

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Adults 18+	Unwgt'd	48273	108	624	217	316	147
	Weighted (000)	240780	651	3940	1156	1631	874
	Horz %	100.00	0.27	1.64	0.48	0.68	0.36
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male	Unwgt'd	24392	67	350	126	179	73
	Weighted (000)	116178	382	2108	667	879	435
	Horz %	100.00	0.33	1.81	0.57	0.76	0.37
	Vert %	48.25	58.61	53.50	57.73	53.91	49.79
	Index	100	121	111	120	112	103
Female	Unwgt'd	23881	41	274	91	137	74
	Weighted (000)	124602	269	1832	489	752	439
	Horz %	100.00	0.22	1.47	0.39	0.60	0.35
	Vert %	51.75	41.39	46.50	42.27	46.09	50.21
	Index	100	80	90	82	89	97
Age 18-24	Unwgt'd	3822	21	47	20	30	17
	Weighted (000)	30214	184	424	161	225	169
	Horz %	100.00	0.61	1.40	0.53	0.75	0.56
	Vert %	12.55	28.28	10.76	13.97	13.80	19.35
	Index	100	225	86	111	110	154
Age 25-34	Unwgt'd	8153	28	115	49	78	21
	Weighted (000)	42657	170	732	260	407	95
	Horz %	100.00	0.40	1.72	0.61	0.96	0.22
	Vert %	17.72	26.11	18.58	22.46	24.97	10.83
	Index	100	147	105	127	141	61
Age 35-44	Unwgt'd	8482	20	118	67	80	41
	Weighted (000)	40077	80	692	383	341	228
	Horz %	100.00	0.20	1.73	0.96	0.85	0.57
	Vert %	16.64	12.25	17.55	33.15	20.87	26.06
	Index	100	74	105	199	125	157
Age 45-54	Unwgt'd	8893	22	110	41	58	31
	Weighted (000)	43246	121	791	169	315	189
	Horz %	100.00	0.28	1.83	0.39	0.73	0.44
	Vert %	17.96	18.58	20.08	14.62	19.29	21.67
	Index	100	103	112	81	107	121
Age 55-64	Unwgt'd	8384	9	98	19	41	14
	Weighted (000)	39759	43	588	117	196	77
	Horz %	100.00	0.11	1.48	0.29	0.49	0.19
	Vert %	16.51	6.59	14.93	10.11	12.01	8.76
	Index	100	40	90	61	73	53
Age 65+	Unwgt'd	10539	8	136	21	29	23
	Weighted (000)	44827	53	713	66	148	116
	Horz %	100.00	0.12	1.59	0.15	0.33	0.26
	Vert %	18.62	8.20	18.10	5.69	9.05	13.33
	Index	100	44	97	31	49	72
Age 21+	Unwgt'd	46843	98	604	207	304	142
	Weighted (000)	228583	566	3757	1062	1567	821
	Horz %	100.00	0.25	1.64	0.46	0.69	0.36
	Vert %	94.93	86.94	95.35	91.84	96.08	93.99
	Index	100	92	100	97	101	99
Age 18-34	Unwgt'd	11975	49	162	69	108	38
	Weighted (000)	72871	354	1156	421	633	264
	Horz %	100.00	0.49	1.59	0.58	0.87	0.36
	Vert %	30.26	54.39	29.34	36.44	38.78	30.18
	Index	100	180	97	120	128	100
Age 18-49	Unwgt'd	24725	77	345	159	219	94
	Weighted (000)	133805	478	2302	909	1149	549
	Horz %	100.00	0.36	1.72	0.68	0.86	0.41
	Vert %	55.57	73.47	58.42	78.63	70.42	62.86
	Index	100	132	105	141	127	113

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Age 25-54	Unwgt'd	25528	70	343	157	216	93
	Weighted (000)	125979	371	2214	812	1063	512
	Horz %	100.00	0.29	1.76	0.64	0.84	0.41
	Vert %	52.32	56.93	56.20	70.23	65.14	58.57
	Index	100	109	107	134	124	112
Age 35-64	Unwgt'd	25759	51	326	127	179	86
	Weighted (000)	123081	244	2071	669	851	494
	Horz %	100.00	0.20	1.68	0.54	0.69	0.40
	Vert %	51.12	37.41	52.56	57.87	52.17	56.49
	Index	100	73	103	113	102	111
Age 50+	Unwgt'd	23548	31	279	58	97	53
	Weighted (000)	106974	173	1638	247	482	325
	Horz %	100.00	0.16	1.53	0.23	0.45	0.30
	Vert %	44.43	26.53	41.58	21.37	29.58	37.14
	Index	100	60	94	48	67	84
Median Age	Unwgt'd						
	Weighted (000)	46.80	33.20	46.30	38.10	41.20	41.80
	Horz %						
	Index	100	71	99	81	88	89
Race: White Only	Unwgt'd	34938	69	465	117	226	112
	Weighted (000)	177950	419	2975	685	1242	752
	Horz %	100.00	0.24	1.67	0.38	0.70	0.42
	Vert %	73.91	64.32	75.52	59.22	76.12	86.04
	Index	100	87	102	80	103	116
Race: Black/African-American Only	Unwgt'd	5766	17	78	59	48	17
	Weighted (000)	29089	124	501	292	203	60
	Horz %	100.00	0.43	1.72	1.00	0.70	0.21
	Vert %	12.08	19.01	12.72	25.29	12.45	6.89
	Index	100	157	105	209	103	57
Race: Asian	Unwgt'd	2336	3	19	14	11	3
	Weighted (000)	8427	9	118	67	49	6
	Horz %	100.00	0.10	1.40	0.80	0.58	0.07
	Vert %	3.50	1.32	2.99	5.81	2.99	0.65
	Index	100	38	85	166	86	18
Race: Other Race/Multi-Racial	Unwgt'd	7569	22	81	41	42	18
	Weighted (000)	33741	108	463	179	186	62
	Horz %	100.00	0.32	1.37	0.53	0.55	0.18
	Vert %	14.01	16.67	11.76	15.49	11.43	7.07
	Index	100	119	84	111	82	50
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	18	75	29	43	21
	Weighted (000)	36640	115	532	137	222	118
	Horz %	100.00	0.31	1.45	0.38	0.61	0.32
	Vert %	15.22	17.59	13.50	11.89	13.62	13.50
	Index	100	116	89	78	89	89
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	3	23	7	15	3
	Weighted (000)	5719	12	94	14	59	22
	Horz %	100.00	0.20	1.65	0.24	1.03	0.38
	Vert %	2.38	1.80	2.40	1.21	3.63	2.50
	Index	100	76	101	51	153	105
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	1862	9	14	12	14	7
	Weighted (000)	9417	79	94	60	75	44
	Horz %	100.00	0.84	1.00	0.63	0.80	0.47
	Vert %	3.91	12.19	2.39	5.17	4.61	5.02
	Index	100	312	61	132	118	128
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1118	0	12	5	3	3
	Weighted (000)	10393	0	165	42	16	14
	Horz %	100.00	0.00	1.59	0.41	0.15	0.13
	Vert %	4.32	0.00	4.19	3.67	0.97	1.58
	Index	100	0	97	85	22	37

	Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1522	6	24	5	11
	Weighted (000)	8987	23	152	21	72
	Horz %	100.00	0.26	1.69	0.24	0.80
	Vert %	3.73	3.60	3.85	1.85	4.41
	Index	100	97	103	49	118
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	95	0	2	0	0
	Weighted (000)	1661	0	27	0	0
	Horz %	100.00	0.00	1.62	0.00	0.00
	Vert %	0.69	0.00	0.68	0.00	0.00
	Index	100	0	99	0	0
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6767	12	48	21	34
	Weighted (000)	25246	61	299	86	127
	Horz %	100.00	0.24	1.18	0.34	0.50
	Vert %	10.49	9.34	7.59	7.44	7.77
	Index	100	89	72	71	74
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	11007	18	111	38	85
	Weighted (000)	45336	80	614	209	358
	Horz %	100.00	0.18	1.35	0.46	0.79
	Vert %	18.83	12.30	15.59	18.05	21.92
	Index	100	65	83	96	116
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2525	6	40	16	19
	Weighted (000)	10486	44	243	63	64
	Horz %	100.00	0.42	2.32	0.60	0.61
	Vert %	4.36	6.73	6.16	5.48	3.95
	Index	100	154	142	126	91
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3281	8	42	21	28
	Weighted (000)	13387	39	209	109	120
	Horz %	100.00	0.29	1.56	0.82	0.89
	Vert %	5.56	6.04	5.31	9.46	7.33
	Index	100	109	96	170	132
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10114	30	136	57	66
	Weighted (000)	45271	167	605	216	339
	Horz %	100.00	0.37	1.34	0.48	0.75
	Vert %	18.80	25.73	15.36	18.66	20.79
	Index	100	137	82	99	111
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10354	25	188	49	62
	Weighted (000)	71224	178	1556	330	482
	Horz %	100.00	0.25	2.18	0.46	0.68
	Vert %	29.58	27.33	39.49	28.57	29.56
	Index	100	92	134	97	100
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4225	9	59	15	22
	Weighted (000)	29828	82	414	143	141
	Horz %	100.00	0.27	1.39	0.48	0.47
	Vert %	12.39	12.53	10.50	12.34	8.67
	Index	100	101	85	100	70
Currently Attending College or University	Unwgted	3453	14	29	19	32
	Weighted (000)	19367	85	204	103	137
	Horz %	100.00	0.44	1.05	0.53	0.71
	Vert %	8.04	13.11	5.17	8.93	8.43
	Index	100	163	64	111	105
Employed Full Time	Unwgted	24928	66	301	143	203
	Weighted (000)	116486	359	1940	694	958
	Horz %	100.00	0.31	1.67	0.60	0.82
	Vert %	48.38	55.11	49.24	60.06	58.75
	Index	100	114	102	124	121
Employed Part Time	Unwgted	5673	12	85	30	35
	Weighted (000)	29663	67	488	219	198
	Horz %	100.00	0.23	1.65	0.74	0.67
	Vert %	12.32	10.30	12.39	18.93	12.14
	Index	100	84	101	154	99

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Not Employed			*		*		*
	Unwgt'd	17672	30	238	44	78	47
	Weighted (000)	94631	225	1512	243	475	291
	Horz %	100.00	0.24	1.60	0.26	0.50	0.31
	Vert %	39.30	34.60	38.37	21.00	29.11	33.25
Index	100	88	98	53	74	85	
Temporarily Unemployed			*	*	*	*	*
	Unwgt'd	1992	5	28	10	11	6
	Weighted (000)	13071	51	212	94	74	47
	Horz %	100.00	0.39	1.63	0.72	0.56	0.36
	Vert %	5.43	7.91	5.39	8.16	4.51	5.35
Index	100	146	99	150	83	99	
Retired from Employment			*	*	*	*	*
	Unwgt'd	10157	9	134	17	32	18
	Weighted (000)	45370	62	700	53	159	92
	Horz %	100.00	0.14	1.54	0.12	0.35	0.20
	Vert %	18.84	9.50	17.78	4.58	9.75	10.53
Index	100	50	94	24	52	56	
Not Employed, Principal Shopper for Household			*	*	*	*	*
	Unwgt'd	2514	8	40	9	19	16
	Weighted (000)	16486	40	315	59	133	103
	Horz %	100.00	0.24	1.91	0.36	0.81	0.62
	Vert %	6.85	6.08	8.01	5.10	8.16	11.78
Index	100	89	117	74	119	172	
Occupation: Professional and Related Occupations			*	*	*	*	*
	Unwgt'd	7447	16	68	30	53	25
	Weighted (000)	33261	101	424	180	230	126
	Horz %	100.00	0.30	1.27	0.54	0.69	0.38
	Vert %	13.81	15.45	10.75	15.58	14.11	14.39
Index	100	112	78	113	102	104	
Occupation: Management, Business and Financial Operations			*	*	*	*	*
	Unwgt'd	6565	18	68	25	50	22
	Weighted (000)	24062	91	384	86	180	81
	Horz %	100.00	0.38	1.60	0.36	0.75	0.33
	Vert %	9.99	13.92	9.75	7.40	11.01	9.22
Index	100	139	98	74	110	92	
Occupation: Sales and Office Occupations			*	*	*	*	*
	Unwgt'd	5945	10	87	47	45	19
	Weighted (000)	32600	51	562	233	273	168
	Horz %	100.00	0.16	1.72	0.71	0.84	0.51
	Vert %	13.54	7.80	14.27	20.12	16.75	19.18
Index	100	58	105	149	124	142	
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*	*
	Unwgt'd	2586	10	44	12	22	11
	Weighted (000)	13486	52	252	68	99	63
	Horz %	100.00	0.38	1.87	0.51	0.73	0.47
	Vert %	5.60	7.94	6.39	5.91	6.07	7.22
Index	100	142	114	106	108	129	
Occupation: Other Employed			*	*	*	*	*
	Unwgt'd	8058	24	119	59	68	23
	Weighted (000)	42740	132	807	347	374	146
	Horz %	100.00	0.31	1.89	0.81	0.88	0.34
	Vert %	17.75	20.29	20.47	29.98	22.96	16.73
Index	100	114	115	169	129	94	
Household Income: \$250,000+			*	*	*	*	*
	Unwgt'd	1862	3	14	5	14	9
	Weighted (000)	7072	13	67	49	78	58
	Horz %	100.00	0.18	0.95	0.69	1.10	0.81
	Vert %	2.94	1.92	1.71	4.23	4.78	6.59
Index	100	65	58	144	163	224	
Household Income: \$200,000-\$249,999			*	*	*	*	*
	Unwgt'd	1511	3	12	5	8	2
	Weighted (000)	6244	17	78	23	26	4
	Horz %	100.00	0.27	1.25	0.38	0.41	0.07
	Vert %	2.59	2.64	1.98	2.03	1.58	0.50
Index	100	102	76	78	61	19	
Household Income: \$150,000-\$199,999			*	*	*	*	*
	Unwgt'd	3595	11	35	17	34	8
	Weighted (000)	16937	83	216	83	159	45
	Horz %	100.00	0.49	1.28	0.49	0.94	0.27
	Vert %	7.03	12.78	5.49	7.15	9.74	5.16
Index	100	182	78	102	138	73	

	Adults 18+	Onw/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
			*			*
Household Income: \$100,000-\$149,999	Unwgted	7160	24	84	56	26
	Weighted (000)	37688	124	545	319	201
	Horz %	100.00	0.33	1.45	0.85	0.93
	Vert %	15.65	19.03	13.83	27.58	21.48
	Index	100	122	88	176	137
			*		*	*
Household Income: \$75,000-\$99,999	Unwgted	6228	24	75	29	20
	Weighted (000)	32225	131	517	158	292
	Horz %	100.00	0.41	1.60	0.49	0.90
	Vert %	13.38	20.20	13.11	13.70	17.88
	Index	100	151	98	102	134
			*		*	*
Household Income: \$60,000-\$74,999	Unwgted	4977	14	73	26	20
	Weighted (000)	25163	109	437	120	96
	Horz %	100.00	0.43	1.74	0.48	0.60
	Vert %	10.45	16.75	11.08	10.35	9.23
	Index	100	160	106	99	88
			*	*	*	*
Household Income: \$50,000-\$59,999	Unwgted	3803	7	49	16	12
	Weighted (000)	18770	32	307	98	167
	Horz %	100.00	0.17	1.64	0.52	0.89
	Vert %	7.80	4.98	7.80	8.50	10.23
	Index	100	64	100	109	131
			*	*	*	*
Household Income: \$40,000-\$49,999	Unwgted	4778	8	86	12	15
	Weighted (000)	20586	64	494	56	74
	Horz %	100.00	0.31	2.40	0.27	0.36
	Vert %	8.55	9.79	12.54	4.87	4.53
	Index	100	114	147	57	53
			*	*	*	*
Household Income: \$30,000-\$39,999	Unwgted	4643	8	80	23	19
	Weighted (000)	22039	27	497	87	87
	Horz %	100.00	0.12	2.25	0.39	0.41
	Vert %	9.15	4.07	12.61	7.52	5.49
	Index	100	45	138	82	60
			*	*	*	*
Household Income: \$20,000-\$29,999	Unwgted	4346	3	49	16	11
	Weighted (000)	21849	16	324	83	142
	Horz %	100.00	0.07	1.48	0.38	0.65
	Vert %	9.07	2.45	8.21	7.22	8.70
	Index	100	27	90	80	96
			*	*	*	*
Household Income: Under \$20,000	Unwgted	5370	3	67	12	5
	Weighted (000)	32207	35	459	79	22
	Horz %	100.00	0.11	1.42	0.25	0.32
	Vert %	13.38	5.40	11.64	6.87	6.38
	Index	100	40	87	51	48
			*	*	*	*
Median Household Income	Unwgted					
	Weighted (000)	62.90	83.10	56.40	83.50	82.60
	Horz %					
	Vert %					
	Index	100	132	90	133	131
			*	*	*	*
Marital Status: Single, Never Married	Unwgted	11890	31	111	50	27
	Weighted (000)	67363	244	824	290	408
	Horz %	100.00	0.36	1.22	0.43	0.61
	Vert %	27.98	37.54	20.91	25.05	25.04
	Index	100	134	75	90	90
			*	*	*	*
Marital Status: Currently Married	Unwgted	24640	62	395	122	100
	Weighted (000)	127911	319	2569	661	1036
	Horz %	100.00	0.25	2.01	0.52	0.81
	Vert %	53.12	49.01	65.21	57.20	63.52
	Index	100	92	123	108	120
			*	*	*	*
Marital Status: Divorced or Legally Separated	Unwgted	7948	13	75	37	14
	Weighted (000)	30646	69	333	174	167
	Horz %	100.00	0.23	1.09	0.57	0.54
	Vert %	12.73	10.66	8.45	15.09	10.22
	Index	100	84	66	119	80

