

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|----|-----------------|----------------|-----------------|-------------------------------|----------------------|-----------------------|------------------------|-----------------------|--------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 3 | | | | | | | | | | |
| 4 | U.S. Adults 18+ | Unwgted | 49770 | 125 | 774 | 438 | 789 | 849 | 10419 | 6157 |
| 5 | | Weighted (000) | 232658 | 689 | 3703 | 1903 | 4067 | 3971 | 52558 | 30102 |
| 6 | | Horz % | 100.00 | 0.30 | 1.59 | 0.82 | 1.75 | 1.71 | 22.59 | 12.94 |
| 7 | | Vert % | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |
| 8 | | Index | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 9 | | | | | | | | | | |
| 10 | Male | Unwgted | 25657 | 81 | 408 | 237 | 438 | 434 | 5910 | 3412 |
| 11 | | Weighted (000) | 112593 | 395 | 1857 | 911 | 2050 | 1896 | 27321 | 15261 |
| 12 | | Horz % | 100.00 | 0.35 | 1.65 | 0.81 | 1.82 | 1.68 | 24.26 | 13.55 |
| 13 | | Vert % | 48.39 | 57.40 | 50.16 | 47.85 | 50.41 | 47.76 | 51.98 | 50.70 |
| 14 | | Index | 100 | 119 | 104 | 99 | 104 | 99 | 107 | 105 |
| 15 | | | | * | | | | | | |
| 16 | Female | Unwgted | 24113 | 44 | 366 | 201 | 351 | 415 | 4509 | 2745 |
| 17 | | Weighted (000) | 120065 | 293 | 1846 | 992 | 2017 | 2074 | 25238 | 14840 |
| 18 | | Horz % | 100.00 | 0.24 | 1.54 | 0.83 | 1.68 | 1.73 | 21.02 | 12.36 |
| 19 | | Vert % | 51.61 | 42.60 | 49.84 | 52.15 | 49.59 | 52.24 | 48.02 | 49.30 |
| 20 | | Index | 100 | 83 | 97 | 101 | 96 | 101 | 93 | 96 |
| 21 | | | | * | | * | | | | |
| 22 | Age 18-24 | Unwgted | 3992 | 14 | 90 | 35 | 87 | 75 | 845 | 479 |
| 23 | | Weighted (000) | 29809 | 144 | 596 | 213 | 756 | 575 | 6801 | 3624 |
| 24 | | Horz % | 100.00 | 0.48 | 2.00 | 0.72 | 2.54 | 1.93 | 22.82 | 12.16 |
| 25 | | Vert % | 12.81 | 20.98 | 16.09 | 11.21 | 18.60 | 14.47 | 12.94 | 12.04 |
| 26 | | Index | 100 | 164 | 126 | 87 | 145 | 113 | 101 | 94 |
| 27 | | | | * | | | | | | |
| 28 | Age 25-34 | Unwgted | 7846 | 13 | 139 | 63 | 138 | 116 | 1527 | 965 |
| 29 | | Weighted (000) | 41562 | 46 | 777 | 340 | 788 | 675 | 8807 | 5505 |
| 30 | | Horz % | 100.00 | 0.11 | 1.87 | 0.82 | 1.90 | 1.62 | 21.19 | 13.25 |
| 31 | | Vert % | 17.86 | 6.72 | 20.97 | 17.89 | 19.38 | 17.00 | 16.76 | 18.29 |
| 32 | | Index | 100 | 38 | 117 | 100 | 108 | 95 | 94 | 102 |
| 33 | | | | * | | | | | | |
| 34 | Age 35-44 | Unwgted | 9076 | 9 | 127 | 97 | 129 | 125 | 1854 | 1087 |
| 35 | | Weighted (000) | 40205 | 44 | 575 | 457 | 670 | 509 | 8985 | 5008 |
| 36 | | Horz % | 100.00 | 0.11 | 1.43 | 1.14 | 1.67 | 1.27 | 22.35 | 12.46 |
| 37 | | Vert % | 17.28 | 6.39 | 15.52 | 24.02 | 16.47 | 12.82 | 17.09 | 16.64 |
| 38 | | Index | 100 | 37 | 90 | 139 | 95 | 74 | 99 | 96 |
| 39 | | | | * | | | | | | |
| 40 | Age 45-54 | Unwgted | 9951 | 24 | 159 | 74 | 208 | 192 | 2323 | 1281 |
| 41 | | Weighted (000) | 44287 | 136 | 737 | 277 | 908 | 972 | 10966 | 5916 |
| 42 | | Horz % | 100.00 | 0.31 | 1.66 | 0.63 | 2.05 | 2.20 | 24.76 | 13.36 |
| 43 | | Vert % | 19.04 | 19.70 | 19.91 | 14.57 | 22.32 | 24.49 | 20.86 | 19.65 |
| 44 | | Index | 100 | 103 | 105 | 77 | 117 | 129 | 110 | 103 |
| 45 | | | | * | | | | | | |
| 46 | Age 55-64 | Unwgted | 8429 | 25 | 132 | 94 | 135 | 163 | 1985 | 1132 |
| 47 | | Weighted (000) | 36984 | 94 | 561 | 400 | 614 | 658 | 9223 | 5280 |
| 48 | | Horz % | 100.00 | 0.25 | 1.52 | 1.08 | 1.66 | 1.78 | 24.94 | 14.28 |
| 49 | | Vert % | 15.90 | 13.63 | 15.14 | 21.03 | 15.10 | 16.57 | 17.55 | 17.54 |
| 50 | | Index | 100 | 86 | 95 | 132 | 95 | 104 | 110 | 110 |
| 51 | | | | * | | | | | | |
| 52 | Age 65+ | Unwgted | 10476 | 40 | 127 | 75 | 92 | 178 | 1885 | 1213 |
| 53 | | Weighted (000) | 39811 | 224 | 458 | 214 | 331 | 582 | 7776 | 4769 |
| 54 | | Horz % | 100.00 | 0.56 | 1.15 | 0.54 | 0.83 | 1.46 | 19.53 | 11.98 |
| 55 | | Vert % | 17.11 | 32.58 | 12.37 | 11.27 | 8.14 | 14.65 | 14.80 | 15.84 |
| 56 | | Index | 100 | 190 | 72 | 66 | 48 | 86 | 86 | 93 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|--------------------------------------|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 57 | | | | | | | | | | |
| 58 | Age 21+ | Unwgted | 48230 | 120 | 742 | 425 | 749 | 820 | 10069 | 5976 |
| 59 | | Weighted (000) | 219529 | 616 | 3457 | 1795 | 3644 | 3721 | 49353 | 28491 |
| 60 | | Horz % | 100.00 | 0.28 | 1.57 | 0.82 | 1.66 | 1.70 | 22.48 | 12.98 |
| 61 | | Vert % | 94.36 | 89.41 | 93.37 | 94.34 | 89.59 | 93.72 | 93.90 | 94.65 |
| 62 | | Index | 100 | 95 | 99 | 100 | 95 | 99 | 100 | 100 |
| 63 | | | | * | | | | | | |
| 64 | Age 18-34 | Unwgted | 11838 | 27 | 229 | 98 | 225 | 191 | 2372 | 1444 |
| 65 | | Weighted (000) | 71371 | 191 | 1372 | 554 | 1544 | 1250 | 15608 | 9129 |
| 66 | | Horz % | 100.00 | 0.27 | 1.92 | 0.78 | 2.16 | 1.75 | 21.87 | 12.79 |
| 67 | | Vert % | 30.68 | 27.70 | 37.06 | 29.10 | 37.97 | 31.47 | 29.70 | 30.33 |
| 68 | | Index | 100 | 90 | 121 | 95 | 124 | 103 | 97 | 99 |
| 69 | | | | | | | | | | |
| 70 | Age 18-49 | Unwgted | 25802 | 51 | 421 | 234 | 456 | 399 | 5300 | 3118 |
| 71 | | Weighted (000) | 133716 | 321 | 2237 | 1177 | 2668 | 2176 | 29912 | 16910 |
| 72 | | Horz % | 100.00 | 0.24 | 1.67 | 0.88 | 2.00 | 1.63 | 22.37 | 12.65 |
| 73 | | Vert % | 57.47 | 46.68 | 60.41 | 61.88 | 65.59 | 54.79 | 56.91 | 56.18 |
| 74 | | Index | 100 | 81 | 105 | 108 | 114 | 95 | 99 | 98 |
| 75 | | | | * | | | | | | |
| 76 | Age 25-54 | Unwgted | 26873 | 46 | 425 | 234 | 475 | 433 | 5704 | 3333 |
| 77 | | Weighted (000) | 126054 | 226 | 2088 | 1075 | 2365 | 2157 | 28757 | 16429 |
| 78 | | Horz % | 100.00 | 0.18 | 1.66 | 0.85 | 1.88 | 1.71 | 22.81 | 13.03 |
| 79 | | Vert % | 54.18 | 32.81 | 56.40 | 56.49 | 58.16 | 54.31 | 54.72 | 54.58 |
| 80 | | Index | 100 | 61 | 104 | 104 | 107 | 100 | 101 | 101 |
| 81 | | | | | | | | | | |
| 82 | Age 35-64 | Unwgted | 27456 | 58 | 418 | 265 | 472 | 480 | 6162 | 3500 |
| 83 | | Weighted (000) | 121476 | 274 | 1873 | 1135 | 2192 | 2139 | 29174 | 16204 |
| 84 | | Horz % | 100.00 | 0.23 | 1.54 | 0.93 | 1.80 | 1.76 | 24.02 | 13.34 |
| 85 | | Vert % | 52.21 | 39.72 | 50.57 | 59.63 | 53.88 | 53.88 | 55.51 | 53.83 |
| 86 | | Index | 100 | 76 | 97 | 114 | 103 | 103 | 106 | 103 |
| 87 | | | | | | | | | | |
| 88 | Age 50+ | Unwgted | 23968 | 74 | 353 | 204 | 333 | 450 | 5119 | 3039 |
| 89 | | Weighted (000) | 98943 | 367 | 1466 | 725 | 1399 | 1795 | 22646 | 13191 |
| 90 | | Horz % | 100.00 | 0.37 | 1.48 | 0.73 | 1.41 | 1.81 | 22.89 | 13.33 |
| 91 | | Vert % | 42.53 | 53.32 | 39.59 | 38.12 | 34.41 | 45.21 | 43.09 | 43.82 |
| 92 | | Index | 100 | 125 | 93 | 90 | 81 | 106 | 101 | 103 |
| 93 | | | | | | | | | | |
| 94 | Median Age | Unwgted | | | | | | | | |
| 95 | | Weighted (000) | 46.10 | 52.30 | 43.70 | 43.80 | 42.50 | 47.70 | 46.60 | 46.60 |
| 96 | | Horz % | | | | | | | | |
| 97 | | Vert % | | | | | | | | |
| 98 | | Index | | | | | | | | |
| 99 | | | | | | | | | | |
| 100 | Race: White Only | Unwgted | 37561 | 103 | 636 | 377 | 652 | 698 | 8580 | 5031 |
| 101 | | Weighted (000) | 173640 | 576 | 3084 | 1696 | 3344 | 3260 | 43187 | 24557 |
| 102 | | Horz % | 100.00 | 0.33 | 1.78 | 0.98 | 1.93 | 1.88 | 24.87 | 14.14 |
| 103 | | Vert % | 74.63 | 83.63 | 83.28 | 89.15 | 82.22 | 82.11 | 82.17 | 81.58 |
| 104 | | Index | 100 | 112 | 112 | 119 | 110 | 110 | 110 | 109 |
| 105 | | | | * | | * | | * | | |
| 106 | Race: Black/African-American Only | Unwgted | 5482 | 12 | 51 | 18 | 48 | 82 | 762 | 486 |
| 107 | | Weighted (000) | 26574 | 52 | 232 | 63 | 305 | 378 | 3807 | 2324 |
| 108 | | Horz % | 100.00 | 0.19 | 0.87 | 0.24 | 1.15 | 1.42 | 14.33 | 8.75 |
| 109 | | Vert % | 11.42 | 7.49 | 6.28 | 3.32 | 7.50 | 9.51 | 7.24 | 7.72 |
| 110 | | Index | 100 | 66 | 55 | 29 | 66 | 83 | 63 | 68 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 111 | | | | * | | * | | | | |
| 112 | | Unwgted | 6727 | 10 | 87 | 43 | 89 | 69 | 1077 | 640 |
| 113 | Race: Other Race/Multi-Racial | Weighted (000) | 32444 | 61 | 387 | 143 | 418 | 333 | 5564 | 3221 |
| 114 | | Horz % | 100.00 | 0.19 | 1.19 | 0.44 | 1.29 | 1.03 | 17.15 | 9.93 |
| 115 | | Vert % | 13.94 | 8.87 | 10.44 | 7.53 | 10.27 | 8.38 | 10.59 | 10.70 |
| 116 | | Index | 100 | 64 | 75 | 54 | 74 | 60 | 76 | 77 |
| 117 | | | | | * | | * | | | |
| 118 | | Unwgted | 5180 | 8 | 74 | 26 | 78 | 60 | 963 | 590 |
| 119 | Spanish, Hispanic, Latino Origin or Descent | Weighted (000) | 33135 | 52 | 470 | 157 | 454 | 334 | 6536 | 4076 |
| 120 | | Horz % | 100.00 | 0.16 | 1.42 | 0.47 | 1.37 | 1.01 | 19.72 | 12.30 |
| 121 | | Vert % | 14.24 | 7.62 | 12.69 | 8.25 | 11.16 | 8.40 | 12.44 | 13.54 |
| 122 | | Index | 100 | 53 | 89 | 58 | 78 | 59 | 87 | 95 |
| 123 | | | | * | * | * | * | * | | |
| 124 | | Unwgted | 1491 | 4 | 28 | 7 | 30 | 25 | 299 | 182 |
| 125 | Hispanic, Personally Speak Only English at Home | Weighted (000) | 4909 | 18 | 111 | 20 | 65 | 79 | 1086 | 637 |
| 126 | | Horz % | 100.00 | 0.36 | 2.27 | 0.40 | 1.32 | 1.61 | 22.13 | 12.99 |
| 127 | | Vert % | 2.11 | 2.59 | 3.01 | 1.04 | 1.59 | 1.99 | 2.07 | 2.12 |
| 128 | | Index | 100 | 123 | 143 | 49 | 75 | 95 | 98 | 100 |
| 129 | | | | * | * | * | * | * | | |
| 130 | | Unwgted | 1543 | 1 | 19 | 15 | 21 | 19 | 288 | 169 |
| 131 | Hispanic, Speak Mostly English, but Some Spanish at Home | Weighted (000) | 8114 | 2 | 89 | 98 | 128 | 103 | 1651 | 923 |
| 132 | | Horz % | 100.00 | 0.02 | 1.10 | 1.21 | 1.57 | 1.27 | 20.35 | 11.37 |
| 133 | | Vert % | 3.49 | 0.28 | 2.41 | 5.15 | 3.14 | 2.59 | 3.14 | 3.06 |
| 134 | | Index | 100 | 8 | 69 | 148 | 90 | 74 | 90 | 88 |
| 135 | | | | * | * | * | * | * | | |
| 136 | | Unwgted | 822 | 1 | 10 | 1 | 12 | 4 | 144 | 98 |
| 137 | Hispanic, Speak Only Spanish at Home | Weighted (000) | 9468 | 4 | 140 | 9 | 105 | 33 | 1620 | 1152 |
| 138 | | Horz % | 100.00 | 0.04 | 1.48 | 0.09 | 1.11 | 0.35 | 17.11 | 12.17 |
| 139 | | Vert % | 4.07 | 0.58 | 3.77 | 0.47 | 2.58 | 0.83 | 3.08 | 3.83 |
| 140 | | Index | 100 | 14 | 93 | 12 | 63 | 20 | 76 | 94 |
| 141 | | | | * | * | * | * | * | | |
| 142 | | Unwgted | 1201 | 2 | 15 | 3 | 15 | 10 | 213 | 131 |
| 143 | Hispanic, Speak Mostly Spanish, but Some English at Home | Weighted (000) | 9104 | 29 | 98 | 30 | 156 | 69 | 1887 | 1212 |
| 144 | | Horz % | 100.00 | 0.32 | 1.07 | 0.33 | 1.72 | 0.76 | 20.73 | 13.32 |
| 145 | | Vert % | 3.91 | 4.16 | 2.64 | 1.59 | 3.84 | 1.74 | 3.59 | 4.03 |
| 146 | | Index | 100 | 106 | 68 | 41 | 98 | 44 | 92 | 103 |
| 147 | | | | * | * | * | * | * | | |
| 148 | | Unwgted | 102 | 0 | 1 | 0 | 0 | 2 | 15 | 8 |
| 149 | Hispanic, Speak Spanish and English Equally at Home | Weighted (000) | 1207 | 0 | 21 | 0 | 0 | 50 | 230 | 121 |
