vert %	81.29	86.97	89.23	91.04	92.63	82.64	81.04	84.01	82.22
1040		Index	100	107	110	112	114	102	100	103	101
1041											
1042		Unwgted	30677	157	190	81	117	453	438	5903	3337
1043	Heavy Cable TV Viewing (including Pay) - Past Week	Weighted (000)	142700	849	771	362	529	2387	2212	30700	16905
1044		Horz %	100.00	0.59	0.54	0.25	0.37	1.67	1.55	21.51	11.85
1045		Vert %	61.33	69.79	69.88	66.44	75.59	63.93	63.77	64.13	62.98
1046		Index	100	114	114	108	123	104	104	105	103
1047						*					
1048		Unwgted	16901	80	115	46	68	239	217	3189	1753
1049	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	77601	443	497	192	317	1255	1096	16481	9030
1050		Horz %	100.00	0.57	0.64	0.25	0.41	1.62	1.41	21.24	11.64
1051		Vert %	33.35	36.39	45.05	35.29	45.33	33.61	31.60	34.43	33.64
1052		Index	100	109	135	106	136	101	95	103	101
1053				*	*	*	*				
1054		Unwgted	6703	40	37	19	27	102	97	1352	711
1055	Watched Any Pay-Per-View - Past Year	Weighted (000)	30993	263	129	92	108	623	570	7233	3677
1056		Horz %	100.00	0.85	0.42	0.30	0.35	2.01	1.84	23.34	11.86
1057		Vert %	13.32	21.58	11.67	16.96	15.40	16.70	16.44	15.11	13.70
1058		Index	100	162	88	127	116	125	123	113	103
1059				*	*	*	*				
1060		Unwgted	5244	29	33	18	21	83	75	1074	564
1061	Watched Any Pay-Per-View Movies - Past Year	Weighted (000)	23441	161	116	90	62	469	411	5555	2740
1062		Horz %	100.00	0.69	0.50	0.38	0.26	2.00	1.75	23.70	11.69
1063		Vert %	10.08	13.21	10.53	16.54	8.85	12.57	11.84	11.60	10.21
1064		Index	100	131	104	164	88	125	117	115	101
1065				*	*	*	*				
1066		Unwgted	2214	15	10	3	6	28	33	434	231
1067	Watched Any Pay-Per-View Sports Events - Past Year	Weighted (000)	11547	127	25	16	46	211	236	2615	1377
1068		Horz %	100.00	1.10	0.22	0.13	0.40	1.83	2.04	22.65	11.92
1069		Vert %	4.96	10.47	2.30	2.85	6.53	5.66	6.80	5.46	5.13
1070		Index	100	211	46	57	132	114	137	110	103
1071				*	*	*	*				
1072		Unwgted	10757	57	62	30	35	164	150	1886	993
1073	Watched Any Video-On- Demand Programs - Past Month	Weighted (000)	44455	239	211	127	136	851	632	8674	4420
1074		Horz %	100.00	0.54	0.48	0.29	0.31	1.91	1.42	19.51	9.94
1075		Vert %	19.11	19.66	19.16	23.37	19.49	22.80	18.23	18.12	16.47
1076		Index	100	103	100	122	102	119	95	95	86
1077				*	*	*	*				
1078		Unwgted	6752	37	38	17	19	104	95	1147	591
1079	Watched Any Video-On- Demand TV Shows - Past Month	Weighted (000)	27575	133	127	71	82	507	416	4961	2396
1080		Horz %	100.00	0.48	0.46	0.26	0.30	1.84	1.51	17.99	8.69
1081		Vert %	11.85	10.96	11.47	12.97	11.72	13.59	11.98	10.36	8.93
1082		Index	100	92	97	109	99	115	101	87	75

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1083				*	*	*	*				
1084		Unwgted	8740	46	46	25	27	133	115	1533	801
1085	Watched Any Video-On-Demand Movies - Past Month	Weighted (000)	36381	209	156	103	100	710	488	7139	3675
1086		Horz %	100.00	0.57	0.43	0.28	0.27	1.95	1.34	19.62	10.10
1087		Vert %	15.64	17.17	14.19	18.86	14.26	19.02	14.08	14.91	13.69
1088		Index	100	110	91	121	91	122	90	95	88
1089							*	*			
1090		Unwgted	11970	75	83	36	42	191	168	2714	1530
1091	Household Has a Satellite Dish	Weighted (000)	63862	468	431	173	218	1174	1007	15872	8833
1092		Horz %	100.00	0.73	0.67	0.27	0.34	1.84	1.58	24.85	13.83
1093		Vert %	27.45	38.46	39.06	31.70	31.13	31.43	29.03	33.16	32.91
1094		Index	100	140	142	115	113	115	106	121	120
1095											
1096		Unwgted	23012	129	160	77	90	337	308	4475	2400
1097	Household Has a Digital Video Recorder (DVR)	Weighted (000)	101668	678	638	346	412	1672	1527	22187	11748
1098		Horz %	100.00	0.67	0.63	0.34	0.41	1.64	1.50	21.82	11.56
1099		Vert %	43.70	55.72	57.82	63.52	58.91	44.78	44.01	46.35	43.76
1100		Index	100	128	132	145	135	102	101	106	100
1101				*	*	*	*	*	*		*
1102		Unwgted	446	3	5	1	2	8	3	69	36
1103	Household Has a TiVo-Brand DVR (Stand-Alone)	Weighted (000)	1770	16	13	3	4	33	23	335	169
1104		Horz %	100.00	0.90	0.73	0.16	0.20	1.89	1.31	18.95	9.55
1105		Vert %	0.76	1.31	1.17	0.52	0.50	0.90	0.67	0.70	0.63
1106		Index	100	173	154	69	66	118	88	92	83
1107											
1108		Unwgted	41245	213	253	116	144	580	570	7719	4281
1109	Any Internet/Online Activity - Past Month	Weighted (000)	185701	1061	1022	521	591	3035	2866	39435	21227
1110		Horz %	100.00	0.57	0.55	0.28	0.32	1.63	1.54	21.24	11.43
1111		Vert %	79.82	87.22	92.68	95.69	84.42	81.29	82.61	82.38	79.07
1112		Index	100	109	116	120	106	102	104	103	99
1113						*	*				
1114		Unwgted	12362	67	78	36	45	183	189	2298	1278
1115	Played Video Games Online - Past Month	Weighted (000)	61466	401	359	170	225	1052	1073	12808	6955
1116		Horz %	100.00	0.65	0.58	0.28	0.37	1.71	1.75	20.84	11.32
1117		Vert %	26.42	32.96	32.53	31.21	32.16	28.18	30.93	26.76	25.91
1118		Index	100	125	123	118	122	107	117	101	98
1119				*	*	*	*				
1120		Unwgted	3685	15	14	8	13	57	50	671	367
1121	Downloaded a Video Game Online - Past Month	Weighted (000)	19370	112	82	29	71	304	256	3859	2003
1122		Horz %	100.00	0.58	0.42	0.15	0.37	1.57	1.32	19.92	10.34
1123		Vert %	8.33	9.25	7.41	5.41	10.14	8.14	7.37	8.06	7.46
1124		Index	100	111	89	65	122	98	89	97	90
1125					*	*	*				
1126		Unwgted	10477	61	42	29	33	147	151	1756	985
1127	Downloaded Music from Internet - Past Month	Weighted (000)	50449	302	178	176	152	755	741	9454	5115
1128		Horz %	100.00	0.60	0.35	0.35	0.30	1.50	1.47	18.74	10.14
1129		Vert %	21.68	24.84	16.13	32.32	21.76	20.23	21.36	19.75	19.05
1130		Index	100	115	74	149	100	93	98	91	88
1131				*	*	*	*	*	*		
1132		Unwgted	1880	11	6	4	6	27	19	283	146
1133	Downloaded Podcasts/Podcasting from Internet - Past Month	Weighted (000)	7942	55	25	9	26	127	79	1289	650
1134		Horz %	100.00	0.70	0.31	0.11	0.32	1.60	1.00	16.23	8.18
1135		Vert %	3.41	4.55	2.23	1.67	3.66	3.41	2.29	2.69	2.42
1136		Index	100	133	65	49	107	100	67	79	71

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1											
2											
1137				*	*	*	*	*	*		
1138		Unwgted	2067	9	8	8	16	21	26	306	180
1139	Downloaded a TV Program from Internet - Past Month	Weighted (000)	9280	33	28	38	110	115	123	1429	843
1140		Horz %	100.00	0.36	0.30	0.41	1.19	1.24	1.33	15.40	9.08
1141		Vert %	3.99	2.71	2.51	7.01	15.74	3.08	3.55	2.99	3.14
1142		Index	100	68	63	176	395	77	89	75	79
1143					*	*	*	*			
1144		Unwgted	6535	31	22	16	19	87	85	1033	551
1145	Watched a TV Program Online - Past Month	Weighted (000)	30108	155	94	79	94	477	456	5440	2757
1146		Horz %	100.00	0.52	0.31	0.26	0.31	1.59	1.51	18.07	9.16
1147		Vert %	12.94	12.78	8.48	14.48	13.45	12.79	13.13	11.36	10.27
1148		Index	100	99	66	112	104	99	101	88	79
1149				*	*	*	*	*	*		
1150		Unwgted	3129	15	17	7	9	40	38	514	284
1151	Downloaded a Movie from Internet - Past Month	Weighted (000)	14622	73	68	24	59	251	168	2625	1507
1152		Horz %	100.00	0.50	0.47	0.16	0.40	1.72	1.15	17.95	10.31
1153		Vert %	6.28	6.00	6.18	4.37	8.43	6.73	4.85	5.48	5.61
1154		Index	100	95	98	70	134	107	77	87	89
1155				*	*	*	*				
1156		Unwgted	6273	26	28	13	17	70	79	971	541
1157	Watched a Movie Online - Past Month	Weighted (000)	30063	156	103	71	109	414	443	5262	2837
1158		Horz %	100.00	0.52	0.34	0.24	0.36	1.38	1.47	17.50	9.44
1159		Vert %	12.92	12.80	9.36	13.06	15.50	11.09	12.76	10.99	10.57
1160		Index	100	99	72	101	120	86	99	85	82
1161				*	*	*	*				
1162		Unwgted	6468	32	22	18	22	85	93	1101	586
1163	Watched Other Online Video (not TV or Movie) - Past Month	Weighted (000)	30400	154	72	78	111	404	449	5683	2950
1164		Horz %	100.00	0.51	0.24	0.26	0.37	1.33	1.48	18.69	9.71
1165		Vert %	13.07	12.69	6.54	14.25	15.87	10.82	12.95	11.87	10.99
1166		Index	100	97	50	109	121	83	99	91	84
1167				*	*	*	*	*	*		
1168		Unwgted	2374	13	7	4	9	37	34	406	232
1169	Visited a Chat Room Online - Past Month	Weighted (000)	12251	84	21	23	46	186	230	2384	1295
1170		Horz %	100.00	0.69	0.17	0.19	0.37	1.52	1.87	19.46	10.57
1171		Vert %	5.27	6.93	1.94	4.17	6.56	4.98	6.62	4.98	4.82
1172		Index	100	132	37	79	125	95	126	95	92
1173											
1174		Unwgted	37139	187	231	109	134	515	504	6848	3753
1175	Used e-Mail - Past Month	Weighted (000)	162282	870	901	499	538	2647	2472	34235	18201
1176		Horz %	100.00	0.54	0.56	0.31	0.33	1.63	1.52	21.10	11.22
1177		Vert %	69.75	71.51	81.71	91.53	76.78	70.89	71.27	71.51	67.80
1178		Index	100	103	117	131	110	102	102	103	97
1179											
1180		Unwgted	21679	108	118	64	77	301	294	4005	2250
1181	Used Instant Messenger/IM - Past Month	Weighted (000)	104685	563	533	332	356	1623	1507	21690	11825
1182		Horz %	100.00	0.54	0.51	0.32	0.34	1.55	1.44	20.72	11.30
1183		Vert %	45.00	46.26	48.29	60.93	50.85	43.47	43.46	45.31	44.05
1184		Index	100	103	107	135	113	97	97	101	98
1185											
1186		Unwgted	31568	168	181	83	108	443	430	5818	3202
1187	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Weighted (000)	146580	846	752	406	470	2374	2244	30367	16238
1188		Horz %	100.00	0.58	0.51	0.28	0.32	1.62	1.53	20.72	11.08
1189		Vert %	63.00	69.55	68.13	74.57	67.11	63.59	64.70	63.44	60.49
1190		Index	100	110	108	118	107	101	103	101	96

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	C	D	E	F	G	H	I	J	K
			U.S. Adults 18+	Own/ Lease Chevrolet Camaro	Own/ Lease Chevrolet Corvette	Own/ Lease Chevrolet Cruze	Own/ Lease Chevrolet HHR	Own/ Lease Chevrolet Impala	Own/ Lease Chevrolet Malibu	Own/ Lease Any Chevrolet	Most Recent Vehicle Bought/ Leased: Any Chevrolet
1											
2											
1191											
1192		Unwgted	25107	129	132	70	89	347	338	4615	2568
1193	Visited Facebook.com - Past Month	Weighted (000)	119617	660	618	361	408	1885	1780	24806	13301
1194		Horz %	100.00	0.55	0.52	0.30	0.34	1.58	1.49	20.74	11.12
1195		Vert %	51.41	54.22	55.98	66.17	58.31	50.48	51.31	51.82	49.55
1196		Index	100	105	109	129	113	98	100	101	96
1197					*	*	*	*	*	*	
1198		Unwgted	1114	8	6	3	2	14	13	160	81
1199	Visited Flickr.com - Past Month	Weighted (000)	4821	39	11	7	12	66	69	793	440
1200		Horz %	100.00	0.80	0.22	0.14	0.25	1.38	1.43	16.45	9.13
1201		Vert %	2.07	3.17	0.96	1.22	1.71	1.78	1.99	1.66	1.64
1202		Index	100	153	46	59	83	86	96	80	79
1203					*	*	*	*	*	*	
1204		Unwgted	420	2	1	2	1	5	8	68	41
1205	Visited Foursquare Web Site - Past Month	Weighted (000)	1850	14	14	4	8	26	72	367	224
1206		Horz %	100.00	0.74	0.75	0.20	0.42	1.43	3.91	19.84	12.12
1207		Vert %	0.80	1.12	1.26	0.69	1.12	0.71	2.09	0.77	0.84
1208		Index	100	141	159	87	141	89	262	96	105
1209					*	*	*	*			
1210		Unwgted	5396	24	29	16	17	66	60	780	413
1211	Visited LinkedIn.com - Past Month	Weighted (000)	18240	96	95	66	74	259	226	3143	1638
1212		Horz %	100.00	0.53	0.52	0.36	0.40	1.42	1.24	17.23	8.98
1213		Vert %	7.84	7.89	8.61	12.14	10.51	6.93	6.50	6.57	6.10
1214		Index	100	101	110	155	134	88	83	84	78
1215					*	*	*	*	*	*	
1216		Unwgted	815	4	2	0	2	13	9	142	89
1217	Visited MySpace.com - Past Month	Weighted (000)	4747	20	5	0	16	66	46	920	537
1218		Horz %	100.00	0.42	0.10	0.00	0.33	1.39	0.97	19.38	11.32
1219		Vert %	2.04	1.63	0.45	0.00	2.27	1.76	1.32	1.92	2.00
1220		Index	100	80	22	0	111	86	65	94	98
1221					*	*	*	*	*	*	
1222		Unwgted	1051	9	6	0	1	14	11	171	91
1223	Visited Photobucket.com - Past Month	Weighted (000)	5429	74	18	0	6	130	60	1005	491
1224		Horz %	100.00	1.35	0.33	0.00	0.12	2.39	1.11	18.51	9.04
1225		Vert %	2.33	6.04	1.62	0.00	0.91	3.48	1.74	2.10	1.83
1226		Index	100	259	70	0	39	149	75	90	78
1227					*	*	*	*	*	*	
1228		Unwgted	1648	7	8	5	5	23	15	232	135
1229	Visited Picasa Web Site - Past Month	Weighted (000)	6361	37	26	13	20	119	91	1065	553
1230		Horz %	100.00	0.57	0.41	0.20	0.31	1.87	1.43	16.75	8.69
1231		Vert %	2.73	3.00	2.37	2.35	2.82	3.18	2.62	2.23	2.06
1232		Index	100	110	87	86	103	116	96	81	75
1233					*	*	*	*	*	*	
1234		Unwgted	1780	13	5	4	7	24	28	318	157
1235	Visited Shutterfly.com - Past Month	Weighted (000)	7009	40	19	10	36	112	148	1450	684
1236		Horz %	100.00	0.57	0.27	0.14	0.52	1.60	2.10	20.68	9.76
1237		Vert %	3.01	3.26	1.72	1.84	5.19	3.00	4.25	3.03	2.55
1238		Index	100	108	57	61	172	99	141	101	85
1239					*	*	*	*	*	*	
1240		Unwgted	974	9	4	1	2	15	6	130	64
1241	Visited Tumblr Web Site - Past Month	Weighted (000)	5065	65	8	2	38	85	34	829	392
1242		Horz %	100.00	1.29	0.16	0.04	0.74	1.68	0.68	16.36	7.75
1243		Vert %	2.18	5.38	0.75	0.42	5.38	2.28	0.99	1.73	1.46
1244		Index	100	247	34	19	247	105	45	79	67