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Marital Status: Widowed				*	*	*	*
	Unwgt'd	3795	2	43	8	8	6
	Weighted (000)	14859	18	214	31	20	26
	Horz %	100.00	0.12	1.44	0.21	0.13	0.18
	Vert %	6.17	2.79	5.43	2.66	1.22	3.00
Index	100	45	88	43	20	49	
Marital Status: Engaged to Be Married			*	*	*	*	*
	Unwgt'd	1949	5	17	14	17	4
	Weighted (000)	10768	36	116	102	86	25
	Horz %	100.00	0.33	1.08	0.95	0.80	0.23
	Vert %	4.47	5.47	2.94	8.83	5.30	2.82
Index	100	122	66	197	119	63	
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*	*	*
	Unwgt'd	3390	13	32	30	27	6
	Weighted (000)	20609	105	207	174	177	55
	Horz %	100.00	0.51	1.00	0.84	0.86	0.26
	Vert %	8.56	16.15	5.25	15.04	10.84	6.25
Index	100	189	61	176	127	73	
Any Child(ren) Under Age 18 Living at Home			*	*	*	*	*
	Unwgt'd	18110	53	330	118	200	80
	Weighted (000)	95244	301	2195	682	1006	425
	Horz %	100.00	0.32	2.30	0.72	1.06	0.45
	Vert %	39.56	46.28	55.71	59.02	61.69	48.60
Index	100	117	141	149	156	123	
1 Child Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgt'd	7249	21	97	46	46	28
	Weighted (000)	38782	127	599	203	246	191
	Horz %	100.00	0.33	1.54	0.52	0.63	0.49
	Vert %	16.11	19.49	15.20	17.59	15.07	21.89
Index	100	121	94	109	94	136	
2 Children Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgt'd	6875	18	122	47	91	31
	Weighted (000)	34084	107	792	341	499	159
	Horz %	100.00	0.31	2.32	1.00	1.46	0.47
	Vert %	14.16	16.42	20.11	29.53	30.59	18.20
Index	100	116	142	209	216	129	
3 Children Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgt'd	2656	11	72	19	37	15
	Weighted (000)	14443	58	518	110	122	52
	Horz %	100.00	0.40	3.58	0.76	0.85	0.36
	Vert %	6.00	8.98	13.14	9.53	7.50	5.96
Index	100	150	219	159	125	99	
4 Children Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgt'd	917	2	21	3	24	4
	Weighted (000)	5134	5	139	17	130	16
	Horz %	100.00	0.10	2.71	0.33	2.53	0.32
	Vert %	2.13	0.79	3.53	1.47	7.98	1.87
Index	100	37	165	69	374	88	
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgt'd	413	1	18	3	2	2
	Weighted (000)	2801	4	147	10	9	6
	Horz %	100.00	0.14	5.25	0.37	0.32	0.21
	Vert %	1.16	0.60	3.73	0.89	0.55	0.68
Index	100	51	321	76	48	59	
Own Home/Residence			*	*	*	*	*
	Unwgt'd	33144	69	452	146	238	107
	Weighted (000)	160200	359	2798	801	1162	674
	Horz %	100.00	0.22	1.75	0.50	0.73	0.42
	Vert %	66.53	55.18	71.00	69.30	71.21	77.15
Index	100	83	107	104	107	116	
Rent Home/Residence			*	*	*	*	*
	Unwgt'd	14554	38	164	69	74	39
	Weighted (000)	77579	288	1058	348	447	193
	Horz %	100.00	0.37	1.36	0.45	0.58	0.25
	Vert %	32.22	44.25	26.85	30.08	27.40	22.08
Index	100	137	83	93	85	69	
Live Rent-Free in Home/Residence			*	*	*	*	*
	Unwgt'd	575	1	8	2	4	1
	Weighted (000)	3001	4	85	7	23	7
	Horz %	100.00	0.12	2.82	0.24	0.76	0.22
	Vert %	1.25	0.58	2.15	0.62	1.40	0.77
Index	100	46	172	50	112	62	

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Census Region: North East			*		*		*
	Unwgt'd	11292	23	102	23	66	24
	Weighted (000)	43596	105	532	97	312	177
	Horz %	100.00	0.24	1.22	0.22	0.72	0.41
	Vert %	18.11	16.14	13.49	8.41	19.13	20.22
Index	100	89	75	46	106	112	
Census Region: South			*				*
	Unwgt'd	16777	44	216	111	110	67
	Weighted (000)	90561	281	1521	599	602	360
	Horz %	100.00	0.31	1.68	0.66	0.66	0.40
	Vert %	37.61	43.22	38.61	51.85	36.90	41.21
Index	100	115	103	138	98	110	
Census Region: Midwest			*		*		*
	Unwgt'd	10348	14	184	37	77	33
	Weighted (000)	51575	76	1052	214	373	139
	Horz %	100.00	0.15	2.04	0.41	0.72	0.27
	Vert %	21.42	11.64	26.69	18.49	22.87	15.92
Index	100	54	125	86	107	74	
Census Region: West			*		*		*
	Unwgt'd	9856	27	122	46	63	23
	Weighted (000)	55047	189	836	246	344	198
	Horz %	100.00	0.34	1.52	0.45	0.63	0.36
	Vert %	22.86	28.99	21.21	21.24	21.10	22.64
Index	100	127	93	93	92	99	
Census Sub-Region: New England			*	*	*	*	*
	Unwgt'd	2902	2	28	1	9	8
	Weighted (000)	11431	16	174	13	79	44
	Horz %	100.00	0.14	1.52	0.12	0.69	0.38
	Vert %	4.75	2.46	4.41	1.16	4.87	5.03
Index	100	52	93	24	103	106	
Census Sub-Region: Mid Atlantic			*		*		*
	Unwgt'd	8390	21	74	22	57	16
	Weighted (000)	32165	89	358	84	233	133
	Horz %	100.00	0.28	1.11	0.26	0.72	0.41
	Vert %	13.36	13.68	9.08	7.25	14.26	15.19
Index	100	102	68	54	107	114	
Census Sub-Region: South Atlantic			*		*		*
	Unwgt'd	9468	22	133	54	63	44
	Weighted (000)	46537	161	848	303	314	237
	Horz %	100.00	0.35	1.82	0.65	0.68	0.51
	Vert %	19.33	24.74	21.52	26.21	19.27	27.08
Index	100	128	111	136	100	140	
Census Sub-Region: East South Central			*	*	*	*	*
	Unwgt'd	1936	4	22	9	13	5
	Weighted (000)	14894	24	187	74	90	22
	Horz %	100.00	0.16	1.25	0.49	0.60	0.15
	Vert %	6.19	3.76	4.74	6.37	5.50	2.55
Index	100	61	77	103	89	41	
Census Sub-Region: West South Central			*	*	*	*	*
	Unwgt'd	5373	18	61	48	34	18
	Weighted (000)	29130	96	486	223	198	101
	Horz %	100.00	0.33	1.67	0.76	0.68	0.35
	Vert %	12.10	14.73	12.35	19.27	12.13	11.58
Index	100	122	102	159	100	96	
Census Sub-Region: East North Central			*	*	*	*	*
	Unwgt'd	7954	9	141	32	57	25
	Weighted (000)	35969	44	752	179	205	84
	Horz %	100.00	0.12	2.09	0.50	0.57	0.23
	Vert %	14.94	6.82	19.08	15.52	12.58	9.58
Index	100	46	128	104	84	64	
Census Sub-Region: West North Central			*	*	*	*	*
	Unwgt'd	2394	5	43	5	20	8
	Weighted (000)	15607	31	300	34	168	55
	Horz %	100.00	0.20	1.92	0.22	1.08	0.36
	Vert %	6.48	4.82	7.61	2.98	10.29	6.34
Index	100	74	117	46	159	98	
Census Sub-Region: Mountain			*	*	*	*	*
	Unwgt'd	2516	9	42	11	23	7
	Weighted (000)	17393	63	366	79	136	58
	Horz %	100.00	0.36	2.10	0.45	0.78	0.33
	Vert %	7.22	9.69	9.28	6.84	8.33	6.63
Index	100	134	129	95	115	92	

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Census Sub-Region: Pacific			*		*	*	*
	Unwgt'd	7340	18	80	35	40	16
	Weighted (000)	37654	126	470	166	208	140
	Horz %	100.00	0.33	1.25	0.44	0.55	0.37
	Vert %	15.64	19.30	11.93	14.40	12.77	16.01
Index	100	123	76	92	82	102	
County Size: A			*				*
	Unwgt'd	26336	47	261	111	177	80
	Weighted (000)	101038	223	1108	453	720	391
	Horz %	100.00	0.22	1.10	0.45	0.71	0.39
	Vert %	41.96	34.22	28.12	39.17	44.11	44.79
Index	100	82	67	93	105	107	
County Size: B			*				*
	Unwgt'd	11787	38	173	60	82	31
	Weighted (000)	70879	217	1370	378	563	186
	Horz %	100.00	0.31	1.93	0.53	0.79	0.26
	Vert %	29.44	33.38	34.78	32.71	34.49	21.33
Index	100	113	118	111	117	72	
County Size: C/D			*		*		*
	Unwgt'd	10150	23	190	46	57	36
	Weighted (000)	68862	211	1462	325	349	296
	Horz %	100.00	0.31	2.12	0.47	0.51	0.43
	Vert %	28.60	32.40	37.11	28.12	21.40	33.88
Index	100	113	130	98	75	118	
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgt'd	1208	1	8	1	8	5
	Weighted (000)	4881	5	35	1	63	38
	Horz %	100.00	0.11	0.71	0.02	1.30	0.78
	Vert %	2.03	0.82	0.88	0.08	3.88	4.33
Index	100	41	43	4	191	214	
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgt'd	8156	14	104	37	75	26
	Weighted (000)	39455	66	735	176	413	151
	Horz %	100.00	0.17	1.86	0.45	1.05	0.38
	Vert %	16.39	10.14	18.65	15.23	25.31	17.29
Index	100	62	114	93	154	106	
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgt'd	1202	4	14	6	9	3
	Weighted (000)	6602	21	68	35	66	45
	Horz %	100.00	0.31	1.03	0.53	1.00	0.69
	Vert %	2.74	3.16	1.73	3.02	4.04	5.19
Index	100	115	63	110	147	189	
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgt'd	287	0	4	1	1	0
	Weighted (000)	1442	0	42	2	2	0
	Horz %	100.00	0.00	2.94	0.16	0.14	0.00
	Vert %	0.60	0.00	1.08	0.20	0.13	0.00
Index	100	0	180	34	21	0	
Radio Formats: All News (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgt'd	2864	2	25	5	11	6
	Weighted (000)	8071	6	103	20	23	15
	Horz %	100.00	0.08	1.27	0.25	0.28	0.19
	Vert %	3.35	0.95	2.61	1.73	1.38	1.74
Index	100	28	78	52	41	52	
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgt'd	3437	10	40	12	28	15
	Weighted (000)	12832	35	204	62	134	77
	Horz %	100.00	0.28	1.59	0.48	1.04	0.60
	Vert %	5.33	5.44	5.17	5.35	8.22	8.83
Index	100	102	97	100	154	166	
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgt'd	884	1	10	4	3	2
	Weighted (000)	4021	2	71	32	10	5
	Horz %	100.00	0.04	1.76	0.79	0.24	0.13
	Vert %	1.67	0.27	1.80	2.75	0.60	0.59
Index	100	16	108	165	36	35	
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgt'd	3316	8	31	14	26	9
	Weighted (000)	15752	35	213	47	185	82
	Horz %	100.00	0.22	1.35	0.30	1.17	0.52
	Vert %	6.54	5.42	5.40	4.04	11.34	9.43
Index	100	83	83	62	173	144	

	Adults 18+	Onw/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey	
			*			*	
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	21	119	55	77	34
	Weighted (000)	45814	136	795	294	436	227
	Horz %	100.00	0.30	1.74	0.64	0.95	0.49
	Vert %	19.03	20.90	20.18	25.45	26.74	25.94
	Index	100	110	106	134	141	136
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	2973	4	42	17	29	15
	Weighted (000)	14188	16	237	86	196	80
	Horz %	100.00	0.11	1.67	0.60	1.38	0.56
	Vert %	5.89	2.42	6.02	7.40	12.01	9.11
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Index	100	41	102	126	204	155
			*	*	*	*	*
	Unwgted	3601	8	54	16	23	10
	Weighted (000)	18087	57	334	104	159	84
	Horz %	100.00	0.32	1.85	0.57	0.88	0.47
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Vert %	7.51	8.83	8.47	9.00	9.76	9.63
	Index	100	117	113	120	130	128
			*	*	*	*	*
	Unwgted	1383	3	11	5	7	3
	Weighted (000)	5415	34	45	28	46	8
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Horz %	100.00	0.64	0.83	0.51	0.84	0.16
	Vert %	2.25	5.30	1.15	2.39	2.80	0.97
	Index	100	236	51	106	125	43
			*	*	*	*	*
	Unwgted	8065	19	130	36	64	20
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Weighted (000)	46392	91	879	217	437	130
	Horz %	100.00	0.20	1.89	0.47	0.94	0.28
	Vert %	19.27	14.00	22.30	18.78	26.76	14.88
	Index	100	73	116	97	139	77
			*	*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	289	1	8	1	2	0
	Weighted (000)	1180	3	41	4	13	0
	Horz %	100.00	0.26	3.49	0.37	1.14	0.00
	Vert %	0.49	0.47	1.05	0.38	0.82	0.00
	Index	100	96	214	78	168	0
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	730	5	9	2	5	3
	Weighted (000)	4011	36	54	11	23	12
	Horz %	100.00	0.91	1.36	0.27	0.58	0.31
	Vert %	1.67	5.58	1.38	0.92	1.44	1.41
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Index	100	335	83	55	86	85
			*	*	*	*	*
	Unwgted	2429	7	27	9	15	7
	Weighted (000)	15349	27	228	64	86	28
	Horz %	100.00	0.18	1.48	0.42	0.56	0.18
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Vert %	6.37	4.22	5.78	5.56	5.27	3.21
	Index	100	66	91	87	83	50
			*	*	*	*	*
	Unwgted	3507	4	46	16	34	10
	Weighted (000)	16479	22	315	89	171	53
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Horz %	100.00	0.13	1.91	0.54	1.04	0.32
	Vert %	6.84	3.36	8.00	7.70	10.46	6.04
	Index	100	49	117	112	153	88
			*	*	*	*	*
	Unwgted	702	0	8	3	0	1
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Weighted (000)	2542	0	39	19	0	1
	Horz %	100.00	0.00	1.53	0.74	0.00	0.03
	Vert %	1.06	0.00	0.98	1.64	0.00	0.08
	Index	100	0	93	155	0	8
			*	*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	991	4	12	4	8	2
	Weighted (000)	6494	20	92	21	47	7
	Horz %	100.00	0.30	1.42	0.32	0.72	0.11
	Vert %	2.70	3.00	2.34	1.79	2.85	0.85
	Index	100	111	87	66	106	32
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	5900	10	77	11	39	14
	Weighted (000)	23011	37	365	48	174	59
	Horz %	100.00	0.16	1.59	0.21	0.76	0.26
	Vert %	9.56	5.69	9.26	4.12	10.66	6.80
Index	100	60	97	43	112	71	

	Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd 1671	5	17	5	14	5
	Weighted (000) 8714	36	70	34	75	26
	Horz % 100.00	0.42	0.80	0.39	0.86	0.30
	Vert % 3.62	5.57	1.78	2.93	4.62	2.98
	Index 100	154	49	81	128	82
		*	*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd 2634	3	25	5	8	6
	Weighted (000) 10681	8	142	22	37	14
	Horz % 100.00	0.07	1.33	0.20	0.35	0.13
	Vert % 4.44	1.15	3.60	1.88	2.27	1.64
	Index 100	26	81	42	51	37
		*	*	*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd 3953	13	91	19	34	18
	Weighted (000) 20069	79	519	74	185	122
	Horz % 100.00	0.39	2.59	0.37	0.92	0.61
	Vert % 8.34	12.15	13.18	6.41	11.32	13.98
	Index 100	146	158	77	136	168
		*	*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd 2820	5	32	26	22	10
	Weighted (000) 14985	25	232	117	115	71
	Horz % 100.00	0.17	1.55	0.78	0.76	0.48
	Vert % 6.22	3.80	5.89	10.16	7.02	8.17
	Index 100	61	95	163	113	131
		*	*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd 3771	14	51	24	31	15
	Weighted (000) 18525	75	354	137	195	137
	Horz % 100.00	0.41	1.91	0.74	1.05	0.74
	Vert % 7.69	11.57	8.99	11.85	11.94	15.67
	Index 100	150	117	154	155	204
		*	*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd 1166	0	17	6	14	4
	Weighted (000) 6001	0	120	45	121	30
	Horz % 100.00	0.00	1.99	0.74	2.02	0.49
	Vert % 2.49	0.00	3.04	3.86	7.43	3.39
	Index 100	0	122	155	298	136
		*	*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd 791	2	9	2	4	1
	Weighted (000) 4990	5	76	18	24	8
	Horz % 100.00	0.10	1.51	0.36	0.49	0.16
	Vert % 2.07	0.76	1.92	1.57	1.50	0.90
	Index 100	37	93	76	72	43
		*	*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd 315	0	1	0	1	2
	Weighted (000) 1793	0	3	0	5	9
	Horz % 100.00	0.00	0.14	0.00	0.29	0.52
	Vert % 0.74	0.00	0.07	0.00	0.31	1.07
	Index 100	0	9	0	42	143
		*	*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd 5190	17	57	53	30	13
	Weighted (000) 26664	108	332	255	115	71
	Horz % 100.00	0.41	1.25	0.96	0.43	0.27
	Vert % 11.07	16.67	8.44	22.06	7.07	8.16
	Index 100	151	76	199	64	74
		*	*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd 2379	10	24	29	16	7
	Weighted (000) 11083	62	119	128	57	21
	Horz % 100.00	0.56	1.07	1.16	0.52	0.19
	Vert % 4.60	9.54	3.02	11.08	3.51	2.37
	Index 100	207	66	241	76	51
		*	*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd 1939	5	26	17	13	4
	Weighted (000) 11362	41	152	87	42	38
	Horz % 100.00	0.36	1.34	0.77	0.37	0.33
	Vert % 4.72	6.25	3.85	7.56	2.60	4.33
	Index 100	132	82	160	55	92
		*	*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd 1269	1	15	1	3	3
	Weighted (000) 7051	6	151	9	10	26
	Horz % 100.00	0.09	2.14	0.13	0.15	0.37
	Vert % 2.93	0.96	3.83	0.77	0.63	2.99
	Index 100	33	131	26	21	102

	Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey	
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	40314	99	533	196	284	127
	Weighted (000)	198598	577	3336	1023	1472	717
	Horz %	100.00	0.29	1.68	0.52	0.74	0.36
	Vert %	82.48	88.59	84.66	88.55	90.26	82.06
	Index	100	107	103	107	109	99
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	59	328	133	183	85
	Weighted (000)	119900	366	2061	659	983	498
	Horz %	100.00	0.31	1.72	0.55	0.82	0.42
	Vert %	49.80	56.27	52.31	56.97	60.24	57.02
	Index	100	113	105	114	121	115
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	44	249	90	112	56
	Weighted (000)	89896	221	1470	493	594	307
	Horz %	100.00	0.25	1.63	0.55	0.66	0.34
	Vert %	37.34	33.90	37.30	42.66	36.39	35.10
	Index	100	91	100	114	97	94
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	51	281	122	168	71
	Weighted (000)	104254	245	1668	638	862	396
	Horz %	100.00	0.23	1.60	0.61	0.83	0.38
	Vert %	43.30	37.63	42.34	55.21	52.85	45.31
	Index	100	87	98	128	122	105
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	31	89	46	51	16
	Weighted (000)	38037	201	557	242	309	57
	Horz %	100.00	0.53	1.46	0.64	0.81	0.15
	Vert %	15.80	30.90	14.13	20.96	18.94	6.58
	Index	100	196	89	133	120	42
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	9	32	15	21	5
	Weighted (000)	11829	64	232	57	159	17
	Horz %	100.00	0.54	1.96	0.48	1.35	0.15
	Vert %	4.91	9.86	5.90	4.93	9.77	1.97
	Index	100	201	120	100	199	40
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	30	206	79	104	48
	Weighted (000)	75340	152	1238	374	502	248
	Horz %	100.00	0.20	1.64	0.50	0.67	0.33
	Vert %	31.29	23.37	31.41	32.32	30.79	28.42
	Index	100	75	100	103	98	91
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	51	273	108	150	57
	Weighted (000)	103236	248	1744	538	764	330
	Horz %	100.00	0.24	1.69	0.52	0.74	0.32
	Vert %	42.88	38.08	44.26	46.52	46.81	37.76
	Index	100	89	103	109	109	88
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	42	194	84	118	48
	Weighted (000)	81300	265	1285	404	626	294
	Horz %	100.00	0.33	1.58	0.50	0.77	0.36
	Vert %	33.77	40.66	32.62	34.91	38.39	33.62
	Index	100	120	97	103	114	100
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	18	94	40	61	15
	Weighted (000)	39381	98	530	190	341	88
	Horz %	100.00	0.25	1.35	0.48	0.87	0.22
	Vert %	16.36	15.02	13.45	16.40	20.88	10.02
	Index	100	92	82	100	128	61
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	4	25	10	13	1
	Weighted (000)	9954	8	163	35	99	3
	Horz %	100.00	0.08	1.64	0.35	0.99	0.03
	Vert %	4.13	1.15	4.14	3.02	6.04	0.31
	Index	100	28	100	73	146	8
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	26	151	52	69	28
	Weighted (000)	62580	160	968	269	350	202
	Horz %	100.00	0.26	1.55	0.43	0.56	0.32
	Vert %	25.99	24.61	24.57	23.25	21.46	23.14
	Index	100	95	95	89	83	89

