

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|------------|----------------|------------|--|---|---------------------------|--|--|--|
| Adults 18+ | Unwgted | 48273 | 214 | 520 | 1650 | 1645 | 20773 | 247 |
| | Weighted (000) | 240780 | 1069 | 2797 | 9215 | 9172 | 92740 | 1299 |
| | Horz % | 100.00 | 0.44 | 1.16 | 3.83 | 3.81 | 38.52 | 0.54 |
| | Vert % | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |
| | Index | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Male | Unwgted | 24392 | 111 | 272 | 828 | 826 | 10862 | 112 |
| | Weighted (000) | 116178 | 461 | 1311 | 4220 | 4209 | 45340 | 583 |
| | Horz % | 100.00 | 0.40 | 1.13 | 3.63 | 3.62 | 39.03 | 0.50 |
| | Vert % | 48.25 | 43.13 | 46.88 | 45.79 | 45.89 | 48.89 | 44.86 |
| | Index | 100 | 89 | 97 | 95 | 95 | 101 | 93 |
| Female | Unwgted | 23881 | 103 | 248 | 822 | 819 | 9911 | 135 |
| | Weighted (000) | 124602 | 608 | 1486 | 4995 | 4963 | 47400 | 716 |
| | Horz % | 100.00 | 0.49 | 1.19 | 4.01 | 3.98 | 38.04 | 0.57 |
| | Vert % | 51.75 | 56.87 | 53.12 | 54.21 | 54.11 | 51.11 | 55.14 |
| | Index | 100 | 110 | 103 | 105 | 105 | 99 | 107 |
| Age 18-24 | | | * | * | | | | * |
| | Unwgted | 3822 | 12 | 27 | 98 | 97 | 867 | 15 |
| | Weighted (000) | 30214 | 89 | 241 | 878 | 867 | 6423 | 147 |
| | Horz % | 100.00 | 0.29 | 0.80 | 2.91 | 2.87 | 21.26 | 0.49 |
| | Vert % | 12.55 | 8.33 | 8.60 | 9.52 | 9.46 | 6.93 | 11.33 |
| Age 25-34 | | | * | | | | | * |
| | Unwgted | 8153 | 29 | 75 | 219 | 219 | 2556 | 24 |
| | Weighted (000) | 42657 | 194 | 442 | 1362 | 1362 | 12839 | 168 |
| | Horz % | 100.00 | 0.45 | 1.04 | 3.19 | 3.19 | 30.10 | 0.39 |
| | Vert % | 17.72 | 18.13 | 15.81 | 14.78 | 14.85 | 13.84 | 12.91 |
| Age 35-44 | | | * | | | | | * |
| | Unwgted | 8482 | 28 | 130 | 300 | 299 | 3521 | 29 |
| | Weighted (000) | 40077 | 174 | 702 | 1746 | 1740 | 15329 | 117 |
| | Horz % | 100.00 | 0.43 | 1.75 | 4.36 | 4.34 | 38.25 | 0.29 |
| | Vert % | 16.64 | 16.25 | 25.10 | 18.95 | 18.96 | 16.53 | 9.01 |
| Age 45-54 | | | * | | | | | * |
| | Unwgted | 8893 | 53 | 104 | 315 | 314 | 4126 | 42 |
| | Weighted (000) | 43246 | 207 | 547 | 1630 | 1626 | 18039 | 199 |
| | Horz % | 100.00 | 0.48 | 1.26 | 3.77 | 3.76 | 41.71 | 0.46 |
| | Vert % | 17.96 | 19.36 | 19.55 | 17.69 | 17.73 | 19.45 | 15.35 |
| Age 55-64 | | | * | | | | | * |
| | Unwgted | 8384 | 39 | 75 | 293 | 291 | 4222 | 38 |
| | Weighted (000) | 39759 | 157 | 378 | 1590 | 1568 | 18296 | 185 |
| | Horz % | 100.00 | 0.39 | 0.95 | 4.00 | 3.94 | 46.02 | 0.47 |
| | Vert % | 16.51 | 14.70 | 13.51 | 17.25 | 17.09 | 19.73 | 14.26 |
| Age 65+ | | | * | | | | | * |
| | Unwgted | 10539 | 53 | 109 | 425 | 425 | 5481 | 99 |
| | Weighted (000) | 44827 | 248 | 488 | 2009 | 2009 | 21813 | 483 |
| | Horz % | 100.00 | 0.55 | 1.09 | 4.48 | 4.48 | 48.66 | 1.08 |
| | Vert % | 18.62 | 23.24 | 17.43 | 21.80 | 21.90 | 23.52 | 37.14 |
| | Index | 100 | 125 | 94 | 117 | 118 | 126 | 200 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|-----------------------------------|----------------|------------|--|---|---------------------------|--|--|--|
| Age 21+ | Unwgted | 46843 | 208 | 506 | 1606 | 1602 | 20452 | 241 |
| | Weighted (000) | 228583 | 1033 | 2652 | 8803 | 8771 | 90295 | 1230 |
| | Horz % | 100.00 | 0.45 | 1.16 | 3.85 | 3.84 | 39.50 | 0.54 |
| | Vert % | 94.93 | 96.62 | 94.79 | 95.53 | 95.62 | 97.36 | 94.68 |
| | Index | 100 | 102 | 100 | 101 | 101 | 103 | 100 |
| Age 18-34 | | | * | | | | | * |
| | Unwgted | 11975 | 41 | 102 | 317 | 316 | 3423 | 39 |
| | Weighted (000) | 72871 | 283 | 683 | 2240 | 2230 | 19262 | 315 |
| | Horz % | 100.00 | 0.39 | 0.94 | 3.07 | 3.06 | 26.43 | 0.43 |
| | Vert % | 30.26 | 26.46 | 24.41 | 24.31 | 24.31 | 20.77 | 24.24 |
| Index | 100 | 87 | 81 | 80 | 80 | 69 | 80 | |
| Age 18-49 | Unwgted | 24725 | 98 | 289 | 767 | 764 | 8963 | 91 |
| | Weighted (000) | 133805 | 597 | 1624 | 4765 | 4744 | 43524 | 536 |
| | Horz % | 100.00 | 0.45 | 1.21 | 3.56 | 3.55 | 32.53 | 0.40 |
| | Vert % | 55.57 | 55.88 | 58.04 | 51.71 | 51.72 | 46.93 | 41.22 |
| | Index | 100 | 101 | 104 | 93 | 93 | 84 | 74 |
| Age 25-54 | Unwgted | 25528 | 110 | 309 | 834 | 832 | 10203 | 95 |
| | Weighted (000) | 125979 | 574 | 1691 | 4738 | 4728 | 46207 | 484 |
| | Horz % | 100.00 | 0.46 | 1.34 | 3.76 | 3.75 | 36.68 | 0.38 |
| | Vert % | 52.32 | 53.73 | 60.46 | 51.42 | 51.55 | 49.82 | 37.27 |
| | Index | 100 | 103 | 116 | 98 | 99 | 95 | 71 |
| Age 35-64 | Unwgted | 25759 | 120 | 309 | 908 | 904 | 11869 | 109 |
| | Weighted (000) | 123081 | 537 | 1627 | 4966 | 4934 | 51664 | 502 |
| | Horz % | 100.00 | 0.44 | 1.32 | 4.03 | 4.01 | 41.98 | 0.41 |
| | Vert % | 51.12 | 50.30 | 58.15 | 53.89 | 53.79 | 55.71 | 38.62 |
| | Index | 100 | 98 | 114 | 105 | 105 | 109 | 76 |
| Age 50+ | Unwgted | 23548 | 116 | 231 | 883 | 881 | 11810 | 156 |
| | Weighted (000) | 106974 | 471 | 1174 | 4450 | 4428 | 49215 | 764 |
| | Horz % | 100.00 | 0.44 | 1.10 | 4.16 | 4.14 | 46.01 | 0.71 |
| | Vert % | 44.43 | 44.12 | 41.96 | 48.29 | 48.28 | 53.07 | 58.78 |
| | Index | 100 | 99 | 94 | 109 | 109 | 119 | 132 |
| Median Age | Unwgted | | | | | | | |
| | Weighted (000) | 46.80 | 47.80 | 45.30 | 49.00 | 49.00 | 51.60 | 56.40 |
| | Horz % | | | | | | | |
| | Vert % | | | | | | | |
| | Index | 100 | 102 | 97 | 105 | 105 | 110 | 121 |
| Race: White Only | Unwgted | 34938 | 143 | 464 | 1333 | 1329 | 16751 | 200 |
| | Weighted (000) | 177950 | 713 | 2544 | 7648 | 7616 | 76519 | 1040 |
| | Horz % | 100.00 | 0.40 | 1.43 | 4.30 | 4.28 | 43.00 | 0.58 |
| | Vert % | 73.91 | 66.76 | 90.93 | 83.00 | 83.03 | 82.51 | 80.05 |
| | Index | 100 | 90 | 123 | 112 | 112 | 112 | 108 |
| Race: Black/African-American Only | | | | * | | | | * |
| | Unwgted | 5766 | 58 | 25 | 194 | 193 | 1315 | 32 |
| | Weighted (000) | 29089 | 292 | 125 | 944 | 934 | 5853 | 160 |
| | Horz % | 100.00 | 1.00 | 0.43 | 3.25 | 3.21 | 20.12 | 0.55 |
| | Vert % | 12.08 | 27.30 | 4.46 | 10.25 | 10.18 | 6.31 | 12.30 |
| Index | 100 | 226 | 37 | 85 | 84 | 52 | 102 | |
| Race: Asian | | | * | * | * | * | | * |
| | Unwgted | 2336 | 0 | 3 | 20 | 20 | 1081 | 4 |
| | Weighted (000) | 8427 | 0 | 17 | 88 | 88 | 3577 | 8 |
| | Horz % | 100.00 | 0.00 | 0.20 | 1.04 | 1.04 | 42.45 | 0.09 |
| | Vert % | 3.50 | 0.00 | 0.60 | 0.95 | 0.96 | 3.86 | 0.60 |
| Index | 100 | 0 | 17 | 27 | 27 | 110 | 17 | |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | | | | * |
| Race: Other Race/Multi-Racial | Unwgted | 7569 | 13 | 31 | 123 | 123 | 2707 | 15 |
| | Weighted (000) | 33741 | 63 | 129 | 622 | 622 | 10368 | 99 |
| | Horz % | 100.00 | 0.19 | 0.38 | 1.84 | 1.84 | 30.73 | 0.29 |
| | Vert % | 14.01 | 5.94 | 4.61 | 6.75 | 6.79 | 11.18 | 7.65 |
| | Index | 100 | 42 | 33 | 48 | 48 | 80 | 55 |
| | | | * | * | | | | * |
| Hispanic, Latino, Spanish Origin or Descent | Unwgted | 6274 | 26 | 40 | 145 | 145 | 2035 | 13 |
| | Weighted (000) | 36640 | 122 | 338 | 1059 | 1059 | 10704 | 107 |
| | Horz % | 100.00 | 0.33 | 0.92 | 2.89 | 2.89 | 29.21 | 0.29 |
| | Vert % | 15.22 | 11.43 | 12.09 | 11.49 | 11.55 | 11.54 | 8.20 |
| | Index | 100 | 75 | 79 | 76 | 76 | 76 | 54 |
| | | | * | * | * | * | | * |
| Hispanic, Personally Speak Only English at Home | Unwgted | 1651 | 12 | 7 | 41 | 41 | 604 | 7 |
| | Weighted (000) | 5719 | 44 | 36 | 154 | 154 | 1797 | 35 |
| | Horz % | 100.00 | 0.78 | 0.62 | 2.70 | 2.70 | 31.42 | 0.61 |
| | Vert % | 2.38 | 4.16 | 1.27 | 1.67 | 1.68 | 1.94 | 2.68 |
| | Index | 100 | 175 | 54 | 70 | 71 | 82 | 113 |
| | | | * | * | | | | * |
| Hispanic, Personally Speak Mostly English, But Some Spanish at Home | Unwgted | 1862 | 9 | 19 | 51 | 51 | 657 | 4 |
| | Weighted (000) | 9417 | 54 | 152 | 365 | 365 | 3051 | 31 |
| | Horz % | 100.00 | 0.58 | 1.61 | 3.87 | 3.87 | 32.40 | 0.33 |
| | Vert % | 3.91 | 5.09 | 5.44 | 3.96 | 3.98 | 3.29 | 2.40 |
| | Index | 100 | 130 | 139 | 101 | 102 | 84 | 61 |
| | | | * | * | * | * | | * |
| Hispanic, Personally Speak Only Spanish at Home | Unwgted | 1118 | 2 | 6 | 20 | 20 | 248 | 0 |
| | Weighted (000) | 10393 | 13 | 99 | 240 | 240 | 2386 | 0 |
| | Horz % | 100.00 | 0.12 | 0.95 | 2.31 | 2.31 | 22.96 | 0.00 |
| | Vert % | 4.32 | 1.21 | 3.53 | 2.61 | 2.62 | 2.57 | 0.00 |
| | Index | 100 | 28 | 82 | 60 | 61 | 60 | 0 |
| | | | * | * | * | * | | * |
| Hispanic, Personally Speak Mostly Spanish, But Some English at Home | Unwgted | 1522 | 3 | 8 | 29 | 29 | 479 | 1 |
| | Weighted (000) | 8987 | 10 | 52 | 214 | 214 | 2669 | 6 |
| | Horz % | 100.00 | 0.12 | 0.58 | 2.38 | 2.38 | 29.70 | 0.06 |
| | Vert % | 3.73 | 0.97 | 1.85 | 2.32 | 2.33 | 2.88 | 0.44 |
| | Index | 100 | 26 | 50 | 62 | 63 | 77 | 12 |
| | | | * | * | * | * | | * |
| Hispanic, Personally Speak Spanish and English Equally at Home | Unwgted | 95 | 0 | 0 | 3 | 3 | 36 | 1 |
| | Weighted (000) | 1661 | 0 | 0 | 49 | 49 | 654 | 35 |
| | Horz % | 100.00 | 0.00 | 0.00 | 2.94 | 2.94 | 39.35 | 2.10 |
| | Vert % | 0.69 | 0.00 | 0.00 | 0.53 | 0.53 | 0.70 | 2.68 |
| | Index | 100 | 0 | 0 | 77 | 77 | 102 | 389 |
| | | | * | * | | | | * |
| Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree | Unwgted | 6767 | 28 | 79 | 204 | 204 | 3976 | 36 |
| | Weighted (000) | 25246 | 90 | 358 | 884 | 884 | 14452 | 134 |
| | Horz % | 100.00 | 0.36 | 1.42 | 3.50 | 3.50 | 57.25 | 0.53 |
| | Vert % | 10.49 | 8.46 | 12.79 | 9.59 | 9.64 | 15.58 | 10.29 |
| | Index | 100 | 81 | 122 | 92 | 92 | 149 | 98 |
| | | | * | * | | | | * |
| Highest Level Education Completed/Highest Degree Received: Bachelor's Degree | Unwgted | 11007 | 41 | 148 | 385 | 383 | 5642 | 40 |
| | Weighted (000) | 45336 | 171 | 641 | 1821 | 1811 | 22431 | 165 |
| | Horz % | 100.00 | 0.38 | 1.41 | 4.02 | 3.99 | 49.48 | 0.36 |
| | Vert % | 18.83 | 15.97 | 22.91 | 19.76 | 19.74 | 24.19 | 12.67 |
| | Index | 100 | 85 | 122 | 105 | 105 | 128 | 67 |
| | | | * | * | | | | * |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic | Unwgted | 2525 | 13 | 24 | 83 | 83 | 1133 | 14 |
| | Weighted (000) | 10486 | 63 | 118 | 450 | 450 | 4633 | 63 |
| | Horz % | 100.00 | 0.60 | 1.13 | 4.29 | 4.29 | 44.18 | 0.61 |
| | Vert % | 4.36 | 5.91 | 4.22 | 4.88 | 4.91 | 5.00 | 4.89 |
| | Index | 100 | 136 | 97 | 112 | 113 | 115 | 112 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | | | | * |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational | Unwgt'd | 3281 | 22 | 38 | 123 | 123 | 1413 | 21 |
| | Weighted (000) | 13387 | 100 | 141 | 503 | 503 | 5574 | 92 |
| | Horz % | 100.00 | 0.75 | 1.05 | 3.76 | 3.76 | 41.64 | 0.69 |
| | Vert % | 5.56 | 9.39 | 5.03 | 5.46 | 5.48 | 6.01 | 7.06 |
| | Index | 100 | 169 | 91 | 98 | 99 | 108 | 127 |
| Highest Level Education Completed/Highest Degree Received: Some College, but No Degree | Unwgt'd | 10114 | 55 | 106 | 370 | 368 | 3943 | 54 |
| | Weighted (000) | 45271 | 260 | 544 | 1873 | 1856 | 16218 | 289 |
| | Horz % | 100.00 | 0.57 | 1.20 | 4.14 | 4.10 | 35.82 | 0.64 |
| | Vert % | 18.80 | 24.32 | 19.43 | 20.32 | 20.23 | 17.49 | 22.25 |
| | Index | 100 | 129 | 103 | 108 | 108 | 93 | 118 |
| Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED) | Unwgt'd | 10354 | 41 | 101 | 379 | 378 | 3722 | 65 |
| | Weighted (000) | 71224 | 307 | 791 | 2911 | 2895 | 23328 | 424 |
| | Horz % | 100.00 | 0.43 | 1.11 | 4.09 | 4.06 | 32.75 | 0.60 |
| | Vert % | 29.58 | 28.78 | 28.27 | 31.59 | 31.56 | 25.15 | 32.66 |
| | Index | 100 | 97 | 96 | 107 | 107 | 85 | 110 |
| Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma | Unwgt'd | 4225 | 14 | 24 | 106 | 106 | 944 | 17 |
| | Weighted (000) | 29828 | 77 | 205 | 774 | 774 | 6102 | 132 |
| | Horz % | 100.00 | 0.26 | 0.69 | 2.59 | 2.59 | 20.46 | 0.44 |
| | Vert % | 12.39 | 7.17 | 7.34 | 8.39 | 8.43 | 6.58 | 10.19 |
| | Index | 100 | 58 | 59 | 68 | 68 | 53 | 82 |
| Currently Attending College or University | Unwgt'd | 3453 | 17 | 28 | 112 | 111 | 1094 | 14 |
| | Weighted (000) | 19367 | 117 | 180 | 708 | 697 | 5738 | 102 |
| | Horz % | 100.00 | 0.60 | 0.93 | 3.65 | 3.60 | 29.63 | 0.52 |
| | Vert % | 8.04 | 10.95 | 6.45 | 7.68 | 7.60 | 6.19 | 7.82 |
| | Index | 100 | 136 | 80 | 95 | 95 | 77 | 97 |
| Employed Full Time | Unwgt'd | 24928 | 120 | 270 | 804 | 802 | 11331 | 101 |
| | Weighted (000) | 116486 | 556 | 1240 | 3985 | 3975 | 49034 | 432 |
| | Horz % | 100.00 | 0.48 | 1.06 | 3.42 | 3.41 | 42.09 | 0.37 |
| | Vert % | 48.38 | 52.01 | 44.33 | 43.25 | 43.33 | 52.87 | 33.28 |
| | Index | 100 | 108 | 92 | 89 | 90 | 109 | 69 |
