

|            |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|------------|----------------|------------|--|---|---------------------------|
| Adults 18+ | Unwgt'd        | 48646      | 210                                    | 515                                       | 1586                      |
|            | Weighted (000) | 244084     | 1129                                   | 2765                                      | 8954                      |
|            | Horz %         | 100.00     | 0.46                                   | 1.13                                      | 3.67                      |
|            | Vert %         | 100.00     | 100.00                                 | 100.00                                    | 100.00                    |
|            | Index          | 100        | 100                                    | 100                                       | 100                       |
| Male       | Unwgt'd        | 24620      | 110                                    | 260                                       | 773                       |
|            | Weighted (000) | 117785     | 533                                    | 1261                                      | 3840                      |
|            | Horz %         | 100.00     | 0.45                                   | 1.07                                      | 3.26                      |
|            | Vert %         | 48.26      | 47.20                                  | 45.62                                     | 42.89                     |
|            | Index          | 100        | 98                                     | 95  | 89                        |
| Female     | Unwgt'd        | 24026      | 100                                    | 255                                       | 813                       |
|            | Weighted (000) | 126299     | 596                                    | 1503                                      | 5114                      |
|            | Horz %         | 100.00     | 0.47                                   | 1.19                                      | 4.05                      |
|            | Vert %         | 51.74      | 52.80                                  | 54.38                                     | 57.11                     |
|            | Index          | 100        | 102                                    | 105                                       | 110                       |
| Age 18-24  |                |            | *                                      | *   |                           |
|            | Unwgt'd        | 3885       | 11                                     | 23  | 99                        |
|            | Weighted (000) | 30253      | 93                                     | 243                                       | 1038                      |
|            | Horz %         | 100.00     | 0.31                                   | 0.80                                      | 3.43                      |
|            | Vert %         | 12.39      | 8.25                                   | 8.79                                      | 11.60                     |
| Age 25-34  |                |            | *                                      |   |                           |
|            | Unwgt'd        | 8183       | 34                                     | 80  | 233                       |
|            | Weighted (000) | 43389      | 195                                    | 427                                       | 1299                      |
|            | Horz %         | 100.00     | 0.45                                   | 0.98                                      | 2.99                      |
|            | Vert %         | 17.78      | 17.28                                  | 15.45                                     | 14.51                     |
| Age 35-44  |                |            | *                                      |   |                           |
|            | Unwgt'd        | 8605       | 34                                     | 147                                       | 309                       |
|            | Weighted (000) | 40230      | 197                                    | 845                                       | 1801                      |
|            | Horz %         | 100.00     | 0.49                                   | 2.10                                      | 4.48                      |
|            | Vert %         | 16.48      | 17.46                                  | 30.57                                     | 20.11                     |
| Age 45-54  |                |            | *                                      |   |                           |
|            | Unwgt'd        | 8861       | 46                                     | 88  | 287                       |
|            | Weighted (000) | 43105      | 235                                    | 435                                       | 1525                      |
|            | Horz %         | 100.00     | 0.54                                   | 1.01                                      | 3.54                      |
|            | Vert %         | 17.66      | 20.78                                  | 15.74                                     | 17.03                     |
| Age 55-64  |                |            | *                                      |   |                           |
|            | Unwgt'd        | 8498       | 37                                     | 79  | 266                       |
|            | Weighted (000) | 40725      | 150                                    | 358                                       | 1318                      |
|            | Horz %         | 100.00     | 0.37                                   | 0.88                                      | 3.24                      |
|            | Vert %         | 16.68      | 13.25                                  | 12.95                                     | 14.72                     |
| Age 65+    |                |            | *                                      |   |                           |
|            | Unwgt'd        | 10614      | 48                                     | 98  | 392                       |
|            | Weighted (000) | 46383      | 259                                    | 457                                       | 1972                      |
|            | Horz %         | 100.00     | 0.56                                   | 0.98                                      | 4.25                      |
|            | Vert %         | 19.00      | 22.98                                  | 16.52                                     | 22.03                     |
|            | Index          | 100        | 121                                    | 87  | 116                       |

|                                      |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--------------------------------------|----------------|------------|--|---|---------------------------|
|                                      |                |            |  |   |                           |
| Age 21+                              | Unwgt'd        | 47284      | 203                                    | 502                                       | 1541                      |
|                                      | Weighted (000) | 232046     | 1069                                   | 2611                                      | 8489                      |
|                                      | Horz %         | 100.00     | 0.46                                   | 1.13                                      | 3.66                      |
|                                      | Vert %         | 95.07      | 94.64                                  | 94.43                                     | 94.81                     |
|                                      | Index          | 100        | 100                                    | 99  | 100                       |
| Age 18-34                            |                |            | *                                      |   |                           |
|                                      | Unwgt'd        | 12068      | 45                                     | 103                                       | 332                       |
|                                      | Weighted (000) | 73642      | 288                                    | 670                                       | 2338                      |
|                                      | Horz %         | 100.00     | 0.39                                   | 0.91                                      | 3.17                      |
|                                      | Vert %         | 30.17      | 25.53                                  | 24.23                                     | 26.11                     |
| Index                                | 100            | 85         | 80                                     | 87  |                           |
| Age 18-49                            | Unwgt'd        | 24996      | 96                                     | 300                                       | 775                       |
|                                      | Weighted (000) | 134658     | 555                                    | 1756                                      | 4849                      |
|                                      | Horz %         | 100.00     | 0.41                                   | 1.30                                      | 3.60                      |
|                                      | Vert %         | 55.17      | 49.15                                  | 63.51                                     | 54.15                     |
|                                      | Index          | 100        | 89                                     | 115                                       | 98                        |
| Age 25-54                            | Unwgt'd        | 25649      | 114                                    | 315                                       | 829                       |
|                                      | Weighted (000) | 126724     | 627                                    | 1707                                      | 4625                      |
|                                      | Horz %         | 100.00     | 0.49                                   | 1.35                                      | 3.65                      |
|                                      | Vert %         | 51.92      | 55.53                                  | 61.75                                     | 51.65                     |
|                                      | Index          | 100        | 107                                    | 119                                       | 99                        |
| Age 35-64                            | Unwgt'd        | 25964      | 117                                    | 314                                       | 862                       |
|                                      | Weighted (000) | 124059     | 582                                    | 1638                                      | 4644                      |
|                                      | Horz %         | 100.00     | 0.47                                   | 1.32                                      | 3.74                      |
|                                      | Vert %         | 50.83      | 51.50                                  | 59.25                                     | 51.87                     |
|                                      | Index          | 100        | 101                                    | 117                                       | 102                       |
| Age 50+                              | Unwgt'd        | 23650      | 114                                    | 215                                       | 811                       |
|                                      | Weighted (000) | 109426     | 574                                    | 1009                                      | 4105                      |
|                                      | Horz %         | 100.00     | 0.52                                   | 0.92                                      | 3.75                      |
|                                      | Vert %         | 44.83      | 50.85                                  | 36.49                                     | 45.85                     |
|                                      | Index          | 100        | 113                                    | 81  | 102                       |
| Median Age                           | Unwgt'd        |            |  |   |                           |
|                                      | Weighted (000) | 47.00      | 50.30                                  | 43.40                                     | 47.40                     |
|                                      | Horz %         |            |  |   |                           |
|                                      | Vert %         |            |  |   |                           |
|                                      | Index          | 100        | 107                                    | 92  | 101                       |
| Race: White Only                     | Unwgt'd        | 34564      | 112                                    | 452                                       | 1251                      |
|                                      | Weighted (000) | 179823     | 662                                    | 2460                                      | 7227                      |
|                                      | Horz %         | 100.00     | 0.37                                   | 1.37                                      | 4.02                      |
|                                      | Vert %         | 73.67      | 58.65                                  | 88.98                                     | 80.71                     |
|                                      | Index          | 100        | 80                                     | 121                                       | 110                       |
| Race: Black/African-American<br>Only |                |            |  | *   |                           |
|                                      | Unwgt'd        | 5909       | 74                                     | 21  | 187                       |
|                                      | Weighted (000) | 29535      | 375                                    | 117                                       | 1043                      |
|                                      | Horz %         | 100.00     | 1.27                                   | 0.40                                      | 3.53                      |
|                                      | Vert %         | 12.10      | 33.16                                  | 4.22                                      | 11.65                     |
| Index                                | 100            | 274        | 35                                     | 96  |                           |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
|  |                |            | *                                      | *   | *                         |
| Race: Asian  | Unwgt'd        | 2388       | 2                                      | 4   | 21                        |
|  | Weighted (000) | 8358       | 12                                     | 27  | 81                        |
|  | Horz %         | 100.00     | 0.14                                   | 0.32                                      | 0.96                      |
|  | Vert %         | 3.42       | 1.07                                   | 0.96                                      | 0.90                      |
|  | Index          | 100        | 31                                     | 28  | 26                        |
|  |                |            | *                                      | *   |                           |
| Race: Other Race/Multi-Racial  | Unwgt'd        | 8173       | 24                                     | 42  | 148                       |
|  | Weighted (000) | 34726      | 92                                     | 188                                       | 684                       |
|  | Horz %         | 100.00     | 0.27                                   | 0.54                                      | 1.97                      |
|  | Vert %         | 14.23      | 8.19                                   | 6.80                                      | 7.64                      |
|  | Index          | 100        | 58                                     | 48  | 54                        |
|  |                |            | *                                      | *   |                           |
| Hispanic, Latino, Spanish<br>Origin or Descent   | Unwgt'd        | 6851       | 30                                     | 42  | 155                       |
|  | Weighted (000) | 37743      | 139                                    | 283                                       | 1004                      |
|  | Horz %         | 100.00     | 0.37                                   | 0.75                                      | 2.66                      |
|  | Vert %         | 15.46      | 12.28                                  | 10.22                                     | 11.21                     |
|  | Index          | 100        | 79                                     | 66  | 73                        |
|  |                |            | *                                      | *   | *                         |
| Hispanic, Personally Speak<br>Only English at Home   | Unwgt'd        | 1739       | 7                                      | 14  | 48                        |
|  | Weighted (000) | 6214       | 22                                     | 55  | 217                       |
|  | Horz %         | 100.00     | 0.35                                   | 0.89                                      | 3.50                      |
|  | Vert %         | 2.55       | 1.93                                   | 2.00                                      | 2.43                      |
|  | Index          | 100        | 76                                     | 79  | 95                        |
|  |                |            | *                                      | *   |                           |
| Hispanic, Personally Speak<br>Mostly English, But Some<br>Spanish at Home  | Unwgt'd        | 2047       | 7                                      | 19  | 57                        |
|  | Weighted (000) | 9439       | 47                                     | 131                                       | 343                       |
|  | Horz %         | 100.00     | 0.50                                   | 1.39                                      | 3.63                      |
|  | Vert %         | 3.87       | 4.18                                   | 4.74                                      | 3.83                      |
|  | Index          | 100        | 108                                    | 122                                       | 99                        |
|  |                |            | *                                      | *   | *                         |
| Hispanic, Personally Speak<br>Only Spanish at Home   | Unwgt'd        | 1280       | 7                                      | 3   | 22                        |
|  | Weighted (000) | 10474      | 25                                     | 58  | 197                       |
|  | Horz %         | 100.00     | 0.24                                   | 0.56                                      | 1.88                      |
|  | Vert %         | 4.29       | 2.21                                   | 2.11                                      | 2.20                      |
|  | Index          | 100        | 52                                     | 49  | 51                        |
|  |                |            | *                                      | *   | *                         |
| Hispanic, Personally Speak<br>Mostly Spanish, But Some<br>English at Home  | Unwgt'd        | 1668       | 9                                      | 6   | 25                        |
|  | Weighted (000) | 9512       | 45                                     | 38  | 172                       |
|  | Horz %         | 100.00     | 0.47                                   | 0.40                                      | 1.81                      |
|  | Vert %         | 3.90       | 3.96                                   | 1.38                                      | 1.93                      |
|  | Index          | 100        | 102                                    | 35  | 49                        |
|  |                |            | *                                      | *   | *                         |
| Hispanic, Personally Speak<br>Spanish and English Equally at<br>Home   | Unwgt'd        | 99         | 0                                      | 0   | 2                         |
|  | Weighted (000) | 1751       | 0                                      | 0   | 39                        |
|  | Horz %         | 100.00     | 0.00                                   | 0.00                                      | 2.21                      |
|  | Vert %         | 0.72       | 0.00                                   | 0.00                                      | 0.43                      |
|  | Index          | 100        | 0                                      | 0   | 60                        |
|  |                |            | *                                      | *   |                           |
| Highest Level Education<br>Completed/Highest Degree<br>Received: Master's,<br>Professional School or<br>Doctorate Degree | Unwgt'd        | 6825       | 25                                     | 89  | 224                       |
|  | Weighted (000) | 26213      | 101                                    | 381                                       | 969                       |
|  | Horz %         | 100.00     | 0.38                                   | 1.45                                      | 3.70                      |
|  | Vert %         | 10.74      | 8.90                                   | 13.78                                     | 10.82                     |
|  | Index          | 100        | 83                                     | 128                                       | 101                       |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
|  |                |            |  | *   |                           |
| Highest Level Education<br>Completed/Highest Degree<br>Received: Bachelor's Degree   | Unwgt'd        | 10965      | 35                                     | 135                                       | 325                       |
|  | Weighted (000) | 46746      | 172                                    | 699                                       | 1691                      |
|  | Horz %         | 100.00     | 0.37                                   | 1.50                                      | 3.62                      |
|  | Vert %         | 19.15      | 15.27                                  | 25.29                                     | 18.89                     |
|  | Index          | 100        | 80                                     | 132                                       | 99                        |
|  |                |            | *                                      | *   |                           |
| Highest Level Education<br>Completed/Highest Degree<br>Received: Associate Degree,<br>Academic   | Unwgt'd        | 2649       | 16                                     | 32  | 101                       |
|  | Weighted (000) | 11210      | 73                                     | 172                                       | 561                       |
|  | Horz %         | 100.00     | 0.65                                   | 1.54                                      | 5.00                      |
|  | Vert %         | 4.59       | 6.49                                   | 6.24                                      | 6.26                      |
|  | Index          | 100        | 141                                    | 136                                       | 136                       |
|  |                |            | *                                      | *   |                           |
| Highest Level Education<br>Completed/Highest Degree<br>Received: Associate Degree,<br>Occupational/Vocational  | Unwgt'd        | 3407       | 15                                     | 39  | 120                       |
|  | Weighted (000) | 13775      | 50                                     | 141                                       | 425                       |
|  | Horz %         | 100.00     | 0.36                                   | 1.03                                      | 3.09                      |
|  | Vert %         | 5.64       | 4.43                                   | 5.11                                      | 4.75                      |
|  | Index          | 100        | 79                                     | 91  | 84                        |
|  |                |            |  |   |                           |
| Highest Level Education<br>Completed/Highest Degree<br>Received: Some College, but<br>No Degree  | Unwgt'd        | 10089      | 52                                     | 109                                       | 373                       |
|  | Weighted (000) | 44682      | 235                                    | 573                                       | 1941                      |
|  | Horz %         | 100.00     | 0.53                                   | 1.28                                      | 4.34                      |
|  | Vert %         | 18.31      | 20.82                                  | 20.72                                     | 21.67                     |
|  | Index          | 100        | 114                                    | 113                                       | 118                       |
|  |                |            | *                                      | *   |                           |
| Respondent - Highest Level<br>Education Completed/Highest<br>Degree Received: High school<br>graduate (High School<br>Diploma or Equivalent, such as<br>GED) | Unwgt'd        | 10356      | 47                                     | 88  | 335                       |
|  | Weighted (000) | 71816      | 363                                    | 654                                       | 2545                      |
|  | Horz %         | 100.00     | 0.51                                   | 0.91                                      | 3.54                      |
|  | Vert %         | 29.42      | 32.12                                  | 23.64                                     | 28.42                     |
|  | Index          | 100        | 109                                    | 80  | 97                        |
|  |                |            | *                                      | *   |                           |
| Respondent - Highest Level<br>Education Completed/Highest<br>Degree Received: 11th Grade<br>or Less or 12th Grade, No<br>Diploma                             | Unwgt'd        | 4355       | 20                                     | 23  | 108                       |
|  | Weighted (000) | 29641      | 135                                    | 144                                       | 822                       |
|  | Horz %         | 100.00     | 0.46                                   | 0.49                                      | 2.77                      |
|  | Vert %         | 12.14      | 11.96                                  | 5.22                                      | 9.18                      |
|  | Index          | 100        | 98                                     | 43  | 76                        |
|  |                |            | *                                      | *   |                           |
| Currently Attending College or<br>University   | Unwgt'd        | 3403       | 19                                     | 24  | 112                       |
|  | Weighted (000) | 19372      | 91                                     | 174                                       | 776                       |
|  | Horz %         | 100.00     | 0.47                                   | 0.90                                      | 4.01                      |
|  | Vert %         | 7.94       | 8.04                                   | 6.30                                      | 8.67                      |
|  | Index          | 100        | 101                                    | 79  | 109                       |
|  |                |            |  |   |                           |
| Employed Full Time   | Unwgt'd        | 25438      | 116                                    | 282                                       | 790                       |
|  | Weighted (000) | 119890     | 572                                    | 1368                                      | 4067                      |
|  | Horz %         | 100.00     | 0.48                                   | 1.14                                      | 3.39                      |
|  | Vert %         | 49.12      | 50.66                                  | 49.48                                     | 45.42                     |
|  | Index          | 100        | 103                                    | 101                                       | 92                        |
|  |                |            | *                                      | *   |                           |
| Employed Part Time   | Unwgt'd        | 5730       | 23                                     | 75  | 217                       |
|  | Weighted (000) | 28854      | 150                                    | 439                                       | 1307                      |
|  | Horz %         | 100.00     | 0.52                                   | 1.52                                      | 4.53                      |
|  | Vert %         | 11.82      | 13.26                                  | 15.87                                     | 14.60                     |
|  | Index          | 100        | 112                                    | 134                                       | 123                       |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  |   |                           |
| Not Employed  | Unwgt'd        | 17478      | 71                                     | 158                                       | 579                       |
|   | Weighted (000) | 95339      | 407                                    | 958                                       | 3580                      |
|   | Horz %         | 100.00     | 0.43                                   | 1.00                                      | 3.75                      |
|   | Vert %         | 39.06      | 36.08                                  | 34.65                                     | 39.98                     |
|   | Index          | 100        | 92                                     | 89  | 102                       |
| Temporarily Unemployed  |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 1886       | 7                                      | 11  | 51                        |
|   | Weighted (000) | 12314      | 47                                     | 100                                       | 393                       |
|   | Horz %         | 100.00     | 0.39                                   | 0.81                                      | 3.19                      |
|   | Vert %         | 5.05       | 4.20                                   | 3.60                                      | 4.39                      |
|   | Index          | 100        | 83                                     | 71  | 87                        |
| Retired from Employment   |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 10143      | 43                                     | 97  | 362                       |
|   | Weighted (000) | 46820      | 236                                    | 499                                       | 1911                      |
|   | Horz %         | 100.00     | 0.50                                   | 1.06                                      | 4.08                      |
|   | Vert %         | 19.18      | 20.92                                  | 18.03                                     | 21.35                     |
|   | Index          | 100        | 109                                    | 94  | 111                       |
| Not Employed, Principal<br>Shopper for Household                              |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 2543       | 14                                     | 39  | 103                       |
|   | Weighted (000) | 16573      | 94                                     | 276                                       | 781                       |
|   | Horz %         | 100.00     | 0.57                                   | 1.67                                      | 4.71                      |
|   | Vert %         | 6.79       | 8.31                                   | 9.99                                      | 8.72                      |
|   | Index          | 100        | 122                                    | 147                                       | 128                       |
| Occupation: Professional and<br>Related Occupations                           |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 7405       | 32                                     | 112                                       | 239                       |
|   | Weighted (000) | 34142      | 169                                    | 581                                       | 1235                      |
|   | Horz %         | 100.00     | 0.49                                   | 1.70                                      | 3.62                      |
|   | Vert %         | 13.99      | 14.96                                  | 21.00                                     | 13.79                     |
|   | Index          | 100        | 107                                    | 150                                       | 99                        |
| Occupation: Management,<br>Business and Financial<br>Operations               |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 6595       | 25                                     | 75  | 207                       |
|   | Weighted (000) | 24720      | 142                                    | 286                                       | 887                       |
|   | Horz %         | 100.00     | 0.57                                   | 1.16                                      | 3.59                      |
|   | Vert %         | 10.13      | 12.53                                  | 10.34                                     | 9.91                      |
|   | Index          | 100        | 124                                    | 102                                       | 98                        |
| Occupation: Sales and Office<br>Occupations                                   |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 5959       | 28                                     | 66  | 217                       |
|   | Weighted (000) | 32636      | 135                                    | 464                                       | 1383                      |
|   | Horz %         | 100.00     | 0.41                                   | 1.42                                      | 4.24                      |
|   | Vert %         | 13.37      | 11.91                                  | 16.77                                     | 15.44                     |
|   | Index          | 100        | 89                                     | 125                                       | 115                       |
| Occupation: Natural<br>Resources, Construction and<br>Maintenance Occupations |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 2756       | 14                                     | 26  | 73                        |
|   | Weighted (000) | 13728      | 81                                     | 116                                       | 373                       |
|   | Horz %         | 100.00     | 0.59                                   | 0.84                                      | 2.72                      |
|   | Vert %         | 5.62       | 7.21                                   | 4.19                                      | 4.17                      |
|   | Index          | 100        | 128                                    | 75  | 74                        |
| Occupation: Other Employed  |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 8453       | 40                                     | 78  | 271                       |
|   | Weighted (000) | 43519      | 195                                    | 361                                       | 1497                      |
|   | Horz %         | 100.00     | 0.45                                   | 0.83                                      | 3.44                      |
|   | Vert %         | 17.83      | 17.30                                  | 13.05                                     | 16.71                     |
|   | Index          | 100        | 97                                     | 73  | 94                        |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  |   |                           |
| Household Income:<br>\$250,000+           |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 1966       | 7                                      | 21  | 63                        |
|   | Weighted (000) | 7800       | 27                                     | 83  | 254                       |
|   | Horz %         | 100.00     | 0.35                                   | 1.06                                      | 3.25                      |
|   | Vert %         | 3.20       | 2.41                                   | 3.00                                      | 2.83                      |
|   | Index          | 100        | 75                                     | 94  | 89                        |
| Household Income: \$200,000-<br>\$249,999 |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 1583       | 6                                      | 19  | 46                        |
|   | Weighted (000) | 7178       | 32                                     | 95  | 304                       |
|   | Horz %         | 100.00     | 0.45                                   | 1.32                                      | 4.24                      |
|   | Vert %         | 2.94       | 2.87                                   | 3.43                                      | 3.40                      |
|   | Index          | 100        | 98                                     | 117                                       | 116                       |
| Household Income: \$150,000-<br>\$199,999 |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 3725       | 18                                     | 48  | 116                       |
|   | Weighted (000) | 18847      | 95                                     | 273                                       | 687                       |
|   | Horz %         | 100.00     | 0.51                                   | 1.45                                      | 3.65                      |
|   | Vert %         | 7.72       | 8.44                                   | 9.88                                      | 7.67                      |
|   | Index          | 100        | 109                                    | 128                                       | 99                        |
| Household Income: \$100,000-<br>\$149,999 |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 7038       | 36                                     | 93  | 239                       |
|   | Weighted (000) | 39997      | 224                                    | 511                                       | 1489                      |
|   | Horz %         | 100.00     | 0.56                                   | 1.28                                      | 3.72                      |
|   | Vert %         | 16.39      | 19.84                                  | 18.47                                     | 16.63                     |
|   | Index          | 100        | 121                                    | 113                                       | 101                       |
| Household Income: \$75,000-<br>\$99,999   |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 6168       | 36                                     | 84  | 235                       |
|   | Weighted (000) | 32585      | 198                                    | 468                                       | 1410                      |
|   | Horz %         | 100.00     | 0.61                                   | 1.44                                      | 4.33                      |
|   | Vert %         | 13.35      | 17.55                                  | 16.94                                     | 15.74                     |
|   | Index          | 100        | 131                                    | 127                                       | 118                       |
| Household Income: \$60,000-<br>\$74,999   |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 4945       | 28                                     | 71  | 199                       |
|   | Weighted (000) | 24958      | 167                                    | 383                                       | 1122                      |
|   | Horz %         | 100.00     | 0.67                                   | 1.53                                      | 4.50                      |
|   | Vert %         | 10.23      | 14.75                                  | 13.84                                     | 12.53                     |
|   | Index          | 100        | 144                                    | 135                                       | 123                       |
| Household Income: \$50,000-<br>\$59,999   |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 3824       | 13                                     | 35  | 116                       |
|   | Weighted (000) | 18483      | 75                                     | 154                                       | 612                       |
|   | Horz %         | 100.00     | 0.41                                   | 0.83                                      | 3.31                      |
|   | Vert %         | 7.57       | 6.68                                   | 5.58                                      | 6.84                      |
|   | Index          | 100        | 88                                     | 74  | 90                        |
| Household Income: \$40,000-<br>\$49,999   |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 4928       | 20                                     | 43  | 161                       |
|   | Weighted (000) | 20001      | 111                                    | 166                                       | 688                       |
|   | Horz %         | 100.00     | 0.55                                   | 0.83                                      | 3.44                      |
|   | Vert %         | 8.19       | 9.82                                   | 6.00                                      | 7.68                      |
|   | Index          | 100        | 120                                    | 73  | 94                        |
| Household Income: \$30,000-<br>\$39,999   |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 4676       | 25                                     | 47  | 159                       |
|   | Weighted (000) | 21673      | 109                                    | 305                                       | 927                       |
|   | Horz %         | 100.00     | 0.50                                   | 1.41                                      | 4.28                      |
|   | Vert %         | 8.88       | 9.67                                   | 11.05                                     | 10.35                     |
|   | Index          | 100        | 109                                    | 124                                       | 117                       |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
| Household Income: \$20,000-<br>\$29,999  |                |            | *                                      | *   |                           |
|  | Unwgt'd        | 4378       | 7                                      | 30  | 123                       |
|  | Weighted (000) | 21286      | 36                                     | 169                                       | 584                       |
|  | Horz %         | 100.00     | 0.17                                   | 0.79                                      | 2.74                      |
|  | Vert %         | 8.72       | 3.17                                   | 6.10                                      | 6.52                      |
|  | Index          | 100        | 36                                     | 70  | 75                        |
| Household Income: Under<br>\$20,000  |                |            | *                                      | *   |                           |
|  | Unwgt'd        | 5415       | 14                                     | 24  | 129                       |
|  | Weighted (000) | 31275      | 54                                     | 158                                       | 878                       |
|  | Horz %         | 100.00     | 0.17                                   | 0.51                                      | 2.81                      |
|  | Vert %         | 12.81      | 4.81                                   | 5.73                                      | 9.80                      |
|  | Index          | 100        | 38                                     | 45  | 76                        |
| Median Household Income  |                |            |  |   |                           |
|  | Unwgt'd        |            |  |   |                           |
|  | Weighted (000) | 65.60      | 76.60                                  | 77.50                                     | 70.50                     |
|  | Horz %         |            |  |   |                           |
|  | Vert %         |            |  |   |                           |
|  | Index          | 100        | 117                                    | 118                                       | 108                       |
| Marital Status: Single, Never<br>Married   |                |            | *                                      |   |                           |
|  | Unwgt'd        | 12107      | 48                                     | 53  | 280                       |
|  | Weighted (000) | 69105      | 348                                    | 356                                       | 1934                      |
|  | Horz %         | 100.00     | 0.50                                   | 0.51                                      | 2.80                      |
|  | Vert %         | 28.31      | 30.86                                  | 12.86                                     | 21.60                     |
|  | Index          | 100        | 109                                    | 45  | 76                        |
| Marital Status: Currently<br>Married   |                |            |  |   |                           |
|  | Unwgt'd        | 24506      | 123                                    | 386                                       | 975                       |
|  | Weighted (000) | 129071     | 602                                    | 2172                                      | 5700                      |
|  | Horz %         | 100.00     | 0.47                                   | 1.68                                      | 4.42                      |
|  | Vert %         | 52.88      | 53.28                                  | 78.58                                     | 63.65                     |
|  | Index          | 100        | 101                                    | 149                                       | 120                       |
| Marital Status: Divorced or<br>Legally Separated   |                |            | *                                      |   |                           |
|  | Unwgt'd        | 8229       | 29                                     | 55  | 220                       |
|  | Weighted (000) | 31030      | 108                                    | 165                                       | 885                       |
|  | Horz %         | 100.00     | 0.35                                   | 0.53                                      | 2.85                      |
|  | Vert %         | 12.71      | 9.56                                   | 5.96                                      | 9.89                      |
|  | Index          | 100        | 75                                     | 47  | 78                        |
| Marital Status: Widowed  |                |            | *                                      | *   |                           |
|  | Unwgt'd        | 3804       | 10                                     | 21  | 111                       |
|  | Weighted (000) | 14879      | 71                                     | 72  | 435                       |
|  | Horz %         | 100.00     | 0.48                                   | 0.48                                      | 2.92                      |
|  | Vert %         | 6.10       | 6.30                                   | 2.60                                      | 4.86                      |
|  | Index          | 100        | 103                                    | 43  | 80                        |
| Marital Status: Engaged to Be<br>Married   |                |            | *                                      | *   |                           |
|  | Unwgt'd        | 2120       | 21                                     | 13  | 70                        |
|  | Weighted (000) | 11812      | 119                                    | 57  | 472                       |
|  | Horz %         | 100.00     | 1.00                                   | 0.48                                      | 3.99                      |
|  | Vert %         | 4.84       | 10.50                                  | 2.06                                      | 5.27                      |
|  | Index          | 100        | 217                                    | 43  | 109                       |
| Marital Status: Living with<br>Partner/Fiancé/Boyfriend or<br>Girlfriend (Same or Opposite<br>Sex) |                |            | *                                      | *   |                           |
|  | Unwgt'd        | 3596       | 25                                     | 21  | 115                       |
|  | Weighted (000) | 21557      | 156                                    | 120                                       | 749                       |
|  | Horz %         | 100.00     | 0.72                                   | 0.56                                      | 3.47                      |
|  | Vert %         | 8.83       | 13.83                                  | 4.35                                      | 8.37                      |
|  | Index          | 100        | 157                                    | 49  | 95                        |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  |   |                           |
| Any Child(ren) Under Age 18<br>Living at Home               | Unwgt'd        | 18201      | 101                                    | 308                                       | 712                       |
|   | Weighted (000) | 94932      | 564                                    | 1689                                      | 4160                      |
|   | Horz %         | 100.00     | 0.59                                   | 1.78                                      | 4.38                      |
|   | Vert %         | 38.89      | 49.93                                  | 61.08                                     | 46.46                     |
|   | Index          | 100        | 128                                    | 157                                       | 119                       |
| 1 Child Under Age 18<br>Currently Living at Home            |                |            | *                                      |   |                           |
|   | Unwgt'd        | 7127       | 39                                     | 54  | 209                       |
|   | Weighted (000) | 38013      | 231                                    | 357                                       | 1320                      |
|   | Horz %         | 100.00     | 0.61                                   | 0.94                                      | 3.47                      |
|   | Vert %         | 15.57      | 20.49                                  | 12.91                                     | 14.75                     |
|   | Index          | 100        | 132                                    | 83  | 95                        |
| 2 Children Under Age 18<br>Currently Living at Home         |                |            | *                                      |   |                           |
|   | Unwgt'd        | 6935       | 34                                     | 109                                       | 256                       |
|   | Weighted (000) | 34366      | 191                                    | 599                                       | 1514                      |
|   | Horz %         | 100.00     | 0.55                                   | 1.74                                      | 4.41                      |
|   | Vert %         | 14.08      | 16.88                                  | 21.66                                     | 16.91                     |
|   | Index          | 100        | 120                                    | 154                                       | 120                       |
| 3 Children Under Age 18<br>Currently Living at Home         |                |            | *                                      |   |                           |
|   | Unwgt'd        | 2804       | 18                                     | 98  | 163                       |
|   | Weighted (000) | 14813      | 83                                     | 433                                       | 837                       |
|   | Horz %         | 100.00     | 0.56                                   | 2.92                                      | 5.65                      |
|   | Vert %         | 6.07       | 7.35                                   | 15.65                                     | 9.35                      |
|   | Index          | 100        | 121                                    | 258                                       | 154                       |
| 4 Children Under Age 18<br>Currently Living at Home         |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 872        | 5                                      | 32  | 56                        |
|   | Weighted (000) | 4873       | 28                                     | 194                                       | 321                       |
|   | Horz %         | 100.00     | 0.57                                   | 3.97                                      | 6.58                      |
|   | Vert %         | 2.00       | 2.46                                   | 7.00                                      | 3.58                      |
|   | Index          | 100        | 123                                    | 351                                       | 179                       |
| 5 or More Children Under Age<br>18 Currently Living at Home |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 463        | 5                                      | 15  | 28                        |
|   | Weighted (000) | 2867       | 31                                     | 106                                       | 168                       |
|   | Horz %         | 100.00     | 1.09                                   | 3.71                                      | 5.86                      |
|   | Vert %         | 1.17       | 2.76                                   | 3.85                                      | 1.88                      |
|   | Index          | 100        | 235                                    | 328                                       | 160                       |
| Own Home/Residence  |                |            |  |   |                           |
|   | Unwgt'd        | 32775      | 160                                    | 426                                       | 1214                      |
|   | Weighted (000) | 160976     | 847                                    | 2202                                      | 6605                      |
|   | Horz %         | 100.00     | 0.53                                   | 1.37                                      | 4.10                      |
|   | Vert %         | 65.95      | 74.98                                  | 79.66                                     | 73.77                     |
|   | Index          | 100        | 114                                    | 121                                       | 112                       |
| Rent Home/Residence   |                |            | *                                      |   |                           |
|   | Unwgt'd        | 15306      | 49                                     | 83  | 355                       |
|   | Weighted (000) | 80205      | 281                                    | 531                                       | 2246                      |
|   | Horz %         | 100.00     | 0.35                                   | 0.66                                      | 2.80                      |
|   | Vert %         | 32.86      | 24.91                                  | 19.19                                     | 25.08                     |
|   | Index          | 100        | 76                                     | 58  | 76                        |
| Live Rent-Free in<br>Home/Residence                         |                |            | *                                      | *   | *                         |
|   | Unwgt'd        | 565        | 1                                      | 6   | 17                        |
|   | Weighted (000) | 2903       | 1                                      | 32  | 103                       |
|   | Horz %         | 100.00     | 0.04                                   | 1.09                                      | 3.54                      |
|   | Vert %         | 1.19       | 0.11                                   | 1.15                                      | 1.15                      |
|   | Index          | 100        | 9                                      | 97  | 96                        |