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	92	484	174	265	126
	Weighted (000)	181109	533	3006	897	1309	720
	Horz %	100.00	0.29	1.66	0.50	0.72	0.40
	Vert %	75.22	81.86	76.30	77.63	80.22	82.44
	Index	100	109	101	103	107	110
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	20	83	40	51	19
	Weighted (000)	29668	93	567	199	316	96
	Horz %	100.00	0.31	1.91	0.67	1.07	0.32
	Vert %	12.32	14.27	14.40	17.18	19.39	11.00
	Index	100	116	117	139	157	89
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	0	16	9	6	1
	Weighted (000)	6331	0	105	33	51	6
	Horz %	100.00	0.00	1.66	0.52	0.81	0.10
	Vert %	2.63	0.00	2.67	2.86	3.15	0.71
	Index	100	0	102	109	120	27
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	39	176	62	91	32
	Weighted (000)	72174	227	1101	297	484	222
	Horz %	100.00	0.32	1.53	0.41	0.67	0.31
	Vert %	29.97	34.95	27.94	25.67	29.67	25.39
	Index	100	117	93	86	99	85
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	84	443	167	253	111
	Weighted (000)	166202	502	2750	868	1301	663
	Horz %	100.00	0.30	1.65	0.52	0.78	0.40
	Vert %	69.03	77.19	69.80	75.08	79.78	75.82
	Index	100	112	101	109	116	110
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	6	24	13	20	9
	Weighted (000)	11015	16	217	58	105	58
	Horz %	100.00	0.15	1.97	0.53	0.95	0.53
	Vert %	4.57	2.46	5.51	5.00	6.44	6.67
	Index	100	54	120	109	141	146
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	3	15	5	7	1
	Weighted (000)	6306	19	66	33	50	3
	Horz %	100.00	0.31	1.05	0.53	0.80	0.05
	Vert %	2.62	2.98	1.67	2.89	3.08	0.33
	Index	100	114	64	110	118	13
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	11	109	30	55	21
	Weighted (000)	37690	35	560	145	245	72
	Horz %	100.00	0.09	1.49	0.38	0.65	0.19
	Vert %	15.65	5.40	14.21	12.50	15.00	8.29
	Index	100	35	91	80	96	53
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	80	494	172	246	118
	Weighted (000)	181675	466	3125	940	1316	717
	Horz %	100.00	0.26	1.72	0.52	0.72	0.39
	Vert %	75.45	71.55	79.32	81.33	80.66	82.01
	Index	100	95	105	108	107	109
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	84	529	178	265	122
	Weighted (000)	193871	476	3322	960	1414	727
	Horz %	100.00	0.25	1.71	0.50	0.73	0.38
	Vert %	80.52	73.18	84.31	83.09	86.66	83.23
	Index	100	91	105	103	108	103
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	18	66	43	63	34
	Weighted (000)	28450	83	396	166	292	221
	Horz %	100.00	0.29	1.39	0.58	1.03	0.78
	Vert %	11.82	12.81	10.06	14.38	17.88	25.30
	Index	100	108	85	122	151	214
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	25	93	55	74	51
	Weighted (000)	41160	127	588	240	337	362
	Horz %	100.00	0.31	1.43	0.58	0.82	0.88
	Vert %	17.09	19.45	14.93	20.73	20.69	41.43
	Index	100	114	87	121	121	242

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	62	186	116	150	98
	Weighted (000)	71398	341	1110	648	687	571
	Horz %	100.00	0.48	1.55	0.91	0.96	0.80
	Vert %	29.65	52.40	28.17	56.05	42.13	65.29
	Index	100	177	95	189	142	220
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	46	160	98	115	83
	Weighted (000)	62882	254	1073	466	629	483
	Horz %	100.00	0.40	1.71	0.74	1.00	0.77
	Vert %	26.12	38.96	27.24	40.30	38.57	55.31
	Index	100	149	104	154	148	212
Listened online to streaming AM/FM broadcast radio stations	Unwgt'd	7450	27	103	38	60	21
	Weighted (000)	36486	140	624	187	266	132
	Horz %	100.00	0.38	1.71	0.51	0.73	0.36
	Vert %	15.15	21.48	15.84	16.17	16.31	15.11
	Index	100	142	105	107	108	100
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgt'd	14104	52	157	78	110	52
	Weighted (000)	70596	288	1059	401	526	334
	Horz %	100.00	0.41	1.50	0.57	0.74	0.47
	Vert %	29.32	44.18	26.87	34.67	32.24	38.23
	Index	100	151	92	118	110	130
Listened to Any Radio on the Internet/Online-Past Month	Unwgt'd	20341	70	238	113	163	74
	Weighted (000)	101859	404	1582	608	787	450
	Horz %	100.00	0.40	1.55	0.60	0.77	0.44
	Vert %	42.30	62.08	40.16	52.59	48.27	51.49
	Index	100	147	95	124	114	122
Visited a radio station, radio program or radio personality's website	Unwgt'd	3495	19	50	26	16	11
	Weighted (000)	16642	113	333	114	57	51
	Horz %	100.00	0.68	2.00	0.69	0.34	0.31
	Vert %	6.91	17.31	8.45	9.88	3.52	5.85
	Index	100	250	122	143	51	85
Downloaded music - Past Month	Unwgt'd	10131	40	118	57	72	32
	Weighted (000)	53361	259	833	335	360	173
	Horz %	100.00	0.48	1.56	0.63	0.67	0.32
	Vert %	22.16	39.76	21.14	28.97	22.05	19.85
	Index	100	179	95	131	99	90
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	7	31	12	21	9
	Weighted (000)	11952	38	180	65	113	54
	Horz %	100.00	0.32	1.51	0.54	0.94	0.45
	Vert %	4.96	5.84	4.57	5.62	6.92	6.22
	Index	100	118	92	113	139	125
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgt'd	3490	9	41	24	35	18
	Weighted (000)	17709	75	272	167	147	94
	Horz %	100.00	0.43	1.53	0.94	0.83	0.53
	Vert %	7.36	11.60	6.89	14.41	8.99	10.74
	Index	100	158	94	196	122	146
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgt'd	7650	28	72	37	66	22
	Weighted (000)	36645	140	473	168	312	170
	Horz %	100.00	0.38	1.29	0.46	0.85	0.46
	Vert %	15.22	21.43	11.99	14.50	19.14	19.47
	Index	100	141	79	95	126	128
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgt'd	13348	56	170	78	115	44
	Weighted (000)	68670	333	1200	429	525	236
	Horz %	100.00	0.48	1.75	0.62	0.76	0.34
	Vert %	28.52	51.15	30.47	37.10	32.16	27.01
	Index	100	179	107	130	113	95
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgt'd	4026	12	43	21	34	18
	Weighted (000)	21138	78	311	106	196	123
	Horz %	100.00	0.37	1.47	0.50	0.93	0.58
	Vert %	8.78	11.98	7.88	9.19	12.02	14.02
	Index	100	136	90	105	137	160

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
				*			
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16441	33	234	88	106	50
	Weighted (000)	83247	184	1646	502	519	282
	Horz %	100.00	0.22	1.98	0.60	0.62	0.34
	Vert %	34.57	28.30	41.79	43.41	31.81	32.24
	Index	100	82	121	126	92	93
				*			
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13568	27	194	76	81	52
	Weighted (000)	68583	148	1348	410	401	294
	Horz %	100.00	0.22	1.97	0.60	0.58	0.43
	Vert %	28.48	22.74	34.21	35.44	24.57	33.60
	Index	100	80	120	124	86	118
				*			
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16787	38	250	93	113	55
	Weighted (000)	84735	210	1690	514	566	319
	Horz %	100.00	0.25	1.99	0.61	0.67	0.38
	Vert %	35.19	32.25	42.89	44.51	34.72	36.51
	Index	100	92	122	126	99	104
				*			*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12871	36	159	78	81	43
	Weighted (000)	66195	221	1128	443	417	230
	Horz %	100.00	0.33	1.70	0.67	0.63	0.35
	Vert %	27.49	33.95	28.63	38.33	25.56	26.28
	Index	100	123	104	139	93	96
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38660	87	509	174	253	120
	Weighted (000)	189912	492	3126	877	1292	719
	Horz %	100.00	0.26	1.65	0.46	0.68	0.38
	Vert %	78.87	75.54	79.34	75.91	79.19	82.23
	Index	100	96	101	96	100	104
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30696	66	426	142	189	91
	Weighted (000)	149196	377	2505	715	977	466
	Horz %	100.00	0.25	1.68	0.48	0.66	0.31
	Vert %	61.96	57.95	63.58	61.86	59.92	53.30
	Index	100	94	103	100	97	86
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26491	51	352	112	161	77
	Weighted (000)	129997	269	2005	548	805	464
	Horz %	100.00	0.21	1.54	0.42	0.62	0.36
	Vert %	53.99	41.38	50.88	47.41	49.33	53.08
	Index	100	77	94	88	91	98
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30904	61	402	129	190	98
	Weighted (000)	150311	352	2400	655	952	541
	Horz %	100.00	0.23	1.60	0.44	0.63	0.36
	Vert %	62.43	54.01	60.92	56.70	58.39	61.92
	Index	100	87	98	91	94	99
				*			*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13385	27	182	59	71	43
	Weighted (000)	71448	155	1131	289	373	283
	Horz %	100.00	0.22	1.58	0.41	0.52	0.40
	Vert %	29.67	23.77	28.70	25.04	22.87	32.36
	Index	100	80	97	84	77	109
				*			*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	23966	47	312	99	134	79
	Weighted (000)	120410	269	1843	519	740	489
	Horz %	100.00	0.22	1.53	0.43	0.61	0.41
	Vert %	50.01	41.33	46.78	44.88	45.36	55.91
	Index	100	83	94	90	91	112
				*			*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	7819	14	92	46	52	25
	Weighted (000)	39930	81	598	237	235	164
	Horz %	100.00	0.20	1.50	0.59	0.59	0.41
	Vert %	16.58	12.48	15.17	20.48	14.40	18.78
	Index	100	75	91	123	87	113
				*			*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19776	44	259	88	112	61
	Weighted (000)	98663	258	1508	459	653	337
	Horz %	100.00	0.26	1.53	0.46	0.66	0.34
	Vert %	40.98	39.60	38.27	39.67	40.04	38.51
	Index	100	97	93	97	98	94

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23713	51	300	115	135	75
	Weighted (000)	118404	300	1773	567	737	439
	Horz %	100.00	0.25	1.50	0.48	0.62	0.37
	Vert %	49.18	46.14	45.00	49.08	45.16	50.25
	Index	100	94	92	100	92	102
Downloaded a TV Program - Past Month			*	*	*	*	*
	Unwgted	2546	9	31	12	14	8
	Weighted (000)	12316	50	200	57	51	39
	Horz %	100.00	0.41	1.63	0.46	0.41	0.32
	Vert %	5.11	7.72	5.08	4.92	3.13	4.47
Watched a TV Program Online - Past Month	Index	100	151	99	96	61	87
			*	*	*	*	*
	Unwgted	8662	22	104	44	67	24
	Weighted (000)	42288	150	676	266	274	149
	Horz %	100.00	0.35	1.60	0.63	0.65	0.35
Visited a TV Network or TV Show's Web Site - Past Month	Vert %	17.56	23.04	17.17	23.04	16.80	16.99
	Index	100	131	98	131	96	97
			*	*	*	*	*
	Unwgted	10361	27	130	53	81	33
	Weighted (000)	49642	194	791	285	385	195
Looked at TV Listings Online - Past Month	Horz %	100.00	0.39	1.59	0.57	0.77	0.39
	Vert %	20.62	29.83	20.08	24.63	23.58	22.33
	Index	100	145	97	119	114	108
			*	*	*	*	*
	Unwgted	5556	10	76	29	38	22
Household Subscribes to Cable TV	Weighted (000)	25739	55	417	134	178	117
	Horz %	100.00	0.21	1.62	0.52	0.69	0.45
	Vert %	10.69	8.48	10.59	11.57	10.93	13.38
	Index	100	79	99	108	102	125
			*	*	*	*	*
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	22719	49	290	97	150	71
	Weighted (000)	108255	258	1652	464	765	427
	Horz %	100.00	0.24	1.53	0.43	0.71	0.39
	Vert %	44.96	39.61	41.92	40.17	46.92	48.91
	Index	100	88	93	89	104	109
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	39029	91	505	188	271	128
	Weighted (000)	191150	529	3111	945	1398	784
	Horz %	100.00	0.28	1.63	0.49	0.73	0.41
	Vert %	79.39	81.20	78.96	81.74	85.68	89.75
	Index	100	102	99	103	108	113
Viewed Any Premium Cable Channels - Past Month	Unwgted	37639	85	488	180	258	125
	Weighted (000)	184440	509	3001	915	1334	766
	Horz %	100.00	0.28	1.63	0.50	0.72	0.42
	Vert %	76.60	78.16	76.18	79.15	81.77	87.60
	Index	100	102	99	103	107	114
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	27789	61	356	139	194	100
	Weighted (000)	137528	334	2152	721	1008	657
	Horz %	100.00	0.24	1.56	0.52	0.73	0.48
	Vert %	57.12	51.33	54.62	62.36	61.82	75.16
	Index	100	90	96	109	108	132
Viewed Any Video-On-Demand Programs or Events - Past Year			*	*	*	*	*
	Unwgted	16374	43	194	83	128	61
	Weighted (000)	77280	246	1118	394	666	403
	Horz %	100.00	0.32	1.45	0.51	0.86	0.52
	Vert %	32.10	37.81	28.38	34.07	40.80	46.11
Viewed Any Video-On-Demand Programs or Events - Past Year	Index	100	118	88	106	127	144
			*	*	*	*	*
	Unwgted	6244	24	83	36	51	27
	Weighted (000)	29338	124	521	149	288	151
	Horz %	100.00	0.42	1.78	0.51	0.98	0.51
Viewed Any Video-On-Demand Programs or Events - Past Year	Vert %	12.18	18.97	13.23	12.91	17.64	17.26
	Index	100	156	109	106	145	142
			*	*	*	*	*
	Unwgted	13643	41	168	72	117	50
	Weighted (000)	59903	247	947	316	584	344
Viewed Any Video-On-Demand Programs or Events - Past Year	Horz %	100.00	0.41	1.58	0.53	0.97	0.57
	Vert %	24.88	37.94	24.03	27.35	35.80	39.35
	Index	100	153	97	110	144	158

	Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey	
			*			*	
Household Has a Satellite Dish	Unwgt'd	10901	31	158	69	81	39
	Weighted (000)	62972	239	1168	416	473	230
	Horz %	100.00	0.38	1.86	0.66	0.75	0.37
	Vert %	26.15	36.72	29.65	36.03	28.98	26.33
	Index	100	140	113	138	111	101
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	70	320	138	188	93
	Weighted (000)	117400	437	1978	672	947	557
	Horz %	100.00	0.37	1.68	0.57	0.81	0.47
	Vert %	48.76	67.16	50.21	58.18	58.05	63.73
	Index	100	138	103	119	119	131
Any Internet/Online Activity - Past Month	Unwgt'd	41735	104	542	202	298	131
	Weighted (000)	203627	624	3416	1074	1541	749
	Horz %	100.00	0.31	1.68	0.53	0.76	0.37
	Vert %	84.57	95.88	86.70	92.91	94.44	85.71
	Index	100	113	103	110	112	101
Played Games Online - Past Month	Unwgt'd	13858	39	188	88	102	48
	Weighted (000)	73582	272	1176	470	579	287
	Horz %	100.00	0.37	1.60	0.64	0.79	0.39
	Vert %	30.56	41.80	29.86	40.64	35.52	32.84
	Index	100	137	98	133	116	107
Downloaded a Video Game - Past Month	Unwgt'd	5181	21	71	36	38	19
	Weighted (000)	29277	140	502	182	201	94
	Horz %	100.00	0.48	1.71	0.62	0.69	0.32
	Vert %	12.16	21.45	12.73	15.75	12.30	10.77
	Index	100	176	105	130	101	89
Downloaded a Movie - Past Month	Unwgt'd	4298	18	44	19	38	13
	Weighted (000)	21411	101	259	100	156	78
	Horz %	100.00	0.47	1.21	0.47	0.73	0.36
	Vert %	8.89	15.49	6.56	8.69	9.59	8.93
	Index	100	174	74	98	108	100
Watched a Movie Online - Past Month	Unwgt'd	10210	30	129	57	66	27
	Weighted (000)	51231	196	835	303	315	177
	Horz %	100.00	0.38	1.63	0.59	0.62	0.34
	Vert %	21.28	30.15	21.20	26.20	19.32	20.20
	Index	100	142	100	123	91	95
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	30	124	48	65	25
	Weighted (000)	44949	152	763	246	348	129
	Horz %	100.00	0.34	1.70	0.55	0.78	0.29
	Vert %	18.67	23.39	19.37	21.31	21.36	14.75
	Index	100	125	104	114	114	79
Visited a Chat Room - Past Month	Unwgt'd	2241	4	24	13	15	3
	Weighted (000)	11411	20	132	47	86	13
	Horz %	100.00	0.18	1.16	0.41	0.75	0.11
	Vert %	4.74	3.12	3.36	4.07	5.26	1.44
	Index	100	66	71	86	111	30
Used e-Mail - Past Month	Unwgt'd	36995	89	468	173	270	114
	Weighted (000)	174261	508	2874	861	1334	638
	Horz %	100.00	0.29	1.65	0.49	0.77	0.37
	Vert %	72.37	78.09	72.94	74.51	81.77	73.02
	Index	100	108	101	103	113	101
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	71	328	140	222	94
	Weighted (000)	135807	442	2129	766	1145	526
	Horz %	100.00	0.33	1.57	0.56	0.84	0.39
	Vert %	56.40	67.93	54.03	66.31	70.18	60.17
	Index	100	120	96	118	124	107
Visited Online Blogs - Past Month	Unwgt'd	6524	14	74	37	40	28
	Weighted (000)	31710	82	457	187	178	193
	Horz %	100.00	0.26	1.44	0.59	0.56	0.61
	Vert %	13.17	12.67	11.60	16.15	10.88	22.11
	Index	100	96	88	123	83	168