| Employed Part Time | Unwgt'd | 5673 | 25 | 74 | 223 | 222 | 2148 | 31 |
| | Weighted (000) | 29663 | 122 | 475 | 1363 | 1353 | 9885 | 192 |
| | Horz % | 100.00 | 0.41 | 1.60 | 4.59 | 4.56 | 33.32 | 0.65 |
| | Vert % | 12.32 | 11.45 | 16.97 | 14.79 | 14.75 | 10.66 | 14.81 |
| | Index | 100 | 93 | 138 | 120 | 120 | 87 | 120 |
| Not Employed | Unwgt'd | 17672 | 69 | 176 | 623 | 621 | 7294 | 115 |
| | Weighted (000) | 94631 | 390 | 1083 | 3867 | 3845 | 33821 | 674 |
| | Horz % | 100.00 | 0.41 | 1.14 | 4.09 | 4.06 | 35.74 | 0.71 |
| | Vert % | 39.30 | 36.54 | 38.70 | 41.96 | 41.92 | 36.47 | 51.90 |
| | Index | 100 | 93 | 98 | 107 | 107 | 93 | 132 |
| Temporarily Unemployed | Unwgt'd | 1992 | 9 | 16 | 59 | 58 | 475 | 5 |
| | Weighted (000) | 13071 | 69 | 110 | 467 | 460 | 2661 | 44 |
| | Horz % | 100.00 | 0.53 | 0.84 | 3.57 | 3.52 | 20.36 | 0.34 |
| | Vert % | 5.43 | 6.49 | 3.94 | 5.06 | 5.02 | 2.87 | 3.42 |
| | Index | 100 | 120 | 73 | 93 | 92 | 53 | 63 |
| Retired from Employment | Unwgt'd | 10157 | 44 | 95 | 391 | 391 | 5242 | 81 |
| | Weighted (000) | 45370 | 240 | 461 | 2055 | 2055 | 22045 | 421 |
| | Horz % | 100.00 | 0.53 | 1.02 | 4.53 | 4.53 | 48.59 | 0.93 |
| | Vert % | 18.84 | 22.42 | 16.48 | 22.30 | 22.41 | 23.77 | 32.40 |
| | Index | 100 | 119 | 87 | 118 | 119 | 126 | 172 |

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|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | | | | * |
| Not Employed, Principal Shopper for Household | Unwgted | 2514 | 12 | 46 | 102 | 101 | 950 | 18 |
| | Weighted (000) | 16486 | 48 | 357 | 741 | 726 | 5286 | 102 |
| | Horz % | 100.00 | 0.29 | 2.16 | 4.49 | 4.40 | 32.06 | 0.62 |
| | Vert % | 6.85 | 4.48 | 12.75 | 8.04 | 7.91 | 5.70 | 7.84 |
| | Index | 100 | 65 | 186 | 117 | 116 | 83 | 114 |
| | | | * | | | | | * |
| Occupation: Professional and Related Occupations | Unwgted | 7447 | 33 | 105 | 249 | 248 | 3814 | 35 |
| | Weighted (000) | 33261 | 146 | 484 | 1270 | 1264 | 16394 | 130 |
| | Horz % | 100.00 | 0.44 | 1.45 | 3.82 | 3.80 | 49.29 | 0.39 |
| | Vert % | 13.81 | 13.65 | 17.29 | 13.79 | 13.78 | 17.68 | 10.01 |
| | Index | 100 | 99 | 125 | 100 | 100 | 128 | 72 |
| | | | * | | | | | * |
| Occupation: Management, Business and Financial Operations | Unwgted | 6565 | 29 | 67 | 205 | 204 | 3585 | 36 |
| | Weighted (000) | 24062 | 127 | 225 | 801 | 797 | 12663 | 121 |
| | Horz % | 100.00 | 0.53 | 0.93 | 3.33 | 3.31 | 52.63 | 0.50 |
| | Vert % | 9.99 | 11.92 | 8.03 | 8.70 | 8.69 | 13.65 | 9.33 |
| | Index | 100 | 119 | 80 | 87 | 87 | 137 | 93 |
| | | | * | | | | | * |
| Occupation: Sales and Office Occupations | Unwgted | 5945 | 30 | 71 | 223 | 223 | 2466 | 28 |
| | Weighted (000) | 32600 | 150 | 420 | 1382 | 1382 | 12203 | 203 |
| | Horz % | 100.00 | 0.46 | 1.29 | 4.24 | 4.24 | 37.43 | 0.62 |
| | Vert % | 13.54 | 14.00 | 15.03 | 14.99 | 15.06 | 13.16 | 15.60 |
| | Index | 100 | 103 | 111 | 111 | 111 | 97 | 115 |
| | | | * | * | | | | * |
| Occupation: Natural Resources, Construction and Maintenance Occupations | Unwgted | 2586 | 9 | 26 | 79 | 79 | 971 | 3 |
| | Weighted (000) | 13486 | 46 | 143 | 404 | 404 | 4609 | 15 |
| | Horz % | 100.00 | 0.34 | 1.06 | 3.00 | 3.00 | 34.18 | 0.11 |
| | Vert % | 5.60 | 4.29 | 5.10 | 4.39 | 4.41 | 4.97 | 1.18 |
| | Index | 100 | 77 | 91 | 78 | 79 | 89 | 21 |
| | | | * | | | | | * |
| Occupation: Other Employed | Unwgted | 8058 | 44 | 75 | 271 | 270 | 2643 | 30 |
| | Weighted (000) | 42740 | 209 | 444 | 1491 | 1481 | 13050 | 156 |
| | Horz % | 100.00 | 0.49 | 1.04 | 3.49 | 3.46 | 30.53 | 0.36 |
| | Vert % | 17.75 | 19.60 | 15.85 | 16.18 | 16.14 | 14.07 | 11.98 |
| | Index | 100 | 110 | 89 | 91 | 91 | 79 | 67 |
| | | | * | * | | | | * |
| Household Income: \$250,000+ | Unwgted | 1862 | 8 | 26 | 59 | 59 | 1172 | 7 |
| | Weighted (000) | 7072 | 13 | 136 | 249 | 249 | 4328 | 19 |
| | Horz % | 100.00 | 0.19 | 1.93 | 3.52 | 3.52 | 61.20 | 0.27 |
| | Vert % | 2.94 | 1.26 | 4.87 | 2.70 | 2.71 | 4.67 | 1.47 |
| | Index | 100 | 43 | 166 | 92 | 92 | 159 | 50 |
| | | | * | * | * | * | | * |
| Household Income: \$200,000- \$249,999 | Unwgted | 1511 | 6 | 15 | 41 | 41 | 969 | 3 |
| | Weighted (000) | 6244 | 17 | 76 | 213 | 213 | 3673 | 8 |
| | Horz % | 100.00 | 0.28 | 1.21 | 3.42 | 3.42 | 58.83 | 0.12 |
| | Vert % | 2.59 | 1.62 | 2.70 | 2.32 | 2.33 | 3.96 | 0.58 |
| | Index | 100 | 63 | 104 | 89 | 90 | 153 | 22 |
| | | | * | * | | | | * |
| Household Income: \$150,000- \$199,999 | Unwgted | 3595 | 24 | 41 | 117 | 117 | 2178 | 19 |
| | Weighted (000) | 16937 | 109 | 143 | 515 | 515 | 9720 | 97 |
| | Horz % | 100.00 | 0.64 | 0.85 | 3.04 | 3.04 | 57.39 | 0.57 |
| | Vert % | 7.03 | 10.18 | 5.12 | 5.59 | 5.62 | 10.48 | 7.45 |
| | Index | 100 | 145 | 73 | 80 | 80 | 149 | 106 |
| | | | * | | | | | * |
| Household Income: \$100,000- \$149,999 | Unwgted | 7160 | 44 | 93 | 268 | 267 | 4127 | 29 |
| | Weighted (000) | 37688 | 239 | 478 | 1443 | 1436 | 20583 | 122 |
| | Horz % | 100.00 | 0.63 | 1.27 | 3.83 | 3.81 | 54.61 | 0.32 |
| | Vert % | 15.65 | 22.32 | 17.08 | 15.66 | 15.66 | 22.19 | 9.37 |
| | Index | 100 | 143 | 109 | 100 | 100 | 142 | 60 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | | | | | * |
| Household Income: \$75,000- \$99,999 | Unwgted | 6228 | 43 | 71 | 248 | 247 | 3354 | 26 |
| | Weighted (000) | 32225 | 204 | 330 | 1343 | 1339 | 16033 | 119 |
| | Horz % | 100.00 | 0.63 | 1.02 | 4.17 | 4.15 | 49.75 | 0.37 |
| | Vert % | 13.38 | 19.12 | 11.80 | 14.57 | 14.60 | 17.29 | 9.14 |
| | Index | 100 | 143 | 88 | 109 | 109 | 129 | 68 |
| | | | * | | | | | * |
| Household Income: \$60,000- \$74,999 | Unwgted | 4977 | 28 | 87 | 211 | 211 | 2214 | 38 |
| | Weighted (000) | 25163 | 149 | 485 | 1237 | 1237 | 10189 | 194 |
| | Horz % | 100.00 | 0.59 | 1.93 | 4.92 | 4.92 | 40.49 | 0.77 |
| | Vert % | 10.45 | 13.97 | 17.35 | 13.43 | 13.49 | 10.99 | 14.94 |
| | Index | 100 | 134 | 166 | 128 | 129 | 105 | 143 |
| | | | * | | | | | * |
| Household Income: \$50,000- \$59,999 | Unwgted | 3803 | 15 | 54 | 143 | 143 | 1630 | 22 |
| | Weighted (000) | 18770 | 74 | 256 | 770 | 770 | 6901 | 107 |
| | Horz % | 100.00 | 0.39 | 1.36 | 4.10 | 4.10 | 36.77 | 0.57 |
| | Vert % | 7.80 | 6.91 | 9.16 | 8.36 | 8.40 | 7.44 | 8.23 |
| | Index | 100 | 89 | 117 | 107 | 108 | 95 | 106 |
| | | | * | * | | | | * |
| Household Income: \$40,000- \$49,999 | Unwgted | 4778 | 21 | 44 | 166 | 164 | 1731 | 38 |
| | Weighted (000) | 20586 | 129 | 225 | 891 | 869 | 6408 | 200 |
| | Horz % | 100.00 | 0.63 | 1.09 | 4.33 | 4.22 | 31.13 | 0.97 |
| | Vert % | 8.55 | 12.06 | 8.03 | 9.67 | 9.47 | 6.91 | 15.43 |
| | Index | 100 | 141 | 94 | 113 | 111 | 81 | 180 |
| | | | * | * | | | | * |
| Household Income: \$30,000- \$39,999 | Unwgted | 4643 | 9 | 44 | 149 | 149 | 1465 | 17 |
| | Weighted (000) | 22039 | 52 | 392 | 965 | 965 | 5798 | 118 |
| | Horz % | 100.00 | 0.24 | 1.78 | 4.38 | 4.38 | 26.31 | 0.54 |
| | Vert % | 9.15 | 4.88 | 14.00 | 10.47 | 10.52 | 6.25 | 9.12 |
| | Index | 100 | 53 | 153 | 114 | 115 | 68 | 100 |
| | | | * | * | | | | * |
| Household Income: \$20,000- \$29,999 | Unwgted | 4346 | 11 | 27 | 137 | 136 | 1146 | 20 |
| | Weighted (000) | 21849 | 64 | 140 | 714 | 704 | 4972 | 103 |
| | Horz % | 100.00 | 0.29 | 0.64 | 3.27 | 3.22 | 22.76 | 0.47 |
| | Vert % | 9.07 | 5.95 | 5.01 | 7.75 | 7.67 | 5.36 | 7.92 |
| | Index | 100 | 66 | 55 | 85 | 85 | 59 | 87 |
| | | | * | * | | | | * |
| Household Income: Under \$20,000 | Unwgted | 5370 | 5 | 18 | 111 | 111 | 787 | 28 |
| | Weighted (000) | 32207 | 18 | 137 | 874 | 874 | 4134 | 212 |
| | Horz % | 100.00 | 0.06 | 0.42 | 2.72 | 2.72 | 12.83 | 0.66 |
| | Vert % | 13.38 | 1.72 | 4.88 | 9.49 | 9.53 | 4.46 | 16.34 |
| | Index | 100 | 13 | 36 | 71 | 71 | 33 | 122 |
| | | | | | | | | |
| Median Household Income | Unwgted | | | | | | | |
| | Weighted (000) | 62.90 | 80.90 | 67.70 | 64.80 | 64.90 | 87.40 | 51.40 |
| | Horz % | | | | | | | |
| | Vert % | | | | | | | |
| | Index | 100 | 129 | 108 | 103 | 103 | 139 | 82 |
| | | | * | * | | | | * |
| Marital Status: Single, Never Married | Unwgted | 11890 | 40 | 46 | 261 | 260 | 3303 | 28 |
| | Weighted (000) | 67363 | 313 | 358 | 1890 | 1880 | 16632 | 212 |
| | Horz % | 100.00 | 0.46 | 0.53 | 2.81 | 2.79 | 24.69 | 0.32 |
| | Vert % | 27.98 | 29.31 | 12.80 | 20.51 | 20.49 | 17.93 | 16.35 |
| | Index | 100 | 105 | 46 | 73 | 73 | 64 | 58 |
| | | | | | | | | |
| Marital Status: Currently Married | Unwgted | 24640 | 132 | 402 | 1039 | 1035 | 12886 | 156 |
| | Weighted (000) | 127911 | 554 | 2171 | 5742 | 5710 | 60807 | 813 |
| | Horz % | 100.00 | 0.43 | 1.70 | 4.49 | 4.46 | 47.54 | 0.64 |
| | Vert % | 53.12 | 51.87 | 77.62 | 62.32 | 62.25 | 65.57 | 62.57 |
| | Index | 100 | 98 | 146 | 117 | 117 | 123 | 118 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | | | | * |
| Marital Status: Divorced or Legally Separated | Unwgted | 7948 | 31 | 45 | 230 | 230 | 2959 | 35 |
| | Weighted (000) | 30646 | 117 | 157 | 1000 | 1000 | 9738 | 133 |
| | Horz % | 100.00 | 0.38 | 0.51 | 3.26 | 3.26 | 31.78 | 0.43 |
| | Vert % | 12.73 | 10.93 | 5.60 | 10.85 | 10.90 | 10.50 | 10.25 |
| | Index | 100 | 86 | 44 | 85 | 86 | 83 | 81 |
| | | | * | * | | | | * |
| Marital Status: Widowed | Unwgted | 3795 | 11 | 27 | 120 | 120 | 1625 | 28 |
| | Weighted (000) | 14859 | 84 | 111 | 583 | 583 | 5562 | 141 |
| | Horz % | 100.00 | 0.57 | 0.75 | 3.92 | 3.92 | 37.43 | 0.95 |
| | Vert % | 6.17 | 7.89 | 3.98 | 6.33 | 6.36 | 6.00 | 10.83 |
| | Index | 100 | 128 | 64 | 103 | 103 | 97 | 175 |
| | | | * | * | | * | | * |
| Marital Status: Engaged to Be Married | Unwgted | 1949 | 10 | 11 | 50 | 49 | 542 | 2 |
| | Weighted (000) | 10768 | 78 | 60 | 353 | 343 | 2561 | 5 |
| | Horz % | 100.00 | 0.72 | 0.56 | 3.28 | 3.18 | 23.78 | 0.05 |
| | Vert % | 4.47 | 7.28 | 2.15 | 3.83 | 3.74 | 2.76 | 0.40 |
| | Index | 100 | 163 | 48 | 86 | 84 | 62 | 9 |
| | | | * | * | | | | * |
| Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex) | Unwgted | 3390 | 18 | 21 | 112 | 112 | 1066 | 7 |
| | Weighted (000) | 20609 | 152 | 145 | 842 | 842 | 5628 | 22 |
| | Horz % | 100.00 | 0.74 | 0.70 | 4.09 | 4.09 | 27.31 | 0.11 |
| | Vert % | 8.56 | 14.23 | 5.18 | 9.14 | 9.18 | 6.07 | 1.70 |
| | Index | 100 | 166 | 60 | 107 | 107 | 71 | 20 |
| | | | | | | | | |
| Any Child(ren) Under Age 18 Living at Home | Unwgted | 18110 | 83 | 316 | 719 | 716 | 7275 | 89 |
| | Weighted (000) | 95244 | 407 | 1697 | 4126 | 4106 | 33504 | 430 |
| | Horz % | 100.00 | 0.43 | 1.78 | 4.33 | 4.31 | 35.18 | 0.45 |
| | Vert % | 39.56 | 38.10 | 60.67 | 44.78 | 44.76 | 36.13 | 33.07 |
| | Index | 100 | 96 | 153 | 113 | 113 | 91 | 84 |
| | | | * | | | | | * |
| 1 Child Under Age 18 Currently Living at Home | Unwgted | 7249 | 30 | 60 | 213 | 212 | 2998 | 24 |
| | Weighted (000) | 38782 | 143 | 362 | 1303 | 1292 | 14159 | 114 |
| | Horz % | 100.00 | 0.37 | 0.93 | 3.36 | 3.33 | 36.51 | 0.29 |
| | Vert % | 16.11 | 13.38 | 12.93 | 14.14 | 14.09 | 15.27 | 8.74 |
| | Index | 100 | 83 | 80 | 88 | 87 | 95 | 54 |
| | | | * | | | | | * |
| 2 Children Under Age 18 Currently Living at Home | Unwgted | 6875 | 36 | 122 | 284 | 282 | 2917 | 40 |
| | Weighted (000) | 34084 | 152 | 630 | 1573 | 1563 | 12847 | 172 |
| | Horz % | 100.00 | 0.45 | 1.85 | 4.61 | 4.58 | 37.69 | 0.50 |
| | Vert % | 14.16 | 14.22 | 22.52 | 17.07 | 17.03 | 13.85 | 13.22 |
| | Index | 100 | 100 | 159 | 121 | 120 | 98 | 93 |
| | | | * | | | | | * |
| 3 Children Under Age 18 Currently Living at Home | Unwgted | 2656 | 14 | 87 | 149 | 149 | 968 | 17 |
| | Weighted (000) | 14443 | 89 | 410 | 775 | 775 | 4474 | 103 |
| | Horz % | 100.00 | 0.61 | 2.84 | 5.37 | 5.37 | 30.98 | 0.71 |
| | Vert % | 6.00 | 8.30 | 14.66 | 8.41 | 8.45 | 4.82 | 7.93 |
| | Index | 100 | 138 | 244 | 140 | 141 | 80 | 132 |
| | | | * | * | * | * | | * |
| 4 Children Under Age 18 Currently Living at Home | Unwgted | 917 | 1 | 33 | 49 | 49 | 292 | 7 |
| | Weighted (000) | 5134 | 12 | 175 | 263 | 263 | 1487 | 33 |
| | Horz % | 100.00 | 0.24 | 3.41 | 5.13 | 5.13 | 28.96 | 0.65 |
| | Vert % | 2.13 | 1.15 | 6.26 | 2.86 | 2.87 | 1.60 | 2.57 |
| | Index | 100 | 54 | 294 | 134 | 135 | 75 | 121 |
| | | | * | * | * | * | | * |
| 5 or More Children Under Age 18 Currently Living at Home | Unwgted | 413 | 2 | 14 | 24 | 24 | 100 | 1 |
| | Weighted (000) | 2801 | 11 | 121 | 212 | 212 | 537 | 8 |
| | Horz % | 100.00 | 0.40 | 4.30 | 7.57 | 7.57 | 19.16 | 0.28 |