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1245				*	*	*	*		*		
1246		Unwgted	4129	17	10	12	12	66	48	618	340
1247	Visited Twitter.com - Past Month	Weighted (000)	19735	94	29	57	93	381	266	3404	1784
1248		Horz %	100.00	0.48	0.15	0.29	0.47	1.93	1.35	17.25	9.04
1249		Vert %	8.48	7.76	2.63	10.37	13.29	10.20	7.67	7.11	6.65
1250		Index	100	91	31	122	157	120	90	84	78
1251					*	*	*	*	*	*	
1252		Unwgted	1760	6	7	3	5	13	11	198	107
1253	Visited Yelp Web Site - Past Month	Weighted (000)	6612	30	23	9	18	42	42	821	367
1254		Horz %	100.00	0.46	0.34	0.13	0.27	0.64	0.64	12.42	5.54
1255		Vert %	2.84	2.51	2.04	1.60	2.51	1.13	1.21	1.72	1.37
1256		Index	100	88	72	56	88	40	43	60	48
1257											
1258		Unwgted	20127	116	108	50	72	295	256	3581	1967
1259	Visited YouTube.com - Past Month	Weighted (000)	94239	590	426	229	304	1479	1306	18749	10027
1260		Horz %	100.00	0.63	0.45	0.24	0.32	1.57	1.39	19.90	10.64
1261		Vert %	40.51	48.46	38.66	42.02	43.44	39.60	37.64	39.17	37.35
1262		Index	100	120	95	104	107	98	93	97	92
1263					*	*	*	*	*	*	
1264		Unwgted	1798	6	9	4	6	26	26	306	167
1265	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	8075	26	32	31	30	107	129	1550	852
1266		Horz %	100.00	0.32	0.39	0.38	0.37	1.32	1.60	19.20	10.55
1267		Vert %	3.47	2.10	2.88	5.61	4.25	2.86	3.72	3.24	3.17
1268		Index	100	60	83	162	122	82	107	93	91
1269						*	*				
1270		Unwgted	12348	51	54	42	39	179	164	2212	1228
1271	Posted "Like" on Social Network - Past Month	Weighted (000)	60333	243	259	236	198	940	955	12237	6454
1272		Horz %	100.00	0.40	0.43	0.39	0.33	1.56	1.58	20.28	10.70
1273		Vert %	25.93	19.94	23.46	43.34	28.27	25.18	27.53	25.56	24.04
1274		Index	100	77	90	167	109	97	106	99	93
1275					*	*	*	*			
1276		Unwgted	4908	27	19	15	19	73	57	875	487
1277	"Followed" or became a "Fan of" Something or Someone on Social Network - Past Month	Weighted (000)	24068	161	93	62	103	368	238	4798	2540
1278		Horz %	100.00	0.67	0.39	0.26	0.43	1.53	0.99	19.94	10.55
1279		Vert %	10.34	13.22	8.42	11.31	14.78	9.86	6.86	10.02	9.46
1280		Index	100	128	81	109	143	95	66	97	91
1281					*	*	*	*	*	*	
1282		Unwgted	2997	12	15	8	11	39	42	519	277
1283	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	13475	53	54	27	45	155	186	2659	1435
1284		Horz %	100.00	0.39	0.40	0.20	0.33	1.15	1.38	19.73	10.65
1285		Vert %	5.79	4.36	4.90	4.88	6.42	4.16	5.36	5.55	5.34
1286		Index	100	75	85	84	111	72	93	96	92
1287											
1288		Unwgted	30531	169	181	83	101	418	413	5788	3155
1289	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family	Weighted (000)	142509	901	759	409	432	2332	2187	30394	16248
1290		Horz %	100.00	0.63	0.53	0.29	0.30	1.64	1.53	21.33	11.40
1291		Vert %	61.25	74.06	68.82	75.15	61.68	62.45	63.03	63.49	60.53
1292		Index	100	121	112	123	101	102	103	104	99
1293					*	*	*	*			
1294		Unwgted	4424	27	24	14	14	76	70	853	471
1295	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Vote in Contest, Make a Choice, Give an Opinion	Weighted (000)	21637	145	84	74	66	469	419	4473	2458
1296		Horz %	100.00	0.67	0.39	0.34	0.31	2.17	1.94	20.67	11.36
1297		Vert %	9.30	11.91	7.63	13.62	9.46	12.56	12.07	9.34	9.15
1298		Index	100	128	82	146	102	135	130	100	98



RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1299				*	*	*	*				
1300	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Look at an Advertisement Sent with Text Message	Unwgt'd	4791	26	18	14	15	78	79	894	521
1301		Weighted (000)	23648	126	63	66	69	409	394	4929	2732
1302		Horz %	100.00	0.53	0.27	0.28	0.29	1.73	1.67	20.84	11.55
1303		Vert %	10.16	10.36	5.75	12.14	9.91	10.96	11.35	10.30	10.18
1304		Index	100	102	57	119	98	108	112	101	100
1305				*	*	*	*	*	*		
1306	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase	Unwgt'd	2313	12	6	5	6	47	37	414	229
1307		Weighted (000)	11476	82	19	22	33	278	180	2215	1216
1308		Horz %	100.00	0.71	0.17	0.19	0.28	2.43	1.57	19.31	10.60
1309		Vert %	4.93	6.74	1.72	3.98	4.65	7.45	5.18	4.63	4.53
1310		Index	100	137	35	81	94	151	105	94	92
1311				*	*	*	*				
1312	Ever Singed Up for a Text Message "Alert" Service on Cellular/Mobile Phone/Smartphone	Unwgt'd	4975	26	21	15	17	75	62	902	515
1313		Weighted (000)	24258	156	107	96	59	444	348	4889	2829
1314		Horz %	100.00	0.64	0.44	0.39	0.24	1.83	1.44	20.15	11.66
1315		Vert %	10.43	12.82	9.74	17.57	8.37	11.89	10.04	10.21	10.54
1316		Index	100	123	93	169	80	114	96	98	101
1317				*	*	*	*				
1318	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone	Unwgt'd	10177	49	52	27	35	145	140	1902	1081
1319		Weighted (000)	48432	286	230	139	173	789	778	10033	5640
1320		Horz %	100.00	0.59	0.48	0.29	0.36	1.63	1.61	20.72	11.64
1321		Vert %	20.82	23.55	20.87	25.49	24.67	21.12	22.44	20.96	21.01
1322		Index	100	113	100	122	119	101	108	101	101
1323				*	*	*	*	*	*		
1324	Ever Received a Mobile Coupon on Cellular/Mobile Phone/Smartphone	Unwgt'd	3260	17	14	12	5	55	48	603	322
1325		Weighted (000)	15984	87	52	74	20	369	219	3257	1802
1326		Horz %	100.00	0.55	0.32	0.46	0.12	2.31	1.37	20.37	11.28
1327		Vert %	6.87	7.19	4.68	13.58	2.84	9.89	6.32	6.80	6.71
1328		Index	100	105	68	198	41	144	92	99	98
1329				*	*	*	*	*	*		
1330	Ever Took a Picture of a QR Code or Other "Tag" with Cellular/Mobile Phone/Smartphone	Unwgt'd	3115	16	18	12	6	49	43	594	305
1331		Weighted (000)	14586	111	65	43	23	266	198	3124	1508
1332		Horz %	100.00	0.76	0.45	0.30	0.16	1.82	1.35	21.42	10.34
1333		Vert %	6.27	9.12	5.93	7.97	3.33	7.13	5.69	6.53	5.62
1334		Index	100	145	95	127	53	114	91	104	90
1335				*	*	*	*	*	*		
1336	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone	Unwgt'd	2126	8	6	6	5	35	23	334	180
1337		Weighted (000)	10139	50	16	25	16	143	94	1694	898
1338		Horz %	100.00	0.49	0.16	0.25	0.15	1.41	0.92	16.71	8.86
1339		Vert %	4.36	4.12	1.49	4.62	2.22	3.84	2.70	3.54	3.35
1340		Index	100	95	34	106	51	88	62	81	77
1341				*	*	*	*				
1342	Ever Listened to Music on Cellular/Mobile Phone/Smartphone	Unwgt'd	11178	56	51	30	32	143	144	2023	1102
1343		Weighted (000)	54140	325	199	147	116	708	755	10508	5627
1344		Horz %	100.00	0.60	0.37	0.27	0.22	1.31	1.39	19.41	10.39
1345		Vert %	23.27	26.70	18.02	26.93	16.63	18.97	21.75	21.95	20.96
1346		Index	100	115	77	116	71	82	93	94	90
1347				*	*	*	*				
1348	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone	Unwgt'd	13848	77	77	36	45	182	157	2390	1257
1349		Weighted (000)	61339	388	289	140	239	904	788	11781	6027
1350		Horz %	100.00	0.63	0.47	0.23	0.39	1.47	1.28	19.21	9.83
1351		Vert %	26.36	31.87	26.17	25.74	34.09	24.22	22.71	24.61	22.45
1352		Index	100	121	99	98	129	92	86	93	85

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1353						*	*				
1354	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone	Unwgt'd	9177	59	50	28	27	124	111	1664	880
1355		Weighted (000)	40108	291	172	124	127	629	616	7988	4182
1356		Horz %	100.00	0.72	0.43	0.31	0.32	1.57	1.54	19.92	10.43
1357		Vert %	17.24	23.89	15.55	22.68	18.19	16.86	17.77	16.69	15.58
1358		Index	100	139	90	132	106	98	103	97	90
1359						*					
1360	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone	Unwgt'd	15160	88	90	48	50	201	192	2748	1468
1361		Weighted (000)	68043	435	365	230	216	1074	1008	13656	7098
1362		Horz %	100.00	0.64	0.54	0.34	0.32	1.58	1.48	20.07	10.43
1363		Vert %	29.25	35.77	33.06	42.15	30.89	28.76	29.06	28.53	26.44
1364		Index	100	122	113	144	106	98	99	98	90
1365					*	*	*				
1366	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone	Unwgt'd	8907	55	46	24	24	115	105	1568	837
1367		Weighted (000)	40399	257	210	111	118	690	557	7946	4088
1368		Horz %	100.00	0.64	0.52	0.28	0.29	1.71	1.38	19.67	10.12
1369		Vert %	17.36	21.11	19.06	20.43	16.84	18.49	16.06	16.60	15.23
1370		Index	100	122	110	118	97	106	92	96	88
1371				*	*	*	*				
1372	Cellular/Mobile Phone/Smartphone Has FM Radio Feature	Unwgt'd	7151	41	30	14	24	95	106	1245	688
1373		Weighted (000)	35090	228	97	80	122	448	564	6702	3610
1374		Horz %	100.00	0.65	0.28	0.23	0.35	1.28	1.61	19.10	10.29
1375		Vert %	15.08	18.73	8.79	14.76	17.43	12.00	16.26	14.00	13.45
1376		Index	100	124	58	98	116	80	108	93	89
1377					*						
1378	Read Any Daily Newspaper	Unwgt'd	15909	85	115	49	53	272	230	2959	1688
1379		Weighted (000)	66536	435	452	234	208	1377	1095	14193	7824
1380		Horz %	100.00	0.65	0.68	0.35	0.31	2.07	1.65	21.33	11.76
1381		Vert %	28.60	35.79	40.97	42.94	29.78	36.89	31.56	29.65	29.15
1382		Index	100	125	143	150	104	129	110	104	102
1383											
1384	Read Any Sunday Newspaper	Unwgt'd	20427	103	130	54	80	327	304	3812	2167
1385		Weighted (000)	88342	493	559	253	321	1616	1503	19145	10474
1386		Horz %	100.00	0.56	0.63	0.29	0.36	1.83	1.70	21.67	11.86
1387		Vert %	37.97	40.56	50.68	46.38	45.81	43.28	43.31	39.99	39.02
1388		Index	100	107	133	122	121	114	114	105	103
1389					*						
1390	Read or Looked Into Any Electronic Version of a Newspaper, including Web Site - Past Month	Unwgt'd	16848	71	97	41	64	241	206	2923	1545
1391		Weighted (000)	72437	350	410	178	310	1242	1100	14642	7494
1392		Horz %	100.00	0.48	0.57	0.25	0.43	1.71	1.52	20.21	10.34
1393		Vert %	31.13	28.79	37.14	32.59	44.21	33.26	31.71	30.59	27.92
1394		Index	100	92	119	105	142	107	102	98	90
1395				*	*	*	*				
1396	Newspaper Reading: Classified Advertising Read in Weekday Newspaper	Unwgt'd	5507	36	32	13	19	109	89	1220	701
1397		Weighted (000)	28423	169	158	59	89	646	481	7051	3820
1398		Horz %	100.00	0.59	0.55	0.21	0.31	2.27	1.69	24.81	13.44
1399		Vert %	12.22	13.89	14.29	10.87	12.78	17.31	13.87	14.73	14.23
1400		Index	100	114	117	89	105	142	114	121	116
1401				*	*	*	*				
1402	Newspaper Reading: Advertisements Read in Weekday Newspaper	Unwgt'd	5598	28	42	18	19	105	91	1166	676
1403		Weighted (000)	25867	139	172	66	104	535	456	6147	3450
1404		Horz %	100.00	0.54	0.67	0.26	0.40	2.07	1.76	23.76	13.34
1405		Vert %	11.12	11.41	15.60	12.17	14.90	14.33	13.14	12.84	12.85
1406		Index	100	103	140	109	134	129	118	115	116

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	C	D	E	F	G	H	I	J	K
			U.S. Adults 18+	Own/ Lease Chevrolet Camaro	Own/ Lease Chevrolet Corvette	Own/ Lease Chevrolet Cruze	Own/ Lease Chevrolet HHR	Own/ Lease Chevrolet Impala	Own/ Lease Chevrolet Malibu	Own/ Lease Any Chevrolet	Most Recent Vehicle Bought/ Leased: Any Chevrolet
1											
2											
1407				*		*	*				
1408	Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper	Unwgted	7389	36	53	24	21	140	136	1481	848
1409		Weighted (000)	32860	136	249	88	73	764	609	7646	4233
1410		Horz %	100.00	0.41	0.76	0.27	0.22	2.32	1.85	23.27	12.88
1411		Vert %	14.12	11.19	22.56	16.22	10.45	20.46	17.57	15.97	15.77
1412		Index	100	79	160	115	74	145	124	113	112
1413				*	*	*	*				
1414	Newspaper Reading: Classified Advertising Read in Sunday/Weekend Newspaper	Unwgted	6170	34	47	18	21	117	100	1396	796
1415		Weighted (000)	31027	186	197	75	92	627	499	7830	4309
1416		Horz %	100.00	0.60	0.63	0.24	0.30	2.02	1.61	25.24	13.89
1417		Vert %	13.34	15.31	17.84	13.72	13.21	16.78	14.38	16.36	16.05
1418		Index	100	115	134	103	99	126	108	123	120
1419				*		*	*				
1420	Newspaper Reading: Advertisements Read in Sunday/Weekend Newspaper	Unwgted	7256	33	52	18	34	132	118	1534	881
1421		Weighted (000)	32774	183	210	60	165	716	569	7875	4374
1422		Horz %	100.00	0.56	0.64	0.18	0.50	2.19	1.74	24.03	13.35
1423		Vert %	14.09	15.04	19.00	11.08	23.50	19.19	16.41	16.45	16.29
1424		Index	100	107	135	79	167	136	116	117	116
1425						*	*				
1426	Newspaper Reading: Circulars/Inserts/Fliers Read in Sunday/Weekend Newspaper	Unwgted	11152	52	76	34	34	180	175	2232	1246
1427		Weighted (000)	48338	226	325	120	158	954	762	11225	6084
1428		Horz %	100.00	0.47	0.67	0.25	0.33	1.97	1.58	23.22	12.59
1429		Vert %	20.78	18.58	29.42	21.94	22.55	25.54	21.97	23.45	22.67
1430		Index	100	89	142	106	109	123	106	113	109
1431				*	*	*	*				
1432	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	5353	32	29	13	22	82	77	1089	645
1433		Weighted (000)	25866	160	119	51	146	385	389	5999	3382
1434		Horz %	100.00	0.62	0.46	0.20	0.56	1.49	1.51	23.19	13.07
1435		Vert %	11.12	13.16	10.78	9.41	20.84	10.30	11.23	12.53	12.60
1436		Index	100	118	97	85	187	93	101	113	113
1437				*	*	*	*		*		
1438	Personally Referred to Internet Yellow Pages - Past Wee	Unwgted	3353	19	21	5	18	59	45	686	393
1439		Weighted (000)	15586	68	79	15	65	331	268	3685	2046
1440		Horz %	100.00	0.43	0.51	0.10	0.42	2.13	1.72	23.64	13.13
1441		Vert %	6.70	5.57	7.16	2.72	9.35	8.87	7.71	7.70	7.62
1442		Index	100	83	107	41	140	132	115	115	114
1443				*	*	*	*				
1444	Personally Referred to Yellow Pages (Paper or Internet) - Past Week	Unwgted	7971	45	45	16	35	133	112	1619	949
1445		Weighted (000)	37986	208	174	57	173	676	596	8839	4950
1446		Horz %	100.00	0.55	0.46	0.15	0.45	1.78	1.57	23.27	13.03
1447		Vert %	16.33	17.07	15.76	10.50	24.65	18.11	17.18	18.46	18.44
1448		Index	100	105	97	64	151	111	105	113	113
1449					*	*	*				
1450	Have Personally Seen Video Ads in Grocery Stores - Past Month	Unwgted	9675	56	44	22	29	154	129	1825	1034
1451		Weighted (000)	45772	350	179	99	123	908	681	9836	5428
1452		Horz %	100.00	0.76	0.39	0.22	0.27	1.98	1.49	21.49	11.86
1453		Vert %	19.67	28.74	16.26	18.16	17.54	24.33	19.64	20.55	20.22
1454		Index	100	146	83	92	89	124	100	104	103
1455				*	*	*	*				
1456	Have Personally Seen Video Ads in Drug Stores - Past Month	Unwgted	5964	30	24	14	20	88	86	1061	622
1457		Weighted (000)	28848	201	96	57	107	467	428	5546	3223
1458		Horz %	100.00	0.70	0.33	0.20	0.37	1.62	1.48	19.22	11.17
1459		Vert %	12.40	16.48	8.66	10.50	15.26	12.50	12.33	11.58	12.01
1460		Index	100	133	70	85	123	101	99	93	97