| 150 | | Horz % | 100.00 | 0.00 | 1.73 | 0.00 | 0.00 | 4.11 | 19.09 | 10.05 |
| 151 | | Vert % | 0.52 | 0.00 | 0.56 | 0.00 | 0.00 | 1.25 | 0.44 | 0.40 |
| 152 | | Index | 100 | 0 | 109 | 0 | 0 | 241 | 85 | 78 |
| 153 | | | | * | | | | | | |
| 154 | Highest Level Education Completed/Highest Degree: Master's, Professional School, or Doctorate Degree | Unwgted | 6676 | 13 | 107 | 71 | 89 | 102 | 1155 | 643 |
| 155 | | Weighted (000) | 22400 | 62 | 356 | 247 | 342 | 311 | 4304 | 2296 |
| 156 | | Horz % | 100.00 | 0.27 | 1.59 | 1.10 | 1.53 | 1.39 | 19.21 | 10.25 |
| 157 | | Vert % | 9.63 | 8.94 | 9.61 | 12.97 | 8.41 | 7.83 | 8.19 | 7.63 |
| 158 | | Index | 100 | 93 | 100 | 135 | 87 | 81 | 85 | 79 |
| 159 | | | | * | | | | | | |
| 160 | Highest Level Education Completed/Highest Degree: Bachelor's | Unwgted | 11244 | 20 | 189 | 113 | 186 | 179 | 2304 | 1297 |
| 161 | | Weighted (000) | 42168 | 76 | 822 | 426 | 739 | 648 | 9407 | 5051 |
| 162 | | Horz % | 100.00 | 0.18 | 1.95 | 1.01 | 1.75 | 1.54 | 22.31 | 11.98 |
| 163 | | Vert % | 18.12 | 11.05 | 22.19 | 22.40 | 18.16 | 16.32 | 17.90 | 16.78 |
| 164 | | Index | 100 | 61 | 122 | 124 | 100 | 90 | 99 | 93 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 165 | | | | * | * | * | * | * | | |
| 166 | Highest Level Education Completed/Highest Degree: Associate Degree, Academic | Unwgt'd | 2520 | 5 | 47 | 21 | 41 | 46 | 529 | 282 |
| 167 | | Weighted (000) | 10009 | 26 | 197 | 99 | 221 | 192 | 2393 | 1203 |
| 168 | | Horz % | 100.00 | 0.26 | 1.96 | 0.98 | 2.20 | 1.92 | 23.90 | 12.02 |
| 169 | | Vert % | 4.30 | 3.75 | 5.31 | 5.18 | 5.43 | 4.83 | 4.55 | 4.00 |
| 170 | | Index | 100 | 87 | 123 | 120 | 126 | 112 | 106 | 93 |
| 171 | | | | * | * | * | | | | |
| 172 | Highest Level Education Completed/Highest Degree: Associate Degree, Occupational/Vocational | Unwgt'd | 3028 | 5 | 49 | 25 | 55 | 58 | 686 | 403 |
| 173 | | Weighted (000) | 11548 | 17 | 201 | 92 | 187 | 271 | 2818 | 1597 |
| 174 | | Horz % | 100.00 | 0.15 | 1.74 | 0.79 | 1.62 | 2.35 | 24.40 | 13.83 |
| 175 | | Vert % | 4.96 | 2.51 | 5.43 | 4.81 | 4.60 | 6.83 | 5.36 | 5.31 |
| 176 | | Index | 100 | 51 | 109 | 97 | 93 | 138 | 108 | 107 |
| 177 | | | | * | | | | | | |
| 178 | Highest Level Education Completed/Highest Degree: Some College, but No Degree | Unwgt'd | 10786 | 36 | 168 | 96 | 207 | 197 | 2420 | 1432 |
| 179 | | Weighted (000) | 44447 | 181 | 735 | 360 | 984 | 803 | 10465 | 5732 |
| 180 | | Horz % | 100.00 | 0.41 | 1.65 | 0.81 | 2.21 | 1.81 | 23.55 | 12.90 |
| 181 | | Vert % | 19.10 | 26.27 | 19.86 | 18.91 | 24.20 | 20.22 | 19.91 | 19.04 |
| 182 | | Index | 100 | 138 | 104 | 99 | 127 | 106 | 104 | 100 |
| 183 | | | | * | | | | | | |
| 184 | Highest Level Education Completed/Highest Degree: High School Diploma or Equivalent, such as GED | Unwgt'd | 11139 | 34 | 170 | 95 | 174 | 210 | 2498 | 1530 |
| 185 | | Weighted (000) | 70869 | 253 | 1066 | 524 | 1283 | 1362 | 17138 | 10067 |
| 186 | | Horz % | 100.00 | 0.36 | 1.50 | 0.74 | 1.81 | 1.92 | 24.18 | 14.21 |
| 187 | | Vert % | 30.46 | 36.70 | 28.79 | 27.54 | 31.55 | 34.31 | 32.61 | 33.44 |
| 188 | | Index | 100 | 120 | 95 | 90 | 104 | 113 | 107 | 110 |
| 189 | | | | * | * | * | * | | | |
| 190 | Highest Level Education Completed/Highest Degree: Did Not Graduate High School | Unwgt'd | 4377 | 12 | 44 | 17 | 37 | 57 | 827 | 570 |
| 191 | | Weighted (000) | 31216 | 74 | 326 | 156 | 312 | 383 | 6034 | 4155 |
| 192 | | Horz % | 100.00 | 0.24 | 1.05 | 0.50 | 1.00 | 1.23 | 19.33 | 13.31 |
| 193 | | Vert % | 13.42 | 10.77 | 8.81 | 8.19 | 7.67 | 9.65 | 11.48 | 13.80 |
| 194 | | Index | 100 | 80 | 66 | 61 | 57 | 72 | 86 | 103 |
| 195 | | | | * | | * | | | | |
| 196 | Currently Attending College or University | Unwgt'd | 3789 | 12 | 68 | 34 | 71 | 61 | 750 | 424 |
| 197 | | Weighted (000) | 19371 | 90 | 364 | 146 | 403 | 333 | 4316 | 2183 |
| 198 | | Horz % | 100.00 | 0.46 | 1.88 | 0.75 | 2.08 | 1.72 | 22.28 | 11.27 |
| 199 | | Vert % | 8.33 | 13.08 | 9.83 | 7.66 | 9.92 | 8.39 | 8.21 | 7.25 |
| 200 | | Index | 100 | 157 | 118 | 92 | 119 | 101 | 99 | 87 |
| 201 | | | | | | | | | | |
| 202 | Employed Full Time | Unwgt'd | 25685 | 52 | 452 | 263 | 465 | 434 | 5698 | 3258 |
| 203 | | Weighted (000) | 111571 | 220 | 2121 | 1063 | 2133 | 1954 | 27231 | 15017 |
| 204 | | Horz % | 100.00 | 0.20 | 1.90 | 0.95 | 1.91 | 1.75 | 24.41 | 13.46 |
| 205 | | Vert % | 47.95 | 31.96 | 57.29 | 55.88 | 52.45 | 49.20 | 51.81 | 49.89 |
| 206 | | Index | 100 | 67 | 119 | 117 | 109 | 103 | 108 | 104 |
| 207 | | | | * | | * | | | | |
| 208 | Employed Part Time | Unwgt'd | 5783 | 14 | 101 | 43 | 99 | 100 | 1227 | 693 |
| 209 | | Weighted (000) | 27808 | 90 | 546 | 229 | 645 | 483 | 6532 | 3592 |
| 210 | | Horz % | 100.00 | 0.33 | 1.96 | 0.82 | 2.32 | 1.74 | 23.49 | 12.92 |
| 211 | | Vert % | 11.95 | 13.13 | 14.75 | 12.05 | 15.85 | 12.16 | 12.43 | 11.93 |
| 212 | | Index | 100 | 110 | 123 | 101 | 133 | 102 | 104 | 100 |
| 213 | | | | | | | | | | |
| 214 | Not Employed | Unwgt'd | 18302 | 59 | 221 | 132 | 225 | 315 | 3494 | 2206 |
| 215 | | Weighted (000) | 93279 | 378 | 1035 | 610 | 1289 | 1534 | 18796 | 11493 |
| 216 | | Horz % | 100.00 | 0.41 | 1.11 | 0.65 | 1.38 | 1.64 | 20.15 | 12.32 |
| 217 | | Vert % | 40.09 | 54.92 | 27.96 | 32.07 | 31.70 | 38.64 | 35.76 | 38.18 |
| 218 | | Index | 100 | 137 | 70 | 80 | 79 | 96 | 89 | 95 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 219 | | | | * | * | * | * | * | | |
| 220 | Temporarily Unemployed | Unwgt'd | 2652 | 7 | 29 | 19 | 49 | 47 | 501 | 314 |
| 221 | | Weighted (000) | 17118 | 38 | 161 | 129 | 382 | 357 | 3248 | 1921 |
| 222 | | Horz % | 100.00 | 0.22 | 0.94 | 0.75 | 2.23 | 2.09 | 18.98 | 11.22 |
| 223 | | Vert % | 7.36 | 5.50 | 4.35 | 6.78 | 9.38 | 9.00 | 6.18 | 6.38 |
| 224 | | Index | 100 | 75 | 59 | 92 | 128 | 122 | 84 | 87 |
| 225 | | | | * | | | | | | |
| 226 | Retired from Employment | Unwgt'd | 10196 | 38 | 129 | 77 | 104 | 181 | 1930 | 1228 |
| 227 | | Weighted (000) | 41403 | 176 | 462 | 293 | 427 | 637 | 8551 | 5213 |
| 228 | | Horz % | 100.00 | 0.42 | 1.12 | 0.71 | 1.03 | 1.54 | 20.65 | 12.59 |
| 229 | | Vert % | 17.80 | 25.50 | 12.49 | 15.41 | 10.50 | 16.05 | 16.27 | 17.32 |
| 230 | | Index | 100 | 143 | 70 | 87 | 59 | 90 | 91 | 97 |
| 231 | | | | * | * | * | * | * | | |
| 232 | Not Employed, Principal Shopper for Household | Unwgt'd | 2485 | 7 | 32 | 19 | 30 | 36 | 541 | 323 |
| 233 | | Weighted (000) | 15574 | 80 | 249 | 124 | 171 | 224 | 3625 | 2362 |
| 234 | | Horz % | 100.00 | 0.52 | 1.60 | 0.79 | 1.10 | 1.44 | 23.28 | 15.16 |
| 235 | | Vert % | 6.69 | 11.65 | 6.74 | 6.50 | 4.21 | 5.63 | 6.90 | 7.85 |
| 236 | | Index | 100 | 174 | 101 | 97 | 63 | 84 | 103 | 117 |
| 237 | | | | * | | | | | | |
| 238 | Occupation: Professional and Related Occupations | Unwgt'd | 7586 | 14 | 141 | 78 | 120 | 122 | 1451 | 818 |
| 239 | | Weighted (000) | 30853 | 49 | 654 | 302 | 569 | 513 | 6806 | 3758 |
| 240 | | Horz % | 100.00 | 0.16 | 2.12 | 0.98 | 1.85 | 1.66 | 22.06 | 12.18 |
| 241 | | Vert % | 13.26 | 7.16 | 17.67 | 15.89 | 14.00 | 12.91 | 12.95 | 12.48 |
| 242 | | Index | 100 | 54 | 133 | 120 | 106 | 97 | 98 | 94 |
| 243 | | | | * | | | | | | |
| 244 | Occupation: Management, Business and Financial Operations | Unwgt'd | 6460 | 9 | 101 | 71 | 106 | 87 | 1396 | 752 |
| 245 | | Weighted (000) | 22244 | 37 | 365 | 238 | 395 | 331 | 5249 | 2738 |
| 246 | | Horz % | 100.00 | 0.16 | 1.64 | 1.07 | 1.78 | 1.49 | 23.60 | 12.31 |
| 247 | | Vert % | 9.56 | 5.32 | 9.86 | 12.49 | 9.71 | 8.34 | 9.99 | 9.10 |
| 248 | | Index | 100 | 56 | 103 | 131 | 102 | 87 | 104 | 95 |
| 249 | | | | * | | | | | | |
| 250 | Occupation: Sales and Office Occupations | Unwgt'd | 6429 | 15 | 113 | 76 | 128 | 130 | 1425 | 797 |
| 251 | | Weighted (000) | 32312 | 70 | 657 | 381 | 770 | 668 | 8230 | 4306 |
| 252 | | Horz % | 100.00 | 0.22 | 2.03 | 1.18 | 2.38 | 2.07 | 25.47 | 13.33 |
| 253 | | Vert % | 13.89 | 10.16 | 17.76 | 20.04 | 18.94 | 16.82 | 15.66 | 14.31 |
| 254 | | Index | 100 | 73 | 128 | 144 | 136 | 121 | 113 | 103 |
| 255 | | | | * | * | * | * | * | | |
| 256 | Occupation: Natural Resources, Construction and Maintenance Operations | Unwgt'd | 2797 | 10 | 43 | 23 | 51 | 38 | 744 | 434 |
| 257 | | Weighted (000) | 12733 | 64 | 208 | 95 | 265 | 174 | 3568 | 1974 |
| 258 | | Horz % | 100.00 | 0.50 | 1.63 | 0.74 | 2.08 | 1.37 | 28.02 | 15.50 |
| 259 | | Vert % | 5.47 | 9.34 | 5.61 | 4.97 | 6.51 | 4.39 | 6.79 | 6.56 |
| 260 | | Index | 100 | 171 | 103 | 91 | 119 | 80 | 124 | 120 |
| 261 | | | | * | | | | | | |
| 262 | Occupation: Other Employed | Unwgt'd | 8196 | 18 | 155 | 58 | 159 | 157 | 1909 | 1150 |
| 263 | | Weighted (000) | 41237 | 90 | 783 | 276 | 778 | 751 | 9910 | 5833 |
| 264 | | Horz % | 100.00 | 0.22 | 1.90 | 0.67 | 1.89 | 1.82 | 24.03 | 14.14 |
| 265 | | Vert % | 17.72 | 13.12 | 21.15 | 14.52 | 19.14 | 18.91 | 18.86 | 19.38 |
| 266 | | Index | 100 | 74 | 119 | 82 | 108 | 107 | 106 | 109 |
| 267 | | | | * | * | * | * | * | | |
| 268 | Household Income: \$250,000+ | Unwgt'd | 1605 | 1 | 20 | 17 | 29 | 23 | 322 | 166 |
| 269 | | Weighted (000) | 5395 | 2 | 62 | 46 | 97 | 59 | 1127 | 552 |
| 270 | | Horz % | 100.00 | 0.03 | 1.16 | 0.85 | 1.79 | 1.09 | 20.89 | 10.23 |
| 271 | | Vert % | 2.32 | 0.24 | 1.69 | 2.41 | 2.38 | 1.49 | 2.14 | 1.83 |
| 272 | | Index | 100 | 10 | 73 | 104 | 102 | 64 | 92 | 79 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 273 | | | | * | * | * | * | * | | |
| 274 | | Unwgted | 1437 | 1 | 25 | 12 | 21 | 17 | 293 | 141 |
| 275 | Household Income: \$200,000- \$249,999 | Weighted (000) | 5234 | 2 | 109 | 53 | 117 | 59 | 1186 | 533 |
| 276 | | Horz % | 100.00 | 0.04 | 2.08 | 1.00 | 2.24 | 1.12 | 22.65 | 10.19 |
| 277 | | Vert % | 2.25 | 0.33 | 2.93 | 2.76 | 2.88 | 1.47 | 2.26 | 1.77 |
| 278 | | Index | 100 | 15 | 130 | 123 | 128 | 66 | 100 | 79 |
| 279 | | | | | * | | | | | |
| 280 | | Unwgted | 3411 | 5 | 64 | 50 | 58 | 51 | 780 | 387 |
| 281 | Household Income: \$150,000- \$199,999 | Weighted (000) | 13835 | 24 | 312 | 167 | 300 | 198 | 3403 | 1650 |
| 282 | | Horz % | 100.00 | 0.17 | 2.25 | 1.21 | 2.17 | 1.43 | 24.60 | 11.92 |
| 283 | | Vert % | 5.95 | 3.43 | 8.42 | 8.77 | 7.38 | 4.99 | 6.48 | 5.48 |
| 284 | | Index | 100 | 58 | 142 | 147 | 124 | 84 | 109 | 92 |
| 285 | | | | | * | | | | | |
| 286 | | Unwgted | 7284 | 16 | 130 | 102 | 138 | 117 | 1668 | 855 |
| 287 | Household Income: \$100,000- \$149,999 | Weighted (000) | 34565 | 100 | 612 | 491 | 811 | 569 | 8709 | 4267 |