| | Vert % | 1.16 | 1.05 | 4.31 | 2.30 | 2.31 | 0.58 | 0.60 |
| | Index | 100 | 90 | 370 | 198 | 199 | 50 | 51 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|-----------------------------------|----------------|------------|--|---|---------------------------|--|--|--|
| Own Home/Residence | Unwgttd | 33144 | 174 | 423 | 1279 | 1274 | 17188 | 182 |
| | Weighted (000) | 160200 | 773 | 2141 | 6637 | 6594 | 76045 | 904 |
| | Horz % | 100.00 | 0.48 | 1.34 | 4.14 | 4.12 | 47.47 | 0.56 |
| | Vert % | 66.53 | 72.38 | 76.54 | 72.02 | 71.89 | 82.00 | 69.55 |
| | Index | 100 | 109 | 115 | 108 | 108 | 123 | 105 |
| Rent Home/Residence | | | * | | | | | |
| | Unwgttd | 14554 | 38 | 88 | 345 | 345 | 3427 | 61 |
| | Weighted (000) | 77579 | 288 | 565 | 2379 | 2379 | 15937 | 382 |
| | Horz % | 100.00 | 0.37 | 0.73 | 3.07 | 3.07 | 20.54 | 0.49 |
| | Vert % | 32.22 | 26.98 | 20.20 | 25.81 | 25.94 | 17.18 | 29.42 |
| Live Rent-Free in Home/Residence | Index | 100 | 84 | 63 | 80 | 80 | 53 | 91 |
| | | | * | * | * | * | | * |
| | Unwgttd | 575 | 2 | 9 | 26 | 26 | 158 | 4 |
| | Weighted (000) | 3001 | 7 | 91 | 199 | 199 | 758 | 13 |
| | Horz % | 100.00 | 0.23 | 3.04 | 6.63 | 6.63 | 25.24 | 0.45 |
| Census Region: North East | Vert % | 1.25 | 0.64 | 3.26 | 2.16 | 2.17 | 0.82 | 1.03 |
| | Index | 100 | 52 | 262 | 173 | 174 | 66 | 83 |
| | | | * | | | | | * |
| | Unwgttd | 11292 | 39 | 113 | 327 | 327 | 5144 | 42 |
| | Weighted (000) | 43596 | 138 | 474 | 1455 | 1455 | 17525 | 186 |
| Census Region: South | Horz % | 100.00 | 0.32 | 1.09 | 3.34 | 3.34 | 40.20 | 0.43 |
| | Vert % | 18.11 | 12.92 | 16.95 | 15.79 | 15.86 | 18.90 | 14.35 |
| | Index | 100 | 71 | 94 | 87 | 88 | 104 | 79 |
| | Unwgttd | 16777 | 75 | 133 | 557 | 554 | 6897 | 74 |
| | Weighted (000) | 90561 | 366 | 908 | 3402 | 3370 | 33961 | 376 |
| Census Region: Midwest | Horz % | 100.00 | 0.40 | 1.00 | 3.76 | 3.72 | 37.50 | 0.42 |
| | Vert % | 37.61 | 34.20 | 32.44 | 36.92 | 36.74 | 36.62 | 28.97 |
| | Index | 100 | 91 | 86 | 98 | 98 | 97 | 77 |
| | Unwgttd | 10348 | 53 | 234 | 536 | 534 | 4471 | 95 |
| | Weighted (000) | 51575 | 261 | 1195 | 2938 | 2928 | 19759 | 511 |
| Census Region: West | Horz % | 100.00 | 0.51 | 2.32 | 5.70 | 5.68 | 38.31 | 0.99 |
| | Vert % | 21.42 | 24.38 | 42.73 | 31.89 | 31.92 | 21.31 | 39.34 |
| | Index | 100 | 114 | 200 | 149 | 149 | 99 | 184 |
| | Unwgttd | 9856 | 47 | 40 | 230 | 230 | 4261 | 36 |
| | Weighted (000) | 55047 | 305 | 220 | 1419 | 1419 | 21494 | 225 |
| Census Sub-Region: New England | Horz % | 100.00 | 0.55 | 0.40 | 2.58 | 2.58 | 39.05 | 0.41 |
| | Vert % | 22.86 | 28.50 | 7.88 | 15.40 | 15.47 | 23.18 | 17.35 |
| | Index | 100 | 125 | 34 | 67 | 68 | 101 | 76 |
| | Unwgttd | 2902 | 12 | 28 | 83 | 83 | 1411 | 13 |
| | Weighted (000) | 11431 | 57 | 108 | 420 | 420 | 4858 | 46 |
| Census Sub-Region: Mid Atlantic | Horz % | 100.00 | 0.50 | 0.95 | 3.68 | 3.68 | 42.50 | 0.40 |
| | Vert % | 4.75 | 5.31 | 3.87 | 4.56 | 4.58 | 5.24 | 3.55 |
| | Index | 100 | 112 | 81 | 96 | 96 | 110 | 75 |
| | Unwgttd | 8390 | 27 | 85 | 244 | 244 | 3733 | 29 |
| | Weighted (000) | 32165 | 81 | 366 | 1035 | 1035 | 12666 | 140 |
| Census Sub-Region: South Atlantic | Horz % | 100.00 | 0.25 | 1.14 | 3.22 | 3.22 | 39.38 | 0.44 |
| | Vert % | 13.36 | 7.61 | 13.08 | 11.23 | 11.28 | 13.66 | 10.79 |
| | Index | 100 | 57 | 98 | 84 | 84 | 102 | 81 |
| | Unwgttd | 9468 | 41 | 79 | 325 | 324 | 3936 | 44 |
| | Weighted (000) | 46537 | 188 | 464 | 1767 | 1757 | 17474 | 242 |
| Census Sub-Region: South Atlantic | Horz % | 100.00 | 0.40 | 1.00 | 3.80 | 3.78 | 37.55 | 0.52 |
| | Vert % | 19.33 | 17.61 | 16.58 | 19.18 | 19.15 | 18.84 | 18.62 |
| | Index | 100 | 91 | 86 | 99 | 99 | 97 | 96 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | | | | * |
| Census Sub-Region: East South Central | Unwgted | 1936 | 13 | 15 | 73 | 73 | 720 | 4 |
| | Weighted (000) | 14894 | 84 | 135 | 641 | 641 | 5348 | 23 |
| | Horz % | 100.00 | 0.56 | 0.91 | 4.31 | 4.31 | 35.91 | 0.16 |
| | Vert % | 6.19 | 7.84 | 4.83 | 6.96 | 6.99 | 5.77 | 1.78 |
| | Index | 100 | 127 | 78 | 112 | 113 | 93 | 29 |
| | | | * | * | | | | * |
| Census Sub-Region: West South Central | Unwgted | 5373 | 21 | 39 | 159 | 157 | 2241 | 26 |
| | Weighted (000) | 29130 | 94 | 309 | 994 | 972 | 11139 | 111 |
| | Horz % | 100.00 | 0.32 | 1.06 | 3.41 | 3.34 | 38.24 | 0.38 |
| | Vert % | 12.10 | 8.75 | 11.03 | 10.79 | 10.60 | 12.01 | 8.57 |
| | Index | 100 | 72 | 91 | 89 | 88 | 99 | 71 |
| | | | * | * | | | | * |
| Census Sub-Region: East North Central | Unwgted | 7954 | 40 | 171 | 390 | 388 | 3495 | 71 |
| | Weighted (000) | 35969 | 171 | 821 | 1929 | 1919 | 13742 | 331 |
| | Horz % | 100.00 | 0.48 | 2.28 | 5.36 | 5.33 | 38.20 | 0.92 |
| | Vert % | 14.94 | 15.99 | 29.36 | 20.93 | 20.92 | 14.82 | 25.50 |
| | Index | 100 | 107 | 197 | 140 | 140 | 99 | 171 |
| | | | * | * | | | | * |
| Census Sub-Region: West North Central | Unwgted | 2394 | 13 | 63 | 146 | 146 | 976 | 24 |
| | Weighted (000) | 15607 | 90 | 374 | 1009 | 1009 | 6018 | 180 |
| | Horz % | 100.00 | 0.57 | 2.40 | 6.47 | 6.47 | 38.56 | 1.15 |
| | Vert % | 6.48 | 8.39 | 13.38 | 10.95 | 11.00 | 6.49 | 13.84 |
| | Index | 100 | 129 | 206 | 169 | 170 | 100 | 213 |
| | | | * | * | | | | * |
| Census Sub-Region: Mountain | Unwgted | 2516 | 19 | 11 | 76 | 76 | 1056 | 16 |
| | Weighted (000) | 17393 | 136 | 75 | 506 | 506 | 6996 | 134 |
| | Horz % | 100.00 | 0.78 | 0.43 | 2.91 | 2.91 | 40.22 | 0.77 |
| | Vert % | 7.22 | 12.70 | 2.69 | 5.49 | 5.51 | 7.54 | 10.33 |
| | Index | 100 | 176 | 37 | 76 | 76 | 104 | 143 |
| | | | * | * | | | | * |
| Census Sub-Region: Pacific | Unwgted | 7340 | 28 | 29 | 154 | 154 | 3205 | 20 |
| | Weighted (000) | 37654 | 169 | 145 | 914 | 914 | 14498 | 91 |
| | Horz % | 100.00 | 0.45 | 0.39 | 2.43 | 2.43 | 38.50 | 0.24 |
| | Vert % | 15.64 | 15.80 | 5.19 | 9.92 | 9.96 | 15.63 | 7.01 |
| | Index | 100 | 101 | 33 | 63 | 64 | 100 | 45 |
| | | | * | * | | | | * |
| County Size: A | Unwgted | 26336 | 115 | 264 | 784 | 783 | 12084 | 116 |
| | Weighted (000) | 101038 | 425 | 953 | 3144 | 3134 | 41427 | 404 |
| | Horz % | 100.00 | 0.42 | 0.94 | 3.11 | 3.10 | 41.00 | 0.40 |
| | Vert % | 41.96 | 39.80 | 34.08 | 34.12 | 34.16 | 44.67 | 31.09 |
| | Index | 100 | 95 | 81 | 81 | 81 | 106 | 74 |
| | | | * | * | | | | * |
| County Size: B | Unwgted | 11787 | 57 | 107 | 410 | 408 | 4903 | 58 |
| | Weighted (000) | 70879 | 394 | 664 | 2661 | 2650 | 26926 | 419 |
| | Horz % | 100.00 | 0.56 | 0.94 | 3.75 | 3.74 | 37.99 | 0.59 |
| | Vert % | 29.44 | 36.90 | 23.73 | 28.87 | 28.89 | 29.03 | 32.28 |
| | Index | 100 | 125 | 81 | 98 | 98 | 99 | 110 |
| | | | * | * | | | | * |
| County Size: C/D | Unwgted | 10150 | 42 | 149 | 456 | 454 | 3786 | 73 |
| | Weighted (000) | 68862 | 249 | 1180 | 3411 | 3389 | 24387 | 476 |
| | Horz % | 100.00 | 0.36 | 1.71 | 4.95 | 4.92 | 35.41 | 0.69 |
| | Vert % | 28.60 | 23.30 | 42.19 | 37.01 | 36.95 | 26.30 | 36.63 |
| | Index | 100 | 81 | 148 | 129 | 129 | 92 | 128 |
| | | | * | * | * | * | | * |
| Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume) | Unwgted | 1208 | 8 | 18 | 48 | 48 | 600 | 4 |
| | Weighted (000) | 4881 | 38 | 50 | 192 | 192 | 2210 | 6 |
| | Horz % | 100.00 | 0.77 | 1.02 | 3.94 | 3.94 | 45.27 | 0.12 |
| | Vert % | 2.03 | 3.51 | 1.77 | 2.08 | 2.09 | 2.38 | 0.44 |
| | Index | 100 | 173 | 88 | 103 | 103 | 118 | 22 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | | | | | | |
| Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume) | | | * | | | | | * |
| | Unwgted | 8156 | 28 | 139 | 319 | 319 | 3780 | 48 |
| | Weighted (000) | 39455 | 111 | 661 | 1770 | 1770 | 16132 | 196 |
| | Horz % | 100.00 | 0.28 | 1.68 | 4.49 | 4.49 | 40.89 | 0.50 |
| | Vert % | 16.39 | 10.40 | 23.63 | 19.21 | 19.30 | 17.39 | 15.11 |
| Index | 100 | 63 | 144 | 117 | 118 | 106 | 92 | |
| Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume) | | | * | * | * | * | | * |
| | Unwgted | 1202 | 2 | 12 | 39 | 39 | 505 | 8 |
| | Weighted (000) | 6602 | 11 | 56 | 242 | 242 | 2268 | 31 |
| | Horz % | 100.00 | 0.17 | 0.85 | 3.66 | 3.66 | 34.35 | 0.47 |
| | Vert % | 2.74 | 1.04 | 2.01 | 2.62 | 2.63 | 2.45 | 2.38 |
| Index | 100 | 38 | 73 | 96 | 96 | 89 | 87 | |
| Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume) | | | * | * | * | * | | * |
| | Unwgted | 287 | 1 | 2 | 10 | 10 | 162 | 2 |
| | Weighted (000) | 1442 | 9 | 5 | 55 | 55 | 786 | 13 |
| | Horz % | 100.00 | 0.60 | 0.37 | 3.80 | 3.80 | 54.47 | 0.93 |
| | Vert % | 0.60 | 0.81 | 0.19 | 0.60 | 0.60 | 0.85 | 1.04 |
| Index | 100 | 135 | 32 | 99 | 100 | 141 | 173 | |
| Radio Formats: All News (Monday-Sunday 24-Hour Cume) | | | * | * | | | | * |
| | Unwgted | 2864 | 13 | 30 | 88 | 88 | 1631 | 14 |
| | Weighted (000) | 8071 | 28 | 77 | 235 | 235 | 4376 | 37 |
| | Horz % | 100.00 | 0.34 | 0.95 | 2.91 | 2.91 | 54.22 | 0.46 |
| | Vert % | 3.35 | 2.59 | 2.74 | 2.55 | 2.56 | 4.72 | 2.88 |
| Index | 100 | 77 | 82 | 76 | 76 | 141 | 86 | |
| Radio Formats: All Sports (Monday-Sunday 24-Hour Cume) | | | * | | | | | * |
| | Unwgted | 3437 | 12 | 52 | 140 | 139 | 1805 | 21 |
| | Weighted (000) | 12832 | 43 | 196 | 516 | 512 | 6228 | 86 |
| | Horz % | 100.00 | 0.34 | 1.53 | 4.02 | 3.99 | 48.53 | 0.67 |
| | Vert % | 5.33 | 4.03 | 7.01 | 5.60 | 5.59 | 6.72 | 6.66 |
| Index | 100 | 76 | 132 | 105 | 105 | 126 | 125 | |
| Radio Formats: All Talk (Monday-Sunday 24-Hour Cume) | | | * | * | * | * | | * |
| | Unwgted | 884 | 3 | 12 | 42 | 42 | 463 | 7 |
| | Weighted (000) | 4021 | 3 | 97 | 251 | 251 | 1952 | 31 |
| | Horz % | 100.00 | 0.07 | 2.41 | 6.25 | 6.25 | 48.56 | 0.77 |
| | Vert % | 1.67 | 0.25 | 3.46 | 2.73 | 2.74 | 2.11 | 2.37 |
| Index | 100 | 15 | 207 | 163 | 164 | 126 | 142 | |
| Radio Formats: Alternative (Monday-Sunday 24-Hour Cume) | | | * | * | | | | * |
| | Unwgted | 3316 | 14 | 42 | 109 | 109 | 1474 | 11 |
| | Weighted (000) | 15752 | 79 | 167 | 570 | 570 | 6189 | 85 |
| | Horz % | 100.00 | 0.50 | 1.06 | 3.62 | 3.62 | 39.29 | 0.54 |
| | Vert % | 6.54 | 7.43 | 5.96 | 6.19 | 6.22 | 6.67 | 6.58 |
| Index | 100 | 114 | 91 | 95 | 95 | 102 | 101 | |
| Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume) | | | * | | | | | * |
| | Unwgted | 8653 | 43 | 109 | 311 | 311 | 3410 | 31 |
| | Weighted (000) | 45814 | 234 | 629 | 1938 | 1938 | 16151 | 208 |
| | Horz % | 100.00 | 0.51 | 1.37 | 4.23 | 4.23 | 35.25 | 0.45 |
| | Vert % | 19.03 | 21.90 | 22.47 | 21.03 | 21.13 | 17.41 | 16.03 |
| Index | 100 | 115 | 118 | 111 | 111 | 92 | 84 | |
| Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume) | | | * | * | | | | * |
| | Unwgted | 2973 | 16 | 41 | 139 | 139 | 1398 | 18 |
| | Weighted (000) | 14188 | 43 | 183 | 601 | 601 | 6035 | 68 |
| | Horz % | 100.00 | 0.31 | 1.29 | 4.23 | 4.23 | 42.54 | 0.48 |
| | Vert % | 5.89 | 4.05 | 6.53 | 6.52 | 6.55 | 6.51 | 5.24 |
| Index | 100 | 69 | 111 | 111 | 111 | 110 | 89 | |
| Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume) | | | * | * | | | | * |
| | Unwgted | 3601 | 18 | 38 | 133 | 132 | 1638 | 12 |
| | Weighted (000) | 18087 | 105 | 158 | 665 | 661 | 7039 | 77 |
| | Horz % | 100.00 | 0.58 | 0.87 | 3.68 | 3.66 | 38.92 | 0.42 |
| | Vert % | 7.51 | 9.86 | 5.63 | 7.22 | 7.21 | 7.59 | 5.90 |
| Index | 100 | 131 | 75 | 96 | 96 | 101 | 79 | |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | * | * | | * |
| Radio Formats: Classical (Monday-Sunday 24-Hour Cume) | Unwgted | 1383 | 3 | 14 | 38 | 38 | 720 | 5 |
| | Weighted (000) | 5415 | 16 | 45 | 183 | 183 | 2553 | 23 |
| | Horz % | 100.00 | 0.29 | 0.83 | 3.37 | 3.37 | 47.15 | 0.43 |
| | Vert % | 2.25 | 1.47 | 1.61 | 1.98 | 1.99 | 2.75 | 1.79 |
| | Index | 100 | 65 | 72 | 88 | 89 | 122 | 79 |
| | | | * | * | * | * | | * |
| Radio Formats: Country (Monday-Sunday 24-Hour Cume) | Unwgted | 8065 | 37 | 108 | 328 | 327 | 3458 | 43 |
| | Weighted (000) | 46392 | 228 | 603 | 2070 | 2064 | 18068 | 204 |
| | Horz % | 100.00 | 0.49 | 1.30 | 4.46 | 4.45 | 38.95 | 0.44 |
| | Vert % | 19.27 | 21.34 | 21.54 | 22.47 | 22.50 | 19.48 | 15.72 |
| | Index | 100 | 111 | 112 | 117 | 117 | 101 | 82 |
| | | | * | * | * | * | | * |
| Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume) | Unwgted | 289 | 0 | 1 | 4 | 4 | 125 | 1 |
| | Weighted (000) | 1180 | 0 | 1 | 12 | 12 | 418 | 4 |
| | Horz % | 100.00 | 0.00 | 0.07 | 1.05 | 1.05 | 35.40 | 0.37 |
| | Vert % | 0.49 | 0.00 | 0.03 | 0.13 | 0.14 | 0.45 | 0.34 |
| | Index | 100 | 0 | 6 | 28 | 28 | 92 | 69 |