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1461				*	*	*	*				
1462	Have Personally Seen Video Ads in Convenience Stores - Past Month	Unwgted	5713	31	28	10	17	94	70	1050	612
1463		Weighted (000)	28316	188	105	58	93	481	386	5741	3278
1464		Horz %	100.00	0.66	0.37	0.21	0.33	1.70	1.36	20.28	11.58
1465		Vert %	12.17	15.46	9.52	10.67	13.25	12.89	11.12	11.99	12.21
1466		Index	100	127	78	88	109	106	91	99	100
1467				*	*	*	*				
1468	Have Personally Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6766	37	28	18	19	100	107	1295	745
1469		Weighted (000)	33563	195	107	87	87	581	588	7287	4206
1470		Horz %	100.00	0.58	0.32	0.26	0.26	1.73	1.75	21.71	12.53
1471		Vert %	14.43	16.02	9.70	15.96	12.38	15.56	16.96	15.22	15.67
1472		Index	100	111	67	111	86	108	118	106	109
1473				*	*	*	*				
1474	Have Personally Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5094	18	22	13	13	76	71	917	501
1475		Weighted (000)	24492	106	77	55	83	429	407	4909	2648
1476		Horz %	100.00	0.43	0.31	0.23	0.34	1.75	1.66	20.04	10.81
1477		Vert %	10.53	8.70	6.99	10.13	11.84	11.48	11.73	10.25	9.86
1478		Index	100	83	66	96	112	109	111	97	94
1479				*	*	*	*				
1480	Have Personally Seen Video Ads in Other Stores - Past Month	Unwgted	4975	25	24	11	14	66	62	874	510
1481		Weighted (000)	24981	169	93	66	58	418	356	4800	2791
1482		Horz %	100.00	0.67	0.37	0.26	0.23	1.68	1.43	19.22	11.17
1483		Vert %	10.74	13.85	8.39	12.08	8.24	11.21	10.27	10.03	10.40
1484		Index	100	129	78	112	77	104	96	93	97
1485				*	*	*	*				
1486	Have Personally Seen Video Ads in Shopping Malls - Past Month	Unwgted	7146	37	30	20	20	104	96	1214	681
1487		Weighted (000)	34045	262	142	110	102	561	566	6593	3656
1488		Horz %	100.00	0.77	0.42	0.32	0.30	1.65	1.66	19.37	10.74
1489		Vert %	14.63	21.54	12.90	20.22	14.55	15.02	16.31	13.77	13.62
1490		Index	100	147	88	138	99	103	111	94	93
1491				*	*	*	*				
1492	Have Personally Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4270	22	19	12	14	67	64	775	432
1493		Weighted (000)	20501	131	65	54	74	329	324	4104	2289
1494		Horz %	100.00	0.64	0.32	0.27	0.36	1.61	1.58	20.02	11.17
1495		Vert %	8.81	10.77	5.87	9.99	10.58	8.82	9.33	8.57	8.53
1496		Index	100	122	67	113	120	100	106	97	97
1497				*	*	*	*				
1498	Have Personally Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	5914	29	27	10	19	102	78	1088	619
1499		Weighted (000)	29591	155	106	48	61	545	450	5905	3329
1500		Horz %	100.00	0.52	0.36	0.16	0.21	1.84	1.52	19.95	11.25
1501		Vert %	12.72	12.76	9.61	8.80	8.68	14.59	12.97	12.33	12.40
1502		Index	100	100	76	69	68	115	102	97	98
1503				*	*	*	*				
1504	Have Personally Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4221	25	16	8	14	56	56	693	400
1505		Weighted (000)	20334	170	45	57	52	285	305	3657	2079
1506		Horz %	100.00	0.83	0.22	0.28	0.26	1.40	1.50	17.98	10.22
1507		Vert %	8.74	13.95	4.09	10.37	7.46	7.62	8.79	7.64	7.74
1508		Index	100	160	47	119	85	87	101	87	89
1509				*	*	*	*				
1510	Have Personally Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3804	18	14	9	14	50	48	617	338
1511		Weighted (000)	17889	100	46	30	57	285	230	3100	1736
1512		Horz %	100.00	0.56	0.26	0.17	0.32	1.59	1.29	17.33	9.70
1513		Vert %	7.69	8.20	4.17	5.59	8.19	7.64	6.63	6.48	6.47
1514		Index	100	107	54	73	107	99	86	84	84

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1515				*	*	*	*				
1516	Have Personally Seen Video Ads in Medical Offices - Past Month	Unwgted	5622	27	24	13	20	85	82	1003	615
1517		Weighted (000)	27774	156	81	54	104	441	422	5341	3311
1518		Horz %	100.00	0.56	0.29	0.19	0.37	1.59	1.52	19.23	11.92
1519		Vert %	11.94	12.79	7.32	9.93	14.87	11.81	12.16	11.16	12.33
1520		Index	100	107	61	83	125	99	102	93	103
1521				*	*	*	*				
1522	Have Personally Seen Video Ads in Airports - Past Month	Unwgted	4304	18	22	14	8	53	63	683	369
1523		Weighted (000)	18970	95	81	58	42	236	310	3392	1889
1524		Horz %	100.00	0.50	0.43	0.31	0.22	1.25	1.63	17.88	9.96
1525		Vert %	8.15	7.81	7.32	10.68	5.98	6.33	8.93	7.09	7.04
1526		Index	100	96	90	131	73	78	110	87	86
1527				*	*	*	*				
1528	Have Personally Seen Video Ads at Gas Stations - Past Month	Unwgted	7896	42	35	23	29	123	110	1443	821
1529		Weighted (000)	35885	271	110	110	126	610	546	7289	4039
1530		Horz %	100.00	0.76	0.31	0.31	0.35	1.70	1.52	20.31	11.26
1531		Vert %	15.42	22.31	9.98	20.15	17.95	16.34	15.74	15.23	15.05
1532		Index	100	145	65	131	116	106	102	99	98
1533				*	*	*	*		*		
1534	Have Personally Seen Video Ads in Office Building Lobbies Past Month	Unwgted	3487	17	20	7	14	60	45	590	359
1535		Weighted (000)	16853	89	74	42	78	292	239	3084	1910
1536		Horz %	100.00	0.53	0.44	0.25	0.46	1.73	1.42	18.30	11.33
1537		Vert %	7.24	7.34	6.74	7.68	11.14	7.83	6.88	6.44	7.11
1538		Index	100	101	93	106	154	108	95	89	98
1539				*	*	*	*		*		
1540	Have Personally Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3287	14	17	8	14	55	40	557	327
1541		Weighted (000)	15521	62	67	48	79	273	214	2964	1800
1542		Horz %	100.00	0.40	0.43	0.31	0.51	1.76	1.38	19.10	11.60
1543		Vert %	6.67	5.11	6.06	8.79	11.33	7.32	6.16	6.19	6.70
1544		Index	100	77	91	132	170	110	92	93	101
1545				*	*	*	*				
1546	Have Personally Seen Video Ads in Movie Theater Lobbies Past Month	Unwgted	5335	20	25	9	13	84	66	896	519
1547		Weighted (000)	25485	116	99	61	61	426	294	4826	2771
1548		Horz %	100.00	0.45	0.39	0.24	0.24	1.67	1.15	18.94	10.87
1549		Vert %	10.95	9.50	8.99	11.27	8.67	11.42	8.47	10.08	10.32
1550		Index	100	87	82	103	79	104	77	92	94
1551											
1552	Have Seen Any Billboards - Past Month	Unwgted	26099	136	166	84	94	391	382	5081	2783
1553		Weighted (000)	118648	697	687	403	372	2099	2106	26281	14123
1554		Horz %	100.00	0.59	0.58	0.34	0.31	1.77	1.77	22.15	11.90
1555		Vert %	51.00	57.32	62.25	74.05	53.13	56.22	60.71	54.90	52.61
1556		Index	100	112	122	145	104	110	119	108	103
1557						*	*				
1558	Have Seen Any Ads on Buses/Trains - Past Month	Unwgted	11791	57	57	39	35	141	151	1940	1054
1559		Weighted (000)	51726	300	176	199	162	657	741	9466	5300
1560		Horz %	100.00	0.58	0.34	0.38	0.31	1.27	1.43	18.30	10.25
1561		Vert %	22.23	24.65	15.91	36.44	23.19	17.59	21.36	19.77	19.74
1562		Index	100	111	72	164	104	79	96	89	89
1563				*	*	*	*				
1564	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Unwgted	7817	33	33	15	19	90	90	1175	651
1565		Weighted (000)	34319	211	113	75	81	434	475	5739	3193
1566		Horz %	100.00	0.61	0.33	0.22	0.24	1.27	1.38	16.72	9.30
1567		Vert %	14.75	17.34	10.23	13.73	11.61	11.63	13.70	11.99	11.89
1568		Index	100	118	69	93	79	79	93	81	81

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1569				*	*	*	*	*	*		
1570		Unwgted	3501	17	15	6	6	39	34	466	262
1571	Have Seen Any Ads Inside	Weighted (000)	15704	121	41	22	30	241	154	2412	1408
1572	Taxis - Past Month	Horz %	100.00	0.77	0.26	0.14	0.19	1.54	0.98	15.36	8.96
1573		Vert %	6.75	9.97	3.70	3.95	4.33	6.46	4.43	5.04	5.24
1574		Index	100	148	55	58	64	96	66	75	78
1575				*	*	*	*				
1576		Unwgted	6629	30	31	14	22	79	81	1009	579
1577	Have Seen Any Ads on Top of	Weighted (000)	29031	160	73	104	87	445	417	4917	2859
1578	Taxis - Past Month	Horz %	100.00	0.55	0.25	0.36	0.30	1.53	1.44	16.94	9.85
1579		Vert %	12.48	13.13	6.61	19.14	12.38	11.91	12.03	10.27	10.65
1580		Index	100	105	53	153	99	95	96	82	85
1581				*	*	*	*	*	*		
1582		Unwgted	3025	8	16	5	6	35	37	417	243
1583	Have Seen Any Ads on Phone	Weighted (000)	14729	71	53	42	23	199	158	2139	1285
1584	Booths - Past Month	Horz %	100.00	0.48	0.36	0.29	0.16	1.35	1.07	14.52	8.73
1585		Vert %	6.33	5.82	4.80	7.74	3.35	5.33	4.56	4.47	4.79
1586		Index	100	92	76	122	53	84	72	71	76
1587						*	*				
1588		Unwgted	8668	53	54	20	27	122	124	1621	888
1589	Have Seen Any Ads at Sports	Weighted (000)	39772	241	194	89	107	613	598	8266	4470
1590	or Entertainment Events - Past	Horz %	100.00	0.61	0.49	0.22	0.27	1.54	1.50	20.78	11.24
1591	Month	Vert %	17.09	19.79	17.63	16.28	15.35	16.43	17.23	17.27	16.65
1592		Index	100	116	103	95	90	96	101	101	97
1593				*	*	*	*				
1594		Unwgted	6268	33	35	21	24	93	86	1083	584
1595	Have Seen Any Ads on	Weighted (000)	27837	164	124	115	111	437	398	5238	2817
1596	Postcards - Past Month	Horz %	100.00	0.59	0.45	0.41	0.40	1.57	1.43	18.82	10.12
1597		Vert %	11.96	13.45	11.25	21.16	15.90	11.70	11.46	10.94	10.49
1598		Index	100	112	94	177	133	98	96	91	88
1599						*	*				
1600		Unwgted	9611	61	52	22	31	140	134	1740	934
1601	Have Seen Any Ads Sent to a	Weighted (000)	45591	311	218	110	139	790	793	9392	4944
1602	Cellphone or Other Mobile	Horz %	100.00	0.68	0.48	0.24	0.30	1.73	1.74	20.60	10.84
1603	Device - Past Month	Vert %	19.60	25.55	19.77	20.11	19.82	21.16	22.86	19.62	18.42
1604		Index	100	130	101	103	101	108	117	100	94
1605				*	*	*	*				
1606		Unwgted	9449	47	51	28	31	137	147	1664	913
1607	Have Seen Any Ads on	Weighted (000)	44152	273	200	125	141	713	781	8915	4849
1608	Posters at Movie Theater -	Horz %	100.00	0.62	0.45	0.28	0.32	1.61	1.77	20.19	10.98
1609	Past Month	Vert %	18.98	22.47	18.09	22.92	20.09	19.09	22.50	18.62	18.06
1610		Index	100	118	95	121	106	101	119	98	95
1611						*	*				
1612		Unwgted	12305	61	64	34	35	192	184	2225	1198
1613	Have Seen Any Ads Shown	Weighted (000)	57491	292	239	140	174	1064	933	11771	6287
1614	On-Screen Before Start of	Horz %	100.00	0.51	0.42	0.24	0.30	1.85	1.62	20.47	10.94
1615	Movie - Past Month	Vert %	24.71	24.01	21.69	25.67	24.87	28.49	26.89	24.59	23.42
1616		Index	100	97	88	104	101	115	109	100	95
1617											
1618		Unwgted	17949	89	101	59	71	263	272	3536	1973
1619	Have Seen Any Ads in Stores	Weighted (000)	83367	416	450	246	307	1466	1505	18674	10104
1620	(Not Video Ads) - Past Month	Horz %	100.00	0.50	0.54	0.29	0.37	1.76	1.81	22.40	12.12
1621		Vert %	35.83	34.17	40.84	45.10	43.91	39.26	43.39	39.01	37.64
1622		Index	100	95	114	126	123	110	121	109	105

