

		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+	Unwgttd	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	Unwgttd	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	Unwgttd	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			*	*				*
	Unwgttd	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			*					*
	Unwgttd	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			*					*
	Unwgttd	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			*					*
	Unwgttd	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			*					*
	Unwgttd	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+			*					*
	Unwgttd	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	

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			*	*				*
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

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			*	*				*
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

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			*					*
Household Income: \$75,000- \$99,999	Unwgttd	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	Unwgttd	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	Unwgttd	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	Unwgttd	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	Unwgttd	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	Unwgttd	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	Unwgttd	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	Unwgttd							
	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	Unwgttd	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	Unwgttd	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	Unwgted	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			*					
	Unwgted	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
			*	*	*	*		*
	Unwgted	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
			*					*
	Unwgted	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
	Unwgted	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
	Unwgted	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
	Unwgted	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
	Unwgted	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
	Unwgted	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
	Unwgted	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

		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: 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
	Index	100	100	92	97	96	92	70
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
	Index	100	100	71	85	85	90	118
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)			*					
	Unwgted	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)	Unwgted	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)	Unwgted	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)								*
	Unwgted	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	Unwgted	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	Unwgted	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	Unwgted	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			*					*
	Unwgted	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.)	Unwgted	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	Unwgted	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	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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)	Unwgt'd	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)	Unwgt'd	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)	Unwgt'd	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)	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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)	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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			*	*				*
	Unwgt'd	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			*	*				*
	Unwgt'd	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			*					*
	Unwgt'd	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			*					*
	Unwgt'd	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			*	*				*
	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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)	Unwgt'd	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)	Unwgt'd	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	Unwgt'd	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	Unwgt'd	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	Unwgttd	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			*					*
	Unwgttd	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	Unwgttd	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			*					*
	Unwgttd	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	Unwgttd	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	Unwgttd	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