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Wrote an Online Blog - Past Month				*	*	*	*
	Unwgted	1311	7	9	8	12	4
	Weighted (000)	6536	37	77	45	46	32
	Horz %	100.00	0.57	1.18	0.69	0.71	0.49
	Vert %	2.71	5.75	1.96	3.92	2.83	3.64
Index	100	212	72	145	104	134	
Uploaded or Added Video to a Web Site - Past Month			*	*	*	*	*
	Unwgted	3852	15	36	18	34	15
	Weighted (000)	19478	58	249	94	208	60
	Horz %	100.00	0.30	1.28	0.48	1.07	0.31
	Vert %	8.09	8.98	6.32	8.13	12.78	6.90
Index	100	111	78	101	158	85	
Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
	Unwgted	35665	95	465	185	276	114
	Weighted (000)	177442	571	2984	970	1442	660
	Horz %	100.00	0.32	1.68	0.55	0.81	0.37
	Vert %	73.69	87.70	75.74	83.90	88.39	75.58
Index	100	119	103	114	120	103	
Accessed Facebook.com - Past Month							
	Unwgted	28781	79	370	154	223	94
	Weighted (000)	145748	447	2390	799	1182	560
	Horz %	100.00	0.31	1.64	0.55	0.81	0.38
	Vert %	60.53	68.65	60.67	69.15	72.47	64.04
Index	100	113	100	114	120	106	
Accessed Foursquare - Past Month			*	*	*	*	*
	Unwgted	326	1	4	0	2	1
	Weighted (000)	1536	1	29	0	5	3
	Horz %	100.00	0.07	1.91	0.00	0.35	0.20
	Vert %	0.64	0.15	0.75	0.00	0.33	0.35
Index	100	24	117	0	52	55	
Accessed Google+ (Google Plus) - Past Month			*	*	*	*	*
	Unwgted	8327	26	88	43	68	23
	Weighted (000)	41531	173	477	189	373	136
	Horz %	100.00	0.42	1.15	0.45	0.90	0.33
	Vert %	17.25	26.50	12.11	16.33	22.84	15.58
Index	100	154	70	95	132	90	
Accessed LinkedIn.com - Past Month			*	*	*	*	*
	Unwgted	7880	18	75	39	67	25
	Weighted (000)	30933	77	412	166	284	103
	Horz %	100.00	0.25	1.33	0.54	0.92	0.33
	Vert %	12.85	11.85	10.45	14.40	17.42	11.84
Index	100	92	81	112	136	92	
Accessed Pinterest - Past Month			*	*	*	*	*
	Unwgted	8547	27	122	45	78	31
	Weighted (000)	45015	166	729	222	401	221
	Horz %	100.00	0.37	1.62	0.49	0.89	0.49
	Vert %	18.70	25.47	18.50	19.17	24.57	25.31
Index	100	136	99	103	131	135	
Accessed Tumblr - Past Month			*	*	*	*	*
	Unwgted	1746	6	18	7	14	10
	Weighted (000)	9399	41	85	35	52	49
	Horz %	100.00	0.44	0.90	0.37	0.55	0.52
	Vert %	3.90	6.33	2.15	3.04	3.16	5.64
Index	100	162	55	78	81	145	
Accessed Twitter.com - Past Month			*	*	*	*	*
	Unwgted	6090	17	71	34	45	23
	Weighted (000)	30973	92	397	178	206	184
	Horz %	100.00	0.30	1.28	0.57	0.67	0.59
	Vert %	12.86	14.07	10.09	15.36	12.65	21.07
Index	100	109	78	119	98	164	
Accessed Yelp - Past Month			*	*	*	*	*
	Unwgted	3922	8	29	15	26	7
	Weighted (000)	15511	36	163	70	112	28
	Horz %	100.00	0.23	1.05	0.45	0.72	0.18
	Vert %	6.44	5.57	4.13	6.08	6.84	3.24
Index	100	86	64	94	106	50	
Accessed YouTube.com - Past Month							
	Unwgted	24628	65	322	131	207	76
	Weighted (000)	123561	384	2062	687	1033	454
	Horz %	100.00	0.31	1.67	0.56	0.84	0.37
	Vert %	51.32	59.04	52.32	59.42	63.35	51.95
Index	100	115	102	116	123	101	

	Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey	
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	50	235	102	152	55
	Weighted (000)	93304	270	1542	507	812	303
	Horz %	100.00	0.29	1.65	0.54	0.87	0.33
	Vert %	38.75	41.41	39.14	43.85	49.80	34.71
	Index	100	107	101	113	129	90
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month			*				*
	Unwgt'd	9077	29	107	61	83	33
	Weighted (000)	47933	196	703	311	446	226
	Horz %	100.00	0.41	1.47	0.65	0.93	0.47
	Vert %	19.91	30.18	17.85	26.87	27.35	25.86
Clicked on an Advertisement on Social Network - Past Month	Index	100	152	90	135	137	130
			*		*		*
	Unwgt'd	6212	19	65	32	49	26
	Weighted (000)	29666	154	445	160	232	123
	Horz %	100.00	0.52	1.50	0.54	0.78	0.41
Watched a Video on Social Network - Past Month	Vert %	12.32	23.65	11.29	13.84	14.24	14.04
	Index	100	192	92	112	116	114
	Unwgt'd	22534	61	297	124	190	83
	Weighted (000)	114114	372	1877	701	1023	489
	Horz %	100.00	0.33	1.64	0.61	0.90	0.43
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	47.39	57.18	47.63	60.65	62.70	55.92
	Index	100	121	100	128	132	118
	Unwgt'd	38445	101	496	200	287	123
	Weighted (000)	190804	579	3140	1065	1473	735
	Horz %	100.00	0.30	1.65	0.56	0.77	0.39
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	79.24	88.94	79.68	92.16	90.33	84.10
	Index	100	112	101	116	114	106
	Unwgt'd	18075	52	218	100	145	63
	Weighted (000)	90847	363	1383	481	698	327
	Horz %	100.00	0.40	1.52	0.53	0.77	0.36
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	37.73	55.74	35.10	41.59	42.77	37.47
	Index	100	148	93	110	113	99
	Unwgt'd	17311	57	218	108	162	64
	Weighted (000)	87270	328	1398	548	828	303
	Horz %	100.00	0.38	1.60	0.63	0.95	0.35
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	36.24	50.46	35.48	47.43	50.74	34.68
	Index	100	139	98	131	140	96
	Unwgt'd	22282	70	272	127	184	80
	Weighted (000)	113761	417	1813	649	906	431
	Horz %	100.00	0.37	1.59	0.57	0.80	0.38
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	47.25	64.08	46.02	56.17	55.55	49.27
	Index	100	136	97	119	118	104
			*				
	Unwgt'd	15000	43	203	101	130	54
	Weighted (000)	79489	257	1266	528	705	330
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Horz %	100.00	0.32	1.59	0.66	0.89	0.41
	Vert %	33.01	39.52	32.13	45.67	43.22	37.73
	Index	100	120	97	138	131	114
			*				*
	Unwgt'd	9852	29	119	59	93	33
Used a Mobile "App" - Past Month	Weighted (000)	51013	193	644	302	450	213
	Horz %	100.00	0.38	1.26	0.59	0.88	0.42
	Vert %	21.19	29.71	16.33	26.10	27.58	24.36
	Index	100	140	77	123	130	115
	Unwgt'd	23794	72	291	142	205	81
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	116054	401	1838	738	989	424
	Horz %	100.00	0.35	1.58	0.64	0.85	0.36
	Vert %	48.20	61.59	46.65	63.85	60.63	48.48
	Index	100	128	97	132	126	101
			*		*	*	*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	9	164	36	46	27
	Weighted (000)	53679	38	948	163	274	153
	Horz %	100.00	0.07	1.77	0.30	0.51	0.28
	Vert %	22.29	5.81	24.06	14.07	16.82	17.46
	Index	100	26	108	63	75	78

	Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey	
			*			*	
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	20	209	58	73	41
	Weighted (000)	70866	109	1250	278	433	229
	Horz %	100.00	0.15	1.76	0.39	0.61	0.32
	Vert %	29.43	16.78	31.73	24.07	26.55	26.17
	Index	100	57	108	82	90	89
			*			*	
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	43	229	94	124	58
	Weighted (000)	84280	228	1292	452	601	303
	Horz %	100.00	0.27	1.53	0.54	0.71	0.36
	Vert %	35.00	35.01	32.80	39.09	36.84	34.69
	Index	100	100	94	112	105	99
			*		*	*	
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3903	11	60	10	24	9
	Weighted (000)	21071	57	449	43	140	69
	Horz %	100.00	0.27	2.13	0.20	0.67	0.33
	Vert %	8.75	8.72	11.39	3.72	8.59	7.89
	Index	100	100	130	42	98	90
			*		*	*	
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	4115	9	68	13	25	12
	Weighted (000)	21628	56	454	87	141	73
	Horz %	100.00	0.26	2.10	0.40	0.65	0.34
	Vert %	8.98	8.66	11.51	7.50	8.64	8.39
	Index	100	96	128	84	96	93
			*		*	*	
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	7	62	13	25	16
	Weighted (000)	19673	36	359	50	109	80
	Horz %	100.00	0.18	1.83	0.26	0.55	0.41
	Vert %	8.17	5.56	9.12	4.36	6.67	9.13
	Index	100	68	112	53	82	112
			*		*	*	
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	10	78	14	28	17
	Weighted (000)	24675	39	482	71	156	75
	Horz %	100.00	0.16	1.95	0.29	0.63	0.31
	Vert %	10.25	5.95	12.23	6.16	9.58	8.64
	Index	100	58	119	60	94	84
			*		*	*	
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	8	83	17	33	20
	Weighted (000)	25536	57	482	54	170	126
	Horz %	100.00	0.22	1.89	0.21	0.66	0.50
	Vert %	10.61	8.78	12.23	4.65	10.40	14.47
	Index	100	83	115	44	98	136
			*		*	*	
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	15	115	24	44	30
	Weighted (000)	36955	74	639	102	233	183
	Horz %	100.00	0.20	1.73	0.28	0.63	0.50
	Vert %	15.35	11.30	16.21	8.82	14.31	21.00
	Index	100	74	106	57	93	137
			*		*	*	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	4	75	21	20	19
	Weighted (000)	22586	20	489	96	100	148
	Horz %	100.00	0.09	2.16	0.43	0.44	0.65
	Vert %	9.38	3.03	12.40	8.32	6.12	16.89
	Index	100	32	132	89	65	180
			*		*	*	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	16	167	46	62	40
	Weighted (000)	52963	84	1042	255	360	285
	Horz %	100.00	0.16	1.97	0.48	0.68	0.54
	Vert %	22.00	12.96	26.44	22.04	22.10	32.57
	Index	100	59	120	100	100	148
			*		*	*	
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	9	59	4	12	6
	Weighted (000)	15401	52	345	28	52	52
	Horz %	100.00	0.34	2.24	0.18	0.34	0.34
	Vert %	6.40	7.94	8.77	2.45	3.17	5.98
	Index	100	124	137	38	50	93
			*	*	*	*	
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	6	41	15	16	9
	Weighted (000)	13074	30	288	55	50	40
	Horz %	100.00	0.23	2.20	0.42	0.38	0.30
	Vert %	5.43	4.58	7.30	4.74	3.05	4.54
	Index	100	84	134	87	56	84

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
Personally Referred to Paper or Internet Yellow Pages - Past Week			*	*	*	*	*
	Unwgt'd	5381	12	88	17	25	15
	Weighted (000)	26513	68	535	75	93	92
	Horz %	100.00	0.26	2.02	0.28	0.35	0.35
	Vert %	11.01	10.51	13.57	6.46	5.70	10.52
Index	100	95	123	59	52	96	
Accessed Yellowpages.com (YP.com) - Past Month			*	*	*	*	*
	Unwgt'd	2490	6	31	10	19	7
	Weighted (000)	12079	27	224	59	173	58
	Horz %	100.00	0.22	1.85	0.49	1.43	0.48
	Vert %	5.02	4.16	5.67	5.08	10.61	6.65
Index	100	83	113	101	211	133	
Have Seen Video Ads in Grocery Stores - Past Month			*	*	*	*	*
	Unwgt'd	8982	26	119	52	71	33
	Weighted (000)	46737	175	748	275	353	147
	Horz %	100.00	0.37	1.60	0.59	0.75	0.31
	Vert %	19.41	26.88	18.97	23.76	21.61	16.79
Index	100	138	98	122	111	87	
Have Seen Video Ads in Drug Stores - Past Month			*	*	*	*	*
	Unwgt'd	5976	21	79	36	45	17
	Weighted (000)	31131	119	469	153	219	92
	Horz %	100.00	0.38	1.51	0.49	0.70	0.30
	Vert %	12.93	18.34	11.90	13.21	13.45	10.52
Index	100	142	92	102	104	81	
Have Seen Video Ads in Convenience Stores - Past Month			*	*	*	*	*
	Unwgt'd	5902	23	89	31	45	16
	Weighted (000)	31417	139	557	147	238	71
	Horz %	100.00	0.44	1.77	0.47	0.76	0.23
	Vert %	13.05	21.40	14.13	12.73	14.59	8.17
Index	100	164	108	98	112	63	
Have Seen Video Ads in Large Discount/Department Stores - Past Month			*	*	*	*	*
	Unwgt'd	6287	18	81	28	51	20
	Weighted (000)	33490	122	489	144	268	127
	Horz %	100.00	0.36	1.46	0.43	0.80	0.38
	Vert %	13.91	18.73	12.41	12.43	16.42	14.55
Index	100	135	89	89	118	105	
Have Seen Video Ads in Warehouse/Club Stores - Past Month			*	*	*	*	*
	Unwgt'd	5223	22	76	26	44	18
	Weighted (000)	26008	146	435	136	228	55
	Horz %	100.00	0.56	1.67	0.52	0.87	0.21
	Vert %	10.80	22.50	11.05	11.80	13.95	6.26
Index	100	208	102	109	129	58	
Have Seen Video Ads in Other Stores - Past Month			*	*	*	*	*
	Unwgt'd	4855	24	69	28	40	13
	Weighted (000)	25254	166	435	143	183	39
	Horz %	100.00	0.66	1.72	0.56	0.73	0.15
	Vert %	10.49	25.54	11.04	12.34	11.24	4.47
Index	100	244	105	118	107	43	
Have Seen Video Ads in Shopping Malls - Past Month			*	*	*	*	*
	Unwgt'd	6785	22	85	39	56	27
	Weighted (000)	34124	134	472	215	306	145
	Horz %	100.00	0.39	1.38	0.63	0.90	0.43
	Vert %	14.17	20.57	11.99	18.63	18.79	16.61
Index	100	145	85	131	133	117	
Have Seen Video Ads in Bars/Pubs - Past Month			*	*	*	*	*
	Unwgt'd	4286	16	55	20	42	13
	Weighted (000)	21507	110	316	95	216	49
	Horz %	100.00	0.51	1.47	0.44	1.00	0.23
	Vert %	8.93	16.96	8.01	8.18	13.23	5.66
Index	100	190	90	92	148	63	
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month			*	*	*	*	*
	Unwgt'd	6264	19	91	35	53	25
	Weighted (000)	33395	139	541	184	296	179
	Horz %	100.00	0.42	1.62	0.55	0.89	0.54
	Vert %	13.87	21.31	13.73	15.91	18.13	20.50
Index	100	154	99	115	131	148	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month			*	*	*	*	*
	Unwgt'd	4657	14	52	19	40	15
	Weighted (000)	23645	88	306	102	210	74
	Horz %	100.00	0.37	1.29	0.43	0.89	0.31
	Vert %	9.82	13.57	7.76	8.82	12.85	8.48
Index	100	138	79	90	131	86	

	Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
			*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	14	53	19	33
	Weighted (000)	19616	84	308	72	142
	Horz %	100.00	0.43	1.57	0.37	0.72
	Vert %	8.15	12.85	7.81	6.23	8.69
	Index	100	158	96	76	107
			*	*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	23	85	28	48
	Weighted (000)	27802	119	495	136	316
	Horz %	100.00	0.43	1.78	0.49	1.14
	Vert %	11.55	18.27	12.55	11.75	19.39
	Index	100	158	109	102	168
			*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	15	48	26	32
	Weighted (000)	18664	85	281	120	164
	Horz %	100.00	0.46	1.51	0.64	0.88
	Vert %	7.75	13.08	7.14	10.38	10.08
	Index	100	169	92	134	130
			*	*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	26	111	53	76
	Weighted (000)	40582	155	627	262	431
	Horz %	100.00	0.38	1.54	0.65	1.06
	Vert %	16.85	23.75	15.91	22.66	26.42
	Index	100	141	94	134	157
			*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	23	48	16	27
	Weighted (000)	18074	144	311	81	141
	Horz %	100.00	0.80	1.72	0.45	0.78
	Vert %	7.51	22.18	7.89	6.97	8.67
	Index	100	296	105	93	116
			*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	22	44	19	32
	Weighted (000)	16741	129	293	79	176
	Horz %	100.00	0.77	1.75	0.47	1.05
	Vert %	6.95	19.86	7.45	6.82	10.76
	Index	100	286	107	98	155
			*	*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	19	69	36	38
	Weighted (000)	25416	146	432	209	190
	Horz %	100.00	0.57	1.70	0.82	0.75
	Vert %	10.56	22.43	10.97	18.08	11.63
	Index	100	212	104	171	110
			*	*	*	*
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	53	342	110	197
	Weighted (000)	122681	296	2163	616	1052
	Horz %	100.00	0.24	1.76	0.50	0.86
	Vert %	50.95	45.49	54.90	53.30	64.48
	Index	100	89	108	105	127
			*	*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	29	148	57	85
	Weighted (000)	52460	193	822	299	426
	Horz %	100.00	0.37	1.57	0.57	0.81
	Vert %	21.79	29.66	20.86	25.85	26.13
	Index	100	136	96	119	120
			*	*	*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	24	89	39	51
	Weighted (000)	33802	159	479	178	283
	Horz %	100.00	0.47	1.42	0.53	0.84
	Vert %	14.04	24.35	12.16	15.42	17.35
	Index	100	173	87	110	124
			*	*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	15	42	22	25
	Weighted (000)	17253	94	249	112	112
	Horz %	100.00	0.54	1.44	0.65	0.65
	Vert %	7.17	14.41	6.31	9.72	6.86
	Index	100	201	88	136	96
			*	*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	27	68	35	41
	Weighted (000)	27714	169	369	155	197
	Horz %	100.00	0.61	1.33	0.56	0.71
	Vert %	11.51	25.92	9.36	13.39	12.05
	Index	100	225	81	116	105

	Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
			*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	12	39	14	26
	Weighted (000)	14322	96	210	53	151
	Horz %	100.00	0.67	1.46	0.37	1.05
	Vert %	5.95	14.81	5.32	4.58	9.24
	Index	100	249	89	77	155
			*	*	*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	25	103	41	71
	Weighted (000)	38266	150	604	218	391
	Horz %	100.00	0.39	1.58	0.57	1.02
	Vert %	15.89	23.01	15.34	18.88	23.99
	Index	100	145	96	119	151
			*	*	*	*
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	25	76	29	43
	Weighted (000)	27321	178	440	121	236
	Horz %	100.00	0.65	1.61	0.44	0.86
	Vert %	11.35	27.34	11.17	10.45	14.45
	Index	100	241	98	92	127
			*	*	*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	45	181	65	127
	Weighted (000)	62134	293	1141	351	697
	Horz %	100.00	0.47	1.84	0.57	1.12
	Vert %	25.81	45.04	28.95	30.38	42.73
	Index	100	175	112	118	166
			*	*	*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	22	122	47	79
	Weighted (000)	43591	154	750	257	411
	Horz %	100.00	0.35	1.72	0.59	0.94
	Vert %	18.10	23.67	19.03	22.27	25.22
	Index	100	131	105	123	139
			*	*	*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	31	149	64	101
	Weighted (000)	55588	200	914	327	528
	Horz %	100.00	0.36	1.65	0.59	0.95
	Vert %	23.09	30.78	23.21	28.30	32.38
	Index	100	133	101	123	140
			*	*	*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	44	209	80	135
	Weighted (000)	79810	256	1347	415	721
	Horz %	100.00	0.32	1.69	0.52	0.90
	Vert %	33.15	39.35	34.17	35.93	44.22
	Index	100	119	103	108	133
			*	*	*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	31	147	60	111
	Weighted (000)	57496	220	910	293	607
	Horz %	100.00	0.38	1.58	0.51	1.06
	Vert %	23.88	33.87	23.11	25.37	37.19
	Index	100	142	97	106	156
			*	*	*	*
Have Seen Infomercials - Past Month	Unwgt'd	9980	30	135	55	88
	Weighted (000)	49971	201	862	260	523
	Horz %	100.00	0.40	1.72	0.52	1.05
	Vert %	20.75	30.86	21.88	22.53	32.04
	Index	100	149	105	109	154
			*	*	*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	53	272	75	158
	Weighted (000)	99869	312	1632	386	856
	Horz %	100.00	0.31	1.63	0.39	0.86
	Vert %	41.48	47.94	41.42	33.43	52.50
	Index	100	116	100	81	127
			*	*	*	*
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	24	70	24	35
	Weighted (000)	24118	159	451	101	181
	Horz %	100.00	0.66	1.87	0.42	0.75
	Vert %	10.02	24.42	11.45	8.71	11.09
	Index	100	244	114	87	111
			*	*	*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	47	250	85	144
	Weighted (000)	91632	269	1587	415	719
	Horz %	100.00	0.29	1.73	0.45	0.78
	Vert %	38.06	41.34	40.29	35.91	44.08
	Index	100	109	106	94	116

		Adults 18+	Own/Lease Dodge Avenger	Own/Lease Dodge Caravan	Own/Lease Dodge Charger	Own/Lease Dodge Durango	Own/Lease Dodge Journey
			*				*
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	29	155	64	91	45
	Weighted (000)	58165	177	963	304	431	287
	Horz %	100.00	0.30	1.66	0.52	0.74	0.49
	Vert %	24.16	27.23	24.45	26.26	26.41	32.83
	Index	100	113	101	109	109	136

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Adults 18+	Unwgted	900	4093	4070	20773	1186
	Weighted (000)	5169	23966	23859	92740	6807
	Horz %	2.15	9.95	9.91	38.52	2.83
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgted	536	2311	2301	10862	716
	Weighted (000)	2936	13014	12971	45340	3867
	Horz %	2.53	11.20	11.17	39.03	3.33
	Vert %	56.81	54.30	54.37	48.89	56.81
	Index	118	113	113	101	118
Female	Unwgted	364	1782	1769	9911	470
	Weighted (000)	2233	10952	10888	47400	2940
	Horz %	1.79	8.79	8.74	38.04	2.36
	Vert %	43.19	45.70	45.63	51.11	43.19
	Index	83	88	88	99	83
Age 18-24	Unwgted	72	345	344	867	110
	Weighted (000)	499	2888	2872	6423	887
	Horz %	1.65	9.56	9.51	21.26	2.93
	Vert %	9.66	12.05	12.04	6.93	13.02
	Index	77	96	96	55	104
Age 25-34	Unwgted	164	736	732	2556	209
	Weighted (000)	896	4310	4303	12839	1117
	Horz %	2.10	10.10	10.09	30.10	2.62
	Vert %	17.33	17.99	18.03	13.84	16.41
	Index	98	102	102	78	93
Age 35-44	Unwgted	172	791	787	3521	251
	Weighted (000)	923	4292	4284	15329	1300
	Horz %	2.30	10.71	10.69	38.25	3.24
	Vert %	17.85	17.91	17.96	16.53	19.10
	Index	107	108	108	99	115
Age 45-54	Unwgted	208	844	837	4126	241
	Weighted (000)	1188	4986	4958	18039	1403
	Horz %	2.75	11.53	11.47	41.71	3.24
	Vert %	22.98	20.80	20.78	19.45	20.61
	Index	128	116	116	108	115
Age 55-64	Unwgted	161	680	675	4222	174
	Weighted (000)	996	3873	3840	18296	1054
	Horz %	2.51	9.74	9.66	46.02	2.65
	Vert %	19.28	16.16	16.10	19.73	15.48
	Index	117	98	97	119	94
Age 65+	Unwgted	123	697	695	5481	201
	Weighted (000)	667	3616	3601	21813	1046
	Horz %	1.49	8.07	8.03	48.66	2.33
	Vert %	12.91	15.09	15.09	23.52	15.37
	Index	69	81	81	126	83
Age 21+	Unwgted	868	3951	3928	20452	1138
	Weighted (000)	4997	22805	22698	90295	6414
	Horz %	2.19	9.98	9.93	39.50	2.81
	Vert %	96.67	95.16	95.13	97.36	94.22
	Index	102	100	100	103	99
Age 18-34	Unwgted	236	1081	1076	3423	319
	Weighted (000)	1395	7199	7175	19262	2004
	Horz %	1.91	9.88	9.85	26.43	2.75
	Vert %	26.98	30.04	30.07	20.77	29.43
	Index	89	99	99	69	97
Age 18-49	Unwgted	506	2302	2288	8963	688
	Weighted (000)	2885	14059	14005	43524	3941
	Horz %	2.16	10.51	10.47	32.53	2.95
	Vert %	55.81	58.66	58.70	46.93	57.90
	Index	100	106	106	84	104

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Age 25-54	Unwgted	544	2371	2356	10203	701
	Weighted (000)	3006	13588	13546	46207	3821
	Horz %	2.39	10.79	10.75	36.68	3.03
	Vert %	58.15	56.70	56.77	49.82	56.13
	Index	111	108	109	95	107
Age 35-64	Unwgted	541	2315	2299	11869	666
	Weighted (000)	3107	13151	13083	51664	3757
	Horz %	2.52	10.68	10.63	41.98	3.05
	Vert %	60.10	54.87	54.83	55.71	55.19
	Index	118	107	107	109	108
Age 50+	Unwgted	394	1791	1782	11810	498
	Weighted (000)	2284	9907	9855	49215	2866
	Horz %	2.14	9.26	9.21	46.01	2.68
	Vert %	44.19	41.34	41.30	53.07	42.10
	Index	99	93	93	119	95
Median Age	Unwgted					
	Weighted (000)	47.40	46.00	45.90	51.60	45.80
	Horz %					
	Vert %					
Race: White Only	Unwgted	795	3196	3185	16751	965
	Weighted (000)	4716	19319	19255	76519	5736
	Horz %	2.65	10.86	10.82	43.00	3.22
	Vert %	91.23	80.61	80.70	82.51	84.27
	Index	123	109	109	112	114
Race: Black/African-American Only	Unwgted	*				
	Unwgted	37	435	431	1315	109
	Weighted (000)	194	2365	2349	5853	643
	Horz %	0.67	8.13	8.07	20.12	2.21
	Vert %	3.75	9.87	9.84	6.31	9.44
Race: Asian	Unwgted	12	101	101	1081	23
	Weighted (000)	42	456	456	3577	127
	Horz %	0.50	5.41	5.41	42.45	1.50
	Vert %	0.81	1.90	1.91	3.86	1.86
	Index	23	54	55	110	53
Race: Other Race/Multi-Racial	Unwgted	68	462	454	2707	112
	Weighted (000)	259	2282	2255	10368	428
	Horz %	0.77	6.76	6.68	30.73	1.27
	Vert %	5.02	9.52	9.45	11.18	6.29
	Index	36	68	67	80	45
Hispanic, Latino, Spanish Origin or Descent	Unwgted	77	453	443	2035	106
	Weighted (000)	398	2948	2904	10704	573
	Horz %	1.09	8.05	7.93	29.21	1.56
	Vert %	7.69	12.30	12.17	11.54	8.42
	Index	51	81	80	76	55
Hispanic, Personally Speak Only English at Home	Unwgted	*				*
	Unwgted	25	122	122	604	38
	Weighted (000)	85	496	496	1797	122
	Horz %	1.48	8.68	8.68	31.42	2.13
	Vert %	1.64	2.07	2.08	1.94	1.79
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	26	140	135	657	27
	Weighted (000)	132	841	819	3051	146
	Horz %	1.40	8.93	8.70	32.40	1.55
	Vert %	2.55	3.51	3.43	3.29	2.15
	Index	65	90	88	84	55
Hispanic, Personally Speak Only Spanish at Home	Unwgted	10	66	65	248	14
	Weighted (000)	85	706	705	2386	153
	Horz %	0.82	6.80	6.79	22.96	1.47
	Vert %	1.64	2.95	2.96	2.57	2.25
	Index	38	68	68	60	52

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
		*				*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	15	115	111	479	23
	Weighted (000)	83	755	734	2669	96
	Horz %	0.92	8.40	8.17	29.70	1.07
	Vert %	1.60	3.15	3.08	2.88	1.41
	Index	43	84	82	77	38
Hispanic, Personally Speak Spanish and English Equally at Home		*	*	*	*	*
	Unwgted	1	8	8	36	3
	Weighted (000)	14	104	104	654	48
	Horz %	0.84	6.25	6.25	39.35	2.87
	Vert %	0.27	0.43	0.44	0.70	0.70
	Index	39	63	63	102	102
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	88	363	362	3976	95
	Weighted (000)	400	1678	1674	14452	470
	Horz %	1.59	6.65	6.63	57.25	1.86
	Vert %	7.75	7.00	7.02	15.58	6.90
	Index	74	67	67	149	66
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	183	790	789	5642	193
	Weighted (000)	934	3901	3899	22431	873
	Horz %	2.06	8.60	8.60	49.48	1.93
	Vert %	18.07	16.28	16.34	24.19	12.83
	Index	96	86	87	128	68
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic		*				
	Unwgted	36	224	223	1133	60
	Weighted (000)	182	1092	1091	4633	301
	Horz %	1.74	10.41	10.40	44.18	2.87
	Vert %	3.52	4.55	4.57	5.00	4.42
	Index	81	105	105	115	101
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	78	335	333	1413	88
	Weighted (000)	362	1578	1573	5574	453
	Horz %	2.71	11.79	11.75	41.64	3.38
	Vert %	7.01	6.58	6.59	6.01	6.66
	Index	126	118	119	108	120
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	252	979	974	3943	312
	Weighted (000)	1233	4914	4881	16218	1545
	Horz %	2.72	10.85	10.78	35.82	3.41
	Vert %	23.86	20.50	20.46	17.49	22.70
	Index	127	109	109	93	121
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	206	1059	1052	3722	332
	Weighted (000)	1614	8201	8180	23328	2387
	Horz %	2.27	11.51	11.48	32.75	3.35
	Vert %	31.22	34.22	34.28	25.15	35.07
	Index	106	116	116	85	119
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	57	343	337	944	106
	Weighted (000)	444	2602	2561	6102	778
	Horz %	1.49	8.72	8.59	20.46	2.61
	Vert %	8.58	10.86	10.73	6.58	11.43
	Index	69	88	87	53	92
Currently Attending College or University	Unwgted	62	293	293	1094	84
	Weighted (000)	332	1805	1805	5738	513
	Horz %	1.71	9.32	9.32	29.63	2.65
	Vert %	6.42	7.53	7.56	6.19	7.53
	Index	80	94	94	77	94
Employed Full Time	Unwgted	536	2254	2242	11331	622
	Weighted (000)	2986	12509	12468	49034	3174
	Horz %	2.56	10.74	10.70	42.09	2.72
	Vert %	57.76	52.19	52.26	52.87	46.63
	Index	119	108	108	109	96
Employed Part Time	Unwgted	103	487	486	2148	138
	Weighted (000)	584	2904	2902	9885	827
	Horz %	1.97	9.79	9.78	33.32	2.79
	Vert %	11.29	12.12	12.16	10.66	12.16
	Index	92	98	99	87	99

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Not Employed						
	Unwgted	261	1352	1342	7294	426
	Weighted (000)	1600	8553	8490	33821	2805
	Horz %	1.69	9.04	8.97	35.74	2.96
	Vert %	30.95	35.69	35.58	36.47	41.21
Index	79	91	91	93	105	
Temporarily Unemployed		*				
	Unwgted	34	178	175	475	65
	Weighted (000)	252	1362	1346	2661	462
	Horz %	1.93	10.42	10.30	20.36	3.54
	Vert %	4.88	5.68	5.64	2.87	6.79
Index	90	105	104	53	125	
Retired from Employment						
	Unwgted	151	721	718	5242	210
	Weighted (000)	870	3829	3811	22045	1196
	Horz %	1.92	8.44	8.40	48.59	2.64
	Vert %	16.82	15.98	15.97	23.77	17.58
Index	89	85	85	126	93	
Not Employed, Principal Shopper for Household		*				
	Unwgted	46	243	242	950	66
	Weighted (000)	242	1768	1759	5286	437
	Horz %	1.47	10.73	10.67	32.06	2.65
	Vert %	4.68	7.38	7.37	5.70	6.43
Index	68	108	108	83	94	
Occupation: Professional and Related Occupations						
	Unwgted	134	549	548	3814	153
	Weighted (000)	680	2917	2907	16394	798
	Horz %	2.04	8.77	8.74	49.29	2.40
	Vert %	13.16	12.17	12.19	17.68	11.72
Index	95	88	88	128	85	
Occupation: Management, Business and Financial Operations						
	Unwgted	115	500	499	3585	133
	Weighted (000)	568	2305	2302	12663	477
	Horz %	2.36	9.58	9.57	52.63	1.98
	Vert %	10.98	9.62	9.65	13.65	7.00
Index	110	96	97	137	70	
Occupation: Sales and Office Occupations						
	Unwgted	116	557	555	2466	153
	Weighted (000)	834	3540	3538	12203	1095
	Horz %	2.56	10.86	10.85	37.43	3.36
	Vert %	16.14	14.77	14.83	13.16	16.08
Index	119	109	110	97	119	
Occupation: Natural Resources, Construction and Maintenance Occupations						
	Unwgted	97	316	313	971	88
	Weighted (000)	509	1772	1768	4609	399
	Horz %	3.77	13.14	13.11	34.18	2.96
	Vert %	9.85	7.39	7.41	4.97	5.86
Index	176	132	132	89	105	
Occupation: Other Employed						
	Unwgted	177	819	813	2643	233
	Weighted (000)	978	4879	4855	13050	1233
	Horz %	2.29	11.42	11.36	30.53	2.89
	Vert %	18.93	20.36	20.35	14.07	18.11
Index	107	115	115	79	102	
Household Income: \$250,000+		*				*
	Unwgted	28	115	115	1172	23
	Weighted (000)	86	546	546	4328	131
	Horz %	1.22	7.73	7.73	61.20	1.86
	Vert %	1.66	2.28	2.29	4.67	1.93
Index	57	78	78	159	66	
Household Income: \$200,000-\$249,999		*				*
	Unwgted	24	110	110	969	21
	Weighted (000)	123	569	569	3673	95
	Horz %	1.98	9.11	9.11	58.83	1.52
	Vert %	2.39	2.37	2.38	3.96	1.40
Index	92	91	92	153	54	
Household Income: \$150,000-\$199,999						
	Unwgted	69	293	293	2178	71
	Weighted (000)	420	1675	1675	9720	465
	Horz %	2.48	9.89	9.89	57.39	2.75
	Vert %	8.12	6.99	7.02	10.48	6.83
Index	115	99	100	149	97	

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Household Income: \$100,000-\$149,999	Unwgted	179	665	665	4127	170
	Weighted (000)	1051	4030	4030	20583	958
	Horz %	2.79	10.69	10.69	54.61	2.54
	Vert %	20.33	16.81	16.89	22.19	14.08
	Index	130	107	108	142	90
Household Income: \$75,000-\$99,999	Unwgted	175	627	625	3354	161
	Weighted (000)	1064	3874	3848	16033	958
	Horz %	3.30	12.02	11.94	49.75	2.97
	Vert %	20.59	16.16	16.13	17.29	14.07
	Index	154	121	121	129	105
Household Income: \$60,000-\$74,999	Unwgted	118	485	484	2214	148
	Weighted (000)	751	2914	2910	10189	774
	Horz %	2.98	11.58	11.57	40.49	3.07
	Vert %	14.53	12.16	12.20	10.99	11.37
	Index	139	116	117	105	109
Household Income: \$50,000-\$59,999	Unwgted	84	349	348	1630	122
	Weighted (000)	544	2017	2013	6901	663
	Horz %	2.90	10.75	10.72	36.77	3.53
	Vert %	10.51	8.42	8.43	7.44	9.73
	Index	135	108	108	95	125
Household Income: \$40,000-\$49,999	Unwgted	78	422	417	1731	125
	Weighted (000)	349	2094	2086	6408	625
	Horz %	1.70	10.17	10.13	31.13	3.04
	Vert %	6.75	8.74	8.74	6.91	9.18
	Index	79	102	102	81	107
Household Income: \$30,000-\$39,999	Unwgted	68	424	415	1465	133
	Weighted (000)	317	2265	2220	5798	758
	Horz %	1.44	10.28	10.07	26.31	3.44
	Vert %	6.13	9.45	9.30	6.25	11.14
	Index	67	103	102	68	122
Household Income: \$20,000-\$29,999	Unwgted	*	310	305	1146	91
	Weighted (000)	245	1862	1842	4972	523
	Horz %	1.12	8.52	8.43	22.76	2.40
	Vert %	4.74	7.77	7.72	5.36	7.69
	Index	52	86	85	59	85
Household Income: Under \$20,000	Unwgted	*	293	293	787	121
	Weighted (000)	220	2121	2121	4134	857
	Horz %	0.68	6.59	6.59	12.83	2.66
	Vert %	4.25	8.85	8.89	4.46	12.59
	Index	32	66	66	33	94
Median Household Income	Unwgted					
	Weighted (000)	78.70	68.40	68.50	87.40	59.70
	Horz %					
	Vert %					
	Index	125	109	109	139	95
Marital Status: Single, Never Married	Unwgted	163	803	799	3303	283
	Weighted (000)	1043	5497	5473	16632	1758
	Horz %	1.55	8.16	8.12	24.69	2.61
	Vert %	20.18	22.94	22.94	17.93	25.83
	Index	72	82	82	64	92
Marital Status: Currently Married	Unwgted	615	2560	2550	12886	644
	Weighted (000)	3539	15153	15103	60807	3847
	Horz %	2.77	11.85	11.81	47.54	3.01
	Vert %	68.47	63.23	63.30	65.57	56.52
	Index	129	119	119	123	106
Marital Status: Divorced or Legally Separated	Unwgted	101	553	547	2959	203
	Weighted (000)	474	2476	2457	9738	885
	Horz %	1.55	8.08	8.02	31.78	2.89
	Vert %	9.17	10.33	10.30	10.50	13.00
	Index	72	81	81	83	102