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	C	D	E	F	G	H	I	J	K
			U.S. Adults 18+	Own/ Lease Chevrolet Camaro	Own/ Lease Chevrolet Corvette	Own/ Lease Chevrolet Cruze	Own/ Lease Chevrolet HHR	Own/ Lease Chevrolet Impala	Own/ Lease Chevrolet Malibu	Own/ Lease Any Chevrolet	Most Recent Vehicle Bought/ Leased: Any Chevrolet
1											
2											
1623						*	*				
1624		Unwgted	11294	62	59	35	38	157	156	2139	1166
1625	Have Seen Any Infomercials - Past Month	Weighted (000)	53386	270	235	190	191	897	838	11537	6248
1626		Horz %	100.00	0.51	0.44	0.36	0.36	1.68	1.57	21.61	11.70
1627		Vert %	22.95	22.18	21.34	34.88	27.24	24.03	24.16	24.10	23.28
1628		Index	100	97	93	152	119	105	105	105	101
1629											
1630	Have Seen Any Offers or Ads Sent to Home By Mail - Past Month	Unwgted	21425	111	119	73	74	339	304	4114	2320
1631		Weighted (000)	97473	501	509	312	306	1880	1616	21597	11938
1632		Horz %	100.00	0.51	0.52	0.32	0.31	1.93	1.66	22.16	12.25
1633		Vert %	41.90	41.19	46.11	57.19	43.68	50.36	46.60	45.11	44.47
1634		Index	100	98	110	137	104	120	111	108	106
1635				*	*	*	*				
1636	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	4091	19	25	10	10	61	56	729	409
1637		Weighted (000)	21298	137	70	65	55	407	256	4148	2440
1638		Horz %	100.00	0.64	0.33	0.30	0.26	1.91	1.20	19.47	11.46
1639		Vert %	9.15	11.22	6.36	11.85	7.92	10.90	7.37	8.66	9.09
1640		Index	100	123	69	129	87	119	80	95	99
1641											
1642	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	20006	112	129	70	82	316	290	3975	2210
1643		Weighted (000)	91471	542	557	314	341	1757	1470	20732	11311
1644		Horz %	100.00	0.59	0.61	0.34	0.37	1.92	1.61	22.67	12.37
1645		Vert %	39.32	44.53	50.49	57.59	48.71	47.06	42.37	43.31	42.14
1646		Index	100	113	128	146	124	120	108	110	107
1647					*	*					
1648	Have Seen Any Product Placement in Movies - Past Month	Unwgted	12007	72	59	36	46	176	167	2306	1251
1649		Weighted (000)	57224	359	244	195	236	1085	911	12624	6796
1650		Horz %	100.00	0.63	0.43	0.34	0.41	1.90	1.59	22.06	11.88
1651		Vert %	24.60	29.53	22.15	35.82	33.71	29.07	26.28	26.37	25.32
1652		Index	100	120	90	146	137	118	107	107	103
1653											
1654	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Unwgted	30058	150	168	58	107	423	421	5978	3462
1655		Weighted (000)	143934	810	687	296	414	2178	2229	31351	17713
1656		Horz %	100.00	0.56	0.48	0.21	0.29	1.51	1.55	21.78	12.31
1657		Vert %	61.87	66.59	62.29	54.38	59.10	58.34	64.26	65.49	65.99
1658		Index	100	108	101	88	96	94	104	106	107
1659											
1660	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.	Unwgted	29871	125	155	63	93	367	367	5149	2881
1661		Weighted (000)	139627	631	605	286	420	1966	1935	26963	14726
1662		Horz %	100.00	0.45	0.43	0.21	0.30	1.41	1.39	19.31	10.55
1663		Vert %	60.01	51.87	54.83	52.58	60.05	52.65	55.77	56.32	54.86
1664		Index	100	86	91	88	100	88	93	94	91
1665											
1666	Automotive Attitudes: The vehicle a person owns says a lot about him or her.	Unwgted	26259	132	155	58	82	370	355	4838	2794
1667		Weighted (000)	122035	664	576	272	360	2000	1772	24712	13779
1668		Horz %	100.00	0.54	0.47	0.22	0.29	1.64	1.45	20.25	11.29
1669		Vert %	52.45	54.57	52.21	49.89	51.41	53.57	51.08	51.62	51.33
1670		Index	100	104	100	95	98	102	97	98	98
1671					*						
1672	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.	Unwgted	15463	86	107	32	50	240	225	3015	1774
1673		Weighted (000)	74913	478	382	152	210	1195	1192	15847	9138
1674		Horz %	100.00	0.64	0.51	0.20	0.28	1.59	1.59	21.15	12.20
1675		Vert %	32.20	39.25	34.67	27.86	29.96	32.00	34.35	33.10	34.04
1676		Index	100	122	108	87	93	99	107	103	106

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1677											
1678	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.	Unwgt'd	23769	132	142	56	77	363	360	4535	2689
1679		Weighted (000)	111002	684	626	241	309	1973	1899	23459	13521
1680		Horz %	100.00	0.62	0.56	0.22	0.28	1.78	1.71	21.13	12.18
1681		Vert %	47.71	56.26	56.77	44.30	44.08	52.83	54.75	49.01	50.37
1682		Index	100	118	119	93	92	111	115	103	106
1683						*					
1684	Automotive Attitudes: I consider myself to be an automotive enthusiast.	Unwgt'd	13766	88	122	29	51	196	200	2695	1566
1685		Weighted (000)	66230	384	505	113	206	1099	898	13662	8037
1686		Horz %	100.00	0.58	0.76	0.17	0.31	1.66	1.36	20.63	12.14
1687		Vert %	28.47	31.59	45.77	20.82	29.49	29.43	25.88	28.54	29.94
1688		Index	100	111	161	73	104	103	91	100	105
1689						*	*				
1690	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.	Unwgt'd	16588	77	74	41	48	204	219	2750	1649
1691		Weighted (000)	76783	397	313	188	202	1095	1186	13955	8301
1692		Horz %	100.00	0.52	0.41	0.24	0.26	1.43	1.54	18.17	10.81
1693		Vert %	33.00	32.62	28.38	34.49	28.91	29.34	34.19	29.15	30.92
1694		Index	100	99	86	105	88	89	104	88	94
1695						*					
1696	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.	Unwgt'd	14576	86	109	30	59	195	207	2539	1456
1697		Weighted (000)	70750	417	515	125	250	1139	1014	13402	7722
1698		Horz %	100.00	0.59	0.73	0.18	0.35	1.61	1.43	18.94	10.91
1699		Vert %	30.41	34.26	46.65	23.01	35.65	30.50	29.24	28.00	28.77
1700		Index	100	113	153	76	117	100	96	92	95
1701											
1702	Automotive Attitudes: I think of vehicles as basic transportation.	Unwgt'd	38102	159	182	90	130	572	542	7085	4138
1703		Weighted (000)	179016	842	768	384	565	3064	2848	37225	21125
1704		Horz %	100.00	0.47	0.43	0.21	0.32	1.71	1.59	20.79	11.80
1705		Vert %	76.94	69.25	69.63	70.49	80.66	82.06	82.11	77.76	78.70
1706		Index	100	90	90	92	105	107	107	101	102
1707											
1708	Automotive Attitudes: I look forward to technology advances in new vehicles.	Unwgt'd	31998	156	195	76	107	443	438	5790	3292
1709		Weighted (000)	145826	737	746	341	422	2219	2175	28856	16069
1710		Horz %	100.00	0.51	0.51	0.23	0.29	1.52	1.49	19.79	11.02
1711		Vert %	62.68	60.56	67.66	62.57	60.28	59.43	62.71	60.28	59.86
1712		Index	100	97	108	100	96	95	100	96	96
1713											
1714	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else.	Unwgt'd	37605	166	225	96	133	551	519	7081	4059
1715		Weighted (000)	171664	845	929	377	577	2926	2560	36086	20251
1716		Horz %	100.00	0.49	0.54	0.22	0.34	1.70	1.49	21.02	11.80
1717		Vert %	73.78	69.42	84.19	69.26	82.38	78.37	73.80	75.38	75.44
1718		Index	100	94	114	94	112	106	100	102	102
1719						*					
1720	Automotive Attitudes: I enjoy learning about automobiles from others.	Unwgt'd	23645	119	143	49	86	334	333	4522	2630
1721		Weighted (000)	110251	582	572	205	317	1707	1625	22742	12935
1722		Horz %	100.00	0.53	0.52	0.19	0.29	1.55	1.47	20.63	11.73
1723		Vert %	47.39	47.81	51.84	37.71	45.32	45.72	46.83	47.51	48.19
1724		Index	100	101	109	80	96	96	99	100	102
1725											
1726	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Unwgt'd	31539	143	170	75	97	450	436	5805	3298
1727		Weighted (000)	145691	752	661	316	399	2344	2159	30151	16777
1728		Horz %	100.00	0.52	0.45	0.22	0.27	1.61	1.48	20.69	11.52
1729		Vert %	62.62	61.81	59.93	57.92	56.92	62.78	62.23	62.98	62.50
1730		Index	100	99	96	92	91	100	99	101	100



RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1731											
1732	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.	Unwgt'd	31878	155	179	85	110	456	449	5996	3444
1733		Weighted (000)	149572	825	731	394	493	2543	2353	31889	17924
1734		Horz %	100.00	0.55	0.49	0.26	0.33	1.70	1.57	21.32	11.98
1735		Vert %	64.29	67.79	66.22	72.32	70.40	68.11	67.84	66.61	66.77
1736		Index	100	105	103	112	110	106	106	104	104
1737						*					
1738	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.	Unwgt'd	22438	125	151	47	82	323	315	4146	2361
1739		Weighted (000)	105794	679	589	215	364	1772	1643	21516	11947
1740		Horz %	100.00	0.64	0.56	0.20	0.34	1.67	1.55	20.34	11.29
1741		Vert %	45.47	55.85	53.36	39.48	52.03	47.46	47.37	44.95	44.51
1742		Index	100	123	117	87	114	104	104	99	98
1743						*					
1744	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.	Unwgt'd	22128	120	145	46	75	319	312	4083	2368
1745		Weighted (000)	106385	603	600	184	302	1796	1567	21254	12224
1746		Horz %	100.00	0.57	0.56	0.17	0.28	1.69	1.47	19.98	11.49
1747		Vert %	45.73	49.58	54.38	33.71	43.07	48.11	45.17	44.40	45.54
1748		Index	100	108	119	74	94	105	99	97	100
1749											
1750	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Unwgt'd	33885	151	172	82	112	468	456	6196	3482
1751		Weighted (000)	157653	846	626	361	462	2458	2304	32358	17900
1752		Horz %	100.00	0.54	0.40	0.23	0.29	1.56	1.46	20.52	11.35
1753		Vert %	67.76	69.57	56.75	66.33	66.02	65.84	66.42	67.59	66.68
1754		Index	100	103	84	98	97	97	98	100	98
1755											
1756	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.	Unwgt'd	24563	139	174	58	85	359	342	4581	2621
1757		Weighted (000)	115664	708	667	238	385	1992	1725	23794	13223
1758		Horz %	100.00	0.61	0.58	0.21	0.33	1.72	1.49	20.57	11.43
1759		Vert %	49.71	58.24	60.43	43.63	54.98	53.35	49.72	49.71	49.26
1760		Index	100	117	122	88	111	107	100	100	99
1761											
1762	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.	Unwgt'd	21142	120	130	57	75	288	312	4074	2365
1763		Weighted (000)	104313	659	551	253	336	1653	1671	21757	12151
1764		Horz %	100.00	0.63	0.53	0.24	0.32	1.58	1.60	20.86	11.65
1765		Vert %	44.84	54.17	49.96	46.53	48.01	44.27	48.16	45.45	45.27
1766		Index	100	121	111	104	107	99	107	101	101
1767											
1768	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.	Unwgt'd	28810	123	140	63	95	414	391	5217	3053
1769		Weighted (000)	136503	618	608	291	382	2132	1997	27676	15661
1770		Horz %	100.00	0.45	0.45	0.21	0.28	1.56	1.46	20.27	11.47
1771		Vert %	58.67	50.76	55.14	53.37	54.50	57.09	57.57	57.81	58.34
1772		Index	100	87	94	91	93	97	98	99	99
1773											
1774	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.	Unwgt'd	30641	135	148	70	102	457	423	5719	3341
1775		Weighted (000)	143988	755	641	361	450	2459	2250	30212	17172
1776		Horz %	100.00	0.52	0.45	0.25	0.31	1.71	1.56	20.98	11.93
1777		Vert %	61.89	62.03	58.10	66.20	64.28	65.86	64.86	63.11	63.97
1778		Index	100	100	94	107	104	106	105	102	103
1779						*					
1780	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.	Unwgt'd	22837	101	84	39	74	328	337	4118	2436
1781		Weighted (000)	111664	528	399	175	381	1904	1769	22741	13088
1782		Horz %	100.00	0.47	0.36	0.16	0.34	1.70	1.58	20.37	11.72
1783		Vert %	47.99	43.38	36.15	32.15	54.39	50.98	51.00	47.50	48.75
1784		Index	100	90	75	67	113	106	106	99	102

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

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1											
2											
1785	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.					*	*				
1786		Unwgt'd	10026	55	73	19	32	134	123	1732	1017
1787		Weighted (000)	49267	263	325	87	142	782	574	8970	5207
1788		Horz %	100.00	0.53	0.66	0.18	0.29	1.59	1.17	18.21	10.57
1789		Vert %	21.18	21.65	29.46	16.04	20.28	20.96	16.55	18.74	19.40
1790	Index	100	102	139	76	96	99	78	88	92	
1791						*	*				
1792	Automotive Attitudes: People often ask my advice when it comes to automobiles.	Unwgt'd	13888	77	103	26	49	220	205	2744	1602
1793		Weighted (000)	67372	365	453	117	210	1144	1034	14422	8334
1794		Horz %	100.00	0.54	0.67	0.17	0.31	1.70	1.54	21.41	12.37
1795		Vert %	28.96	29.96	41.02	21.55	29.98	30.64	29.82	30.13	31.05
1796		Index	100	103	142	74	104	106	103	104	107
1797											
1798	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Unwgt'd	33134	164	192	85	105	473	453	6364	3642
1799		Weighted (000)	154255	822	807	372	433	2445	2302	32981	18446
1800		Horz %	100.00	0.53	0.52	0.24	0.28	1.58	1.49	21.38	11.96
1801		Vert %	66.30	67.56	73.17	68.23	61.89	65.48	66.37	68.90	68.72
1802		Index	100	102	110	103	93	99	100	104	104
1803											
1804	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.	Unwgt'd	26795	133	151	73	87	428	420	5072	2973
1805		Weighted (000)	124458	694	627	342	380	2218	2118	26291	15045
1806		Horz %	100.00	0.56	0.50	0.27	0.31	1.78	1.70	21.12	12.09
1807		Vert %	53.49	57.01	56.84	62.81	54.27	59.41	61.06	54.92	56.05
1808		Index	100	107	106	117	101	111	114	103	105
1809											
1810	Automotive Attitudes: I consider safety first when shopping for a new vehicle.	Unwgt'd	36801	157	188	87	122	532	505	6667	3894
1811		Weighted (000)	171639	805	744	405	538	2924	2619	34918	19827
1812		Horz %	100.00	0.47	0.43	0.24	0.31	1.70	1.53	20.34	11.55
1813		Vert %	73.77	66.14	67.49	74.39	76.88	78.31	75.51	72.94	73.86
1814		Index	100	90	91	101	104	106	102	99	100
1815											
1816	Automotive Attitudes: I always follow the advice of my mechanic.	Unwgt'd	30840	136	162	68	96	440	455	5665	3335
1817		Weighted (000)	146119	696	665	356	378	2343	2397	29865	17086
1818		Horz %	100.00	0.48	0.45	0.24	0.26	1.60	1.64	20.44	11.69
1819		Vert %	62.80	57.24	60.25	65.34	53.94	62.76	69.10	62.39	63.65
1820		Index	100	91	96	104	86	100	110	99	101
1821											
1822	Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual.	Unwgt'd	38290	172	216	93	136	567	531	7106	4101
1823		Weighted (000)	176712	887	864	402	578	2994	2776	36832	20695
1824		Horz %	100.00	0.50	0.49	0.23	0.33	1.69	1.57	20.84	11.71
1825		Vert %	75.95	72.89	78.29	73.81	82.56	80.19	80.02	76.94	77.10
1826		Index	100	96	103	97	109	106	105	101	102
1827											
1828											

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
3				
4	U.S. Adults 18+	Unwgted	3103	3061
5		Weighted (000)	13533	16151
6		Horz %	5.82	6.94
7		Vert %	100.00	100.00
8		Index	100	100
9				
10	Male	Unwgted	1835	1850
11		Weighted (000)	7358	8983
12		Horz %	6.53	7.98
13		Vert %	54.37	55.62
14	Index	112	115	
15				
16	Female	Unwgted	1268	1211
17		Weighted (000)	6176	7169
18		Horz %	5.14	5.97
19		Vert %	45.63	44.38
20	Index	88	86	
21				
22	Age 18-24	Unwgted	108	245
23		Weighted (000)	710	1923
24		Horz %	2.38	6.45
25		Vert %	5.25	11.90
26	Index	41	93	
27				
28	Age 25-34	Unwgted	309	515
29		Weighted (000)	1583	2900
30		Horz %	3.81	6.98
31		Vert %	11.70	17.96
32	Index	65	101	
33				
34	Age 35-44	Unwgted	473	519
35		Weighted (000)	1907	2550
36		Horz %	4.74	6.34
37		Vert %	14.09	15.79
38	Index	82	91	
39				
40	Age 45-54	Unwgted	689	617
41		Weighted (000)	3025	3385
42		Horz %	6.83	7.64
43		Vert %	22.35	20.96
44	Index	117	110	
45				
46	Age 55-64	Unwgted	683	562
47		Weighted (000)	3105	2776
48		Horz %	8.40	7.51
49		Vert %	22.95	17.19
50	Index	144	108	
51				
52	Age 65+	Unwgted	841	603
53		Weighted (000)	3202	2618
54		Horz %	8.04	6.58
55		Vert %	23.66	16.21
56	Index	138	95	