| | | | * | * | * | * | | * |
| Radio Formats: Gospel (Monday-Sunday 24-Hour Cume) | Unwgted | 730 | 9 | 7 | 39 | 39 | 226 | 7 |
| | Weighted (000) | 4011 | 43 | 56 | 230 | 230 | 1157 | 35 |
| | Horz % | 100.00 | 1.08 | 1.40 | 5.74 | 5.74 | 28.85 | 0.87 |
| | Vert % | 1.67 | 4.04 | 2.00 | 2.50 | 2.51 | 1.25 | 2.68 |
| | Index | 100 | 243 | 120 | 150 | 151 | 75 | 161 |
| | | | * | * | * | * | | * |
| Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume) | Unwgted | 2429 | 6 | 21 | 47 | 47 | 729 | 5 |
| | Weighted (000) | 15349 | 25 | 144 | 346 | 346 | 4352 | 25 |
| | Horz % | 100.00 | 0.16 | 0.94 | 2.25 | 2.25 | 28.35 | 0.16 |
| | Vert % | 6.37 | 2.34 | 5.14 | 3.75 | 3.77 | 4.69 | 1.89 |
| | Index | 100 | 37 | 81 | 59 | 59 | 74 | 30 |
| | | | * | * | * | * | | * |
| Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume) | Unwgted | 3507 | 15 | 67 | 136 | 136 | 1681 | 15 |
| | Weighted (000) | 16479 | 45 | 314 | 734 | 734 | 6892 | 47 |
| | Horz % | 100.00 | 0.28 | 1.90 | 4.45 | 4.45 | 41.83 | 0.29 |
| | Vert % | 6.84 | 4.24 | 11.22 | 7.96 | 8.00 | 7.43 | 3.63 |
| | Index | 100 | 62 | 164 | 116 | 117 | 109 | 53 |
| | | | * | * | * | * | | * |
| Radio Formats: Jazz (Monday- Sunday 24-Hour Cume) | Unwgted | 702 | 6 | 8 | 27 | 27 | 355 | 5 |
| | Weighted (000) | 2542 | 20 | 19 | 94 | 94 | 1209 | 23 |
| | Horz % | 100.00 | 0.80 | 0.75 | 3.71 | 3.71 | 47.56 | 0.91 |
| | Vert % | 1.06 | 1.91 | 0.68 | 1.02 | 1.03 | 1.30 | 1.78 |
| | Index | 100 | 181 | 64 | 97 | 97 | 123 | 169 |
| | | | * | * | * | * | | * |
| Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume) | Unwgted | 991 | 2 | 6 | 17 | 17 | 285 | 0 |
| | Weighted (000) | 6494 | 8 | 34 | 87 | 87 | 1836 | 0 |
| | Horz % | 100.00 | 0.12 | 0.53 | 1.34 | 1.34 | 28.28 | 0.00 |
| | Vert % | 2.70 | 0.72 | 1.22 | 0.94 | 0.95 | 1.98 | 0.00 |
| | Index | 100 | 27 | 45 | 35 | 35 | 73 | 0 |
| | | | * | * | * | * | | * |
| Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume) | Unwgted | 5900 | 21 | 83 | 223 | 222 | 3245 | 33 |
| | Weighted (000) | 23011 | 71 | 336 | 929 | 925 | 12027 | 131 |
| | Horz % | 100.00 | 0.31 | 1.46 | 4.04 | 4.02 | 52.27 | 0.57 |
| | Vert % | 9.56 | 6.66 | 11.99 | 10.08 | 10.08 | 12.97 | 10.08 |
| | Index | 100 | 70 | 126 | 105 | 106 | 136 | 105 |
| | | | * | * | * | * | | * |
| Radio Formats: Oldies (Monday-Sunday 24-Hour Cume) | Unwgted | 1671 | 8 | 20 | 59 | 59 | 746 | 7 |
| | Weighted (000) | 8714 | 23 | 87 | 327 | 327 | 3520 | 41 |
| | Horz % | 100.00 | 0.26 | 1.00 | 3.75 | 3.75 | 40.40 | 0.47 |
| | Vert % | 3.62 | 2.11 | 3.12 | 3.55 | 3.56 | 3.80 | 3.14 |
| | Index | 100 | 58 | 86 | 98 | 98 | 105 | 87 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | | | | * |
| Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume) | Unwgted | 2634 | 8 | 24 | 73 | 73 | 1407 | 15 |
| | Weighted (000) | 10681 | 29 | 107 | 325 | 325 | 5504 | 71 |
| | Horz % | 100.00 | 0.27 | 1.00 | 3.05 | 3.05 | 51.53 | 0.66 |
| | Vert % | 4.44 | 2.74 | 3.83 | 3.53 | 3.55 | 5.93 | 5.45 |
| | Index | 100 | 62 | 86 | 80 | 80 | 134 | 123 |
| | | | * | * | | | | * |
| Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume) | Unwgted | 3953 | 13 | 69 | 169 | 169 | 1681 | 21 |
| | Weighted (000) | 20069 | 61 | 440 | 933 | 933 | 7984 | 140 |
| | Horz % | 100.00 | 0.30 | 2.19 | 4.65 | 4.65 | 39.78 | 0.70 |
| | Vert % | 8.34 | 5.69 | 15.74 | 10.13 | 10.18 | 8.61 | 10.79 |
| | Index | 100 | 68 | 189 | 122 | 122 | 103 | 129 |
| | | | * | * | | | | * |
| Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume) | Unwgted | 2820 | 12 | 13 | 69 | 69 | 952 | 5 |
| | Weighted (000) | 14985 | 69 | 51 | 441 | 441 | 4598 | 53 |
| | Horz % | 100.00 | 0.46 | 0.34 | 2.94 | 2.94 | 30.69 | 0.35 |
| | Vert % | 6.22 | 6.47 | 1.82 | 4.78 | 4.80 | 4.96 | 4.06 |
| | Index | 100 | 104 | 29 | 77 | 77 | 80 | 65 |
| | | | * | * | | | | * |
| Radio Formats: Rock (Monday- Sunday 24-Hour Cume) | Unwgted | 3771 | 15 | 47 | 142 | 141 | 1614 | 12 |
| | Weighted (000) | 18525 | 88 | 301 | 823 | 818 | 6725 | 97 |
| | Horz % | 100.00 | 0.48 | 1.62 | 4.44 | 4.42 | 36.30 | 0.52 |
| | Vert % | 7.69 | 8.28 | 10.75 | 8.93 | 8.92 | 7.25 | 7.47 |
| | Index | 100 | 108 | 140 | 116 | 116 | 94 | 97 |
| | | | * | * | * | * | | * |
| Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume) | Unwgted | 1166 | 3 | 10 | 33 | 33 | 558 | 4 |
| | Weighted (000) | 6001 | 13 | 52 | 235 | 235 | 2593 | 15 |
| | Horz % | 100.00 | 0.22 | 0.87 | 3.92 | 3.92 | 43.21 | 0.25 |
| | Vert % | 2.49 | 1.26 | 1.86 | 2.55 | 2.56 | 2.80 | 1.17 |
| | Index | 100 | 50 | 75 | 102 | 103 | 112 | 47 |
| | | | * | * | * | * | | * |
| Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume) | Unwgted | 791 | 3 | 10 | 18 | 18 | 234 | 3 |
| | Weighted (000) | 4990 | 14 | 47 | 150 | 150 | 1499 | 16 |
| | Horz % | 100.00 | 0.28 | 0.94 | 3.00 | 3.00 | 30.03 | 0.31 |
| | Vert % | 2.07 | 1.29 | 1.67 | 1.63 | 1.63 | 1.62 | 1.20 |
| | Index | 100 | 62 | 81 | 78 | 79 | 78 | 58 |
| | | | * | * | * | * | | * |
| Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume) | Unwgted | 315 | 0 | 5 | 6 | 6 | 74 | 1 |
| | Weighted (000) | 1793 | 0 | 26 | 62 | 62 | 402 | 6 |
| | Horz % | 100.00 | 0.00 | 1.43 | 3.44 | 3.44 | 22.39 | 0.32 |
| | Vert % | 0.74 | 0.00 | 0.92 | 0.67 | 0.67 | 0.43 | 0.44 |
| | Index | 100 | 0 | 123 | 90 | 90 | 58 | 59 |
| | | | * | * | | | | * |
| Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume) | Unwgted | 5190 | 40 | 32 | 176 | 175 | 1439 | 19 |
| | Weighted (000) | 26664 | 207 | 183 | 904 | 894 | 6575 | 105 |
| | Horz % | 100.00 | 0.78 | 0.69 | 3.39 | 3.35 | 24.66 | 0.39 |
| | Vert % | 11.07 | 19.38 | 6.54 | 9.81 | 9.74 | 7.09 | 8.05 |
| | Index | 100 | 175 | 59 | 89 | 88 | 64 | 73 |
| | | | * | * | | | | * |
| Radio Formats: Urban AC (Subset of Urban) (Monday- Sunday 24-Hour Cume) | Unwgted | 2379 | 19 | 15 | 86 | 85 | 701 | 10 |
| | Weighted (000) | 11083 | 74 | 77 | 362 | 352 | 2909 | 52 |
| | Horz % | 100.00 | 0.67 | 0.69 | 3.27 | 3.18 | 26.25 | 0.47 |
| | Vert % | 4.60 | 6.91 | 2.74 | 3.93 | 3.84 | 3.14 | 4.02 |
| | Index | 100 | 150 | 59 | 85 | 83 | 68 | 87 |
| | | | * | * | | | | * |
| Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume) | Unwgted | 1939 | 15 | 13 | 64 | 63 | 475 | 8 |
| | Weighted (000) | 11362 | 82 | 79 | 404 | 394 | 2458 | 47 |
| | Horz % | 100.00 | 0.72 | 0.69 | 3.55 | 3.46 | 21.64 | 0.41 |
| | Vert % | 4.72 | 7.67 | 2.81 | 4.38 | 4.29 | 2.65 | 3.61 |
| | Index | 100 | 163 | 60 | 93 | 91 | 56 | 77 |

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|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | * | * | | * |
| Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume) | Unwgted | 1269 | 6 | 11 | 40 | 40 | 550 | 4 |
| | Weighted (000) | 7051 | 27 | 39 | 220 | 220 | 2831 | 32 |
| | Horz % | 100.00 | 0.39 | 0.55 | 3.12 | 3.12 | 40.15 | 0.45 |
| | Vert % | 2.93 | 2.55 | 1.40 | 2.38 | 2.40 | 3.05 | 2.43 |
| | Index | 100 | 87 | 48 | 81 | 82 | 104 | 83 |
| Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours | Unwgted | 40314 | 185 | 444 | 1400 | 1397 | 17792 | 200 |
| | Weighted (000) | 198598 | 871 | 2240 | 7431 | 7402 | 78550 | 1041 |
| | Horz % | 100.00 | 0.44 | 1.13 | 3.74 | 3.73 | 39.55 | 0.52 |
| | Vert % | 82.48 | 81.50 | 80.06 | 80.64 | 80.70 | 84.70 | 80.10 |
| | Index | 100 | 99 | 97 | 98 | 98 | 103 | 97 |
| Radio Daypart Cumes: Weekday 6:00 am - 10:00 am | Unwgted | 24949 | 106 | 281 | 845 | 843 | 11568 | 121 |
| | Weighted (000) | 119900 | 498 | 1400 | 4522 | 4502 | 50679 | 641 |
| | Horz % | 100.00 | 0.42 | 1.17 | 3.77 | 3.75 | 42.27 | 0.53 |
| | Vert % | 49.80 | 46.57 | 50.03 | 49.07 | 49.08 | 54.65 | 49.36 |
| | Index | 100 | 94 | 100 | 99 | 99 | 110 | 99 |
| Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm | Unwgted | 18085 | 89 | 180 | 632 | 632 | 7877 | 86 |
| | Weighted (000) | 89896 | 374 | 915 | 3319 | 3319 | 35138 | 429 |
| | Horz % | 100.00 | 0.42 | 1.02 | 3.69 | 3.69 | 39.09 | 0.48 |
| | Vert % | 37.34 | 35.04 | 32.72 | 36.02 | 36.18 | 37.89 | 33.01 |
| | Index | 100 | 94 | 88 | 96 | 97 | 101 | 88 |
| Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm | Unwgted | 21647 | 94 | 256 | 783 | 781 | 9790 | 103 |
| | Weighted (000) | 104254 | 345 | 1300 | 4048 | 4029 | 42128 | 514 |
| | Horz % | 100.00 | 0.33 | 1.25 | 3.88 | 3.86 | 40.41 | 0.49 |
| | Vert % | 43.30 | 32.28 | 46.46 | 43.93 | 43.92 | 45.43 | 39.60 |
| | Index | 100 | 75 | 107 | 101 | 101 | 105 | 91 |
| Radio Daypart Cumes: Weekday 7:00 pm - Midnight | | | * | * | | | | * |
| | Unwgted | 7445 | 29 | 76 | 248 | 246 | 2950 | 29 |
| | Weighted (000) | 38037 | 169 | 405 | 1412 | 1387 | 13504 | 143 |
| | Horz % | 100.00 | 0.44 | 1.06 | 3.71 | 3.65 | 35.50 | 0.38 |
| | Vert % | 15.80 | 15.80 | 14.48 | 15.33 | 15.12 | 14.56 | 11.04 |
| Radio Daypart Cumes: Weekday Midnight - 6:00 am | | | * | * | | | | * |
| | Unwgted | 2311 | 9 | 16 | 67 | 67 | 892 | 11 |
| | Weighted (000) | 11829 | 53 | 97 | 385 | 385 | 4121 | 75 |
| | Horz % | 100.00 | 0.45 | 0.82 | 3.26 | 3.26 | 34.84 | 0.64 |
| | Vert % | 4.91 | 4.93 | 3.48 | 4.18 | 4.20 | 4.44 | 5.80 |
| Radio Daypart Cumes: Weekend 6:00 am - 10:00 am | Unwgted | 15558 | 80 | 183 | 547 | 546 | 6894 | 81 |
| | Weighted (000) | 75340 | 393 | 1026 | 3006 | 2990 | 30353 | 429 |
| | Horz % | 100.00 | 0.52 | 1.36 | 3.99 | 3.97 | 40.29 | 0.57 |
| | Vert % | 31.29 | 36.74 | 36.66 | 32.62 | 32.60 | 32.73 | 33.02 |
| | Index | 100 | 117 | 117 | 104 | 104 | 105 | 106 |
| Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm | Unwgted | 21529 | 100 | 252 | 745 | 744 | 9586 | 93 |
| | Weighted (000) | 103236 | 440 | 1251 | 3796 | 3786 | 41314 | 422 |
| | Horz % | 100.00 | 0.43 | 1.21 | 3.68 | 3.67 | 40.02 | 0.41 |
| | Vert % | 42.88 | 41.17 | 44.71 | 41.19 | 41.27 | 44.55 | 32.51 |
| | Index | 100 | 96 | 104 | 96 | 96 | 104 | 76 |
| Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm | Unwgted | 16365 | 66 | 176 | 547 | 546 | 6984 | 65 |
| | Weighted (000) | 81300 | 306 | 895 | 3023 | 3013 | 30984 | 341 |
| | Horz % | 100.00 | 0.38 | 1.10 | 3.72 | 3.71 | 38.11 | 0.42 |
| | Vert % | 33.77 | 28.60 | 31.99 | 32.80 | 32.85 | 33.41 | 26.28 |
| | Index | 100 | 85 | 95 | 97 | 97 | 99 | 78 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | | | | | | |
| Radio Daypart Cumes: Weekend 7:00 pm - Midnight | | | * | | | | | * |
| | Unwgted | 7820 | 40 | 86 | 266 | 265 | 3020 | 24 |
| | Weighted (000) | 39381 | 230 | 432 | 1472 | 1457 | 13482 | 123 |
| | Horz % | 100.00 | 0.58 | 1.10 | 3.74 | 3.70 | 34.23 | 0.31 |
| | Vert % | 16.36 | 21.52 | 15.43 | 15.98 | 15.89 | 14.54 | 9.45 |
| Index | 100 | 132 | 94 | 98 | 97 | 89 | 58 | |
| Radio Daypart Cumes: Weekend Midnight - 6:00 am | | | * | * | | | | * |
| | Unwgted | 1948 | 7 | 15 | 54 | 54 | 681 | 6 |
| | Weighted (000) | 9954 | 32 | 94 | 300 | 300 | 2911 | 36 |
| | Horz % | 100.00 | 0.33 | 0.94 | 3.02 | 3.02 | 29.24 | 0.36 |
| | Vert % | 4.13 | 3.03 | 3.35 | 3.26 | 3.28 | 3.14 | 2.79 |
| Index | 100 | 73 | 81 | 79 | 79 | 76 | 68 | |
| Where Listen to Radio on Typical Weekday: Home | | | * | | | | | * |
| | Unwgted | 12806 | 45 | 133 | 417 | 416 | 5187 | 68 |
| | Weighted (000) | 62580 | 183 | 771 | 2279 | 2264 | 22001 | 389 |
| | Horz % | 100.00 | 0.29 | 1.23 | 3.64 | 3.62 | 35.16 | 0.62 |
| | Vert % | 25.99 | 17.13 | 27.56 | 24.74 | 24.68 | 23.72 | 29.92 |
| Index | 100 | 66 | 106 | 95 | 95 | 91 | 115 | |
| Where Listen to Radio on Typical Weekday: Car | | | | | | | | |
| | Unwgted | 37001 | 178 | 430 | 1348 | 1344 | 17131 | 188 |
| | Weighted (000) | 181109 | 862 | 2190 | 7304 | 7268 | 75398 | 939 |
| | Horz % | 100.00 | 0.48 | 1.21 | 4.03 | 4.01 | 41.63 | 0.52 |
| | Vert % | 75.22 | 80.71 | 78.27 | 79.26 | 79.23 | 81.30 | 72.25 |
| Index | 100 | 107 | 104 | 105 | 105 | 108 | 96 | |
| Where Listen to Radio on Typical Weekday: Work | | | * | | | | | * |
| | Unwgted | 5690 | 27 | 60 | 193 | 193 | 2320 | 21 |
| | Weighted (000) | 29668 | 111 | 367 | 1052 | 1052 | 11333 | 84 |
| | Horz % | 100.00 | 0.37 | 1.24 | 3.54 | 3.54 | 38.20 | 0.28 |
| | Vert % | 12.32 | 10.41 | 13.12 | 11.41 | 11.47 | 12.22 | 6.50 |
| Index | 100 | 84 | 106 | 93 | 93 | 99 | 53 | |
| Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work | | | * | * | * | * | | * |
| | Unwgted | 1158 | 3 | 3 | 18 | 18 | 370 | 0 |
| | Weighted (000) | 6331 | 14 | 16 | 114 | 114 | 1792 | 0 |
| | Horz % | 100.00 | 0.22 | 0.25 | 1.81 | 1.81 | 28.31 | 0.00 |