|                                       |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---------------------------------------|----------------|------------|--|---|---------------------------|
|                                       |                |            |  |   |                           |
| Census Region: North East             |                |            |  | *   |                           |
|                                       | Unwgt'd        | 11000      | 25                                     | 98  | 302                       |
|                                       | Weighted (000) | 44018      | 86                                     | 461                                       | 1403                      |
|                                       | Horz %         | 100.00     | 0.20                                   | 1.05                                      | 3.19                      |
|                                       | Vert %         | 18.03      | 7.65                                   | 16.69                                     | 15.67                     |
|                                       | Index          | 100        | 42                                     | 93  | 87                        |
| Census Region: South                  |                |            |  |   |                           |
|                                       | Unwgt'd        | 17645      | 96                                     | 146                                       | 542                       |
|                                       | Weighted (000) | 92016      | 509                                    | 860                                       | 3326                      |
|                                       | Horz %         | 100.00     | 0.55                                   | 0.93                                      | 3.62                      |
|                                       | Vert %         | 37.70      | 45.04                                  | 31.10                                     | 37.15                     |
|                                       | Index          | 100        | 119                                    | 82  | 99                        |
| Census Region: Midwest                |                |            |  |   |                           |
|                                       | Unwgt'd        | 9880       | 52                                     | 220                                       | 517                       |
|                                       | Weighted (000) | 52062      | 303                                    | 1146                                      | 2864                      |
|                                       | Horz %         | 100.00     | 0.58                                   | 2.20                                      | 5.50                      |
|                                       | Vert %         | 21.33      | 26.85                                  | 41.45                                     | 31.98                     |
|                                       | Index          | 100        | 126                                    | 194                                       | 150                       |
| Census Region: West                   |                |            |  | *   |                           |
|                                       | Unwgt'd        | 10121      | 37                                     | 51  | 225                       |
|                                       | Weighted (000) | 55988      | 231                                    | 298                                       | 1360                      |
|                                       | Horz %         | 100.00     | 0.41                                   | 0.53                                      | 2.43                      |
|                                       | Vert %         | 22.94      | 20.46                                  | 10.77                                     | 15.19                     |
|                                       | Index          | 100        | 89                                     | 47  | 66                        |
| Census Sub-Region: New England        |                |            |  | *   | *                         |
|                                       | Unwgt'd        | 2748       | 11                                     | 20  | 75                        |
|                                       | Weighted (000) | 11567      | 56                                     | 98  | 377                       |
|                                       | Horz %         | 100.00     | 0.49                                   | 0.85                                      | 3.26                      |
|                                       | Vert %         | 4.74       | 4.98                                   | 3.56                                      | 4.21                      |
|                                       | Index          | 100        | 105                                    | 75  | 89                        |
| Census Sub-Region: Mid Atlantic       |                |            |  | *   |                           |
|                                       | Unwgt'd        | 8252       | 14                                     | 78  | 227                       |
|                                       | Weighted (000) | 32451      | 30                                     | 363                                       | 1026                      |
|                                       | Horz %         | 100.00     | 0.09                                   | 1.12                                      | 3.16                      |
|                                       | Vert %         | 13.30      | 2.67                                   | 13.13                                     | 11.46                     |
|                                       | Index          | 100        | 20                                     | 99  | 86                        |
| Census Sub-Region: South Atlantic     |                |            |  | *   |                           |
|                                       | Unwgt'd        | 9812       | 44                                     | 81  | 302                       |
|                                       | Weighted (000) | 48740      | 199                                    | 478                                       | 1683                      |
|                                       | Horz %         | 100.00     | 0.41                                   | 0.98                                      | 3.45                      |
|                                       | Vert %         | 19.97      | 17.65                                  | 17.31                                     | 18.80                     |
|                                       | Index          | 100        | 88                                     | 87  | 94                        |
| Census Sub-Region: East South Central |                |            |  | *   | *                         |
|                                       | Unwgt'd        | 1890       | 11                                     | 19  | 71                        |
|                                       | Weighted (000) | 14067      | 97                                     | 145                                       | 614                       |
|                                       | Horz %         | 100.00     | 0.69                                   | 1.03                                      | 4.37                      |
|                                       | Vert %         | 5.76       | 8.59                                   | 5.24                                      | 6.86                      |
|                                       | Index          | 100        | 149                                    | 91  | 119                       |
| Census Sub-Region: West South Central |                |            |  | *   | *                         |
|                                       | Unwgt'd        | 5943       | 41                                     | 46  | 169                       |
|                                       | Weighted (000) | 29209      | 212                                    | 236                                       | 1029                      |
|                                       | Horz %         | 100.00     | 0.73                                   | 0.81                                      | 3.52                      |
|                                       | Vert %         | 11.97      | 18.80                                  | 8.55                                      | 11.49                     |
|                                       | Index          | 100        | 157                                    | 71  | 96                        |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  |   |                           |
| Census Sub-Region: East<br>North Central                                      |                |            |  | *   |                           |
|   | Unwgt'd        | 7303       | 39                                     | 148                                       | 375                       |
|   | Weighted (000) | 36089      | 210                                    | 738                                       | 2061                      |
|   | Horz %         | 100.00     | 0.58                                   | 2.04                                      | 5.71                      |
|   | Vert %         | 14.79      | 18.58                                  | 26.68                                     | 23.01                     |
|   | Index          | 100        | 126                                    | 180                                       | 156                       |
| Census Sub-Region: West<br>North Central                                      |                |            |  | *   |                           |
|   | Unwgt'd        | 2577       | 13                                     | 72  | 142                       |
|   | Weighted (000) | 15973      | 93                                     | 408                                       | 803                       |
|   | Horz %         | 100.00     | 0.58                                   | 2.56                                      | 5.03                      |
|   | Vert %         | 6.54       | 8.27                                   | 14.77                                     | 8.97                      |
|   | Index          | 100        | 126                                    | 226                                       | 137                       |
| Census Sub-Region: Mountain   |                |            |  | *   | *                         |
|   | Unwgt'd        | 2752       | 14                                     | 17  | 73                        |
|   | Weighted (000) | 18482      | 89                                     | 144                                       | 526                       |
|   | Horz %         | 100.00     | 0.48                                   | 0.78                                      | 2.85                      |
|   | Vert %         | 7.57       | 7.86                                   | 5.21                                      | 5.88                      |
|   | Index          | 100        | 104                                    | 69  | 78                        |
| Census Sub-Region: Pacific  |                |            |  | *   | *                         |
|   | Unwgt'd        | 7369       | 23                                     | 34  | 152                       |
|   | Weighted (000) | 37506      | 142                                    | 154                                       | 834                       |
|   | Horz %         | 100.00     | 0.38                                   | 0.41                                      | 2.22                      |
|   | Vert %         | 15.37      | 12.60                                  | 5.56                                      | 9.32                      |
|   | Index          | 100        | 82                                     | 36  | 61                        |
| County Size: A  |                |            |  |   |                           |
|   | Unwgt'd        | 26326      | 100                                    | 240                                       | 713                       |
|   | Weighted (000) | 102649     | 364                                    | 892                                       | 2958                      |
|   | Horz %         | 100.00     | 0.35                                   | 0.87                                      | 2.88                      |
|   | Vert %         | 42.05      | 32.24                                  | 32.28                                     | 33.03                     |
|   | Index          | 100        | 77                                     | 77  | 79                        |
| County Size: B  |                |            |  |   |                           |
|   | Unwgt'd        | 11709      | 58                                     | 116                                       | 407                       |
|   | Weighted (000) | 72000      | 423                                    | 745                                       | 2702                      |
|   | Horz %         | 100.00     | 0.59                                   | 1.03                                      | 3.75                      |
|   | Vert %         | 29.50      | 37.49                                  | 26.94                                     | 30.18                     |
|   | Index          | 100        | 127                                    | 91  | 102                       |
| County Size: C/D  |                |            |  |   |                           |
|   | Unwgt'd        | 10611      | 52                                     | 159                                       | 466                       |
|   | Weighted (000) | 69435      | 342                                    | 1127                                      | 3294                      |
|   | Horz %         | 100.00     | 0.49                                   | 1.62                                      | 4.74                      |
|   | Vert %         | 28.45      | 30.26                                  | 40.78                                     | 36.79                     |
|   | Index          | 100        | 106                                    | 143                                       | 129                       |
| Radio Formats: AAA (subset of<br>Alternative) (Monday-Sunday<br>24-Hour Cume) |                |            |  | *   | *                         |
|   | Unwgt'd        | 1128       | 3                                      | 16  | 37                        |
|   | Weighted (000) | 4719       | 23                                     | 32  | 133                       |
|   | Horz %         | 100.00     | 0.50                                   | 0.68                                      | 2.82                      |
|   | Vert %         | 1.93       | 2.07                                   | 1.17                                      | 1.48                      |
|   | Index          | 100        | 107                                    | 60  | 77                        |
| Radio Formats: Adult<br>Contemporary (Monday-<br>Sunday 24-Hour Cume)         |                |            |  | *   |                           |
|   | Unwgt'd        | 7893       | 16                                     | 118                                       | 276                       |
|   | Weighted (000) | 38375      | 77                                     | 547                                       | 1492                      |
|   | Horz %         | 100.00     | 0.20                                   | 1.43                                      | 3.89                      |
|   | Vert %         | 15.72      | 6.80                                   | 19.78                                     | 16.66                     |
|   | Index          | 100        | 43                                     | 126                                       | 106                       |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: Adult Hits<br>(Monday-Sunday 24-Hour<br>Cume)                                   | Unwgt'd        | 1220       | 2                                      | 10  | 31                        |
|  | Weighted (000) | 6399       | 12                                     | 68  | 184                       |
|  | Horz %         | 100.00     | 0.19                                   | 1.07                                      | 2.87                      |
|  | Vert %         | 2.62       | 1.07                                   | 2.47                                      | 2.05                      |
|  | Index          | 100        | 41                                     | 94  | 78                        |
|  |                | *          | *                                      | *   | *                         |
| UNTRENDED: Radio Formats:<br>Adult Standards/Easy Listening<br>(Monday-Sunday 24-Hour<br>Cume) | Unwgt'd        | 0          | 0                                      | 0   | 0                         |
|  | Weighted (000) | 0          | 0                                      | 0   | 0                         |
|  | Horz %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Vert %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Index          | 0          | 0                                      | 0   | 0                         |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: All News<br>(Monday-Sunday 24-Hour<br>Cume)                                     | Unwgt'd        | 2726       | 9                                      | 28  | 72                        |
|  | Weighted (000) | 7983       | 17                                     | 82  | 193                       |
|  | Horz %         | 100.00     | 0.21                                   | 1.03                                      | 2.42                      |
|  | Vert %         | 3.27       | 1.50                                   | 2.97                                      | 2.16                      |
|  | Index          | 100        | 46                                     | 91  | 66                        |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: All Sports<br>(Monday-Sunday 24-Hour<br>Cume)                                   | Unwgt'd        | 3232       | 9                                      | 46  | 116                       |
|  | Weighted (000) | 12837      | 34                                     | 228                                       | 490                       |
|  | Horz %         | 100.00     | 0.26                                   | 1.78                                      | 3.82                      |
|  | Vert %         | 5.26       | 3.00                                   | 8.26                                      | 5.48                      |
|  | Index          | 100        | 57                                     | 157                                       | 104                       |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: All Talk<br>(Monday-Sunday 24-Hour<br>Cume)                                     | Unwgt'd        | 850        | 3                                      | 15  | 35                        |
|  | Weighted (000) | 3908       | 4                                      | 103                                       | 197                       |
|  | Horz %         | 100.00     | 0.11                                   | 2.65                                      | 5.05                      |
|  | Vert %         | 1.60       | 0.37                                   | 3.74                                      | 2.20                      |
|  | Index          | 100        | 23                                     | 234                                       | 138                       |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: Alternative<br>(Monday-Sunday 24-Hour<br>Cume)                                  | Unwgt'd        | 3051       | 8                                      | 40  | 99                        |
|  | Weighted (000) | 14357      | 51                                     | 145                                       | 469                       |
|  | Horz %         | 100.00     | 0.36                                   | 1.01                                      | 3.27                      |
|  | Vert %         | 5.88       | 4.52                                   | 5.24                                      | 5.24                      |
|  | Index          | 100        | 77                                     | 89  | 89                        |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: CHR/Top 40<br>(Monday-Sunday 24-Hour<br>Cume)                                   | Unwgt'd        | 8136       | 34                                     | 101                                       | 282                       |
|  | Weighted (000) | 42891      | 229                                    | 480                                       | 1702                      |
|  | Horz %         | 100.00     | 0.53                                   | 1.12                                      | 3.97                      |
|  | Vert %         | 17.57      | 20.27                                  | 17.36                                     | 19.01                     |
|  | Index          | 100        | 115                                    | 99  | 108                       |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: Classic Hits<br>(Monday-Sunday 24-Hour<br>Cume)                                 | Unwgt'd        | 2864       | 12                                     | 39  | 118                       |
|  | Weighted (000) | 14285      | 37                                     | 168                                       | 527                       |
|  | Horz %         | 100.00     | 0.26                                   | 1.18                                      | 3.69                      |
|  | Vert %         | 5.85       | 3.29                                   | 6.09                                      | 5.89                      |
|  | Index          | 100        | 56                                     | 104                                       | 101                       |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: Classic Rock<br>(Monday-Sunday 24-Hour<br>Cume)                                 | Unwgt'd        | 3360       | 11                                     | 39  | 122                       |
|  | Weighted (000) | 16987      | 61                                     | 182                                       | 653                       |
|  | Horz %         | 100.00     | 0.36                                   | 1.07                                      | 3.84                      |
|  | Vert %         | 6.96       | 5.39                                   | 6.59                                      | 7.29                      |
|  | Index          | 100        | 78                                     | 95  | 105                       |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  | *   | *                         |
| Radio Formats: Classical<br>(Monday-Sunday 24-Hour<br>Cume)  | Unwgt'd        | 1353       | 2                                      | 16  | 55                        |
|  | Weighted (000) | 5307       | 7                                      | 90  | 257                       |
|  | Horz %         | 100.00     | 0.14                                   | 1.70                                      | 4.84                      |
|  | Vert %         | 2.17       | 0.64                                   | 3.27                                      | 2.87                      |
|  | Index          | 100        | 29                                     | 150                                       | 132                       |
|  |                |            | *                                      |   |                           |
| Radio Formats: Country<br>(Monday-Sunday 24-Hour<br>Cume)  | Unwgt'd        | 7757       | 30                                     | 114                                       | 299                       |
|  | Weighted (000) | 44958      | 172                                    | 656                                       | 1891                      |
|  | Horz %         | 100.00     | 0.38                                   | 1.46                                      | 4.21                      |
|  | Vert %         | 18.42      | 15.26                                  | 23.75                                     | 21.12                     |
|  | Index          | 100        | 83                                     | 129                                       | 115                       |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: Ethnic<br>(Monday-Sunday 24-Hour<br>Cume)   | Unwgt'd        | 310        | 0                                      | 3   | 5                         |
|  | Weighted (000) | 1196       | 0                                      | 6   | 12                        |
|  | Horz %         | 100.00     | 0.00                                   | 0.53                                      | 1.01                      |
|  | Vert %         | 0.49       | 0.00                                   | 0.23                                      | 0.14                      |
|  | Index          | 100        | 0                                      | 46  | 28                        |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: Gospel<br>(Monday-Sunday 24-Hour<br>Cume)   | Unwgt'd        | 642        | 8                                      | 7   | 28                        |
|  | Weighted (000) | 3662       | 29                                     | 40  | 141                       |
|  | Horz %         | 100.00     | 0.80                                   | 1.09                                      | 3.85                      |
|  | Vert %         | 1.50       | 2.59                                   | 1.45                                      | 1.57                      |
|  | Index          | 100        | 173                                    | 96  | 105                       |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: Hispanic (All<br>Genres) (Monday-Sunday 24-<br>Hour Cume)                               | Unwgt'd        | 2577       | 14                                     | 17  | 54                        |
|  | Weighted (000) | 15181      | 63                                     | 139                                       | 409                       |
|  | Horz %         | 100.00     | 0.42                                   | 0.91                                      | 2.69                      |
|  | Vert %         | 6.22       | 5.58                                   | 5.02                                      | 4.56                      |
|  | Index          | 100        | 90                                     | 81  | 73                        |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: Hot AC<br>(Subset of "Adult<br>Contemporary") (Monday-<br>Sunday 24-Hour Cume)          | Unwgt'd        | 3551       | 7                                      | 55  | 129                       |
|  | Weighted (000) | 17450      | 36                                     | 284                                       | 727                       |
|  | Horz %         | 100.00     | 0.21                                   | 1.63                                      | 4.16                      |
|  | Vert %         | 7.15       | 3.20                                   | 10.26                                     | 8.11                      |
|  | Index          | 100        | 45                                     | 144                                       | 113                       |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: Jazz (Monday-<br>Sunday 24-Hour Cume)   | Unwgt'd        | 631        | 8                                      | 5   | 22                        |
|  | Weighted (000) | 2496       | 25                                     | 18  | 92                        |
|  | Horz %         | 100.00     | 1.02                                   | 0.73                                      | 3.70                      |
|  | Vert %         | 1.02       | 2.25                                   | 0.66                                      | 1.03                      |
|  | Index          | 100        | 220                                    | 64  | 101                       |
|  |                |            | *                                      | *   | *                         |
| Radio Formats:<br>Mexican/Tejano/Ranchera<br>(Subset of "Hispanic")<br>(Monday-Sunday 24-Hour<br>Cume) | Unwgt'd        | 1108       | 12                                     | 7   | 25                        |
|  | Weighted (000) | 6328       | 58                                     | 39  | 134                       |
|  | Horz %         | 100.00     | 0.92                                   | 0.62                                      | 2.11                      |
|  | Vert %         | 2.59       | 5.17                                   | 1.42                                      | 1.49                      |
|  | Index          | 100        | 200                                    | 55  | 58                        |
|  |                |            | *                                      | *   | *                         |
| Radio Formats: News/Talk<br>(Monday-Sunday 24-Hour<br>Cume)  | Unwgt'd        | 5806       | 14                                     | 75  | 192                       |
|  | Weighted (000) | 23554      | 60                                     | 328                                       | 871                       |
|  | Horz %         | 100.00     | 0.26                                   | 1.39                                      | 3.70                      |
|  | Vert %         | 9.65       | 5.35                                   | 11.88                                     | 9.73                      |
|  | Index          | 100        | 55                                     | 123                                       | 101                       |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
|  |                |            |  | *   | *                         |
| Radio Formats: Oldies<br>(Monday-Sunday 24-Hour<br>Cume)                               | Unwgt'd        | 1456       | 5                                      | 16  | 47                        |
|  | Weighted (000) | 7376       | 19                                     | 63  | 231                       |
|  | Horz %         | 100.00     | 0.26                                   | 0.86                                      | 3.13                      |
|  | Vert %         | 3.02       | 1.72                                   | 2.29                                      | 2.57                      |
|  | Index          | 100        | 57                                     | 76  | 85                        |
|  |                |            | *                                      | *   |                           |
| Radio Formats: Public<br>Radio/Non-Commercial<br>(Monday-Sunday 24-Hour<br>Cume)       | Unwgt'd        | 2625       | 7                                      | 25  | 70                        |
|  | Weighted (000) | 10677      | 23                                     | 124                                       | 326                       |
|  | Horz %         | 100.00     | 0.22                                   | 1.16                                      | 3.05                      |
|  | Vert %         | 4.37       | 2.05                                   | 4.48                                      | 3.64                      |
|  | Index          | 100        | 47                                     | 102                                       | 83                        |
|  |                |            | *                                      | *   |                           |
| Radio Formats:<br>Religion/Christian (Monday-<br>Sunday 24-Hour Cume)                  | Unwgt'd        | 3944       | 7                                      | 70  | 150                       |
|  | Weighted (000) | 20120      | 37                                     | 413                                       | 779                       |
|  | Horz %         | 100.00     | 0.18                                   | 2.06                                      | 3.87                      |
|  | Vert %         | 8.24       | 3.25                                   | 14.96                                     | 8.71                      |
|  | Index          | 100        | 39                                     | 181                                       | 106                       |
|  |                |            | *                                      | *   |                           |
| Radio Formats: Rhythmic<br>(Monday-Sunday 24-Hour<br>Cume)                             | Unwgt'd        | 2569       | 12                                     | 14  | 64                        |
|  | Weighted (000) | 13480      | 104                                    | 58  | 449                       |
|  | Horz %         | 100.00     | 0.77                                   | 0.43                                      | 3.33                      |
|  | Vert %         | 5.52       | 9.19                                   | 2.10                                      | 5.01                      |
|  | Index          | 100        | 166                                    | 38  | 91                        |
|  |                |            | *                                      | *   |                           |
| Radio Formats: Rock (Monday-<br>Sunday 24-Hour Cume)                                   | Unwgt'd        | 3181       | 12                                     | 35  | 118                       |
|  | Weighted (000) | 16260      | 72                                     | 193                                       | 627                       |
|  | Horz %         | 100.00     | 0.44                                   | 1.19                                      | 3.86                      |
|  | Vert %         | 6.66       | 6.37                                   | 6.97                                      | 7.00                      |
|  | Index          | 100        | 96                                     | 105                                       | 105                       |
|  |                |            | *                                      | *   |                           |
| Radio Formats: Soft Adult<br>Contemporary/Lite Rock<br>(Monday-Sunday 24-Hour<br>Cume) | Unwgt'd        | 1106       | 6                                      | 18  | 35                        |
|  | Weighted (000) | 5735       | 26                                     | 150                                       | 235                       |
|  | Horz %         | 100.00     | 0.45                                   | 2.62                                      | 4.10                      |
|  | Vert %         | 2.35       | 2.27                                   | 5.43                                      | 2.63                      |
|  | Index          | 100        | 97                                     | 231                                       | 112                       |
|  |                |            | *                                      | *   |                           |
| Radio Formats: Spanish AC<br>(Subset of Hispanic) (Monday-<br>Sunday 24-Hour Cume)     | Unwgt'd        | 906        | 4                                      | 6   | 16                        |
|  | Weighted (000) | 5268       | 15                                     | 30  | 134                       |
|  | Horz %         | 100.00     | 0.29                                   | 0.57                                      | 2.54                      |
|  | Vert %         | 2.16       | 1.36                                   | 1.08                                      | 1.50                      |
|  | Index          | 100        | 63                                     | 50  | 69                        |
|  |                |            | *                                      | *   |                           |
| Radio Formats: Tropical<br>(Subset of Hispanic) (Monday-<br>Sunday 24-Hour Cume)       | Unwgt'd        | 302        | 0                                      | 2   | 5                         |
|  | Weighted (000) | 1893       | 0                                      | 11  | 70                        |
|  | Horz %         | 100.00     | 0.00                                   | 0.60                                      | 3.71                      |
|  | Vert %         | 0.78       | 0.00                                   | 0.41                                      | 0.78                      |
|  | Index          | 100        | 0                                      | 53  | 101                       |
|  |                |            | *                                      | *   |                           |
| Radio Formats: Urban (All<br>Genres) (Monday-Sunday 24-<br>Hour Cume)                  | Unwgt'd        | 5121       | 54                                     | 28  | 162                       |
|  | Weighted (000) | 26008      | 268                                    | 177                                       | 957                       |
|  | Horz %         | 100.00     | 1.03                                   | 0.68                                      | 3.68                      |
|  | Vert %         | 10.66      | 23.75                                  | 6.41                                      | 10.69                     |
|  | Index          | 100        | 223                                    | 60  | 100                       |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  | *   | *                         |
| Radio Formats: Urban AC<br>(Subset of Urban) (Monday-<br>Sunday 24-Hour Cume)              | Unwgt'd        | 2133       | 33                                     | 13  | 85                        |
|  | Weighted (000) | 10077      | 124                                    | 80  | 478                       |
|  | Horz %         | 100.00     | 1.23                                   | 0.79                                      | 4.74                      |
|  | Vert %         | 4.13       | 10.96                                  | 2.88                                      | 5.34                      |
|  | Index          | 100        | 265                                    | 70  | 129                       |
|  |                |            | *                                      | *   |                           |
| Radio Formats: Urban<br>Contemporary (Subset of<br>Urban) (Monday-Sunday 24-<br>Hour Cume) | Unwgt'd        | 1989       | 13                                     | 13  | 52                        |
|  | Weighted (000) | 11746      | 69                                     | 89  | 410                       |
|  | Horz %         | 100.00     | 0.58                                   | 0.76                                      | 3.49                      |
|  | Vert %         | 4.81       | 6.08                                   | 3.24                                      | 4.58                      |
|  | Index          | 100        | 126                                    | 67  | 95                        |
|  |                |            | *                                      | *   |                           |
| Radio Formats: Variety/Other<br>(Monday-Sunday 24-Hour<br>Cume)                            | Unwgt'd        | 1303       | 10                                     | 12  | 43                        |
|  | Weighted (000) | 6945       | 41                                     | 53  | 217                       |
|  | Horz %         | 100.00     | 0.59                                   | 0.77                                      | 3.12                      |
|  | Vert %         | 2.85       | 3.63                                   | 1.93                                      | 2.42                      |
|  | Index          | 100        | 127                                    | 68  | 85                        |
|  |                |            |  |   |                           |
| Radio Daypart Cumes: Total<br>Week Monday-Sunday 24<br>Hours                               | Unwgt'd        | 41037      | 186                                    | 456                                       | 1373                      |
|  | Weighted (000) | 204462     | 948                                    | 2452                                      | 7583                      |
|  | Horz %         | 100.00     | 0.46                                   | 1.20                                      | 3.71                      |
|  | Vert %         | 83.77      | 83.95                                  | 88.68                                     | 84.69                     |
|  | Index          | 100        | 100                                    | 106                                       | 101                       |
|  |                |            |  |   |                           |
| Radio Daypart Cumes:<br>Weekday 6:00 am - 10:00 am   | Unwgt'd        | 25278      | 108                                    | 291                                       | 803                       |
|  | Weighted (000) | 122460     | 565                                    | 1543                                      | 4415                      |
|  | Horz %         | 100.00     | 0.46                                   | 1.26                                      | 3.61                      |
|  | Vert %         | 50.17      | 50.00                                  | 55.81                                     | 49.31                     |
|  | Index          | 100        | 100                                    | 111                                       | 98                        |
|  |                |            |  |   |                           |
| Radio Daypart Cumes:<br>Weekday 10:00 am - 3:00 pm   | Unwgt'd        | 18835      | 87                                     | 199                                       | 642                       |
|  | Weighted (000) | 94930      | 460                                    | 1089                                      | 3537                      |
|  | Horz %         | 100.00     | 0.48                                   | 1.15                                      | 3.73                      |
|  | Vert %         | 38.89      | 40.71                                  | 39.37                                     | 39.50                     |
|  | Index          | 100        | 105                                    | 101                                       | 102                       |
|  |                |            |  |   |                           |
| Radio Daypart Cumes:<br>Weekday 3:00 pm - 7:00 pm  | Unwgt'd        | 22339      | 96                                     | 271                                       | 798                       |
|  | Weighted (000) | 109527     | 451                                    | 1377                                      | 4190                      |
|  | Horz %         | 100.00     | 0.41                                   | 1.26                                      | 3.83                      |
|  | Vert %         | 44.87      | 39.91                                  | 49.82                                     | 46.80                     |
|  | Index          | 100        | 89                                     | 111                                       | 104                       |
|  |                |            | *                                      | *   |                           |
| Radio Daypart Cumes:<br>Weekday 7:00 pm - Midnight   | Unwgt'd        | 8087       | 31                                     | 79  | 260                       |
|  | Weighted (000) | 41055      | 183                                    | 396                                       | 1386                      |
|  | Horz %         | 100.00     | 0.44                                   | 0.96                                      | 3.38                      |
|  | Vert %         | 16.82      | 16.18                                  | 14.33                                     | 15.48                     |
|  | Index          | 100        | 96                                     | 85  | 92                        |
|  |                |            | *                                      | *   |                           |
| Radio Daypart Cumes:<br>Weekday Midnight - 6:00 am   | Unwgt'd        | 2418       | 10                                     | 17  | 71                        |
|  | Weighted (000) | 12268      | 42                                     | 98  | 410                       |
|  | Horz %         | 100.00     | 0.34                                   | 0.80                                      | 3.34                      |
|  | Vert %         | 5.03       | 3.70                                   | 3.53                                      | 4.58                      |
|  | Index          | 100        | 74                                     | 70  | 91                        |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
| Radio Daypart Cumes:<br>Weekend 6:00 am - 10:00 am                               | Unwgt'd        | 16140      | 77                                     | 180                                       | 538                       |
|  | Weighted (000) | 79167      | 390                                    | 974                                       | 2899                      |
|  | Horz %         | 100.00     | 0.49                                   | 1.23                                      | 3.66                      |
|  | Vert %         | 32.43      | 34.50                                  | 35.24                                     | 32.37                     |
|  | Index          | 100        | 106                                    | 109                                       | 100                       |
| Radio Daypart Cumes:<br>Weekend 10:00 am - 3:00 pm                               | Unwgt'd        | 21592      | 100                                    | 248                                       | 759                       |
|  | Weighted (000) | 106532     | 484                                    | 1370                                      | 4187                      |
|  | Horz %         | 100.00     | 0.45                                   | 1.29                                      | 3.93                      |
|  | Vert %         | 43.65      | 42.86                                  | 49.54                                     | 46.76                     |
|  | Index          | 100        | 98                                     | 114                                       | 107                       |
| Radio Daypart Cumes:<br>Weekend 3:00 pm - 7:00 pm                                | Unwgt'd        | 16960      | 75                                     | 190                                       | 556                       |
|  | Weighted (000) | 85146      | 350                                    | 985                                       | 2948                      |
|  | Horz %         | 100.00     | 0.41                                   | 1.16                                      | 3.46                      |
|  | Vert %         | 34.88      | 30.99                                  | 35.61                                     | 32.92                     |
|  | Index          | 100        | 89                                     | 102                                       | 94                        |
| Radio Daypart Cumes:<br>Weekend 7:00 pm - Midnight                               |                |            | *                                      |   |                           |
|  | Unwgt'd        | 8346       | 38                                     | 79  | 274                       |
|  | Weighted (000) | 42195      | 209                                    | 362                                       | 1376                      |
|  | Horz %         | 100.00     | 0.49                                   | 0.86                                      | 3.26                      |
|  | Vert %         | 17.29      | 18.48                                  | 13.09                                     | 15.37                     |
| Radio Daypart Cumes:<br>Weekend Midnight - 6:00 am                               |                |            | *                                      | *   |                           |
|  | Unwgt'd        | 2161       | 9                                      | 18  | 62                        |
|  | Weighted (000) | 10847      | 32                                     | 94  | 320                       |
|  | Horz %         | 100.00     | 0.30                                   | 0.87                                      | 2.95                      |
|  | Vert %         | 4.44       | 2.85                                   | 3.41                                      | 3.58                      |
| Where Listen to Radio on<br>Typical Weekday: Home                                |                |            | *                                      |   |                           |
|  | Unwgt'd        | 13605      | 47                                     | 143                                       | 398                       |
|  | Weighted (000) | 66444      | 247                                    | 771                                       | 2194                      |
|  | Horz %         | 100.00     | 0.37                                   | 1.16                                      | 3.30                      |
|  | Vert %         | 27.22      | 21.83                                  | 27.87                                     | 24.51                     |
| Where Listen to Radio on<br>Typical Weekday: Car                                 |                |            |  |   |                           |
|  | Unwgt'd        | 37582      | 173                                    | 440                                       | 1317                      |
|  | Weighted (000) | 186198     | 879                                    | 2344                                      | 7286                      |
|  | Horz %         | 100.00     | 0.47                                   | 1.26                                      | 3.91                      |
|  | Vert %         | 76.28      | 77.81                                  | 84.80                                     | 81.37                     |
| Where Listen to Radio on<br>Typical Weekday: Work                                |                |            |  |   |                           |
|  | Unwgt'd        | 6358       | 32                                     | 73  | 198                       |
|  | Weighted (000) | 32708      | 147                                    | 427                                       | 1082                      |
|  | Horz %         | 100.00     | 0.45                                   | 1.31                                      | 3.31                      |
|  | Vert %         | 13.40      | 13.03                                  | 15.45                                     | 12.09                     |
| Where Listen to Radio on<br>Typical Weekday: Place Other<br>Than Home, Car, Work |                |            | *                                      | *   | *                         |
|  | Unwgt'd        | 1490       | 2                                      | 8   | 32                        |
|  | Weighted (000) | 7844       | 7                                      | 38  | 239                       |
|  | Horz %         | 100.00     | 0.09                                   | 0.48                                      | 3.05                      |
|  | Vert %         | 3.21       | 0.60                                   | 1.36                                      | 2.67                      |
|  | Index          | 100        | 19                                     | 42  | 83                        |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
| Where Listen to Radio on<br>Typical Weekend: Home                                | Unwgt'd        | 16122      | 62                                     | 160                                       | 494                       |
|  | Weighted (000) | 79216      | 290                                    | 852                                       | 2709                      |
|  | Horz %         | 100.00     | 0.37                                   | 1.08                                      | 3.42                      |
|  | Vert %         | 32.45      | 25.65                                  | 30.81                                     | 30.26                     |
|  | Index          | 100        | 79                                     | 95  | 93                        |
| Where Listen to Radio on<br>Typical Weekend: Car                                 | Unwgt'd        | 34584      | 162                                    | 405                                       | 1214                      |
|  | Weighted (000) | 172300     | 860                                    | 2202                                      | 6791                      |
|  | Horz %         | 100.00     | 0.50                                   | 1.28                                      | 3.94                      |
|  | Vert %         | 70.59      | 76.13                                  | 79.66                                     | 75.84                     |
|  | Index          | 100        | 108                                    | 113                                       | 107                       |
| Where Listen to Radio on<br>Typical Weekend: Work                                | Unwgt'd        | 2377       | 15                                     | 15  | 63                        |
|  | Weighted (000) | 13032      | 81                                     | 132                                       | 436                       |
|  | Horz %         | 100.00     | 0.63                                   | 1.01                                      | 3.35                      |
|  | Vert %         | 5.34       | 7.22                                   | 4.77                                      | 4.87                      |
|  | Index          | 100        | 135                                    | 89  | 91                        |
| Where Listen to Radio on<br>Typical Weekend: Place Other<br>Than Home, Car, Work | Unwgt'd        | 1550       | 4                                      | 9   | 40                        |
|  | Weighted (000) | 8439       | 20                                     | 29  | 270                       |
|  | Horz %         | 100.00     | 0.23                                   | 0.34                                      | 3.19                      |
|  | Vert %         | 3.46       | 1.75                                   | 1.05                                      | 3.01                      |
|  | Index          | 100        | 51                                     | 30  | 87                        |
| Ever Listen to AM Radio<br>(Terrestrial Radio)                                   | Unwgt'd        | 8872       | 27                                     | 111                                       | 288                       |
|  | Weighted (000) | 37216      | 108                                    | 550                                       | 1325                      |
|  | Horz %         | 100.00     | 0.29                                   | 1.48                                      | 3.56                      |
|  | Vert %         | 15.25      | 9.55                                   | 19.89                                     | 14.80                     |
|  | Index          | 100        | 63                                     | 130                                       | 97                        |
| Ever Listen to FM Radio<br>(Terrestrial Radio)                                   | Unwgt'd        | 35648      | 162                                    | 409                                       | 1212                      |
|  | Weighted (000) | 180517     | 822                                    | 2194                                      | 6739                      |
|  | Horz %         | 100.00     | 0.46                                   | 1.22                                      | 3.73                      |
|  | Vert %         | 73.96      | 72.79                                  | 79.37                                     | 75.27                     |
|  | Index          | 100        | 98                                     | 107                                       | 102                       |
| Ever Listen to Any Terrestrial<br>Radio (AM/FM)                                  | Unwgt'd        | 38624      | 169                                    | 435                                       | 1299                      |
|  | Weighted (000) | 192537     | 842                                    | 2294                                      | 7100                      |
|  | Horz %         | 100.00     | 0.44                                   | 1.19                                      | 3.69                      |
|  | Vert %         | 78.88      | 74.57                                  | 82.97                                     | 79.30                     |
|  | Index          | 100        | 95                                     | 105                                       | 101                       |
| Ever Listen to Satellite Radio<br>(SiriusXM)                                     | Unwgt'd        | 6808       | 50                                     | 111                                       | 298                       |
|  | Weighted (000) | 31804      | 235                                    | 571                                       | 1532                      |
|  | Horz %         | 100.00     | 0.74                                   | 1.79                                      | 4.82                      |
|  | Vert %         | 13.03      | 20.80                                  | 20.65                                     | 17.11                     |
|  | Index          | 100        | 160                                    | 158                                       | 131                       |
| Household Subscribes to<br>Satellite (SiriusXM) Radio                            | Unwgt'd        | 9333       | 68                                     | 136                                       | 404                       |
|  | Weighted (000) | 45323      | 306                                    | 667                                       | 2071                      |
|  | Horz %         | 100.00     | 0.67                                   | 1.47                                      | 4.57                      |
|  | Vert %         | 18.57      | 27.05                                  | 24.13                                     | 23.13                     |
|  | Index          | 100        | 146                                    | 130                                       | 125                       |