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
57				
58	Age 21+	Unwgted	3049	2978
59		Weighted (000)	13117	15392
60		Horz %	5.98	7.01
61		Vert %	96.92	95.30
62		Index	103	101
63				
64	Age 18-34	Unwgted	417	760
65		Weighted (000)	2293	4823
66		Horz %	3.21	6.76
67		Vert %	16.94	29.86
68	Index	55	97	
69				
70	Age 18-49	Unwgted	1216	1569
71		Weighted (000)	5588	8926
72		Horz %	4.18	6.68
73		Vert %	41.29	55.26
74		Index	72	96
75				
76	Age 25-54	Unwgted	1471	1651
77		Weighted (000)	6515	8835
78		Horz %	5.17	7.01
79		Vert %	48.14	54.70
80		Index	89	101
81				
82	Age 35-64	Unwgted	1845	1698
83		Weighted (000)	8038	8710
84		Horz %	6.62	7.17
85		Vert %	59.39	53.93
86		Index	114	103
87				
88	Age 50+	Unwgted	1887	1492
89		Weighted (000)	7946	7225
90		Horz %	8.03	7.30
91		Vert %	58.71	44.74
92		Index	138	105
93				
94	Median Age	Unwgted		
95		Weighted (000)	53.60	47.30
96		Horz %		
97		Vert %		
98		Index		
99				
100	Race: White Only	Unwgted	2667	2557
101		Weighted (000)	11685	13622
102		Horz %	6.73	7.85
103		Vert %	86.34	84.34
104		Index	116	113
105				
106	Race: Black/African-American Only	Unwgted	159	233
107		Weighted (000)	664	1198
108		Horz %	2.50	4.51
109		Vert %	4.91	7.42
110		Index	43	65

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
111	Race: Other Race/Multi-Racial			
112		Unwgted	277	271
113		Weighted (000)	1184	1331
114		Horz %	3.65	4.10
115		Vert %	8.75	8.24
116		Index	63	59
117	Spanish, Hispanic, Latino Origin or Descent			
118		Unwgted	217	221
119		Weighted (000)	1279	1468
120		Horz %	3.86	4.43
121		Vert %	9.45	9.09
122	Index	66	64	
123	Hispanic, Personally Speak Only English at Home			
124		Unwgted	62	75
125		Weighted (000)	158	267
126		Horz %	3.21	5.44
127		Vert %	1.17	1.65
128	Index	55	78	
129	Hispanic, Speak Mostly English, but Some Spanish at Home			
130		Unwgted	74	70
131		Weighted (000)	387	489
132		Horz %	4.77	6.03
133		Vert %	2.86	3.03
134	Index	82	87	
135			*	*
136	Hispanic, Speak Only Spanish at Home			
136		Unwgted	23	32
137		Weighted (000)	290	352
138		Horz %	3.07	3.71
139		Vert %	2.14	2.18
140	Index	53	54	
141				*
142	Hispanic, Speak Mostly Spanish, but Some English at Home			
142		Unwgted	53	41
143		Weighted (000)	384	330
144		Horz %	4.22	3.62
145		Vert %	2.84	2.04
146	Index	73	52	
147			*	*
148	Hispanic, Speak Spanish and English Equally at Home			
148		Unwgted	4	2
149		Weighted (000)	45	15
150		Horz %	3.69	1.28
151		Vert %	0.33	0.10
152	Index	63	18	
153	Highest Level Education Completed/Highest Degree: Master's, Professional School, or Doctorate Degree			
154		Unwgted	425	275
155		Weighted (000)	1520	985
156		Horz %	6.79	4.40
157		Vert %	11.23	6.10
158	Index	117	63	
159	Highest Level Education Completed/Highest Degree: Bachelor's			
160		Unwgted	701	571
161		Weighted (000)	2607	2488
162		Horz %	6.18	5.90
163		Vert %	19.27	15.40
164	Index	106	85	

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
165				
166	Highest Level Education Completed/Highest Degree: Associate Degree, Academic	Unwgted	150	168
167		Weighted (000)	670	766
168		Horz %	6.69	7.65
169		Vert %	4.95	4.74
170		Index	115	110
171				
172	Highest Level Education Completed/Highest Degree: Associate Degree, Occupational/Vocational	Unwgted	214	215
173		Weighted (000)	807	897
174		Horz %	6.99	7.77
175		Vert %	5.96	5.56
176		Index	120	112
177				
178	Highest Level Education Completed/Highest Degree: Some College, but No Degree	Unwgted	638	691
179		Weighted (000)	2421	3175
180		Horz %	5.45	7.14
181		Vert %	17.89	19.66
182		Index	94	103
183				
184	Highest Level Education Completed/Highest Degree: High School Diploma or Equivalent, such as GED	Unwgted	793	856
185		Weighted (000)	4439	5751
186		Horz %	6.26	8.11
187		Vert %	32.80	35.61
188		Index	108	117
189				
190	Highest Level Education Completed/Highest Degree: Did Not Graduate High School	Unwgted	182	285
191		Weighted (000)	1070	2090
192		Horz %	3.43	6.70
193		Vert %	7.90	12.94
194		Index	59	96
195				
196	Currently Attending College or University	Unwgted	141	230
197		Weighted (000)	604	1111
198		Horz %	3.12	5.73
199		Vert %	4.47	6.88
200		Index	54	83
201				
202	Employed Full Time	Unwgted	1656	1650
203		Weighted (000)	7023	8048
204		Horz %	6.29	7.21
205		Vert %	51.89	49.83
206		Index	108	104
207				
208	Employed Part Time	Unwgted	281	325
209		Weighted (000)	1269	1866
210		Horz %	4.56	6.71
211		Vert %	9.38	11.55
212		Index	78	97
213				
214	Not Employed	Unwgted	1166	1086
215		Weighted (000)	5242	6238
216		Horz %	5.62	6.69
217		Vert %	38.73	38.62
218		Index	97	96

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
219				
220	Temporarily Unemployed	Unwgted	87	168
221		Weighted (000)	415	1121
222		Horz %	2.42	6.55
223		Vert %	3.06	6.94
224		Index	42	94
225				
226	Retired from Employment	Unwgted	855	611
227		Weighted (000)	3579	2907
228		Horz %	8.64	7.02
229		Vert %	26.44	18.00
230		Index	149	101
231				
232	Not Employed, Principal Shopper for Household	Unwgted	117	132
233		Weighted (000)	568	924
234		Horz %	3.65	5.93
235		Vert %	4.20	5.72
236		Index	63	85
237				
238	Occupation: Professional and Related Occupations	Unwgted	434	371
239		Weighted (000)	1881	1766
240		Horz %	6.10	5.73
241		Vert %	13.90	10.94
242		Index	105	82
243				
244	Occupation: Management, Business and Financial Operations	Unwgted	471	358
245		Weighted (000)	1660	1321
246		Horz %	7.46	5.94
247		Vert %	12.27	8.18
248		Index	128	86
249				
250	Occupation: Sales and Office Occupations	Unwgted	381	392
251		Weighted (000)	1844	2286
252		Horz %	5.71	7.08
253		Vert %	13.62	14.16
254		Index	98	102
255				
256	Occupation: Natural Resources, Construction and Maintenance Operations	Unwgted	209	257
257		Weighted (000)	821	1203
258		Horz %	6.45	9.45
259		Vert %	6.06	7.45
260		Index	111	136
261				
262	Occupation: Other Employed	Unwgted	442	597
263		Weighted (000)	2087	3336
264		Horz %	5.06	8.09
265		Vert %	15.42	20.66
266		Index	87	117
267				
268	Household Income: \$250,000+	Unwgted	123	79
269		Weighted (000)	443	310
270		Horz %	8.21	5.75
271		Vert %	3.27	1.92
272		Index	141	83

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
273				
274		Unwgted	105	71
275	Household Income: \$200,000-\$249,999	Weighted (000)	379	268
276		Horz %	7.23	5.12
277		Vert %	2.80	1.66
278		Index	124	74
279				
280		Unwgted	260	178
281	Household Income: \$150,000-\$199,999	Weighted (000)	1022	760
282		Horz %	7.39	5.49
283		Vert %	7.55	4.70
284		Index	127	79
285				
286		Unwgted	541	361
287	Household Income: \$100,000-\$149,999	Weighted (000)	2523	1893
288		Horz %	7.30	5.48
289		Vert %	18.64	11.72
290		Index	125	79
291				
292		Unwgted	461	411
293	Household Income: \$75,000-\$99,999	Weighted (000)	2129	2154
294		Horz %	6.90	6.98
295		Vert %	15.73	13.34
296		Index	119	100
297				
298		Unwgted	417	361
299	Household Income: \$60,000-\$74,999	Weighted (000)	1841	2050
300		Horz %	7.35	8.18
301		Vert %	13.60	12.69
302		Index	126	118
303				
304		Unwgted	280	230
305	Household Income: \$50,000-\$59,999	Weighted (000)	1313	1332
306		Horz %	6.92	7.02
307		Vert %	9.70	8.25
308		Index	119	101
309				
310		Unwgted	313	338
311	Household Income: \$40,000-\$49,999	Weighted (000)	1334	1586
312		Horz %	6.54	7.78
313		Vert %	9.86	9.82
314		Index	113	112
315				
316		Unwgted	242	345
317	Household Income: \$30,000-\$39,999	Weighted (000)	957	1658
318		Horz %	4.27	7.39
319		Vert %	7.07	10.27
320		Index	73	106
321				
322		Unwgted	214	328
323	Household Income: \$20,000-\$29,999	Weighted (000)	943	1849
324		Horz %	4.07	7.99
325		Vert %	6.96	11.45
326		Index	70	115



RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
327				
328		Unwgted	147	359
329	Household Income: Under \$20,000	Weighted (000)	650	2292
330		Horz %	1.98	6.99
331		Vert %	4.80	14.19
332		Index	34	101
333				
334		Unwgted		
335	Median Household Income	Weighted (000)	72.80	55.20
336		Horz %		
337		Vert %		
338		Index		
339				
340		Unwgted	373	658
341	Marital Status: Single, Never Married	Weighted (000)	1779	3985
342		Horz %	2.80	6.28
343		Vert %	13.14	24.67
344		Index	48	90
345				
346		Unwgted	2096	1662
347	Marital Status: Currently Married	Weighted (000)	9587	8910
348		Horz %	7.67	7.13
349		Vert %	70.84	55.16
350		Index	132	103
351				
352		Unwgted	634	741
353	Marital Status: Legally Separated, Divorced, Widowed	Weighted (000)	2168	3257
354		Horz %	4.90	7.36
355		Vert %	16.02	20.17
356		Index	84	106
357				
358		Unwgted	76	158
359	Marital Status: Engaged to Be Married	Weighted (000)	406	915
360		Horz %	3.54	7.96
361		Vert %	3.00	5.66
362		Index	61	115
363				
364		Unwgted	127	198
365	Marital Status: Single Parent (Sole Parent)	Weighted (000)	425	855
366		Horz %	3.46	6.96
367		Vert %	3.14	5.29
368		Index	59	100
369				
370		Unwgted	1006	1112
371	Any Child(ren) Under Age 18 Living in Household	Weighted (000)	4453	6168
372		Horz %	4.77	6.60
373		Vert %	32.90	38.19
374		Index	82	95
375				
376		Unwgted	426	466
377	1 Child Under Age 18 Living in Household	Weighted (000)	2044	2591
378		Horz %	5.27	6.68
379		Vert %	15.10	16.04
380		Index	91	96

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
381				
382		Unwgted	406	403
383	2 Children Under Age 18	Weighted (000)	1659	2108
384	Living in Household	Horz %	5.08	6.45
385		Vert %	12.26	13.05
386		Index	87	93
387				
388		Unwgted	121	164
389	3 Children Under Age 18	Weighted (000)	479	1053
390	Living in Household	Horz %	3.22	7.08
391		Vert %	3.54	6.52
392		Index	55	102
393			*	*
394		Unwgted	17	26
395	4 or More Children Under Age 18	Weighted (000)	100	159
396	Living in Household	Horz %	4.50	7.14
397		Vert %	0.74	0.98
398		Index	77	103
399				
400		Unwgted	2097	1949
401	No Children Under Age 18	Weighted (000)	9081	9983
402	Living in Household	Horz %	6.52	7.17
403		Vert %	67.10	61.81
404		Index	112	103
405				
406		Unwgted	2699	2227
407	Own Residence	Weighted (000)	11713	11320
408		Horz %	7.41	7.17
409		Vert %	86.55	70.09
410		Index	127	103
411				
412		Unwgted	379	798
413	Rent Residence	Weighted (000)	1725	4669
414		Horz %	2.38	6.45
415		Vert %	12.75	28.91
416		Index	41	93
417			*	*
418		Unwgted	25	36
419	Live Rent-Free in Residence	Weighted (000)	95	162
420		Horz %	4.15	7.09
421		Vert %	0.70	1.00
422		Index	71	102
423				
424		Unwgted	567	484
425	Census Region: North East	Weighted (000)	1966	1969
426		Horz %	4.63	4.63
427		Vert %	14.53	12.19
428		Index	80	67
429				
430		Unwgted	1050	1101
431	Census Region: South	Weighted (000)	5278	6283
432		Horz %	6.09	7.25
433		Vert %	39.00	38.90
434		Index	105	105

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
435				
436	Census Region: Midwest	Unwgted	979	964
437		Weighted (000)	3925	4968
438		Horz %	7.75	9.81
439		Vert %	29.00	30.76
440		Index	133	141
441				
442	Census Region: West	Unwgted	507	512
443		Weighted (000)	2364	2931
444		Horz %	4.47	5.54
445		Vert %	17.47	18.15
446	Index	77	80	
447				
448	Census Sub-Region: New England	Unwgted	136	142
449		Weighted (000)	492	577
450		Horz %	4.43	5.19
451		Vert %	3.64	3.57
452	Index	76	75	
453				
454	Census Sub-Region: Mid Atlantic	Unwgted	431	342
455		Weighted (000)	1474	1393
456		Horz %	4.70	4.44
457		Vert %	10.89	8.62
458	Index	81	64	
459				
460	Census Sub-Region: South Atlantic	Unwgted	520	542
461		Weighted (000)	2286	2655
462		Horz %	5.22	6.06
463		Vert %	16.89	16.44
464	Index	90	87	
465				
466	Census Sub-Region: East South Central	Unwgted	151	195
467		Weighted (000)	1031	1409
468		Horz %	6.40	8.75
469		Vert %	7.62	8.72
470	Index	110	126	
471				
472	Census Sub-Region: West South Central	Unwgted	379	364
473		Weighted (000)	1961	2219
474		Horz %	7.35	8.31
475		Vert %	14.49	13.74
476	Index	126	120	
477				
478	Census Sub-Region: East North Central	Unwgted	763	705
479		Weighted (000)	2698	3350
480		Horz %	7.71	9.58
481		Vert %	19.94	20.74
482	Index	133	138	
483				
484	Census Sub-Region: West North Central	Unwgted	216	259
485		Weighted (000)	1227	1618
486		Horz %	7.82	10.32
487		Vert %	9.06	10.02
488	Index	135	149	

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
489	Census Sub-Region: Mountain			
490		Unwgted	145	166
491		Weighted (000)	837	1110
492		Horz %	5.09	6.75
493		Vert %	6.18	6.87
494		Index	88	97
495	Census Sub-Region: Pacific			
496		Unwgted	362	346
497		Weighted (000)	1527	1821
498		Horz %	4.19	4.99
499		Vert %	11.29	11.28
500	Index	72	72	
501	County Size: A			
502		Unwgted	1599	1335
503		Weighted (000)	4761	4674
504		Horz %	4.98	4.89
505		Vert %	35.18	28.94
506		Index	86	70
507	County Size: B			
508		Unwgted	781	829
509		Weighted (000)	4123	4917
510		Horz %	5.79	6.91
511		Vert %	30.46	30.44
512	Index	100	100	
513	County Size: C			
514		Unwgted	396	455
515		Weighted (000)	2317	3059
516		Horz %	6.83	9.01
517		Vert %	17.12	18.94
518	Index	117	130	
519	County Size: D			
520		Unwgted	327	442
521		Weighted (000)	2333	3502
522		Horz %	7.31	10.98
523		Vert %	17.24	21.68
524		Index	126	158
525	Radio Formats: Adult Contemporary (Mon-Sun 24-Hour Cume)			
526		Unwgted	516	494
527		Weighted (000)	2161	2669
528		Horz %	5.58	6.89
529		Vert %	15.97	16.53
530	Index	96	99	
531	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hour Cume)		*	*
532		Unwgted	36	27
533		Weighted (000)	189	135
534		Horz %	8.42	6.02
535		Vert %	1.40	0.84
536		Index	145	87
537	Radio Formats: All-News (Mon-Sun 24-Hour Cume)			
538		Unwgted	222	136
539		Weighted (000)	521	359
540		Horz %	5.28	3.63
541		Vert %	3.85	2.22
542	Index	91	52	