| | Vert % | 2.63 | 1.30 | 0.56 | 1.24 | 1.25 | 1.93 | 0.00 |
| Index | 100 | 50 | 21 | 47 | 47 | 73 | 0 | |
| Where Listen to Radio on Typical Weekend: Home | | | | | | | | |
| | Unwgted | 14791 | 62 | 151 | 492 | 491 | 6007 | 68 |
| | Weighted (000) | 72174 | 296 | 816 | 2731 | 2715 | 25416 | 367 |
| | Horz % | 100.00 | 0.41 | 1.13 | 3.78 | 3.76 | 35.22 | 0.51 |
| | Vert % | 29.97 | 27.74 | 29.19 | 29.63 | 29.60 | 27.41 | 28.23 |
| Index | 100 | 93 | 97 | 99 | 99 | 91 | 94 | |
| Where Listen to Radio on Typical Weekend: Car | | | | | | | | |
| | Unwgted | 33975 | 167 | 398 | 1235 | 1230 | 15738 | 181 |
| | Weighted (000) | 166202 | 817 | 2017 | 6669 | 6627 | 69187 | 910 |
| | Horz % | 100.00 | 0.49 | 1.21 | 4.01 | 3.99 | 41.63 | 0.55 |
| | Vert % | 69.03 | 76.46 | 72.10 | 72.38 | 72.25 | 74.60 | 70.06 |
| Index | 100 | 111 | 104 | 105 | 105 | 108 | 101 | |
| Where Listen to Radio on Typical Weekend: Work | | | * | * | | | | * |
| | Unwgted | 2031 | 8 | 16 | 60 | 60 | 705 | 9 |
| | Weighted (000) | 11015 | 31 | 143 | 437 | 437 | 3483 | 47 |
| | Horz % | 100.00 | 0.28 | 1.29 | 3.97 | 3.97 | 31.62 | 0.43 |
| | Vert % | 4.57 | 2.90 | 5.10 | 4.74 | 4.77 | 3.76 | 3.62 |
| Index | 100 | 63 | 111 | 104 | 104 | 82 | 79 | |
| Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work | | | * | * | * | * | | * |
| | Unwgted | 1137 | 3 | 8 | 26 | 26 | 379 | 1 |
| | Weighted (000) | 6306 | 6 | 24 | 132 | 132 | 1875 | 2 |
| | Horz % | 100.00 | 0.09 | 0.38 | 2.09 | 2.09 | 29.73 | 0.02 |
| | Vert % | 2.62 | 0.53 | 0.85 | 1.43 | 1.44 | 2.02 | 0.12 |
| Index | 100 | 20 | 32 | 55 | 55 | 77 | 4 | |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | | | | | | |
| Ever Listen to AM Radio (Terrestrial Radio) | | | * | | | | | |
| | Unwgt'd | 9226 | 37 | 113 | 350 | 348 | 4744 | 50 |
| | Weighted (000) | 37690 | 121 | 549 | 1540 | 1521 | 17908 | 186 |
| | Horz % | 100.00 | 0.32 | 1.46 | 4.09 | 4.03 | 47.51 | 0.49 |
| | Vert % | 15.65 | 11.35 | 19.62 | 16.71 | 16.58 | 19.31 | 14.32 |
| Index | 100 | 73 | 125 | 107 | 106 | 123 | 91 | |
| Ever Listen to FM Radio (Terrestrial Radio) | Unwgt'd | 36061 | 162 | 408 | 1257 | 1253 | 15471 | 170 |
| | Weighted (000) | 181675 | 796 | 2123 | 6933 | 6896 | 69603 | 932 |
| | Horz % | 100.00 | 0.44 | 1.17 | 3.82 | 3.80 | 38.31 | 0.51 |
| | Vert % | 75.45 | 74.48 | 75.88 | 75.23 | 75.18 | 75.05 | 71.77 |
| | Index | 100 | 99 | 101 | 100 | 100 | 99 | 95 |
| Ever Listen to Any Terrestrial Radio (AM/FM) | Unwgt'd | 39115 | 174 | 438 | 1375 | 1371 | 17041 | 192 |
| | Weighted (000) | 193871 | 831 | 2256 | 7453 | 7416 | 75285 | 1020 |
| | Horz % | 100.00 | 0.43 | 1.16 | 3.84 | 3.83 | 38.83 | 0.53 |
| | Vert % | 80.52 | 77.76 | 80.66 | 80.87 | 80.85 | 81.18 | 78.47 |
| | Index | 100 | 97 | 100 | 100 | 100 | 101 | 97 |
| Ever Listen to Satellite Radio (SiriusXM) | | | | | | | | * |
| | Unwgt'd | 6485 | 53 | 98 | 279 | 279 | 3974 | 38 |
| | Weighted (000) | 28450 | 211 | 408 | 1302 | 1302 | 16790 | 173 |
| | Horz % | 100.00 | 0.74 | 1.44 | 4.58 | 4.58 | 59.02 | 0.61 |
| | Vert % | 11.82 | 19.78 | 14.60 | 14.13 | 14.20 | 18.10 | 13.32 |
| Index | 100 | 167 | 124 | 120 | 120 | 153 | 113 | |
| Household Subscribes to Satellite (SiriusXM) Radio | Unwgt'd | 8939 | 69 | 130 | 383 | 381 | 5422 | 61 |
| | Weighted (000) | 41160 | 276 | 536 | 1735 | 1719 | 23728 | 293 |
| | Horz % | 100.00 | 0.67 | 1.30 | 4.22 | 4.18 | 57.65 | 0.71 |
| | Vert % | 17.09 | 25.84 | 19.16 | 18.83 | 18.74 | 25.59 | 22.59 |
| | Index | 100 | 151 | 112 | 110 | 110 | 150 | 132 |
| Any Vehicle Currently Owned/Leased Has Satellite Radio | Unwgt'd | 14712 | 114 | 256 | 675 | 675 | 9646 | 91 |
| | Weighted (000) | 71398 | 528 | 1252 | 3438 | 3438 | 44430 | 414 |
| | Horz % | 100.00 | 0.74 | 1.75 | 4.81 | 4.81 | 62.23 | 0.58 |
| | Vert % | 29.65 | 49.42 | 44.77 | 37.31 | 37.48 | 47.91 | 31.85 |
| | Index | 100 | 167 | 151 | 126 | 126 | 162 | 107 |
| Any Vehicle Currently Owned/Leased Has MP3 Player Connection | Unwgt'd | 12557 | 75 | 177 | 497 | 497 | 7579 | 63 |
| | Weighted (000) | 62882 | 344 | 906 | 2679 | 2679 | 35180 | 313 |
| | Horz % | 100.00 | 0.55 | 1.44 | 4.26 | 4.26 | 55.95 | 0.50 |
| | Vert % | 26.12 | 32.16 | 32.40 | 29.07 | 29.21 | 37.93 | 24.12 |
| | Index | 100 | 123 | 124 | 111 | 112 | 145 | 92 |
| listened online to streaming AM/FM broadcast radio stations | | | * | | | | | * |
| | Unwgt'd | 7450 | 38 | 95 | 262 | 261 | 3297 | 31 |
| | Weighted (000) | 36486 | 205 | 484 | 1423 | 1417 | 14299 | 161 |
| | Horz % | 100.00 | 0.56 | 1.33 | 3.90 | 3.88 | 39.19 | 0.44 |
| | Vert % | 15.15 | 19.23 | 17.28 | 15.44 | 15.44 | 15.42 | 12.38 |
| Index | 100 | 127 | 114 | 102 | 102 | 102 | 82 | |
| listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) | Unwgt'd | 14104 | 65 | 148 | 446 | 444 | 5878 | 57 |
| | Weighted (000) | 70596 | 343 | 794 | 2450 | 2428 | 26399 | 263 |
| | Horz % | 100.00 | 0.49 | 1.13 | 3.47 | 3.44 | 37.39 | 0.37 |
| | Vert % | 29.32 | 32.12 | 28.40 | 26.59 | 26.47 | 28.47 | 20.21 |
| | Index | 100 | 110 | 97 | 91 | 90 | 97 | 69 |
| Listened to Any Radio on the Internet/Online-Past Month | Unwgt'd | 20341 | 90 | 223 | 663 | 660 | 8604 | 85 |
| | Weighted (000) | 101859 | 477 | 1132 | 3719 | 3689 | 38813 | 463 |
| | Horz % | 100.00 | 0.47 | 1.11 | 3.65 | 3.62 | 38.10 | 0.45 |
| | Vert % | 42.30 | 44.67 | 40.45 | 40.35 | 40.22 | 41.85 | 35.66 |
| | Index | 100 | 106 | 96 | 95 | 95 | 99 | 84 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | | * | * | | | * |
| Visited a radio station, radio program or radio personality's website | Unwgted | 3495 | 10 | 47 | 126 | 126 | 1519 | 10 |
| | Weighted (000) | 16642 | 48 | 230 | 672 | 672 | 6545 | 35 |
| | Horz % | 100.00 | 0.29 | 1.38 | 4.04 | 4.04 | 39.33 | 0.21 |
| | Vert % | 6.91 | 4.49 | 8.23 | 7.29 | 7.33 | 7.06 | 2.72 |
| | Index | 100 | 65 | 119 | 105 | 106 | 102 | 39 |
| | | | * | * | | | | * |
| Downloaded music - Past Month | Unwgted | 10131 | 49 | 113 | 333 | 332 | 4112 | 42 |
| | Weighted (000) | 53361 | 295 | 561 | 1803 | 1792 | 19063 | 243 |
| | Horz % | 100.00 | 0.55 | 1.05 | 3.38 | 3.36 | 35.72 | 0.45 |
| | Vert % | 22.16 | 27.63 | 20.06 | 19.56 | 19.54 | 20.56 | 18.66 |
| | Index | 100 | 125 | 91 | 88 | 88 | 93 | 84 |
| | | | * | * | | | | * |
| Downloaded or listened to podcasts/podcasting - past month | Unwgted | 2692 | 12 | 32 | 79 | 79 | 1240 | 13 |
| | Weighted (000) | 11952 | 57 | 133 | 386 | 386 | 5112 | 46 |
| | Horz % | 100.00 | 0.48 | 1.12 | 3.23 | 3.23 | 42.77 | 0.38 |
| | Vert % | 4.96 | 5.37 | 4.77 | 4.19 | 4.21 | 5.51 | 3.53 |
| | Index | 100 | 108 | 96 | 84 | 85 | 111 | 71 |
| | | | * | * | | | | * |
| Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days) | Unwgted | 3490 | 23 | 45 | 141 | 141 | 1416 | 11 |
| | Weighted (000) | 17709 | 124 | 249 | 822 | 822 | 6541 | 99 |
| | Horz % | 100.00 | 0.70 | 1.41 | 4.64 | 4.64 | 36.94 | 0.56 |
| | Vert % | 7.36 | 11.65 | 8.91 | 8.92 | 8.96 | 7.05 | 7.64 |
| | Index | 100 | 158 | 121 | 121 | 122 | 96 | 104 |
| | | | * | * | | | | * |
| Listened to iTunes/last 30 days (measured as website visited/last 30 days) | Unwgted | 7650 | 28 | 87 | 230 | 230 | 3665 | 33 |
| | Weighted (000) | 36645 | 147 | 382 | 1179 | 1179 | 16013 | 186 |
| | Horz % | 100.00 | 0.40 | 1.04 | 3.22 | 3.22 | 43.70 | 0.51 |
| | Vert % | 15.22 | 13.75 | 13.66 | 12.79 | 12.85 | 17.27 | 14.32 |
| | Index | 100 | 90 | 90 | 84 | 84 | 113 | 94 |
| | | | * | * | | | | * |
| Listened to Pandora/last 30 days (measured as website visited/last 30 days) | Unwgted | 13348 | 60 | 140 | 437 | 434 | 5421 | 55 |
| | Weighted (000) | 68670 | 317 | 705 | 2544 | 2514 | 24945 | 322 |
| | Horz % | 100.00 | 0.46 | 1.03 | 3.70 | 3.66 | 36.33 | 0.47 |
| | Vert % | 28.52 | 29.63 | 25.20 | 27.61 | 27.41 | 26.90 | 24.80 |
| | Index | 100 | 104 | 88 | 97 | 96 | 94 | 87 |
| | | | * | * | | | | * |
| Listened to Spotify/last 30 days (measured as website visited/last 30 days) | Unwgted | 4026 | 14 | 28 | 104 | 104 | 1490 | 16 |
| | Weighted (000) | 21138 | 45 | 135 | 566 | 566 | 7047 | 75 |
| | Horz % | 100.00 | 0.21 | 0.64 | 2.68 | 2.68 | 33.34 | 0.36 |
| | Vert % | 8.78 | 4.18 | 4.83 | 6.14 | 6.17 | 7.60 | 5.80 |
| | Index | 100 | 48 | 55 | 70 | 70 | 87 | 66 |
| | | | * | * | | | | * |
| Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat | Unwgted | 16441 | 84 | 200 | 604 | 601 | 6720 | 88 |
| | Weighted (000) | 83247 | 390 | 1033 | 3194 | 3162 | 30242 | 412 |
| | Horz % | 100.00 | 0.47 | 1.24 | 3.84 | 3.80 | 36.33 | 0.49 |
| | Vert % | 34.57 | 36.48 | 36.91 | 34.66 | 34.48 | 32.61 | 31.68 |
| | Index | 100 | 106 | 107 | 100 | 100 | 94 | 92 |
| | | | * | * | | | | * |
| Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat | Unwgted | 13568 | 65 | 148 | 495 | 494 | 5404 | 71 |
| | Weighted (000) | 68583 | 296 | 785 | 2568 | 2558 | 24096 | 371 |
| | Horz % | 100.00 | 0.43 | 1.14 | 3.74 | 3.73 | 35.13 | 0.54 |
| | Vert % | 28.48 | 27.65 | 28.05 | 27.87 | 27.89 | 25.98 | 28.56 |
| | Index | 100 | 97 | 98 | 98 | 98 | 91 | 100 |
| | | | * | * | | | | * |
| Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat | Unwgted | 16787 | 87 | 198 | 631 | 630 | 6969 | 99 |
| | Weighted (000) | 84735 | 411 | 1075 | 3338 | 3323 | 31125 | 516 |
| | Horz % | 100.00 | 0.48 | 1.27 | 3.94 | 3.92 | 36.73 | 0.61 |
| | Vert % | 35.19 | 38.44 | 38.44 | 36.23 | 36.23 | 33.56 | 39.71 |
| | Index | 100 | 109 | 109 | 103 | 103 | 95 | 113 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | | | | | | * |
| For me, advertising on radio is amusing. Agree strongly or Agree somewhat | Unwgted | 12871 | 58 | 132 | 446 | 444 | 5109 | 49 |
| | Weighted (000) | 66195 | 312 | 758 | 2494 | 2478 | 23412 | 272 |
| | Horz % | 100.00 | 0.47 | 1.15 | 3.77 | 3.74 | 35.37 | 0.41 |
| | Vert % | 27.49 | 29.22 | 27.11 | 27.07 | 27.01 | 25.25 | 20.94 |
| | Index | 100 | 106 | 99 | 98 | 98 | 92 | 76 |
| TV Dayparts: Total Week Prime Time Cume Audience | Unwgted | 38660 | 195 | 422 | 1377 | 1372 | 17280 | 215 |
| | Weighted (000) | 189912 | 972 | 2170 | 7451 | 7408 | 76239 | 1112 |
| | Horz % | 100.00 | 0.51 | 1.14 | 3.92 | 3.90 | 40.14 | 0.59 |
| | Vert % | 78.87 | 91.00 | 77.59 | 80.86 | 80.77 | 82.21 | 85.57 |
| | Index | 100 | 115 | 98 | 103 | 102 | 104 | 108 |
| TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted | 30696 | 152 | 334 | 1074 | 1070 | 14006 | 179 |
| | Weighted (000) | 149196 | 769 | 1735 | 5791 | 5759 | 61185 | 866 |
| | Horz % | 100.00 | 0.52 | 1.16 | 3.88 | 3.86 | 41.01 | 0.58 |
| | Vert % | 61.96 | 71.92 | 62.00 | 62.84 | 62.78 | 65.98 | 66.65 |
| | Index | 100 | 116 | 100 | 101 | 101 | 106 | 108 |
| TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted | 26491 | 144 | 304 | 982 | 978 | 11936 | 157 |
| | Weighted (000) | 129997 | 689 | 1505 | 5192 | 5160 | 52579 | 784 |
| | Horz % | 100.00 | 0.53 | 1.16 | 3.99 | 3.97 | 40.45 | 0.60 |
| | Vert % | 53.99 | 64.50 | 53.79 | 56.35 | 56.26 | 56.69 | 60.32 |
| | Index | 100 | 119 | 100 | 104 | 104 | 105 | 112 |
| TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain) | Unwgted | 30904 | 160 | 327 | 1095 | 1090 | 14046 | 178 |
| | Weighted (000) | 150311 | 809 | 1651 | 5768 | 5725 | 61462 | 924 |
| | Horz % | 100.00 | 0.54 | 1.10 | 3.84 | 3.81 | 40.89 | 0.61 |
| | Vert % | 62.43 | 75.72 | 59.01 | 62.59 | 62.42 | 66.27 | 71.09 |
| | Index | 100 | 121 | 95 | 100 | 100 | 106 | 114 |
| TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain) | Unwgted | 13385 | 72 | 140 | 518 | 515 | 5234 | 87 |
| | Weighted (000) | 71448 | 411 | 810 | 3094 | 3062 | 24834 | 445 |
| | Horz % | 100.00 | 0.58 | 1.13 | 4.33 | 4.29 | 34.76 | 0.62 |
| | Vert % | 29.67 | 38.47 | 28.97 | 33.58 | 33.38 | 26.78 | 34.26 |
| | Index | 100 | 130 | 98 | 113 | 112 | 90 | 115 |
| TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain) | Unwgted | 23966 | 114 | 228 | 819 | 815 | 10526 | 138 |
| | Weighted (000) | 120410 | 547 | 1245 | 4548 | 4521 | 47218 | 700 |
| | Horz % | 100.00 | 0.45 | 1.03 | 3.78 | 3.75 | 39.21 | 0.58 |
| | Vert % | 50.01 | 51.21 | 44.49 | 49.35 | 49.29 | 50.91 | 53.84 |
| | Index | 100 | 102 | 89 | 99 | 99 | 102 | 108 |
| TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain) | Unwgted | 7819 | 34 | 83 | 299 | 299 | 3133 | 43 |
| | Weighted (000) | 39930 | 143 | 462 | 1574 | 1574 | 14192 | 202 |
| | Horz % | 100.00 | 0.36 | 1.16 | 3.94 | 3.94 | 35.54 | 0.51 |
| | Vert % | 16.58 | 13.43 | 16.50 | 17.08 | 17.16 | 15.30 | 15.55 |