| 288 | | Horz % | 100.00 | 0.29 | 1.77 | 1.42 | 2.35 | 1.65 | 25.20 | 12.35 |
| 289 | | Vert % | 14.86 | 14.48 | 16.54 | 25.82 | 19.94 | 14.34 | 16.57 | 14.18 |
| 290 | | Index | 100 | 97 | 111 | 174 | 134 | 97 | 112 | 95 |
| 291 | | | | | * | | | | | |
| 292 | | Unwgted | 6644 | 13 | 123 | 74 | 123 | 105 | 1563 | 830 |
| 293 | Household Income: \$75,000- \$99,999 | Weighted (000) | 30873 | 74 | 585 | 322 | 600 | 553 | 8027 | 3887 |
| 294 | | Horz % | 100.00 | 0.24 | 1.90 | 1.04 | 1.94 | 1.79 | 26.00 | 12.59 |
| 295 | | Vert % | 13.27 | 10.80 | 15.81 | 16.93 | 14.76 | 13.92 | 15.27 | 12.91 |
| 296 | | Index | 100 | 81 | 119 | 128 | 111 | 105 | 115 | 97 |
| 297 | | | | | * | | | | | |
| 298 | | Unwgted | 5323 | 17 | 93 | 54 | 91 | 120 | 1261 | 709 |
| 299 | Household Income: \$60,000- \$74,999 | Weighted (000) | 25061 | 69 | 461 | 269 | 424 | 636 | 6469 | 3560 |
| 300 | | Horz % | 100.00 | 0.27 | 1.84 | 1.07 | 1.69 | 2.54 | 25.81 | 14.20 |
| 301 | | Vert % | 10.77 | 9.96 | 12.45 | 14.15 | 10.43 | 16.01 | 12.31 | 11.83 |
| 302 | | Index | 100 | 93 | 116 | 131 | 97 | 149 | 114 | 110 |
| 303 | | | | | * | | * | | | |
| 304 | | Unwgted | 3952 | 11 | 54 | 25 | 74 | 76 | 890 | 531 |
| 305 | Household Income: \$50,000- \$59,999 | Weighted (000) | 18965 | 44 | 206 | 108 | 337 | 316 | 4465 | 2613 |
| 306 | | Horz % | 100.00 | 0.23 | 1.09 | 0.57 | 1.78 | 1.67 | 23.54 | 13.78 |
| 307 | | Vert % | 8.15 | 6.45 | 5.57 | 5.67 | 8.29 | 7.97 | 8.49 | 8.68 |
| 308 | | Index | 100 | 79 | 68 | 70 | 102 | 98 | 104 | 106 |
| 309 | | | | | * | | * | | | |
| 310 | | Unwgted | 4961 | 9 | 86 | 36 | 103 | 78 | 1017 | 642 |
| 311 | Household Income: \$40,000- \$49,999 | Weighted (000) | 20385 | 56 | 390 | 128 | 582 | 316 | 4655 | 2831 |
| 312 | | Horz % | 100.00 | 0.27 | 1.91 | 0.63 | 2.86 | 1.55 | 22.83 | 13.89 |
| 313 | | Vert % | 8.76 | 8.12 | 10.54 | 6.75 | 14.31 | 7.96 | 8.86 | 9.41 |
| 314 | | Index | 100 | 93 | 120 | 77 | 163 | 91 | 101 | 107 |
| 315 | | | | | * | | * | | | |
| 316 | | Unwgted | 4730 | 15 | 72 | 33 | 69 | 92 | 967 | 652 |
| 317 | Household Income: \$30,000- \$39,999 | Weighted (000) | 22440 | 89 | 334 | 134 | 338 | 399 | 5056 | 3310 |
| 318 | | Horz % | 100.00 | 0.40 | 1.49 | 0.60 | 1.51 | 1.78 | 22.53 | 14.75 |
| 319 | | Vert % | 9.64 | 12.99 | 9.03 | 7.06 | 8.32 | 10.05 | 9.62 | 11.00 |
| 320 | | Index | 100 | 135 | 94 | 73 | 86 | 104 | 100 | 114 |
| 321 | | | | | * | | * | * | | |
| 322 | | Unwgted | 4582 | 21 | 59 | 22 | 39 | 86 | 881 | 630 |
| 323 | Household Income: \$20,000- \$29,999 | Weighted (000) | 23131 | 130 | 383 | 86 | 260 | 448 | 5042 | 3477 |
| 324 | | Horz % | 100.00 | 0.56 | 1.66 | 0.37 | 1.12 | 1.94 | 21.80 | 15.03 |
| 325 | | Vert % | 9.94 | 18.85 | 10.35 | 4.51 | 6.40 | 11.27 | 9.59 | 11.55 |
| 326 | | Index | 100 | 190 | 104 | 45 | 64 | 113 | 96 | 116 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 327 | | | | * | * | * | * | | | |
| 328 | | Unwgt'd | 5841 | 16 | 48 | 13 | 44 | 84 | 777 | 614 |
| 329 | Household Income: Under \$20,000 | Weighted (000) | 32774 | 99 | 247 | 98 | 200 | 418 | 4420 | 3421 |
| 330 | | Horz % | 100.00 | 0.30 | 0.75 | 0.30 | 0.61 | 1.28 | 13.49 | 10.44 |
| 331 | | Vert % | 14.09 | 14.35 | 6.66 | 5.15 | 4.92 | 10.52 | 8.41 | 11.37 |
| 332 | | Index | 100 | 102 | 47 | 37 | 35 | 75 | 60 | 81 |
| 333 | | | | | | | | | | |
| 334 | Median Household Income | Unwgt'd | | | | | | | | |
| 335 | | Weighted (000) | 59.30 | 46.80 | 69.40 | 84.90 | 71.20 | 62.10 | 66.10 | 57.70 |
| 336 | | Horz % | | | | | | | | |
| 337 | | Vert % | | | | | | | | |
| 338 | | Index | | | | | | | | |
| 339 | | | | * | | | | | | |
| 340 | Marital Status: Single, Never Married | Unwgt'd | 11433 | 29 | 179 | 65 | 196 | 182 | 2035 | 1259 |
| 341 | | Weighted (000) | 63468 | 198 | 1126 | 356 | 1316 | 1053 | 12955 | 7456 |
| 342 | | Horz % | 100.00 | 0.31 | 1.77 | 0.56 | 2.07 | 1.66 | 20.41 | 11.75 |
| 343 | | Vert % | 27.28 | 28.73 | 30.40 | 18.68 | 32.36 | 26.53 | 24.65 | 24.77 |
| 344 | | Index | 100 | 105 | 111 | 68 | 119 | 97 | 90 | 91 |
| 345 | | | | | | | | | | |
| 346 | Marital Status: Currently Married | Unwgt'd | 26074 | 65 | 443 | 300 | 440 | 476 | 6329 | 3449 |
| 347 | | Weighted (000) | 124913 | 360 | 1955 | 1272 | 2115 | 2269 | 31556 | 17173 |
| 348 | | Horz % | 100.00 | 0.29 | 1.56 | 1.02 | 1.69 | 1.82 | 25.26 | 13.75 |
| 349 | | Vert % | 53.69 | 52.29 | 52.79 | 66.85 | 52.00 | 57.16 | 60.04 | 57.05 |
| 350 | | Index | 100 | 97 | 98 | 125 | 97 | 106 | 112 | 106 |
| 351 | | | | * | | | | | | |
| 352 | Marital Status: Legally Separated, Divorced, Widowed | Unwgt'd | 12263 | 31 | 152 | 73 | 153 | 191 | 2055 | 1449 |
| 353 | | Weighted (000) | 44277 | 131 | 622 | 275 | 636 | 648 | 8047 | 5473 |
| 354 | | Horz % | 100.00 | 0.30 | 1.41 | 0.62 | 1.44 | 1.46 | 18.17 | 12.36 |
| 355 | | Vert % | 19.03 | 18.98 | 16.81 | 14.46 | 15.64 | 16.32 | 15.31 | 18.18 |
| 356 | | Index | 100 | 100 | 88 | 76 | 82 | 86 | 80 | 96 |
| 357 | | | | * | * | * | * | * | * | |
| 358 | Marital Status: Engaged to Be Married | Unwgt'd | 2070 | 5 | 41 | 17 | 36 | 41 | 404 | 243 |
| 359 | | Weighted (000) | 11487 | 17 | 225 | 102 | 249 | 227 | 2421 | 1454 |
| 360 | | Horz % | 100.00 | 0.15 | 1.96 | 0.89 | 2.17 | 1.97 | 21.08 | 12.66 |
| 361 | | Vert % | 4.94 | 2.44 | 6.09 | 5.38 | 6.13 | 5.71 | 4.61 | 4.83 |
| 362 | | Index | 100 | 49 | 123 | 109 | 124 | 116 | 93 | 98 |
| 363 | | | | * | * | * | * | * | * | |
| 364 | Marital Status: Single Parent (Sole Parent) | Unwgt'd | 3510 | 4 | 43 | 23 | 47 | 62 | 548 | 384 |
| 365 | | Weighted (000) | 12288 | 35 | 210 | 61 | 171 | 179 | 2096 | 1403 |
| 366 | | Horz % | 100.00 | 0.28 | 1.71 | 0.50 | 1.39 | 1.46 | 17.06 | 11.42 |
| 367 | | Vert % | 5.28 | 5.08 | 5.66 | 3.20 | 4.20 | 4.51 | 3.99 | 4.66 |
| 368 | | Index | 100 | 96 | 107 | 61 | 79 | 85 | 75 | 88 |
| 369 | | | | * | | | | | | |
| 370 | Any Child(ren) Under Age 18 Living in Household | Unwgt'd | 18451 | 31 | 274 | 189 | 298 | 326 | 3987 | 2265 |
| 371 | | Weighted (000) | 93434 | 162 | 1460 | 861 | 1644 | 1644 | 21571 | 12077 |
| 372 | | Horz % | 100.00 | 0.17 | 1.56 | 0.92 | 1.76 | 1.76 | 23.09 | 12.93 |
| 373 | | Vert % | 40.16 | 23.59 | 39.43 | 45.27 | 40.42 | 41.40 | 41.04 | 40.12 |
| 374 | | Index | 100 | 59 | 98 | 113 | 101 | 103 | 102 | 100 |
| 375 | | | | * | | | | | | |
| 376 | 1 Child Under Age 18 Living in Household | Unwgt'd | 7467 | 13 | 128 | 75 | 150 | 137 | 1621 | 905 |
| 377 | | Weighted (000) | 38799 | 75 | 719 | 336 | 815 | 745 | 8961 | 4803 |
| 378 | | Horz % | 100.00 | 0.19 | 1.85 | 0.87 | 2.10 | 1.92 | 23.10 | 12.38 |
| 379 | | Vert % | 16.68 | 10.84 | 19.43 | 17.68 | 20.03 | 18.76 | 17.05 | 15.96 |
| 380 | | Index | 100 | 65 | 117 | 106 | 120 | 112 | 102 | 96 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 381 | | | | * | | | | | | |
| 382 | | Unwgted | 6890 | 15 | 94 | 77 | 95 | 115 | 1407 | 810 |
| 383 | 2 Children Under Age 18 Living in Household | Weighted (000) | 32693 | 73 | 494 | 366 | 523 | 469 | 7345 | 4164 |
| 384 | | Horz % | 100.00 | 0.22 | 1.51 | 1.12 | 1.60 | 1.43 | 22.47 | 12.74 |
| 385 | | Vert % | 14.05 | 10.53 | 13.34 | 19.26 | 12.85 | 11.81 | 13.98 | 13.83 |
| 386 | | Index | 100 | 75 | 95 | 137 | 91 | 84 | 99 | 98 |
| 387 | | | | | * | * | * | * | | |
| 388 | | Unwgted | 2857 | 3 | 33 | 25 | 39 | 52 | 663 | 377 |
| 389 | 3 Children Under Age 18 Living in Household | Weighted (000) | 14884 | 15 | 160 | 92 | 249 | 287 | 3538 | 2093 |
| 390 | | Horz % | 100.00 | 0.10 | 1.08 | 0.62 | 1.67 | 1.92 | 23.77 | 14.06 |
| 391 | | Vert % | 6.40 | 2.23 | 4.33 | 4.81 | 6.11 | 7.22 | 6.73 | 6.95 |
| 392 | | Index | 100 | 35 | 68 | 75 | 96 | 113 | 105 | 109 |
| 393 | | | | | * | * | * | * | * | |
| 394 | | Unwgted | 363 | 0 | 6 | 1 | 4 | 5 | 79 | 42 |
| 395 | 4 or More Children Under Age 18 Living in Household | Weighted (000) | 2226 | 0 | 24 | 12 | 20 | 42 | 448 | 225 |
| 396 | | Horz % | 100.00 | 0.00 | 1.07 | 0.53 | 0.90 | 1.87 | 20.14 | 10.12 |
| 397 | | Vert % | 0.96 | 0.00 | 0.65 | 0.61 | 0.49 | 1.05 | 0.85 | 0.75 |
| 398 | | Index | 100 | 0 | 67 | 64 | 52 | 110 | 89 | 78 |
| 399 | | | | | | | | | | |
| 400 | | Unwgted | 31319 | 94 | 500 | 249 | 491 | 523 | 6432 | 3892 |
| 401 | No Children Under Age 18 Living in Household | Weighted (000) | 139224 | 526 | 2243 | 1041 | 2423 | 2327 | 30988 | 18024 |
| 402 | | Horz % | 100.00 | 0.38 | 1.61 | 0.75 | 1.74 | 1.67 | 22.26 | 12.95 |
| 403 | | Vert % | 59.84 | 76.41 | 60.57 | 54.73 | 59.58 | 58.60 | 58.96 | 59.88 |
| 404 | | Index | 100 | 128 | 101 | 91 | 100 | 98 | 99 | 100 |
| 405 | | | | | | | | | | |
| 406 | | Unwgted | 35509 | 101 | 562 | 378 | 590 | 642 | 8123 | 4558 |
| 407 | Own Residence | Weighted (000) | 157974 | 522 | 2553 | 1573 | 2972 | 2888 | 39733 | 21385 |
| 408 | | Horz % | 100.00 | 0.33 | 1.62 | 1.00 | 1.88 | 1.83 | 25.15 | 13.54 |
| 409 | | Vert % | 67.90 | 75.74 | 68.94 | 82.69 | 73.06 | 72.73 | 75.60 | 71.04 |
| 410 | | Index | 100 | 112 | 102 | 122 | 108 | 107 | 111 | 105 |
| 411 | | | | | * | | | | | |
| 412 | | Unwgted | 13763 | 24 | 204 | 58 | 190 | 201 | 2206 | 1533 |
| 413 | Rent Residence | Weighted (000) | 72395 | 167 | 1075 | 318 | 1067 | 1047 | 12307 | 8329 |
| 414 | | Horz % | 100.00 | 0.23 | 1.48 | 0.44 | 1.47 | 1.45 | 17.00 | 11.50 |
| 415 | | Vert % | 31.12 | 24.26 | 29.02 | 16.73 | 26.23 | 26.38 | 23.42 | 27.67 |
| 416 | | Index | 100 | 78 | 93 | 54 | 84 | 85 | 75 | 89 |
| 417 | | | | | * | * | * | * | * | |
| 418 | | Unwgted | 498 | 0 | 8 | 2 | 9 | 6 | 90 | 66 |
| 419 | Live Rent-Free in Residence | Weighted (000) | 2290 | 0 | 76 | 11 | 29 | 35 | 518 | 388 |
| 420 | | Horz % | 100.00 | 0.00 | 3.30 | 0.48 | 1.25 | 1.54 | 22.62 | 16.94 |
| 421 | | Vert % | 0.98 | 0.00 | 2.04 | 0.58 | 0.70 | 0.89 | 0.99 | 1.29 |
| 422 | | Index | 100 | 0 | 207 | 59 | 72 | 90 | 100 | 131 |
| 423 | | | | | * | | | | | |
| 424 | | Unwgted | 11338 | 22 | 132 | 91 | 124 | 150 | 1764 | 996 |
| 425 | Census Region: North East | Weighted (000) | 42507 | 84 | 633 | 351 | 554 | 565 | 7060 | 3871 |
| 426 | | Horz % | 100.00 | 0.20 | 1.49 | 0.83 | 1.30 | 1.33 | 16.61 | 9.11 |
| 427 | | Vert % | 18.27 | 12.16 | 17.10 | 18.46 | 13.62 | 14.24 | 13.43 | 12.86 |
| 428 | | Index | 100 | 67 | 94 | 101 | 75 | 78 | 74 | 70 |
| 429 | | | | | | | | | | |
| 430 | | Unwgted | 16171 | 53 | 221 | 103 | 316 | 251 | 3575 | 2139 |
| 431 | Census Region: South | Weighted (000) | 86599 | 298 | 1094 | 556 | 1755 | 1394 | 20213 | 12088 |
| 432 | | Horz % | 100.00 | 0.34 | 1.26 | 0.64 | 2.03 | 1.61 | 23.34 | 13.96 |