|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
| Any Vehicle Currently<br>Owned/Leased Has Satellite<br>Radio   | Unwgt'd        | 15153      | 121                                    | 260                                       | 698                       |
|  | Weighted (000) | 76621      | 687                                    | 1260                                      | 3787                      |
|  | Horz %         | 100.00     | 0.90                                   | 1.64                                      | 4.94                      |
|  | Vert %         | 31.39      | 60.87                                  | 45.58                                     | 42.29                     |
|  | Index          | 100        | 194                                    | 145                                       | 135                       |
| Any Vehicle Currently<br>Owned/Leased Has MP3<br>Player Connection   | Unwgt'd        | 12633      | 84                                     | 199                                       | 508                       |
|  | Weighted (000) | 64670      | 508                                    | 1024                                      | 2883                      |
|  | Horz %         | 100.00     | 0.79                                   | 1.58                                      | 4.46                      |
|  | Vert %         | 26.49      | 44.96                                  | 37.06                                     | 32.19                     |
|  | Index          | 100        | 170                                    | 140                                       | 122                       |
| Listened to Online Streaming<br>AM/FM Broadcast Radio<br>Stations - Past Month   |                |            |  | *   |                           |
|  | Unwgt'd        | 7343       | 34                                     | 81  | 234                       |
|  | Weighted (000) | 36346      | 161                                    | 422                                       | 1314                      |
|  | Horz %         | 100.00     | 0.44                                   | 1.16                                      | 3.61                      |
|  | Vert %         | 14.89      | 14.26                                  | 15.26                                     | 14.67                     |
| Listened to Internet-only radio<br>or other online music or audio<br>services (eg. Pandora, Spotify,<br>etc.) - past month | Unwgt'd        | 19242      | 79                                     | 198                                       | 582                       |
|  | Weighted (000) | 97996      | 446                                    | 1021                                      | 3281                      |
|  | Horz %         | 100.00     | 0.46                                   | 1.04                                      | 3.35                      |
|  | Vert %         | 40.15      | 39.51                                  | 36.93                                     | 36.65                     |
|  | Index          | 100        | 98                                     | 92  | 91                        |
| Listening to Any Radio on the<br>Internet/Online - Past Month  | Unwgt'd        | 21921      | 95                                     | 229                                       | 680                       |
|  | Weighted (000) | 110983     | 526                                    | 1199                                      | 3852                      |
|  | Horz %         | 100.00     | 0.47                                   | 1.08                                      | 3.47                      |
|  | Vert %         | 45.47      | 46.56                                  | 43.36                                     | 43.02                     |
|  | Index          | 100        | 102                                    | 95  | 95                        |
| Visited a Radio Station, Radio<br>Program or Radio Personality's<br>website - Past Month                                   |                |            |  | *   | *                         |
|  | Unwgt'd        | 3452       | 8                                      | 48  | 117                       |
|  | Weighted (000) | 17001      | 44                                     | 283                                       | 689                       |
|  | Horz %         | 100.00     | 0.26                                   | 1.66                                      | 4.05                      |
|  | Vert %         | 6.97       | 3.93                                   | 10.22                                     | 7.69                      |
| Downloaded Music - Past<br>Month   | Unwgt'd        | 9054       | 37                                     | 107                                       | 298                       |
|  | Weighted (000) | 47933      | 257                                    | 537                                       | 1677                      |
|  | Horz %         | 100.00     | 0.54                                   | 1.12                                      | 3.50                      |
|  | Vert %         | 19.64      | 22.75                                  | 19.44                                     | 18.73                     |
|  | Index          | 100        | 116                                    | 99  | 95                        |
| Downloaded<br>Podcasts/Engaged in<br>Podcasting - Past Month   |                |            |  | *   | *                         |
|  | Unwgt'd        | 3700       | 21                                     | 47  | 122                       |
|  | Weighted (000) | 17081      | 118                                    | 241                                       | 617                       |
|  | Horz %         | 100.00     | 0.69                                   | 1.41                                      | 3.61                      |
|  | Vert %         | 7.00       | 10.41                                  | 8.72                                      | 6.89                      |
| Visited iHeartRadio site - Past<br>Month   | Unwgt'd        | 4412       | 26                                     | 56  | 163                       |
|  | Weighted (000) | 21989      | 134                                    | 269                                       | 969                       |
|  | Horz %         | 100.00     | 0.61                                   | 1.22                                      | 4.41                      |
|  | Vert %         | 9.01       | 11.84                                  | 9.72                                      | 10.83                     |
|  | Index          | 100        | 131                                    | 108                                       | 120                       |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  |   |                           |
| Visited iTunes.com site - Past Month  |                |            |  | *   |                           |
|   | Unwgt'd        | 8331       | 26                                     | 104                                       | 269                       |
|   | Weighted (000) | 40212      | 163                                    | 469                                       | 1459                      |
|   | Horz %         | 100.00     | 0.41                                   | 1.17                                      | 3.63                      |
|   | Vert %         | 16.47      | 14.43                                  | 16.97                                     | 16.29                     |
|   | Index          | 100        | 88                                     | 103                                       | 99                        |
| Visited Pandora.com site - Past Month   |                |            |  |   |                           |
|   | Unwgt'd        | 16996      | 71                                     | 184                                       | 540                       |
|   | Weighted (000) | 87700      | 396                                    | 962                                       | 3153                      |
|   | Horz %         | 100.00     | 0.45                                   | 1.10                                      | 3.59                      |
|   | Vert %         | 35.93      | 35.05                                  | 34.81                                     | 35.21                     |
|   | Index          | 100        | 98                                     | 97  | 98                        |
| Visited Spotify site - Past Month   |                |            |  | *   |                           |
|   | Unwgt'd        | 6074       | 17                                     | 56  | 168                       |
|   | Weighted (000) | 32588      | 81                                     | 305                                       | 1024                      |
|   | Horz %         | 100.00     | 0.25                                   | 0.94                                      | 3.14                      |
|   | Vert %         | 13.35      | 7.15                                   | 11.02                                     | 11.43                     |
|   | Index          | 100        | 54                                     | 83  | 86                        |
| Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat                               |                |            |  |   |                           |
|   | Unwgt'd        | 16507      | 87                                     | 186                                       | 549                       |
|   | Weighted (000) | 83844      | 465                                    | 1013                                      | 3048                      |
|   | Horz %         | 100.00     | 0.55                                   | 1.21                                      | 3.64                      |
|   | Vert %         | 34.35      | 41.20                                  | 36.63                                     | 34.04                     |
|   | Index          | 100        | 120                                    | 107                                       | 99                        |
| Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat |                |            |  |   |                           |
|   | Unwgt'd        | 13908      | 71                                     | 137                                       | 454                       |
|   | Weighted (000) | 70343      | 384                                    | 776                                       | 2510                      |
|   | Horz %         | 100.00     | 0.55                                   | 1.10                                      | 3.57                      |
|   | Vert %         | 28.82      | 33.98                                  | 28.09                                     | 28.03                     |
|   | Index          | 100        | 118                                    | 97  | 97                        |
| Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat              |                |            |  |   |                           |
|   | Unwgt'd        | 17125      | 88                                     | 184                                       | 586                       |
|   | Weighted (000) | 86850      | 479                                    | 1075                                      | 3378                      |
|   | Horz %         | 100.00     | 0.55                                   | 1.24                                      | 3.89                      |
|   | Vert %         | 35.58      | 42.45                                  | 38.87                                     | 37.73                     |
|   | Index          | 100        | 119                                    | 109                                       | 106                       |
| For me, advertising on radio is amusing. Agree strongly or Agree somewhat   |                |            |  |   |                           |
|   | Unwgt'd        | 12845      | 60                                     | 135                                       | 419                       |
|   | Weighted (000) | 65189      | 360                                    | 711                                       | 2405                      |
|   | Horz %         | 100.00     | 0.55                                   | 1.09                                      | 3.69                      |
|   | Vert %         | 26.71      | 31.88                                  | 25.72                                     | 26.86                     |
|   | Index          | 100        | 119                                    | 96  | 101                       |
| Most trusted media: Radio   |                |            |  | *   |                           |
|   | Unwgt'd        | 4143       | 11                                     | 62  | 150                       |
|   | Weighted (000) | 21056      | 60                                     | 356                                       | 923                       |
|   | Horz %         | 100.00     | 0.29                                   | 1.69                                      | 4.38                      |
|   | Vert %         | 8.63       | 5.32                                   | 12.88                                     | 10.31                     |
|   | Index          | 100        | 62                                     | 149                                       | 120                       |
| TV Dayparts: Total Week Prime Time Cume Audience  |                |            |  |   |                           |
|   | Unwgt'd        | 38598      | 178                                    | 414                                       | 1277                      |
|   | Weighted (000) | 190885     | 944                                    | 2182                                      | 7046                      |
|   | Horz %         | 100.00     | 0.49                                   | 1.14                                      | 3.69                      |
|   | Vert %         | 78.20      | 83.59                                  | 78.91                                     | 78.69                     |
|   | Index          | 100        | 107                                    | 101                                       | 101                       |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
| TV Dayparts: Prime Time<br>Weekdays Cume Audience:<br>8:00-11:00 pm<br>(Eastern/Pacific), 7:00-10:00<br>pm (Central/Mountain) | Unwgt'd        | 30674      | 137                                    | 331                                       | 1003                      |
|   | Weighted (000) | 150599     | 691                                    | 1775                                      | 5539                      |
|   | Horz %         | 100.00     | 0.46                                   | 1.18                                      | 3.68                      |
|   | Vert %         | 61.70      | 61.17                                  | 64.19                                     | 61.87                     |
|   | Index          | 100        | 99                                     | 104                                       | 100                       |
| TV Dayparts: Prime Time<br>Saturday Cume Audience:<br>8:00-11:00 pm<br>(Eastern/Pacific), 7:00-10:00<br>pm (Central/Mountain) | Unwgt'd        | 26407      | 126                                    | 292                                       | 891                       |
|   | Weighted (000) | 129573     | 662                                    | 1517                                      | 4799                      |
|   | Horz %         | 100.00     | 0.51                                   | 1.17                                      | 3.70                      |
|   | Vert %         | 53.09      | 58.61                                  | 54.87                                     | 53.59                     |
|   | Index          | 100        | 110                                    | 103                                       | 101                       |
| TV Dayparts: Prime Time<br>Sunday Cume Audience: 7:00-<br>11:00 pm (Eastern/Pacific),<br>6:00-10:00 pm<br>(Central/Mountain)  | Unwgt'd        | 30767      | 145                                    | 320                                       | 1000                      |
|   | Weighted (000) | 150356     | 771                                    | 1583                                      | 5348                      |
|   | Horz %         | 100.00     | 0.51                                   | 1.05                                      | 3.56                      |
|   | Vert %         | 61.60      | 68.25                                  | 57.28                                     | 59.73                     |
|   | Index          | 100        | 111                                    | 93  | 97                        |
| TV Dayparts: Weekdays Cume<br>Audience: 9:00 am-4:00 pm<br>(Eastern/Pacific) 9:00 am -<br>3:00 pm (Central/Mountain)          | Unwgt'd        | 13588      | 64                                     | 130                                       | 464                       |
|   | Weighted (000) | 72467      | 327                                    | 725                                       | 2725                      |
|   | Horz %         | 100.00     | 0.45                                   | 1.00                                      | 3.76                      |
|   | Vert %         | 29.69      | 28.98                                  | 26.21                                     | 30.43                     |
|   | Index          | 100        | 98                                     | 88  | 102                       |
| TV Dayparts: Weekdays Cume<br>Audience: 4:00 pm-7:30 pm<br>(Eastern/Pacific) 3:00 pm-<br>6:30 pm (Central/Mountain)           | Unwgt'd        | 24214      | 115                                    | 218                                       | 780                       |
|   | Weighted (000) | 122899     | 588                                    | 1231                                      | 4447                      |
|   | Horz %         | 100.00     | 0.48                                   | 1.00                                      | 3.62                      |
|   | Vert %         | 50.35      | 52.05                                  | 44.53                                     | 49.66                     |
|   | Index          | 100        | 103                                    | 88  | 99                        |
| TV Dayparts: Weekdays Cume<br>Audience: 11:30 pm-1:00 am<br>(Eastern/Pacific) 10:30 pm-<br>Midnight (Central/Mountain)        | Unwgt'd        | 8203       | 37                                     | 99  | 301                       |
|   | Weighted (000) | 41009      | 196                                    | 505                                       | 1578                      |
|   | Horz %         | 100.00     | 0.48                                   | 1.23                                      | 3.85                      |
|   | Vert %         | 16.80      | 17.33                                  | 18.27                                     | 17.62                     |
|   | Index          | 100        | 103                                    | 109                                       | 105                       |
| TV Dayparts: Weekend<br>Children's Shows Cume<br>Audience: Saturday-Sunday<br>Morning   | Unwgt'd        | 20426      | 93                                     | 204                                       | 676                       |
|   | Weighted (000) | 102185     | 521                                    | 1121                                      | 3893                      |
|   | Horz %         | 100.00     | 0.51                                   | 1.10                                      | 3.81                      |
|   | Vert %         | 41.86      | 46.14                                  | 40.56                                     | 43.48                     |
|   | Index          | 100        | 110                                    | 97  | 104                       |
| TV Dayparts: Weekend Sports<br>Cume Audience: Saturday-<br>Sunday Afternoon   | Unwgt'd        | 23818      | 108                                    | 250                                       | 785                       |
|   | Weighted (000) | 120635     | 539                                    | 1351                                      | 4445                      |
|   | Horz %         | 100.00     | 0.45                                   | 1.12                                      | 3.68                      |
|   | Vert %         | 49.42      | 47.76                                  | 48.86                                     | 49.65                     |
|   | Index          | 100        | 97                                     | 99  | 100                       |
| Downloaded a TV Program -<br>Past Month   | Unwgt'd        | 2514       | 14                                     | 23  | 74                        |
|   | Weighted (000) | 11768      | 61                                     | 81  | 366                       |
|   | Horz %         | 100.00     | 0.52                                   | 0.69                                      | 3.11                      |
|   | Vert %         | 4.82       | 5.44                                   | 2.95                                      | 4.08                      |
|   | Index          | 100        | 113                                    | 61  | 85                        |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
| Watched a TV Program Online<br>Past Month                        |                |            |  | *   |                           |
|  | Unwgt'd        | 8915       | 34                                     | 103                                       | 287                       |
|  | Weighted (000) | 43431      | 208                                    | 533                                       | 1675                      |
|  | Horz %         | 100.00     | 0.48                                   | 1.23                                      | 3.86                      |
|  | Vert %         | 17.79      | 18.42                                  | 19.28                                     | 18.71                     |
|  | Index          | 100        | 104                                    | 108                                       | 105                       |
| Visited a TV Network or TV<br>Show's Web Site - Past Month       |                |            |  | *   |                           |
|  | Unwgt'd        | 9786       | 36                                     | 112                                       | 327                       |
|  | Weighted (000) | 47213      | 202                                    | 557                                       | 1803                      |
|  | Horz %         | 100.00     | 0.43                                   | 1.18                                      | 3.82                      |
|  | Vert %         | 19.34      | 17.88                                  | 20.14                                     | 20.13                     |
|  | Index          | 100        | 92                                     | 104                                       | 104                       |
| Looked at TV Listings Online -<br>Past Month                     |                |            |  | *   |                           |
|  | Unwgt'd        | 5331       | 28                                     | 65  | 197                       |
|  | Weighted (000) | 24808      | 140                                    | 319                                       | 1013                      |
|  | Horz %         | 100.00     | 0.56                                   | 1.29                                      | 4.08                      |
|  | Vert %         | 10.16      | 12.39                                  | 11.54                                     | 11.32                     |
|  | Index          | 100        | 122                                    | 114                                       | 111                       |
| Household Subscribes to Cable<br>TV                              |                |            |  |   |                           |
|  | Unwgt'd        | 22534      | 94                                     | 219                                       | 749                       |
|  | Weighted (000) | 109088     | 522                                    | 1188                                      | 4238                      |
|  | Horz %         | 100.00     | 0.48                                   | 1.09                                      | 3.88                      |
|  | Vert %         | 44.69      | 46.21                                  | 42.99                                     | 47.33                     |
|  | Index          | 100        | 103                                    | 96  | 106                       |
| Household Subscribes to<br>Cable, Satellite or Fiber Optic<br>TV |                |            |  |   |                           |
|  | Unwgt'd        | 37894      | 181                                    | 425                                       | 1319                      |
|  | Weighted (000) | 188357     | 978                                    | 2244                                      | 7447                      |
|  | Horz %         | 100.00     | 0.52                                   | 1.19                                      | 3.95                      |
|  | Vert %         | 77.17      | 86.65                                  | 81.18                                     | 83.17                     |
|  | Index          | 100        | 112                                    | 105                                       | 108                       |
| Viewed Any Cable TV<br>(Including Pay) - Past Week               |                |            |  |   |                           |
|  | Unwgt'd        | 36344      | 176                                    | 412                                       | 1277                      |
|  | Weighted (000) | 180739     | 926                                    | 2175                                      | 7182                      |
|  | Horz %         | 100.00     | 0.51                                   | 1.20                                      | 3.97                      |
|  | Vert %         | 74.05      | 81.97                                  | 78.67                                     | 80.20                     |
|  | Index          | 100        | 111                                    | 106                                       | 108                       |
| Heavy Cable TV Viewer<br>(Including Pay) - Past Week             |                |            |  |   |                           |
|  | Unwgt'd        | 26301      | 143                                    | 291                                       | 947                       |
|  | Weighted (000) | 131456     | 760                                    | 1554                                      | 5376                      |
|  | Horz %         | 100.00     | 0.58                                   | 1.18                                      | 4.09                      |
|  | Vert %         | 53.86      | 67.30                                  | 56.21                                     | 60.03                     |
|  | Index          | 100        | 125                                    | 104                                       | 111                       |
| Viewed Any Premium Cable<br>Channels - Past Month                |                |            |  |   |                           |
|  | Unwgt'd        | 15801      | 88                                     | 166                                       | 530                       |
|  | Weighted (000) | 75868      | 447                                    | 867                                       | 2880                      |
|  | Horz %         | 100.00     | 0.59                                   | 1.14                                      | 3.80                      |
|  | Vert %         | 31.08      | 39.55                                  | 31.36                                     | 32.16                     |
|  | Index          | 100        | 127                                    | 101                                       | 103                       |
| Viewed Any Pay-Per-View<br>Programs or Events - Past<br>Year     |                |            |  | *   |                           |
|  | Unwgt'd        | 5693       | 36                                     | 71  | 207                       |
|  | Weighted (000) | 27121      | 197                                    | 338                                       | 1063                      |
|  | Horz %         | 100.00     | 0.72                                   | 1.25                                      | 3.92                      |
|  | Vert %         | 11.11      | 17.41                                  | 12.24                                     | 11.87                     |
|  | Index          | 100        | 157                                    | 110                                       | 107                       |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  |   |                           |
| Viewed Any Video-On-Demand<br>Programs or Events - Past<br>Year | Unwgt'd        | 13030      | 74                                     | 155                                       | 474                       |
|   | Weighted (000) | 59121      | 393                                    | 755                                       | 2482                      |
|   | Horz %         | 100.00     | 0.67                                   | 1.28                                      | 4.20                      |
|   | Vert %         | 24.22      | 34.83                                  | 27.30                                     | 27.72                     |
|   | Index          | 100        | 144                                    | 113                                       | 114                       |
| Household Has a Satellite Dish                                  | Unwgt'd        | 10843      | 65                                     | 150                                       | 415                       |
|   | Weighted (000) | 61939      | 391                                    | 852                                       | 2542                      |
|   | Horz %         | 100.00     | 0.63                                   | 1.38                                      | 4.10                      |
|   | Vert %         | 25.38      | 34.63                                  | 30.83                                     | 28.39                     |
|   | Index          | 100        | 136                                    | 121                                       | 112                       |
| Household Has a Digital Video<br>Recorder (DVR)                 | Unwgt'd        | 23728      | 127                                    | 311                                       | 886                       |
|   | Weighted (000) | 116768     | 660                                    | 1615                                      | 4915                      |
|   | Horz %         | 100.00     | 0.57                                   | 1.38                                      | 4.21                      |
|   | Vert %         | 47.84      | 58.46                                  | 58.42                                     | 54.90                     |
|   | Index          | 100        | 122                                    | 122                                       | 115                       |
| Any Internet/Online Activity -<br>Past Month                    | Unwgt'd        | 42373      | 184                                    | 482                                       | 1397                      |
|   | Weighted (000) | 208554     | 975                                    | 2563                                      | 7797                      |
|   | Horz %         | 100.00     | 0.47                                   | 1.23                                      | 3.74                      |
|   | Vert %         | 85.44      | 86.30                                  | 92.70                                     | 87.08                     |
|   | Index          | 100        | 101                                    | 108                                       | 102                       |
| Played Games Online - Past<br>Month                             | Unwgt'd        | 13852      | 76                                     | 164                                       | 504                       |
|   | Weighted (000) | 73850      | 440                                    | 975                                       | 3037                      |
|   | Horz %         | 100.00     | 0.60                                   | 1.32                                      | 4.11                      |
|   | Vert %         | 30.26      | 38.99                                  | 35.25                                     | 33.92                     |
|   | Index          | 100        | 129                                    | 117                                       | 112                       |
| Downloaded a Video Game -<br>Past Month                         |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 5083       | 27                                     | 52  | 166                       |
|   | Weighted (000) | 28601      | 158                                    | 350                                       | 1091                      |
|   | Horz %         | 100.00     | 0.55                                   | 1.22                                      | 3.81                      |
|   | Index          | 100        | 119                                    | 108                                       | 104                       |
| Downloaded a Movie - Past<br>Month                              |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 4447       | 21                                     | 45  | 134                       |
|   | Weighted (000) | 21989      | 128                                    | 186                                       | 708                       |
|   | Horz %         | 100.00     | 0.58                                   | 0.85                                      | 3.22                      |
|   | Index          | 100        | 126                                    | 75  | 88                        |
| Watched a Movie Online - Past<br>Month                          |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 11540      | 43                                     | 125                                       | 357                       |
|   | Weighted (000) | 58047      | 217                                    | 694                                       | 2052                      |
|   | Horz %         | 100.00     | 0.37                                   | 1.20                                      | 3.53                      |
|   | Index          | 100        | 81                                     | 106                                       | 96                        |
| Watched Online Video (Not<br>Movie, TV) - Past Month            |                |            | *                                      | *   |                           |
|   | Unwgt'd        | 10029      | 39                                     | 112                                       | 315                       |
|   | Weighted (000) | 50248      | 162                                    | 585                                       | 1728                      |
|   | Horz %         | 100.00     | 0.32                                   | 1.16                                      | 3.44                      |
|   | Index          | 100        | 69                                     | 103                                       | 94                        |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
|  |                |            | *                                      | *   |                           |
| Visited a Chat Room - Past Month   | Unwgt'd        | 2194       | 12                                     | 25  | 75                        |
|  | Weighted (000) | 10601      | 77                                     | 121                                       | 465                       |
|  | Horz %         | 100.00     | 0.72                                   | 1.14                                      | 4.38                      |
|  | Vert %         | 4.34       | 6.78                                   | 4.39                                      | 5.19                      |
|  | Index          | 100        | 156                                    | 101                                       | 119                       |
| Used e-Mail - Past Month   | Unwgt'd        | 37148      | 157                                    | 445                                       | 1238                      |
|  | Weighted (000) | 177506     | 831                                    | 2319                                      | 6834                      |
|  | Horz %         | 100.00     | 0.47                                   | 1.31                                      | 3.85                      |
|  | Vert %         | 72.72      | 73.59                                  | 83.87                                     | 76.32                     |
|  | Index          | 100        | 101                                    | 115                                       | 105                       |
| Used Instant Messenger/IM Online - Past Month  | Unwgt'd        | 29084      | 122                                    | 337                                       | 953                       |
|  | Weighted (000) | 148723     | 660                                    | 1856                                      | 5443                      |
|  | Horz %         | 100.00     | 0.44                                   | 1.25                                      | 3.66                      |
|  | Vert %         | 60.93      | 58.46                                  | 67.14                                     | 60.79                     |
|  | Index          | 100        | 96                                     | 110                                       | 100                       |
| Visited Online Blogs - Past Month  |                |            | *                                      |   |                           |
|  | Unwgt'd        | 6650       | 19                                     | 81  | 203                       |
|  | Weighted (000) | 32542      | 103                                    | 483                                       | 1223                      |
|  | Horz %         | 100.00     | 0.32                                   | 1.48                                      | 3.76                      |
|  | Index          | 100        | 69                                     | 131                                       | 102                       |
| Wrote an Online Blog - Past Month  |                |            | *                                      | *   | *                         |
|  | Unwgt'd        | 1215       | 8                                      | 12  | 37                        |
|  | Weighted (000) | 5810       | 31                                     | 35  | 181                       |
|  | Horz %         | 100.00     | 0.53                                   | 0.60                                      | 3.12                      |
|  | Index          | 100        | 114                                    | 53  | 85                        |
| Uploaded or Added Video to a Web Site - Past Month   |                |            | *                                      |   |                           |
|  | Unwgt'd        | 4085       | 17                                     | 50  | 144                       |
|  | Weighted (000) | 20569      | 120                                    | 249                                       | 881                       |
|  | Horz %         | 100.00     | 0.59                                   | 1.21                                      | 4.28                      |
|  | Index          | 100        | 127                                    | 107                                       | 117                       |
| Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services | Unwgt'd        | 36787      | 152                                    | 421                                       | 1210                      |
|  | Weighted (000) | 184180     | 827                                    | 2256                                      | 6931                      |
|  | Horz %         | 100.00     | 0.45                                   | 1.23                                      | 3.76                      |
|  | Vert %         | 75.46      | 73.26                                  | 81.61                                     | 77.40                     |
|  | Index          | 100        | 97                                     | 108                                       | 103                       |
| Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook   | Unwgt'd        | 29944      | 130                                    | 357                                       | 1008                      |
|  | Weighted (000) | 152016     | 704                                    | 1959                                      | 5770                      |
|  | Horz %         | 100.00     | 0.46                                   | 1.29                                      | 3.80                      |
|  | Vert %         | 62.28      | 62.30                                  | 70.87                                     | 64.45                     |
|  | Index          | 100        | 100                                    | 114                                       | 103                       |
| Foursquare   |                |            | *                                      | *   | *                         |
|  | Unwgt'd        | 259        | 2                                      | 2   | 6                         |
|  | Weighted (000) | 1096       | 19                                     | 3   | 34                        |
|  | Horz %         | 100.00     | 1.69                                   | 0.31                                      | 3.06                      |
|  | Index          | 100        | 366                                    | 28  | 83                        |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  |   |                           |
| Google + (Google Plus)  |                |            |  | *   |                           |
|   | Unwgt'd        | 7523       | 32                                     | 78  | 258                       |
|   | Weighted (000) | 37002      | 163                                    | 486                                       | 1555                      |
|   | Horz %         | 100.00     | 0.44                                   | 1.31                                      | 4.20                      |
|   | Vert %         | 15.16      | 14.47                                  | 17.57                                     | 17.36                     |
|   | Index          | 100        | 95                                     | 116                                       | 115                       |
| Instagram   |                |            |  | *   |                           |
|   | Unwgt'd        | 11180      | 43                                     | 119                                       | 342                       |
|   | Weighted (000) | 59923      | 226                                    | 679                                       | 2142                      |
|   | Horz %         | 100.00     | 0.38                                   | 1.13                                      | 3.57                      |
|   | Vert %         | 24.55      | 20.00                                  | 24.55                                     | 23.92                     |
|   | Index          | 100        | 81                                     | 100                                       | 97                        |
| LinkedIn  |                |            |  | *   |                           |
|   | Unwgt'd        | 7899       | 27                                     | 80  | 240                       |
|   | Weighted (000) | 31599      | 117                                    | 318                                       | 1066                      |
|   | Horz %         | 100.00     | 0.37                                   | 1.01                                      | 3.38                      |
|   | Vert %         | 12.95      | 10.32                                  | 11.52                                     | 11.91                     |
|   | Index          | 100        | 80                                     | 89  | 92                        |
| Pinterest   |                |            |  | *   |                           |
|   | Unwgt'd        | 9299       | 34                                     | 127                                       | 329                       |
|   | Weighted (000) | 49108      | 202                                    | 686                                       | 1993                      |
|   | Horz %         | 100.00     | 0.41                                   | 1.40                                      | 4.06                      |
|   | Vert %         | 20.12      | 17.91                                  | 24.82                                     | 22.26                     |
|   | Index          | 100        | 89                                     | 123                                       | 111                       |
| Tumblr  |                |            |  | *   | *                         |
|   | Unwgt'd        | 1737       | 2                                      | 16  | 43                        |
|   | Weighted (000) | 9309       | 12                                     | 121                                       | 299                       |
|   | Horz %         | 100.00     | 0.13                                   | 1.30                                      | 3.22                      |
|   | Vert %         | 3.81       | 1.07                                   | 4.38                                      | 3.34                      |
|   | Index          | 100        | 28                                     | 115                                       | 88                        |
| Twitter   |                |            |  | *   |                           |
|   | Unwgt'd        | 6507       | 30                                     | 87  | 223                       |
|   | Weighted (000) | 32509      | 191                                    | 400                                       | 1273                      |
|   | Horz %         | 100.00     | 0.59                                   | 1.23                                      | 3.92                      |
|   | Vert %         | 13.32      | 16.91                                  | 14.45                                     | 14.22                     |
|   | Index          | 100        | 127                                    | 109                                       | 107                       |
| Yelp  |                |            |  | *   | *                         |
|   | Unwgt'd        | 4238       | 12                                     | 28  | 88                        |
|   | Weighted (000) | 17049      | 66                                     | 122                                       | 441                       |
|   | Horz %         | 100.00     | 0.39                                   | 0.72                                      | 2.59                      |
|   | Vert %         | 6.98       | 5.81                                   | 4.43                                      | 4.93                      |
|   | Index          | 100        | 83                                     | 63  | 71                        |
| YouTube   |                |            |  |   |                           |
|   | Unwgt'd        | 24878      | 99                                     | 266                                       | 773                       |
|   | Weighted (000) | 125197     | 519                                    | 1466                                      | 4435                      |
|   | Horz %         | 100.00     | 0.41                                   | 1.17                                      | 3.54                      |
|   | Vert %         | 51.29      | 45.94                                  | 53.01                                     | 49.53                     |
|   | Index          | 100        | 90                                     | 103                                       | 97                        |
| Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something |                |            |  |   |                           |
|   | Unwgt'd        | 19391      | 81                                     | 241                                       | 661                       |
|   | Weighted (000) | 98998      | 387                                    | 1371                                      | 3827                      |
|   | Horz %         | 100.00     | 0.39                                   | 1.38                                      | 3.87                      |
|   | Vert %         | 40.56      | 34.31                                  | 49.59                                     | 42.74                     |
|   | Index          | 100        | 85                                     | 122                                       | 105                       |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  |   |                           |
| "Follow" or become a "fan of"<br>something or someone                                       |                |            |  | *   |                           |
|   | Unwgt'd        | 9880       | 39                                     | 127                                       | 356                       |
|   | Weighted (000) | 51999      | 213                                    | 688                                       | 2108                      |
|   | Horz %         | 100.00     | 0.41                                   | 1.32                                      | 4.05                      |
|   | Vert %         | 21.30      | 18.85                                  | 24.90                                     | 23.54                     |
|   | Index          | 100        | 88                                     | 117                                       | 111                       |
| Clicked on an advertisement   |                |            |  | *   |                           |
|   | Unwgt'd        | 7250       | 35                                     | 103                                       | 272                       |
|   | Weighted (000) | 34609      | 156                                    | 521                                       | 1399                      |
|   | Horz %         | 100.00     | 0.45                                   | 1.51                                      | 4.04                      |
|   | Vert %         | 14.18      | 13.84                                  | 18.85                                     | 15.62                     |
|   | Index          | 100        | 98                                     | 133                                       | 110                       |
| Watched a video   |                |            |  |   |                           |
|   | Unwgt'd        | 23931      | 88                                     | 267                                       | 753                       |
|   | Weighted (000) | 121821     | 466                                    | 1389                                      | 4302                      |
|   | Horz %         | 100.00     | 0.38                                   | 1.14                                      | 3.53                      |
|   | Vert %         | 49.91      | 41.23                                  | 50.24                                     | 48.05                     |
|   | Index          | 100        | 83                                     | 101                                       | 96                        |
| Websites or apps visited or<br>used in the last 30 days:<br>Coupons                         |                |            |  | *   | *                         |
|   | Unwgt'd        | 1642       | 3                                      | 21  | 55                        |
|   | Weighted (000) | 7736       | 25                                     | 93  | 327                       |
|   | Horz %         | 100.00     | 0.32                                   | 1.20                                      | 4.23                      |
|   | Vert %         | 3.17       | 2.18                                   | 3.36                                      | 3.66                      |
|   | Index          | 100        | 69                                     | 106                                       | 115                       |
| Sent or Received Text<br>Messages on Cellular<br>Phone/Mobile/Smartphone -<br>Past Month    |                |            |  |   |                           |
|   | Unwgt'd        | 40180      | 171                                    | 455                                       | 1305                      |
|   | Weighted (000) | 200974     | 950                                    | 2473                                      | 7440                      |
|   | Horz %         | 100.00     | 0.47                                   | 1.23                                      | 3.70                      |
|   | Vert %         | 82.34      | 84.15                                  | 89.45                                     | 83.09                     |
|   | Index          | 100        | 102                                    | 109                                       | 101                       |
| Sent or Received Instant<br>Messages on Cellular<br>Phone/Mobile/Smartphone -<br>Past Month |                |            |  |   |                           |
|   | Unwgt'd        | 20952      | 92                                     | 232                                       | 668                       |
|   | Weighted (000) | 106707     | 486                                    | 1343                                      | 3860                      |
|   | Horz %         | 100.00     | 0.46                                   | 1.26                                      | 3.62                      |
|   | Vert %         | 43.72      | 43.01                                  | 48.60                                     | 43.10                     |
|   | Index          | 100        | 98                                     | 111                                       | 99                        |
| Recorded a Video on Cellular<br>Phone/Mobile/Smartphone -<br>Past Month                     |                |            |  |   |                           |
|   | Unwgt'd        | 19339      | 84                                     | 228                                       | 623                       |
|   | Weighted (000) | 97935      | 483                                    | 1150                                      | 3572                      |
|   | Horz %         | 100.00     | 0.49                                   | 1.17                                      | 3.65                      |
|   | Vert %         | 40.12      | 42.73                                  | 41.59                                     | 39.89                     |
|   | Index          | 100        | 106                                    | 104                                       | 99                        |
| Played Music on Cellular<br>Phone/Mobile/Smartphone -<br>Past Month                         |                |            |  |   |                           |
|   | Unwgt'd        | 24725      | 102                                    | 280                                       | 765                       |
|   | Weighted (000) | 126500     | 604                                    | 1429                                      | 4322                      |
|   | Horz %         | 100.00     | 0.48                                   | 1.13                                      | 3.42                      |
|   | Vert %         | 51.83      | 53.46                                  | 51.68                                     | 48.26                     |
|   | Index          | 100        | 103                                    | 100                                       | 93                        |
| Played a Game on Cellular<br>Phone/Mobile/Smartphone -<br>Past Month                        |                |            |  |   |                           |
|   | Unwgt'd        | 15697      | 73                                     | 177                                       | 526                       |
|   | Weighted (000) | 84080      | 414                                    | 972                                       | 3013                      |
|   | Horz %         | 100.00     | 0.49                                   | 1.16                                      | 3.58                      |
|   | Vert %         | 34.45      | 36.69                                  | 35.17                                     | 33.65                     |
|   | Index          | 100        | 107                                    | 102                                       | 98                        |