| | Index | 100 | 81 | 100 | 103 | 104 | 92 | 94 |
| TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning | Unwgted | 19776 | 100 | 202 | 715 | 713 | 8448 | 99 |
| | Weighted (000) | 98663 | 506 | 1047 | 3934 | 3924 | 37798 | 520 |
| | Horz % | 100.00 | 0.51 | 1.06 | 3.99 | 3.98 | 38.31 | 0.53 |
| | Vert % | 40.98 | 47.34 | 37.41 | 42.69 | 42.78 | 40.76 | 40.00 |
| | Index | 100 | 116 | 91 | 104 | 104 | 99 | 98 |
| TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon | Unwgted | 23713 | 122 | 255 | 873 | 871 | 10179 | 127 |
| | Weighted (000) | 118404 | 570 | 1325 | 4699 | 4685 | 45252 | 603 |
| | Horz % | 100.00 | 0.48 | 1.12 | 3.97 | 3.96 | 38.22 | 0.51 |
| | Vert % | 49.18 | 53.32 | 47.35 | 50.99 | 51.07 | 48.79 | 46.38 |
| | Index | 100 | 108 | 96 | 104 | 104 | 99 | 94 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | | * | * | | | * |
| Downloaded a TV Program - Past Month | Unwgted | 2546 | 15 | 27 | 75 | 75 | 1123 | 16 |
| | Weighted (000) | 12316 | 66 | 115 | 390 | 390 | 4826 | 70 |
| | Horz % | 100.00 | 0.53 | 0.94 | 3.17 | 3.17 | 39.19 | 0.57 |
| | Vert % | 5.11 | 6.13 | 4.12 | 4.23 | 4.25 | 5.20 | 5.41 |
| | Index | 100 | 120 | 80 | 83 | 83 | 102 | 106 |
| | | | * | | | | | * |
| Watched a TV Program Online - Past Month | Unwgted | 8662 | 38 | 112 | 282 | 281 | 3566 | 37 |
| | Weighted (000) | 42288 | 259 | 643 | 1673 | 1657 | 15825 | 184 |
| | Horz % | 100.00 | 0.61 | 1.52 | 3.96 | 3.92 | 37.42 | 0.43 |
| | Vert % | 17.56 | 24.23 | 23.00 | 18.15 | 18.07 | 17.06 | 14.14 |
| | Index | 100 | 138 | 131 | 103 | 103 | 97 | 80 |
| | | | * | | | | | * |
| Visited a TV Network or TV Show's Web Site - Past Month | Unwgted | 10361 | 46 | 127 | 353 | 351 | 4545 | 45 |
| | Weighted (000) | 49642 | 211 | 636 | 1943 | 1923 | 19854 | 208 |
| | Horz % | 100.00 | 0.43 | 1.28 | 3.91 | 3.87 | 39.99 | 0.42 |
| | Vert % | 20.62 | 19.76 | 22.74 | 21.08 | 20.97 | 21.41 | 16.04 |
| | Index | 100 | 96 | 110 | 102 | 102 | 104 | 78 |
| | | | * | | | | | * |
| Looked at TV Listings Online - Past Month | Unwgted | 5556 | 28 | 74 | 205 | 205 | 2560 | 29 |
| | Weighted (000) | 25739 | 116 | 379 | 1010 | 1010 | 10567 | 128 |
| | Horz % | 100.00 | 0.45 | 1.47 | 3.92 | 3.92 | 41.05 | 0.50 |
| | Vert % | 10.69 | 10.87 | 13.55 | 10.96 | 11.01 | 11.39 | 9.85 |
| | Index | 100 | 102 | 127 | 102 | 103 | 107 | 92 |
| | | | | | | | | |
| Household Subscribes to Cable TV | Unwgted | 22719 | 100 | 227 | 774 | 772 | 10305 | 112 |
| | Weighted (000) | 108255 | 529 | 1189 | 4200 | 4189 | 44099 | 554 |
| | Horz % | 100.00 | 0.49 | 1.10 | 3.88 | 3.87 | 40.74 | 0.51 |
| | Vert % | 44.96 | 49.51 | 42.52 | 45.57 | 45.67 | 47.55 | 42.62 |
| | Index | 100 | 110 | 95 | 101 | 102 | 106 | 95 |
| | | | | | | | | |
| Household Subscribes to Cable, Satellite or Fiber Optic TV | Unwgted | 39029 | 199 | 434 | 1416 | 1412 | 18045 | 201 |
| | Weighted (000) | 191150 | 975 | 2233 | 7698 | 7666 | 79742 | 1025 |
| | Horz % | 100.00 | 0.51 | 1.17 | 4.03 | 4.01 | 41.72 | 0.54 |
| | Vert % | 79.39 | 91.24 | 79.81 | 83.54 | 83.58 | 85.98 | 78.88 |
| | Index | 100 | 115 | 101 | 105 | 105 | 108 | 99 |
| | | | | | | | | |
| Viewed Any Cable TV (Including Pay) - Past Week | Unwgted | 37639 | 196 | 418 | 1374 | 1370 | 17449 | 194 |
| | Weighted (000) | 184440 | 953 | 2158 | 7485 | 7453 | 77203 | 984 |
| | Horz % | 100.00 | 0.52 | 1.17 | 4.06 | 4.04 | 41.86 | 0.53 |
| | Vert % | 76.60 | 89.20 | 77.13 | 81.22 | 81.25 | 83.25 | 75.70 |
| | Index | 100 | 116 | 101 | 106 | 106 | 109 | 99 |
| | | | | | | | | |
| Heavy Cable TV Viewer (Including Pay) - Past Week | Unwgted | 27789 | 163 | 301 | 1054 | 1051 | 12680 | 144 |
| | Weighted (000) | 137528 | 777 | 1575 | 5765 | 5739 | 56471 | 724 |
| | Horz % | 100.00 | 0.56 | 1.15 | 4.19 | 4.17 | 41.06 | 0.53 |
| | Vert % | 57.12 | 72.71 | 56.30 | 62.56 | 62.57 | 60.89 | 55.69 |
| | Index | 100 | 127 | 99 | 110 | 110 | 107 | 98 |
| | | | | | | | | |
| Viewed Any Premium Cable Channels - Past Month | Unwgted | 16374 | 100 | 152 | 557 | 556 | 7527 | 80 |
| | Weighted (000) | 77280 | 454 | 744 | 2841 | 2826 | 31564 | 420 |
| | Horz % | 100.00 | 0.59 | 0.96 | 3.68 | 3.66 | 40.84 | 0.54 |
| | Vert % | 32.10 | 42.52 | 26.58 | 30.83 | 30.81 | 34.03 | 32.35 |
| | Index | 100 | 132 | 83 | 96 | 96 | 106 | 101 |
| | | | * | | | | | * |
| Viewed Any Pay-Per-View Programs or Events - Past Year | Unwgted | 6244 | 44 | 78 | 221 | 220 | 3013 | 25 |
| | Weighted (000) | 29338 | 207 | 401 | 1209 | 1203 | 12788 | 93 |
| | Horz % | 100.00 | 0.71 | 1.37 | 4.12 | 4.10 | 43.59 | 0.32 |
| | Vert % | 12.18 | 19.40 | 14.33 | 13.12 | 13.11 | 13.79 | 7.18 |
| | Index | 100 | 159 | 118 | 108 | 108 | 113 | 59 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| Viewed Any Video-On-Demand Programs or Events - Past Year | Unwgted | 13643 | 79 | 167 | 510 | 508 | 6786 | 54 |
| | Weighted (000) | 59903 | 348 | 770 | 2456 | 2446 | 27029 | 212 |
| | Horz % | 100.00 | 0.58 | 1.29 | 4.10 | 4.08 | 45.12 | 0.35 |
| | Vert % | 24.88 | 32.56 | 27.53 | 26.66 | 26.66 | 29.14 | 16.34 |
| | Index | 100 | 131 | 111 | 107 | 107 | 117 | 66 |
| Household Has a Satellite Dish | Unwgted | 10901 | 68 | 142 | 438 | 437 | 4852 | 63 |
| | Weighted (000) | 62972 | 340 | 833 | 2627 | 2612 | 26053 | 391 |
| | Horz % | 100.00 | 0.54 | 1.32 | 4.17 | 4.15 | 41.37 | 0.62 |
| | Vert % | 26.15 | 31.82 | 29.77 | 28.51 | 28.47 | 28.09 | 30.13 |
| | Index | 100 | 122 | 114 | 109 | 109 | 107 | 115 |
| Household Has a Digital Video Recorder (DVR) | Unwgted | 24213 | 150 | 305 | 952 | 949 | 12068 | 122 |
| | Weighted (000) | 117400 | 693 | 1545 | 5095 | 5078 | 53564 | 579 |
| | Horz % | 100.00 | 0.59 | 1.32 | 4.34 | 4.33 | 45.63 | 0.49 |
| | Vert % | 48.76 | 64.82 | 55.22 | 55.29 | 55.36 | 57.76 | 44.54 |
| | Index | 100 | 133 | 113 | 113 | 114 | 118 | 91 |
| Any Internet/Online Activity - Past Month | Unwgted | 41735 | 194 | 483 | 1458 | 1453 | 18689 | 207 |
| | Weighted (000) | 203627 | 928 | 2593 | 8037 | 7994 | 82145 | 1069 |
| | Horz % | 100.00 | 0.46 | 1.27 | 3.95 | 3.93 | 40.34 | 0.52 |
| | Vert % | 84.57 | 86.83 | 92.71 | 87.21 | 87.15 | 88.58 | 82.26 |
| | Index | 100 | 103 | 110 | 103 | 103 | 105 | 97 |
| Played Games Online - Past Month | Unwgted | 13858 | 66 | 148 | 503 | 503 | 5579 | 76 |
| | Weighted (000) | 73582 | 349 | 988 | 3040 | 3040 | 26299 | 456 |
| | Horz % | 100.00 | 0.47 | 1.34 | 4.13 | 4.13 | 35.74 | 0.62 |
| | Vert % | 30.56 | 32.70 | 35.30 | 32.99 | 33.15 | 28.36 | 35.09 |
| | Index | 100 | 107 | 116 | 108 | 108 | 93 | 115 |
| Downloaded a Video Game - Past Month | | | * | * | | | | * |
| | Unwgted | 5181 | 21 | 38 | 154 | 154 | 1777 | 20 |
| | Weighted (000) | 29277 | 111 | 260 | 1027 | 1027 | 8621 | 73 |
| | Horz % | 100.00 | 0.38 | 0.89 | 3.51 | 3.51 | 29.45 | 0.25 |
| | Index | 100 | 86 | 76 | 92 | 92 | 76 | 46 |
| Downloaded a Movie - Past Month | | | * | * | | | | * |
| | Unwgted | 4298 | 24 | 40 | 145 | 145 | 1783 | 17 |
| | Weighted (000) | 21411 | 135 | 187 | 793 | 793 | 7732 | 69 |
| | Horz % | 100.00 | 0.63 | 0.87 | 3.70 | 3.70 | 36.11 | 0.32 |
| | Index | 100 | 143 | 75 | 97 | 97 | 94 | 59 |
| Watched a Movie Online - Past Month | | | * | | | | | * |
| | Unwgted | 10210 | 38 | 106 | 317 | 317 | 4003 | 38 |
| | Weighted (000) | 51231 | 223 | 577 | 1844 | 1844 | 18059 | 151 |
| | Horz % | 100.00 | 0.44 | 1.13 | 3.60 | 3.60 | 35.25 | 0.29 |
| | Index | 100 | 98 | 97 | 94 | 95 | 92 | 55 |
| Watched Online Video (Not Movie, TV) - Past Month | | | * | | | | | * |
| | Unwgted | 8994 | 32 | 105 | 289 | 289 | 3671 | 37 |
| | Weighted (000) | 44949 | 158 | 583 | 1566 | 1566 | 15988 | 175 |
| | Horz % | 100.00 | 0.35 | 1.30 | 3.48 | 3.48 | 35.57 | 0.39 |
| | Index | 100 | 79 | 112 | 91 | 91 | 92 | 72 |
| Visited a Chat Room - Past Month | | | * | * | | | | * |
| | Unwgted | 2241 | 8 | 18 | 65 | 65 | 812 | 13 |
| | Weighted (000) | 11411 | 27 | 80 | 368 | 368 | 3455 | 52 |
| | Horz % | 100.00 | 0.24 | 0.70 | 3.22 | 3.22 | 30.27 | 0.46 |
| | Index | 100 | 54 | 60 | 84 | 85 | 79 | 85 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| Used e-Mail - Past Month | Unwgted | 36995 | 171 | 437 | 1293 | 1288 | 17154 | 188 |
| | Weighted (000) | 174261 | 810 | 2238 | 6917 | 6875 | 73854 | 928 |
| | Horz % | 100.00 | 0.46 | 1.28 | 3.97 | 3.95 | 42.38 | 0.53 |
| | Vert % | 72.37 | 75.82 | 80.00 | 75.07 | 74.95 | 79.64 | 71.44 |
| | Index | 100 | 105 | 111 | 104 | 104 | 110 | 99 |
| Used Instant Messenger/IM Online - Past Month | Unwgted | 26705 | 111 | 307 | 897 | 895 | 11488 | 120 |
| | Weighted (000) | 135807 | 562 | 1653 | 4976 | 4950 | 52654 | 679 |
| | Horz % | 100.00 | 0.41 | 1.22 | 3.66 | 3.64 | 38.77 | 0.50 |
| | Vert % | 56.40 | 52.61 | 59.09 | 53.99 | 53.96 | 56.78 | 52.27 |
| | Index | 100 | 93 | 105 | 96 | 96 | 101 | 93 |
| Visited Online Blogs - Past Month | Unwgted | 6524 | 16 | 68 | 170 | 169 | 2890 | 25 |
| | Weighted (000) | 31710 | 88 | 388 | 1028 | 1013 | 12342 | 113 |
| | Horz % | 100.00 | 0.28 | 1.22 | 3.24 | 3.19 | 38.92 | 0.36 |
| | Vert % | 13.17 | 8.23 | 13.86 | 11.16 | 11.04 | 13.31 | 8.69 |
| | Index | 100 | 62 | 105 | 85 | 84 | 101 | 66 |
| Wrote an Online Blog - Past Month | Unwgted | 1311 | 9 | 14 | 36 | 36 | 527 | 2 |
| | Weighted (000) | 6536 | 41 | 55 | 183 | 183 | 2311 | 6 |
| | Horz % | 100.00 | 0.63 | 0.84 | 2.81 | 2.81 | 35.36 | 0.09 |
| | Vert % | 2.71 | 3.84 | 1.96 | 1.99 | 2.00 | 2.49 | 0.46 |
| | Index | 100 | 141 | 72 | 73 | 74 | 92 | 17 |
| Uploaded or Added Video to a Web Site - Past Month | Unwgted | 3852 | 15 | 37 | 114 | 114 | 1533 | 12 |
| | Weighted (000) | 19478 | 76 | 164 | 598 | 598 | 6989 | 69 |
| | Horz % | 100.00 | 0.39 | 0.84 | 3.07 | 3.07 | 35.88 | 0.36 |
| | Vert % | 8.09 | 7.12 | 5.86 | 6.49 | 6.52 | 7.54 | 5.32 |
| | Index | 100 | 88 | 72 | 80 | 81 | 93 | 66 |
| Accessed Any Social/Networking/Photo/Vide o Web Site - Past Month | Unwgted | 35665 | 154 | 413 | 1213 | 1208 | 15598 | 172 |
| | Weighted (000) | 177442 | 739 | 2233 | 6795 | 6753 | 69695 | 897 |
| | Horz % | 100.00 | 0.42 | 1.26 | 3.83 | 3.81 | 39.28 | 0.51 |
| | Vert % | 73.69 | 69.18 | 79.82 | 73.74 | 73.62 | 75.15 | 69.01 |
| | Index | 100 | 94 | 108 | 100 | 100 | 102 | 94 |
| Accessed Facebook.com - Past Month | Unwgted | 28781 | 119 | 339 | 984 | 980 | 12286 | 134 |
| | Weighted (000) | 145748 | 553 | 1894 | 5533 | 5494 | 56091 | 734 |
| | Horz % | 100.00 | 0.38 | 1.30 | 3.80 | 3.77 | 38.48 | 0.50 |
| | Vert % | 60.53 | 51.70 | 67.70 | 60.04 | 59.90 | 60.48 | 56.46 |
| | Index | 100 | 85 | 112 | 99 | 99 | 100 | 93 |
| Accessed Foursquare - Past Month | Unwgted | 326 | 1 | 1 | 5 | 5 | 151 | 0 |
| | Weighted (000) | 1536 | 6 | 4 | 31 | 31 | 694 | 0 |
| | Horz % | 100.00 | 0.42 | 0.26 | 2.02 | 2.02 | 45.18 | 0.00 |
| | Vert % | 0.64 | 0.60 | 0.15 | 0.34 | 0.34 | 0.75 | 0.00 |
| | Index | 100 | 94 | 23 | 53 | 53 | 117 | 0 |
| Accessed Google+ (Google Plus) - Past Month | Unwgted | 8327 | 34 | 80 | 269 | 267 | 3558 | 32 |
| | Weighted (000) | 41531 | 190 | 531 | 1634 | 1620 | 15983 | 145 |
| | Horz % | 100.00 | 0.46 | 1.28 | 3.93 | 3.90 | 38.48 | 0.35 |
| | Vert % | 17.25 | 17.82 | 18.97 | 17.73 | 17.66 | 17.23 | 11.16 |
| | Index | 100 | 103 | 110 | 103 | 102 | 100 | 65 |
| Accessed LinkedIn.com - Past Month | Unwgted | 7880 | 33 | 75 | 244 | 243 | 4125 | 35 |
| | Weighted (000) | 30933 | 98 | 301 | 1067 | 1063 | 15151 | 129 |
| | Horz % | 100.00 | 0.32 | 0.97 | 3.45 | 3.44 | 48.98 | 0.42 |
| | Vert % | 12.85 | 9.21 | 10.77 | 11.58 | 11.59 | 16.34 | 9.90 |
| | Index | 100 | 72 | 84 | 90 | 90 | 127 | 77 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | | | | | | |
| Accessed Pinterest - Past Month | | | * | | | | | |
| | Unwgted | 8547 | 31 | 120 | 311 | 309 | 3843 | 50 |
| | Weighted (000) | 45015 | 160 | 628 | 1771 | 1745 | 18678 | 259 |
| | Horz % | 100.00 | 0.36 | 1.40 | 3.93 | 3.88 | 41.49 | 0.57 |
| | Vert % | 18.70 | 15.02 | 22.46 | 19.22 | 19.03 | 20.14 | 19.92 |
| Index | 100 | 80 | 120 | 103 | 102 | 108 | 107 | |
| Accessed Tumblr - Past Month | | | * | * | * | * | | * |
| | Unwgted | 1746 | 1 | 13 | 34 | 34 | 613 | 6 |
| | Weighted (000) | 9399 | 2 | 72 | 215 | 215 | 3011 | 51 |
| | Horz % | 100.00 | 0.02 | 0.77 | 2.29 | 2.29 | 32.04 | 0.54 |
| | Vert % | 3.90 | 0.17 | 2.58 | 2.33 | 2.34 | 3.25 | 3.91 |
| Index | 100 | 4 | 66 | 60 | 60 | 83 | 100 | |
| Accessed Twitter.com - Past Month | | | * | | | | | * |
