

		Adults 18+	Own\Lease Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any 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 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any 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 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 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 Mostly English, But Some 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 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 Mostly Spanish, But Some 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 Spanish and English Equally at 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 Completed/Highest Degree Received: Master's, Professional School or 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
				*	
Highest Level Education Completed/Highest Degree 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 Completed/Highest Degree Received: Associate Degree, 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 Completed/Highest Degree Received: Associate Degree, 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 Completed/Highest Degree Received: Some College, but 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 Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as 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 Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No 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 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any 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
Retired from Employment	Index	100	83	71	87
			*	*	
	Unwgt'd	10143	43	97	362
	Weighted (000)	46820	236	499	1911
	Horz %	100.00	0.50	1.06	4.08
Not Employed, Principal Shopper for Household	Vert %	19.18	20.92	18.03	21.35
	Index	100	109	94	111
			*	*	
	Unwgt'd	2543	14	39	103
	Weighted (000)	16573	94	276	781
Occupation: Professional and Related Occupations	Horz %	100.00	0.57	1.67	4.71
	Vert %	6.79	8.31	9.99	8.72
	Index	100	122	147	128
			*	*	
	Unwgt'd	7405	32	112	239
Occupation: Management, Business and Financial Operations	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: Sales and Office Occupations	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: Natural Resources, Construction and Maintenance 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
Occupation: Other Employed	Index	100	89	125	115
			*	*	
	Unwgt'd	2756	14	26	73
	Weighted (000)	13728	81	116	373
	Horz %	100.00	0.59	0.84	2.72
Occupation: Other Employed	Vert %	5.62	7.21	4.19	4.17
	Index	100	128	75	74
			*	*	
	Unwgt'd	8453	40	78	271
	Weighted (000)	43519	195	361	1497
Occupation: Other Employed	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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Household Income: \$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- \$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- \$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- \$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- \$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- \$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- \$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- \$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- \$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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Household Income: \$20,000- \$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 \$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 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 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 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 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 Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Any Child(ren) Under Age 18 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 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 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 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 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 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 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Census Sub-Region: East 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 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 Alternative) (Monday-Sunday 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 Contemporary (Monday- 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
			*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour 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: Adult Standards/Easy Listening (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
				*	*
Radio Formats: Classical (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 Genres) (Monday-Sunday 24- 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 (Subset of "Adult Contemporary") (Monday- 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- 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: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour 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 (Monday-Sunday 24-Hour 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
				*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour 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 Radio/Non-Commercial (Monday-Sunday 24-Hour 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: Religion/Christian (Monday- 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 (Monday-Sunday 24-Hour 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- 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 Contemporary/Lite Rock (Monday-Sunday 24-Hour 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 (Subset of Hispanic) (Monday- 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 (Subset of Hispanic) (Monday- 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 Genres) (Monday-Sunday 24- 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
				*	*
Radio Formats: Urban AC (Subset of Urban) (Monday- 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 Contemporary (Subset of Urban) (Monday-Sunday 24- 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 (Monday-Sunday 24-Hour 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 Week Monday-Sunday 24 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: 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: 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: 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: 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: 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Radio Daypart Cumes: 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: 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: 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: 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: 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 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 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 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 Typical Weekday: Place Other 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Where Listen to Radio on 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 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 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 Typical Weekend: Place Other 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 (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 (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 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 (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 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Any Vehicle Currently Owned/Leased Has Satellite 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 Owned/Leased Has MP3 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 AM/FM Broadcast Radio 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 or other online music or audio services (eg. Pandora, Spotify, 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 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 Program or Radio Personality's 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 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 Podcasts/Engaged in 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 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Visited iTunes.com site - Past Month				*	
	Unwgted	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					
	Unwgted	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				*	
	Unwgted	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					
	Unwgted	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					
	Unwgted	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					
	Unwgted	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					
	Unwgted	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				*	
	Unwgted	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					
	Unwgted	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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 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 Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 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 Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (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 Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 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 Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm- 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 Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- 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 Children's Shows Cume Audience: Saturday-Sunday 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 Cume Audience: Saturday- 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 - 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Watched a TV Program Online 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 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 - 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 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 Cable, Satellite or Fiber Optic 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 (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 (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 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 Programs or Events - Past 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Viewed Any Video-On-Demand Programs or Events - Past 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 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 - 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 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 - 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 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 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 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
"Follow" or become a "fan of" 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 used in the last 30 days: 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 Messages on Cellular Phone/Mobile/Smartphone - 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 Messages on Cellular Phone/Mobile/Smartphone - 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 Phone/Mobile/Smartphone - 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 Phone/Mobile/Smartphone - 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 Phone/Mobile/Smartphone - 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - 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 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 (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 (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 Electronic Version of a Newspaper, Including Web 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 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 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 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 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Read Circulars/Inserts/Fliers in 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 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 Coupons from Weekday 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 Coupons from Sunday/Weekend Newspaper - 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 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
	Vert %	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
	Vert %	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
	Vert %	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
	Vert %	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	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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Have Seen Video Ads in Drug 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 Convenience Stores - Past 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 Discount/Department Stores - 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 Warehouse/Club Stores - Past 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 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 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 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- Food or Family Restaurants - 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 Shops, Cafes or Delis - Past 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
				*	*
Have Seen Video Ads in Gym/Health Clubs - Past 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 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 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 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 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 Building Elevators - Past 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 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 - 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 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any Chrysler
Have Seen Ads at Bus Stops or 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 - 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 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 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 Entertainment Events - Past 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 - 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 Cellphone or Other Mobile 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 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- Screen Before Start of a Movie - 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 Chrysler 300/300M/300C	Own\Lease Chrysler Town and Country	Own\Lease any 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
	Index	100	116	116	136
Temporarily Unemployed			*	*	*
	Unwgt'd	1886	29	12	5
	Weighted (000)	12314	220	82	34
	Horz %	100.00	1.78	0.67	0.27
	Vert %	5.05	4.61	3.65	2.48
	Index	100	91	72	49
Retired from Employment	Unwgt'd	10143	211	142	97
	Weighted (000)	46820	1074	684	490
	Horz %	100.00	2.29	1.46	1.05
	Vert %	19.18	22.56	30.35	35.83
	Index	100	118	158	187
Not Employed, Principal Shopper for Household				*	*
	Unwgt'd	2543	63	20	21
	Weighted (000)	16573	486	213	125
	Horz %	100.00	2.93	1.29	0.76
	Vert %	6.79	10.21	9.45	9.17
	Index	100	150	139	135
Occupation: Professional and Related Occupations					*
	Unwgt'd	7405	122	77	31
	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: Management, Business and Financial Operations					*
	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: Sales and Office 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
	Index	100	98	84	99
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*
	Unwgt'd	2756	37	17	10
	Weighted (000)	13728	190	70	59
	Horz %	100.00	1.38	0.51	0.43
	Vert %	5.62	3.98	3.10	4.33
	Index	100	71	55	77
Occupation: Other Employed					*
	Unwgt'd	8453	151	51	38
	Weighted (000)	43519	781	309	190
	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: 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: 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: 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: 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: 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 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 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 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 Typical Weekday: Place Other 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 Typical Weekday: Place Other 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
	Vert %	8.23	8.67	12.07	11.74
	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
	Vert %	7.99	7.81	10.80	14.52
	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
	Vert %	7.34	8.03	11.38	9.63
	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
	Vert %	9.05	9.56	13.16	15.71
	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