|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
| Watched a Movie, TV Program<br>or Other Video on Cellular<br>Phone/Mobile/Smartphone -<br>Past Month | Unwgt'd        | 11626      | 50                                     | 121                                       | 354                       |
|  | Weighted (000) | 61092      | 270                                    | 623                                       | 2139                      |
|  | Horz %         | 100.00     | 0.44                                   | 1.02                                      | 3.50                      |
|  | Vert %         | 25.03      | 23.95                                  | 22.54                                     | 23.88                     |
|  | Index          | 100        | 96                                     | 90  | 95                        |
| Used a Mobile "App" - Past<br>Month  | Unwgt'd        | 25794      | 108                                    | 288                                       | 801                       |
|  | Weighted (000) | 128777     | 592                                    | 1531                                      | 4504                      |
|  | Horz %         | 100.00     | 0.46                                   | 1.19                                      | 3.50                      |
|  | Vert %         | 52.76      | 52.46                                  | 55.36                                     | 50.30                     |
|  | Index          | 100        | 99                                     | 105                                       | 95                        |
| Read Any Daily Newspaper<br>(Print/Paper/Hard Copy)  |                |            | *                                      |   |                           |
|  | Unwgt'd        | 10912      | 49                                     | 125                                       | 412                       |
|  | Weighted (000) | 50128      | 215                                    | 695                                       | 2151                      |
|  | Horz %         | 100.00     | 0.43                                   | 1.39                                      | 4.29                      |
|  | Vert %         | 20.54      | 19.08                                  | 25.14                                     | 24.02                     |
| Index  | 100            | 93         | 122                                    | 117                                       |                           |
| Read Any Sunday Newspaper<br>(Print/Paper/Hard Copy)   | Unwgt'd        | 14245      | 64                                     | 171                                       | 552                       |
|  | Weighted (000) | 67106      | 332                                    | 900                                       | 2987                      |
|  | Horz %         | 100.00     | 0.49                                   | 1.34                                      | 4.45                      |
|  | Vert %         | 27.49      | 29.40                                  | 32.56                                     | 33.36                     |
|  | Index          | 100        | 107                                    | 118                                       | 121                       |
| Read or Looked Into Any<br>Electronic Version of a<br>Newspaper, Including Web<br>Site - Past Month  | Unwgt'd        | 19488      | 85                                     | 206                                       | 617                       |
|  | Weighted (000) | 91290      | 425                                    | 1097                                      | 3297                      |
|  | Horz %         | 100.00     | 0.47                                   | 1.20                                      | 3.61                      |
|  | Vert %         | 37.40      | 37.67                                  | 39.69                                     | 36.82                     |
|  | Index          | 100        | 101                                    | 106                                       | 98                        |
| Read Classified Advertising in<br>Weekday Newspaper  |                |            | *                                      |   |                           |
|  | Unwgt'd        | 3772       | 20                                     | 52  | 161                       |
|  | Weighted (000) | 20084      | 99                                     | 329                                       | 987                       |
|  | Horz %         | 100.00     | 0.49                                   | 1.64                                      | 4.92                      |
|  | Vert %         | 8.23       | 8.80                                   | 11.90                                     | 11.03                     |
| Index  | 100            | 107        | 145                                    | 134                                       |                           |
| Read Classified Advertising in<br>Sunda/Weekend Newspaper  |                |            | *                                      |   |                           |
|  | Unwgt'd        | 3758       | 23                                     | 54  | 162                       |
|  | Weighted (000) | 19510      | 119                                    | 349                                       | 912                       |
|  | Horz %         | 100.00     | 0.61                                   | 1.79                                      | 4.68                      |
|  | Vert %         | 7.99       | 10.53                                  | 12.64                                     | 10.19                     |
| Index  | 100            | 132        | 158                                    | 127                                       |                           |
| Read Advertisements in<br>Weekday Newspaper  |                |            | *                                      |   |                           |
|  | Unwgt'd        | 3812       | 26                                     | 51  | 164                       |
|  | Weighted (000) | 17916      | 150                                    | 196                                       | 810                       |
|  | Horz %         | 100.00     | 0.84                                   | 1.09                                      | 4.52                      |
|  | Vert %         | 7.34       | 13.25                                  | 7.09                                      | 9.05                      |
| Index  | 100            | 181        | 97                                     | 123                                       |                           |
| Read Advertisements in<br>Sunday/Weekend Newspaper   |                |            | *                                      |   |                           |
|  | Unwgt'd        | 4633       | 30                                     | 68  | 202                       |
|  | Weighted (000) | 22092      | 161                                    | 318                                       | 1025                      |
|  | Horz %         | 100.00     | 0.73                                   | 1.44                                      | 4.64                      |
|  | Vert %         | 9.05       | 14.30                                  | 11.50                                     | 11.44                     |
| Index  | 100            | 158        | 127                                    | 126                                       |                           |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
| Read Circulars/Inserts/Fliers in<br>Weekday Newspaper                              |                |            |  | *   |                           |
|  | Unwgt'd        | 5068       | 29                                     | 74  | 222                       |
|  | Weighted (000) | 23852      | 160                                    | 363                                       | 1154                      |
|  | Horz %         | 100.00     | 0.67                                   | 1.52                                      | 4.84                      |
|  | Vert %         | 9.77       | 14.14                                  | 13.15                                     | 12.89                     |
|  | Index          | 100        | 145                                    | 135                                       | 132                       |
| Read Circulars/Inserts/Fliers in<br>Sunday/Weekend Newspaper                       |                |            |  | *   |                           |
|  | Unwgt'd        | 7203       | 33                                     | 101                                       | 302                       |
|  | Weighted (000) | 34013      | 173                                    | 468                                       | 1532                      |
|  | Horz %         | 100.00     | 0.51                                   | 1.38                                      | 4.50                      |
|  | Vert %         | 13.93      | 15.33                                  | 16.95                                     | 17.11                     |
|  | Index          | 100        | 110                                    | 122                                       | 123                       |
| Received and/or Clipped<br>Coupons from Weekday<br>Newspaper - Past Year           |                |            |  | *   |                           |
|  | Unwgt'd        | 4191       | 17                                     | 69  | 206                       |
|  | Weighted (000) | 20652      | 77                                     | 282                                       | 1041                      |
|  | Horz %         | 100.00     | 0.37                                   | 1.36                                      | 5.04                      |
|  | Vert %         | 8.46       | 6.78                                   | 10.19                                     | 11.63                     |
|  | Index          | 100        | 80                                     | 120                                       | 137                       |
| Received and/or Clipped<br>Coupons from<br>Sunday/Weekend Newspaper -<br>Past Year |                |            |  | *   |                           |
|  | Unwgt'd        | 9539       | 37                                     | 163                                       | 416                       |
|  | Weighted (000) | 47372      | 192                                    | 853                                       | 2398                      |
|  | Horz %         | 100.00     | 0.41                                   | 1.80                                      | 5.06                      |
|  | Vert %         | 19.41      | 17.03                                  | 30.84                                     | 26.78                     |
|  | Index          | 100        | 88                                     | 159                                       | 138                       |
| UNTRENDED: Personally<br>Referred to Paper Yellow<br>Pages - Past Week             |                | *          | *                                      | *   | *                         |
|  | Unwgt'd        | 0          | 0                                      | 0   | 0                         |
|  | Weighted (000) | 0          | 0                                      | 0   | 0                         |
|  | Horz %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Vert %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Index          | 0          | 0                                      | 0   | 0                         |
| UNTRENDED: Personally<br>Referred to Internet Yellow<br>Pages - Past Week          |                | *          | *                                      | *   | *                         |
|  | Unwgt'd        | 0          | 0                                      | 0   | 0                         |
|  | Weighted (000) | 0          | 0                                      | 0   | 0                         |
|  | Horz %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Vert %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Index          | 0          | 0                                      | 0   | 0                         |
| UNTRENDED: Personally<br>Referred to Paper or Internet<br>Yellow Pages - Past Week |                | *          | *                                      | *   | *                         |
|  | Unwgt'd        | 0          | 0                                      | 0   | 0                         |
|  | Weighted (000) | 0          | 0                                      | 0   | 0                         |
|  | Horz %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Vert %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Index          | 0          | 0                                      | 0   | 0                         |
| UNTRENDED: Accessed<br>Yellowpages.com (YP.com) -<br>Past Month                    |                | *          | *                                      | *   | *                         |
|  | Unwgt'd        | 0          | 0                                      | 0   | 0                         |
|  | Weighted (000) | 0          | 0                                      | 0   | 0                         |
|  | Horz %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Vert %         | 0.00       | 0.00                                   | 0.00                                      | 0.00                      |
|  | Index          | 0          | 0                                      | 0   | 0                         |
| Have Seen Video Ads in<br>Grocery Storees - Past Month                             |                |            |  | *   |                           |
|  | Unwgt'd        | 8175       | 43                                     | 85  | 281                       |
|  | Weighted (000) | 42062      | 255                                    | 469                                       | 1702                      |
|  | Horz %         | 100.00     | 0.61                                   | 1.12                                      | 4.05                      |
|  | Vert %         | 17.23      | 22.54                                  | 16.97                                     | 19.00                     |
|  | Index          | 100        | 131                                    | 99  | 110                       |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
| Have Seen Video Ads in Drug<br>Stores - Past Month                         |                |            |  | *   |                           |
|  | Unwgt'd        | 5434       | 28                                     | 53  | 179                       |
|  | Weighted (000) | 27750      | 193                                    | 332                                       | 1155                      |
|  | Horz %         | 100.00     | 0.69                                   | 1.19                                      | 4.16                      |
|  | Vert %         | 11.37      | 17.06                                  | 11.99                                     | 12.89                     |
|  | Index          | 100        | 150                                    | 105                                       | 113                       |
| Have Seen Video Ads in<br>Convenience Stores - Past<br>Month               |                |            |  | *   |                           |
|  | Unwgt'd        | 5425       | 30                                     | 60  | 192                       |
|  | Weighted (000) | 27941      | 185                                    | 363                                       | 1152                      |
|  | Horz %         | 100.00     | 0.66                                   | 1.30                                      | 4.12                      |
|  | Vert %         | 11.45      | 16.34                                  | 13.14                                     | 12.86                     |
|  | Index          | 100        | 143                                    | 115                                       | 112                       |
| Have Seen Video Ads in Large<br>Discount/Department Stores -<br>Past Month |                |            |  | *   |                           |
|  | Unwgt'd        | 5807       | 37                                     | 70  | 220                       |
|  | Weighted (000) | 30170      | 218                                    | 377                                       | 1298                      |
|  | Horz %         | 100.00     | 0.72                                   | 1.25                                      | 4.30                      |
|  | Vert %         | 12.36      | 19.32                                  | 13.63                                     | 14.50                     |
|  | Index          | 100        | 156                                    | 110                                       | 117                       |
| Have Seen Video Ads in<br>Warehouse/Club Stores - Past<br>Month            |                |            |  | *   |                           |
|  | Unwgt'd        | 5047       | 25                                     | 58  | 175                       |
|  | Weighted (000) | 24469      | 182                                    | 326                                       | 967                       |
|  | Horz %         | 100.00     | 0.75                                   | 1.33                                      | 3.95                      |
|  | Vert %         | 10.02      | 16.15                                  | 11.79                                     | 10.80                     |
|  | Index          | 100        | 161                                    | 118                                       | 108                       |
| Have Seen Video Ads in Other<br>Stores - Past Month                        |                |            |  | *   | *                         |
|  | Unwgt'd        | 4572       | 24                                     | 43  | 159                       |
|  | Weighted (000) | 23484      | 132                                    | 263                                       | 941                       |
|  | Horz %         | 100.00     | 0.56                                   | 1.12                                      | 4.01                      |
|  | Vert %         | 9.62       | 11.70                                  | 9.50                                      | 10.51                     |
|  | Index          | 100        | 122                                    | 99  | 109                       |
| Have Seen Video Ads in<br>Shopping Malls - Past Month                      |                |            |  | *   |                           |
|  | Unwgt'd        | 6133       | 34                                     | 60  | 192                       |
|  | Weighted (000) | 30556      | 177                                    | 281                                       | 998                       |
|  | Horz %         | 100.00     | 0.58                                   | 0.92                                      | 3.27                      |
|  | Vert %         | 12.52      | 15.64                                  | 10.18                                     | 11.15                     |
|  | Index          | 100        | 125                                    | 81  | 89                        |
| Have Seen Video Ads in<br>Bars/Pubs - Past Month                           |                |            |  | *   | *                         |
|  | Unwgt'd        | 4212       | 19                                     | 42  | 137                       |
|  | Weighted (000) | 21008      | 97                                     | 190                                       | 698                       |
|  | Horz %         | 100.00     | 0.46                                   | 0.91                                      | 3.32                      |
|  | Vert %         | 8.61       | 8.63                                   | 6.89                                      | 7.79                      |
|  | Index          | 100        | 100                                    | 80  | 91                        |
| Have Seen Video Ads in Fast-<br>Food or Family Restaurants -<br>Past Month |                |            |  | *   |                           |
|  | Unwgt'd        | 6034       | 34                                     | 63  | 216                       |
|  | Weighted (000) | 31175      | 188                                    | 335                                       | 1310                      |
|  | Horz %         | 100.00     | 0.60                                   | 1.07                                      | 4.20                      |
|  | Vert %         | 12.77      | 16.69                                  | 12.11                                     | 14.63                     |
|  | Index          | 100        | 131                                    | 95  | 115                       |
| Have Seen Video Ads in Coffee<br>Shops, Cafes or Delis - Past<br>Month     |                |            |  | *   | *                         |
|  | Unwgt'd        | 4611       | 21                                     | 36  | 136                       |
|  | Weighted (000) | 23019      | 135                                    | 153                                       | 778                       |
|  | Horz %         | 100.00     | 0.59                                   | 0.66                                      | 3.38                      |
|  | Vert %         | 9.43       | 11.98                                  | 5.54                                      | 8.69                      |
|  | Index          | 100        | 127                                    | 59  | 92                        |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  | *   | *                         |
| Have Seen Video Ads in<br>Gym/Health Clubs - Past<br>Month          | Unwgt'd        | 4016       | 23                                     | 37  | 126                       |
|   | Weighted (000) | 19382      | 148                                    | 174                                       | 662                       |
|   | Horz %         | 100.00     | 0.77                                   | 0.90                                      | 3.41                      |
|   | Vert %         | 7.94       | 13.14                                  | 6.29                                      | 7.39                      |
|   | Index          | 100        | 165                                    | 79  | 93                        |
|   |                |            | *                                      |   |                           |
| Have Seen Video Ads in<br>Medical Offices - Past Month              | Unwgt'd        | 5499       | 31                                     | 62  | 190                       |
|   | Weighted (000) | 27407      | 190                                    | 310                                       | 1064                      |
|   | Horz %         | 100.00     | 0.69                                   | 1.13                                      | 3.88                      |
|   | Vert %         | 11.23      | 16.83                                  | 11.22                                     | 11.89                     |
|   | Index          | 100        | 150                                    | 100                                       | 106                       |
|   |                |            | *                                      |   |                           |
| Have Seen Video Ads in<br>Airports - Past Month                     | Unwgt'd        | 3929       | 14                                     | 40  | 123                       |
|   | Weighted (000) | 17909      | 80                                     | 189                                       | 594                       |
|   | Horz %         | 100.00     | 0.45                                   | 1.06                                      | 3.31                      |
|   | Vert %         | 7.34       | 7.12                                   | 6.84                                      | 6.63                      |
|   | Index          | 100        | 97                                     | 93  | 90                        |
|   |                |            | *                                      |   |                           |
| Have Seen Video Ads at Gas<br>Stations - Past Month                 | Unwgt'd        | 8390       | 38                                     | 115                                       | 296                       |
|   | Weighted (000) | 41042      | 250                                    | 569                                       | 1675                      |
|   | Horz %         | 100.00     | 0.61                                   | 1.39                                      | 4.08                      |
|   | Vert %         | 16.81      | 22.16                                  | 20.59                                     | 18.70                     |
|   | Index          | 100        | 132                                    | 122                                       | 111                       |
|   |                |            | *                                      |   |                           |
| Have Seen Video Ads in Office<br>Building Lobbies - Past Month      | Unwgt'd        | 3669       | 18                                     | 31  | 117                       |
|   | Weighted (000) | 18065      | 100                                    | 154                                       | 653                       |
|   | Horz %         | 100.00     | 0.55                                   | 0.85                                      | 3.62                      |
|   | Vert %         | 7.40       | 8.84                                   | 5.58                                      | 7.29                      |
|   | Index          | 100        | 119                                    | 75  | 99                        |
|   |                |            | *                                      |   |                           |
| Have Seen Video Ads in Office<br>Building Elevators - Past<br>Month | Unwgt'd        | 3552       | 13                                     | 24  | 98                        |
|   | Weighted (000) | 16785      | 82                                     | 108                                       | 551                       |
|   | Horz %         | 100.00     | 0.49                                   | 0.65                                      | 3.28                      |
|   | Vert %         | 6.88       | 7.24                                   | 3.92                                      | 6.15                      |
|   | Index          | 100        | 105                                    | 57  | 89                        |
|   |                |            | *                                      |   |                           |
| Have Seen Video Ads in Movie<br>Theater Lobbies - Past Month        | Unwgt'd        | 5092       | 34                                     | 48  | 167                       |
|   | Weighted (000) | 25878      | 191                                    | 199                                       | 888                       |
|   | Horz %         | 100.00     | 0.74                                   | 0.77                                      | 3.43                      |
|   | Vert %         | 10.60      | 16.92                                  | 7.20                                      | 9.92                      |
|   | Index          | 100        | 160                                    | 68  | 94                        |
|   |                |            | *                                      |   |                           |
| Have Seen Ads on Billboards -<br>Past Month                         | Unwgt'd        | 23703      | 116                                    | 297                                       | 834                       |
|   | Weighted (000) | 117973     | 643                                    | 1582                                      | 4747                      |
|   | Horz %         | 100.00     | 0.54                                   | 1.34                                      | 4.02                      |
|   | Vert %         | 48.33      | 56.92                                  | 57.22                                     | 53.02                     |
|   | Index          | 100        | 118                                    | 118                                       | 110                       |
|   |                |            | *                                      |   |                           |
| Have Seen Ads on<br>Buses/Trains - Past Month                       | Unwgt'd        | 10886      | 56                                     | 103                                       | 316                       |
|   | Weighted (000) | 50330      | 271                                    | 513                                       | 1602                      |
|   | Horz %         | 100.00     | 0.54                                   | 1.02                                      | 3.18                      |
|   | Vert %         | 20.62      | 24.00                                  | 18.57                                     | 17.89                     |
|   | Index          | 100        | 116                                    | 90  | 87                        |