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
543				
544		Unwgted	256	248
545	Radio Formats: All-Sports	Weighted (000)	981	1022
546	(Mon-Sun 24-Hour Cume)	Horz %	7.55	7.87
547		Vert %	7.25	6.33
548		Index	130	113
549				
550		Unwgted	73	72
551	Radio Formats: All-Talk (Mon-Sun 24-Hour Cume)	Weighted (000)	309	386
552		Horz %	6.16	7.70
553		Vert %	2.28	2.39
554		Index	106	111
555				
556		Unwgted	161	188
557	Radio Formats: Alternative	Weighted (000)	634	876
558	(Mon-Sun 24-Hour Cume)	Horz %	4.30	5.94
559		Vert %	4.69	5.42
560		Index	74	86
561				
562		Unwgted	451	524
563	Radio Formats: CHR/Top 40	Weighted (000)	2019	2862
564	(Mon-Sun 24-Hour Cume)	Horz %	4.43	6.28
565		Vert %	14.92	17.72
566		Index	76	90
567				
568		Unwgted	218	230
569	Radio Formats: Classic Hits	Weighted (000)	965	1251
570	(Mon-Sun 24-Hour Cume)	Horz %	7.06	9.14
571		Vert %	7.13	7.74
572		Index	121	132
573				
574		Unwgted	295	321
575	Radio Formats: Classic Rock	Weighted (000)	1282	1744
576	(Mon-Sun 24-Hour Cume)	Horz %	6.40	8.70
577		Vert %	9.47	10.79
578		Index	110	125
579				
580		Unwgted	93	76
581	Radio Formats: Classical (Mon-Sun 24-Hour Cume)	Weighted (000)	317	246
582		Horz %	5.65	4.38
583		Vert %	2.34	1.52
584		Index	97	63
585				
586		Unwgted	693	840
587	Radio Formats: Country (24-Hour Cume)	Weighted (000)	3114	5132
588		Horz %	6.62	10.90
589		Vert %	23.01	31.78
590		Index	114	157
591			*	*
592		Unwgted	11	10
593	Radio Formats: Ethnic (Mon-Sun 24-Hour Cume)	Weighted (000)	29	58
594		Horz %	3.19	6.42
595		Vert %	0.21	0.36
596		Index	55	92

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
597			*	*
598		Unwgted	28	48
599	Radio Formats: Gospel (Mon-Sun 24-Hour Cume)	Weighted (000)	158	280
600		Horz %	3.66	6.51
601		Vert %	1.16	1.73
602		Index	63	94
603				
604	Radio Formats: Hispanic (All Genres) (Mon-Sun 24-Hour Cume)	Unwgted	75	94
605		Weighted (000)	461	698
606		Horz %	2.86	4.33
607		Vert %	3.41	4.32
608		Index	49	62
609				
610	Radio Formats: Hot AC (Mon-Sun 24-Hour Cume)	Unwgted	145	149
611		Weighted (000)	610	847
612		Horz %	4.61	6.40
613		Vert %	4.51	5.24
614		Index	79	92
615				
616	Radio Formats: Hot Country (Mon-Sun 24-Hour Cume)	Unwgted	118	171
617		Weighted (000)	553	1157
618		Horz %	5.00	10.45
619		Vert %	4.09	7.16
620		Index	86	151
621			*	*
622	Radio Formats: Hurban (Mon-Sun 24-Hour Cume)	Unwgted	10	7
623		Weighted (000)	26	47
624		Horz %	1.14	2.07
625		Vert %	0.19	0.29
626		Index	20	30
627			*	*
628	Radio Formats: Jazz (Mon-Sun 24-Hour Cume)	Unwgted	48	36
629		Weighted (000)	184	158
630		Horz %	5.25	4.50
631		Vert %	1.36	0.98
632		Index	90	65
633			*	*
634	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Unwgted	40	43
635		Weighted (000)	264	331
636		Horz %	3.68	4.61
637		Vert %	1.95	2.05
638		Index	63	66
639				
640	Radio Formats: News/Talk (Mon-Sun 24-Hour Cume)	Unwgted	536	415
641		Weighted (000)	1959	1617
642		Horz %	7.73	6.38
643		Vert %	14.47	10.01
644		Index	133	92
645				
646	Radio Formats: Oldies (Mon-Sun 24-Hour Cume)	Unwgted	172	167
647		Weighted (000)	777	923
648		Horz %	6.91	8.21
649		Vert %	5.74	5.71
650		Index	119	118

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
651				
652		Unwgted	130	109
653	Radio Formats: Public Radio	Weighted (000)	404	445
654	(Mon-Sun 24-Hour Cume)	Horz %	4.17	4.60
655		Vert %	2.98	2.76
656		Index	72	66
657				
658		Unwgted	236	229
659	Radio Formats: Religion/Christian (Mon-Sun 24-Hour Cume)	Weighted (000)	1062	1239
660		Horz %	5.54	6.46
661		Vert %	7.85	7.67
662		Index	95	93
663				
664		Unwgted	114	144
665	Radio Formats: Rhythmic	Weighted (000)	453	655
666	(Mon-Sun 24-Hour Cume)	Horz %	3.23	4.66
667		Vert %	3.35	4.06
668		Index	55	67
669				
670		Unwgted	291	387
671	Radio Formats: Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	1164	1932
672		Horz %	5.30	8.79
673		Vert %	8.60	11.96
674		Index	91	127
675				
676		Unwgted	117	92
677	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	573	481
678		Horz %	7.04	5.92
679		Vert %	4.23	2.98
680		Index	121	85
681			*	*
682		Unwgted	25	22
683	Radio Formats: Spanish AC (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	171	135
684		Horz %	3.68	2.91
685		Vert %	1.26	0.84
686		Index	63	42
687			*	*
688		Unwgted	4	7
689	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	36	70
690		Horz %	1.83	3.61
691		Vert %	0.26	0.43
692		Index	32	52
693				
694		Unwgted	192	288
695	Radio Formats: Urban (All Genres) (Mon-Sun 24-Hour Cume)	Weighted (000)	799	1523
696		Horz %	2.91	5.54
697		Vert %	5.90	9.43
698		Index	50	80
699			*	*
700		Unwgted	38	43
701	Radio Formats: Urban AC (Mon-Sun 24-Hour Cume)	Weighted (000)	148	215
702		Horz %	3.65	5.33
703		Vert %	1.09	1.33
704		Index	63	77

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
705			*	*
706		Unwgted	9	13
707	Radio Formats: Urban Oldies	Weighted (000)	52	100
708	(Mon-Sun 24-Hour Cume)	Horz %	3.78	7.21
709		Vert %	0.39	0.62
710		Index	65	104
711				
712		Unwgted	81	80
713	Radio Formats: Variety/Other	Weighted (000)	339	374
714	(Mon-Sun 24-Hour Cume)	Horz %	5.27	5.81
715		Vert %	2.51	2.32
716		Index	91	84
717				
718		Unwgted	1823	1774
719	Listened to Traffic Reports -	Weighted (000)	7264	8902
720	Past Year	Horz %	6.03	7.39
721		Vert %	53.68	55.11
722		Index	104	107
723				
724		Unwgted	2604	2614
725	Radio Daypart Cumes: Total	Weighted (000)	11064	13667
726	Week Monday-Sunday 24-	Horz %	5.80	7.16
727	Hours	Vert %	81.76	84.62
728		Index	100	103
729				
730		Unwgted	1706	1678
731	Radio Daypart Cumes:	Weighted (000)	7063	8449
732	Weekday 6:00 am - 10:00 am	Horz %	6.22	7.45
733		Vert %	52.19	52.31
734		Index	107	107
735				
736		Unwgted	1198	1231
737	Radio Daypart Cumes:	Weighted (000)	5231	6372
738	Weekday 10:00 am - 3:00 pm	Horz %	6.06	7.38
739		Vert %	38.66	39.45
740		Index	104	106
741				
742		Unwgted	1428	1406
743	Radio Daypart Cumes:	Weighted (000)	5978	7019
744	Weekday 3:00 pm - 7:00 pm	Horz %	5.91	6.94
745		Vert %	44.17	43.46
746		Index	102	100
747				
748		Unwgted	390	497
749	Radio Daypart Cumes:	Weighted (000)	1593	2783
750	Weekday 7:00 pm - Midnight	Horz %	4.28	7.47
751		Vert %	11.77	17.23
752		Index	74	108
753				
754		Unwgted	136	158
755	Radio Daypart Cumes:	Weighted (000)	528	797
756	Weekday Midnight - 6:00 am	Horz %	4.45	6.71
757		Vert %	3.90	4.93
758		Index	77	97



RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
759				
760		Unwgted	1030	1023
761	Radio Daypart Cumes:	Weighted (000)	4193	5166
762	Weekend 6:00 am - 10:00 am	Horz %	5.94	7.32
763		Vert %	30.98	31.99
764		Index	102	105
765				
766		Unwgted	1386	1332
767	Radio Daypart Cumes:	Weighted (000)	5881	7026
768	Weekend 10:00 am - 3:00 pm	Horz %	5.96	7.13
769		Vert %	43.45	43.50
770		Index	103	103
771				
772		Unwgted	936	992
773	Radio Daypart Cumes:	Weighted (000)	4028	5363
774	Weekend 3:00 pm - 7:00 pm	Horz %	5.38	7.16
775		Vert %	29.76	33.20
776		Index	92	103
777				
778		Unwgted	402	487
779	Radio Daypart Cumes:	Weighted (000)	1913	2775
780	Weekend 7:00 pm - Midnight	Horz %	4.82	7.00
781		Vert %	14.13	17.18
782		Index	83	101
783				
784		Unwgted	105	132
785	Radio Daypart Cumes:	Weighted (000)	437	668
786	Weekend Midnight - 6:00 am	Horz %	4.58	7.00
787		Vert %	3.23	4.14
788		Index	79	101
789				
790		Unwgted	423	493
791	Most Often Listen to Radio at	Weighted (000)	1786	2717
792	Home - Typical Weekday	Horz %	4.42	6.72
793		Vert %	13.20	16.82
794		Index	76	97
795				
796		Unwgted	2066	1913
797	Most Often Listen to Radio in	Weighted (000)	8831	9775
798	Vehicle - Typical Weekday	Horz %	6.34	7.02
799		Vert %	65.26	60.52
800		Index	109	101
801				
802		Unwgted	296	340
803	Most Often Listen to Radio at	Weighted (000)	1444	1945
804	Work - Typical Weekday	Horz %	6.21	8.37
805		Vert %	10.67	12.04
806		Index	107	121
807			*	*
808	Most Often Listen to Radio in	Unwgted	9	17
809	Other Place (Not Home,	Weighted (000)	59	117
810	Vehicle, Workplace) - Typical	Horz %	3.30	6.58
811	Weekday	Vert %	0.44	0.73
812		Index	57	95

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
813				
814		Unwgted	620	678
815	Most Often Listen to Radio at Home - Typical Weekend	Weighted (000)	2613	3664
816		Horz %	5.02	7.03
817		Vert %	19.31	22.68
818		Index	86	101
819				
820		Unwgted	1908	1800
821	Most Often Listen to Radio in Vehicle - Typical Weekend	Weighted (000)	8190	9241
822		Horz %	6.23	7.03
823		Vert %	60.51	57.22
824		Index	107	101
825				
826		Unwgted	77	97
827	Most Often Listen to Radio at Work - Typical Weekend	Weighted (000)	377	605
828		Horz %	5.18	8.32
829		Vert %	2.78	3.74
830		Index	89	120
831			*	*
832	Most Often Listen to Radio in Other Place (Not Home, Vehicle, Workplace) - Typical Weekend	Unwgted	25	26
833		Weighted (000)	120	178
834		Horz %	4.93	7.31
835		Vert %	0.89	1.10
836		Index	85	105
837				
838		Unwgted	799	657
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	2976	2826
840		Horz %	6.80	6.46
841		Vert %	21.99	17.50
842		Index	117	93
843				
844		Unwgted	2333	2430
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	10160	13095
846		Horz %	5.61	7.24
847		Vert %	75.07	81.08
848		Index	97	104
849				
850		Unwgted	2588	2623
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	11112	13859
852		Horz %	5.72	7.14
853		Vert %	82.11	85.81
854		Index	98	103
855				
856		Unwgted	604	395
857	Ever Listen to Satellite Radio (Sirius XM)	Weighted (000)	2640	1856
858		Horz %	11.20	7.87
859		Vert %	19.50	11.49
860		Index	193	113
861				
862		Unwgted	843	553
863	Household Subscribes to Satellite Radio (Sirius XM)	Weighted (000)	3643	2612
864		Horz %	10.83	7.77
865		Vert %	26.92	16.17
866		Index	186	112

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
867				
868	Listened to Radio Online - Past Month (Streamed AM/FM and/or Pure-Play Internet Radio)	Unwgted	610	665
869		Weighted (000)	2534	3313
870		Horz %	5.05	6.60
871		Vert %	18.72	20.51
872		Index	87	95
873				
874	Visited a Radio Station, Radio Program, or Radio Personality's Web Site - Past Month	Unwgted	185	214
875		Weighted (000)	762	1001
876		Horz %	5.02	6.60
877		Vert %	5.63	6.20
878		Index	86	95
879				
880	Visited Pandora.com - Past Month	Unwgted	341	402
881		Weighted (000)	1464	2008
882		Horz %	4.39	6.02
883		Vert %	10.82	12.43
884		Index	75	87
885				
886	Advertising on radio provides me with useful information about bargains - Agree with statement	Unwgted	1114	1148
887		Weighted (000)	4949	6283
888		Horz %	5.71	7.25
889		Vert %	36.57	38.90
890		Index	98	104
891				
892	Advertising on radio provides me with meaningful information about the product use of other consumers - Agree with statement	Unwgted	889	945
893		Weighted (000)	3988	5197
894		Horz %	5.75	7.49
895		Vert %	29.47	32.17
896		Index	99	108
897				
898	Advertising on radio provides me with useful information about new products and services - Agree with statement	Unwgted	1169	1203
899		Weighted (000)	5128	6381
900		Horz %	6.01	7.48
901		Vert %	37.89	39.51
902		Index	103	108
903				
904	For me, advertising on radio is amusing - Agree with statement	Unwgted	854	897
905		Weighted (000)	3698	4908
906		Horz %	5.29	7.02
907		Vert %	27.32	30.39
908		Index	91	101
909				
910	Vehicle Currently Owned/Leased Has AM/FM Radio	Unwgted	2816	2574
911		Weighted (000)	12280	13376
912		Horz %	7.09	7.72
913		Vert %	90.74	82.82
914		Index	122	111
915				
916	Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	1231	695
917		Weighted (000)	5402	3457
918		Horz %	14.14	9.05
919		Vert %	39.92	21.40
920		Index	243	130

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
921				
922	Vehicle Currently Owned/Leased Has AM/FM and Satellite Radio	Unwgted	1202	727
923		Weighted (000)	5270	3629
924		Horz %	12.67	8.72
925		Vert %	38.94	22.47
926		Index	218	126
927				
928	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)	Unwgted	2818	2496
929		Weighted (000)	12260	12987
930		Horz %	7.19	7.61
931		Vert %	90.59	80.41
932		Index	124	110
933				
934	Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	739	655
935		Weighted (000)	3231	3292
936		Horz %	7.30	7.44
937		Vert %	23.87	20.38
938		Index	125	107
939				
940	Vehicle Currently Owned/Leased Has DVD Player	Unwgted	493	353
941		Weighted (000)	2188	1670
942		Horz %	8.84	6.75
943		Vert %	16.17	10.34
944		Index	152	97
945				
946	TV Dayparts: Total Prime time Mon-Sun	Unwgted	100	95
947		Weighted (000)	6532	7362
948		Horz %	6.30	7.09
949		Vert %	48.27	45.58
950		Index	108	102
951				
952	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	369	339
953		Weighted (000)	6743	7446
954		Horz %	6.27	6.92
955		Vert %	49.82	46.10
956		Index	108	100
957				
958	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	309	291
959		Weighted (000)	5764	6951
960		Horz %	6.26	7.55
961		Vert %	42.59	43.03
962		Index	108	109
963				
964	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	269	256
965		Weighted (000)	6319	7355
966		Horz %	6.43	7.48
967		Vert %	46.69	45.54
968		Index	111	108
969				
970	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific)	Unwgted	76	80
971		Weighted (000)	1677	2312
972		Horz %	5.14	7.08
973		Vert %	12.39	14.31
974		Index	88	102