| | Unwgted | 6090 | 26 | 65 | 192 | 192 | 2501 | 28 |
| | Weighted (000) | 30973 | 149 | 318 | 1062 | 1062 | 11513 | 137 |
| | Horz % | 100.00 | 0.48 | 1.03 | 3.43 | 3.43 | 37.17 | 0.44 |
| | Vert % | 12.86 | 13.98 | 11.37 | 11.53 | 11.58 | 12.41 | 10.51 |
| Index | 100 | 109 | 88 | 90 | 90 | 97 | 82 | |
| Accessed Yelp - Past Month | | | * | * | | | | * |
| | Unwgted | 3922 | 11 | 16 | 74 | 74 | 1905 | 8 |
| | Weighted (000) | 15511 | 52 | 46 | 302 | 302 | 7090 | 37 |
| | Horz % | 100.00 | 0.34 | 0.30 | 1.95 | 1.95 | 45.71 | 0.24 |
| | Vert % | 6.44 | 4.86 | 1.66 | 3.28 | 3.29 | 7.65 | 2.83 |
| Index | 100 | 75 | 26 | 51 | 51 | 119 | 44 | |
| Accessed YouTube.com - Past Month | | | | | | | | |
| | Unwgted | 24628 | 100 | 264 | 797 | 794 | 10441 | 105 |
| | Weighted (000) | 123561 | 490 | 1430 | 4418 | 4386 | 46231 | 571 |
| | Horz % | 100.00 | 0.40 | 1.16 | 3.58 | 3.55 | 37.42 | 0.46 |
| | Vert % | 51.32 | 45.84 | 51.11 | 47.95 | 47.82 | 49.85 | 43.95 |
| Index | 100 | 89 | 100 | 93 | 93 | 97 | 86 | |
| Posted "Like" on Social Network - Past Month | | | | | | | | |
| | Unwgted | 18263 | 68 | 219 | 617 | 614 | 7835 | 79 |
| | Weighted (000) | 93304 | 308 | 1254 | 3587 | 3554 | 36093 | 422 |
| | Horz % | 100.00 | 0.33 | 1.34 | 3.84 | 3.81 | 38.68 | 0.45 |
| | Vert % | 38.75 | 28.79 | 44.83 | 38.92 | 38.75 | 38.92 | 32.46 |
| Index | 100 | 74 | 116 | 100 | 100 | 100 | 84 | |
| "Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month | | | * | | | | | * |
| | Unwgted | 9077 | 36 | 111 | 318 | 316 | 3578 | 34 |
| | Weighted (000) | 47933 | 186 | 648 | 1872 | 1846 | 16873 | 174 |
| | Horz % | 100.00 | 0.39 | 1.35 | 3.91 | 3.85 | 35.20 | 0.36 |
| | Vert % | 19.91 | 17.40 | 23.15 | 20.32 | 20.13 | 18.19 | 13.40 |
| Index | 100 | 87 | 116 | 102 | 101 | 91 | 67 | |
| Clicked on an Advertisement on Social Network - Past Month | | | * | | | | | * |
| | Unwgted | 6212 | 27 | 80 | 216 | 215 | 2740 | 26 |
| | Weighted (000) | 29666 | 120 | 440 | 1255 | 1244 | 11638 | 119 |
| | Horz % | 100.00 | 0.41 | 1.48 | 4.23 | 4.19 | 39.23 | 0.40 |
| | Vert % | 12.32 | 11.27 | 15.72 | 13.61 | 13.57 | 12.55 | 9.17 |
| Index | 100 | 91 | 128 | 111 | 110 | 102 | 74 | |
| Watched a Video on Social Network - Past Month | | | | | | | | |
| | Unwgted | 22534 | 87 | 242 | 722 | 720 | 9368 | 95 |
| | Weighted (000) | 114114 | 430 | 1292 | 4102 | 4080 | 42322 | 492 |
| | Horz % | 100.00 | 0.38 | 1.13 | 3.59 | 3.58 | 37.09 | 0.43 |
| | Vert % | 47.39 | 40.24 | 46.18 | 44.51 | 44.48 | 45.64 | 37.85 |
| Index | 100 | 85 | 97 | 94 | 94 | 96 | 80 | |
| Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month | | | | | | | | |
| | Unwgted | 38445 | 177 | 441 | 1307 | 1302 | 16760 | 179 |
| | Weighted (000) | 190804 | 867 | 2397 | 7353 | 7311 | 74452 | 883 |
| | Horz % | 100.00 | 0.45 | 1.26 | 3.85 | 3.83 | 39.02 | 0.46 |
| | Vert % | 79.24 | 81.16 | 85.67 | 79.80 | 79.70 | 80.28 | 67.98 |
| Index | 100 | 102 | 108 | 101 | 101 | 101 | 86 | |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month | Unwgted | 18075 | 81 | 189 | 564 | 563 | 7794 | 59 |
| | Weighted (000) | 90847 | 447 | 1095 | 3240 | 3224 | 35357 | 318 |
| | Horz % | 100.00 | 0.49 | 1.21 | 3.57 | 3.55 | 38.92 | 0.35 |
| | Vert % | 37.73 | 41.82 | 39.15 | 35.15 | 35.15 | 38.12 | 24.48 |
| | Index | 100 | 111 | 104 | 93 | 93 | 101 | 65 |
| Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month | Unwgted | 17311 | 73 | 209 | 568 | 566 | 7355 | 60 |
| | Weighted (000) | 87270 | 393 | 1100 | 3217 | 3198 | 32913 | 324 |
| | Horz % | 100.00 | 0.45 | 1.26 | 3.69 | 3.66 | 37.71 | 0.37 |
| | Vert % | 36.24 | 36.78 | 39.33 | 34.91 | 34.86 | 35.49 | 24.96 |
| | Index | 100 | 101 | 109 | 96 | 96 | 98 | 69 |
| Played Music on Cellular Phone/Mobile/Smartphone - Past Month | Unwgted | 22282 | 99 | 247 | 705 | 701 | 9035 | 81 |
| | Weighted (000) | 113761 | 546 | 1265 | 3936 | 3900 | 40788 | 431 |
| | Horz % | 100.00 | 0.48 | 1.11 | 3.46 | 3.43 | 35.85 | 0.38 |
| | Vert % | 47.25 | 51.08 | 45.21 | 42.71 | 42.51 | 43.98 | 33.17 |
| | Index | 100 | 108 | 96 | 90 | 90 | 93 | 70 |
| Played a Game on Cellular Phone/Mobile/Smartphone - Past Month | Unwgted | 15000 | 72 | 166 | 504 | 502 | 6041 | 66 |
| | Weighted (000) | 79489 | 387 | 936 | 2886 | 2867 | 28562 | 396 |
| | Horz % | 100.00 | 0.49 | 1.18 | 3.63 | 3.61 | 35.93 | 0.50 |
| | Vert % | 33.01 | 36.23 | 33.48 | 31.32 | 31.26 | 30.80 | 30.47 |
| | Index | 100 | 110 | 101 | 95 | 95 | 93 | 92 |
| Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month | Unwgted | 9852 | 43 | 105 | 313 | 312 | 3711 | 35 |
| | Weighted (000) | 51013 | 250 | 566 | 1841 | 1837 | 16943 | 184 |
| | Horz % | 100.00 | 0.49 | 1.11 | 3.61 | 3.60 | 33.21 | 0.36 |
| | Vert % | 21.19 | 23.43 | 20.23 | 19.98 | 20.03 | 18.27 | 14.18 |
| | Index | 100 | 111 | 95 | 94 | 95 | 86 | 67 |
| Used a Mobile "App" - Past Month | Unwgted | 23794 | 112 | 278 | 777 | 774 | 10519 | 97 |
| | Weighted (000) | 116054 | 542 | 1343 | 4147 | 4122 | 46515 | 500 |
| | Horz % | 100.00 | 0.47 | 1.16 | 3.57 | 3.55 | 40.08 | 0.43 |
| | Vert % | 48.20 | 50.71 | 48.00 | 45.01 | 44.93 | 50.16 | 38.50 |
| | Index | 100 | 105 | 100 | 93 | 93 | 104 | 80 |
| Read Any Daily Newspaper (Print/Paper/Hard Copy) | Unwgted | 11920 | 57 | 157 | 480 | 479 | 6090 | 82 |
| | Weighted (000) | 53679 | 263 | 802 | 2459 | 2452 | 25442 | 370 |
| | Horz % | 100.00 | 0.49 | 1.49 | 4.58 | 4.57 | 47.40 | 0.69 |
| | Vert % | 22.29 | 24.65 | 28.68 | 26.68 | 26.73 | 27.43 | 28.47 |
| | Index | 100 | 111 | 129 | 120 | 120 | 123 | 128 |
| Read Any Sunday Newspaper (Print/Paper/Hard Copy) | Unwgted | 15332 | 71 | 189 | 587 | 585 | 7640 | 102 |
| | Weighted (000) | 70866 | 370 | 940 | 2989 | 2978 | 32387 | 493 |
| | Horz % | 100.00 | 0.52 | 1.33 | 4.22 | 4.20 | 45.70 | 0.70 |
| | Vert % | 29.43 | 34.60 | 33.60 | 32.44 | 32.47 | 34.92 | 37.96 |
| | Index | 100 | 118 | 114 | 110 | 110 | 119 | 129 |
| Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month | Unwgted | 18436 | 86 | 212 | 626 | 624 | 8658 | 80 |
| | Weighted (000) | 84280 | 405 | 1073 | 3209 | 3190 | 36093 | 388 |
| | Horz % | 100.00 | 0.48 | 1.27 | 3.81 | 3.78 | 42.82 | 0.46 |
| | Vert % | 35.00 | 37.86 | 38.36 | 34.83 | 34.78 | 38.92 | 29.90 |
| | Index | 100 | 108 | 110 | 99 | 99 | 111 | 85 |
| Read Classified Advertising in Weekday Newspaper | Unwgted | 3903 | 20 | 51 | 165 | 165 | 1525 | 23 |
| | Weighted (000) | 21071 | 137 | 313 | 973 | 973 | 7614 | 129 |
| | Horz % | 100.00 | 0.65 | 1.48 | 4.62 | 4.62 | 36.14 | 0.61 |
| | Vert % | 8.75 | 12.78 | 11.17 | 10.56 | 10.61 | 8.21 | 9.94 |
| | Index | 100 | 146 | 128 | 121 | 121 | 94 | 114 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | | * | | | | * |
| Read Classified Advertising in Sunda/Weekend Newspaper | Unwgted | 4115 | 26 | 56 | 172 | 170 | 1786 | 28 |
| | Weighted (000) | 21628 | 159 | 381 | 1015 | 1002 | 8632 | 155 |
| | Horz % | 100.00 | 0.74 | 1.76 | 4.69 | 4.63 | 39.91 | 0.72 |
| | Vert % | 8.98 | 14.91 | 13.63 | 11.02 | 10.93 | 9.31 | 11.96 |
| | Index | 100 | 166 | 152 | 123 | 122 | 104 | 133 |
| | | | | * | | | | * |
| Read Advertisements in Weekday Newspaper | Unwgted | 4150 | 28 | 58 | 189 | 189 | 2027 | 35 |
| | Weighted (000) | 19673 | 168 | 286 | 983 | 983 | 8876 | 179 |
| | Horz % | 100.00 | 0.85 | 1.45 | 4.99 | 4.99 | 45.12 | 0.91 |
| | Vert % | 8.17 | 15.72 | 10.22 | 10.66 | 10.71 | 9.57 | 13.80 |
| | Index | 100 | 192 | 125 | 130 | 131 | 117 | 169 |
| | | | | * | | | | * |
| Read Advertisements in Sunday/Weekend Newspaper | Unwgted | 5230 | 34 | 68 | 231 | 231 | 2673 | 42 |
| | Weighted (000) | 24675 | 207 | 357 | 1201 | 1201 | 11683 | 207 |
| | Horz % | 100.00 | 0.84 | 1.45 | 4.87 | 4.87 | 47.35 | 0.84 |
| | Vert % | 10.25 | 19.41 | 12.76 | 13.03 | 13.09 | 12.60 | 15.92 |
| | Index | 100 | 189 | 124 | 127 | 128 | 123 | 155 |
| | | | | * | | | | * |
| Read Circulars/Inserts/Fliers in Weekday Newspaper | Unwgted | 5482 | 39 | 80 | 275 | 275 | 2786 | 46 |
| | Weighted (000) | 25536 | 209 | 418 | 1497 | 1497 | 12251 | 225 |
| | Horz % | 100.00 | 0.82 | 1.64 | 5.86 | 5.86 | 47.98 | 0.88 |
| | Vert % | 10.61 | 19.51 | 14.93 | 16.24 | 16.32 | 13.21 | 17.35 |
| | Index | 100 | 184 | 141 | 153 | 154 | 125 | 164 |
| | | | | * | | | | * |
| Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper | Unwgted | 8125 | 50 | 114 | 370 | 369 | 4279 | 66 |
| | Weighted (000) | 36955 | 279 | 573 | 1884 | 1880 | 18189 | 360 |
| | Horz % | 100.00 | 0.75 | 1.55 | 5.10 | 5.09 | 49.22 | 0.97 |
| | Vert % | 15.35 | 26.09 | 20.48 | 20.44 | 20.49 | 19.61 | 27.71 |
| | Index | 100 | 170 | 133 | 133 | 134 | 128 | 181 |
| | | | | * | | | | * |
| Received and/or Clipped Coupons from Weekday Newspaper - Past Year | Unwgted | 4605 | 37 | 63 | 238 | 236 | 2433 | 36 |
| | Weighted (000) | 22586 | 150 | 253 | 1162 | 1152 | 11008 | 122 |
| | Horz % | 100.00 | 0.66 | 1.12 | 5.15 | 5.10 | 48.74 | 0.54 |
| | Vert % | 9.38 | 14.00 | 9.04 | 12.61 | 12.56 | 11.87 | 9.36 |
| | Index | 100 | 149 | 96 | 134 | 134 | 127 | 100 |
| | | | | * | | | | * |
| Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year | Unwgted | 10890 | 57 | 187 | 496 | 494 | 5782 | 95 |
| | Weighted (000) | 52963 | 289 | 972 | 2687 | 2677 | 25959 | 471 |
| | Horz % | 100.00 | 0.55 | 1.84 | 5.07 | 5.05 | 49.01 | 0.89 |
| | Vert % | 22.00 | 27.07 | 34.75 | 29.16 | 29.18 | 27.99 | 36.28 |
| | Index | 100 | 123 | 158 | 133 | 133 | 127 | 165 |
| | | | | * | | | | * |
| Personally Referred to Paper Yellow Pages - Past Week | Unwgted | 3183 | 17 | 39 | 144 | 144 | 1428 | 27 |
| | Weighted (000) | 15401 | 114 | 200 | 759 | 759 | 6300 | 139 |
| | Horz % | 100.00 | 0.74 | 1.30 | 4.93 | 4.93 | 40.90 | 0.91 |
| | Vert % | 6.40 | 10.70 | 7.14 | 8.24 | 8.27 | 6.79 | 10.73 |
| | Index | 100 | 167 | 112 | 129 | 129 | 106 | 168 |
| | | | | * | | | | * |
| Personally Referred to Internet Yellow Pages - Past Week | Unwgted | 2624 | 13 | 28 | 96 | 96 | 1191 | 14 |
| | Weighted (000) | 13074 | 65 | 141 | 566 | 566 | 5468 | 38 |
| | Horz % | 100.00 | 0.50 | 1.08 | 4.33 | 4.33 | 41.82 | 0.29 |
| | Vert % | 5.43 | 6.12 | 5.04 | 6.15 | 6.17 | 5.90 | 2.92 |
| | Index | 100 | 113 | 93 | 113 | 114 | 109 | 54 |
| | | | | * | | | | * |
| Personally Referred to Paper or Internet Yellow Pages - Past Week | Unwgted | 5381 | 29 | 64 | 223 | 223 | 2422 | 39 |
| | Weighted (000) | 26513 | 171 | 337 | 1226 | 1226 | 10936 | 172 |
| | Horz % | 100.00 | 0.65 | 1.27 | 4.62 | 4.62 | 41.25 | 0.65 |
| | Vert % | 11.01 | 16.03 | 12.05 | 13.30 | 13.37 | 11.79 | 13.24 |
| | Index | 100 | 146 | 109 | 121 | 121 | 107 | 120 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | | | | * |
| Accessed Yellowpages.com (YP.com) - Past Month | Unwgted | 2490 | 7 | 31 | 91 | 91 | 1078 | 15 |
| | Weighted (000) | 12079 | 39 | 177 | 604 | 604 | 4727 | 53 |
| | Horz % | 100.00 | 0.32 | 1.47 | 5.00 | 5.00 | 39.14 | 0.44 |
| | Vert % | 5.02 | 3.63 | 6.33 | 6.55 | 6.58 | 5.10 | 4.05 |
| | Index | 100 | 72 | 126 | 131 | 131 | 102 | 81 |
| | | | * | | | | | * |
| Have Seen Video Ads in Grocery Stores - Past Month | Unwgted | 8982 | 43 | 101 | 334 | 334 | 3600 | 38 |
| | Weighted (000) | 46737 | 212 | 601 | 1959 | 1959 | 16498 | 153 |
| | Horz % | 100.00 | 0.45 | 1.29 | 4.19 | 4.19 | 35.30 | 0.33 |
| | Vert % | 19.41 | 19.86 | 21.50 | 21.26 | 21.36 | 17.79 | 11.81 |
| | Index | 100 | 102 | 111 | 110 | 110 | 92 | 61 |
| | | | * | | | | | * |
| Have Seen Video Ads in Drug Stores - Past Month | Unwgted | 5976 | 28 | 55 | 206 | 206 | 2255 | 27 |
| | Weighted (000) | 31131 | 179 | 355 | 1333 | 1333 | 10340 | 125 |
| | Horz % | 100.00 | 0.57 | 1.14 | 4.28 | 4.28 | 33.22 | 0.40 |
| | Vert % | 12.93 | 16.71 | 12.69 | 14.46 | 14.53 | 11.15 | 9.65 |
| | Index | 100 | 129 | 98 | 112 | 112 | 86 | 75 |
| | | | * | | | | | * |
| Have Seen Video Ads in Convenience Stores - Past Month | Unwgted | 5902 | 25 | 63 | 209 | 209 | 2183 | 25 |
| | Weighted (000) | 31417 | 154 | 431 | 1316 | 1316 | 10376 | 94 |
| | Horz % | 100.00 | 0.49 | 1.37 | 4.19 | 4.19 | 33.03 | 0.30 |
| | Vert % | 13.05 | 14.46 | 15.41 | 14.28 | 14.35 | 11.19 | 7.22 |
| | Index | 100 | 111 | 118 | 109 | 110 | 86 | 55 |
| | | | * | | | | | * |
| Have Seen Video Ads in Large Discount/Department Stores - Past Month | Unwgted | 6287 | 31 | 70 | 234 | 234 | 2470 | 27 |
| | Weighted (000) | 33490 | 159 | 401 | 1395 | 1395 | 11787 | 133 |