|   |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|---|----------------|------------|--|---|---------------------------|
|   |                |            |  |   |                           |
|   |                |            |  | *   |                           |
| Have Seen Ads at Bus Stops or<br>Train Stations - Past Month                | Unwgt'd        | 7328       | 30                                     | 58  | 189                       |
|   | Weighted (000) | 32843      | 133                                    | 237                                       | 856                       |
|   | Horz %         | 100.00     | 0.41                                   | 0.72                                      | 2.61                      |
|   | Vert %         | 13.46      | 11.81                                  | 8.58                                      | 9.56                      |
|   | Index          | 100        | 88                                     | 64  | 71                        |
|   |                |            | *                                      | *   |                           |
| Have Seen Ads Inside Taxis -<br>Past Month                                  | Unwgt'd        | 3849       | 17                                     | 24  | 108                       |
|   | Weighted (000) | 17102      | 92                                     | 78  | 473                       |
|   | Horz %         | 100.00     | 0.54                                   | 0.46                                      | 2.77                      |
|   | Vert %         | 7.01       | 8.12                                   | 2.84                                      | 5.28                      |
|   | Index          | 100        | 116                                    | 40  | 75                        |
|   |                |            | *                                      | *   |                           |
| Have Seen Ads on Top of<br>Taxis - Past Month                               | Unwgt'd        | 5892       | 29                                     | 51  | 165                       |
|   | Weighted (000) | 26219      | 124                                    | 221                                       | 759                       |
|   | Horz %         | 100.00     | 0.47                                   | 0.84                                      | 2.89                      |
|   | Vert %         | 10.74      | 10.97                                  | 8.00                                      | 8.47                      |
|   | Index          | 100        | 102                                    | 74  | 79                        |
|   |                |            | *                                      | *   |                           |
| Have Seen Ads on Phone<br>Booths - Past Month                               | Unwgt'd        | 3008       | 13                                     | 14  | 77                        |
|   | Weighted (000) | 14451      | 82                                     | 69  | 454                       |
|   | Horz %         | 100.00     | 0.57                                   | 0.48                                      | 3.14                      |
|   | Vert %         | 5.92       | 7.29                                   | 2.49                                      | 5.08                      |
|   | Index          | 100        | 123                                    | 42  | 86                        |
|   |                |            | *                                      | *   |                           |
| Have Seen Ads at Sports or<br>Entertainment Events - Past<br>Month          | Unwgt'd        | 7405       | 35                                     | 79  | 253                       |
|   | Weighted (000) | 36191      | 165                                    | 400                                       | 1243                      |
|   | Horz %         | 100.00     | 0.46                                   | 1.11                                      | 3.43                      |
|   | Vert %         | 14.83      | 14.63                                  | 14.47                                     | 13.88                     |
|   | Index          | 100        | 99                                     | 98  | 94                        |
|   |                |            | *                                      | *   |                           |
| Have Seen Ads on Postcards -<br>Past Month                                  | Unwgt'd        | 5576       | 23                                     | 70  | 198                       |
|   | Weighted (000) | 26312      | 111                                    | 411                                       | 1083                      |
|   | Horz %         | 100.00     | 0.42                                   | 1.56                                      | 4.12                      |
|   | Vert %         | 10.78      | 9.85                                   | 14.85                                     | 12.10                     |
|   | Index          | 100        | 91                                     | 138                                       | 112                       |
|   |                |            | *                                      | *   |                           |
| Have Seen Ads Sent to a<br>Cellphone or Other Mobile<br>Device - Past Month | Unwgt'd        | 13421      | 63                                     | 161                                       | 458                       |
|   | Weighted (000) | 66442      | 357                                    | 895                                       | 2632                      |
|   | Horz %         | 100.00     | 0.54                                   | 1.35                                      | 3.96                      |
|   | Vert %         | 27.22      | 31.62                                  | 32.38                                     | 29.39                     |
|   | Index          | 100        | 116                                    | 119                                       | 108                       |
|   |                |            | *                                      | *   |                           |
| Have Seen Ads on Posters at<br>Movie Theaters - Past Month                  | Unwgt'd        | 8606       | 42                                     | 90  | 278                       |
|   | Weighted (000) | 42087      | 202                                    | 421                                       | 1461                      |
|   | Horz %         | 100.00     | 0.48                                   | 1.00                                      | 3.47                      |
|   | Vert %         | 17.24      | 17.86                                  | 15.23                                     | 16.32                     |
|   | Index          | 100        | 104                                    | 88  | 95                        |
|   |                |            | *                                      | *   |                           |
| Have Seen Ads Shown On-<br>Screen Before Start of a Movie<br>- Past Month   | Unwgt'd        | 10943      | 57                                     | 127                                       | 371                       |
|   | Weighted (000) | 53139      | 298                                    | 614                                       | 1959                      |
|   | Horz %         | 100.00     | 0.56                                   | 1.16                                      | 3.69                      |
|   | Vert %         | 21.77      | 26.38                                  | 22.23                                     | 21.87                     |
|   | Index          | 100        | 121                                    | 102                                       | 100                       |

|  |                | Adults 18+ | Own\Lease<br>Chrysler<br>300/300M/300C | Own\Lease<br>Chrysler Town and<br>Country | Own\Lease any<br>Chrysler |
|--|----------------|------------|--|---|---------------------------|
|  |                |            |  |   |                           |
| Have Seen Ads in Stores (Not Video Ads) - Past Month         | Unwgt'd        | 15171      | 66                                     | 208                                       | 559                       |
|  | Weighted (000) | 76102      | 357                                    | 1119                                      | 3330                      |
|  | Horz %         | 100.00     | 0.47                                   | 1.47                                      | 4.38                      |
|  | Vert %         | 31.18      | 31.62                                  | 40.48                                     | 37.19                     |
|  | Index          | 100        | 101                                    | 130                                       | 119                       |
| Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month | Unwgt'd        | 10587      | 53                                     | 127                                       | 379                       |
|  | Weighted (000) | 52205      | 289                                    | 574                                       | 2019                      |
|  | Horz %         | 100.00     | 0.55                                   | 1.10                                      | 3.87                      |
|  | Vert %         | 21.39      | 25.58                                  | 20.76                                     | 22.55                     |
|  | Index          | 100        | 120                                    | 97  | 105                       |
| Have Seen Infomercials - Past Month                          |                |            | *                                      |   |                           |
|  | Unwgt'd        | 9871       | 35                                     | 124                                       | 340                       |
|  | Weighted (000) | 49119      | 209                                    | 704                                       | 2003                      |
|  | Horz %         | 100.00     | 0.43                                   | 1.43                                      | 4.08                      |
|  | Vert %         | 20.12      | 18.52                                  | 25.47                                     | 22.37                     |
| Have Seen Offers or Ads Sent to Home by Mail - Past Month    | Index          | 100        | 92                                     | 127                                       | 111                       |
|  | Unwgt'd        | 19632      | 85                                     | 269                                       | 722                       |
|  | Weighted (000) | 96299      | 450                                    | 1423                                      | 4134                      |
|  | Horz %         | 100.00     | 0.47                                   | 1.48                                      | 4.29                      |
|  | Vert %         | 39.45      | 39.86                                  | 51.48                                     | 46.17                     |
| Have Seen Product Placement in Video Games - Past Month      | Index          | 100        | 101                                    | 130                                       | 117                       |
|  |                |            | *                                      | *   |                           |
|  | Unwgt'd        | 4596       | 17                                     | 44  | 141                       |
|  | Weighted (000) | 24167      | 109                                    | 265                                       | 829                       |
|  | Horz %         | 100.00     | 0.45                                   | 1.10                                      | 3.43                      |
| Have Seen Product Placement in TV Shows - Past Month         | Vert %         | 9.90       | 9.63                                   | 9.60                                      | 9.26                      |
|  | Index          | 100        | 97                                     | 97  | 93                        |
|  | Unwgt'd        | 17823      | 79                                     | 225                                       | 622                       |
|  | Weighted (000) | 88092      | 417                                    | 1292                                      | 3497                      |
|  | Horz %         | 100.00     | 0.47                                   | 1.47                                      | 3.97                      |
| Have Seen Product Placement in Movies - Past Month           | Vert %         | 36.09      | 36.93                                  | 46.72                                     | 39.05                     |
|  | Index          | 100        | 102                                    | 129                                       | 108                       |
|  |                |            | *                                      |   |                           |
|  | Unwgt'd        | 11248      | 47                                     | 150                                       | 388                       |
|  | Weighted (000) | 56256      | 263                                    | 772                                       | 2193                      |
| Have Seen Product Placement in Movies - Past Month           | Horz %         | 100.00     | 0.47                                   | 1.37                                      | 3.90                      |
|  | Vert %         | 23.05      | 23.31                                  | 27.93                                     | 24.49                     |
|  | Index          | 100        | 101                                    | 121                                       | 106                       |
|  |                |            |  |   |                           |

|            |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|------------|----------------|------------|--|---|---|
| Adults 18+ | Unwgt'd        | 48646      | 858  | 459   | 270   |
|            | Weighted (000) | 244084     | 4761                                       | 2254  | 1368  |
|            | Horz %         | 100.00     | 1.95                                       | 0.92  | 0.56  |
|            | Vert %         | 100.00     | 100.00                                     | 100.00  | 100.00  |
|            | Index          | 100        | 100  | 100   | 100   |
| Male       | Unwgt'd        | 24620      | 391  | 227   | 119   |
|            | Weighted (000) | 117785     | 1950                                       | 875   | 613   |
|            | Horz %         | 100.00     | 1.66                                       | 0.74  | 0.52  |
|            | Vert %         | 48.26      | 40.95                                      | 38.84   | 44.80   |
|            | Index          | 100        | 85   | 80  | 93  |
| Female     | Unwgt'd        | 24026      | 467  | 232   | 151   |
|            | Weighted (000) | 126299     | 2811                                       | 1378  | 755   |
|            | Horz %         | 100.00     | 2.23                                       | 1.09  | 0.60  |
|            | Vert %         | 51.74      | 59.05                                      | 61.16   | 55.20   |
|            | Index          | 100        | 114  | 118   | 107   |
| Age 18-24  |                |            |  | *   | *   |
|            | Unwgt'd        | 3885       | 53   | 12  | 18  |
|            | Weighted (000) | 30253      | 577  | 138   | 142   |
|            | Horz %         | 100.00     | 1.91                                       | 0.46  | 0.47  |
|            | Vert %         | 12.39      | 12.12                                      | 6.14  | 10.37   |
| Age 25-34  |                |            |  | *   | *   |
|            | Unwgt'd        | 8183       | 122  | 41  | 35  |
|            | Weighted (000) | 43389      | 635  | 231   | 168   |
|            | Horz %         | 100.00     | 1.46                                       | 0.53  | 0.39  |
|            | Vert %         | 17.78      | 13.35                                      | 10.23   | 12.25   |
| Age 35-44  |                |            |  | *   | *   |
|            | Unwgt'd        | 8605       | 185  | 58  | 34  |
|            | Weighted (000) | 40230      | 1006                                       | 325   | 184   |
|            | Horz %         | 100.00     | 2.50                                       | 0.81  | 0.46  |
|            | Vert %         | 16.48      | 21.12                                      | 14.40   | 13.47   |
| Age 45-54  |                |            |  | *   | *   |
|            | Unwgt'd        | 8861       | 137  | 103   | 47  |
|            | Weighted (000) | 43105      | 739  | 485   | 188   |
|            | Horz %         | 100.00     | 1.72                                       | 1.12  | 0.44  |
|            | Vert %         | 17.66      | 15.53                                      | 21.50   | 13.72   |
| Age 55-64  |                |            |  | *   | *   |
|            | Unwgt'd        | 8498       | 138  | 77  | 37  |
|            | Weighted (000) | 40725      | 718  | 311   | 187   |
|            | Horz %         | 100.00     | 1.76                                       | 0.76  | 0.46  |
|            | Vert %         | 16.68      | 15.08                                      | 13.79   | 13.70   |
| Age 65+    |                |            |  | *   | *   |
|            | Unwgt'd        | 10614      | 223  | 168   | 99  |
|            | Weighted (000) | 46383      | 1085                                       | 765   | 499   |
|            | Horz %         | 100.00     | 2.34                                       | 1.65  | 1.08  |
|            | Vert %         | 19.00      | 22.80                                      | 33.94   | 36.50   |
|            | Index          | 100        | 120  | 179   | 192   |

|                                   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|-----------------------------------|----------------|------------|--|---|---|
| Age 21+                           | Unwgt'd        | 47284      | 836  | 455   | 261   |
|                                   | Weighted (000) | 232046     | 4505                                       | 2215  | 1302  |
|                                   | Horz %         | 100.00     | 1.94                                       | 0.95  | 0.56  |
|                                   | Vert %         | 95.07      | 94.63                                      | 98.29   | 95.19   |
|                                   | Index          | 100        | 100  | 103   | 100   |
| Age 18-34                         | Unwgt'd        | 12068      | 175  | 53  | 53  |
|                                   | Weighted (000) | 73642      | 1213                                       | 369   | 309   |
|                                   | Horz %         | 100.00     | 1.65                                       | 0.50  | 0.42  |
|                                   | Vert %         | 30.17      | 25.47                                      | 16.37   | 22.62   |
|                                   | Index          | 100        | 84   | 54  | 75  |
| Age 18-49                         | Unwgt'd        | 24996      | 425  | 160   | 111   |
|                                   | Weighted (000) | 134658     | 2563                                       | 882   | 598   |
|                                   | Horz %         | 100.00     | 1.90                                       | 0.66  | 0.44  |
|                                   | Vert %         | 55.17      | 53.83                                      | 39.14   | 43.72   |
|                                   | Index          | 100        | 98   | 71  | 79  |
| Age 25-54                         | Unwgt'd        | 25649      | 444  | 202   | 116   |
|                                   | Weighted (000) | 126724     | 2380                                       | 1040  | 539   |
|                                   | Horz %         | 100.00     | 1.88                                       | 0.82  | 0.43  |
|                                   | Vert %         | 51.92      | 50.00                                      | 46.13   | 39.43   |
|                                   | Index          | 100        | 96   | 89  | 76  |
| Age 35-64                         | Unwgt'd        | 25964      | 460  | 238   | 118   |
|                                   | Weighted (000) | 124059     | 2463                                       | 1120  | 559   |
|                                   | Horz %         | 100.00     | 1.99                                       | 0.90  | 0.45  |
|                                   | Vert %         | 50.83      | 51.73                                      | 49.69   | 40.88   |
|                                   | Index          | 100        | 102  | 98  | 80  |
| Age 50+                           | Unwgt'd        | 23650      | 433  | 299   | 159   |
|                                   | Weighted (000) | 109426     | 2198                                       | 1372  | 770   |
|                                   | Horz %         | 100.00     | 2.01                                       | 1.25  | 0.70  |
|                                   | Vert %         | 44.83      | 46.17                                      | 60.86   | 56.28   |
|                                   | Index          | 100        | 103  | 136   | 126   |
| Median Age                        | Unwgt'd        |            |  |   |   |
|                                   | Weighted (000) | 47.00      | 47.40                                      | 54.10   | 55.20   |
|                                   | Horz %         |            |  |   |   |
|                                   | Vert %         |            |  |   |   |
|                                   | Index          | 100        | 101  | 115   | 118   |
| Race: White Only                  | Unwgt'd        | 34564      | 671  | 389   | 218   |
|                                   | Weighted (000) | 179823     | 3770                                       | 1908  | 1099  |
|                                   | Horz %         | 100.00     | 2.10                                       | 1.06  | 0.61  |
|                                   | Vert %         | 73.67      | 79.20                                      | 84.66   | 80.34   |
|                                   | Index          | 100        | 107  | 115   | 109   |
| Race: Black/African-American Only |                |            |  | *   | *   |
|                                   | Unwgt'd        | 5909       | 115  | 49  | 34  |
|                                   | Weighted (000) | 29535      | 634  | 288   | 148   |
|                                   | Horz %         | 100.00     | 2.15                                       | 0.98  | 0.50  |
|                                   | Index          | 100        | 110  | 106   | 90  |



|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
|  |                |            |  | *   | *   |
| Race: Asian  | Unwgt'd        | 2388       | 11   | 5   | 4   |
|  | Weighted (000) | 8358       | 38   | 6   | 7   |
|  | Horz %         | 100.00     | 0.45                                       | 0.07  | 0.09  |
|  | Vert %         | 3.42       | 0.80                                       | 0.27  | 0.53  |
|  | Index          | 100        | 23   | 8   | 16  |
|  |                |            |  | *   | *   |
| Race: Other Race/Multi-Racial  | Unwgt'd        | 8173       | 72   | 21  | 18  |
|  | Weighted (000) | 34726      | 356  | 57  | 121   |
|  | Horz %         | 100.00     | 1.03                                       | 0.16  | 0.35  |
|  | Vert %         | 14.23      | 7.48                                       | 2.54  | 8.81  |
|  | Index          | 100        | 53   | 18  | 62  |
|  |                |            |  | *   | *   |
| Hispanic, Latino, Spanish Origin or Descent  | Unwgt'd        | 6851       | 78   | 23  | 17  |
|  | Weighted (000) | 37743      | 480  | 171   | 128   |
|  | Horz %         | 100.00     | 1.27                                       | 0.45  | 0.34  |
|  | Vert %         | 15.46      | 10.08                                      | 7.59  | 9.36  |
|  | Index          | 100        | 65   | 49  | 61  |
|  |                |            |  | *   | *   |
| Hispanic, Personally Speak Only English at Home  | Unwgt'd        | 1739       | 26   | 10  | 8   |
|  | Weighted (000) | 6214       | 91   | 67  | 38  |
|  | Horz %         | 100.00     | 1.47                                       | 1.08  | 0.61  |
|  | Vert %         | 2.55       | 1.91                                       | 2.98  | 2.77  |
|  | Index          | 100        | 75   | 117   | 109   |
|  |                |            |  | *   | *   |
| Hispanic, Personally Speak Mostly English, But Some Spanish at Home  | Unwgt'd        | 2047       | 29   | 6   | 5   |
|  | Weighted (000) | 9439       | 196  | 19  | 35  |
|  | Horz %         | 100.00     | 2.08                                       | 0.21  | 0.37  |
|  | Vert %         | 3.87       | 4.13                                       | 0.86  | 2.56  |
|  | Index          | 100        | 107  | 22  | 66  |
|  |                |            |  | *   | *   |
| Hispanic, Personally Speak Only Spanish at Home  | Unwgt'd        | 1280       | 12   | 1   | 3   |
|  | Weighted (000) | 10474      | 108  | 3   | 17  |
|  | Horz %         | 100.00     | 1.03                                       | 0.03  | 0.16  |
|  | Vert %         | 4.29       | 2.27                                       | 0.14  | 1.26  |
|  | Index          | 100        | 53   | 3   | 29  |
|  |                |            |  | *   | *   |
| Hispanic, Personally Speak Mostly Spanish, But Some English at Home  | Unwgt'd        | 1668       | 10   | 4   | 0   |
|  | Weighted (000) | 9512       | 49   | 42  | 0   |
|  | Horz %         | 100.00     | 0.52                                       | 0.45  | 0.00  |
|  | Vert %         | 3.90       | 1.03                                       | 1.88  | 0.00  |
|  | Index          | 100        | 26   | 48  | 0   |
|  |                |            |  | *   | *   |
| Hispanic, Personally Speak Spanish and English Equally at Home   | Unwgt'd        | 99         | 0  | 2   | 1   |
|  | Weighted (000) | 1751       | 0  | 39  | 38  |
|  | Horz %         | 100.00     | 0.00                                       | 2.21  | 2.16  |
|  | Vert %         | 0.72       | 0.00                                       | 1.72  | 2.77  |
|  | Index          | 100        | 0  | 239   | 386   |
|  |                |            |  | *   | *   |
| Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree | Unwgt'd        | 6825       | 108  | 87  | 29  |
|  | Weighted (000) | 26213      | 433  | 337   | 118   |
|  | Horz %         | 100.00     | 1.65                                       | 1.29  | 0.45  |
|  | Vert %         | 10.74      | 9.10                                       | 14.95   | 8.60  |
|  | Index          | 100        | 85   | 139   | 80  |

|   |                | Adults 18+ | Most recent vehicle bought/leased 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: Bachelor's Degree  | Unwgt'd        | 10965      | 174  | 118   | 50  |
|   | Weighted (000) | 46746      | 904  | 523   | 195   |
|   | Horz %         | 100.00     | 1.93                                       | 1.12  | 0.42  |
|   | Vert %         | 19.15      | 18.98                                      | 23.21   | 14.24   |
|   | Index          | 100        | 99   | 121   | 74  |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic   | Unwgt'd        | 2649       | 56   | 26  | 11  |
|   | Weighted (000) | 11210      | 278  | 117   | 78  |
|   | Horz %         | 100.00     | 2.48                                       | 1.05  | 0.70  |
|   | Vert %         | 4.59       | 5.84                                       | 5.21  | 5.73  |
|   | Index          | 100        | 127  | 113   | 125   |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational  | Unwgt'd        | 3407       | 64   | 40  | 27  |
|   | Weighted (000) | 13775      | 232  | 105   | 74  |
|   | Horz %         | 100.00     | 1.68                                       | 0.76  | 0.54  |
|   | Vert %         | 5.64       | 4.87                                       | 4.67  | 5.41  |
|   | Index          | 100        | 86   | 83  | 96  |
| Highest Level Education Completed/Highest Degree Received: Some College, but No Degree  | Unwgt'd        | 10089      | 204  | 82  | 64  |
|   | Weighted (000) | 44682      | 1104                                       | 349   | 300   |
|   | Horz %         | 100.00     | 2.47                                       | 0.78  | 0.67  |
|   | Vert %         | 18.31      | 23.18                                      | 15.48   | 21.96   |
|   | Index          | 100        | 127  | 85  | 120   |
| Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED) | Unwgt'd        | 10356      | 186  | 87  | 72  |
|   | Weighted (000) | 71816      | 1272                                       | 731   | 461   |
|   | Horz %         | 100.00     | 1.77                                       | 1.02  | 0.64  |
|   | Vert %         | 29.42      | 26.71                                      | 32.42   | 33.73   |
|   | Index          | 100        | 91   | 110   | 115   |
| Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma                          | Unwgt'd        | 4355       | 66   | 19  | 17  |
|   | Weighted (000) | 29641      | 539  | 92  | 141   |
|   | Horz %         | 100.00     | 1.82                                       | 0.31  | 0.48  |
|   | Vert %         | 12.14      | 11.32                                      | 4.07  | 10.31   |
|   | Index          | 100        | 93   | 34  | 85  |
| Currently Attending College or University   | Unwgt'd        | 3403       | 59   | 18  | 18  |
|   | Weighted (000) | 19372      | 359  | 139   | 91  |
|   | Horz %         | 100.00     | 1.85                                       | 0.72  | 0.47  |
|   | Vert %         | 7.94       | 7.53                                       | 6.15  | 6.64  |
|   | Index          | 100        | 95   | 78  | 84  |
| Employed Full Time  | Unwgt'd        | 25438      | 397  | 231   | 103   |
|   | Weighted (000) | 119890     | 1965                                       | 998   | 417   |
|   | Horz %         | 100.00     | 1.64                                       | 0.83  | 0.35  |
|   | Vert %         | 49.12      | 41.26                                      | 44.26   | 30.49   |
|   | Index          | 100        | 84   | 90  | 62  |
| Employed Part Time  | Unwgt'd        | 5730       | 108  | 49  | 33  |
|   | Weighted (000) | 28854      | 638  | 237   | 224   |
|   | Horz %         | 100.00     | 2.21                                       | 0.82  | 0.78  |
|   | Vert %         | 11.82      | 13.41                                      | 10.50   | 16.36   |
|   | Index          | 100        | 113  | 89  | 138   |

|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
| Not Employed  |                |            |  |   |   |
|   | Unwgt'd        | 17478      | 353  | 179   | 134   |
|   | Weighted (000) | 95339      | 2158                                       | 1020  | 727   |
|   | Horz %         | 100.00     | 2.26                                       | 1.07  | 0.76  |
|   | Vert %         | 39.06      | 45.33                                      | 45.24   | 53.15   |
| Temporarily Unemployed  | Index          | 100        | 116  | 116   | 136   |
|   |                |            | *  | *   | *   |
|   | Unwgt'd        | 1886       | 29   | 12  | 5   |
|   | Weighted (000) | 12314      | 220  | 82  | 34  |
|   | Horz %         | 100.00     | 1.78                                       | 0.67  | 0.27  |
| Retired from Employment   | Vert %         | 5.05       | 4.61                                       | 3.65  | 2.48  |
|   | Index          | 100        | 91   | 72  | 49  |
|   | Unwgt'd        | 10143      | 211  | 142   | 97  |
|   | Weighted (000) | 46820      | 1074                                       | 684   | 490   |
|   | Horz %         | 100.00     | 2.29                                       | 1.46  | 1.05  |
| Not Employed, Principal Shopper for Household                           | Vert %         | 19.18      | 22.56                                      | 30.35   | 35.83   |
|   | Index          | 100        | 118  | 158   | 187   |
|   |                |            |  | *   | *   |
|   | Unwgt'd        | 2543       | 63   | 20  | 21  |
|   | Weighted (000) | 16573      | 486  | 213   | 125   |
| Occupation: Professional and Related Occupations                        | Horz %         | 100.00     | 2.93                                       | 1.29  | 0.76  |
|   | Vert %         | 6.79       | 10.21                                      | 9.45  | 9.17  |
|   | Index          | 100        | 150  | 139   | 135   |
|   |                |            |  |   | *   |
|   | Unwgt'd        | 7405       | 122  | 77  | 31  |
| Occupation: Management, Business and Financial Operations               | Weighted (000) | 34142      | 629  | 340   | 114   |
|   | Horz %         | 100.00     | 1.84                                       | 1.00  | 0.34  |
|   | Vert %         | 13.99      | 13.21                                      | 15.09   | 8.37  |
|   | Index          | 100        | 94   | 108   | 60  |
|   |                |            |  |   | *   |
| Occupation: Sales and Office Occupations                                | Unwgt'd        | 6595       | 95   | 77  | 27  |
|   | Weighted (000) | 24720      | 377  | 264   | 95  |
|   | Horz %         | 100.00     | 1.52                                       | 1.07  | 0.38  |
|   | Vert %         | 10.13      | 7.92                                       | 11.70   | 6.94  |
|   | Index          | 100        | 78   | 116   | 68  |
| Occupation: Natural Resources, Construction and Maintenance Occupations |                |            |  |   | *   |
|   | Unwgt'd        | 5959       | 100  | 58  | 30  |
|   | Weighted (000) | 32636      | 626  | 252   | 182   |
|   | Horz %         | 100.00     | 1.92                                       | 0.77  | 0.56  |
|   | Vert %         | 13.37      | 13.15                                      | 11.18   | 13.30   |
| Occupation: Other Employed  | Index          | 100        | 98   | 84  | 99  |
|   |                |            | *  | *   | *   |
|   | Unwgt'd        | 2756       | 37   | 17  | 10  |
|   | Weighted (000) | 13728      | 190  | 70  | 59  |
|   | Horz %         | 100.00     | 1.38                                       | 0.51  | 0.43  |
| Occupation: Other Employed  | Vert %         | 5.62       | 3.98                                       | 3.10  | 4.33  |
|   | Index          | 100        | 71   | 55  | 77  |
|   |                |            |  |   | *   |
|   | Unwgt'd        | 8453       | 151  | 51  | 38  |
|   | Weighted (000) | 43519      | 781  | 309   | 190   |
| Occupation: Other Employed  | Horz %         | 100.00     | 1.79                                       | 0.71  | 0.44  |
|   | Vert %         | 17.83      | 16.41                                      | 13.69   | 13.92   |
|   | Index          | 100        | 92   | 77  | 78  |