| 433 | | Vert % | 37.22 | 43.20 | 29.54 | 29.22 | 43.16 | 35.12 | 38.46 | 40.16 |
| 434 | | Index | 100 | 116 | 79 | 79 | 116 | 94 | 103 | 108 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 435 | | | | * | | | | | | |
| 436 | Census Region: Midwest | Unwgted | 11596 | 28 | 273 | 175 | 171 | 326 | 2896 | 1805 |
| 437 | | Weighted (000) | 50651 | 151 | 1208 | 660 | 820 | 1382 | 13662 | 7933 |
| 438 | | Horz % | 100.00 | 0.30 | 2.38 | 1.30 | 1.62 | 2.73 | 26.97 | 15.66 |
| 439 | | Vert % | 21.77 | 21.97 | 32.61 | 34.68 | 20.15 | 34.80 | 25.99 | 26.35 |
| 440 | | Index | 100 | 101 | 150 | 159 | 93 | 160 | 119 | 121 |
| 441 | | | | * | | | | | | |
| 442 | Census Region: West | Unwgted | 10665 | 22 | 148 | 69 | 178 | 122 | 2184 | 1217 |
| 443 | | Weighted (000) | 52900 | 156 | 768 | 336 | 938 | 629 | 11624 | 6211 |
| 444 | | Horz % | 100.00 | 0.30 | 1.45 | 0.63 | 1.77 | 1.19 | 21.97 | 11.74 |
| 445 | | Vert % | 22.74 | 22.67 | 20.74 | 17.64 | 23.06 | 15.84 | 22.12 | 20.63 |
| 446 | | Index | 100 | 100 | 91 | 78 | 101 | 70 | 97 | 91 |
| 447 | | | | * | * | * | * | * | | |
| 448 | Census Sub-Region: New England | Unwgted | 2874 | 4 | 36 | 34 | 36 | 46 | 512 | 278 |
| 449 | | Weighted (000) | 11121 | 15 | 148 | 110 | 162 | 150 | 2042 | 1045 |
| 450 | | Horz % | 100.00 | 0.14 | 1.33 | 0.99 | 1.46 | 1.35 | 18.36 | 9.40 |
| 451 | | Vert % | 4.78 | 2.18 | 3.99 | 5.80 | 3.98 | 3.77 | 3.89 | 3.47 |
| 452 | | Index | 100 | 46 | 83 | 121 | 83 | 79 | 81 | 73 |
| 453 | | | | * | | | | | | |
| 454 | Census Sub-Region: Mid Atlantic | Unwgted | 8464 | 18 | 96 | 57 | 88 | 104 | 1252 | 718 |
| 455 | | Weighted (000) | 31387 | 69 | 486 | 241 | 392 | 415 | 5018 | 2826 |
| 456 | | Horz % | 100.00 | 0.22 | 1.55 | 0.77 | 1.25 | 1.32 | 15.99 | 9.00 |
| 457 | | Vert % | 13.49 | 9.97 | 13.12 | 12.66 | 9.64 | 10.46 | 9.55 | 9.39 |
| 458 | | Index | 100 | 74 | 97 | 94 | 71 | 78 | 71 | 70 |
| 459 | | | | * | | | | | | |
| 460 | Census Sub-Region: South Atlantic | Unwgted | 9159 | 23 | 127 | 66 | 167 | 139 | 1916 | 1156 |
| 461 | | Weighted (000) | 43806 | 116 | 581 | 285 | 798 | 638 | 9433 | 5751 |
| 462 | | Horz % | 100.00 | 0.26 | 1.33 | 0.65 | 1.82 | 1.46 | 21.53 | 13.13 |
| 463 | | Vert % | 18.83 | 16.82 | 15.70 | 14.96 | 19.63 | 16.06 | 17.95 | 19.10 |
| 464 | | Index | 100 | 89 | 83 | 79 | 104 | 85 | 95 | 101 |
| 465 | | | | * | * | * | | * | | |
| 466 | Census Sub-Region: East South Central | Unwgted | 2303 | 8 | 23 | 14 | 61 | 48 | 562 | 335 |
| 467 | | Weighted (000) | 16103 | 68 | 150 | 117 | 430 | 389 | 4385 | 2534 |
| 468 | | Horz % | 100.00 | 0.43 | 0.93 | 0.73 | 2.67 | 2.41 | 27.23 | 15.73 |
| 469 | | Vert % | 6.92 | 9.95 | 4.06 | 6.15 | 10.57 | 9.79 | 8.34 | 8.42 |
| 470 | | Index | 100 | 144 | 59 | 89 | 153 | 141 | 121 | 122 |
| 471 | | | | * | | * | | | | |
| 472 | Census Sub-Region: West South Central | Unwgted | 4709 | 22 | 71 | 23 | 88 | 64 | 1097 | 648 |
| 473 | | Weighted (000) | 26690 | 113 | 362 | 154 | 527 | 368 | 6394 | 3803 |
| 474 | | Horz % | 100.00 | 0.42 | 1.36 | 0.58 | 1.98 | 1.38 | 23.96 | 14.25 |
| 475 | | Vert % | 11.47 | 16.44 | 9.78 | 8.11 | 12.96 | 9.27 | 12.17 | 12.63 |
| 476 | | Index | 100 | 143 | 85 | 71 | 113 | 81 | 106 | 110 |
| 477 | | | | * | | | | | | |
| 478 | Census Sub-Region: East North Central | Unwgted | 8911 | 15 | 222 | 135 | 134 | 255 | 2153 | 1357 |
| 479 | | Weighted (000) | 34973 | 61 | 878 | 430 | 582 | 960 | 8981 | 5185 |
| 480 | | Horz % | 100.00 | 0.17 | 2.51 | 1.23 | 1.66 | 2.74 | 25.68 | 14.83 |
| 481 | | Vert % | 15.03 | 8.79 | 23.72 | 22.62 | 14.30 | 24.17 | 17.09 | 17.22 |
| 482 | | Index | 100 | 58 | 158 | 150 | 95 | 161 | 114 | 115 |
| 483 | | | | * | * | * | | * | | |
| 484 | Census Sub-Region: West North Central | Unwgted | 2685 | 13 | 51 | 40 | 37 | 71 | 743 | 448 |
| 485 | | Weighted (000) | 15678 | 91 | 329 | 230 | 238 | 422 | 4680 | 2748 |
| 486 | | Horz % | 100.00 | 0.58 | 2.10 | 1.46 | 1.52 | 2.69 | 29.85 | 17.53 |
| 487 | | Vert % | 6.74 | 13.18 | 8.89 | 12.06 | 5.85 | 10.63 | 8.91 | 9.13 |
| 488 | | Index | 100 | 196 | 132 | 179 | 87 | 158 | 132 | 135 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 489 | | | | * | * | * | * | * | | |
| 490 | Census Sub-Region: Mountain | Unwgt'd | 2609 | 6 | 36 | 21 | 39 | 30 | 619 | 343 |
| 491 | | Weighted (000) | 16434 | 63 | 268 | 127 | 260 | 180 | 4068 | 2223 |
| 492 | | Horz % | 100.00 | 0.38 | 1.63 | 0.77 | 1.58 | 1.09 | 24.75 | 13.53 |
| 493 | | Vert % | 7.06 | 9.11 | 7.25 | 6.65 | 6.39 | 4.53 | 7.74 | 7.39 |
| 494 | | Index | 100 | 129 | 103 | 94 | 90 | 64 | 110 | 105 |
| 495 | | | | * | | * | | | | |
| 496 | Census Sub-Region: Pacific | Unwgt'd | 8056 | 16 | 112 | 48 | 139 | 92 | 1565 | 874 |
| 497 | | Weighted (000) | 36466 | 93 | 500 | 209 | 678 | 449 | 7557 | 3987 |
| 498 | | Horz % | 100.00 | 0.26 | 1.37 | 0.57 | 1.86 | 1.23 | 20.72 | 10.93 |
| 499 | | Vert % | 15.67 | 13.56 | 13.49 | 10.99 | 16.67 | 11.32 | 14.38 | 13.25 |
| 500 | | Index | 100 | 86 | 86 | 70 | 106 | 72 | 92 | 85 |
| 501 | | | | | | | | | | |
| 502 | County Size: A | Unwgt'd | 27973 | 57 | 435 | 262 | 387 | 469 | 5208 | 3108 |
| 503 | | Weighted (000) | 95670 | 213 | 1468 | 701 | 1372 | 1583 | 18058 | 10263 |
| 504 | | Horz % | 100.00 | 0.22 | 1.53 | 0.73 | 1.43 | 1.65 | 18.88 | 10.73 |
| 505 | | Vert % | 41.12 | 30.96 | 39.64 | 36.87 | 33.74 | 39.86 | 34.36 | 34.10 |
| 506 | | Index | 100 | 75 | 96 | 90 | 82 | 97 | 84 | 83 |
| 507 | | | | * | | | | | | |
| 508 | County Size: B | Unwgt'd | 12162 | 45 | 196 | 105 | 247 | 185 | 2709 | 1554 |
| 509 | | Weighted (000) | 71160 | 270 | 1200 | 658 | 1571 | 982 | 16445 | 9205 |
| 510 | | Horz % | 100.00 | 0.38 | 1.69 | 0.92 | 2.21 | 1.38 | 23.11 | 12.94 |
| 511 | | Vert % | 30.59 | 39.18 | 32.41 | 34.59 | 38.63 | 24.73 | 31.29 | 30.58 |
| 512 | | Index | 100 | 128 | 106 | 113 | 126 | 81 | 102 | 100 |
| 513 | | | | * | | * | | | | |
| 514 | County Size: C | Unwgt'd | 5416 | 9 | 83 | 45 | 83 | 107 | 1343 | 783 |
| 515 | | Weighted (000) | 33938 | 114 | 513 | 363 | 586 | 703 | 8779 | 5106 |
| 516 | | Horz % | 100.00 | 0.34 | 1.51 | 1.07 | 1.73 | 2.07 | 25.87 | 15.04 |
| 517 | | Vert % | 14.59 | 16.52 | 13.86 | 19.10 | 14.40 | 17.70 | 16.70 | 16.96 |
| 518 | | Index | 100 | 113 | 95 | 131 | 99 | 121 | 115 | 116 |
| 519 | | | | * | | * | | | | |
| 520 | County Size: D | Unwgt'd | 4219 | 14 | 60 | 26 | 72 | 88 | 1159 | 712 |
| 521 | | Weighted (000) | 31890 | 92 | 522 | 180 | 538 | 703 | 9276 | 5527 |
| 522 | | Horz % | 100.00 | 0.29 | 1.64 | 0.56 | 1.69 | 2.21 | 29.09 | 17.33 |
| 523 | | Vert % | 13.71 | 13.35 | 14.10 | 9.44 | 13.23 | 17.71 | 17.65 | 18.36 |
| 524 | | Index | 100 | 97 | 103 | 69 | 96 | 129 | 129 | 134 |
| 525 | | | | * | | | | | | |
| 526 | Radio Formats: Adult Contemporary (Mon-Sun 24- Hour Cume) | Unwgt'd | 8450 | 14 | 153 | 109 | 151 | 149 | 1852 | 1058 |
| 527 | | Weighted (000) | 38741 | 51 | 699 | 427 | 825 | 708 | 9465 | 5171 |
| 528 | | Horz % | 100.00 | 0.13 | 1.80 | 1.10 | 2.13 | 1.83 | 24.43 | 13.35 |
| 529 | | Vert % | 16.65 | 7.35 | 18.87 | 22.45 | 20.28 | 17.82 | 18.01 | 17.18 |
| 530 | | Index | 100 | 44 | 113 | 135 | 122 | 107 | 108 | 103 |
| 531 | | | | * | * | * | * | * | | |
| 532 | Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hour Cume) | Unwgt'd | 470 | 1 | 8 | 3 | 3 | 7 | 111 | 61 |
| 533 | | Weighted (000) | 2250 | 1 | 30 | 29 | 11 | 15 | 578 | 321 |
| 534 | | Horz % | 100.00 | 0.07 | 1.34 | 1.30 | 0.51 | 0.68 | 25.68 | 14.27 |
| 535 | | Vert % | 0.97 | 0.22 | 0.82 | 1.54 | 0.28 | 0.38 | 1.10 | 1.07 |
| 536 | | Index | 100 | 22 | 84 | 160 | 29 | 40 | 114 | 110 |
| 537 | | | | * | | * | * | | | |
| 538 | Radio Formats: All-News (Mon- Sun 24-Hour Cume) | Unwgt'd | 3676 | 8 | 64 | 29 | 43 | 52 | 619 | 346 |
| 539 | | Weighted (000) | 9871 | 23 | 175 | 76 | 125 | 126 | 1604 | 888 |
| 540 | | Horz % | 100.00 | 0.24 | 1.77 | 0.77 | 1.26 | 1.28 | 16.25 | 9.00 |
| 541 | | Vert % | 4.24 | 3.37 | 4.73 | 4.01 | 3.06 | 3.17 | 3.05 | 2.95 |
| 542 | | Index | 100 | 80 | 111 | 95 | 72 | 75 | 72 | 70 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 543 | | | | * | | * | | | | |
| 544 | | Unwgted | 3738 | 9 | 67 | 47 | 68 | 55 | 828 | 459 |
| 545 | Radio Formats: All-Sports (Mon-Sun 24-Hour Cume) | Weighted (000) | 12988 | 30 | 235 | 150 | 256 | 213 | 3073 | 1606 |
| 546 | | Horz % | 100.00 | 0.23 | 1.81 | 1.16 | 1.97 | 1.64 | 23.66 | 12.37 |
| 547 | | Vert % | 5.58 | 4.34 | 6.34 | 7.90 | 6.28 | 5.36 | 5.85 | 5.34 |
| 548 | | Index | 100 | 78 | 114 | 142 | 113 | 96 | 105 | 96 |
| 549 | | | | | * | * | * | * | * | |
| 550 | | Unwgted | 1270 | 6 | 24 | 10 | 24 | 30 | 308 | 179 |
| 551 | Radio Formats: All-Talk (Mon-Sun 24-Hour Cume) | Weighted (000) | 5020 | 22 | 82 | 31 | 82 | 155 | 1275 | 733 |
| 552 | | Horz % | 100.00 | 0.44 | 1.63 | 0.63 | 1.63 | 3.10 | 25.40 | 14.60 |
| 553 | | Vert % | 2.16 | 3.19 | 2.21 | 1.66 | 2.01 | 3.91 | 2.43 | 2.43 |
| 554 | | Index | 100 | 148 | 102 | 77 | 93 | 181 | 112 | 113 |
| 555 | | | | * | | * | | * | | |
| 556 | | Unwgted | 3365 | 9 | 66 | 36 | 64 | 40 | 767 | 432 |
| 557 | Radio Formats: Alternative (Mon-Sun 24-Hour Cume) | Weighted (000) | 14751 | 32 | 351 | 158 | 321 | 195 | 3805 | 2030 |
| 558 | | Horz % | 100.00 | 0.22 | 2.38 | 1.07 | 2.18 | 1.32 | 25.79 | 13.76 |
| 559 | | Vert % | 6.34 | 4.67 | 9.48 | 8.30 | 7.90 | 4.91 | 7.24 | 6.74 |
| 560 | | Index | 100 | 74 | 150 | 131 | 125 | 77 | 114 | 106 |
| 561 | | | | * | | * | | * | | |
| 562 | | Unwgted | 8872 | 18 | 140 | 98 | 174 | 134 | 1775 | 1030 |
| 563 | Radio Formats: CHR/Top 40 (Mon-Sun 24-Hour Cume) | Weighted (000) | 45597 | 123 | 819 | 506 | 1034 | 726 | 10075 | 5750 |
| 564 | | Horz % | 100.00 | 0.27 | 1.80 | 1.11 | 2.27 | 1.59 | 22.10 | 12.61 |
| 565 | | Vert % | 19.60 | 17.91 | 22.13 | 26.61 | 25.42 | 18.28 | 19.17 | 19.10 |
| 566 | | Index | 100 | 91 | 113 | 136 | 130 | 93 | 98 | 97 |
| 567 | | | | * | | * | | * | | |
| 568 | | Unwgted | 2975 | 7 | 50 | 23 | 74 | 60 | 752 | 425 |
| 569 | Radio Formats: Classic Hits (Mon-Sun 24-Hour Cume) | Weighted (000) | 13678 | 29 | 263 | 117 | 363 | 242 | 3597 | 1909 |
| 570 | | Horz % | 100.00 | 0.21 | 1.92 | 0.85 | 2.65 | 1.77 | 26.30 | 13.95 |
| 571 | | Vert % | 5.88 | 4.17 | 7.11 | 6.14 | 8.92 | 6.09 | 6.84 | 6.34 |
| 572 | | Index | 100 | 71 | 121 | 104 | 152 | 104 | 116 | 108 |
| 573 | | | | * | | * | | * | | |
| 574 | | Unwgted | 4319 | 10 | 88 | 53 | 92 | 92 | 1143 | 650 |
| 575 | Radio Formats: Classic Rock (Mon-Sun 24-Hour Cume) | Weighted (000) | 20038 | 49 | 392 | 259 | 517 | 514 | 5868 | 3072 |