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
		*				
Marital Status: Widowed	Unwgted	21	177	174	1625	56
	Weighted (000)	112	840	826	5562	317
	Horz %	0.75	5.65	5.56	37.43	2.13
	Vert %	2.17	3.51	3.46	6.00	4.65
	Index	35	57	56	97	75
		*				
Marital Status: Engaged to Be Married	Unwgted	28	147	147	542	63
	Weighted (000)	161	885	885	2561	350
	Horz %	1.49	8.22	8.22	23.78	3.25
	Vert %	3.11	3.69	3.71	2.76	5.15
	Index	70	83	83	62	115
		*				
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	73	309	309	1066	124
	Weighted (000)	470	1946	1946	5628	700
	Horz %	2.28	9.44	9.44	27.31	3.40
	Vert %	9.09	8.12	8.15	6.07	10.28
	Index	106	95	95	71	120
		*				
Any Child(ren) Under Age 18 Living at Home	Unwgted	377	1879	1863	7275	494
	Weighted (000)	2051	11236	11187	33504	2670
	Horz %	2.15	11.80	11.75	35.18	2.80
	Vert %	39.68	46.88	46.89	36.13	39.23
	Index	100	119	119	91	99
		*				
1 Child Under Age 18 Currently Living at Home	Unwgted	132	668	661	2998	193
	Weighted (000)	788	4100	4068	14159	1129
	Horz %	2.03	10.57	10.49	36.51	2.91
	Vert %	15.25	17.11	17.05	15.27	16.58
	Index	95	106	106	95	103
		*				
2 Children Under Age 18 Currently Living at Home	Unwgted	161	734	729	2917	178
	Weighted (000)	746	4231	4219	12847	897
	Horz %	2.19	12.41	12.38	37.69	2.63
	Vert %	14.43	17.65	17.68	13.85	13.18
	Index	102	125	125	98	93
		*				
3 Children Under Age 18 Currently Living at Home	Unwgted	63	324	321	968	78
	Weighted (000)	412	1899	1893	4474	421
	Horz %	2.85	13.15	13.11	30.98	2.91
	Vert %	7.97	7.92	7.94	4.82	6.18
	Index	133	132	132	80	103
		*				
4 Children Under Age 18 Currently Living at Home	Unwgted	13	97	97	292	26
	Weighted (000)	73	630	630	1487	104
	Horz %	1.43	12.28	12.28	28.96	2.03
	Vert %	1.42	2.63	2.64	1.60	1.53
	Index	67	123	124	75	72
		*				
5 or More Children Under Age 18 Currently Living at Home	Unwgted	8	56	55	100	19
	Weighted (000)	31	377	376	537	119
	Horz %	1.12	13.45	13.42	19.16	4.26
	Vert %	0.61	1.57	1.58	0.58	1.75
	Index	52	135	135	50	151
		*				
Own Home/Residence	Unwgted	736	3090	3075	17188	848
	Weighted (000)	4199	17785	17703	76045	4855
	Horz %	2.62	11.10	11.05	47.47	3.03
	Vert %	81.23	74.21	74.20	82.00	71.32
	Index	122	112	112	123	107
		*				
Rent Home/Residence	Unwgted	152	954	947	3427	319
	Weighted (000)	918	5896	5872	15937	1867
	Horz %	1.18	7.60	7.57	20.54	2.41
	Vert %	17.75	24.60	24.61	17.18	27.43
	Index	55	76	76	53	85
		*	*	*		*
Live Rent-Free in Home/Residence	Unwgted	12	49	48	158	19
	Weighted (000)	52	286	284	758	85
	Horz %	1.75	9.52	9.48	25.24	2.84
	Vert %	1.01	1.19	1.19	0.82	1.25
	Index	81	96	96	66	101

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Census Region: North East	Unwgted	141	691	689	5144	210
	Weighted (000)	687	3361	3358	17525	1014
	Horz %	1.58	7.71	7.70	40.20	2.33
	Vert %	13.29	14.02	14.07	18.90	14.89
	Index	73	77	78	104	82
Census Region: South	Unwgted	317	1519	1508	6897	447
	Weighted (000)	1936	9502	9458	33961	2652
	Horz %	2.14	10.49	10.44	37.50	2.93
	Vert %	37.45	39.65	39.64	36.62	38.96
	Index	100	105	105	97	104
Census Region: Midwest	Unwgted	234	1037	1034	4471	326
	Weighted (000)	1343	5703	5696	19759	1852
	Horz %	2.60	11.06	11.04	38.31	3.59
	Vert %	25.99	23.80	23.87	21.31	27.21
	Index	121	111	111	99	127
Census Region: West	Unwgted	208	846	839	4261	203
	Weighted (000)	1203	5400	5348	21494	1289
	Horz %	2.19	9.81	9.71	39.05	2.34
	Vert %	23.28	22.53	22.41	23.18	18.93
	Index	102	99	98	101	83
Census Sub-Region: New England	Unwgted	51	182	182	1411	46
	Weighted (000)	261	1004	1004	4858	215
	Horz %	2.28	8.78	8.78	42.50	1.88
	Vert %	5.04	4.19	4.21	5.24	3.16
	Index	106	88	89	110	66
Census Sub-Region: Mid Atlantic	Unwgted	90	509	507	3733	164
	Weighted (000)	426	2357	2354	12666	799
	Horz %	1.32	7.33	7.32	39.38	2.48
	Vert %	8.24	9.83	9.87	13.66	11.74
	Index	62	74	74	102	88
Census Sub-Region: South Atlantic	Unwgted	123	773	767	3936	210
	Weighted (000)	640	4352	4314	17474	1082
	Horz %	1.37	9.35	9.27	37.55	2.32
	Vert %	12.37	18.16	18.08	18.84	15.89
	Index	64	94	94	97	82
Census Sub-Region: East South Central	Unwgted	54	201	200	720	57
	Weighted (000)	464	1717	1715	5348	409
	Horz %	3.12	11.53	11.52	35.91	2.75
	Vert %	8.98	7.17	7.19	5.77	6.01
	Index	145	116	116	93	97
Census Sub-Region: West South Central	Unwgted	140	545	541	2241	180
	Weighted (000)	832	3433	3428	11139	1161
	Horz %	2.86	11.78	11.77	38.24	3.99
	Vert %	16.09	14.32	14.37	12.01	17.06
	Index	133	118	119	99	141
Census Sub-Region: East North Central	Unwgted	156	753	751	3495	245
	Weighted (000)	848	3764	3761	13742	1280
	Horz %	2.36	10.47	10.46	38.20	3.56
	Vert %	16.41	15.71	15.76	14.82	18.81
	Index	110	105	106	99	126
Census Sub-Region: West North Central	Unwgted	78	284	283	976	81
	Weighted (000)	495	1939	1935	6018	572
	Horz %	3.17	12.43	12.40	38.56	3.67
	Vert %	9.58	8.09	8.11	6.49	8.40
	Index	148	125	125	100	130
Census Sub-Region: Mountain	Unwgted	71	290	286	1056	83
	Weighted (000)	489	2105	2082	6996	575
	Horz %	2.81	12.10	11.97	40.22	3.31
	Vert %	9.45	8.79	8.73	7.54	8.45
	Index	131	122	121	104	117

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Census Sub-Region: Pacific	Unwgted	137	556	553	3205	120
	Weighted (000)	715	3294	3266	14498	714
	Horz %	1.90	8.75	8.67	38.50	1.90
	Vert %	13.82	13.75	13.69	15.63	10.49
	Index	88	88	88	100	67
County Size: A	Unwgted	368	1794	1786	12084	549
	Weighted (000)	1426	7444	7434	41427	2281
	Horz %	1.41	7.37	7.36	41.00	2.26
	Vert %	27.59	31.06	31.16	44.67	33.52
	Index	66	74	74	106	80
County Size: B	Unwgted	245	1116	1111	4903	318
	Weighted (000)	1699	7628	7586	26926	2014
	Horz %	2.40	10.76	10.70	37.99	2.84
	Vert %	32.87	31.83	31.80	29.03	29.59
	Index	112	108	108	99	101
County Size: C/D	Unwgted	287	1183	1173	3786	319
	Weighted (000)	2044	8894	8840	24387	2511
	Horz %	2.97	12.92	12.84	35.41	3.65
	Vert %	39.54	37.11	37.05	26.30	36.89
	Index	138	130	130	92	129
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)		*				*
	Unwgted	29	91	91	600	34
	Weighted (000)	149	477	477	2210	170
	Horz %	3.06	9.77	9.77	45.27	3.49
	Vert %	2.89	1.99	2.00	2.38	2.50
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)		*				*
	Unwgted	196	763	759	3780	229
	Weighted (000)	983	4286	4266	16132	1245
	Horz %	2.49	10.86	10.81	40.89	3.16
	Vert %	19.02	17.88	17.88	17.39	18.30
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)		*				*
	Unwgted	40	123	123	505	36
	Weighted (000)	192	692	692	2268	178
	Horz %	2.91	10.48	10.48	34.35	2.70
	Vert %	3.72	2.89	2.90	2.45	2.62
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)		*	*	*		*
	Unwgted	2	25	25	162	9
	Weighted (000)	6	167	167	786	43
	Horz %	0.40	11.55	11.55	54.47	3.00
	Vert %	0.11	0.70	0.70	0.85	0.64
Radio Formats: All News (Monday-Sunday 24-Hour Cume)		*				*
	Unwgted	32	161	161	1631	47
	Weighted (000)	93	485	485	4376	141
	Horz %	1.16	6.01	6.01	54.22	1.75
	Vert %	1.81	2.02	2.03	4.72	2.07
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)		*				*
	Unwgted	66	270	270	1805	104
	Weighted (000)	248	1208	1208	6228	389
	Horz %	1.93	9.41	9.41	48.53	3.03
	Vert %	4.80	5.04	5.06	6.72	5.71
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)		*				*
	Unwgted	22	70	70	463	24
	Weighted (000)	132	427	427	1952	153
	Horz %	3.28	10.63	10.63	48.56	3.80
	Vert %	2.55	1.78	1.79	2.11	2.24
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)		*				*
	Unwgted	77	279	279	1474	93
	Weighted (000)	405	1549	1549	6189	496
	Horz %	2.57	9.83	9.83	39.29	3.15
	Vert %	7.83	6.46	6.49	6.67	7.29
	Index	120	99	99	102	111

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	174	789	787	3410	220
	Weighted (000)	1049	4854	4851	16151	1377
	Horz %	2.29	10.59	10.59	35.25	3.00
	Vert %	20.29	20.25	20.33	17.41	20.22
	Index	107	106	107	92	106
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	77	341	340	1398	111
	Weighted (000)	385	1791	1789	6035	571
	Horz %	2.71	12.62	12.61	42.54	4.02
	Vert %	7.45	7.47	7.50	6.51	8.38
	Index	126	127	127	110	142
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	104	398	395	1638	126
	Weighted (000)	567	2311	2298	7039	713
	Horz %	3.13	12.78	12.71	38.92	3.94
	Vert %	10.96	9.64	9.63	7.59	10.47
	Index	146	128	128	101	139
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)		*				*
	Unwgted	28	89	88	720	26
	Weighted (000)	155	463	461	2553	153
	Horz %	2.86	8.55	8.52	47.15	2.82
	Vert %	2.99	1.93	1.93	2.75	2.25
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	280	950	947	3458	305
	Weighted (000)	1637	6038	6025	18068	1959
	Horz %	3.53	13.02	12.99	38.95	4.22
	Vert %	31.68	25.20	25.25	19.48	28.78
	Index	164	131	131	101	149
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)		*	*	*		*
	Unwgted	1	16	16	125	2
	Weighted (000)	4	77	77	418	5
	Horz %	0.34	6.52	6.52	35.40	0.42
	Vert %	0.08	0.32	0.32	0.45	0.07
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	9	64	62	226	17
	Weighted (000)	61	367	354	1157	114
	Horz %	1.51	9.15	8.84	28.85	2.84
	Vert %	1.17	1.53	1.49	1.25	1.67
	Index	71	92	89	75	100
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)		*				*
	Unwgted	33	162	159	729	40
	Weighted (000)	222	1149	1133	4352	246
	Horz %	1.44	7.48	7.38	28.35	1.60
	Vert %	4.29	4.79	4.75	4.69	3.62
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgted	80	334	331	1681	95
	Weighted (000)	337	1833	1814	6892	495
	Horz %	2.05	11.12	11.01	41.83	3.00
	Vert %	6.52	7.65	7.60	7.43	7.27
	Index	95	112	111	109	106
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)		*	*	*		*
	Unwgted	6	34	33	355	10
	Weighted (000)	18	153	151	1209	34
	Horz %	0.69	6.00	5.94	47.56	1.33
	Vert %	0.34	0.64	0.63	1.30	0.50
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	15	73	71	285	14
	Weighted (000)	113	568	552	1836	107
	Horz %	1.74	8.74	8.50	28.28	1.65
	Vert %	2.19	2.37	2.31	1.98	1.57
	Index	81	88	86	73	58
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	116	444	441	3245	122
	Weighted (000)	630	2117	2103	12027	587
	Horz %	2.74	9.20	9.14	52.27	2.55
	Vert %	12.19	8.83	8.81	12.97	8.62
	Index	128	92	92	136	90

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
		*				*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	22	144	143	746	37
	Weighted (000)	89	787	785	3520	220
	Horz %	1.02	9.03	9.01	40.40	2.52
	Vert %	1.71	3.28	3.29	3.80	3.23
	Index	47	91	91	105	89
		*				*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	48	175	175	1407	43
	Weighted (000)	226	831	831	5504	190
	Horz %	2.11	7.78	7.78	51.53	1.78
	Vert %	4.37	3.47	3.48	5.93	2.79
	Index	98	78	78	134	63
		*				*
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgted	67	389	387	1681	107
	Weighted (000)	368	2226	2220	7984	618
	Horz %	1.83	11.09	11.06	39.78	3.08
	Vert %	7.12	9.29	9.31	8.61	9.07
	Index	85	111	112	103	109
		*				*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	47	238	236	952	70
	Weighted (000)	232	1412	1396	4598	357
	Horz %	1.55	9.42	9.32	30.69	2.38
	Vert %	4.48	5.89	5.85	4.96	5.24
	Index	72	95	94	80	84
		*				*
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgted	109	403	402	1614	133
	Weighted (000)	617	2551	2542	6725	786
	Horz %	3.33	13.77	13.72	36.30	4.24
	Vert %	11.93	10.65	10.65	7.25	11.54
	Index	155	138	138	94	150
		*				*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	13	83	83	558	21
	Weighted (000)	99	509	509	2593	136
	Horz %	1.65	8.48	8.48	43.21	2.27
	Vert %	1.92	2.12	2.13	2.80	2.00
	Index	77	85	86	112	80
		*				*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	16	51	50	234	16
	Weighted (000)	96	320	319	1499	65
	Horz %	1.92	6.41	6.40	30.03	1.29
	Vert %	1.85	1.34	1.34	1.62	0.95
	Index	89	64	65	78	46
		*	*	*		*
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	0	12	12	74	4
	Weighted (000)	0	63	63	402	26
	Horz %	0.00	3.53	3.53	22.39	1.47
	Vert %	0.00	0.26	0.27	0.43	0.39
	Index	0	35	36	58	52
		*				*
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	52	407	402	1439	128
	Weighted (000)	296	2154	2129	6575	720
	Horz %	1.11	8.08	7.98	24.66	2.70
	Vert %	5.72	8.99	8.92	7.09	10.58
	Index	52	81	81	64	96
		*				*
Radio Formats: Urban AC (Subset of Urban) (Monday- Sunday 24-Hour Cume)	Unwgted	27	195	193	701	59
	Weighted (000)	165	914	909	2909	286
	Horz %	1.49	8.25	8.20	26.25	2.58
	Vert %	3.20	3.82	3.81	3.14	4.20
	Index	69	83	83	68	91
		*				*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume)	Unwgted	16	156	153	475	47
	Weighted (000)	102	874	852	2458	223
	Horz %	0.90	7.69	7.50	21.64	1.96
	Vert %	1.97	3.65	3.57	2.65	3.27
	Index	42	77	76	56	69
		*				*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	29	94	91	550	23
	Weighted (000)	204	671	644	2831	152
	Horz %	2.89	9.52	9.13	40.15	2.15
	Vert %	3.94	2.80	2.70	3.05	2.23
	Index	135	96	92	104	76

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	794	3546	3525	17792	1032
	Weighted (000)	4454	20353	20261	78550	5889
	Horz %	2.24	10.25	10.20	39.55	2.97
	Vert %	86.16	84.92	84.92	84.70	86.51
	Index	104	103	103	103	105
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	524	2291	2276	11568	647
	Weighted (000)	2959	13072	13004	50679	3497
	Horz %	2.47	10.90	10.85	42.27	2.92
	Vert %	57.24	54.54	54.50	54.65	51.37
	Index	115	110	109	110	103
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	354	1620	1609	7877	492
	Weighted (000)	2040	9478	9420	35138	2889
	Horz %	2.27	10.54	10.48	39.09	3.21
	Vert %	39.46	39.55	39.48	37.89	42.44
	Index	106	106	106	101	114
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	432	1940	1929	9790	555
	Weighted (000)	2313	10612	10573	42128	3098
	Horz %	2.22	10.18	10.14	40.41	2.97
	Vert %	44.74	44.28	44.31	45.43	45.51
	Index	103	102	102	105	105
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	146	645	640	2950	201
	Weighted (000)	807	3786	3740	13504	1160
	Horz %	2.12	9.95	9.83	35.50	3.05
	Vert %	15.61	15.80	15.67	14.56	17.04
	Index	99	100	99	92	108
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	60	213	211	892	66
	Weighted (000)	304	1350	1345	4121	405
	Horz %	2.57	11.41	11.37	34.84	3.42
	Vert %	5.88	5.63	5.64	4.44	5.95
	Index	120	115	115	90	121
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	300	1348	1338	6894	368
	Weighted (000)	1706	7454	7414	30353	2033
	Horz %	2.26	9.89	9.84	40.29	2.70
	Vert %	33.00	31.10	31.07	32.73	29.87
	Index	105	99	99	105	95
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	431	1875	1865	9586	563
	Weighted (000)	2416	10879	10815	41314	3305
	Horz %	2.34	10.54	10.48	40.02	3.20
	Vert %	46.75	45.39	45.33	44.55	48.55
	Index	109	106	106	104	113
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	305	1459	1448	6984	428
	Weighted (000)	1738	8618	8568	30984	2476
	Horz %	2.14	10.60	10.54	38.11	3.05
	Vert %	33.63	35.96	35.91	33.41	36.38
	Index	100	106	106	99	108
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	137	682	678	3020	206
	Weighted (000)	771	3969	3952	13482	1271
	Horz %	1.96	10.08	10.03	34.23	3.23
	Vert %	14.92	16.56	16.56	14.54	18.68
	Index	91	101	101	89	114
Radio Daypart Cumes: Weekend Midnight - 6:00 am		*				
	Unwgted	41	159	158	681	57
	Weighted (000)	216	913	910	2911	333
	Horz %	2.17	9.18	9.14	29.24	3.34
	Index	101	92	92	76	118
Where Listen to Radio on Typical Weekday: Home	Unwgted	201	961	957	5187	286
	Weighted (000)	1114	5573	5564	22001	1784
	Horz %	1.78	8.91	8.89	35.16	2.85
	Vert %	21.56	23.25	23.32	23.72	26.21
	Index	83	89	90	91	101