|                                       |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|---------------------------------------|----------------|------------|--|---|---|
|                                       |                |            |  | *   | *   |
| Household Income: \$250,000+          | Unwgt'd        | 1966       | 25   | 32  | 5   |
|                                       | Weighted (000) | 7800       | 111  | 116   | 31  |
|                                       | Horz %         | 100.00     | 1.42                                       | 1.49  | 0.39  |
|                                       | Vert %         | 3.20       | 2.33                                       | 5.15  | 2.25  |
|                                       | Index          | 100        | 73   | 161   | 70  |
|                                       |                |            | *  | *   | *   |
| Household Income: \$200,000-\$249,999 | Unwgt'd        | 1583       | 15   | 17  | 5   |
|                                       | Weighted (000) | 7178       | 117  | 90  | 23  |
|                                       | Horz %         | 100.00     | 1.63                                       | 1.26  | 0.32  |
|                                       | Vert %         | 2.94       | 2.46                                       | 4.01  | 1.68  |
|                                       | Index          | 100        | 84   | 136   | 57  |
|                                       |                |            |  |   | *   |
| Household Income: \$150,000-\$199,999 | Unwgt'd        | 3725       | 64   | 51  | 11  |
|                                       | Weighted (000) | 18847      | 327  | 308   | 45  |
|                                       | Horz %         | 100.00     | 1.74                                       | 1.63  | 0.24  |
|                                       | Vert %         | 7.72       | 6.87                                       | 13.65   | 3.25  |
|                                       | Index          | 100        | 89   | 177   | 42  |
|                                       |                |            |  |   | *   |
| Household Income: \$100,000-\$149,999 | Unwgt'd        | 7038       | 112  | 85  | 33  |
|                                       | Weighted (000) | 39997      | 690  | 478   | 199   |
|                                       | Horz %         | 100.00     | 1.73                                       | 1.19  | 0.50  |
|                                       | Vert %         | 16.39      | 14.50                                      | 21.20   | 14.53   |
|                                       | Index          | 100        | 88   | 129   | 89  |
|                                       |                |            |  |   | *   |
| Household Income: \$75,000-\$99,999   | Unwgt'd        | 6168       | 106  | 68  | 43  |
|                                       | Weighted (000) | 32585      | 569  | 322   | 149   |
|                                       | Horz %         | 100.00     | 1.75                                       | 0.99  | 0.46  |
|                                       | Vert %         | 13.35      | 11.95                                      | 14.28   | 10.88   |
|                                       | Index          | 100        | 89   | 107   | 81  |
|                                       |                |            |  |   | *   |
| Household Income: \$60,000-\$74,999   | Unwgt'd        | 4945       | 96   | 46  | 35  |
|                                       | Weighted (000) | 24958      | 576  | 172   | 200   |
|                                       | Horz %         | 100.00     | 2.31                                       | 0.69  | 0.80  |
|                                       | Vert %         | 10.23      | 12.11                                      | 7.63  | 14.65   |
|                                       | Index          | 100        | 118  | 75  | 143   |
|                                       |                |            |  |   | *   |
| Household Income: \$50,000-\$59,999   | Unwgt'd        | 3824       | 65   | 34  | 21  |
|                                       | Weighted (000) | 18483      | 329  | 174   | 94  |
|                                       | Horz %         | 100.00     | 1.78                                       | 0.94  | 0.51  |
|                                       | Vert %         | 7.57       | 6.91                                       | 7.72  | 6.84  |
|                                       | Index          | 100        | 91   | 102   | 90  |
|                                       |                |            |  |   | *   |
| Household Income: \$40,000-\$49,999   | Unwgt'd        | 4928       | 85   | 40  | 34  |
|                                       | Weighted (000) | 20001      | 355  | 149   | 147   |
|                                       | Horz %         | 100.00     | 1.78                                       | 0.74  | 0.74  |
|                                       | Vert %         | 8.19       | 7.46                                       | 6.60  | 10.76   |
|                                       | Index          | 100        | 91   | 81  | 131   |
|                                       |                |            |  |   | *   |
| Household Income: \$30,000-\$39,999   | Unwgt'd        | 4676       | 105  | 34  | 24  |
|                                       | Weighted (000) | 21673      | 610  | 159   | 113   |
|                                       | Horz %         | 100.00     | 2.82                                       | 0.73  | 0.52  |
|                                       | Vert %         | 8.88       | 12.81                                      | 7.06  | 8.27  |
|                                       | Index          | 100        | 144  | 79  | 93  |

|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
|   |                |            |  | *   | *   |
| Household Income: \$20,000-\$29,999   | Unwgt'd        | 4378       | 86   | 30  | 27  |
|   | Weighted (000) | 21286      | 407  | 133   | 153   |
|   | Horz %         | 100.00     | 1.91                                       | 0.62  | 0.72  |
|   | Vert %         | 8.72       | 8.55                                       | 5.89  | 11.20   |
|   | Index          | 100        | 98   | 68  | 128   |
|   |                |            |  | *   | *   |
| Household Income: Under \$20,000  | Unwgt'd        | 5415       | 99   | 22  | 32  |
|   | Weighted (000) | 31275      | 669  | 153   | 215   |
|   | Horz %         | 100.00     | 2.14                                       | 0.49  | 0.69  |
|   | Vert %         | 12.81      | 14.05                                      | 6.81  | 15.69   |
|   | Index          | 100        | 110  | 53  | 122   |
|   |                |            |  |   |   |
| Median Household Income   | Unwgt'd        |            |  |   |   |
|   | Weighted (000) | 65.60      | 60.30                                      | 89.50   | 56.00   |
|   | Horz %         |            |  |   |   |
|   | Vert %         |            |  |   |   |
|   | Index          | 100        | 92   | 136   | 85  |
|   |                |            |  | *   | *   |
| Marital Status: Single, Never Married   | Unwgt'd        | 12107      | 166  | 47  | 41  |
|   | Weighted (000) | 69105      | 1040                                       | 287   | 217   |
|   | Horz %         | 100.00     | 1.50                                       | 0.42  | 0.31  |
|   | Vert %         | 28.31      | 21.84                                      | 12.73   | 15.84   |
|   | Index          | 100        | 77   | 45  | 56  |
|   |                |            |  |   |   |
| Marital Status: Currently Married   | Unwgt'd        | 24506      | 482  | 317   | 163   |
|   | Weighted (000) | 129071     | 2913                                       | 1623  | 854   |
|   | Horz %         | 100.00     | 2.26                                       | 1.26  | 0.66  |
|   | Vert %         | 52.88      | 61.18                                      | 72.00   | 62.40   |
|   | Index          | 100        | 116  | 136   | 118   |
|   |                |            |  | *   | *   |
| Marital Status: Divorced or Legally Separated   | Unwgt'd        | 8229       | 142  | 51  | 37  |
|   | Weighted (000) | 31030      | 557  | 183   | 147   |
|   | Horz %         | 100.00     | 1.80                                       | 0.59  | 0.47  |
|   | Vert %         | 12.71      | 11.70                                      | 8.11  | 10.74   |
|   | Index          | 100        | 92   | 64  | 84  |
|   |                |            |  | *   | *   |
| Marital Status: Widowed   | Unwgt'd        | 3804       | 68   | 44  | 29  |
|   | Weighted (000) | 14879      | 251  | 161   | 151   |
|   | Horz %         | 100.00     | 1.69                                       | 1.08  | 1.01  |
|   | Vert %         | 6.10       | 5.27                                       | 7.15  | 11.02   |
|   | Index          | 100        | 87   | 117   | 181   |
|   |                |            |  | *   | *   |
| Marital Status: Engaged to Be Married   | Unwgt'd        | 2120       | 44   | 17  | 6   |
|   | Weighted (000) | 11812      | 239  | 110   | 12  |
|   | Horz %         | 100.00     | 2.02                                       | 0.93  | 0.10  |
|   | Vert %         | 4.84       | 5.02                                       | 4.89  | 0.86  |
|   | Index          | 100        | 104  | 101   | 18  |
|   |                |            |  | *   | *   |
| Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex) | Unwgt'd        | 3596       | 68   | 25  | 17  |
|   | Weighted (000) | 21557      | 406  | 146   | 78  |
|   | Horz %         | 100.00     | 1.88                                       | 0.68  | 0.36  |
|   | Vert %         | 8.83       | 8.52                                       | 6.47  | 5.69  |
|   | Index          | 100        | 97   | 73  | 64  |

|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
| Any Child(ren) Under Age 18 Living at Home               | Unwgt'd        | 18201      | 380  | 168   | 110   |
|  | Weighted (000) | 94932      | 2183                                       | 882   | 548   |
|  | Horz %         | 100.00     | 2.30                                       | 0.93  | 0.58  |
|  | Vert %         | 38.89      | 45.85                                      | 39.14   | 40.06   |
|  | Index          | 100        | 118  | 101   | 103   |
| 1 Child Under Age 18 Currently Living at Home            | Unwgt'd        | 7127       | 105  | 50  | 34  |
|  | Weighted (000) | 38013      | 660  | 279   | 179   |
|  | Horz %         | 100.00     | 1.74                                       | 0.73  | 0.47  |
|  | Vert %         | 15.57      | 13.86                                      | 12.37   | 13.07   |
|  | Index          | 100        | 89   | 79  | 84  |
| 2 Children Under Age 18 Currently Living at Home         | Unwgt'd        | 6935       | 135  | 65  | 40  |
|  | Weighted (000) | 34366      | 735  | 396   | 196   |
|  | Horz %         | 100.00     | 2.14                                       | 1.15  | 0.57  |
|  | Vert %         | 14.08      | 15.44                                      | 17.59   | 14.31   |
|  | Index          | 100        | 110  | 125   | 102   |
| 3 Children Under Age 18 Currently Living at Home         | Unwgt'd        | 2804       | 94   | 38  | 25  |
|  | Weighted (000) | 14813      | 521  | 121   | 93  |
|  | Horz %         | 100.00     | 3.52                                       | 0.82  | 0.63  |
|  | Vert %         | 6.07       | 10.94                                      | 5.37  | 6.78  |
|  | Index          | 100        | 180  | 89  | 112   |
| 4 Children Under Age 18 Currently Living at Home         | Unwgt'd        | 872        | 31   | 11  | 8   |
|  | Weighted (000) | 4873       | 159  | 62  | 61  |
|  | Horz %         | 100.00     | 3.27                                       | 1.28  | 1.25  |
|  | Vert %         | 2.00       | 3.35                                       | 2.76  | 4.46  |
|  | Index          | 100        | 168  | 138   | 224   |
| 5 or More Children Under Age 18 Currently Living at Home | Unwgt'd        | 463        | 15   | 4   | 3   |
|  | Weighted (000) | 2867       | 108  | 24  | 20  |
|  | Horz %         | 100.00     | 3.77                                       | 0.83  | 0.69  |
|  | Vert %         | 1.17       | 2.27                                       | 1.06  | 1.44  |
|  | Index          | 100        | 193  | 90  | 122   |
| Own Home/Residence                                       | Unwgt'd        | 32775      | 611  | 402   | 204   |
|  | Weighted (000) | 160976     | 3186                                       | 1969  | 967   |
|  | Horz %         | 100.00     | 1.98                                       | 1.22  | 0.60  |
|  | Vert %         | 65.95      | 66.92                                      | 87.37   | 70.68   |
|  | Index          | 100        | 101  | 132   | 107   |
| Rent Home/Residence                                      | Unwgt'd        | 15306      | 234  | 53  | 65  |
|  | Weighted (000) | 80205      | 1493                                       | 264   | 398   |
|  | Horz %         | 100.00     | 1.86                                       | 0.33  | 0.50  |
|  | Vert %         | 32.86      | 31.36                                      | 11.69   | 29.09   |
|  | Index          | 100        | 95   | 36  | 89  |
| Live Rent-Free in Home/Residence                         | Unwgt'd        | 565        | 13   | 4   | 1   |
|  | Weighted (000) | 2903       | 82   | 21  | 3   |
|  | Horz %         | 100.00     | 2.82                                       | 0.73  | 0.11  |
|  | Vert %         | 1.19       | 1.72                                       | 0.94  | 0.23  |
|  | Index          | 100        | 145  | 79  | 19  |

|                                       |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|---------------------------------------|----------------|------------|--|---|---|
|                                       |                |            |  |   | *   |
| Census Region: North East             | Unwgt'd        | 11000      | 166  | 113   | 45  |
|                                       | Weighted (000) | 44018      | 684  | 445   | 172   |
|                                       | Horz %         | 100.00     | 1.55                                       | 1.01  | 0.39  |
|                                       | Vert %         | 18.03      | 14.37                                      | 19.74   | 12.57   |
|                                       | Index          | 100        | 80   | 109   | 70  |
| Census Region: South                  | Unwgt'd        | 17645      | 297  | 135   | 86  |
|                                       | Weighted (000) | 92016      | 1847                                       | 841   | 428   |
|                                       | Horz %         | 100.00     | 2.01                                       | 0.91  | 0.46  |
|                                       | Vert %         | 37.70      | 38.79                                      | 37.34   | 31.28   |
|                                       | Index          | 100        | 103  | 99  | 83  |
| Census Region: Midwest                | Unwgt'd        | 9880       | 274  | 156   | 105   |
|                                       | Weighted (000) | 52062      | 1490                                       | 682   | 566   |
|                                       | Horz %         | 100.00     | 2.86                                       | 1.31  | 1.09  |
|                                       | Vert %         | 21.33      | 31.30                                      | 30.24   | 41.39   |
|                                       | Index          | 100        | 147  | 142   | 194   |
| Census Region: West                   |                |            |  |   | *   |
|                                       | Unwgt'd        | 10121      | 121  | 55  | 34  |
|                                       | Weighted (000) | 55988      | 740  | 286   | 202   |
|                                       | Horz %         | 100.00     | 1.32                                       | 0.51  | 0.36  |
|                                       | Vert %         | 22.94      | 15.54                                      | 12.68   | 14.76   |
| Census Sub-Region: New England        |                |            | *  | *   | *   |
|                                       | Unwgt'd        | 2748       | 41   | 19  | 10  |
|                                       | Weighted (000) | 11567      | 180  | 77  | 41  |
|                                       | Horz %         | 100.00     | 1.55                                       | 0.67  | 0.35  |
|                                       | Vert %         | 4.74       | 3.77                                       | 3.43  | 2.98  |
| Census Sub-Region: Mid Atlantic       |                |            |  |   | *   |
|                                       | Unwgt'd        | 8252       | 125  | 94  | 35  |
|                                       | Weighted (000) | 32451      | 504  | 368   | 131   |
|                                       | Horz %         | 100.00     | 1.55                                       | 1.13  | 0.40  |
|                                       | Vert %         | 13.30      | 10.59                                      | 16.31   | 9.59  |
| Census Sub-Region: South Atlantic     |                |            |  |   |   |
|                                       | Unwgt'd        | 9812       | 162  | 79  | 57  |
|                                       | Weighted (000) | 48740      | 937  | 404   | 269   |
|                                       | Horz %         | 100.00     | 1.92                                       | 0.83  | 0.55  |
|                                       | Vert %         | 19.97      | 19.69                                      | 17.92   | 19.67   |
| Census Sub-Region: East South Central |                |            | *  | *   | *   |
|                                       | Unwgt'd        | 1890       | 45   | 12  | 6   |
|                                       | Weighted (000) | 14067      | 360  | 137   | 36  |
|                                       | Horz %         | 100.00     | 2.56                                       | 0.97  | 0.25  |
|                                       | Vert %         | 5.76       | 7.56                                       | 6.07  | 2.62  |
| Census Sub-Region: West South Central |                |            |  | *   | *   |
|                                       | Unwgt'd        | 5943       | 90   | 44  | 23  |
|                                       | Weighted (000) | 29209      | 550  | 301   | 123   |
|                                       | Horz %         | 100.00     | 1.88                                       | 1.03  | 0.42  |
|                                       | Vert %         | 11.97      | 11.54                                      | 13.34   | 8.99  |
|                                       | Index          | 100        | 96   | 112   | 75  |

|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
|   |                |            |  |   |   |
| Census Sub-Region: East North Central                                   | Unwgt'd        | 7303       | 196  | 123   | 72  |
|   | Weighted (000) | 36089      | 1042                                       | 520   | 332   |
|   | Horz %         | 100.00     | 2.89                                       | 1.44  | 0.92  |
|   | Vert %         | 14.79      | 21.89                                      | 23.06   | 24.26   |
|   | Index          | 100        | 148  | 156   | 164   |
| Census Sub-Region: West North Central                                   |                |            |  | *   | *   |
|   | Unwgt'd        | 2577       | 78   | 33  | 33  |
|   | Weighted (000) | 15973      | 448  | 162   | 234   |
|   | Horz %         | 100.00     | 2.80                                       | 1.01  | 1.47  |
|   | Vert %         | 6.54       | 9.40                                       | 7.19  | 17.13   |
| Census Sub-Region: Mountain   | Index          | 100        | 144  | 110   | 262   |
|   |                |            | *  | *   | *   |
|   | Unwgt'd        | 2752       | 35   | 20  | 13  |
|   | Weighted (000) | 18482      | 236  | 123   | 117   |
|   | Horz %         | 100.00     | 1.28                                       | 0.67  | 0.63  |
| Census Sub-Region: Pacific  | Vert %         | 7.57       | 4.95                                       | 5.47  | 8.55  |
|   | Index          | 100        | 65   | 72  | 113   |
|   |                |            |  | *   | *   |
|   | Unwgt'd        | 7369       | 86   | 35  | 21  |
|   | Weighted (000) | 37506      | 504  | 162   | 85  |
| County Size: A  | Horz %         | 100.00     | 1.34                                       | 0.43  | 0.23  |
|   | Vert %         | 15.37      | 10.59                                      | 7.21  | 6.21  |
|   | Index          | 100        | 69   | 47  | 40  |
|   |                |            |  |   |   |
|   | Unwgt'd        | 26326      | 388  | 254   | 120   |
| County Size: B  | Weighted (000) | 102649     | 1556                                       | 846   | 409   |
|   | Horz %         | 100.00     | 1.52                                       | 0.82  | 0.40  |
|   | Vert %         | 42.05      | 32.68                                      | 37.53   | 29.91   |
|   | Index          | 100        | 78   | 89  | 71  |
|   |                |            |  |   |   |
| County Size: C/D  | Unwgt'd        | 11709      | 222  | 92  | 58  |
|   | Weighted (000) | 72000      | 1417                                       | 591   | 367   |
|   | Horz %         | 100.00     | 1.97                                       | 0.82  | 0.51  |
|   | Vert %         | 29.50      | 29.77                                      | 26.22   | 26.85   |
|   | Index          | 100        | 101  | 89  | 91  |
| Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume) |                |            |  |   |   |
|   | Unwgt'd        | 10611      | 248  | 113   | 92  |
|   | Weighted (000) | 69435      | 1788                                       | 817   | 591   |
|   | Horz %         | 100.00     | 2.58                                       | 1.18  | 0.85  |
|   | Vert %         | 28.45      | 37.55                                      | 36.24   | 43.24   |
| Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)          | Index          | 100        | 132  | 127   | 152   |
|   |                |            | *  | *   | *   |
|   | Unwgt'd        | 1128       | 18   | 13  | 3   |
|   | Weighted (000) | 4719       | 50   | 38  | 6   |
|   | Horz %         | 100.00     | 1.05                                       | 0.81  | 0.12  |
| Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)          | Vert %         | 1.93       | 1.04                                       | 1.70  | 0.41  |
|   | Index          | 100        | 54   | 88  | 21  |
|   |                |            |  |   |   |
|   | Unwgt'd        | 7893       | 144  | 85  | 53  |
|   | Weighted (000) | 38375      | 755  | 329   | 236   |
| Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)          | Horz %         | 100.00     | 1.97                                       | 0.86  | 0.61  |
|   | Vert %         | 15.72      | 15.86                                      | 14.59   | 17.24   |
|   | Index          | 100        | 101  | 93  | 110   |



|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
|   |                |            |  | *   | *   |
| Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)                                | Unwgted        | 1220       | 15   | 10  | 9   |
|   | Weighted (000) | 6399       | 105  | 44  | 45  |
|   | Horz %         | 100.00     | 1.64                                       | 0.68  | 0.70  |
|   | Vert %         | 2.62       | 2.20                                       | 1.94  | 3.30  |
|   | Index          | 100        | 84   | 74  | 126   |
|   |                | *          | *  | *   | *   |
| UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume) | Unwgted        | 0          | 0  | 0   | 0   |
|   | Weighted (000) | 0          | 0  | 0   | 0   |
|   | Horz %         | 0.00       | 0.00                                       | 0.00  | 0.00  |
|   | Vert %         | 0.00       | 0.00                                       | 0.00  | 0.00  |
|   | Index          | 0          | 0  | 0   | 0   |
|   |                | *          | *  | *   | *   |
| Radio Formats: All News (Monday-Sunday 24-Hour Cume)                                  | Unwgted        | 2726       | 34   | 37  | 13  |
|   | Weighted (000) | 7983       | 79   | 92  | 27  |
|   | Horz %         | 100.00     | 0.99                                       | 1.15  | 0.34  |
|   | Vert %         | 3.27       | 1.66                                       | 4.07  | 2.01  |
|   | Index          | 100        | 51   | 125   | 61  |
|   |                | *          | *  | *   | *   |
| Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)                                | Unwgted        | 3232       | 66   | 50  | 16  |
|   | Weighted (000) | 12837      | 259  | 172   | 89  |
|   | Horz %         | 100.00     | 2.02                                       | 1.34  | 0.69  |
|   | Vert %         | 5.26       | 5.44                                       | 7.63  | 6.48  |
|   | Index          | 100        | 103  | 145   | 123   |
|   |                | *          | *  | *   | *   |
| Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)                                  | Unwgted        | 850        | 18   | 11  | 6   |
|   | Weighted (000) | 3908       | 83   | 41  | 34  |
|   | Horz %         | 100.00     | 2.12                                       | 1.04  | 0.88  |
|   | Vert %         | 1.60       | 1.74                                       | 1.81  | 2.51  |
|   | Index          | 100        | 108  | 113   | 157   |
|   |                | *          | *  | *   | *   |
| Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)                               | Unwgted        | 3051       | 54   | 27  | 10  |
|   | Weighted (000) | 14357      | 242  | 95  | 25  |
|   | Horz %         | 100.00     | 1.69                                       | 0.66  | 0.17  |
|   | Vert %         | 5.88       | 5.09                                       | 4.20  | 1.79  |
|   | Index          | 100        | 86   | 71  | 30  |
|   |                | *          | *  | *   | *   |
| Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)                                | Unwgted        | 8136       | 144  | 64  | 35  |
|   | Weighted (000) | 42891      | 925  | 311   | 193   |
|   | Horz %         | 100.00     | 2.16                                       | 0.73  | 0.45  |
|   | Vert %         | 17.57      | 19.43                                      | 13.82   | 14.12   |
|   | Index          | 100        | 111  | 79  | 80  |
|   |                | *          | *  | *   | *   |
| Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)                              | Unwgted        | 2864       | 62   | 34  | 24  |
|   | Weighted (000) | 14285      | 261  | 137   | 113   |
|   | Horz %         | 100.00     | 1.83                                       | 0.96  | 0.79  |
|   | Vert %         | 5.85       | 5.49                                       | 6.08  | 8.24  |
|   | Index          | 100        | 94   | 104   | 141   |
|   |                | *          | *  | *   | *   |
| Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)                              | Unwgted        | 3360       | 59   | 38  | 12  |
|   | Weighted (000) | 16987      | 341  | 183   | 58  |
|   | Horz %         | 100.00     | 2.01                                       | 1.08  | 0.34  |
|   | Vert %         | 6.96       | 7.17                                       | 8.11  | 4.27  |
|   | Index          | 100        | 103  | 116   | 61  |

|  |                | Adults 18+ | Most recent vehicle bought/leased 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        | 1353       | 26   | 15  | 2   |
|  | Weighted (000) | 5307       | 122  | 50  | 14  |
|  | Horz %         | 100.00     | 2.30                                       | 0.95  | 0.27  |
|  | Vert %         | 2.17       | 2.57                                       | 2.23  | 1.05  |
|  | Index          | 100        | 118  | 102   | 48  |
| Radio Formats: Country (Monday-Sunday 24-Hour Cume)  | Unwgted        | 7757       | 150  | 70  | 56  |
|  | Weighted (000) | 44958      | 965  | 401   | 288   |
|  | Horz %         | 100.00     | 2.15                                       | 0.89  | 0.64  |
|  | Vert %         | 18.42      | 20.27                                      | 17.79   | 21.07   |
|  | Index          | 100        | 110  | 97  | 114   |
| Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)   | Unwgted        | 310        | 3  | 1   | 2   |
|  | Weighted (000) | 1196       | 7  | 4   | 5   |
|  | Horz %         | 100.00     | 0.57                                       | 0.37  | 0.42  |
|  | Vert %         | 0.49       | 0.14                                       | 0.20  | 0.37  |
|  | Index          | 100        | 29   | 40  | 76  |
| Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)   | Unwgted        | 642        | 16   | 9   | 5   |
|  | Weighted (000) | 3662       | 86   | 25  | 26  |
|  | Horz %         | 100.00     | 2.34                                       | 0.69  | 0.72  |
|  | Vert %         | 1.50       | 1.80                                       | 1.12  | 1.92  |
|  | Index          | 100        | 120  | 75  | 128   |
| Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)                          | Unwgted        | 2577       | 31   | 11  | 2   |
|  | Weighted (000) | 15181      | 194  | 92  | 9   |
|  | Horz %         | 100.00     | 1.28                                       | 0.61  | 0.06  |
|  | Vert %         | 6.22       | 4.08                                       | 4.10  | 0.65  |
|  | Index          | 100        | 66   | 66  | 10  |
| Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)        | Unwgted        | 3551       | 65   | 33  | 17  |
|  | Weighted (000) | 17450      | 357  | 115   | 89  |
|  | Horz %         | 100.00     | 2.04                                       | 0.66  | 0.51  |
|  | Vert %         | 7.15       | 7.49                                       | 5.10  | 6.49  |
|  | Index          | 100        | 105  | 71  | 91  |
| Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)   | Unwgted        | 631        | 12   | 6   | 2   |
|  | Weighted (000) | 2496       | 61   | 16  | 7   |
|  | Horz %         | 100.00     | 2.43                                       | 0.66  | 0.28  |
|  | Vert %         | 1.02       | 1.28                                       | 0.73  | 0.52  |
|  | Index          | 100        | 125  | 71  | 50  |
| Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume) | Unwgted        | 1108       | 13   | 2   | 1   |
|  | Weighted (000) | 6328       | 67   | 6   | 5   |
|  | Horz %         | 100.00     | 1.06                                       | 0.09  | 0.08  |
|  | Vert %         | 2.59       | 1.40                                       | 0.25  | 0.38  |
|  | Index          | 100        | 54   | 10  | 15  |
| Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)                                      | Unwgted        | 5806       | 96   | 73  | 42  |
|  | Weighted (000) | 23554      | 462  | 283   | 197   |
|  | Horz %         | 100.00     | 1.96                                       | 1.20  | 0.84  |
|  | Vert %         | 9.65       | 9.70                                       | 12.55   | 14.43   |
|  | Index          | 100        | 100  | 130   | 150   |

|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
|   |                |            |  | *   | *   |
| Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)                            | Unwgt'd        | 1456       | 27   | 16  | 5   |
|   | Weighted (000) | 7376       | 141  | 61  | 32  |
|   | Horz %         | 100.00     | 1.92                                       | 0.82  | 0.44  |
|   | Vert %         | 3.02       | 2.97                                       | 2.69  | 2.35  |
|   | Index          | 100        | 98   | 89  | 78  |
|   |                |            | *  | *   | *   |
| Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)       | Unwgt'd        | 2625       | 41   | 18  | 18  |
|   | Weighted (000) | 10677      | 189  | 51  | 72  |
|   | Horz %         | 100.00     | 1.77                                       | 0.48  | 0.67  |
|   | Vert %         | 4.37       | 3.97                                       | 2.27  | 5.27  |
|   | Index          | 100        | 91   | 52  | 120   |
|   |                |            | *  | *   | *   |
| Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)                | Unwgt'd        | 3944       | 79   | 32  | 23  |
|   | Weighted (000) | 20120      | 422  | 160   | 116   |
|   | Horz %         | 100.00     | 2.10                                       | 0.80  | 0.58  |
|   | Vert %         | 8.24       | 8.86                                       | 7.10  | 8.51  |
|   | Index          | 100        | 107  | 86  | 103   |
|   |                |            | *  | *   | *   |
| Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)                          | Unwgt'd        | 2569       | 34   | 9   | 6   |
|   | Weighted (000) | 13480      | 255  | 53  | 64  |
|   | Horz %         | 100.00     | 1.89                                       | 0.40  | 0.48  |
|   | Vert %         | 5.52       | 5.35                                       | 2.37  | 4.70  |
|   | Index          | 100        | 97   | 43  | 85  |
|   |                |            | *  | *   | *   |
| Radio Formats: Rock (Monday-Sunday 24-Hour Cume)                              | Unwgt'd        | 3181       | 65   | 31  | 21  |
|   | Weighted (000) | 16260      | 351  | 114   | 130   |
|   | Horz %         | 100.00     | 2.16                                       | 0.70  | 0.80  |
|   | Vert %         | 6.66       | 7.36                                       | 5.04  | 9.48  |
|   | Index          | 100        | 111  | 76  | 142   |
|   |                |            | *  | *   | *   |
| Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume) | Unwgt'd        | 1106       | 18   | 12  | 7   |
|   | Weighted (000) | 5735       | 137  | 71  | 51  |
|   | Horz %         | 100.00     | 2.39                                       | 1.24  | 0.89  |
|   | Vert %         | 2.35       | 2.88                                       | 3.14  | 3.74  |
|   | Index          | 100        | 123  | 134   | 159   |
|   |                |            | *  | *   | *   |
| Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)   | Unwgt'd        | 906        | 10   | 3   | 0   |
|   | Weighted (000) | 5268       | 67   | 49  | 0   |
|   | Horz %         | 100.00     | 1.27                                       | 0.93  | 0.00  |
|   | Vert %         | 2.16       | 1.40                                       | 2.18  | 0.00  |
|   | Index          | 100        | 65   | 101   | 0   |
|   |                |            | *  | *   | *   |
| Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)     | Unwgt'd        | 302        | 3  | 2   | 1   |
|   | Weighted (000) | 1893       | 13   | 38  | 4   |
|   | Horz %         | 100.00     | 0.67                                       | 1.98  | 0.19  |
|   | Vert %         | 0.78       | 0.27                                       | 1.66  | 0.27  |
|   | Index          | 100        | 34   | 215   | 35  |
|   |                |            | *  | *   | *   |
| Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)                | Unwgt'd        | 5121       | 100  | 35  | 27  |
|   | Weighted (000) | 26008      | 536  | 211   | 127   |
|   | Horz %         | 100.00     | 2.06                                       | 0.81  | 0.49  |
|   | Vert %         | 10.66      | 11.27                                      | 9.38  | 9.32  |
|   | Index          | 100        | 106  | 88  | 87  |