| 576 | | Horz % | 100.00 | 0.24 | 1.96 | 1.29 | 2.58 | 2.57 | 29.29 | 15.33 |
| 577 | | Vert % | 8.61 | 7.05 | 10.59 | 13.63 | 12.72 | 12.95 | 11.17 | 10.21 |
| 578 | | Index | 100 | 82 | 123 | 158 | 148 | 150 | 130 | 118 |
| 579 | | | | * | * | * | * | * | | |
| 580 | | Unwgted | 1619 | 3 | 34 | 15 | 21 | 31 | 297 | 171 |
| 581 | Radio Formats: Classical (Mon-Sun 24-Hour Cume) | Weighted (000) | 5613 | 6 | 108 | 37 | 79 | 99 | 1173 | 688 |
| 582 | | Horz % | 100.00 | 0.11 | 1.93 | 0.66 | 1.41 | 1.77 | 20.90 | 12.26 |
| 583 | | Vert % | 2.41 | 0.92 | 2.93 | 1.95 | 1.94 | 2.50 | 2.23 | 2.29 |
| 584 | | Index | 100 | 38 | 121 | 81 | 81 | 104 | 93 | 95 |
| 585 | | | | * | | * | | * | | |
| 586 | | Unwgted | 8620 | 28 | 179 | 112 | 165 | 188 | 2388 | 1432 |
| 587 | Radio Formats: Country (24-Hour Cume) | Weighted (000) | 47067 | 187 | 1025 | 596 | 972 | 1098 | 13924 | 7917 |
| 588 | | Horz % | 100.00 | 0.40 | 2.18 | 1.27 | 2.06 | 2.33 | 29.58 | 16.82 |
| 589 | | Vert % | 20.23 | 27.12 | 27.68 | 31.32 | 23.89 | 27.65 | 26.49 | 26.30 |
| 590 | | Index | 100 | 134 | 137 | 155 | 118 | 137 | 131 | 130 |
| 591 | | | | * | * | * | * | * | * | * |
| 592 | | Unwgted | 245 | 0 | 3 | 0 | 1 | 3 | 29 | 17 |
| 593 | Radio Formats: Ethnic (Mon-Sun 24-Hour Cume) | Weighted (000) | 901 | 0 | 14 | 0 | 3 | 7 | 107 | 74 |
| 594 | | Horz % | 100.00 | 0.00 | 1.61 | 0.00 | 0.35 | 0.74 | 11.93 | 8.17 |
| 595 | | Vert % | 0.39 | 0.00 | 0.39 | 0.00 | 0.08 | 0.17 | 0.20 | 0.24 |
| 596 | | Index | 100 | 0 | 101 | 0 | 20 | 43 | 53 | 63 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|--|----------------|-----------------|-------------------------------|----------------------|-----------------------|------------------------|-----------------------|--------------------|---|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/Leased: Any Ford |
| 2 | | | | | | | | | | |
| 597 | | | | * | * | * | * | * | | |
| 598 | | Unwgted | 879 | 2 | 7 | 0 | 9 | 17 | 157 | 94 |
| 599 | Radio Formats: Gospel (Mon-Sun 24-Hour Cume) | Weighted (000) | 4302 | 5 | 49 | 0 | 64 | 71 | 758 | 421 |
| 600 | | Horz % | 100.00 | 0.13 | 1.13 | 0.00 | 1.48 | 1.65 | 17.61 | 9.80 |
| 601 | | Vert % | 1.85 | 0.78 | 1.31 | 0.00 | 1.57 | 1.79 | 1.44 | 1.40 |
| 602 | | Index | 100 | 42 | 71 | 0 | 85 | 97 | 78 | 76 |
| 603 | | | | | * | * | * | * | * | |
| 604 | Radio Formats: Hispanic (All Genres) (Mon-Sun 24-Hour Cume) | Unwgted | 2263 | 3 | 31 | 6 | 34 | 28 | 415 | 257 |
| 605 | | Weighted (000) | 16131 | 51 | 192 | 48 | 226 | 173 | 2985 | 1842 |
| 606 | | Horz % | 100.00 | 0.32 | 1.19 | 0.30 | 1.40 | 1.07 | 18.51 | 11.42 |
| 607 | | Vert % | 6.93 | 7.42 | 5.17 | 2.53 | 5.55 | 4.35 | 5.68 | 6.12 |
| 608 | | Index | 100 | 107 | 75 | 36 | 80 | 63 | 82 | 88 |
| 609 | | | | * | * | * | * | * | | |
| 610 | Radio Formats: Hot AC (Mon-Sun 24-Hour Cume) | Unwgted | 2728 | 4 | 51 | 44 | 44 | 40 | 548 | 320 |
| 611 | | Weighted (000) | 13239 | 25 | 286 | 201 | 295 | 176 | 3041 | 1767 |
| 612 | | Horz % | 100.00 | 0.19 | 2.16 | 1.52 | 2.23 | 1.33 | 22.97 | 13.34 |
| 613 | | Vert % | 5.69 | 3.67 | 7.73 | 10.58 | 7.25 | 4.43 | 5.79 | 5.87 |
| 614 | | Index | 100 | 65 | 136 | 186 | 127 | 78 | 102 | 103 |
| 615 | | | | * | * | * | * | * | | |
| 616 | Radio Formats: Hot Country (Mon-Sun 24-Hour Cume) | Unwgted | 1901 | 6 | 42 | 37 | 37 | 41 | 478 | 288 |
| 617 | | Weighted (000) | 11069 | 40 | 309 | 216 | 226 | 280 | 3013 | 1671 |
| 618 | | Horz % | 100.00 | 0.36 | 2.79 | 1.95 | 2.04 | 2.53 | 27.22 | 15.09 |
| 619 | | Vert % | 4.76 | 5.80 | 8.34 | 11.34 | 5.56 | 7.04 | 5.73 | 5.55 |
| 620 | | Index | 100 | 122 | 175 | 238 | 117 | 148 | 120 | 117 |
| 621 | | | | * | * | * | * | * | | * |
| 622 | Radio Formats: Hurban (Mon-Sun 24-Hour Cume) | Unwgted | 334 | 0 | 5 | 1 | 4 | 6 | 56 | 33 |
| 623 | | Weighted (000) | 2274 | 0 | 45 | 6 | 41 | 50 | 514 | 243 |
| 624 | | Horz % | 100.00 | 0.00 | 1.96 | 0.28 | 1.82 | 2.18 | 22.59 | 10.66 |
| 625 | | Vert % | 0.98 | 0.00 | 1.21 | 0.34 | 1.02 | 1.25 | 0.98 | 0.81 |
| 626 | | Index | 100 | 0 | 123 | 35 | 104 | 128 | 100 | 82 |
| 627 | | | | * | * | * | * | * | | |
| 628 | Radio Formats: Jazz (Mon-Sun 24-Hour Cume) | Unwgted | 990 | 3 | 12 | 10 | 18 | 17 | 196 | 113 |
| 629 | | Weighted (000) | 3503 | 5 | 40 | 23 | 82 | 95 | 766 | 417 |
| 630 | | Horz % | 100.00 | 0.15 | 1.15 | 0.66 | 2.34 | 2.70 | 21.87 | 11.92 |
| 631 | | Vert % | 1.51 | 0.79 | 1.09 | 1.22 | 2.01 | 2.38 | 1.46 | 1.39 |
| 632 | | Index | 100 | 52 | 72 | 81 | 134 | 158 | 97 | 92 |
| 633 | | | | * | * | * | * | * | | |
| 634 | Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hour Cume) | Unwgted | 954 | 0 | 15 | 1 | 17 | 13 | 203 | 123 |
| 635 | | Weighted (000) | 7177 | 0 | 92 | 2 | 142 | 79 | 1461 | 855 |
| 636 | | Horz % | 100.00 | 0.00 | 1.29 | 0.03 | 1.98 | 1.10 | 20.36 | 11.91 |
| 637 | | Vert % | 3.08 | 0.00 | 2.50 | 0.12 | 3.49 | 2.00 | 2.78 | 2.84 |
| 638 | | Index | 100 | 0 | 81 | 4 | 113 | 65 | 90 | 92 |
| 639 | | | | * | * | * | * | * | | |
| 640 | Radio Formats: News/Talk (Mon-Sun 24-Hour Cume) | Unwgted | 7246 | 16 | 113 | 84 | 117 | 141 | 1596 | 921 |
| 641 | | Weighted (000) | 25331 | 43 | 404 | 272 | 472 | 503 | 6047 | 3394 |
| 642 | | Horz % | 100.00 | 0.17 | 1.60 | 1.07 | 1.86 | 1.99 | 23.87 | 13.40 |
| 643 | | Vert % | 10.89 | 6.29 | 10.92 | 14.28 | 11.60 | 12.68 | 11.51 | 11.28 |
| 644 | | Index | 100 | 58 | 100 | 131 | 107 | 116 | 106 | 104 |
| 645 | | | | * | * | * | * | * | | |
| 646 | Radio Formats: Oldies (Mon-Sun 24-Hour Cume) | Unwgted | 2366 | 5 | 40 | 16 | 52 | 46 | 533 | 298 |
| 647 | | Weighted (000) | 11235 | 15 | 174 | 128 | 291 | 179 | 2695 | 1407 |
| 648 | | Horz % | 100.00 | 0.13 | 1.55 | 1.14 | 2.59 | 1.59 | 23.99 | 12.52 |
| 649 | | Vert % | 4.83 | 2.12 | 4.71 | 6.73 | 7.17 | 4.50 | 5.13 | 4.67 |
| 650 | | Index | 100 | 44 | 97 | 139 | 148 | 93 | 106 | 97 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|---|----------------|-----------------|-------------------------------|----------------------|-----------------------|------------------------|-----------------------|--------------------|---|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/Leased: Any Ford |
| 2 | | | | | | | | | | |
| 651 | | | | * | * | * | * | | | |
| 652 | | Unwgted | 2595 | 9 | 45 | 24 | 41 | 50 | 501 | 266 |
| 653 | Radio Formats: Public Radio | Weighted (000) | 9674 | 63 | 188 | 80 | 157 | 203 | 2077 | 1060 |
| 654 | (Mon-Sun 24-Hour Cume) | Horz % | 100.00 | 0.65 | 1.94 | 0.83 | 1.62 | 2.10 | 21.47 | 10.96 |
| 655 | | Vert % | 4.16 | 9.20 | 5.08 | 4.21 | 3.86 | 5.12 | 3.95 | 3.52 |
| 656 | | Index | 100 | 221 | 122 | 101 | 93 | 123 | 95 | 85 |
| 657 | | | | * | | * | | | | |
| 658 | | Unwgted | 3954 | 10 | 64 | 37 | 70 | 71 | 919 | 496 |
| 659 | Radio Formats: Religion/Christian (Mon-Sun 24-Hour Cume) | Weighted (000) | 19182 | 81 | 293 | 143 | 389 | 359 | 4762 | 2367 |
| 660 | | Horz % | 100.00 | 0.42 | 1.53 | 0.75 | 2.03 | 1.87 | 24.83 | 12.34 |
| 661 | | Vert % | 8.24 | 11.71 | 7.92 | 7.53 | 9.58 | 9.04 | 9.06 | 7.86 |
| 662 | | Index | 100 | 142 | 96 | 91 | 116 | 110 | 110 | 95 |
| 663 | | | | * | * | * | | * | | |
| 664 | | Unwgted | 2741 | 3 | 34 | 20 | 59 | 30 | 490 | 291 |
| 665 | Radio Formats: Rhythmic | Weighted (000) | 14058 | 9 | 175 | 83 | 337 | 205 | 2776 | 1589 |
| 666 | (Mon-Sun 24-Hour Cume) | Horz % | 100.00 | 0.06 | 1.24 | 0.59 | 2.39 | 1.46 | 19.75 | 11.30 |
| 667 | | Vert % | 6.04 | 1.30 | 4.72 | 4.39 | 8.28 | 5.17 | 5.28 | 5.28 |
| 668 | | Index | 100 | 21 | 78 | 73 | 137 | 86 | 87 | 87 |
| 669 | | | | * | | | | | | |
| 670 | | Unwgted | 4819 | 8 | 102 | 52 | 111 | 101 | 1215 | 679 |
| 671 | Radio Formats: Rock (Mon-Sun 24-Hour Cume) | Weighted (000) | 21971 | 22 | 469 | 184 | 573 | 520 | 5908 | 3019 |
| 672 | | Horz % | 100.00 | 0.10 | 2.14 | 0.84 | 2.61 | 2.37 | 26.89 | 13.74 |
| 673 | | Vert % | 9.44 | 3.24 | 12.67 | 9.68 | 14.10 | 13.09 | 11.24 | 10.03 |
| 674 | | Index | 100 | 34 | 134 | 103 | 149 | 139 | 119 | 106 |
| 675 | | | | * | * | * | * | * | | |
| 676 | | Unwgted | 1841 | 2 | 28 | 18 | 26 | 26 | 356 | 202 |
| 677 | Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hour Cume) | Weighted (000) | 8128 | 3 | 152 | 45 | 122 | 84 | 1654 | 861 |
| 678 | | Horz % | 100.00 | 0.04 | 1.88 | 0.55 | 1.51 | 1.03 | 20.35 | 10.60 |
| 679 | | Vert % | 3.49 | 0.45 | 4.12 | 2.37 | 3.01 | 2.12 | 3.15 | 2.86 |
| 680 | | Index | 100 | 13 | 118 | 68 | 86 | 61 | 90 | 82 |
| 681 | | | | * | * | * | * | * | | |
| 682 | | Unwgted | 677 | 1 | 7 | 2 | 9 | 7 | 122 | 71 |
| 683 | Radio Formats: Spanish AC (subset of Hispanic) (Mon-Sun 24-Hour Cume) | Weighted (000) | 4639 | 3 | 39 | 11 | 39 | 29 | 858 | 532 |
| 684 | | Horz % | 100.00 | 0.07 | 0.84 | 0.25 | 0.83 | 0.62 | 18.49 | 11.47 |
| 685 | | Vert % | 1.99 | 0.50 | 1.05 | 0.60 | 0.95 | 0.73 | 1.63 | 1.77 |
| 686 | | Index | 100 | 25 | 53 | 30 | 48 | 36 | 82 | 89 |
| 687 | | | | * | * | * | * | * | * | * |
| 688 | | Unwgted | 270 | 0 | 1 | 0 | 4 | 1 | 27 | 17 |
| 689 | Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hour Cume) | Weighted (000) | 1938 | 0 | 2 | 0 | 21 | 2 | 212 | 137 |
| 690 | | Horz % | 100.00 | 0.00 | 0.09 | 0.00 | 1.09 | 0.12 | 10.93 | 7.09 |
| 691 | | Vert % | 0.83 | 0.00 | 0.05 | 0.00 | 0.52 | 0.06 | 0.40 | 0.46 |
| 692 | | Index | 100 | 0 | 6 | 0 | 62 | 7 | 48 | 55 |
| 693 | | | | * | | * | | | | |
| 694 | | Unwgted | 5391 | 10 | 65 | 26 | 74 | 91 | 869 | 532 |
| 695 | Radio Formats: Urban (All Genres) (Mon-Sun 24-Hour Cume) | Weighted (000) | 27496 | 53 | 308 | 95 | 487 | 425 | 4719 | 2696 |
| 696 | | Horz % | 100.00 | 0.19 | 1.12 | 0.34 | 1.77 | 1.55 | 17.16 | 9.80 |
| 697 | | Vert % | 11.82 | 7.70 | 8.33 | 4.98 | 11.98 | 10.71 | 8.98 | 8.96 |
| 698 | | Index | 100 | 65 | 70 | 42 | 101 | 91 | 76 | 76 |
| 699 | | | | * | * | * | * | * | | |
| 700 | | Unwgted | 807 | 1 | 15 | 8 | 12 | 9 | 122 | 67 |
| 701 | Radio Formats: Urban AC (Mon-Sun 24-Hour Cume) | Weighted (000) | 4038 | 2 | 53 | 29 | 61 | 27 | 636 | 286 |
| 702 | | Horz % | 100.00 | 0.06 | 1.32 | 0.73 | 1.52 | 0.68 | 15.75 | 7.08 |
| 703 | | Vert % | 1.74 | 0.33 | 1.44 | 1.55 | 1.51 | 0.69 | 1.21 | 0.95 |
| 704 | | Index | 100 | 19 | 83 | 89 | 87 | 40 | 70 | 55 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 705 | | | | * | * | * | * | * | * | * |
| 706 | | Unwgted | 231 | 0 | 5 | 0 | 8 | 1 | 39 | 23 |
| 707 | Radio Formats: Urban Oldies (Mon-Sun 24-Hour Cume) | Weighted (000) | 1384 | 0 | 27 | 0 | 66 | 8 | 227 | 114 |
| 708 | | Horz % | 100.00 | 0.00 | 1.94 | 0.00 | 4.74 | 0.59 | 16.40 | 8.20 |