| | Horz % | 100.00 | 0.47 | 1.20 | 4.16 | 4.16 | 35.20 | 0.40 |
| | Vert % | 13.91 | 14.83 | 14.33 | 15.14 | 15.21 | 12.71 | 10.27 |
| | Index | 100 | 107 | 103 | 109 | 109 | 91 | 74 |
| | | | * | | | | | * |
| Have Seen Video Ads in Warehouse/Club Stores - Past Month | Unwgted | 5223 | 23 | 65 | 185 | 185 | 2209 | 25 |
| | Weighted (000) | 26008 | 125 | 391 | 983 | 983 | 9868 | 130 |
| | Horz % | 100.00 | 0.48 | 1.50 | 3.78 | 3.78 | 37.94 | 0.50 |
| | Vert % | 10.80 | 11.69 | 13.97 | 10.66 | 10.71 | 10.64 | 10.04 |
| | Index | 100 | 108 | 129 | 99 | 99 | 99 | 93 |
| | | | * | | | | | * |
| Have Seen Video Ads in Other Stores - Past Month | Unwgted | 4855 | 21 | 51 | 171 | 171 | 1776 | 23 |
| | Weighted (000) | 25254 | 117 | 319 | 1023 | 1023 | 7880 | 125 |
| | Horz % | 100.00 | 0.46 | 1.26 | 4.05 | 4.05 | 31.20 | 0.49 |
| | Vert % | 10.49 | 10.94 | 11.40 | 11.10 | 11.16 | 8.50 | 9.60 |
| | Index | 100 | 104 | 109 | 106 | 106 | 81 | 92 |
| | | | * | | | | | * |
| Have Seen Video Ads in Shopping Malls - Past Month | Unwgted | 6785 | 28 | 66 | 221 | 220 | 2774 | 23 |
| | Weighted (000) | 34124 | 123 | 339 | 1164 | 1157 | 12325 | 104 |
| | Horz % | 100.00 | 0.36 | 0.99 | 3.41 | 3.39 | 36.12 | 0.30 |
| | Vert % | 14.17 | 11.48 | 12.13 | 12.63 | 12.62 | 13.29 | 7.98 |
| | Index | 100 | 81 | 86 | 89 | 89 | 94 | 56 |
| | | | * | | | | | * |
| Have Seen Video Ads in Bars/Pubs - Past Month | Unwgted | 4286 | 24 | 39 | 146 | 145 | 1676 | 10 |
| | Weighted (000) | 21507 | 111 | 193 | 795 | 789 | 7412 | 51 |
| | Horz % | 100.00 | 0.52 | 0.90 | 3.70 | 3.67 | 34.46 | 0.24 |
| | Vert % | 8.93 | 10.39 | 6.91 | 8.63 | 8.60 | 7.99 | 3.92 |
| | Index | 100 | 116 | 77 | 97 | 96 | 89 | 44 |
| | | | * | | | | | * |
| Have Seen Video Ads in Fast- Food or Family Restaurants - Past Month | Unwgted | 6264 | 33 | 63 | 230 | 230 | 2395 | 24 |
| | Weighted (000) | 33395 | 159 | 374 | 1391 | 1391 | 11332 | 125 |
| | Horz % | 100.00 | 0.48 | 1.12 | 4.16 | 4.16 | 33.93 | 0.38 |
| | Vert % | 13.87 | 14.86 | 13.35 | 15.09 | 15.16 | 12.22 | 9.65 |
| | Index | 100 | 107 | 96 | 109 | 109 | 88 | 70 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| | | | * | * | | | | * |
| Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month | Unwgted | 4657 | 23 | 42 | 153 | 153 | 1744 | 17 |
| | Weighted (000) | 23645 | 130 | 217 | 860 | 860 | 7886 | 70 |
| | Horz % | 100.00 | 0.55 | 0.92 | 3.64 | 3.64 | 33.35 | 0.30 |
| | Vert % | 9.82 | 12.19 | 7.74 | 9.33 | 9.37 | 8.50 | 5.39 |
| | Index | 100 | 124 | 79 | 95 | 95 | 87 | 55 |
| | | | * | * | | | | * |
| Have Seen Video Ads in Gym/Health Clubs - Past Month | Unwgted | 3958 | 19 | 30 | 112 | 112 | 1591 | 9 |
| | Weighted (000) | 19616 | 92 | 158 | 626 | 626 | 6851 | 33 |
| | Horz % | 100.00 | 0.47 | 0.80 | 3.19 | 3.19 | 34.93 | 0.17 |
| | Vert % | 8.15 | 8.57 | 5.63 | 6.80 | 6.83 | 7.39 | 2.55 |
| | Index | 100 | 105 | 69 | 83 | 84 | 91 | 31 |
| | | | * | * | | | | * |
| Have Seen Video Ads in Medical Offices - Past Month | Unwgted | 5541 | 31 | 60 | 195 | 195 | 2275 | 19 |
| | Weighted (000) | 27802 | 181 | 311 | 1150 | 1150 | 10214 | 91 |
| | Horz % | 100.00 | 0.65 | 1.12 | 4.14 | 4.14 | 36.74 | 0.33 |
| | Vert % | 11.55 | 16.96 | 11.12 | 12.48 | 12.54 | 11.01 | 7.02 |
| | Index | 100 | 147 | 96 | 108 | 109 | 95 | 61 |
| | | | * | * | | | | * |
| Have Seen Video Ads in Airports - Past Month | Unwgted | 4033 | 15 | 36 | 120 | 120 | 1735 | 11 |
| | Weighted (000) | 18664 | 66 | 163 | 610 | 610 | 7103 | 39 |
| | Horz % | 100.00 | 0.35 | 0.87 | 3.27 | 3.27 | 38.06 | 0.21 |
| | Vert % | 7.75 | 6.18 | 5.84 | 6.62 | 6.65 | 7.66 | 3.02 |
| | Index | 100 | 80 | 75 | 85 | 86 | 99 | 39 |
| | | | * | * | | | | * |
| Have Seen Video Ads at Gas Stations - Past Month | Unwgted | 8262 | 36 | 114 | 302 | 302 | 3543 | 36 |
| | Weighted (000) | 40582 | 177 | 597 | 1757 | 1757 | 15369 | 139 |
| | Horz % | 100.00 | 0.44 | 1.47 | 4.33 | 4.33 | 37.87 | 0.34 |
| | Vert % | 16.85 | 16.54 | 21.34 | 19.07 | 19.16 | 16.57 | 10.68 |
| | Index | 100 | 98 | 127 | 113 | 114 | 98 | 63 |
| | | | * | * | | | | * |
| Have Seen Video Ads in Office Building Lobbies - Past Month | Unwgted | 3589 | 13 | 34 | 114 | 114 | 1300 | 9 |
| | Weighted (000) | 18074 | 74 | 174 | 699 | 699 | 5655 | 41 |
| | Horz % | 100.00 | 0.41 | 0.96 | 3.87 | 3.87 | 31.29 | 0.23 |
| | Vert % | 7.51 | 6.91 | 6.23 | 7.59 | 7.62 | 6.10 | 3.18 |
| | Index | 100 | 92 | 83 | 101 | 102 | 81 | 42 |
| | | | * | * | | | | * |
| Have Seen Video Ads in Office Building Elevators - Past Month | Unwgted | 3463 | 14 | 30 | 105 | 105 | 1326 | 11 |
| | Weighted (000) | 16741 | 73 | 164 | 686 | 686 | 5456 | 38 |
| | Horz % | 100.00 | 0.44 | 0.98 | 4.10 | 4.10 | 32.59 | 0.22 |
| | Vert % | 6.95 | 6.86 | 5.86 | 7.44 | 7.47 | 5.88 | 2.90 |
| | Index | 100 | 99 | 84 | 107 | 108 | 85 | 42 |
| | | | * | * | | | | * |
| Have Seen Video Ads in Movie Theater Lobbies - Past Month | Unwgted | 5006 | 22 | 49 | 158 | 158 | 1987 | 17 |
| | Weighted (000) | 25416 | 132 | 247 | 895 | 895 | 9006 | 89 |
| | Horz % | 100.00 | 0.52 | 0.97 | 3.52 | 3.52 | 35.44 | 0.35 |
| | Vert % | 10.56 | 12.35 | 8.83 | 9.71 | 9.75 | 9.71 | 6.82 |
| | Index | 100 | 117 | 84 | 92 | 92 | 92 | 65 |
| | | | | | | | | |
| Have Seen Ads on Billboards - Past Month | Unwgted | 24747 | 132 | 342 | 977 | 973 | 11583 | 148 |
| | Weighted (000) | 122681 | 631 | 1820 | 5484 | 5452 | 51654 | 823 |
| | Horz % | 100.00 | 0.51 | 1.48 | 4.47 | 4.44 | 42.10 | 0.67 |
| | Vert % | 50.95 | 59.01 | 65.08 | 59.52 | 59.44 | 55.70 | 63.35 |
| | Index | 100 | 116 | 128 | 117 | 117 | 109 | 124 |
| | | | | | | | | |
| Have Seen Ads on Buses/Trains - Past Month | Unwgted | 11300 | 58 | 117 | 366 | 365 | 4838 | 51 |
| | Weighted (000) | 52460 | 307 | 551 | 1925 | 1921 | 19695 | 268 |
| | Horz % | 100.00 | 0.59 | 1.05 | 3.67 | 3.66 | 37.54 | 0.51 |
| | Vert % | 21.79 | 28.75 | 19.69 | 20.89 | 20.95 | 21.24 | 20.62 |
| | Index | 100 | 132 | 90 | 96 | 96 | 97 | 95 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---------------------------|--|--|--|
| | | | | * | | | | * |
| Have Seen Ads at Bus Stops or Train Stations - Past Month | Unwgted | 7513 | 38 | 68 | 218 | 218 | 3103 | 24 |
| | Weighted (000) | 33802 | 159 | 296 | 1082 | 1082 | 11939 | 121 |
| | Horz % | 100.00 | 0.47 | 0.88 | 3.20 | 3.20 | 35.32 | 0.36 |
| | Vert % | 14.04 | 14.84 | 10.59 | 11.74 | 11.79 | 12.87 | 9.28 |
| | Index | 100 | 106 | 75 | 84 | 84 | 92 | 66 |
| | | | * | * | | | | * |
| Have Seen Ads Inside Taxis - Past Month | Unwgted | 3860 | 16 | 32 | 110 | 110 | 1476 | 13 |
| | Weighted (000) | 17253 | 84 | 118 | 581 | 581 | 5656 | 69 |
| | Horz % | 100.00 | 0.48 | 0.68 | 3.37 | 3.37 | 32.78 | 0.40 |
| | Vert % | 7.17 | 7.81 | 4.21 | 6.30 | 6.33 | 6.10 | 5.32 |
| | Index | 100 | 109 | 59 | 88 | 88 | 85 | 74 |
| | | | * | * | | | | * |
| Have Seen Ads on Top of Taxis - Past Month | Unwgted | 6144 | 26 | 62 | 180 | 180 | 2603 | 21 |
| | Weighted (000) | 27714 | 106 | 264 | 950 | 950 | 10166 | 101 |
| | Horz % | 100.00 | 0.38 | 0.95 | 3.43 | 3.43 | 36.68 | 0.37 |
| | Vert % | 11.51 | 9.89 | 9.45 | 10.31 | 10.35 | 10.96 | 7.79 |
| | Index | 100 | 86 | 82 | 90 | 90 | 95 | 68 |
| | | | * | * | | | | * |
| Have Seen Ads on Phone Booths - Past Month | Unwgted | 2895 | 11 | 20 | 83 | 83 | 985 | 7 |
| | Weighted (000) | 14322 | 66 | 103 | 553 | 553 | 4051 | 18 |
| | Horz % | 100.00 | 0.46 | 0.72 | 3.86 | 3.86 | 28.28 | 0.13 |
| | Vert % | 5.95 | 6.13 | 3.69 | 6.00 | 6.03 | 4.37 | 1.42 |
| | Index | 100 | 103 | 62 | 101 | 101 | 73 | 24 |
| | | | * | * | | | | * |
| Have Seen Ads at Sports or Entertainment Events - Past Month | Unwgted | 7781 | 41 | 93 | 290 | 289 | 3478 | 29 |
| | Weighted (000) | 38266 | 193 | 497 | 1540 | 1533 | 15185 | 145 |
| | Horz % | 100.00 | 0.50 | 1.30 | 4.02 | 4.01 | 39.68 | 0.38 |
| | Vert % | 15.89 | 18.05 | 17.77 | 16.71 | 16.72 | 16.37 | 11.18 |
| | Index | 100 | 114 | 112 | 105 | 105 | 103 | 70 |
| | | | * | * | | | | * |
| Have Seen Ads on Postcards - Past Month | Unwgted | 5833 | 28 | 66 | 200 | 200 | 2619 | 29 |
| | Weighted (000) | 27321 | 119 | 356 | 1040 | 1040 | 10625 | 144 |
| | Horz % | 100.00 | 0.43 | 1.30 | 3.81 | 3.81 | 38.89 | 0.53 |
| | Vert % | 11.35 | 11.09 | 12.73 | 11.28 | 11.33 | 11.46 | 11.09 |
| | Index | 100 | 98 | 112 | 99 | 100 | 101 | 98 |
| | | | * | * | | | | * |
| Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month | Unwgted | 12452 | 62 | 165 | 459 | 458 | 5493 | 65 |
| | Weighted (000) | 62134 | 302 | 934 | 2516 | 2501 | 24732 | 346 |
| | Horz % | 100.00 | 0.49 | 1.50 | 4.05 | 4.03 | 39.80 | 0.56 |
| | Vert % | 25.81 | 28.29 | 33.39 | 27.31 | 27.27 | 26.67 | 26.63 |
| | Index | 100 | 110 | 129 | 106 | 106 | 103 | 103 |
| | | | * | * | | | | * |
| Have Seen Ads on Posters at Movie Theaters - Past Month | Unwgted | 8769 | 43 | 98 | 312 | 311 | 3876 | 39 |
| | Weighted (000) | 43591 | 230 | 503 | 1736 | 1729 | 17191 | 226 |
| | Horz % | 100.00 | 0.53 | 1.15 | 3.98 | 3.97 | 39.44 | 0.52 |
| | Vert % | 18.10 | 21.49 | 17.98 | 18.83 | 18.85 | 18.54 | 17.39 |
| | Index | 100 | 119 | 99 | 104 | 104 | 102 | 96 |
| | | | * | * | | | | * |
| Have Seen Ads Shown On- Screen Before Start of a Movie - Past Month | Unwgted | 11245 | 61 | 136 | 407 | 405 | 5141 | 65 |
| | Weighted (000) | 55588 | 343 | 689 | 2179 | 2157 | 22469 | 364 |
| | Horz % | 100.00 | 0.62 | 1.24 | 3.92 | 3.88 | 40.42 | 0.66 |
| | Vert % | 23.09 | 32.07 | 24.63 | 23.64 | 23.52 | 24.23 | 28.03 |
| | Index | 100 | 139 | 107 | 102 | 102 | 105 | 121 |
| | | | * | * | | | | * |
| Have Seen Ads in Stores (Not Video Ads) - Past Month | Unwgted | 15945 | 77 | 228 | 640 | 639 | 7258 | 97 |
| | Weighted (000) | 79810 | 382 | 1214 | 3682 | 3666 | 32181 | 553 |
| | Horz % | 100.00 | 0.48 | 1.52 | 4.61 | 4.59 | 40.32 | 0.69 |
| | Vert % | 33.15 | 35.76 | 43.41 | 39.95 | 39.97 | 34.70 | 42.59 |
| | Index | 100 | 108 | 131 | 121 | 121 | 105 | 128 |

| | | Adults 18+ | Own/Lease Chrysler 300/300M/300C | Own/Lease Chrysler Town and Country | Own/Lease any Chrysler | Most recent vehicle bought/leased is Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---------------------------|--|--|--|
| Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month | Unwgt'd | 11680 | 60 | 143 | 439 | 439 | 5354 | 61 |
| | Weighted (000) | 57496 | 329 | 673 | 2348 | 2348 | 23518 | 319 |
| | Horz % | 100.00 | 0.57 | 1.17 | 4.08 | 4.08 | 40.90 | 0.55 |
| | Vert % | 23.88 | 30.78 | 24.05 | 25.48 | 25.60 | 25.36 | 24.54 |
| | Index | 100 | 129 | 101 | 107 | 107 | 106 | 103 |
| Have Seen Infomercials - Past Month | | | * | | | | | * |
| | Unwgt'd | 9980 | 40 | 124 | 367 | 366 | 4390 | 49 |
| | Weighted (000) | 49971 | 208 | 698 | 2161 | 2146 | 19803 | 312 |
| | Horz % | 100.00 | 0.42 | 1.40 | 4.32 | 4.29 | 39.63 | 0.63 |
| | Vert % | 20.75 | 19.47 | 24.95 | 23.45 | 23.39 | 21.35 | 24.04 |
| | Index | 100 | 94 | 120 | 113 | 113 | 103 | 116 |
| Have Seen Offers or Ads Sent to Home by Mail - Past Month | Unwgt'd | 20473 | 97 | 293 | 801 | 800 | 9691 | 125 |
| | Weighted (000) | 99869 | 453 | 1463 | 4339 | 4332 | 42527 | 656 |
| | Horz % | 100.00 | 0.45 | 1.46 | 4.34 | 4.34 | 42.58 | 0.66 |
| | Vert % | 41.48 | 42.38 | 52.28 | 47.09 | 47.23 | 45.86 | 50.46 |
| | Index | 100 | 102 | 126 | 114 | 114 | 111 | 122 |
| Have Seen Product Placement in Video Games - Past Month | | | * | | | | | * |
| | Unwgt'd | 4438 | 18 | 52 | 145 | 144 | 1547 | 17 |
| | Weighted (000) | 24118 | 120 | 332 | 930 | 914 | 7454 | 79 |
| | Horz % | 100.00 | 0.50 | 1.37 | 3.85 | 3.79 | 30.91 | 0.33 |
| | Vert % | 10.02 | 11.19 | 11.85 | 10.09 | 9.97 | 8.04 | 6.10 |
| | Index | 100 | 112 | 118 | 101 | 99 | 80 | 61 |
| Have Seen Product Placement in TV Shows - Past Month | Unwgt'd | 18649 | 90 | 256 | 716 | 715 | 8656 | 111 |
| | Weighted (000) | 91632 | 454 | 1350 | 3904 | 3897 | 38417 | 593 |
| | Horz % | 100.00 | 0.50 | 1.47 | 4.26 | 4.25 | 41.92 | 0.65 |
| | Vert % | 38.06 | 42.49 | 48.25 | 42.36 | 42.49 | 41.42 | 45.63 |
| | Index | 100 | 112 | 127 | 111 | 112 | 109 | 120 |
| Have Seen Product Placement in Movies - Past Month | Unwgt'd | 11567 | 55 | 142 | 413 | 412 | 4983 | 62 |
| | Weighted (000) | 58165 | 288 | 801 | 2307 | 2301 | 22333 | 355 |
| | Horz % | 100.00 | 0.49 | 1.38 | 3.97 | 3.96 | 38.40 | 0.61 |
| | Vert % | 24.16 | 26.94 | 28.62 | 25.04 | 25.09 | 24.08 | 27.33 |
| | Index | 100 | 112 | 118 | 104 | 104 | 100 | 113 |