|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
|  |                |            |  | *   | *   |
| Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)           | Unwgt'd        | 2133       | 51   | 23  | 12  |
|  | Weighted (000) | 10077      | 250  | 133   | 45  |
|  | Horz %         | 100.00     | 2.49                                       | 1.32  | 0.45  |
|  | Vert %         | 4.13       | 5.26                                       | 5.91  | 3.29  |
|  | Index          | 100        | 127  | 143   | 80  |
|  |                |            | *  | *   | *   |
| Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume) | Unwgt'd        | 1989       | 31   | 8   | 12  |
|  | Weighted (000) | 11746      | 204  | 65  | 71  |
|  | Horz %         | 100.00     | 1.74                                       | 0.56  | 0.61  |
|  | Vert %         | 4.81       | 4.29                                       | 2.90  | 5.22  |
|  | Index          | 100        | 89   | 60  | 109   |
|  |                |            | *  | *   | *   |
| Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)                        | Unwgt'd        | 1303       | 23   | 15  | 6   |
|  | Weighted (000) | 6945       | 107  | 57  | 40  |
|  | Horz %         | 100.00     | 1.54                                       | 0.82  | 0.57  |
|  | Vert %         | 2.85       | 2.25                                       | 2.52  | 2.90  |
|  | Index          | 100        | 79   | 88  | 102   |
|  |                |            |  |   |   |
| Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours                           | Unwgt'd        | 41037      | 734  | 404   | 227   |
|  | Weighted (000) | 204462     | 4047                                       | 1928  | 1130  |
|  | Horz %         | 100.00     | 1.98                                       | 0.94  | 0.55  |
|  | Vert %         | 83.77      | 85.00                                      | 85.55   | 82.64   |
|  | Index          | 100        | 101  | 102   | 99  |
|  |                |            |  |   |   |
| Radio Daypart Cumes: Weekday 6:00 am - 10:00 am                                  | Unwgt'd        | 25278      | 425  | 251   | 134   |
|  | Weighted (000) | 122460     | 2364                                       | 1185  | 689   |
|  | Horz %         | 100.00     | 1.93                                       | 0.97  | 0.56  |
|  | Vert %         | 50.17      | 49.65                                      | 52.59   | 50.38   |
|  | Index          | 100        | 99   | 105   | 100   |
|  |                |            |  |   |   |
| Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm                                  | Unwgt'd        | 18835      | 337  | 175   | 101   |
|  | Weighted (000) | 94930      | 1883                                       | 865   | 566   |
|  | Horz %         | 100.00     | 1.98                                       | 0.91  | 0.60  |
|  | Vert %         | 38.89      | 39.56                                      | 38.39   | 41.39   |
|  | Index          | 100        | 102  | 99  | 106   |
|  |                |            |  |   |   |
| Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm                                   | Unwgt'd        | 22339      | 422  | 225   | 112   |
|  | Weighted (000) | 109527     | 2243                                       | 941   | 520   |
|  | Horz %         | 100.00     | 2.05                                       | 0.86  | 0.47  |
|  | Vert %         | 44.87      | 47.10                                      | 41.77   | 38.02   |
|  | Index          | 100        | 105  | 93  | 85  |
|  |                |            |  |   | *   |
| Radio Daypart Cumes: Weekday 7:00 pm - Midnight                                  | Unwgt'd        | 8087       | 150  | 70  | 36  |
|  | Weighted (000) | 41055      | 823  | 317   | 159   |
|  | Horz %         | 100.00     | 2.00                                       | 0.77  | 0.39  |
|  | Vert %         | 16.82      | 17.29                                      | 14.08   | 11.59   |
|  | Index          | 100        | 103  | 84  | 69  |
|  |                |            | *  | *   | *   |
| Radio Daypart Cumes: Weekday Midnight - 6:00 am                                  | Unwgt'd        | 2418       | 30   | 15  | 13  |
|  | Weighted (000) | 12268      | 205  | 87  | 111   |
|  | Horz %         | 100.00     | 1.67                                       | 0.71  | 0.91  |
|  | Vert %         | 5.03       | 4.31                                       | 3.87  | 8.14  |
|  | Index          | 100        | 86   | 77  | 162   |

|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
|  |                |            |  |   |   |
| Radio Daypart Cumes:<br>Weekend 6:00 am - 10:00 am                               | Unwgt'd        | 16140      | 286  | 166   | 93  |
|  | Weighted (000) | 79167      | 1596                                       | 776   | 451   |
|  | Horz %         | 100.00     | 2.02                                       | 0.98  | 0.57  |
|  | Vert %         | 32.43      | 33.52                                      | 34.45   | 32.96   |
|  | Index          | 100        | 103  | 106   | 102   |
| Radio Daypart Cumes:<br>Weekend 10:00 am - 3:00 pm                               | Unwgt'd        | 21592      | 413  | 225   | 111   |
|  | Weighted (000) | 106532     | 2343                                       | 1016  | 550   |
|  | Horz %         | 100.00     | 2.20                                       | 0.95  | 0.52  |
|  | Vert %         | 43.65      | 49.22                                      | 45.09   | 40.18   |
|  | Index          | 100        | 113  | 103   | 92  |
| Radio Daypart Cumes:<br>Weekend 3:00 pm - 7:00 pm                                | Unwgt'd        | 16960      | 297  | 162   | 82  |
|  | Weighted (000) | 85146      | 1592                                       | 679   | 405   |
|  | Horz %         | 100.00     | 1.87                                       | 0.80  | 0.48  |
|  | Vert %         | 34.88      | 33.45                                      | 30.14   | 29.63   |
|  | Index          | 100        | 96   | 86  | 85  |
| Radio Daypart Cumes:<br>Weekend 7:00 pm - Midnight                               |                |            |  |   | *   |
|  | Unwgt'd        | 8346       | 143  | 71  | 30  |
|  | Weighted (000) | 42195      | 745  | 288   | 104   |
|  | Horz %         | 100.00     | 1.77                                       | 0.68  | 0.25  |
|  | Vert %         | 17.29      | 15.65                                      | 12.79   | 7.61  |
| Radio Daypart Cumes:<br>Weekend Midnight - 6:00 am                               | Index          | 100        | 91   | 74  | 44  |
|  |                |            | *  | *   | *   |
|  | Unwgt'd        | 2161       | 33   | 15  | 11  |
|  | Weighted (000) | 10847      | 160  | 92  | 47  |
|  | Horz %         | 100.00     | 1.48                                       | 0.85  | 0.44  |
| Where Listen to Radio on<br>Typical Weekday: Home                                | Vert %         | 4.44       | 3.36                                       | 4.08  | 3.45  |
|  | Index          | 100        | 76   | 92  | 78  |
|  | Unwgt'd        | 13605      | 241  | 129   | 82  |
|  | Weighted (000) | 66444      | 1351                                       | 622   | 440   |
|  | Horz %         | 100.00     | 2.03                                       | 0.94  | 0.66  |
| Where Listen to Radio on<br>Typical Weekday: Car                                 | Vert %         | 27.22      | 28.38                                      | 27.59   | 32.19   |
|  | Index          | 100        | 104  | 101   | 118   |
|  | Unwgt'd        | 37582      | 705  | 390   | 217   |
|  | Weighted (000) | 186198     | 3872                                       | 1854  | 1069  |
|  | Horz %         | 100.00     | 2.08                                       | 1.00  | 0.57  |
| Where Listen to Radio on<br>Typical Weekday: Work                                | Vert %         | 76.28      | 81.32                                      | 82.25   | 78.19   |
|  | Index          | 100        | 107  | 108   | 103   |
|  | Unwgt'd        | 6358       | 104  | 45  | 31  |
|  | Weighted (000) | 32708      | 553  | 191   | 145   |
|  | Horz %         | 100.00     | 1.69                                       | 0.58  | 0.44  |
| Where Listen to Radio on<br>Typical Weekday: Place Other<br>Than Home, Car, Work | Vert %         | 13.40      | 11.61                                      | 8.49  | 10.58   |
|  | Index          | 100        | 87   | 63  | 79  |
|  |                |            | *  | *   | *   |
|  | Unwgt'd        | 1490       | 16   | 7   | 2   |
|  | Weighted (000) | 7844       | 135  | 47  | 8   |
| Where Listen to Radio on<br>Typical Weekday: Place Other<br>Than Home, Car, Work | Horz %         | 100.00     | 1.72                                       | 0.60  | 0.10  |
|  | Vert %         | 3.21       | 2.84                                       | 2.09  | 0.56  |
|  | Index          | 100        | 88   | 65  | 18  |



|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
| Any Vehicle Currently Owned/Leased Has Satellite Radio  | Unwgt'd        | 15153      | 332  | 278   | 100   |
|   | Weighted (000) | 76621      | 1784                                       | 1285  | 467   |
|   | Horz %         | 100.00     | 2.33                                       | 1.68  | 0.61  |
|   | Vert %         | 31.39      | 37.47                                      | 57.01   | 34.11   |
|   | Index          | 100        | 119  | 182   | 109   |
| Any Vehicle Currently Owned/Leased Has MP3 Player Connection  | Unwgt'd        | 12633      | 236  | 169   | 69  |
|   | Weighted (000) | 64670      | 1302                                       | 748   | 340   |
|   | Horz %         | 100.00     | 2.01                                       | 1.16  | 0.53  |
|   | Vert %         | 26.49      | 27.35                                      | 33.20   | 24.88   |
|   | Index          | 100        | 103  | 125   | 94  |
| Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month  | Unwgt'd        | 7343       | 127  | 58  | 34  |
|   | Weighted (000) | 36346      | 685  | 294   | 122   |
|   | Horz %         | 100.00     | 1.88                                       | 0.81  | 0.34  |
|   | Vert %         | 14.89      | 14.38                                      | 13.03   | 8.95  |
|   | Index          | 100        | 97   | 88  | 60  |
| Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month | Unwgt'd        | 19242      | 309  | 135   | 90  |
|   | Weighted (000) | 97996      | 1677                                       | 695   | 403   |
|   | Horz %         | 100.00     | 1.71                                       | 0.71  | 0.41  |
|   | Vert %         | 40.15      | 35.23                                      | 30.84   | 29.48   |
|   | Index          | 100        | 88   | 77  | 73  |
| Listening to Any Radio on the Internet/Online - Past Month  | Unwgt'd        | 21921      | 357  | 166   | 105   |
|   | Weighted (000) | 110983     | 1968                                       | 829   | 461   |
|   | Horz %         | 100.00     | 1.77                                       | 0.75  | 0.42  |
|   | Vert %         | 45.47      | 41.34                                      | 36.78   | 33.70   |
|   | Index          | 100        | 91   | 81  | 74  |
| Visited a Radio Station, Radio Program or Radio Personality's website - Past Month                                | Unwgt'd        | 3452       | 63   | 24  | 15  |
|   | Weighted (000) | 17001      | 364  | 98  | 67  |
|   | Horz %         | 100.00     | 2.14                                       | 0.58  | 0.40  |
|   | Vert %         | 6.97       | 7.64                                       | 4.36  | 4.92  |
|   | Index          | 100        | 110  | 63  | 71  |
| Downloaded Music - Past Month   | Unwgt'd        | 9054       | 160  | 67  | 36  |
|   | Weighted (000) | 47933      | 927  | 359   | 185   |
|   | Horz %         | 100.00     | 1.93                                       | 0.75  | 0.39  |
|   | Vert %         | 19.64      | 19.47                                      | 15.91   | 13.54   |
|   | Index          | 100        | 99   | 81  | 69  |
| Downloaded Podcasts/Engaged in Podcasting - Past Month  | Unwgt'd        | 3700       | 69   | 31  | 16  |
|   | Weighted (000) | 17081      | 340  | 123   | 55  |
|   | Horz %         | 100.00     | 1.99                                       | 0.72  | 0.32  |
|   | Vert %         | 7.00       | 7.14                                       | 5.46  | 4.02  |
|   | Index          | 100        | 102  | 78  | 57  |
| Visited iHeartRadio site - Past Month   | Unwgt'd        | 4412       | 98   | 43  | 20  |
|   | Weighted (000) | 21989      | 558  | 199   | 116   |
|   | Horz %         | 100.00     | 2.54                                       | 0.91  | 0.53  |
|   | Vert %         | 9.01       | 11.73                                      | 8.84  | 8.46  |
|   | Index          | 100        | 130  | 98  | 94  |

|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
|   |                |            |  |   | *   |
| Visited iTunes.com site - Past Month  | Unwgted        | 8331       | 139  | 69  | 37  |
|   | Weighted (000) | 40212      | 738  | 352   | 181   |
|   | Horz %         | 100.00     | 1.84                                       | 0.87  | 0.45  |
|   | Vert %         | 16.47      | 15.51                                      | 15.60   | 13.23   |
|   | Index          | 100        | 94   | 95  | 80  |
| Visited Pandora.com site - Past Month   | Unwgted        | 16996      | 284  | 128   | 83  |
|   | Weighted (000) | 87700      | 1683                                       | 696   | 406   |
|   | Horz %         | 100.00     | 1.92                                       | 0.79  | 0.46  |
|   | Vert %         | 35.93      | 35.34                                      | 30.87   | 29.65   |
|   | Index          | 100        | 98   | 86  | 83  |
| Visited Spotify site - Past Month   | Unwgted        | 6074       | 84   | 40  | 30  |
|   | Weighted (000) | 32588      | 533  | 193   | 139   |
|   | Horz %         | 100.00     | 1.64                                       | 0.59  | 0.43  |
|   | Vert %         | 13.35      | 11.20                                      | 8.56  | 10.16   |
|   | Index          | 100        | 84   | 64  | 76  |
| Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat                               | Unwgted        | 16507      | 310  | 165   | 84  |
|   | Weighted (000) | 83844      | 1729                                       | 854   | 361   |
|   | Horz %         | 100.00     | 2.06                                       | 1.02  | 0.43  |
|   | Vert %         | 34.35      | 36.32                                      | 37.91   | 26.38   |
|   | Index          | 100        | 106  | 110   | 77  |
| Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat | Unwgted        | 13908      | 257  | 134   | 75  |
|   | Weighted (000) | 70343      | 1430                                       | 739   | 383   |
|   | Horz %         | 100.00     | 2.03                                       | 1.05  | 0.55  |
|   | Vert %         | 28.82      | 30.03                                      | 32.77   | 28.03   |
|   | Index          | 100        | 104  | 114   | 97  |
| Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat              | Unwgted        | 17125      | 320  | 174   | 99  |
|   | Weighted (000) | 86850      | 1830                                       | 899   | 506   |
|   | Horz %         | 100.00     | 2.11                                       | 1.03  | 0.58  |
|   | Vert %         | 35.58      | 38.45                                      | 39.87   | 36.98   |
|   | Index          | 100        | 108  | 112   | 104   |
| For me, advertising on radio is amusing. Agree strongly or Agree somewhat   | Unwgted        | 12845      | 231  | 130   | 53  |
|   | Weighted (000) | 65189      | 1269                                       | 663   | 288   |
|   | Horz %         | 100.00     | 1.95                                       | 1.02  | 0.44  |
|   | Vert %         | 26.71      | 26.66                                      | 29.40   | 21.04   |
|   | Index          | 100        | 100  | 110   | 79  |
| Most trusted media: Radio   | Unwgted        | 4143       | 73   | 37  | 24  |
|   | Weighted (000) | 21056      | 433  | 156   | 169   |
|   | Horz %         | 100.00     | 2.06                                       | 0.74  | 0.80  |
|   | Vert %         | 8.63       | 9.10                                       | 6.94  | 12.35   |
|   | Index          | 100        | 106  | 80  | 143   |
| TV Dayparts: Total Week Prime Time Cume Audience  | Unwgted        | 38598      | 676  | 396   | 220   |
|   | Weighted (000) | 190885     | 3716                                       | 1851  | 1082  |
|   | Horz %         | 100.00     | 1.95                                       | 0.97  | 0.57  |
|   | Vert %         | 78.20      | 78.04                                      | 82.11   | 79.08   |
|   | Index          | 100        | 100  | 105   | 101   |



|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
| TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted        | 30674      | 535  | 321   | 182   |
|   | Weighted (000) | 150599     | 2957                                       | 1466  | 894   |
|   | Horz %         | 100.00     | 1.96                                       | 0.97  | 0.59  |
|   | Vert %         | 61.70      | 62.10                                      | 65.04   | 65.33   |
|   | Index          | 100        | 101  | 105   | 106   |
| TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted        | 26407      | 476  | 286   | 157   |
|   | Weighted (000) | 129573     | 2515                                       | 1343  | 783   |
|   | Horz %         | 100.00     | 1.94                                       | 1.04  | 0.60  |
|   | Vert %         | 53.09      | 52.82                                      | 59.59   | 57.22   |
|   | Index          | 100        | 100  | 112   | 108   |
| TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)   | Unwgted        | 30767      | 534  | 312   | 183   |
|   | Weighted (000) | 150356     | 2826                                       | 1447  | 893   |
|   | Horz %         | 100.00     | 1.88                                       | 0.96  | 0.59  |
|   | Vert %         | 61.60      | 59.37                                      | 64.20   | 65.31   |
|   | Index          | 100        | 96   | 104   | 106   |
| TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)       | Unwgted        | 13588      | 282  | 142   | 102   |
|   | Weighted (000) | 72467      | 1581                                       | 779   | 503   |
|   | Horz %         | 100.00     | 2.18                                       | 1.08  | 0.69  |
|   | Vert %         | 29.69      | 33.21                                      | 34.57   | 36.78   |
|   | Index          | 100        | 112  | 116   | 124   |
| TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)         | Unwgted        | 24214      | 438  | 245   | 150   |
|   | Weighted (000) | 122899     | 2446                                       | 1251  | 782   |
|   | Horz %         | 100.00     | 1.99                                       | 1.02  | 0.64  |
|   | Vert %         | 50.35      | 51.38                                      | 55.50   | 57.16   |
|   | Index          | 100        | 102  | 110   | 114   |
| TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)      | Unwgted        | 8203       | 169  | 90  | 44  |
|   | Weighted (000) | 41009      | 924  | 448   | 220   |
|   | Horz %         | 100.00     | 2.25                                       | 1.09  | 0.54  |
|   | Vert %         | 16.80      | 19.40                                      | 19.88   | 16.11   |
|   | Index          | 100        | 115  | 118   | 96  |
| TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning                                      | Unwgted        | 20426      | 375  | 204   | 116   |
|   | Weighted (000) | 102185     | 2179                                       | 1068  | 589   |
|   | Horz %         | 100.00     | 2.13                                       | 1.04  | 0.58  |
|   | Vert %         | 41.86      | 45.76                                      | 47.37   | 43.09   |
|   | Index          | 100        | 109  | 113   | 103   |
| TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon  | Unwgted        | 23818      | 432  | 252   | 149   |
|   | Weighted (000) | 120635     | 2421                                       | 1260  | 713   |
|   | Horz %         | 100.00     | 2.01                                       | 1.04  | 0.59  |
|   | Vert %         | 49.42      | 50.86                                      | 55.90   | 52.12   |
|   | Index          | 100        | 103  | 113   | 105   |
| Downloaded a TV Program - Past Month  |                |            | *  | *   | *   |
|   | Unwgted        | 2514       | 37   | 13  | 13  |
|   | Weighted (000) | 11768      | 153  | 39  | 66  |
|   | Horz %         | 100.00     | 1.30                                       | 0.33  | 0.57  |
|   | Vert %         | 4.82       | 3.21                                       | 1.75  | 4.86  |
|   | Index          | 100        | 67   | 36  | 101   |

|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
| Watched a TV Program Online Past Month                     | Unwgt'd        | 8915       | 150  | 56  | 50  |
|  | Weighted (000) | 43431      | 826  | 290   | 266   |
|  | Horz %         | 100.00     | 1.90                                       | 0.67  | 0.61  |
|  | Vert %         | 17.79      | 17.35                                      | 12.88   | 19.42   |
|  | Index          | 100        | 98   | 72  | 109   |
| Visited a TV Network or TV Show's Web Site - Past Month    | Unwgt'd        | 9786       | 183  | 84  | 47  |
|  | Weighted (000) | 47213      | 1075                                       | 363   | 185   |
|  | Horz %         | 100.00     | 2.28                                       | 0.77  | 0.39  |
|  | Vert %         | 19.34      | 22.57                                      | 16.09   | 13.52   |
|  | Index          | 100        | 117  | 83  | 70  |
| Looked at TV Listings Online - Past Month                  | Unwgt'd        | 5331       | 108  | 52  | 34  |
|  | Weighted (000) | 24808      | 552  | 198   | 156   |
|  | Horz %         | 100.00     | 2.22                                       | 0.80  | 0.63  |
|  | Vert %         | 10.16      | 11.59                                      | 8.77  | 11.44   |
|  | Index          | 100        | 114  | 86  | 113   |
| Household Subscribes to Cable TV                           | Unwgt'd        | 22534      | 405  | 242   | 135   |
|  | Weighted (000) | 109088     | 2168                                       | 1222  | 670   |
|  | Horz %         | 100.00     | 1.99                                       | 1.12  | 0.61  |
|  | Vert %         | 44.69      | 45.54                                      | 54.21   | 49.01   |
|  | Index          | 100        | 102  | 121   | 110   |
| Household Subscribes to Cable, Satellite or Fiber Optic TV | Unwgt'd        | 37894      | 701  | 417   | 216   |
|  | Weighted (000) | 188357     | 3868                                       | 2056  | 1065  |
|  | Horz %         | 100.00     | 2.05                                       | 1.09  | 0.57  |
|  | Vert %         | 77.17      | 81.25                                      | 91.20   | 77.88   |
|  | Index          | 100        | 105  | 118   | 101   |
| Viewed Any Cable TV (Including Pay) - Past Week            | Unwgt'd        | 36344      | 675  | 408   | 205   |
|  | Weighted (000) | 180739     | 3748                                       | 1983  | 988   |
|  | Horz %         | 100.00     | 2.07                                       | 1.10  | 0.55  |
|  | Vert %         | 74.05      | 78.73                                      | 87.99   | 72.25   |
|  | Index          | 100        | 106  | 119   | 98  |
| Heavy Cable TV Viewer (Including Pay) - Past Week          | Unwgt'd        | 26301      | 515  | 297   | 162   |
|  | Weighted (000) | 131456     | 2882                                       | 1429  | 797   |
|  | Horz %         | 100.00     | 2.19                                       | 1.09  | 0.61  |
|  | Vert %         | 53.86      | 60.54                                      | 63.39   | 58.27   |
|  | Index          | 100        | 112  | 118   | 108   |
| Viewed Any Premium Cable Channels - Past Month             | Unwgt'd        | 15801      | 266  | 171   | 75  |
|  | Weighted (000) | 75868      | 1424                                       | 710   | 350   |
|  | Horz %         | 100.00     | 1.88                                       | 0.94  | 0.46  |
|  | Vert %         | 31.08      | 29.91                                      | 31.52   | 25.55   |
|  | Index          | 100        | 96   | 101   | 82  |
| Viewed Any Pay-Per-View Programs or Events - Past Year     | Unwgt'd        | 5693       | 117  | 70  | 21  |
|  | Weighted (000) | 27121      | 636  | 303   | 90  |
|  | Horz %         | 100.00     | 2.35                                       | 1.12  | 0.33  |
|  | Vert %         | 11.11      | 13.36                                      | 13.45   | 6.61  |
|  | Index          | 100        | 120  | 121   | 59  |

|   |                | Adults 18+ | Most recent vehicle bought/leased 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        | 13030      | 236  | 142   | 58  |
|   | Weighted (000) | 59121      | 1298                                       | 647   | 238   |
|   | Horz %         | 100.00     | 2.20                                       | 1.09  | 0.40  |
|   | Vert %         | 24.22      | 27.27                                      | 28.69   | 17.43   |
|   | Index          | 100        | 113  | 118   | 72  |
| Household Has a Satellite Dish                            | Unwgt'd        | 10843      | 218  | 124   | 61  |
|   | Weighted (000) | 61939      | 1360                                       | 688   | 322   |
|   | Horz %         | 100.00     | 2.20                                       | 1.11  | 0.52  |
|   | Vert %         | 25.38      | 28.57                                      | 30.53   | 23.56   |
|   | Index          | 100        | 113  | 120   | 93  |
| Household Has a Digital Video Recorder (DVR)              | Unwgt'd        | 23728      | 437  | 285   | 129   |
|   | Weighted (000) | 116768     | 2383                                       | 1342  | 597   |
|   | Horz %         | 100.00     | 2.04                                       | 1.15  | 0.51  |
|   | Vert %         | 47.84      | 50.06                                      | 59.55   | 43.64   |
|   | Index          | 100        | 105  | 124   | 91  |
| Any Internet/Online Activity - Past Month                 | Unwgt'd        | 42373      | 740  | 402   | 224   |
|   | Weighted (000) | 208554     | 4079                                       | 1961  | 1073  |
|   | Horz %         | 100.00     | 1.96                                       | 0.94  | 0.51  |
|   | Vert %         | 85.44      | 85.67                                      | 87.02   | 78.43   |
|   | Index          | 100        | 100  | 102   | 92  |
| Played Games Online - Past Month                          | Unwgt'd        | 13852      | 289  | 133   | 88  |
|   | Weighted (000) | 73850      | 1686                                       | 728   | 449   |
|   | Horz %         | 100.00     | 2.28                                       | 0.99  | 0.61  |
|   | Vert %         | 30.26      | 35.41                                      | 32.31   | 32.82   |
|   | Index          | 100        | 117  | 107   | 108   |
| Downloaded a Video Game - Past Month                      |                |            |  | *   | *   |
|   | Unwgt'd        | 5083       | 87   | 27  | 28  |
|   | Weighted (000) | 28601      | 556  | 141   | 151   |
|   | Horz %         | 100.00     | 1.94                                       | 0.49  | 0.53  |
|   | Vert %         | 11.72      | 11.68                                      | 6.28  | 11.03   |
| Downloaded a Movie - Past Month                           |                |            |  | *   | *   |
|   | Unwgt'd        | 4447       | 72   | 29  | 22  |
|   | Weighted (000) | 21989      | 390  | 110   | 106   |
|   | Horz %         | 100.00     | 1.77                                       | 0.50  | 0.48  |
|   | Vert %         | 9.01       | 8.19                                       | 4.86  | 7.77  |
| Watched a Movie Online - Past Month                       |                |            |  |   |   |
|   | Unwgt'd        | 11540      | 187  | 69  | 56  |
|   | Weighted (000) | 58047      | 1033                                       | 295   | 269   |
|   | Horz %         | 100.00     | 1.78                                       | 0.51  | 0.46  |
|   | Vert %         | 23.78      | 21.70                                      | 13.10   | 19.67   |
| Watched Online Video (Not Movie, TV) - Past Month         |                |            |  |   |   |
|   | Unwgt'd        | 10029      | 155  | 72  | 54  |
|   | Weighted (000) | 50248      | 863  | 325   | 252   |
|   | Horz %         | 100.00     | 1.72                                       | 0.65  | 0.50  |
|   | Vert %         | 20.59      | 18.13                                      | 14.41   | 18.46   |
|   | Index          | 100        | 88   | 70  | 90  |

|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
|  |                |            |  | *   | *   |
| Visited a Chat Room - Past Month   | Unwgt'd        | 2194       | 48   | 13  | 18  |
|  | Weighted (000) | 10601      | 289  | 54  | 98  |
|  | Horz %         | 100.00     | 2.72                                       | 0.51  | 0.93  |
|  | Vert %         | 4.34       | 6.06                                       | 2.39  | 7.18  |
|  | Index          | 100        | 140  | 55  | 165   |
| Used e-Mail - Past Month   | Unwgt'd        | 37148      | 656  | 362   | 200   |
|  | Weighted (000) | 177506     | 3562                                       | 1709  | 934   |
|  | Horz %         | 100.00     | 2.01                                       | 0.96  | 0.53  |
|  | Vert %         | 72.72      | 74.82                                      | 75.84   | 68.32   |
|  | Index          | 100        | 103  | 104   | 94  |
| Used Instant Messenger/IM Online - Past Month  | Unwgt'd        | 29084      | 510  | 255   | 146   |
|  | Weighted (000) | 148723     | 2899                                       | 1348  | 721   |
|  | Horz %         | 100.00     | 1.95                                       | 0.91  | 0.48  |
|  | Vert %         | 60.93      | 60.90                                      | 59.82   | 52.70   |
|  | Index          | 100        | 100  | 98  | 86  |
| Visited Online Blogs - Past Month  |                |            |  | *   | *   |
|  | Unwgt'd        | 6650       | 113  | 48  | 39  |
|  | Weighted (000) | 32542      | 736  | 230   | 169   |
|  | Horz %         | 100.00     | 2.26                                       | 0.71  | 0.52  |
|  | Index          | 100        | 116  | 77  | 93  |
| Wrote an Online Blog - Past Month  |                |            | *  | *   | *   |
|  | Unwgt'd        | 1215       | 18   | 9   | 8   |
|  | Weighted (000) | 5810       | 96   | 30  | 23  |
|  | Horz %         | 100.00     | 1.65                                       | 0.52  | 0.39  |
|  | Index          | 100        | 84   | 57  | 69  |
| Uploaded or Added Video to a Web Site - Past Month   |                |            |  | *   | *   |
|  | Unwgt'd        | 4085       | 80   | 23  | 23  |
|  | Weighted (000) | 20569      | 490  | 133   | 110   |
|  | Horz %         | 100.00     | 2.38                                       | 0.65  | 0.53  |
|  | Index          | 100        | 122  | 70  | 95  |
| Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services | Unwgt'd        | 36787      | 645  | 334   | 193   |
|  | Weighted (000) | 184180     | 3612                                       | 1674  | 941   |
|  | Horz %         | 100.00     | 1.96                                       | 0.91  | 0.51  |
|  | Vert %         | 75.46      | 75.86                                      | 74.27   | 68.82   |
|  | Index          | 100        | 101  | 98  | 91  |
| Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook   | Unwgt'd        | 29944      | 535  | 271   | 159   |
|  | Weighted (000) | 152016     | 3025                                       | 1417  | 798   |
|  | Horz %         | 100.00     | 1.99                                       | 0.93  | 0.52  |
|  | Vert %         | 62.28      | 63.54                                      | 62.87   | 58.34   |
|  | Index          | 100        | 102  | 101   | 94  |
| Foursquare   |                |            | *  | *   | *   |
|  | Unwgt'd        | 259        | 3  | 1   | 0   |
|  | Weighted (000) | 1096       | 19   | 2   | 0   |
|  | Horz %         | 100.00     | 1.76                                       | 0.19  | 0.00  |
|  | Index          | 100        | 90   | 21  | 0   |