| 709 | | Vert % | 0.59 | 0.00 | 0.73 | 0.00 | 1.61 | 0.21 | 0.43 | 0.38 |
| 710 | | Index | 100 | 0 | 122 | 0 | 271 | 35 | 73 | 63 |
| 711 | | | | | * | * | * | * | * | * |
| 712 | | Unwgted | 1372 | 4 | 20 | 12 | 23 | 37 | 281 | 163 |
| 713 | Radio Formats: Variety/Other (Mon-Sun 24-Hour Cume) | Weighted (000) | 6443 | 13 | 134 | 52 | 113 | 209 | 1509 | 863 |
| 714 | | Horz % | 100.00 | 0.21 | 2.08 | 0.81 | 1.75 | 3.24 | 23.43 | 13.40 |
| 715 | | Vert % | 2.77 | 1.94 | 3.62 | 2.75 | 2.78 | 5.26 | 2.87 | 2.87 |
| 716 | | Index | 100 | 70 | 131 | 99 | 100 | 190 | 104 | 104 |
| 717 | | | | | | | | | | |
| 718 | | Unwgted | 27896 | 65 | 475 | 285 | 488 | 518 | 6178 | 3614 |
| 719 | Listened to Traffic Reports - Past Year | Weighted (000) | 120384 | 328 | 2124 | 1189 | 2261 | 2252 | 29104 | 16492 |
| 720 | | Horz % | 100.00 | 0.27 | 1.76 | 0.99 | 1.88 | 1.87 | 24.18 | 13.70 |
| 721 | | Vert % | 51.74 | 47.67 | 57.36 | 62.51 | 55.58 | 56.72 | 55.37 | 54.79 |
| 722 | | Index | 100 | 92 | 111 | 121 | 107 | 110 | 107 | 106 |
| 723 | | | | | | | | | | |
| 724 | | Unwgted | 41249 | 97 | 666 | 390 | 679 | 700 | 8854 | 5168 |
| 725 | Radio Daypart Cumes: Total Week Monday-Sunday 24- Hours | Weighted (000) | 190765 | 514 | 3153 | 1695 | 3482 | 3278 | 44226 | 24955 |
| 726 | | Horz % | 100.00 | 0.27 | 1.65 | 0.89 | 1.83 | 1.72 | 23.18 | 13.08 |
| 727 | | Vert % | 81.99 | 74.69 | 85.16 | 89.06 | 85.62 | 82.55 | 84.15 | 82.90 |
| 728 | | Index | 100 | 91 | 104 | 109 | 104 | 101 | 103 | 101 |
| 729 | | | | | | | | | | |
| 730 | | Unwgted | 25642 | 59 | 408 | 269 | 424 | 424 | 5641 | 3250 |
| 731 | Radio Daypart Cumes: Weekday 6:00 am - 10:00 am | Weighted (000) | 113470 | 258 | 1918 | 1164 | 2098 | 1880 | 27343 | 15269 |
| 732 | | Horz % | 100.00 | 0.23 | 1.69 | 1.03 | 1.85 | 1.66 | 24.10 | 13.46 |
| 733 | | Vert % | 48.77 | 37.39 | 51.80 | 61.18 | 51.58 | 47.36 | 52.02 | 50.72 |
| 734 | | Index | 100 | 77 | 106 | 125 | 106 | 97 | 107 | 104 |
| 735 | | | | | * | | | | | |
| 736 | | Unwgted | 18484 | 42 | 305 | 173 | 316 | 309 | 4113 | 2402 |
| 737 | Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm | Weighted (000) | 86385 | 200 | 1279 | 790 | 1730 | 1511 | 20611 | 11615 |
| 738 | | Horz % | 100.00 | 0.23 | 1.48 | 0.91 | 2.00 | 1.75 | 23.86 | 13.45 |
| 739 | | Vert % | 37.13 | 29.08 | 34.55 | 41.52 | 42.54 | 38.04 | 39.22 | 38.58 |
| 740 | | Index | 100 | 78 | 93 | 112 | 115 | 102 | 106 | 104 |
| 741 | | | | | * | | | | | |
| 742 | | Unwgted | 22345 | 43 | 373 | 237 | 374 | 369 | 4898 | 2777 |
| 743 | Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm | Weighted (000) | 101190 | 268 | 1764 | 1044 | 1860 | 1712 | 24294 | 13329 |
| 744 | | Horz % | 100.00 | 0.27 | 1.74 | 1.03 | 1.84 | 1.69 | 24.01 | 13.17 |
| 745 | | Vert % | 43.49 | 38.98 | 47.64 | 54.88 | 45.72 | 43.11 | 46.22 | 44.28 |
| 746 | | Index | 100 | 90 | 110 | 126 | 105 | 99 | 106 | 102 |
| 747 | | | | | * | | | | | |
| 748 | | Unwgted | 7627 | 22 | 120 | 69 | 127 | 142 | 1672 | 994 |
| 749 | Radio Daypart Cumes: Weekday 7:00 pm - Midnight | Weighted (000) | 37246 | 93 | 625 | 292 | 638 | 731 | 8787 | 4918 |
| 750 | | Horz % | 100.00 | 0.25 | 1.68 | 0.78 | 1.71 | 1.96 | 23.59 | 13.20 |
| 751 | | Vert % | 16.01 | 13.55 | 16.88 | 15.36 | 15.68 | 18.41 | 16.72 | 16.34 |
| 752 | | Index | 100 | 85 | 105 | 96 | 98 | 115 | 104 | 102 |
| 753 | | | | | * | * | * | * | * | * |
| 754 | | Unwgted | 2420 | 3 | 39 | 29 | 36 | 45 | 530 | 322 |
| 755 | Radio Daypart Cumes: Weekday Midnight - 6:00 am | Weighted (000) | 11870 | 21 | 194 | 135 | 223 | 260 | 3005 | 1726 |
| 756 | | Horz % | 100.00 | 0.18 | 1.63 | 1.14 | 1.88 | 2.19 | 25.31 | 14.54 |
| 757 | | Vert % | 5.10 | 3.12 | 5.24 | 7.10 | 5.49 | 6.54 | 5.72 | 5.73 |
| 758 | | Index | 100 | 61 | 103 | 139 | 108 | 128 | 112 | 112 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|-------------------------------|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 759 | | | | * | | | | | | |
| 760 | | Unwgt'd | 15631 | 33 | 231 | 140 | 250 | 287 | 3362 | 1940 |
| 761 | Radio Daypart Cumes: | Weighted (000) | 70556 | 158 | 1138 | 579 | 1305 | 1373 | 16652 | 9335 |
| 762 | Weekend 6:00 am - 10:00 am | Horz % | 100.00 | 0.22 | 1.61 | 0.82 | 1.85 | 1.95 | 23.60 | 13.23 |
| 763 | | Vert % | 30.33 | 22.97 | 30.74 | 30.42 | 32.09 | 34.59 | 31.68 | 31.01 |
| 764 | | Index | 100 | 76 | 101 | 100 | 106 | 114 | 104 | 102 |
| 765 | | | | * | | | | | | |
| 766 | | Unwgt'd | 21356 | 48 | 350 | 202 | 339 | 368 | 4545 | 2631 |
| 767 | Radio Daypart Cumes: | Weighted (000) | 98600 | 224 | 1659 | 878 | 1680 | 1797 | 23056 | 12905 |
| 768 | Weekend 10:00 am - 3:00 pm | Horz % | 100.00 | 0.23 | 1.68 | 0.89 | 1.70 | 1.82 | 23.38 | 13.09 |
| 769 | | Vert % | 42.38 | 32.51 | 44.81 | 46.14 | 41.31 | 45.26 | 43.87 | 42.87 |
| 770 | | Index | 100 | 77 | 106 | 109 | 97 | 107 | 104 | 101 |
| 771 | | | | * | | | | | | |
| 772 | | Unwgt'd | 15789 | 36 | 256 | 153 | 274 | 264 | 3398 | 1974 |
| 773 | Radio Daypart Cumes: | Weighted (000) | 74921 | 202 | 1238 | 696 | 1364 | 1330 | 17532 | 9950 |
| 774 | Weekend 3:00 pm - 7:00 pm | Horz % | 100.00 | 0.27 | 1.65 | 0.93 | 1.82 | 1.77 | 23.40 | 13.28 |
| 775 | | Vert % | 32.20 | 29.36 | 33.45 | 36.59 | 33.53 | 33.49 | 33.36 | 33.05 |
| 776 | | Index | 100 | 91 | 104 | 114 | 104 | 104 | 104 | 103 |
| 777 | | | | * | | | | | | |
| 778 | | Unwgt'd | 7924 | 17 | 118 | 63 | 136 | 147 | 1673 | 980 |
| 779 | Radio Daypart Cumes: | Weighted (000) | 39650 | 101 | 621 | 347 | 671 | 757 | 8857 | 5125 |
| 780 | Weekend 7:00 pm - Midnight | Horz % | 100.00 | 0.26 | 1.57 | 0.88 | 1.69 | 1.91 | 22.34 | 12.93 |
| 781 | | Vert % | 17.04 | 14.73 | 16.78 | 18.25 | 16.51 | 19.08 | 16.85 | 17.03 |
| 782 | | Index | 100 | 86 | 98 | 107 | 97 | 112 | 99 | 100 |
| 783 | | | | * | * | * | * | * | * | * |
| 784 | | Unwgt'd | 1942 | 4 | 30 | 17 | 26 | 32 | 387 | 237 |
| 785 | Radio Daypart Cumes: | Weighted (000) | 9554 | 14 | 157 | 71 | 152 | 140 | 2017 | 1154 |
| 786 | Weekend Midnight - 6:00 am | Horz % | 100.00 | 0.15 | 1.64 | 0.74 | 1.59 | 1.46 | 21.11 | 12.08 |
| 787 | | Vert % | 4.11 | 2.02 | 4.23 | 3.71 | 3.74 | 3.52 | 3.84 | 3.83 |
| 788 | | Index | 100 | 49 | 103 | 90 | 91 | 86 | 93 | 93 |
| 789 | | | | * | | | | | | |
| 790 | | Unwgt'd | 8374 | 22 | 111 | 54 | 98 | 121 | 1480 | 978 |
| 791 | Most Often Listen to Radio at | Weighted (000) | 40414 | 109 | 598 | 238 | 492 | 611 | 7734 | 4953 |
| 792 | Home - Typical Weekday | Horz % | 100.00 | 0.27 | 1.48 | 0.59 | 1.22 | 1.51 | 19.14 | 12.26 |
| 793 | | Vert % | 17.37 | 15.76 | 16.14 | 12.52 | 12.11 | 15.40 | 14.72 | 16.45 |
| 794 | | Index | 100 | 91 | 93 | 72 | 70 | 89 | 85 | 95 |
| 795 | | | | * | | | | | | |
| 796 | | Unwgt'd | 30600 | 79 | 506 | 314 | 526 | 558 | 6799 | 3874 |
| 797 | Most Often Listen to Radio in | Weighted (000) | 139187 | 451 | 2322 | 1365 | 2673 | 2532 | 33447 | 18281 |
| 798 | Vehicle - Typical Weekday | Horz % | 100.00 | 0.32 | 1.67 | 0.98 | 1.92 | 1.82 | 24.03 | 13.13 |
| 799 | | Vert % | 59.82 | 65.44 | 62.72 | 71.76 | 65.72 | 63.76 | 63.64 | 60.73 |
| 800 | | Index | 100 | 109 | 105 | 120 | 110 | 107 | 106 | 102 |
| 801 | | | | * | | | * | | | |
| 802 | | Unwgt'd | 4652 | 7 | 86 | 38 | 91 | 86 | 1109 | 629 |
| 803 | Most Often Listen to Radio at | Weighted (000) | 23245 | 29 | 411 | 174 | 542 | 424 | 5906 | 3277 |
| 804 | Work - Typical Weekday | Horz % | 100.00 | 0.12 | 1.77 | 0.75 | 2.33 | 1.83 | 25.41 | 14.10 |
| 805 | | Vert % | 9.99 | 4.17 | 11.11 | 9.14 | 13.33 | 10.69 | 11.24 | 10.89 |
| 806 | | Index | 100 | 42 | 111 | 91 | 133 | 107 | 112 | 109 |
| 807 | | | | * | * | * | * | * | * | * |
| 808 | Most Often Listen to Radio in | Unwgt'd | 321 | 0 | 2 | 6 | 5 | 5 | 51 | 37 |
| 809 | Other Place (Not Home, | Weighted (000) | 1786 | 0 | 8 | 15 | 29 | 38 | 282 | 221 |
| 810 | Vehicle, Workplace) - Typical | Horz % | 100.00 | 0.00 | 0.45 | 0.81 | 1.65 | 2.13 | 15.78 | 12.40 |
| 811 | Weekday | Vert % | 0.77 | 0.00 | 0.22 | 0.76 | 0.72 | 0.96 | 0.54 | 0.74 |
| 812 | | Index | 100 | 0 | 28 | 99 | 94 | 125 | 70 | 96 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 813 | | | | * | | | | | | |
| 814 | | Unwgted | 10926 | 21 | 149 | 90 | 162 | 171 | 2079 | 1292 |
| 815 | Most Often Listen to Radio at Home - Typical Weekend | Weighted (000) | 52088 | 120 | 725 | 406 | 825 | 921 | 10951 | 6716 |
| 816 | | Horz % | 100.00 | 0.23 | 1.39 | 0.78 | 1.58 | 1.77 | 21.02 | 12.89 |
| 817 | | Vert % | 22.39 | 17.43 | 19.58 | 21.36 | 20.30 | 23.18 | 20.84 | 22.31 |
| 818 | | Index | 100 | 78 | 87 | 95 | 91 | 104 | 93 | 100 |
| 819 | | | | | | | | | | |
| 820 | | Unwgted | 28652 | 76 | 496 | 274 | 498 | 523 | 6422 | 3696 |
| 821 | Most Often Listen to Radio in Vehicle - Typical Weekend | Weighted (000) | 131413 | 411 | 2328 | 1194 | 2522 | 2315 | 31562 | 17366 |
| 822 | | Horz % | 100.00 | 0.31 | 1.77 | 0.91 | 1.92 | 1.76 | 24.02 | 13.21 |
| 823 | | Vert % | 56.48 | 59.62 | 62.88 | 62.78 | 62.00 | 58.30 | 60.05 | 57.69 |
| 824 | | Index | 100 | 106 | 111 | 111 | 110 | 103 | 106 | 102 |
| 825 | | | | * | * | * | * | * | | |
| 826 | | Unwgted | 1363 | 2 | 19 | 10 | 24 | 25 | 290 | 154 |
| 827 | Most Often Listen to Radio at Work - Typical Weekend | Weighted (000) | 7266 | 1 | 120 | 71 | 181 | 137 | 1737 | 832 |
| 828 | | Horz % | 100.00 | 0.02 | 1.65 | 0.97 | 2.49 | 1.89 | 23.91 | 11.45 |
| 829 | | Vert % | 3.12 | 0.20 | 3.24 | 3.72 | 4.45 | 3.46 | 3.31 | 2.76 |
| 830 | | Index | 100 | 7 | 104 | 119 | 142 | 111 | 106 | 89 |
| 831 | | | | * | * | * | * | * | | |
| 832 | Most Often Listen to Radio in Other Place (Not Home, Vehicle, Workplace) - Typical Weekend | Unwgted | 450 | 2 | 5 | 5 | 8 | 2 | 84 | 51 |
| 833 | | Weighted (000) | 2438 | 12 | 48 | 11 | 52 | 6 | 430 | 278 |
| 834 | | Horz % | 100.00 | 0.48 | 1.96 | 0.46 | 2.14 | 0.25 | 17.65 | 11.42 |
| 835 | | Vert % | 1.05 | 1.70 | 1.29 | 0.60 | 1.28 | 0.15 | 0.82 | 0.92 |
| 836 | | Index | 100 | 162 | 123 | 57 | 123 | 15 | 78 | 88 |
| 837 | | | | * | | | | | | |
| 838 | | Unwgted | 11618 | 30 | 182 | 116 | 168 | 200 | 2414 | 1401 |
| 839 | Ever Listen to AM Radio (Terrestrial Radio) | Weighted (000) | 43754 | 140 | 680 | 330 | 676 | 719 | 9451 | 5329 |
| 840 | | Horz % | 100.00 | 0.32 | 1.55 | 0.75 | 1.55 | 1.64 | 21.60 | 12.18 |
| 841 | | Vert % | 18.81 | 20.31 | 18.36 | 17.34 | 16.63 | 18.11 | 17.98 | 17.70 |
| 842 | | Index | 100 | 108 | 98 | 92 | 88 | 96 | 96 | 94 |
| 843 | | | | | | | | | | |
| 844 | | Unwgted | 38084 | 93 | 636 | 346 | 659 | 679 | 8308 | 4842 |
| 845 | Ever Listen to FM Radio (Terrestrial Radio) | Weighted (000) | 180950 | 505 | 3061 | 1568 | 3498 | 3262 | 42574 | 24046 |