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Where Listen to Radio on Typical Weekday: Car	Unwgted	750	3327	3306	17131	958
	Weighted (000)	4199	18957	18871	75398	5298
	Horz %	2.32	10.47	10.42	41.63	2.93
	Vert %	81.23	79.10	79.09	81.30	77.83
	Index	108	105	105	108	103
Where Listen to Radio on Typical Weekday: Work	Unwgted	159	602	598	2320	164
	Weighted (000)	1082	3801	3794	11333	994
	Horz %	3.65	12.81	12.79	38.20	3.35
	Vert %	20.94	15.86	15.90	12.22	14.61
	Index	170	129	129	99	119
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work		*				*
	Unwgted	22	80	80	370	23
	Weighted (000)	106	452	452	1792	121
	Horz %	1.67	7.13	7.13	28.31	1.91
	Vert %	2.04	1.88	1.89	1.93	1.77
Where Listen to Radio on Typical Weekend: Home	Unwgted	260	1180	1175	6007	336
	Weighted (000)	1428	6774	6762	25416	1958
	Horz %	1.98	9.39	9.37	35.22	2.71
	Vert %	27.62	28.26	28.34	27.41	28.76
	Index	92	94	95	91	96
Where Listen to Radio on Typical Weekend: Car	Unwgted	685	3058	3039	15738	885
	Weighted (000)	3854	17515	17425	69187	5029
	Horz %	2.32	10.54	10.48	41.63	3.03
	Vert %	74.56	73.08	73.03	74.60	73.88
	Index	108	106	106	108	107
Where Listen to Radio on Typical Weekend: Work	Unwgted	51	205	203	705	65
	Weighted (000)	331	1318	1314	3483	399
	Horz %	3.00	11.96	11.93	31.62	3.62
	Vert %	6.39	5.50	5.51	3.76	5.86
	Index	140	120	120	82	128
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work		*				*
	Unwgted	29	90	90	379	23
	Weighted (000)	166	530	530	1875	141
	Horz %	2.63	8.41	8.41	29.73	2.23
	Vert %	3.21	2.21	2.22	2.02	2.07
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	159	683	677	4744	209
	Weighted (000)	877	3382	3341	17908	1004
	Horz %	2.33	8.97	8.86	47.51	2.66
	Vert %	16.97	14.11	14.00	19.31	14.75
	Index	108	90	89	123	94
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	726	3218	3198	15471	961
	Weighted (000)	4058	18767	18685	69603	5520
	Horz %	2.23	10.33	10.28	38.31	3.04
	Vert %	78.50	78.31	78.31	75.05	81.10
	Index	104	104	104	99	107
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	773	3434	3412	17041	1021
	Weighted (000)	4316	19823	19727	75285	5780
	Horz %	2.23	10.22	10.18	38.83	2.98
	Vert %	83.50	82.71	82.68	81.18	84.92
	Index	104	103	103	101	105
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	139	633	632	3974	182
	Weighted (000)	721	3418	3414	16790	938
	Horz %	2.53	12.01	12.00	59.02	3.30
	Vert %	13.94	14.26	14.31	18.10	13.79
	Index	118	121	121	153	117
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	211	887	886	5422	241
	Weighted (000)	1201	4978	4975	23728	1354
	Horz %	2.92	12.10	12.09	57.65	3.29
	Vert %	23.23	20.77	20.85	25.59	19.90
	Index	136	122	122	150	116

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	412	1599	1587	9646	440
	Weighted (000)	2323	9105	9070	44430	2520
	Horz %	3.25	12.75	12.70	62.23	3.53
	Vert %	44.93	37.99	38.02	47.91	37.03
	Index	152	128	128	162	125
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	305	1275	1272	7579	398
	Weighted (000)	1795	7650	7644	35180	2292
	Horz %	2.86	12.17	12.16	55.95	3.65
	Vert %	34.74	31.92	32.04	37.93	33.67
	Index	133	122	123	145	129
listened online to streaming AM/FM broadcast radio stations	Unwgted	151	662	661	3297	201
	Weighted (000)	864	3545	3528	14299	1115
	Horz %	2.37	9.72	9.67	39.19	3.06
	Vert %	16.71	14.79	14.79	15.42	16.39
	Index	110	98	98	102	108
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgted	279	1203	1197	5878	351
	Weighted (000)	1574	6877	6854	26399	1962
	Horz %	2.23	9.74	9.71	37.39	2.78
	Vert %	30.46	28.69	28.73	28.47	28.82
	Index	104	98	98	97	98
Listened to Any Radio on the Internet/Online-Past Month	Unwgted	428	1754	1744	8604	510
	Weighted (000)	2386	10077	10033	38813	2854
	Horz %	2.34	9.89	9.85	38.10	2.80
	Vert %	46.16	42.05	42.05	41.85	41.92
	Index	109	99	99	99	99
Visited a radio station, radio program or radio personality's website	Unwgted	66	298	297	1519	83
	Weighted (000)	348	1642	1628	6545	416
	Horz %	2.09	9.87	9.78	39.33	2.50
	Vert %	6.72	6.85	6.82	7.06	6.11
	Index	97	99	99	102	88
Downloaded music - Past Month	Unwgted	209	885	882	4112	267
	Weighted (000)	1207	5201	5187	19063	1605
	Horz %	2.26	9.75	9.72	35.72	3.01
	Vert %	23.34	21.70	21.74	20.56	23.59
	Index	105	98	98	93	106
Downloaded or listened to podcasts/podcasting - past month	*					
	Unwgted	47	193	193	1240	51
	Weighted (000)	285	1054	1054	5112	250
	Horz %	2.39	8.82	8.82	42.77	2.09
	Vert %	5.52	4.40	4.42	5.51	3.67
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgted	89	326	326	1416	102
	Weighted (000)	477	1849	1849	6541	587
	Horz %	2.69	10.44	10.44	36.94	3.32
	Vert %	9.23	7.72	7.75	7.05	8.63
	Index	126	105	105	96	117
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgted	168	610	608	3665	169
	Weighted (000)	884	3327	3323	16013	925
	Horz %	2.41	9.08	9.07	43.70	2.52
	Vert %	17.10	13.88	13.93	17.27	13.59
	Index	112	91	91	113	89
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgted	284	1216	1207	5421	348
	Weighted (000)	1617	7114	7071	24945	1991
	Horz %	2.36	10.36	10.30	36.33	2.90
	Vert %	31.29	29.68	29.64	26.90	29.25
	Index	110	104	104	94	103
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgted	71	321	320	1490	98
	Weighted (000)	393	1986	1985	7047	579
	Horz %	1.86	9.40	9.39	33.34	2.74
	Vert %	7.60	8.29	8.32	7.60	8.51
	Index	87	94	95	87	97

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	318	1477	1465	6720	401
	Weighted (000)	1907	8526	8477	30242	2437
	Horz %	2.29	10.24	10.18	36.33	2.93
	Vert %	36.89	35.57	35.53	32.61	35.80
	Index	107	103	103	94	104
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	240	1196	1190	5404	333
	Weighted (000)	1427	6964	6946	24096	2044
	Horz %	2.08	10.15	10.13	35.13	2.98
	Vert %	27.61	29.06	29.11	25.98	30.02
	Index	97	102	102	91	105
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	326	1544	1536	6969	428
	Weighted (000)	1913	8843	8814	31125	2522
	Horz %	2.26	10.44	10.40	36.73	2.98
	Vert %	37.01	36.90	36.94	33.56	37.05
	Index	105	105	105	95	105
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	236	1113	1107	5109	315
	Weighted (000)	1446	6615	6585	23412	1918
	Horz %	2.18	9.99	9.95	35.37	2.90
	Vert %	27.98	27.60	27.60	25.25	28.18
	Index	102	100	100	92	103
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	739	3333	3318	17280	958
	Weighted (000)	4313	19219	19149	76239	5539
	Horz %	2.27	10.12	10.08	40.14	2.92
	Vert %	83.44	80.19	80.26	82.21	81.37
	Index	106	102	102	104	103
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	592	2639	2627	14006	786
	Weighted (000)	3448	14973	14921	61185	4426
	Horz %	2.31	10.04	10.00	41.01	2.97
	Vert %	66.70	62.47	62.54	65.98	65.03
	Index	108	101	101	106	105
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	478	2267	2254	11936	644
	Weighted (000)	2904	12921	12855	52579	3842
	Horz %	2.23	9.94	9.89	40.45	2.96
	Vert %	56.17	53.91	53.88	56.69	56.45
	Index	104	100	100	105	105
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	589	2627	2618	14046	750
	Weighted (000)	3424	14873	14837	61462	4295
	Horz %	2.28	9.89	9.87	40.89	2.86
	Vert %	66.25	62.06	62.19	66.27	63.10
	Index	106	99	100	106	101
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	210	1097	1093	5234	360
	Weighted (000)	1384	6516	6497	24834	2362
	Horz %	1.94	9.12	9.09	34.76	3.31
	Vert %	26.77	27.19	27.23	26.78	34.70
	Index	90	92	92	90	117
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	435	1968	1952	10526	610
	Weighted (000)	2655	11372	11287	47218	3563
	Horz %	2.20	9.44	9.37	39.21	2.96
	Vert %	51.36	47.45	47.31	50.91	52.35
	Index	103	95	95	102	105
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	140	670	665	3133	181
	Weighted (000)	930	3895	3875	14192	1148
	Horz %	2.33	9.75	9.70	35.54	2.87
	Vert %	17.99	16.25	16.24	15.30	16.86
	Index	108	98	98	92	102
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	371	1667	1656	8448	504
	Weighted (000)	2288	9548	9488	37798	2944
	Horz %	2.32	9.68	9.62	38.31	2.98
	Vert %	44.27	39.84	39.77	40.76	43.25
	Index	108	97	97	99	106

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	446	1991	1981	10179	608
	Weighted (000)	2625	11508	11467	45252	3609
	Horz %	2.22	9.72	9.68	38.22	3.05
	Vert %	50.78	48.02	48.06	48.79	53.01
	Index	103	98	98	99	108
Downloaded a TV Program - Past Month		*				
	Unwgted	48	203	203	1123	51
	Weighted (000)	220	1084	1084	4826	283
	Horz %	1.79	8.80	8.80	39.19	2.30
	Vert %	4.26	4.52	4.54	5.20	4.16
	Index	83	88	89	102	81
Watched a TV Program Online - Past Month	Unwgted	156	690	687	3566	208
	Weighted (000)	898	3981	3963	15825	1216
	Horz %	2.12	9.41	9.37	37.42	2.88
	Vert %	17.37	16.61	16.61	17.06	17.87
	Index	99	95	95	97	102
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	184	851	849	4545	253
	Weighted (000)	1045	4783	4765	19854	1417
	Horz %	2.11	9.63	9.60	39.99	2.86
	Vert %	20.22	19.96	19.97	21.41	20.82
	Index	98	97	97	104	101
Looked at TV Listings Online - Past Month	Unwgted	103	476	473	2560	135
	Weighted (000)	540	2626	2620	10567	774
	Horz %	2.10	10.20	10.18	41.05	3.01
	Vert %	10.44	10.96	10.98	11.39	11.37
	Index	98	103	103	107	106
Household Subscribes to Cable TV	Unwgted	393	1786	1778	10305	529
	Weighted (000)	2260	10009	9970	44099	2975
	Horz %	2.09	9.25	9.21	40.74	2.75
	Vert %	43.72	41.76	41.79	47.55	43.71
	Index	97	93	93	106	97
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	769	3404	3386	18045	971
	Weighted (000)	4331	19604	19510	79742	5555
	Horz %	2.27	10.26	10.21	41.72	2.91
	Vert %	83.79	81.80	81.77	85.98	81.61
	Index	106	103	103	108	103
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	745	3283	3265	17449	933
	Weighted (000)	4212	18858	18764	77203	5306
	Horz %	2.28	10.22	10.17	41.86	2.88
	Vert %	81.48	78.69	78.64	83.25	77.95
	Index	106	103	103	109	102
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	544	2444	2433	12680	736
	Weighted (000)	3077	13930	13883	56471	4302
	Horz %	2.24	10.13	10.09	41.06	3.13
	Vert %	59.53	58.12	58.19	60.89	63.21
	Index	104	102	102	107	111
Viewed Any Premium Cable Channels - Past Month	Unwgted	306	1435	1430	7527	412
	Weighted (000)	1710	7997	7969	31564	2239
	Horz %	2.21	10.35	10.31	40.84	2.90
	Vert %	33.09	33.37	33.40	34.03	32.89
	Index	103	104	104	106	102
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	135	571	570	3013	162
	Weighted (000)	828	3190	3180	12788	1008
	Horz %	2.82	10.87	10.84	43.59	3.44
	Vert %	16.02	13.31	13.33	13.79	14.81
	Index	131	109	109	113	122
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	266	1159	1156	6786	349
	Weighted (000)	1448	6234	6220	27029	1863
	Horz %	2.42	10.41	10.38	45.12	3.11
	Vert %	28.02	26.01	26.07	29.14	27.36
	Index	113	105	105	117	110

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Household Has a Satellite Dish	Unwgted	279	1181	1171	4852	329
	Weighted (000)	1695	7744	7689	26053	2103
	Horz %	2.69	12.30	12.21	41.37	3.34
	Vert %	32.79	32.31	32.22	28.09	30.89
	Index	125	124	123	107	118
Household Has a Digital Video Recorder (DVR)	Unwgted	508	2226	2220	12068	615
	Weighted (000)	2861	12682	12627	53564	3444
	Horz %	2.44	10.80	10.76	45.63	2.93
	Vert %	55.35	52.92	52.92	57.76	50.59
	Index	114	109	109	118	104
Any Internet/Online Activity - Past Month	Unwgted	823	3627	3608	18689	1028
	Weighted (000)	4664	20989	20908	82145	5796
	Horz %	2.29	10.31	10.27	40.34	2.85
	Vert %	90.22	87.58	87.63	88.58	85.15
	Index	107	104	104	105	101
Played Games Online - Past Month	Unwgted	294	1299	1294	5579	412
	Weighted (000)	1804	7770	7758	26299	2318
	Horz %	2.45	10.56	10.54	35.74	3.15
	Vert %	34.89	32.42	32.51	28.36	34.06
	Index	114	106	106	93	111
Downloaded a Video Game - Past Month	Unwgted	94	485	481	1777	154
	Weighted (000)	521	2896	2888	8621	920
	Horz %	1.78	9.89	9.87	29.45	3.14
	Vert %	10.07	12.09	12.11	9.30	13.51
	Index	83	99	100	76	111
Downloaded a Movie - Past Month	Unwgted	98	369	369	1783	113
	Weighted (000)	500	1980	1980	7732	685
	Horz %	2.34	9.25	9.25	36.11	3.20
	Vert %	9.68	8.26	8.30	8.34	10.07
	Index	109	93	93	94	113
Watched a Movie Online - Past Month	Unwgted	180	816	813	4003	258
	Weighted (000)	1008	4722	4704	18059	1322
	Horz %	1.97	9.22	9.18	35.25	2.58
	Vert %	19.50	19.70	19.72	19.47	19.43
	Index	92	93	93	92	91
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	181	776	771	3671	208
	Weighted (000)	989	4322	4303	15988	1109
	Horz %	2.20	9.62	9.57	35.57	2.47
	Vert %	19.14	18.03	18.04	17.24	16.29
	Index	103	97	97	92	87
Visited a Chat Room - Past Month		*				*
	Unwgted	36	166	166	812	44
	Weighted (000)	232	942	942	3455	218
	Horz %	2.04	8.25	8.25	30.27	1.91
	Vert %	4.49	3.93	3.95	3.73	3.20
Index	95	83	83	79	68	
Used e-Mail - Past Month	Unwgted	739	3183	3168	17154	901
	Weighted (000)	4129	17853	17790	73854	4909
	Horz %	2.37	10.24	10.21	42.38	2.82
	Vert %	79.88	74.49	74.56	79.64	72.12
	Index	110	103	103	110	100
Used Instant Messenger/IM Online - Past Month	Unwgted	520	2380	2369	11488	692
	Weighted (000)	3056	13943	13911	52654	3958
	Horz %	2.25	10.27	10.24	38.77	2.91
	Vert %	59.13	58.18	58.30	56.78	58.15
	Index	105	103	103	101	103
Visited Online Blogs - Past Month	Unwgted	112	517	516	2890	132
	Weighted (000)	567	2983	2967	12342	644
	Horz %	1.79	9.41	9.36	38.92	2.03
	Vert %	10.96	12.45	12.44	13.31	9.46
	Index	83	95	94	101	72