|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
|   |                |            |  |   | *   |
| Google + (Google Plus)  | Unwgt'd        | 7523       | 143  | 74  | 43  |
|   | Weighted (000) | 37002      | 893  | 373   | 219   |
|   | Horz %         | 100.00     | 2.41                                       | 1.01  | 0.59  |
|   | Vert %         | 15.16      | 18.75                                      | 16.54   | 16.04   |
|   | Index          | 100        | 124  | 109   | 106   |
|   |                |            |  |   | *   |
| Instagram   | Unwgt'd        | 11180      | 177  | 82  | 44  |
|   | Weighted (000) | 59923      | 1047                                       | 469   | 217   |
|   | Horz %         | 100.00     | 1.75                                       | 0.78  | 0.36  |
|   | Vert %         | 24.55      | 21.99                                      | 20.81   | 15.89   |
|   | Index          | 100        | 90   | 85  | 65  |
|   |                |            |  |   | *   |
| LinkedIn  | Unwgt'd        | 7899       | 122  | 75  | 34  |
|   | Weighted (000) | 31599      | 586  | 234   | 136   |
|   | Horz %         | 100.00     | 1.85                                       | 0.74  | 0.43  |
|   | Vert %         | 12.95      | 12.31                                      | 10.40   | 9.98  |
|   | Index          | 100        | 95   | 80  | 77  |
|   |                |            |  |   | *   |
| Pinterest   | Unwgt'd        | 9299       | 170  | 83  | 51  |
|   | Weighted (000) | 49108      | 1062                                       | 481   | 242   |
|   | Horz %         | 100.00     | 2.16                                       | 0.98  | 0.49  |
|   | Vert %         | 20.12      | 22.31                                      | 21.35   | 17.70   |
|   | Index          | 100        | 111  | 106   | 88  |
|   |                |            | *  | *   | *   |
| Tumblr  | Unwgt'd        | 1737       | 19   | 8   | 9   |
|   | Weighted (000) | 9309       | 130  | 25  | 34  |
|   | Horz %         | 100.00     | 1.40                                       | 0.27  | 0.37  |
|   | Vert %         | 3.81       | 2.74                                       | 1.11  | 2.51  |
|   | Index          | 100        | 72   | 29  | 66  |
|   |                |            |  |   | *   |
| Twitter   | Unwgt'd        | 6507       | 116  | 55  | 35  |
|   | Weighted (000) | 32509      | 596  | 307   | 147   |
|   | Horz %         | 100.00     | 1.83                                       | 0.95  | 0.45  |
|   | Vert %         | 13.32      | 12.52                                      | 13.64   | 10.78   |
|   | Index          | 100        | 94   | 102   | 81  |
|   |                |            | *  | *   | *   |
| Yelp  | Unwgt'd        | 4238       | 44   | 28  | 11  |
|   | Weighted (000) | 17049      | 215  | 153   | 38  |
|   | Horz %         | 100.00     | 1.26                                       | 0.90  | 0.22  |
|   | Vert %         | 6.98       | 4.52                                       | 6.80  | 2.77  |
|   | Index          | 100        | 65   | 97  | 40  |
|   |                |            |  |   |   |
| YouTube   | Unwgt'd        | 24878      | 407  | 203   | 118   |
|   | Weighted (000) | 125197     | 2322                                       | 933   | 555   |
|   | Horz %         | 100.00     | 1.85                                       | 0.75  | 0.44  |
|   | Vert %         | 51.29      | 48.77                                      | 41.40   | 40.58   |
|   | Index          | 100        | 95   | 81  | 79  |
|   |                |            |  |   |   |
| Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something | Unwgt'd        | 19391      | 347  | 160   | 102   |
|   | Weighted (000) | 98998      | 2015                                       | 787   | 547   |
|   | Horz %         | 100.00     | 2.04                                       | 0.80  | 0.55  |
|   | Vert %         | 40.56      | 42.32                                      | 34.93   | 39.99   |
|   | Index          | 100        | 104  | 86  | 99  |

|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
|  |                |            |  |   |   |
| "Follow" or become a "fan of" something or someone                                 | Unwgt'd        | 9880       | 175  | 84  | 60  |
|  | Weighted (000) | 51999      | 1030                                       | 397   | 294   |
|  | Horz %         | 100.00     | 1.98                                       | 0.76  | 0.56  |
|  | Vert %         | 21.30      | 21.64                                      | 17.64   | 21.48   |
|  | Index          | 100        | 102  | 83  | 101   |
|  |                |            |  |   | *   |
| Clicked on an advertisement  | Unwgt'd        | 7250       | 139  | 80  | 37  |
|  | Weighted (000) | 34609      | 760  | 416   | 132   |
|  | Horz %         | 100.00     | 2.20                                       | 1.20  | 0.38  |
|  | Vert %         | 14.18      | 15.96                                      | 18.45   | 9.65  |
|  | Index          | 100        | 113  | 130   | 68  |
| Watched a video  | Unwgt'd        | 23931      | 394  | 199   | 117   |
|  | Weighted (000) | 121821     | 2221                                       | 964   | 595   |
|  | Horz %         | 100.00     | 1.82                                       | 0.79  | 0.49  |
|  | Vert %         | 49.91      | 46.65                                      | 42.79   | 43.48   |
|  | Index          | 100        | 93   | 86  | 87  |
|  |                |            | *  | *   | *   |
| Websites or apps visited or used in the last 30 days: Coupons                      | Unwgt'd        | 1642       | 34   | 13  | 9   |
|  | Weighted (000) | 7736       | 167  | 52  | 44  |
|  | Horz %         | 100.00     | 2.16                                       | 0.68  | 0.56  |
|  | Vert %         | 3.17       | 3.51                                       | 2.33  | 3.19  |
|  | Index          | 100        | 111  | 73  | 101   |
| Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month    | Unwgt'd        | 40180      | 682  | 358   | 207   |
|  | Weighted (000) | 200974     | 3826                                       | 1791  | 999   |
|  | Horz %         | 100.00     | 1.90                                       | 0.89  | 0.50  |
|  | Vert %         | 82.34      | 80.36                                      | 79.47   | 73.05   |
|  | Index          | 100        | 98   | 97  | 89  |
| Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd        | 20952      | 348  | 171   | 95  |
|  | Weighted (000) | 106707     | 1972                                       | 929   | 454   |
|  | Horz %         | 100.00     | 1.85                                       | 0.87  | 0.43  |
|  | Vert %         | 43.72      | 41.42                                      | 41.21   | 33.20   |
|  | Index          | 100        | 95   | 94  | 76  |
| Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month                  | Unwgt'd        | 19339      | 322  | 160   | 86  |
|  | Weighted (000) | 97935      | 1782                                       | 815   | 413   |
|  | Horz %         | 100.00     | 1.82                                       | 0.83  | 0.42  |
|  | Vert %         | 40.12      | 37.44                                      | 36.16   | 30.17   |
|  | Index          | 100        | 93   | 90  | 75  |
| Played Music on Cellular Phone/Mobile/Smartphone - Past Month                      | Unwgt'd        | 24725      | 411  | 190   | 112   |
|  | Weighted (000) | 126500     | 2265                                       | 940   | 533   |
|  | Horz %         | 100.00     | 1.79                                       | 0.74  | 0.42  |
|  | Vert %         | 51.83      | 47.58                                      | 41.69   | 38.97   |
|  | Index          | 100        | 92   | 80  | 75  |
| Played a Game on Cellular Phone/Mobile/Smartphone - Past Month                     | Unwgt'd        | 15697      | 283  | 134   | 91  |
|  | Weighted (000) | 84080      | 1579                                       | 723   | 515   |
|  | Horz %         | 100.00     | 1.88                                       | 0.86  | 0.61  |
|  | Vert %         | 34.45      | 33.16                                      | 32.06   | 37.69   |
|  | Index          | 100        | 96   | 93  | 109   |

|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
| Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd        | 11626      | 194  | 64  | 53  |
|   | Weighted (000) | 61092      | 1108                                       | 371   | 250   |
|   | Horz %         | 100.00     | 1.81                                       | 0.61  | 0.41  |
|   | Vert %         | 25.03      | 23.28                                      | 16.46   | 18.26   |
|   | Index          | 100        | 93   | 66  | 73  |
| Used a Mobile "App" - Past Month  | Unwgt'd        | 25794      | 413  | 206   | 121   |
|   | Weighted (000) | 128777     | 2302                                       | 1004  | 597   |
|   | Horz %         | 100.00     | 1.79                                       | 0.78  | 0.46  |
|   | Vert %         | 52.76      | 48.35                                      | 44.55   | 43.68   |
|   | Index          | 100        | 92   | 84  | 83  |
| Read Any Daily Newspaper (Print/Paper/Hard Copy)  | Unwgt'd        | 10912      | 224  | 154   | 73  |
|   | Weighted (000) | 50128      | 1116                                       | 706   | 323   |
|   | Horz %         | 100.00     | 2.23                                       | 1.41  | 0.64  |
|   | Vert %         | 20.54      | 23.44                                      | 31.33   | 23.62   |
|   | Index          | 100        | 114  | 153   | 115   |
| Read Any Sunday Newspaper (Print/Paper/Hard Copy)   | Unwgt'd        | 14245      | 283  | 199   | 110   |
|   | Weighted (000) | 67106      | 1475                                       | 958   | 513   |
|   | Horz %         | 100.00     | 2.20                                       | 1.43  | 0.76  |
|   | Vert %         | 27.49      | 30.98                                      | 42.51   | 37.53   |
|   | Index          | 100        | 113  | 155   | 136   |
| Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month  | Unwgt'd        | 19488      | 322  | 178   | 104   |
|   | Weighted (000) | 91290      | 1770                                       | 773   | 493   |
|   | Horz %         | 100.00     | 1.94                                       | 0.85  | 0.54  |
|   | Vert %         | 37.40      | 37.18                                      | 34.28   | 36.06   |
|   | Index          | 100        | 99   | 92  | 96  |
| Read Classified Advertising in Weekday Newspaper  |                |            |  | *   | *   |
|   | Unwgt'd        | 3772       | 79   | 49  | 25  |
|   | Weighted (000) | 20084      | 413  | 272   | 161   |
|   | Horz %         | 100.00     | 2.05                                       | 1.35  | 0.80  |
|   | Index          | 100        | 105  | 147   | 143   |
| Read Classified Advertising in Sunda/Weekend Newspaper                                      |                |            |  | *   | *   |
|   | Unwgt'd        | 3758       | 81   | 45  | 32  |
|   | Weighted (000) | 19510      | 372  | 244   | 199   |
|   | Horz %         | 100.00     | 1.91                                       | 1.25  | 1.02  |
|   | Index          | 100        | 98   | 135   | 182   |
| Read Advertisements in Weekday Newspaper  |                |            |  | *   | *   |
|   | Unwgt'd        | 3812       | 85   | 57  | 29  |
|   | Weighted (000) | 17916      | 382  | 257   | 132   |
|   | Horz %         | 100.00     | 2.13                                       | 1.43  | 0.73  |
|   | Index          | 100        | 109  | 155   | 131   |
| Read Advertisements in Sunday/Weekend Newspaper   |                |            |  | *   | *   |
|   | Unwgt'd        | 4633       | 95   | 69  | 43  |
|   | Weighted (000) | 22092      | 455  | 297   | 215   |
|   | Horz %         | 100.00     | 2.06                                       | 1.34  | 0.97  |
|   | Index          | 100        | 106  | 145   | 174   |

|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
|  |                |            |  |   | *   |
| Read Circulars/Inserts/Fliers in Weekday Newspaper                           | Unwgt'd        | 5068       | 120  | 84  | 43  |
|  | Weighted (000) | 23852      | 599  | 410   | 192   |
|  | Horz %         | 100.00     | 2.51                                       | 1.72  | 0.81  |
|  | Vert %         | 9.77       | 12.59                                      | 18.19   | 14.06   |
|  | Index          | 100        | 129  | 186   | 144   |
| Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper                    | Unwgt'd        | 7203       | 153  | 106   | 65  |
|  | Weighted (000) | 34013      | 721  | 462   | 327   |
|  | Horz %         | 100.00     | 2.12                                       | 1.36  | 0.96  |
|  | Vert %         | 13.93      | 15.15                                      | 20.51   | 23.89   |
|  | Index          | 100        | 109  | 147   | 171   |
| Received and/or Clipped Coupons from Weekday Newspaper - Past Year           | Unwgt'd        | 4191       | 94   | 80  | 36  |
|  | Weighted (000) | 20652      | 487  | 355   | 118   |
|  | Horz %         | 100.00     | 2.36                                       | 1.72  | 0.57  |
|  | Vert %         | 8.46       | 10.23                                      | 15.77   | 8.62  |
|  | Index          | 100        | 121  | 186   | 102   |
| Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year    | Unwgt'd        | 9539       | 198  | 148   | 82  |
|  | Weighted (000) | 47372      | 1115                                       | 722   | 401   |
|  | Horz %         | 100.00     | 2.35                                       | 1.52  | 0.85  |
|  | Vert %         | 19.41      | 23.41                                      | 32.02   | 29.35   |
|  | Index          | 100        | 121  | 165   | 151   |
| UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week             |                | *          | *  | *   | *   |
|  | Unwgt'd        | 0          | 0  | 0   | 0   |
|  | Weighted (000) | 0          | 0  | 0   | 0   |
|  | Horz %         | 0.00       | 0.00                                       | 0.00  | 0.00  |
|  | Index          | 0          | 0  | 0   | 0   |
| UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week          |                | *          | *  | *   | *   |
|  | Unwgt'd        | 0          | 0  | 0   | 0   |
|  | Weighted (000) | 0          | 0  | 0   | 0   |
|  | Horz %         | 0.00       | 0.00                                       | 0.00  | 0.00  |
|  | Index          | 0          | 0  | 0   | 0   |
| UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week |                | *          | *  | *   | *   |
|  | Unwgt'd        | 0          | 0  | 0   | 0   |
|  | Weighted (000) | 0          | 0  | 0   | 0   |
|  | Horz %         | 0.00       | 0.00                                       | 0.00  | 0.00  |
|  | Index          | 0          | 0  | 0   | 0   |
| UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month                    |                | *          | *  | *   | *   |
|  | Unwgt'd        | 0          | 0  | 0   | 0   |
|  | Weighted (000) | 0          | 0  | 0   | 0   |
|  | Horz %         | 0.00       | 0.00                                       | 0.00  | 0.00  |
|  | Index          | 0          | 0  | 0   | 0   |
| Have Seen Video Ads in Grocery Storees - Past Month                          |                | *          | *  | *   | *   |
|  | Unwgt'd        | 8175       | 163  | 65  | 42  |
|  | Weighted (000) | 42062      | 1017                                       | 371   | 196   |
|  | Horz %         | 100.00     | 2.42                                       | 0.88  | 0.47  |
|  | Index          | 100        | 124  | 95  | 83  |



|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
|  |                |            |  | *   | *   |
| Have Seen Video Ads in Drug Stores - Past Month                      | Unwgt'd        | 5434       | 105  | 41  | 30  |
|  | Weighted (000) | 27750      | 712  | 246   | 124   |
|  | Horz %         | 100.00     | 2.57                                       | 0.89  | 0.45  |
|  | Vert %         | 11.37      | 14.95                                      | 10.93   | 9.09  |
|  | Index          | 100        | 132  | 96  | 80  |
|  |                |            |  | *   | *   |
| Have Seen Video Ads in Convenience Stores - Past Month               | Unwgt'd        | 5425       | 111  | 38  | 24  |
|  | Weighted (000) | 27941      | 721  | 203   | 87  |
|  | Horz %         | 100.00     | 2.58                                       | 0.73  | 0.31  |
|  | Vert %         | 11.45      | 15.15                                      | 9.02  | 6.38  |
|  | Index          | 100        | 132  | 79  | 56  |
|  |                |            |  | *   | *   |
| Have Seen Video Ads in Large Discount/Department Stores - Past Month | Unwgt'd        | 5807       | 128  | 47  | 33  |
|  | Weighted (000) | 30170      | 764  | 247   | 151   |
|  | Horz %         | 100.00     | 2.53                                       | 0.82  | 0.50  |
|  | Vert %         | 12.36      | 16.06                                      | 10.96   | 11.07   |
|  | Index          | 100        | 130  | 89  | 90  |
|  |                |            |  | *   | *   |
| Have Seen Video Ads in Warehouse/Club Stores - Past Month            | Unwgt'd        | 5047       | 92   | 45  | 32  |
|  | Weighted (000) | 24469      | 456  | 254   | 160   |
|  | Horz %         | 100.00     | 1.86                                       | 1.04  | 0.66  |
|  | Vert %         | 10.02      | 9.57                                       | 11.28   | 11.73   |
|  | Index          | 100        | 95   | 112   | 117   |
|  |                |            |  | *   | *   |
| Have Seen Video Ads in Other Stores - Past Month                     | Unwgt'd        | 4572       | 85   | 36  | 25  |
|  | Weighted (000) | 23484      | 505  | 190   | 143   |
|  | Horz %         | 100.00     | 2.15                                       | 0.81  | 0.61  |
|  | Vert %         | 9.62       | 10.60                                      | 8.41  | 10.42   |
|  | Index          | 100        | 110  | 87  | 108   |
|  |                |            |  | *   | *   |
| Have Seen Video Ads in Shopping Malls - Past Month                   | Unwgt'd        | 6133       | 93   | 54  | 24  |
|  | Weighted (000) | 30556      | 473  | 232   | 82  |
|  | Horz %         | 100.00     | 1.55                                       | 0.76  | 0.27  |
|  | Vert %         | 12.52      | 9.92                                       | 10.27   | 5.98  |
|  | Index          | 100        | 79   | 82  | 48  |
|  |                |            |  | *   | *   |
| Have Seen Video Ads in Bars/Pubs - Past Month                        | Unwgt'd        | 4212       | 78   | 33  | 20  |
|  | Weighted (000) | 21008      | 411  | 165   | 102   |
|  | Horz %         | 100.00     | 1.96                                       | 0.78  | 0.48  |
|  | Vert %         | 8.61       | 8.64                                       | 7.31  | 7.44  |
|  | Index          | 100        | 100  | 85  | 86  |
|  |                |            |  | *   | *   |
| Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month  | Unwgt'd        | 6034       | 120  | 51  | 35  |
|  | Weighted (000) | 31175      | 711  | 298   | 182   |
|  | Horz %         | 100.00     | 2.28                                       | 0.96  | 0.58  |
|  | Vert %         | 12.77      | 14.93                                      | 13.24   | 13.31   |
|  | Index          | 100        | 117  | 104   | 104   |
|  |                |            |  | *   | *   |
| Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month     | Unwgt'd        | 4611       | 70   | 34  | 21  |
|  | Weighted (000) | 23019      | 339  | 193   | 84  |
|  | Horz %         | 100.00     | 1.47                                       | 0.84  | 0.37  |
|  | Vert %         | 9.43       | 7.13                                       | 8.55  | 6.17  |
|  | Index          | 100        | 76   | 91  | 65  |

|   |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought/leased new | Would buy/lease new Chrysler if making decision today |
|---|----------------|------------|--|---|---|
|   |                |            |  | *   | *   |
| Have Seen Video Ads in Gym/Health Clubs - Past Month          | Unwgt'd        | 4016       | 67   | 33  | 11  |
|   | Weighted (000) | 19382      | 327  | 179   | 45  |
|   | Horz %         | 100.00     | 1.69                                       | 0.93  | 0.23  |
|   | Vert %         | 7.94       | 6.86                                       | 7.96  | 3.26  |
|   | Index          | 100        | 86   | 100   | 41  |
|   |                |            |  | *   | *   |
| Have Seen Video Ads in Medical Offices - Past Month           | Unwgt'd        | 5499       | 100  | 56  | 26  |
|   | Weighted (000) | 27407      | 503  | 276   | 137   |
|   | Horz %         | 100.00     | 1.84                                       | 1.01  | 0.50  |
|   | Vert %         | 11.23      | 10.57                                      | 12.25   | 10.00   |
|   | Index          | 100        | 94   | 109   | 89  |
|   |                |            |  | *   | *   |
| Have Seen Video Ads in Airports - Past Month                  | Unwgt'd        | 3929       | 59   | 38  | 14  |
|   | Weighted (000) | 17909      | 252  | 194   | 46  |
|   | Horz %         | 100.00     | 1.41                                       | 1.09  | 0.25  |
|   | Vert %         | 7.34       | 5.30                                       | 8.63  | 3.33  |
|   | Index          | 100        | 72   | 118   | 45  |
|   |                |            |  | *   | *   |
| Have Seen Video Ads at Gas Stations - Past Month              | Unwgt'd        | 8390       | 152  | 82  | 41  |
|   | Weighted (000) | 41042      | 877  | 401   | 186   |
|   | Horz %         | 100.00     | 2.14                                       | 0.98  | 0.45  |
|   | Vert %         | 16.81      | 18.42                                      | 17.81   | 13.59   |
|   | Index          | 100        | 110  | 106   | 81  |
|   |                |            |  | *   | *   |
| Have Seen Video Ads in Office Building Lobbies - Past Month   | Unwgt'd        | 3669       | 69   | 33  | 14  |
|   | Weighted (000) | 18065      | 339  | 177   | 69  |
|   | Horz %         | 100.00     | 1.88                                       | 0.98  | 0.38  |
|   | Vert %         | 7.40       | 7.13                                       | 7.84  | 5.08  |
|   | Index          | 100        | 96   | 106   | 69  |
|   |                |            |  | *   | *   |
| Have Seen Video Ads in Office Building Elevators - Past Month | Unwgt'd        | 3552       | 59   | 28  | 10  |
|   | Weighted (000) | 16785      | 295  | 147   | 40  |
|   | Horz %         | 100.00     | 1.76                                       | 0.87  | 0.24  |
|   | Vert %         | 6.88       | 6.20                                       | 6.51  | 2.90  |
|   | Index          | 100        | 90   | 95  | 42  |
|   |                |            |  | *   | *   |
| Have Seen Video Ads in Movie Theater Lobbies - Past Month     | Unwgt'd        | 5092       | 96   | 42  | 18  |
|   | Weighted (000) | 25878      | 465  | 183   | 47  |
|   | Horz %         | 100.00     | 1.80                                       | 0.71  | 0.18  |
|   | Vert %         | 10.60      | 9.76                                       | 8.14  | 3.46  |
|   | Index          | 100        | 92   | 77  | 33  |
|   |                |            |  |   |   |
| Have Seen Ads on Billboards - Past Month                      | Unwgt'd        | 23703      | 425  | 252   | 147   |
|   | Weighted (000) | 117973     | 2437                                       | 1322  | 817   |
|   | Horz %         | 100.00     | 2.07                                       | 1.12  | 0.69  |
|   | Vert %         | 48.33      | 51.18                                      | 58.66   | 59.71   |
|   | Index          | 100        | 106  | 121   | 124   |
|   |                |            |  |   |   |
| Have Seen Ads on Buses/Trains - Past Month                    | Unwgt'd        | 10886      | 182  | 95  | 52  |
|   | Weighted (000) | 50330      | 882  | 447   | 220   |
|   | Horz %         | 100.00     | 1.75                                       | 0.89  | 0.44  |
|   | Vert %         | 20.62      | 18.52                                      | 19.82   | 16.06   |
|   | Index          | 100        | 90   | 96  | 78  |

|   |                | Adults 18+ | Most recent vehicle bought/leased 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             | Unwgt'd        | 7328       | 103  | 57  | 26  |
|   | Weighted (000) | 32843      | 443  | 215   | 100   |
|   | Horz %         | 100.00     | 1.35                                       | 0.65  | 0.30  |
|   | Vert %         | 13.46      | 9.30                                       | 9.53  | 7.32  |
|   | Index          | 100        | 69   | 71  | 54  |
|   |                |            |  | *   | *   |
| Have Seen Ads Inside Taxis - Past Month                               | Unwgt'd        | 3849       | 56   | 27  | 12  |
|   | Weighted (000) | 17102      | 223  | 124   | 52  |
|   | Horz %         | 100.00     | 1.31                                       | 0.73  | 0.30  |
|   | Vert %         | 7.01       | 4.69                                       | 5.51  | 3.80  |
|   | Index          | 100        | 67   | 79  | 54  |
|   |                |            |  | *   | *   |
| Have Seen Ads on Top of Taxis - Past Month                            | Unwgt'd        | 5892       | 88   | 53  | 21  |
|   | Weighted (000) | 26219      | 410  | 221   | 75  |
|   | Horz %         | 100.00     | 1.56                                       | 0.84  | 0.29  |
|   | Vert %         | 10.74      | 8.61                                       | 9.78  | 5.49  |
|   | Index          | 100        | 80   | 91  | 51  |
|   |                |            | *  | *   | *   |
| Have Seen Ads on Phone Booths - Past Month                            | Unwgt'd        | 3008       | 40   | 17  | 7   |
|   | Weighted (000) | 14451      | 234  | 109   | 20  |
|   | Horz %         | 100.00     | 1.62                                       | 0.76  | 0.14  |
|   | Vert %         | 5.92       | 4.92                                       | 4.85  | 1.48  |
|   | Index          | 100        | 83   | 82  | 25  |
|   |                |            |  |   | *   |
| Have Seen Ads at Sports or Entertainment Events - Past Month          | Unwgt'd        | 7405       | 127  | 79  | 30  |
|   | Weighted (000) | 36191      | 612  | 354   | 106   |
|   | Horz %         | 100.00     | 1.69                                       | 0.98  | 0.29  |
|   | Vert %         | 14.83      | 12.86                                      | 15.72   | 7.76  |
|   | Index          | 100        | 87   | 106   | 52  |
|   |                |            |  |   | *   |
| Have Seen Ads on Postcards - Past Month                               | Unwgt'd        | 5576       | 106  | 51  | 27  |
|   | Weighted (000) | 26312      | 542  | 259   | 127   |
|   | Horz %         | 100.00     | 2.06                                       | 0.99  | 0.48  |
|   | Vert %         | 10.78      | 11.38                                      | 11.51   | 9.26  |
|   | Index          | 100        | 106  | 107   | 86  |
|   |                |            |  |   | *   |
| Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month | Unwgt'd        | 13421      | 245  | 138   | 71  |
|   | Weighted (000) | 66442      | 1411                                       | 753   | 348   |
|   | Horz %         | 100.00     | 2.12                                       | 1.13  | 0.52  |
|   | Vert %         | 27.22      | 29.63                                      | 33.40   | 25.43   |
|   | Index          | 100        | 109  | 123   | 93  |
|   |                |            |  |   | *   |
| Have Seen Ads on Posters at Movie Theaters - Past Month               | Unwgt'd        | 8606       | 151  | 78  | 41  |
|   | Weighted (000) | 42087      | 736  | 312   | 166   |
|   | Horz %         | 100.00     | 1.75                                       | 0.74  | 0.40  |
|   | Vert %         | 17.24      | 15.46                                      | 13.83   | 12.16   |
|   | Index          | 100        | 90   | 80  | 71  |
|   |                |            |  |   | *   |
| Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month    | Unwgt'd        | 10943      | 193  | 107   | 64  |
|   | Weighted (000) | 53139      | 918  | 467   | 299   |
|   | Horz %         | 100.00     | 1.73                                       | 0.88  | 0.56  |
|   | Vert %         | 21.77      | 19.29                                      | 20.73   | 21.88   |
|   | Index          | 100        | 89   | 95  | 101   |

|  |                | Adults 18+ | Most recent vehicle bought/leased Chrysler | Decision maker for any Chrysler bought\leased new | Would buy/lease new Chrysler if making decision today |
|--|----------------|------------|--|---|---|
|  |                |            |  |   |   |
| Have Seen Ads in Stores (Not Video Ads) - Past Month         | Unwgt'd        | 15171      | 310  | 164   | 94  |
|  | Weighted (000) | 76102      | 1773                                       | 840   | 524   |
|  | Horz %         | 100.00     | 2.33                                       | 1.10  | 0.69  |
|  | Vert %         | 31.18      | 37.24                                      | 37.25   | 38.34   |
|  | Index          | 100        | 119  | 119   | 123   |
| Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month | Unwgt'd        | 10587      | 202  | 115   | 56  |
|  | Weighted (000) | 52205      | 1028                                       | 516   | 240   |
|  | Horz %         | 100.00     | 1.97                                       | 0.99  | 0.46  |
|  | Vert %         | 21.39      | 21.59                                      | 22.88   | 17.52   |
|  | Index          | 100        | 101  | 107   | 82  |
| Have Seen Infomercials - Past Month                          | Unwgt'd        | 9871       | 179  | 112   | 59  |
|  | Weighted (000) | 49119      | 1019                                       | 635   | 333   |
|  | Horz %         | 100.00     | 2.07                                       | 1.29  | 0.68  |
|  | Vert %         | 20.12      | 21.40                                      | 28.19   | 24.31   |
|  | Index          | 100        | 106  | 140   | 121   |
| Have Seen Offers or Ads Sent to Home by Mail - Past Month    | Unwgt'd        | 19632      | 383  | 225   | 117   |
|  | Weighted (000) | 96299      | 2153                                       | 1117  | 576   |
|  | Horz %         | 100.00     | 2.24                                       | 1.16  | 0.60  |
|  | Vert %         | 39.45      | 45.22                                      | 49.54   | 42.12   |
|  | Index          | 100        | 115  | 126   | 107   |
| Have Seen Product Placement in Video Games - Past Month      |                |            |  | *   | *   |
|  | Unwgt'd        | 4596       | 82   | 31  | 25  |
|  | Weighted (000) | 24167      | 456  | 216   | 135   |
|  | Horz %         | 100.00     | 1.89                                       | 0.89  | 0.56  |
|  | Vert %         | 9.90       | 9.58                                       | 9.57  | 9.83  |
| Have Seen Product Placement in TV Shows - Past Month         | Unwgt'd        | 17823      | 334  | 196   | 105   |
|  | Weighted (000) | 88092      | 1857                                       | 958   | 532   |
|  | Horz %         | 100.00     | 2.11                                       | 1.09  | 0.60  |
|  | Vert %         | 36.09      | 39.01                                      | 42.49   | 38.88   |
|  | Index          | 100        | 108  | 118   | 108   |
| Have Seen Product Placement in Movies - Past Month           | Unwgt'd        | 11248      | 212  | 101   | 60  |
|  | Weighted (000) | 56256      | 1150                                       | 476   | 316   |
|  | Horz %         | 100.00     | 2.04                                       | 0.85  | 0.56  |
|  | Vert %         | 23.05      | 24.15                                      | 21.13   | 23.07   |
|  | Index          | 100        | 105  | 92  | 100   |