| 846 | | Horz % | 100.00 | 0.28 | 1.69 | 0.87 | 1.93 | 1.80 | 23.53 | 13.29 |
| 847 | | Vert % | 77.77 | 73.30 | 82.66 | 82.42 | 86.02 | 82.14 | 81.00 | 79.88 |
| 848 | | Index | 100 | 94 | 106 | 106 | 111 | 106 | 104 | 103 |
| 849 | | | | | | | | | | |
| 850 | | Unwgted | 41682 | 100 | 674 | 381 | 693 | 727 | 8957 | 5234 |
| 851 | Ever Listen to Any Terrestrial Radio (AM/FM) | Weighted (000) | 194237 | 549 | 3186 | 1656 | 3609 | 3405 | 45013 | 25429 |
| 852 | | Horz % | 100.00 | 0.28 | 1.64 | 0.85 | 1.86 | 1.75 | 23.17 | 13.09 |
| 853 | | Vert % | 83.49 | 79.68 | 86.04 | 87.04 | 88.73 | 85.75 | 85.64 | 84.48 |
| 854 | | Index | 100 | 95 | 103 | 104 | 106 | 103 | 103 | 101 |
| 855 | | | | * | | | | | | |
| 856 | | Unwgted | 5791 | 9 | 87 | 88 | 102 | 88 | 1370 | 765 |
| 857 | Ever Listen to Satellite Radio (Sirius XM) | Weighted (000) | 23564 | 27 | 324 | 349 | 362 | 350 | 5946 | 3212 |
| 858 | | Horz % | 100.00 | 0.12 | 1.38 | 1.48 | 1.54 | 1.48 | 25.23 | 13.63 |
| 859 | | Vert % | 10.13 | 3.97 | 8.75 | 18.37 | 8.90 | 8.80 | 11.31 | 10.67 |
| 860 | | Index | 100 | 39 | 86 | 181 | 88 | 87 | 112 | 105 |
| 861 | | | | * | | | | | | |
| 862 | | Unwgted | 7953 | 19 | 118 | 141 | 146 | 129 | 1890 | 1042 |
| 863 | Household Subscribes to Satellite Radio (Sirius XM) | Weighted (000) | 33638 | 68 | 474 | 634 | 665 | 584 | 8559 | 4413 |
| 864 | | Horz % | 100.00 | 0.20 | 1.41 | 1.89 | 1.98 | 1.74 | 25.44 | 13.12 |
| 865 | | Vert % | 14.46 | 9.85 | 12.81 | 33.33 | 16.36 | 14.72 | 16.28 | 14.66 |
| 866 | | Index | 100 | 68 | 89 | 231 | 113 | 102 | 113 | 101 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 867 | | | | * | | | | | | |
| 868 | Listened to Radio Online - Past Month (Streamed AM/FM and/or Pure-Play Internet Radio) | Unwgted | 11030 | 17 | 186 | 100 | 207 | 159 | 2309 | 1285 |
| 869 | | Weighted (000) | 50212 | 86 | 854 | 443 | 1036 | 769 | 11370 | 6276 |
| 870 | | Horz % | 100.00 | 0.17 | 1.70 | 0.88 | 2.06 | 1.53 | 22.64 | 12.50 |
| 871 | | Vert % | 21.58 | 12.42 | 23.06 | 23.28 | 25.48 | 19.36 | 21.63 | 20.85 |
| 872 | | Index | 100 | 58 | 107 | 108 | 118 | 90 | 100 | 97 |
| 873 | | | | * | | * | | | | |
| 874 | Visited a Radio Station, Radio Program, or Radio Personality's Web Site - Past Month | Unwgted | 3424 | 3 | 63 | 33 | 58 | 59 | 699 | 396 |
| 875 | | Weighted (000) | 15176 | 27 | 255 | 122 | 292 | 252 | 3130 | 1710 |
| 876 | | Horz % | 100.00 | 0.18 | 1.68 | 0.80 | 1.92 | 1.66 | 20.63 | 11.27 |
| 877 | | Vert % | 6.52 | 3.95 | 6.88 | 6.41 | 7.17 | 6.34 | 5.96 | 5.68 |
| 878 | Index | 100 | 61 | 105 | 98 | 110 | 97 | 91 | 87 | |
| 879 | | | | * | | | | | | |
| 880 | Visited Pandora.com - Past Month | Unwgted | 6986 | 12 | 120 | 64 | 137 | 115 | 1397 | 813 |
| 881 | | Weighted (000) | 33350 | 49 | 546 | 360 | 795 | 574 | 7217 | 4075 |
| 882 | | Horz % | 100.00 | 0.15 | 1.64 | 1.08 | 2.38 | 1.72 | 21.64 | 12.22 |
| 883 | | Vert % | 14.33 | 7.09 | 14.74 | 18.94 | 19.55 | 14.46 | 13.73 | 13.54 |
| 884 | | Index | 100 | 49 | 103 | 132 | 136 | 101 | 96 | 94 |
| 885 | | | | * | | | | | | |
| 886 | Advertising on radio provides me with useful information about bargains - Agree with statement | Unwgted | 17915 | 38 | 286 | 158 | 285 | 332 | 3803 | 2246 |
| 887 | | Weighted (000) | 86641 | 218 | 1300 | 684 | 1711 | 1516 | 19794 | 11423 |
| 888 | | Horz % | 100.00 | 0.25 | 1.50 | 0.79 | 1.98 | 1.75 | 22.85 | 13.18 |
| 889 | | Vert % | 37.24 | 31.59 | 35.11 | 35.96 | 42.08 | 38.17 | 37.66 | 37.95 |
| 890 | | Index | 100 | 85 | 94 | 97 | 113 | 102 | 101 | 102 |
| 891 | | | | * | | | | | | |
| 892 | Advertising on radio provides me with meaningful information about the product use of other consumers - Agree with statement | Unwgted | 14299 | 31 | 218 | 113 | 230 | 250 | 2994 | 1751 |
| 893 | | Weighted (000) | 69344 | 185 | 980 | 515 | 1227 | 1154 | 15423 | 8814 |
| 894 | | Horz % | 100.00 | 0.27 | 1.41 | 0.74 | 1.77 | 1.66 | 22.24 | 12.71 |
| 895 | | Vert % | 29.81 | 26.93 | 26.45 | 27.09 | 30.18 | 29.06 | 29.34 | 29.28 |
| 896 | | Index | 100 | 90 | 89 | 91 | 101 | 98 | 98 | 98 |
| 897 | | | | * | | | | | | |
| 898 | Advertising on radio provides me with useful information about new products and services - Agree with statement | Unwgted | 18152 | 40 | 277 | 151 | 311 | 339 | 3852 | 2239 |
| 899 | | Weighted (000) | 85306 | 208 | 1284 | 684 | 1690 | 1476 | 19486 | 11029 |
| 900 | | Horz % | 100.00 | 0.24 | 1.51 | 0.80 | 1.98 | 1.73 | 22.84 | 12.93 |
| 901 | | Vert % | 36.67 | 30.22 | 34.69 | 35.97 | 41.55 | 37.17 | 37.08 | 36.64 |
| 902 | | Index | 100 | 82 | 95 | 98 | 113 | 101 | 101 | 100 |
| 903 | | | | * | | | | | | |
| 904 | For me, advertising on radio is amusing - Agree with statement | Unwgted | 14489 | 32 | 239 | 111 | 237 | 254 | 3027 | 1816 |
| 905 | | Weighted (000) | 69953 | 164 | 1145 | 477 | 1368 | 1169 | 15479 | 9231 |
| 906 | | Horz % | 100.00 | 0.24 | 1.64 | 0.68 | 1.96 | 1.67 | 22.13 | 13.20 |
| 907 | | Vert % | 30.07 | 23.88 | 30.93 | 25.06 | 33.64 | 29.45 | 29.45 | 30.67 |
| 908 | | Index | 100 | 79 | 103 | 83 | 112 | 98 | 98 | 102 |
| 909 | | | | * | | | | | | |
| 910 | Vehicle Currently Owned/Leased Has AM/FM Radio | Unwgted | 38194 | 110 | 690 | 383 | 707 | 766 | 9182 | 5330 |
| 911 | | Weighted (000) | 173228 | 617 | 3353 | 1674 | 3589 | 3517 | 45704 | 25428 |
| 912 | | Horz % | 100.00 | 0.36 | 1.94 | 0.97 | 2.07 | 2.03 | 26.38 | 14.68 |
| 913 | | Vert % | 74.46 | 89.60 | 90.56 | 88.00 | 88.24 | 88.59 | 86.96 | 84.47 |
| 914 | | Index | 100 | 120 | 122 | 118 | 119 | 119 | 117 | 113 |
| 915 | | | | * | | | | | | |
| 916 | Vehicle Currently Owned/Leased Has Satellite Radio | Unwgted | 9032 | 16 | 193 | 229 | 166 | 139 | 2326 | 1315 |
| 917 | | Weighted (000) | 38210 | 71 | 807 | 950 | 647 | 613 | 10381 | 5676 |
| 918 | | Horz % | 100.00 | 0.19 | 2.11 | 2.49 | 1.69 | 1.61 | 27.17 | 14.85 |
| 919 | | Vert % | 16.42 | 10.30 | 21.79 | 49.94 | 15.92 | 15.45 | 19.75 | 18.86 |
| 920 | | Index | 100 | 63 | 133 | 304 | 97 | 94 | 120 | 115 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|-----|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 921 | | | | * | | | | | | |
| 922 | Vehicle Currently Owned/Leased Has AM/FM and Satellite Radio | Unwgttd | 9598 | 15 | 215 | 233 | 192 | 146 | 2459 | 1360 |
| 923 | | Weighted (000) | 41600 | 71 | 892 | 969 | 918 | 651 | 11342 | 6030 |
| 924 | | Horz % | 100.00 | 0.17 | 2.14 | 2.33 | 2.21 | 1.56 | 27.27 | 14.49 |
| 925 | | Vert % | 17.88 | 10.30 | 24.10 | 50.95 | 22.58 | 16.39 | 21.58 | 20.03 |
| 926 | | Index | 100 | 58 | 135 | 285 | 126 | 92 | 121 | 112 |
| 927 | | | | | | | | | | |
| 928 | Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc) | Unwgttd | 37628 | 92 | 694 | 392 | 705 | 697 | 8955 | 5080 |
| 929 | | Weighted (000) | 170549 | 499 | 3312 | 1749 | 3586 | 3328 | 44354 | 24173 |
| 930 | | Horz % | 100.00 | 0.29 | 1.94 | 1.03 | 2.10 | 1.95 | 26.01 | 14.17 |
| 931 | | Vert % | 73.30 | 72.53 | 89.45 | 91.90 | 88.16 | 83.82 | 84.39 | 80.30 |
| 932 | | Index | 100 | 99 | 122 | 125 | 120 | 114 | 115 | 110 |
| 933 | | | | * | | | | | | |
| 934 | Vehicle Currently Owned/Leased Has MP3 Player Connection | Unwgttd | 9670 | 16 | 245 | 182 | 221 | 138 | 2387 | 1283 |
| 935 | | Weighted (000) | 44278 | 62 | 1148 | 795 | 1190 | 769 | 11924 | 5948 |
| 936 | | Horz % | 100.00 | 0.14 | 2.59 | 1.80 | 2.69 | 1.74 | 26.93 | 13.43 |
| 937 | | Vert % | 19.03 | 9.07 | 31.01 | 41.79 | 29.26 | 19.37 | 22.69 | 19.76 |
| 938 | | Index | 100 | 48 | 163 | 220 | 154 | 102 | 119 | 104 |
| 939 | | | | * | | | | | | |
| 940 | Vehicle Currently Owned/Leased Has DVD Player | Unwgttd | 5731 | 10 | 86 | 68 | 94 | 69 | 1321 | 650 |
| 941 | | Weighted (000) | 24740 | 59 | 367 | 271 | 456 | 325 | 6000 | 2921 |
| 942 | | Horz % | 100.00 | 0.24 | 1.49 | 1.09 | 1.84 | 1.31 | 24.25 | 11.80 |
| 943 | | Vert % | 10.63 | 8.56 | 9.92 | 14.23 | 11.21 | 8.19 | 11.42 | 9.70 |
| 944 | | Index | 100 | 81 | 93 | 134 | 105 | 77 | 107 | 91 |
| 945 | | | | * | * | * | * | * | | |
| 946 | | Unwgttd | 1529 | 3 | 23 | 13 | 24 | 26 | 323 | 191 |
| 947 | TV Dayparts: Total Prime time Mon-Sun | Weighted (000) | 103765 | 320 | 1616 | 856 | 1763 | 1915 | 23970 | 13905 |
| 948 | | Horz % | 100.00 | 0.31 | 1.56 | 0.82 | 1.70 | 1.85 | 23.10 | 13.40 |
| 949 | | Vert % | 44.60 | 46.40 | 43.64 | 44.97 | 43.35 | 48.24 | 45.61 | 46.19 |
| 950 | | Index | 100 | 104 | 98 | 101 | 97 | 108 | 102 | 104 |
| 951 | | | | * | | | | | | |
| 952 | TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgttd | 5533 | 13 | 87 | 50 | 87 | 97 | 1176 | 697 |
| 953 | | Weighted (000) | 107565 | 329 | 1706 | 905 | 1814 | 2005 | 24947 | 14486 |
| 954 | | Horz % | 100.00 | 0.31 | 1.59 | 0.84 | 1.69 | 1.86 | 23.19 | 13.47 |
| 955 | | Vert % | 46.23 | 47.83 | 46.08 | 47.57 | 44.59 | 50.50 | 47.47 | 48.12 |
| 956 | Index | 100 | 103 | 100 | 103 | 96 | 109 | 103 | 104 | |
| 957 | | | | * | | * | | | | |
| 958 | TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgttd | 4636 | 12 | 70 | 40 | 72 | 82 | 978 | 578 |
| 959 | | Weighted (000) | 92075 | 300 | 1353 | 725 | 1527 | 1707 | 21013 | 12182 |
| 960 | | Horz % | 100.00 | 0.33 | 1.47 | 0.79 | 1.66 | 1.85 | 22.82 | 13.23 |
| 961 | | Vert % | 39.58 | 43.63 | 36.55 | 38.09 | 37.54 | 42.98 | 39.98 | 40.47 |
| 962 | Index | 100 | 110 | 92 | 96 | 95 | 109 | 101 | 102 | |
| 963 | | | | * | | * | | | | |
| 964 | TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain) | Unwgttd | 4074 | 10 | 60 | 35 | 66 | 70 | 861 | 510 |
| 965 | | Weighted (000) | 98284 | 297 | 1474 | 768 | 1751 | 1735 | 22523 | 13018 |
| 966 | | Horz % | 100.00 | 0.30 | 1.50 | 0.78 | 1.78 | 1.77 | 22.92 | 13.25 |
| 967 | | Vert % | 42.24 | 43.12 | 39.82 | 40.38 | 43.06 | 43.71 | 42.85 | 43.25 |
| 968 | Index | 100 | 102 | 94 | 96 | 102 | 103 | 101 | 102 | |
| 969 | | | | * | * | * | * | * | | |
| 970 | TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain) | Unwgttd | 1291 | 3 | 15 | 9 | 19 | 22 | 249 | 156 |
| 971 | | Weighted (000) | 32634 | 112 | 351 | 205 | 628 | 529 | 6508 | 4011 |
| 972 | | Horz % | 100.00 | 0.34 | 1.07 | 0.63 | 1.92 | 1.62 | 19.94 | 12.29 |
| 973 | | Vert % | 14.03 | 16.33 | 9.47 | 10.75 | 15.43 | 13.31 | 12.38 | 13.33 |
| 974 | Index | 100 | 116 | 68 | 77 | 110 | 95 | 88 | 95 | |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|--|----------------|-----------------|-------------------------------|----------------------|-----------------------|------------------------|-----------------------|--------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 975 | | | | * | | * | | | | |