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
975				
976	TV Dayparts: Weekdays: 4:00	Unwgted	241	227
977	pm-7:30 pm (Eastern/Pacific)	Weighted (000)	3857	4619
978	3:00 pm-6:30 pm	Horz %	6.20	7.43
979	(Central/Mountain)	Vert %	28.50	28.60
980		Index	107	107
981				
982	TV Dayparts: Weekdays:	Unwgted	176	181
983	11:30 pm-1:00 am	Weighted (000)	1524	2009
984	(Eastern/Pacific) 10:30 pm-	Horz %	5.24	6.91
985	Midnight (Central/Mountain)	Vert %	11.26	12.44
986		Index	90	100
987				
988	TV Dayparts: Weekend	Unwgted	97	94
989	Sports: Saturday-Sunday	Weighted (000)	2978	3783
990	afternoon	Horz %	5.71	7.25
991		Vert %	22.00	23.42
992		Index	98	104
993				
994	TV Dayparts: Weekend	Unwgted	67	69
995	children's shows: Saturday-	Weighted (000)	1601	2155
996	Sunday morning	Horz %	5.32	7.16
997		Vert %	11.83	13.34
998		Index	91	103
999				
1000		Unwgted	88	96
1001	Downloaded a TV Program	Weighted (000)	324	450
1002	from Internet - Past Month	Horz %	3.50	4.84
1003		Vert %	2.40	2.78
1004		Index	60	70
1005				
1006		Unwgted	299	329
1007	Watched a TV Program Online	Weighted (000)	1245	1590
1008	- Past Month	Horz %	4.14	5.28
1009		Vert %	9.20	9.84
1010		Index	71	76
1011				
1012		Unwgted	532	532
1013	Visited a TV Network or TV	Weighted (000)	2177	2594
1014	Show's Website - Past Month	Horz %	4.89	5.83
1015		Vert %	16.09	16.06
1016		Index	84	84
1017				
1018		Unwgted	280	284
1019	Looked at TV Listings Online -	Weighted (000)	1157	1315
1020	Past Month	Horz %	5.63	6.40
1021		Vert %	8.55	8.14
1022		Index	97	92
1023				
1024		Unwgted	1627	1477
1025	Household Subscribes to	Weighted (000)	6663	7409
1026	Cable TV	Horz %	5.67	6.30
1027		Vert %	49.24	45.87
1028		Index	97	91

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1029				
1030		Unwgted	1354	1205
1031	Household Subscribes to	Weighted (000)	5484	5955
1032	Digital Cable TV	Horz %	5.92	6.43
1033		Vert %	40.52	36.87
1034		Index	102	93
1035				
1036		Unwgted	2756	2522
1037	Viewed Any Cable TV	Weighted (000)	11952	13056
1038	(including Pay) - Past Week	Horz %	6.32	6.90
1039		Vert %	88.32	80.84
1040		Index	109	99
1041				
1042		Unwgted	2075	1944
1043	Heavy Cable TV Viewing	Weighted (000)	8994	10235
1044	(including Pay) - Past Week	Horz %	6.30	7.17
1045		Vert %	66.46	63.37
1046		Index	108	103
1047				
1048		Unwgted	1071	1056
1049	Viewed Any Premium Cable	Weighted (000)	4656	5625
1050	Channels - Past Month	Horz %	6.00	7.25
1051		Vert %	34.41	34.82
1052		Index	103	104
1053				
1054		Unwgted	449	385
1055	Watched Any Pay-Per-View -	Weighted (000)	2030	2071
1056	Past Year	Horz %	6.55	6.68
1057		Vert %	15.00	12.82
1058		Index	113	96
1059				
1060		Unwgted	367	293
1061	Watched Any Pay-Per-View	Weighted (000)	1533	1571
1062	Movies - Past Year	Horz %	6.54	6.70
1063		Vert %	11.33	9.73
1064		Index	112	97
1065				
1066		Unwgted	134	120
1067	Watched Any Pay-Per-View	Weighted (000)	728	740
1068	Sports Events - Past Year	Horz %	6.31	6.41
1069		Vert %	5.38	4.58
1070		Index	108	92
1071				
1072		Unwgted	631	627
1073	Watched Any Video-On-	Weighted (000)	2456	2938
1074	Demand Programs - Past	Horz %	5.52	6.61
1075	Month	Vert %	18.15	18.19
1076		Index	95	95
1077				
1078		Unwgted	378	392
1079	Watched Any Video-On-	Weighted (000)	1388	1808
1080	Demand TV Shows - Past	Horz %	5.03	6.56
1081	Month	Vert %	10.26	11.20
1082		Index	87	94

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1083				
1084		Unwgted	511	520
1085	Watched Any Video-On-Demand Movies - Past Month	Weighted (000)	2003	2500
1086		Horz %	5.51	6.87
1087		Vert %	14.80	15.48
1088		Index	95	99
1089				
1090		Unwgted	908	897
1091	Household Has a Satellite Dish	Weighted (000)	4700	5286
1092		Horz %	7.36	8.28
1093		Vert %	34.73	32.73
1094		Index	127	119
1095				
1096		Unwgted	1617	1406
1097	Household Has a Digital Video Recorder (DVR)	Weighted (000)	6983	7069
1098		Horz %	6.87	6.95
1099		Vert %	51.60	43.77
1100		Index	118	100
1101			*	*
1102		Unwgted	31	19
1103	Household Has a TiVo-Brand DVR (Stand-Alone)	Weighted (000)	141	104
1104		Horz %	7.97	5.88
1105		Vert %	1.04	0.64
1106		Index	137	85
1107				
1108		Unwgted	2592	2491
1109	Any Internet/Online Activity - Past Month	Weighted (000)	10945	12771
1110		Horz %	5.89	6.88
1111		Vert %	80.87	79.07
1112		Index	101	99
1113				
1114		Unwgted	700	741
1115	Played Video Games Online - Past Month	Weighted (000)	3239	4156
1116		Horz %	5.27	6.76
1117		Vert %	23.93	25.73
1118		Index	91	97
1119				
1120		Unwgted	168	215
1121	Downloaded a Video Game Online - Past Month	Weighted (000)	832	1273
1122		Horz %	4.30	6.57
1123		Vert %	6.15	7.88
1124		Index	74	95
1125				
1126		Unwgted	504	563
1127	Downloaded Music from Internet - Past Month	Weighted (000)	2270	2976
1128		Horz %	4.50	5.90
1129		Vert %	16.77	18.42
1130		Index	77	85
1131				
1132		Unwgted	93	85
1133	Downloaded Podcasts/Podcasting from Internet - Past Month	Weighted (000)	390	312
1134		Horz %	4.91	3.93
1135		Vert %	2.88	1.93
1136		Index	84	57

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
1137				
1138		Unwgted	88	96
1139	Downloaded a TV Program from Internet - Past Month	Weighted (000)	324	450
1140		Horz %	3.50	4.84
1141		Vert %	2.40	2.78
1142		Index	60	70
1143				
1144		Unwgted	299	329
1145	Watched a TV Program Online - Past Month	Weighted (000)	1245	1590
1146		Horz %	4.14	5.28
1147		Vert %	9.20	9.84
1148		Index	71	76
1149				
1150		Unwgted	144	162
1151	Downloaded a Movie from Internet - Past Month	Weighted (000)	603	754
1152		Horz %	4.13	5.16
1153		Vert %	4.46	4.67
1154		Index	71	74
1155				
1156		Unwgted	266	318
1157	Watched a Movie Online - Past Month	Weighted (000)	1166	1649
1158		Horz %	3.88	5.48
1159		Vert %	8.62	10.21
1160		Index	67	79
1161				
1162		Unwgted	336	366
1163	Watched Other Online Video (not TV or Movie) - Past Month	Weighted (000)	1425	1879
1164		Horz %	4.69	6.18
1165		Vert %	10.53	11.63
1166		Index	81	89
1167				
1168		Unwgted	116	153
1169	Visited a Chat Room Online - Past Month	Weighted (000)	599	936
1170		Horz %	4.89	7.64
1171		Vert %	4.42	5.79
1172		Index	84	110
1173				
1174		Unwgted	2334	2168
1175	Used e-Mail - Past Month	Weighted (000)	9600	10739
1176		Horz %	5.92	6.62
1177		Vert %	70.93	66.49
1178		Index	102	95
1179				
1180		Unwgted	1220	1271
1181	Used Instant Messenger/IM - Past Month	Weighted (000)	5447	6825
1182		Horz %	5.20	6.52
1183		Vert %	40.25	42.25
1184		Index	89	94
1185				
1186		Unwgted	1828	1882
1187	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Weighted (000)	7758	9698
1188		Horz %	5.29	6.62
1189		Vert %	57.33	60.04
1190		Index	91	95



RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1191				
1192		Unwgted	1418	1481
1193	Visited Facebook.com - Past Month	Weighted (000)	6235	7927
1194		Horz %	5.21	6.63
1195		Vert %	46.07	49.08
1196		Index	90	95
1197			*	
1198		Unwgted	45	58
1199	Visited Flickr.com - Past Month	Weighted (000)	208	268
1200		Horz %	4.32	5.56
1201		Vert %	1.54	1.66
1202		Index	74	80
1203		*	*	
1204		Unwgted	16	17
1205	Visited Foursquare Web Site - Past Month	Weighted (000)	68	62
1206		Horz %	3.67	3.33
1207		Vert %	0.50	0.38
1208		Index	63	48
1209				
1210		Unwgted	301	246
1211	Visited LinkedIn.com - Past Month	Weighted (000)	1000	906
1212		Horz %	5.48	4.96
1213		Vert %	7.39	5.61
1214		Index	94	72
1215		*		
1216		Unwgted	38	60
1217	Visited MySpace.com - Past Month	Weighted (000)	176	380
1218		Horz %	3.72	8.00
1219		Vert %	1.30	2.35
1220		Index	64	115
1221		*		
1222		Unwgted	39	63
1223	Visited Photobucket.com - Past Month	Weighted (000)	190	401
1224		Horz %	3.51	7.39
1225		Vert %	1.41	2.49
1226		Index	60	107
1227				
1228		Unwgted	81	72
1229	Visited Picasa Web Site - Past Month	Weighted (000)	265	321
1230		Horz %	4.17	5.04
1231		Vert %	1.96	1.99
1232		Index	72	73
1233				
1234		Unwgted	116	93
1235	Visited Shutterfly.com - Past Month	Weighted (000)	485	356
1236		Horz %	6.92	5.08
1237		Vert %	3.58	2.20
1238		Index	119	73
1239		*		
1240		Unwgted	30	51
1241	Visited Tumblr Web Site - Past Month	Weighted (000)	180	333
1242		Horz %	3.55	6.57
1243		Vert %	1.33	2.06
1244		Index	61	95

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
1245				
1246		Unwgted	180	224
1247	Visited Twitter.com - Past Month	Weighted (000)	828	1151
1248		Horz %	4.20	5.83
1249		Vert %	6.12	7.13
1250		Index	72	84
1251				
1252		Unwgted	62	59
1253	Visited Yelp Web Site - Past Month	Weighted (000)	215	194
1254		Horz %	3.25	2.94
1255		Vert %	1.59	1.20
1256		Index	56	42
1257				
1258		Unwgted	1089	1229
1259	Visited YouTube.com - Past Month	Weighted (000)	4563	6191
1260		Horz %	4.84	6.57
1261		Vert %	33.71	38.33
1262		Index	83	95
1263				
1264		Unwgted	92	89
1265	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	443	397
1266		Horz %	5.48	4.92
1267		Vert %	3.27	2.46
1268		Index	94	71
1269				
1270		Unwgted	641	741
1271	Posted "Like" on Social Network - Past Month	Weighted (000)	2855	3988
1272		Horz %	4.73	6.61
1273		Vert %	21.10	24.69
1274		Index	81	95
1275				
1276		Unwgted	241	300
1277	"Followed" or became a "Fan of" Something or Someone on Social Network - Past Month	Weighted (000)	1078	1609
1278		Horz %	4.48	6.69
1279		Vert %	7.97	9.96
1280		Index	77	96
1281				
1282		Unwgted	174	174
1283	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	758	911
1284		Horz %	5.62	6.76
1285		Vert %	5.60	5.64
1286		Index	97	97
1287				
1288		Unwgted	1782	1849
1289	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family	Weighted (000)	7728	9869
1290		Horz %	5.42	6.92
1291		Vert %	57.11	61.10
1292		Index	93	100
1293				
1294		Unwgted	224	260
1295	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Vote in Contest, Make a Choice, Give an Opinion	Weighted (000)	1004	1501
1296		Horz %	4.64	6.94
1297		Vert %	7.42	9.29
1298		Index	80	100

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1299				
1300	Ever Used Text Messaging on Cellular/Mobile	Unwgted	244	247
1301	Phone/Smartphone to Look at an Advertisement Sent with Text Message	Weighted (000)	1120	1373
1302		Horz %	4.74	5.81
1303		Vert %	8.28	8.50
1304		Index	81	84
1305				
1306	Ever Used Text Messaging on Cellular/Mobile	Unwgted	103	109
1307	Phone/Smartphone to Respond to an Advertisement or Make a Purchase	Weighted (000)	445	627
1308		Horz %	3.88	5.46
1309		Vert %	3.29	3.88
1310		Index	67	79
1311				
1312	Ever Singed Up for a Text Message "Alert" Service on Cellular/Mobile	Unwgted	247	277
1313	Phone/Smartphone	Weighted (000)	1086	1540
1314		Horz %	4.47	6.35
1315		Vert %	8.02	9.54
1316		Index	77	91
1317				
1318	Ever Received a Text Message "Alert" on Cellular/Mobile	Unwgted	540	612
1319	Phone/Smartphone	Weighted (000)	2417	3179
1320		Horz %	4.99	6.56
1321		Vert %	17.86	19.68
1322		Index	86	95
1323				
1324	Ever Received a Mobile Coupon on Cellular/Mobile	Unwgted	172	192
1325	Phone/Smartphone	Weighted (000)	746	1127
1326		Horz %	4.67	7.05
1327		Vert %	5.51	6.98
1328		Index	80	102
1329				
1330	Ever Took a Picture of a QR Code or Other "Tag" with Cellular/Mobile	Unwgted	187	207
1331	Phone/Smartphone	Weighted (000)	789	1068
1332		Horz %	5.41	7.32
1333		Vert %	5.83	6.61
1334		Index	93	105
1335				
1336	Ever Listened to a Podcast on Cellular/Mobile	Unwgted	84	99
1337	Phone/Smartphone	Weighted (000)	357	525
1338		Horz %	3.52	5.17
1339		Vert %	2.64	3.25
1340		Index	61	75
1341				
1342	Ever Listened to Music on Cellular/Mobile	Unwgted	561	711
1343	Phone/Smartphone	Weighted (000)	2502	3803
1344		Horz %	4.62	7.02
1345		Vert %	18.49	23.55
1346		Index	79	101
1347				
1348	Ever Visited a Website for News on Cellular/Mobile	Unwgted	751	774
1349	Phone/Smartphone	Weighted (000)	3188	3829
1350		Horz %	5.20	6.24
1351		Vert %	23.56	23.71
1352		Index	89	90

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1353				
1354	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone	Unwgted	544	556
1355		Weighted (000)	2188	2714
1356		Horz %	5.46	6.77
1357		Vert %	16.17	16.80
1358		Index	94	97
1359				
1360	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone	Unwgted	880	906
1361		Weighted (000)	3685	4608
1362		Horz %	5.42	6.77
1363		Vert %	27.23	28.53
1364		Index	93	98
1365				
1366	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone	Unwgted	464	510
1367		Weighted (000)	2028	2540
1368		Horz %	5.02	6.29
1369		Vert %	14.98	15.73
1370		Index	86	91
1371				
1372	Cellular/Mobile Phone/Smartphone Has FM Radio Feature	Unwgted	342	408
1373		Weighted (000)	1483	2083
1374		Horz %	4.23	5.94
1375		Vert %	10.96	12.90
1376		Index	73	86
1377				
1378	Read Any Daily Newspaper	Unwgted	1211	1011
1379		Weighted (000)	4978	4826
1380		Horz %	7.48	7.25
1381		Vert %	36.78	29.88
1382		Index	129	104
1383				
1384	Read Any Sunday Newspaper	Unwgted	1479	1305
1385		Weighted (000)	6240	6631
1386		Horz %	7.06	7.51
1387		Vert %	46.11	41.06
1388		Index	121	108
1389				
1390	Read or Looked Into Any Electronic Version of a Newspaper, including Web Site - Past Month	Unwgted	1001	937
1391		Weighted (000)	4127	4548
1392		Horz %	5.70	6.28
1393		Vert %	30.49	28.16
1394		Index	98	90
1395				
1396	Newspaper Reading: Classified Advertising Read in Weekday Newspaper	Unwgted	387	483
1397		Weighted (000)	1779	2702
1398		Horz %	6.26	9.51
1399		Vert %	13.15	16.73
1400		Index	108	137
1401				
1402	Newspaper Reading: Advertisements Read in Weekday Newspaper	Unwgted	478	417
1403		Weighted (000)	2048	2142
1404		Horz %	7.92	8.28
1405		Vert %	15.14	13.26
1406		Index	136	119