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
		*				*
Wrote an Online Blog - Past Month	Unwgted	26	108	108	527	34
	Weighted (000)	111	597	597	2311	157
	Horz %	1.70	9.14	9.14	35.36	2.40
	Vert %	2.15	2.49	2.50	2.49	2.31
	Index	79	92	92	92	85
Uploaded or Added Video to a Web Site - Past Month	Unwgted	89	342	340	1533	103
	Weighted (000)	532	1910	1892	6989	519
	Horz %	2.73	9.81	9.71	35.88	2.66
	Vert %	10.29	7.97	7.93	7.54	7.62
	Index	127	99	98	93	94
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgted	708	3131	3113	15598	900
	Weighted (000)	4067	18375	18295	69695	5096
	Horz %	2.29	10.36	10.31	39.28	2.87
	Vert %	78.69	76.67	76.68	75.15	74.87
	Index	107	104	104	102	102
Accessed Facebook.com - Past Month	Unwgted	583	2553	2537	12286	741
	Weighted (000)	3354	15021	14959	56091	4231
	Horz %	2.30	10.31	10.26	38.48	2.90
	Vert %	64.89	62.67	62.70	60.48	62.16
	Index	107	104	104	100	103
Accessed Foursquare - Past Month		*	*	*		*
	Unwgted	5	24	24	151	7
	Weighted (000)	37	121	121	694	46
	Horz %	2.38	7.90	7.90	45.18	2.97
	Vert %	0.71	0.51	0.51	0.75	0.67
Accessed Google+ (Google Plus) - Past Month	Unwgted	157	696	693	3558	212
	Weighted (000)	904	4009	4005	15983	1168
	Horz %	2.18	9.65	9.64	38.48	2.81
	Vert %	17.49	16.73	16.79	17.23	17.16
	Index	101	97	97	100	99
Accessed LinkedIn.com - Past Month	Unwgted	139	582	581	4125	166
	Weighted (000)	667	2785	2784	15151	705
	Horz %	2.16	9.00	9.00	48.98	2.28
	Vert %	12.91	11.62	11.67	16.34	10.35
	Index	100	90	91	127	81
Accessed Pinterest - Past Month	Unwgted	192	800	796	3843	217
	Weighted (000)	1114	4694	4667	18678	1269
	Horz %	2.47	10.43	10.37	41.49	2.82
	Vert %	21.55	19.58	19.56	20.14	18.64
	Index	115	105	105	108	100
Accessed Tumblr - Past Month		*				*
	Unwgted	40	159	158	613	48
	Weighted (000)	212	947	931	3011	221
	Horz %	2.25	10.07	9.90	32.04	2.35
	Vert %	4.10	3.95	3.90	3.25	3.25
Accessed Twitter.com - Past Month	Unwgted	107	472	470	2501	158
	Weighted (000)	680	2786	2769	11513	929
	Horz %	2.20	8.99	8.94	37.17	3.00
	Vert %	13.16	11.62	11.60	12.41	13.64
	Index	102	90	90	97	106
Accessed Yelp - Past Month	Unwgted	63	230	229	1905	75
	Weighted (000)	286	1077	1061	7090	302
	Horz %	1.84	6.94	6.84	45.71	1.95
	Vert %	5.53	4.49	4.45	7.65	4.44
	Index	86	70	69	119	69
Accessed YouTube.com - Past Month	Unwgted	477	2152	2142	10441	626
	Weighted (000)	2757	12525	12473	46231	3534
	Horz %	2.23	10.14	10.09	37.42	2.86
	Vert %	53.33	52.26	52.28	49.85	51.92
	Index	104	102	102	97	101

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Posted "Like" on Social Network - Past Month	Unwgt'd	374	1645	1637	7835	487
	Weighted (000)	2131	9707	9677	36093	2779
	Horz %	2.28	10.40	10.37	38.68	2.98
	Vert %	41.23	40.50	40.56	38.92	40.82
	Index	106	105	105	100	105
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	184	830	823	3578	263
	Weighted (000)	1104	4958	4943	16873	1465
	Horz %	2.30	10.34	10.31	35.20	3.06
	Vert %	21.36	20.69	20.72	18.19	21.53
	Index	107	104	104	91	108
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	128	529	523	2740	161
	Weighted (000)	707	2979	2969	11638	842
	Horz %	2.38	10.04	10.01	39.23	2.84
	Vert %	13.67	12.43	12.44	12.55	12.37
	Index	111	101	101	102	100
Watched a Video on Social Network - Past Month	Unwgt'd	468	2037	2028	9368	601
	Weighted (000)	2713	12038	11986	42322	3431
	Horz %	2.38	10.55	10.50	37.09	3.01
	Vert %	52.48	50.23	50.24	45.64	50.40
	Index	111	106	106	96	106
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	777	3377	3357	16760	977
	Weighted (000)	4363	19607	19536	74452	5559
	Horz %	2.29	10.28	10.24	39.02	2.91
	Vert %	84.41	81.81	81.88	80.28	81.66
	Index	107	103	103	101	103
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	347	1542	1535	7794	445
	Weighted (000)	1975	8771	8761	35357	2506
	Horz %	2.17	9.65	9.64	38.92	2.76
	Vert %	38.21	36.60	36.72	38.12	36.81
	Index	101	97	97	101	98
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	333	1565	1553	7355	429
	Weighted (000)	1895	9068	9023	32913	2411
	Horz %	2.17	10.39	10.34	37.71	2.76
	Vert %	36.66	37.84	37.82	35.49	35.42
	Index	101	104	104	98	98
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	461	1964	1953	9035	542
	Weighted (000)	2610	11287	11243	40788	2979
	Horz %	2.29	9.92	9.88	35.85	2.62
	Vert %	50.50	47.09	47.12	43.98	43.76
	Index	107	100	100	93	93
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	309	1402	1396	6041	386
	Weighted (000)	1865	8245	8235	28562	2263
	Horz %	2.35	10.37	10.36	35.93	2.85
	Vert %	36.07	34.40	34.51	30.80	33.24
	Index	109	104	105	93	101
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	184	836	830	3711	241
	Weighted (000)	1072	4648	4638	16943	1353
	Horz %	2.10	9.11	9.09	33.21	2.65
	Vert %	20.73	19.39	19.44	18.27	19.88
	Index	98	92	92	86	94
Used a Mobile "App" - Past Month	Unwgt'd	494	2100	2089	10519	573
	Weighted (000)	2785	11917	11872	46515	3102
	Horz %	2.40	10.27	10.23	40.08	2.67
	Vert %	53.88	49.73	49.76	50.16	45.57
	Index	112	103	103	104	95
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	213	909	903	6090	244
	Weighted (000)	1227	4955	4916	25442	1314
	Horz %	2.29	9.23	9.16	47.40	2.45
	Vert %	23.73	20.68	20.60	27.43	19.31
	Index	106	93	92	123	87

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	288	1218	1212	7640	339
	Weighted (000)	1739	6632	6577	32387	1898
	Horz %	2.45	9.36	9.28	45.70	2.68
	Vert %	33.65	27.67	27.57	34.92	27.89
	Index	114	94	94	119	95
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	331	1497	1492	8658	451
	Weighted (000)	1778	7954	7933	36093	2441
	Horz %	2.11	9.44	9.41	42.82	2.90
	Vert %	34.40	33.19	33.25	38.92	35.87
	Index	98	95	95	111	102
Read Classified Advertising in Weekday Newspaper	Unwgted	94	367	362	1525	123
	Weighted (000)	593	2310	2293	7614	768
	Horz %	2.82	10.96	10.88	36.14	3.64
	Vert %	11.48	9.64	9.61	8.21	11.28
	Index	131	110	110	94	129
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	95	384	378	1786	143
	Weighted (000)	600	2372	2336	8632	825
	Horz %	2.77	10.97	10.80	39.91	3.81
	Vert %	11.60	9.90	9.79	9.31	12.11
	Index	129	110	109	104	135
Read Advertisements in Weekday Newspaper	Unwgted	92	367	362	2027	117
	Weighted (000)	668	2125	2111	8876	709
	Horz %	3.40	10.80	10.73	45.12	3.60
	Vert %	12.92	8.87	8.85	9.57	10.41
	Index	158	109	108	117	127
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	117	454	446	2673	157
	Weighted (000)	795	2599	2555	11683	994
	Horz %	3.22	10.53	10.36	47.35	4.03
	Vert %	15.37	10.84	10.71	12.60	14.60
	Index	150	106	105	123	142
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	113	469	466	2786	150
	Weighted (000)	754	2624	2619	12251	878
	Horz %	2.95	10.28	10.26	47.98	3.44
	Vert %	14.59	10.95	10.98	13.21	12.91
	Index	138	103	103	125	122
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	159	679	673	4279	226
	Weighted (000)	996	3783	3747	18189	1358
	Horz %	2.69	10.24	10.14	49.22	3.68
	Vert %	19.27	15.78	15.71	19.61	19.96
	Index	126	103	102	128	130
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	101	444	441	2433	149
	Weighted (000)	624	2657	2632	11008	776
	Horz %	2.76	11.77	11.65	48.74	3.44
	Vert %	12.08	11.09	11.03	11.87	11.40
	Index	129	118	118	127	122
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	225	986	981	5782	314
	Weighted (000)	1384	5751	5699	25959	1973
	Horz %	2.61	10.86	10.76	49.01	3.73
	Vert %	26.78	23.99	23.89	27.99	28.99
	Index	122	109	109	127	132
Personally Referred to Paper Yellow Pages - Past Week		*				
	Unwgted	47	273	271	1428	84
	Weighted (000)	330	1601	1585	6300	545
	Horz %	2.14	10.40	10.29	40.90	3.54
	Vert %	6.38	6.68	6.64	6.79	8.00
Index	100	104	104	106	125	
Personally Referred to Internet Yellow Pages - Past Week	Unwgted	51	247	246	1191	71
	Weighted (000)	246	1389	1388	5468	447
	Horz %	1.88	10.62	10.62	41.82	3.42
	Vert %	4.75	5.80	5.82	5.90	6.57
	Index	88	107	107	109	121

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	93	477	474	2422	137
	Weighted (000)	552	2721	2704	10936	858
	Horz %	2.08	10.26	10.20	41.25	3.24
	Vert %	10.67	11.35	11.33	11.79	12.60
	Index	97	103	103	107	114
Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	53	228	227	1078	76
	Weighted (000)	335	1421	1419	4727	384
	Horz %	2.77	11.76	11.75	39.14	3.18
	Vert %	6.48	5.93	5.95	5.10	5.64
	Index	129	118	119	102	112
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	183	836	833	3600	245
	Weighted (000)	1129	4917	4913	16498	1465
	Horz %	2.42	10.52	10.51	35.30	3.14
	Vert %	21.84	20.52	20.59	17.79	21.53
	Index	113	106	106	92	111
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	99	512	512	2255	149
	Weighted (000)	595	2983	2983	10340	882
	Horz %	1.91	9.58	9.58	33.22	2.83
	Vert %	11.52	12.45	12.50	11.15	12.96
	Index	89	96	97	86	100
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	97	535	534	2183	167
	Weighted (000)	617	3211	3210	10376	1005
	Horz %	1.96	10.22	10.22	33.03	3.20
	Vert %	11.93	13.40	13.45	11.19	14.76
	Index	91	103	103	86	113
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	129	573	573	2470	179
	Weighted (000)	847	3458	3458	11787	1101
	Horz %	2.53	10.33	10.33	35.20	3.29
	Vert %	16.39	14.43	14.49	12.71	16.18
	Index	118	104	104	91	116
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	98	476	476	2209	121
	Weighted (000)	614	2776	2776	9868	693
	Horz %	2.36	10.67	10.67	37.94	2.66
	Vert %	11.87	11.58	11.64	10.64	10.18
	Index	110	107	108	99	94
Have Seen Video Ads in Other Stores - Past Month	Unwgted	83	436	435	1776	116
	Weighted (000)	534	2587	2586	7880	689
	Horz %	2.11	10.24	10.24	31.20	2.73
	Vert %	10.33	10.79	10.84	8.50	10.13
	Index	98	103	103	81	97
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	113	566	565	2774	157
	Weighted (000)	695	3168	3165	12325	898
	Horz %	2.04	9.28	9.28	36.12	2.63
	Vert %	13.44	13.22	13.27	13.29	13.19
	Index	95	93	94	94	93
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	91	392	390	1676	106
	Weighted (000)	574	2225	2223	7412	634
	Horz %	2.67	10.35	10.34	34.46	2.95
	Vert %	11.10	9.28	9.32	7.99	9.31
	Index	124	104	104	89	104
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	134	598	595	2395	163
	Weighted (000)	908	3595	3590	11332	1013
	Horz %	2.72	10.76	10.75	33.93	3.03
	Vert %	17.57	15.00	15.05	12.22	14.88
	Index	127	108	108	88	107
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	78	383	383	1744	106
	Weighted (000)	491	2175	2175	7886	701
	Horz %	2.08	9.20	9.20	33.35	2.97
	Vert %	9.50	9.08	9.12	8.50	10.30
	Index	97	92	93	87	105

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	66	314	314	1591	79
	Weighted (000)	415	1754	1754	6851	488
	Horz %	2.11	8.94	8.94	34.93	2.49
	Vert %	8.02	7.32	7.35	7.39	7.18
	Index	98	90	90	91	88
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	101	523	522	2275	145
	Weighted (000)	621	3088	3086	10214	878
	Horz %	2.23	11.11	11.10	36.74	3.16
	Vert %	12.02	12.88	12.94	11.01	12.90
	Index	104	112	112	95	112
Have Seen Video Ads in Airports - Past Month	Unwgted	67	340	339	1735	101
	Weighted (000)	441	1854	1853	7103	550
	Horz %	2.36	9.93	9.93	38.06	2.95
	Vert %	8.54	7.74	7.77	7.66	8.08
	Index	110	100	100	99	104
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	176	801	798	3543	234
	Weighted (000)	994	4400	4394	15369	1297
	Horz %	2.45	10.84	10.83	37.87	3.20
	Vert %	19.24	18.36	18.42	16.57	19.05
	Index	114	109	109	98	113
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	64	317	316	1300	78
	Weighted (000)	430	1869	1866	5655	494
	Horz %	2.38	10.34	10.32	31.29	2.73
	Vert %	8.31	7.80	7.82	6.10	7.25
	Index	111	104	104	81	97
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	68	306	306	1326	72
	Weighted (000)	450	1793	1793	5456	435
	Horz %	2.69	10.71	10.71	32.59	2.60
	Vert %	8.71	7.48	7.52	5.88	6.39
	Index	125	108	108	85	92
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	93	460	459	1987	121
	Weighted (000)	561	2649	2647	9006	714
	Horz %	2.21	10.42	10.42	35.44	2.81
	Vert %	10.85	11.05	11.10	9.71	10.49
	Index	103	105	105	92	99
Have Seen Ads on Billboards - Past Month	Unwgted	529	2264	2257	11583	701
	Weighted (000)	3044	13329	13304	51654	3976
	Horz %	2.48	10.86	10.84	42.10	3.24
	Vert %	58.89	55.61	55.76	55.70	58.42
	Index	116	109	109	109	115
Have Seen Ads on Buses/Trains - Past Month	Unwgted	183	882	876	4838	251
	Weighted (000)	1082	4837	4813	19695	1378
	Horz %	2.06	9.22	9.17	37.54	2.63
	Vert %	20.94	20.18	20.17	21.24	20.24
	Index	96	93	93	97	93
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	93	533	533	3103	157
	Weighted (000)	542	2838	2838	11939	883
	Horz %	1.60	8.40	8.40	35.32	2.61
	Vert %	10.49	11.84	11.90	12.87	12.97
	Index	75	84	85	92	92
Have Seen Ads Inside Taxis - Past Month		*				
	Unwgted	43	264	263	1476	57
	Weighted (000)	277	1446	1444	5656	343
	Horz %	1.60	8.38	8.37	32.78	1.99
	Index	75	84	84	85	70
Have Seen Ads on Top of Taxis - Past Month	Unwgted	76	440	439	2603	123
	Weighted (000)	407	2361	2359	10166	651
	Horz %	1.47	8.52	8.51	36.68	2.35
	Vert %	7.87	9.85	9.89	10.96	9.56
	Index	68	86	86	95	83

		Own/Lease Dodge Ram Pickup/ Dodge Ram Van	Own/Lease any Dodge	Most recent vehicle bought/leased is Dodge	Decision maker for any Dodge bought/leased new	Would buy/lease new Dodge if making decision today
		*				*
Have Seen Ads on Phone Booths - Past Month	Unwgted	37	218	217	985	45
	Weighted (000)	300	1310	1308	4051	256
	Horz %	2.10	9.15	9.13	28.28	1.79
	Vert %	5.81	5.47	5.48	4.37	3.76
	Index	98	92	92	73	63
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	158	714	712	3478	202
	Weighted (000)	917	4007	3989	15185	1206
	Horz %	2.40	10.47	10.43	39.68	3.15
	Vert %	17.74	16.72	16.72	16.37	17.72
	Index	112	105	105	103	112
Have Seen Ads on Postcards - Past Month	Unwgted	101	497	496	2619	141
	Weighted (000)	542	2727	2726	10625	791
	Horz %	1.98	9.98	9.98	38.89	2.90
	Vert %	10.48	11.38	11.43	11.46	11.62
	Index	92	100	101	101	102
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	301	1211	1208	5493	368
	Weighted (000)	1684	7047	7042	24732	2034
	Horz %	2.71	11.34	11.33	39.80	3.27
	Vert %	32.59	29.40	29.52	26.67	29.88
	Index	126	114	114	103	116
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	157	768	766	3876	236
	Weighted (000)	933	4341	4322	17191	1444
	Horz %	2.14	9.96	9.92	39.44	3.31
	Vert %	18.05	18.11	18.12	18.54	21.22
	Index	100	100	100	102	117
Have Seen Ads Shown On- Screen Before Start of a Movie - Past Month	Unwgted	218	1005	1002	5141	321
	Weighted (000)	1277	5721	5701	22469	1877
	Horz %	2.30	10.29	10.26	40.42	3.38
	Vert %	24.70	23.87	23.90	24.23	27.57
	Index	107	103	104	105	119
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	330	1464	1457	7258	465
	Weighted (000)	2034	8845	8832	32181	2796
	Horz %	2.55	11.08	11.07	40.32	3.50
	Vert %	39.35	36.91	37.02	34.70	41.08
	Index	119	111	112	105	124
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	198	990	986	5354	301
	Weighted (000)	1143	5587	5564	23518	1753
	Horz %	1.99	9.72	9.68	40.90	3.05
	Vert %	22.11	23.31	23.32	25.36	25.76
	Index	93	98	98	106	108
Have Seen Infomercials - Past Month	Unwgted	198	937	937	4390	309
	Weighted (000)	1167	5407	5407	19803	1678
	Horz %	2.33	10.82	10.82	39.63	3.36
	Vert %	22.57	22.56	22.66	21.35	24.65
	Index	109	109	109	103	119
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	402	1870	1863	9691	579
	Weighted (000)	2248	10691	10674	42527	3165
	Horz %	2.25	10.71	10.69	42.58	3.17
	Vert %	43.49	44.61	44.74	45.86	46.50
	Index	105	108	108	111	112
Have Seen Product Placement in Video Games - Past Month	Unwgted	74	425	422	1547	124
	Weighted (000)	468	2525	2518	7454	717
	Horz %	1.94	10.47	10.44	30.91	2.97
	Vert %	9.05	10.54	10.55	8.04	10.53
	Index	90	105	105	80	105
Have Seen Product Placement in TV Shows - Past Month	Unwgted	373	1689	1683	8656	538
	Weighted (000)	2144	9617	9606	38417	2984
	Horz %	2.34	10.49	10.48	41.92	3.26
	Vert %	41.47	40.13	40.26	41.42	43.84
	Index	109	105	106	109	115

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Have Seen Product Placement in Movies - Past Month	Unwgted	216	1024	1021	4983	324
	Weighted (000)	1186	5721	5716	22333	1701
	Horz %	2.04	9.84	9.83	38.40	2.92
	Vert %	22.95	23.87	23.96	24.08	24.99
	Index	95	99	99	100	103