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
1407				
1408	Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper	Unwgted	601	513
1409		Weighted (000)	2629	2746
1410		Horz %	8.00	8.36
1411		Vert %	19.42	17.00
1412		Index	138	120
1413				
1414	Newspaper Reading: Classified Advertising Read in Sunday/Weekend Newspaper	Unwgted	452	520
1415		Weighted (000)	1957	2783
1416		Horz %	6.31	8.97
1417		Vert %	14.46	17.23
1418		Index	108	129
1419				
1420	Newspaper Reading: Advertisements Read in Sunday/Weekend Newspaper	Unwgted	597	527
1421		Weighted (000)	2513	2718
1422		Horz %	7.67	8.29
1423		Vert %	18.57	16.83
1424		Index	132	119
1425				
1426	Newspaper Reading: Circulars/Inserts/Fliers Read in Sunday/Weekend Newspaper	Unwgted	877	759
1427		Weighted (000)	3766	3993
1428		Horz %	7.79	8.26
1429		Vert %	27.83	24.72
1430		Index	134	119
1431				
1432	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	398	420
1433		Weighted (000)	1770	2407
1434		Horz %	6.84	9.30
1435		Vert %	13.08	14.90
1436		Index	118	134
1437				
1438	Personally Referred to Internet Yellow Pages - Past Wee	Unwgted	204	240
1439		Weighted (000)	777	1273
1440		Horz %	4.99	8.17
1441		Vert %	5.74	7.88
1442		Index	86	118
1443				
1444	Personally Referred to Yellow Pages (Paper or Internet) - Past Week	Unwgted	553	611
1445		Weighted (000)	2379	3383
1446		Horz %	6.26	8.91
1447		Vert %	17.58	20.95
1448		Index	108	128
1449				
1450	Have Personally Seen Video Ads in Grocery Stores - Past Month	Unwgted	590	653
1451		Weighted (000)	2603	3588
1452		Horz %	5.69	7.84
1453		Vert %	19.23	22.22
1454		Index	98	113
1455				
1456	Have Personally Seen Video Ads in Drug Stores - Past Month	Unwgted	346	366
1457		Weighted (000)	1374	1943
1458		Horz %	4.76	6.74
1459		Vert %	10.15	12.03
1460		Index	82	97

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1461				
1462	Have Personally Seen Video Ads in Convenience Stores - Past Month	Unwgted	304	412
1463		Weighted (000)	1306	2308
1464		Horz %	4.61	8.15
1465		Vert %	9.65	14.29
1466		Index	79	117
1467				
1468	Have Personally Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	403	467
1469		Weighted (000)	1818	2599
1470		Horz %	5.42	7.74
1471		Vert %	13.43	16.09
1472		Index	93	112
1473				
1474	Have Personally Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	293	317
1475		Weighted (000)	1246	1705
1476		Horz %	5.09	6.96
1477		Vert %	9.21	10.56
1478		Index	87	100
1479				
1480	Have Personally Seen Video Ads in Other Stores - Past Month	Unwgted	255	314
1481		Weighted (000)	1090	1824
1482		Horz %	4.37	7.30
1483		Vert %	8.06	11.29
1484		Index	75	105
1485				
1486	Have Personally Seen Video Ads in Shopping Malls - Past Month	Unwgted	378	449
1487		Weighted (000)	1614	2286
1488		Horz %	4.74	6.72
1489		Vert %	11.93	14.16
1490		Index	82	97
1491				
1492	Have Personally Seen Video Ads in Bars/Pubs - Past Month	Unwgted	225	287
1493		Weighted (000)	899	1495
1494		Horz %	4.39	7.29
1495		Vert %	6.64	9.25
1496		Index	75	105
1497				
1498	Have Personally Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	309	422
1499		Weighted (000)	1378	2417
1500		Horz %	4.66	8.17
1501		Vert %	10.18	14.96
1502		Index	80	118
1503				
1504	Have Personally Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	203	239
1505		Weighted (000)	829	1230
1506		Horz %	4.08	6.05
1507		Vert %	6.12	7.61
1508		Index	70	87
1509				
1510	Have Personally Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	198	217
1511		Weighted (000)	756	1160
1512		Horz %	4.22	6.48
1513		Vert %	5.58	7.18
1514		Index	73	93

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1515				
1516	Have Personally Seen Video Ads in Medical Offices - Past Month	Unwgted	315	334
1517		Weighted (000)	1323	1820
1518		Horz %	4.76	6.55
1519		Vert %	9.78	11.27
1520		Index	82	94
1521				
1522		Unwgted	233	227
1523	Have Personally Seen Video Ads in Airports - Past Month	Weighted (000)	907	1096
1524		Horz %	4.78	5.78
1525		Vert %	6.70	6.79
1526		Index	82	83
1527				
1528		Unwgted	473	508
1529	Have Personally Seen Video Ads at Gas Stations - Past Month	Weighted (000)	1952	2595
1530		Horz %	5.44	7.23
1531		Vert %	14.42	16.06
1532		Index	93	104
1533				
1534		Unwgted	170	197
1535	Have Personally Seen Video Ads in Office Building Lobbies Past Month	Weighted (000)	698	1036
1536		Horz %	4.14	6.15
1537		Vert %	5.16	6.41
1538		Index	71	89
1539				
1540		Unwgted	167	183
1541	Have Personally Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	700	941
1542		Horz %	4.51	6.06
1543		Vert %	5.17	5.82
1544		Index	78	87
1545				
1546		Unwgted	254	295
1547	Have Personally Seen Video Ads in Movie Theater Lobbies Past Month	Weighted (000)	1092	1578
1548		Horz %	4.29	6.19
1549		Vert %	8.07	9.77
1550		Index	74	89
1551				
1552		Unwgted	1773	1840
1553	Have Seen Any Billboards - Past Month	Weighted (000)	7633	9650
1554		Horz %	6.43	8.13
1555		Vert %	56.40	59.75
1556		Index	111	117
1557				
1558		Unwgted	655	714
1559	Have Seen Any Ads on Buses/Trains - Past Month	Weighted (000)	2711	3557
1560		Horz %	5.24	6.88
1561		Vert %	20.03	22.02
1562		Index	90	99
1563				
1564		Unwgted	383	467
1565	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	1502	2141
1566		Horz %	4.38	6.24
1567		Vert %	11.10	13.25
1568		Index	75	90

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1569				
1570		Unwgted	161	177
1571	Have Seen Any Ads Inside	Weighted (000)	622	858
1572	Taxis - Past Month	Horz %	3.96	5.46
1573		Vert %	4.59	5.31
1574		Index	68	79
1575				
1576		Unwgted	349	376
1577	Have Seen Any Ads on Top of	Weighted (000)	1379	1854
1578	Taxis - Past Month	Horz %	4.75	6.39
1579		Vert %	10.19	11.48
1580		Index	82	92
1581				
1582		Unwgted	128	136
1583	Have Seen Any Ads on Phone	Weighted (000)	453	747
1584	Booths - Past Month	Horz %	3.07	5.07
1585		Vert %	3.35	4.63
1586		Index	53	73
1587				
1588		Unwgted	583	566
1589	Have Seen Any Ads at Sports	Weighted (000)	2471	2838
1590	or Entertainment Events - Past	Horz %	6.21	7.14
1591	Month	Vert %	18.26	17.57
1592		Index	107	103
1593				
1594		Unwgted	368	359
1595	Have Seen Any Ads on	Weighted (000)	1536	1785
1596	Postcards - Past Month	Horz %	5.52	6.41
1597		Vert %	11.35	11.05
1598		Index	95	92
1599				
1600		Unwgted	513	641
1601	Have Seen Any Ads Sent to a	Weighted (000)	2226	3533
1602	Cellphone or Other Mobile	Horz %	4.88	7.75
1603	Device - Past Month	Vert %	16.45	21.88
1604		Index	84	112
1605				
1606		Unwgted	518	522
1607	Have Seen Any Ads on	Weighted (000)	2191	2808
1608	Posters at Movie Theater -	Horz %	4.96	6.36
1609	Past Month	Vert %	16.19	17.38
1610		Index	85	92
1611				
1612		Unwgted	746	757
1613	Have Seen Any Ads Shown	Weighted (000)	3305	4074
1614	On-Screen Before Start of	Horz %	5.75	7.09
1615	Movie - Past Month	Vert %	24.42	25.22
1616		Index	99	102
1617				
1618		Unwgted	1214	1298
1619	Have Seen Any Ads in Stores	Weighted (000)	5224	6902
1620	(Not Video Ads) - Past Month	Horz %	6.27	8.28
1621		Vert %	38.60	42.73
1622		Index	108	119



RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1623				
1624		Unwgted	682	781
1625	Have Seen Any Infomercials - Past Month	Weighted (000)	3068	4262
1626		Horz %	5.75	7.98
1627		Vert %	22.67	26.39
1628		Index	99	115
1629				
1630	Have Seen Any Offers or Ads Sent to Home By Mail - Past Month	Unwgted	1462	1502
1631		Weighted (000)	6380	7795
1632		Horz %	6.55	8.00
1633		Vert %	47.14	48.26
1634		Index	113	115
1635				
1636	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	213	261
1637		Weighted (000)	997	1722
1638		Horz %	4.68	8.09
1639		Vert %	7.37	10.66
1640		Index	81	116
1641				
1642	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	1395	1459
1643		Weighted (000)	6261	7552
1644		Horz %	6.84	8.26
1645		Vert %	46.26	46.76
1646		Index	118	119
1647				
1648	Have Seen Any Product Placement in Movies - Past Month	Unwgted	747	803
1649		Weighted (000)	3619	4313
1650		Horz %	6.32	7.54
1651		Vert %	26.74	26.70
1652		Index	109	109
1653				
1654	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Unwgted	1930	2070
1655		Weighted (000)	8439	11138
1656		Horz %	5.86	7.74
1657		Vert %	62.36	68.96
1658		Index	101	111
1659				
1660	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.	Unwgted	1663	1611
1661		Weighted (000)	7278	8335
1662		Horz %	5.21	5.97
1663		Vert %	53.78	51.60
1664		Index	90	86
1665				
1666	Automotive Attitudes: The vehicle a person owns says a lot about him or her.	Unwgted	1650	1640
1667		Weighted (000)	6895	8397
1668		Horz %	5.65	6.88
1669		Vert %	50.95	51.99
1670		Index	97	99
1671				
1672	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.	Unwgted	930	1074
1673		Weighted (000)	3978	5748
1674		Horz %	5.31	7.67
1675		Vert %	29.39	35.59
1676		Index	91	111

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
1677				
1678	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.	Unwgted	1607	1669
1679		Weighted (000)	7045	8855
1680		Horz %	6.35	7.98
1681		Vert %	52.06	54.82
1682		Index	109	115
1683				
1684	Automotive Attitudes: I consider myself to be an automotive enthusiast.	Unwgted	860	931
1685		Weighted (000)	3668	4789
1686		Horz %	5.54	7.23
1687		Vert %	27.10	29.65
1688		Index	95	104
1689				
1690	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.	Unwgted	967	925
1691		Weighted (000)	4095	5008
1692		Horz %	5.33	6.52
1693		Vert %	30.25	31.01
1694		Index	92	94
1695				
1696	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.	Unwgted	813	810
1697		Weighted (000)	3532	4419
1698		Horz %	4.99	6.25
1699		Vert %	26.10	27.36
1700		Index	86	90
1701				
1702	Automotive Attitudes: I think of vehicles as basic transportation.	Unwgted	2405	2361
1703		Weighted (000)	10474	12585
1704		Horz %	5.85	7.03
1705		Vert %	77.39	77.92
1706		Index	101	101
1707				
1708	Automotive Attitudes: I look forward to technology advances in new vehicles.	Unwgted	2041	1928
1709		Weighted (000)	8593	9818
1710		Horz %	5.89	6.73
1711		Vert %	63.49	60.78
1712		Index	101	97
1713				
1714	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else.	Unwgted	2470	2389
1715		Weighted (000)	10654	12395
1716		Horz %	6.21	7.22
1717		Vert %	78.72	76.74
1718		Index	107	104
1719				
1720	Automotive Attitudes: I enjoy learning about automobiles from others.	Unwgted	1479	1576
1721		Weighted (000)	6115	8203
1722		Horz %	5.55	7.44
1723		Vert %	45.18	50.79
1724		Index	95	107
1725				
1726	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Unwgted	2011	1897
1727		Weighted (000)	8831	10013
1728		Horz %	6.06	6.87
1729		Vert %	65.25	61.99
1730		Index	104	99

RAB / GfK MRI AUTO PROFILE: CHEVROLET CARS

	A	B	L	M
			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
1				
2				
1731				
1732	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.	Unwgted	2039	2008
1733		Weighted (000)	9121	10594
1734		Horz %	6.10	7.08
1735		Vert %	67.40	65.59
1736		Index	105	102
1737				
1738	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.	Unwgted	1392	1355
1739		Weighted (000)	6071	7012
1740		Horz %	5.74	6.63
1741		Vert %	44.86	43.42
1742		Index	99	95
1743				
1744	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.	Unwgted	1280	1386
1745		Weighted (000)	5538	7062
1746		Horz %	5.21	6.64
1747		Vert %	40.92	43.73
1748		Index	89	96
1749				
1750	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Unwgted	2053	2004
1751		Weighted (000)	9016	10539
1752		Horz %	5.72	6.68
1753		Vert %	66.62	65.25
1754		Index	98	96
1755				
1756	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.	Unwgted	1558	1513
1757		Weighted (000)	6695	7952
1758		Horz %	5.79	6.88
1759		Vert %	49.47	49.23
1760		Index	100	99
1761				
1762	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.	Unwgted	1242	1365
1763		Weighted (000)	5365	7655
1764		Horz %	5.14	7.34
1765		Vert %	39.65	47.39
1766		Index	88	106
1767				
1768	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.	Unwgted	1689	1795
1769		Weighted (000)	7344	9531
1770		Horz %	5.38	6.98
1771		Vert %	54.27	59.01
1772		Index	92	101
1773				
1774	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.	Unwgted	1911	1947
1775		Weighted (000)	8379	10438
1776		Horz %	5.82	7.25
1777		Vert %	61.92	64.63
1778		Index	100	104
1779				
1780	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.	Unwgted	1197	1444
1781		Weighted (000)	5328	8045
1782		Horz %	4.77	7.20
1783		Vert %	39.37	49.81
1784		Index	82	104

	A	B	L	M
1			Decision-Maker for Any Chevrolet Vehicle Bought/ Leased New	If Making Purchase Decision Today, Would Buy Chevrolet Vehicle
2				
1785				
1786	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.	Unwgted	581	530
1787		Weighted (000)	2488	2591
1788		Horz %	5.05	5.26
1789		Vert %	18.38	16.04
1790		Index	87	76
1791				
1792	Automotive Attitudes: People often ask my advice when it comes to automobiles.	Unwgted	861	939
1793		Weighted (000)	3760	5007
1794		Horz %	5.58	7.43
1795		Vert %	27.78	31.00
1796		Index	96	107
1797				
1798	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Unwgted	2188	2151
1799		Weighted (000)	9605	11204
1800		Horz %	6.23	7.26
1801		Vert %	70.97	69.37
1802		Index	107	105
1803				
1804	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.	Unwgted	1871	1691
1805		Weighted (000)	8037	8752
1806		Horz %	6.46	7.03
1807		Vert %	59.38	54.19
1808		Index	111	101
1809				
1810	Automotive Attitudes: I consider safety first when shopping for a new vehicle.	Unwgted	2306	2215
1811		Weighted (000)	10198	11973
1812		Horz %	5.94	6.98
1813		Vert %	75.36	74.13
1814		Index	102	100
1815				
1816	Automotive Attitudes: I always follow the advice of my mechanic.	Unwgted	1870	1909
1817		Weighted (000)	8172	10407
1818		Horz %	5.59	7.12
1819		Vert %	60.39	64.43
1820		Index	96	103
1821				
1822	Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual.	Unwgted	2489	2377
1823		Weighted (000)	10806	12549
1824		Horz %	6.12	7.10
1825		Vert %	79.85	77.70
1826		Index	105	102
1827				
1828				