| 976 | TV Dayparts: Weekdays: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain) | Unwgted | 3652 | 10 | 55 | 31 | 55 | 67 | 762 | 461 |
| 977 | | Weighted (000) | 62194 | 213 | 892 | 453 | 1042 | 1058 | 13346 | 8072 |
| 978 | | Horz % | 100.00 | 0.34 | 1.43 | 0.73 | 1.68 | 1.70 | 21.46 | 12.98 |
| 979 | | Vert % | 26.73 | 30.96 | 24.08 | 23.78 | 25.62 | 26.64 | 25.39 | 26.82 |
| 980 | | Index | 100 | 116 | 90 | 89 | 96 | 100 | 95 | 100 |
| 981 | | | | * | * | * | * | | | |
| 982 | TV Dayparts: Weekdays: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain) | Unwgted | 2885 | 7 | 47 | 25 | 48 | 53 | 595 | 344 |
| 983 | | Weighted (000) | 29072 | 52 | 514 | 278 | 595 | 543 | 6264 | 3573 |
| 984 | | Horz % | 100.00 | 0.18 | 1.77 | 0.96 | 2.05 | 1.87 | 21.55 | 12.29 |
| 985 | | Vert % | 12.50 | 7.62 | 13.88 | 14.63 | 14.62 | 13.67 | 11.92 | 11.87 |
| 986 | | Index | 100 | 61 | 111 | 117 | 117 | 109 | 95 | 95 |
| 987 | | | | * | * | * | * | * | | |
| 988 | TV Dayparts: Weekend Sports: Saturday-Sunday afternoon | Unwgted | 1508 | 4 | 23 | 13 | 26 | 26 | 325 | 197 |
| 989 | | Weighted (000) | 52172 | 157 | 759 | 398 | 997 | 883 | 11878 | 6935 |
| 990 | | Horz % | 100.00 | 0.30 | 1.46 | 0.76 | 1.91 | 1.69 | 22.77 | 13.29 |
| 991 | | Vert % | 22.42 | 22.82 | 20.50 | 20.93 | 24.52 | 22.24 | 22.60 | 23.04 |
| 992 | | Index | 100 | 102 | 91 | 93 | 109 | 99 | 101 | 103 |
| 993 | | | | * | * | * | * | * | | |
| 994 | TV Dayparts: Weekend children's shows: Saturday-Sunday morning | Unwgted | 1104 | 2 | 16 | 9 | 17 | 17 | 228 | 139 |
| 995 | | Weighted (000) | 30079 | 83 | 407 | 231 | 524 | 472 | 6658 | 3925 |
| 996 | | Horz % | 100.00 | 0.27 | 1.35 | 0.77 | 1.74 | 1.57 | 22.14 | 13.05 |
| 997 | | Vert % | 12.93 | 11.99 | 10.98 | 12.14 | 12.88 | 11.90 | 12.67 | 13.04 |
| 998 | | Index | 100 | 93 | 85 | 94 | 100 | 92 | 98 | 101 |
| 999 | | | | * | * | * | * | * | | |
| 1000 | Downloaded a TV Program from Internet - Past Month | Unwgted | 2067 | 3 | 41 | 21 | 45 | 34 | 413 | 234 |
| 1001 | | Weighted (000) | 9280 | 5 | 188 | 107 | 206 | 173 | 2181 | 1212 |
| 1002 | | Horz % | 100.00 | 0.05 | 2.03 | 1.15 | 2.22 | 1.87 | 23.50 | 13.06 |
| 1003 | | Vert % | 3.99 | 0.71 | 5.09 | 5.62 | 5.07 | 4.36 | 4.15 | 4.03 |
| 1004 | | Index | 100 | 18 | 128 | 141 | 127 | 109 | 104 | 101 |
| 1005 | | | | * | | | | | | |
| 1006 | Watched a TV Program Online - Past Month | Unwgted | 6535 | 10 | 112 | 56 | 102 | 120 | 1259 | 717 |
| 1007 | | Weighted (000) | 30108 | 76 | 521 | 226 | 468 | 630 | 6426 | 3540 |
| 1008 | | Horz % | 100.00 | 0.25 | 1.73 | 0.75 | 1.55 | 2.09 | 21.34 | 11.76 |
| 1009 | | Vert % | 12.94 | 11.04 | 14.07 | 11.88 | 11.50 | 15.87 | 12.23 | 11.76 |
| 1010 | | Index | 100 | 85 | 109 | 92 | 89 | 123 | 94 | 91 |
| 1011 | | | | * | | | | | | |
| 1012 | Visited a TV Network or TV Show's Website - Past Month | Unwgted | 9923 | 17 | 180 | 96 | 209 | 148 | 2042 | 1166 |
| 1013 | | Weighted (000) | 44513 | 112 | 906 | 339 | 1069 | 717 | 10269 | 5465 |
| 1014 | | Horz % | 100.00 | 0.25 | 2.03 | 0.76 | 2.40 | 1.61 | 23.07 | 12.28 |
| 1015 | | Vert % | 19.13 | 16.28 | 24.46 | 17.79 | 26.28 | 18.05 | 19.54 | 18.15 |
| 1016 | | Index | 100 | 85 | 128 | 93 | 137 | 94 | 102 | 95 |
| 1017 | | | | * | | | | | | |
| 1018 | Looked at TV Listings Online - Past Month | Unwgted | 4934 | 9 | 79 | 50 | 89 | 92 | 1023 | 590 |
| 1019 | | Weighted (000) | 20536 | 39 | 377 | 180 | 352 | 384 | 4483 | 2544 |
| 1020 | | Horz % | 100.00 | 0.19 | 1.83 | 0.88 | 1.71 | 1.87 | 21.83 | 12.39 |
| 1021 | | Vert % | 8.83 | 5.65 | 10.18 | 9.45 | 8.66 | 9.67 | 8.53 | 8.45 |
| 1022 | | Index | 100 | 64 | 115 | 107 | 98 | 110 | 97 | 96 |
| 1023 | | | | * | | | | | | |
| 1024 | Household Subscribes to Cable TV | Unwgted | 26310 | 60 | 401 | 258 | 406 | 451 | 5205 | 3062 |
| 1025 | | Weighted (000) | 117569 | 320 | 1740 | 1133 | 2099 | 1959 | 24977 | 14079 |
| 1026 | | Horz % | 100.00 | 0.27 | 1.48 | 0.96 | 1.79 | 1.67 | 21.24 | 11.98 |
| 1027 | | Vert % | 50.53 | 46.43 | 46.99 | 59.52 | 51.62 | 49.35 | 47.52 | 46.77 |
| 1028 | | Index | 100 | 92 | 93 | 118 | 102 | 98 | 94 | 93 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1029 | | | | * | | | | | | |
| 1030 | | Unwgted | 21229 | 45 | 329 | 224 | 341 | 366 | 4287 | 2478 |
| 1031 | Household Subscribes to Digital Cable TV | Weighted (000) | 92583 | 255 | 1388 | 982 | 1713 | 1537 | 20217 | 11134 |
| 1032 | | Horz % | 100.00 | 0.28 | 1.50 | 1.06 | 1.85 | 1.66 | 21.84 | 12.03 |
| 1033 | | Vert % | 39.79 | 37.03 | 37.49 | 51.59 | 42.13 | 38.70 | 38.47 | 36.99 |
| 1034 | | Index | 100 | 93 | 94 | 130 | 106 | 97 | 97 | 93 |
| 1035 | | | | | | | | | | |
| 1036 | | Unwgted | 41229 | 101 | 645 | 392 | 682 | 721 | 8808 | 5118 |
| 1037 | Viewed Any Cable TV (including Pay) - Past Week | Weighted (000) | 189120 | 547 | 3086 | 1721 | 3542 | 3279 | 43875 | 24724 |
| 1038 | | Horz % | 100.00 | 0.29 | 1.63 | 0.91 | 1.87 | 1.73 | 23.20 | 13.07 |
| 1039 | | Vert % | 81.29 | 79.44 | 83.33 | 90.46 | 87.09 | 82.59 | 83.48 | 82.13 |
| 1040 | | Index | 100 | 98 | 103 | 111 | 107 | 102 | 103 | 101 |
| 1041 | | | | | | | | | | |
| 1042 | | Unwgted | 30677 | 81 | 500 | 298 | 506 | 564 | 6698 | 3909 |
| 1043 | Heavy Cable TV Viewing (including Pay) - Past Week | Weighted (000) | 142700 | 425 | 2437 | 1322 | 2594 | 2593 | 33417 | 18929 |
| 1044 | | Horz % | 100.00 | 0.30 | 1.71 | 0.93 | 1.82 | 1.82 | 23.42 | 13.26 |
| 1045 | | Vert % | 61.33 | 61.71 | 65.83 | 69.47 | 63.77 | 65.31 | 63.58 | 62.88 |
| 1046 | | Index | 100 | 101 | 107 | 113 | 104 | 106 | 104 | 103 |
| 1047 | | | | * | | | | | | |
| 1048 | | Unwgted | 16901 | 37 | 271 | 168 | 304 | 294 | 3686 | 2123 |
| 1049 | Viewed Any Premium Cable Channels - Past Month | Weighted (000) | 77601 | 162 | 1293 | 694 | 1534 | 1298 | 18168 | 10188 |
| 1050 | | Horz % | 100.00 | 0.21 | 1.67 | 0.89 | 1.98 | 1.67 | 23.41 | 13.13 |
| 1051 | | Vert % | 33.35 | 23.56 | 34.92 | 36.47 | 37.71 | 32.70 | 34.57 | 33.84 |
| 1052 | | Index | 100 | 71 | 105 | 109 | 113 | 98 | 104 | 101 |
| 1053 | | | | * | | | | | | |
| 1054 | | Unwgted | 6703 | 13 | 99 | 72 | 120 | 120 | 1537 | 857 |
| 1055 | Watched Any Pay-Per-View - Past Year | Weighted (000) | 30993 | 65 | 517 | 364 | 595 | 555 | 7599 | 4028 |
| 1056 | | Horz % | 100.00 | 0.21 | 1.67 | 1.17 | 1.92 | 1.79 | 24.52 | 13.00 |
| 1057 | | Vert % | 13.32 | 9.44 | 13.96 | 19.13 | 14.63 | 13.97 | 14.46 | 13.38 |
| 1058 | | Index | 100 | 71 | 105 | 144 | 110 | 105 | 109 | 100 |
| 1059 | | | | * | | | | | | |
| 1060 | | Unwgted | 5244 | 9 | 80 | 56 | 88 | 94 | 1190 | 651 |
| 1061 | Watched Any Pay-Per-View Movies - Past Year | Weighted (000) | 23441 | 24 | 405 | 244 | 398 | 401 | 5595 | 2815 |
| 1062 | | Horz % | 100.00 | 0.10 | 1.73 | 1.04 | 1.70 | 1.71 | 23.87 | 12.01 |
| 1063 | | Vert % | 10.08 | 3.47 | 10.94 | 12.83 | 9.80 | 10.09 | 10.65 | 9.35 |
| 1064 | | Index | 100 | 34 | 109 | 127 | 97 | 100 | 106 | 93 |
| 1065 | | | | * | * | * | * | * | | |
| 1066 | | Unwgted | 2214 | 1 | 36 | 25 | 42 | 39 | 522 | 309 |
| 1067 | Watched Any Pay-Per-View Sports Events - Past Year | Weighted (000) | 11547 | 7 | 176 | 167 | 237 | 197 | 2893 | 1621 |
| 1068 | | Horz % | 100.00 | 0.06 | 1.53 | 1.45 | 2.05 | 1.71 | 25.05 | 14.04 |
| 1069 | | Vert % | 4.96 | 1.04 | 4.76 | 8.78 | 5.82 | 4.97 | 5.50 | 5.39 |
| 1070 | | Index | 100 | 21 | 96 | 177 | 117 | 100 | 111 | 109 |
| 1071 | | | | * | | | | | | |
| 1072 | | Unwgted | 10757 | 15 | 171 | 119 | 193 | 182 | 2210 | 1209 |
| 1073 | Watched Any Video-On- Demand Programs - Past Month | Weighted (000) | 44455 | 52 | 782 | 479 | 888 | 704 | 9683 | 4902 |
| 1074 | | Horz % | 100.00 | 0.12 | 1.76 | 1.08 | 2.00 | 1.58 | 21.78 | 11.03 |
| 1075 | | Vert % | 19.11 | 7.60 | 21.13 | 25.16 | 21.84 | 17.73 | 18.42 | 16.29 |
| 1076 | | Index | 100 | 40 | 111 | 132 | 114 | 93 | 96 | 85 |
| 1077 | | | | * | | | | | | |
| 1078 | | Unwgted | 6752 | 9 | 122 | 73 | 128 | 109 | 1364 | 752 |
| 1079 | Watched Any Video-On- Demand TV Shows - Past Month | Weighted (000) | 27575 | 36 | 546 | 296 | 595 | 500 | 5926 | 3065 |
| 1080 | | Horz % | 100.00 | 0.13 | 1.98 | 1.07 | 2.16 | 1.81 | 21.49 | 11.11 |
| 1081 | | Vert % | 11.85 | 5.26 | 14.76 | 15.54 | 14.62 | 12.59 | 11.27 | 10.18 |
| 1082 | | Index | 100 | 44 | 125 | 131 | 123 | 106 | 95 | 86 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|---|----------------|-----------------|-------------------------------|----------------------|-----------------------|------------------------|-----------------------|--------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 1083 | | | | * | | | | | | |
| 1084 | | Unwgted | 8740 | 12 | 139 | 96 | 158 | 150 | 1814 | 1002 |
| 1085 | Watched Any Video-On-Demand Movies - Past Month | Weighted (000) | 36381 | 46 | 645 | 402 | 724 | 575 | 7966 | 4111 |
| 1086 | | Horz % | 100.00 | 0.13 | 1.77 | 1.10 | 1.99 | 1.58 | 21.90 | 11.30 |
| 1087 | | Vert % | 15.64 | 6.75 | 17.42 | 21.11 | 17.81 | 14.47 | 15.16 | 13.66 |
| 1088 | | Index | 100 | 43 | 111 | 135 | 114 | 93 | 97 | 87 |
| 1089 | | | | | * | | | | | |
| 1090 | | Unwgted | 11970 | 36 | 189 | 113 | 219 | 218 | 2988 | 1739 |
| 1091 | Household Has a Satellite Dish | Weighted (000) | 63862 | 211 | 1081 | 534 | 1246 | 1181 | 16965 | 9678 |
| 1092 | | Horz % | 100.00 | 0.33 | 1.69 | 0.84 | 1.95 | 1.85 | 26.57 | 15.15 |
| 1093 | | Vert % | 27.45 | 30.66 | 29.21 | 28.08 | 30.64 | 29.74 | 32.28 | 32.15 |
| 1094 | | Index | 100 | 112 | 106 | 102 | 112 | 108 | 118 | 117 |
| 1095 | | | | | | | | | | |
| 1096 | | Unwgted | 23012 | 52 | 396 | 263 | 401 | 399 | 5178 | 2907 |
| 1097 | Household Has a Digital Video Recorder (DVR) | Weighted (000) | 101668 | 274 | 1775 | 1135 | 2011 | 1726 | 24795 | 13419 |
| 1098 | | Horz % | 100.00 | 0.27 | 1.75 | 1.12 | 1.98 | 1.70 | 24.39 | 13.20 |
| 1099 | | Vert % | 43.70 | 39.73 | 47.94 | 59.64 | 49.44 | 43.48 | 47.18 | 44.58 |
| 1100 | | Index | 100 | 91 | 110 | 136 | 113 | 100 | 108 | 102 |
| 1101 | | | | * | * | * | * | * | * | * |
| 1102 | | Unwgted | 446 | 1 | 12 | 6 | 8 | 5 | 91 | 48 |
| 1103 | Household Has a TiVo-Brand DVR (Stand-Alone) | Weighted (000) | 1770 | 4 | 26 | 26 | 37 | 15 | 413 | 199 |
| 1104 | | Horz % | 100.00 | 0.20 | 1.49 | 1.46 | 2.10 | 0.86 | 23.34 | 11.23 |
| 1105 | | Vert % | 0.76 | 0.51 | 0.71 | 1.36 | 0.91 | 0.38 | 0.79 | 0.66 |
| 1106 | | Index | 100 | 67 | 94 | 179 | 120 | 50 | 103 | 87 |
| 1107 | | | | | | | | | | |
| 1108 | | Unwgted | 41245 | 92 | 685 | 391 | 706 | 723 | 8852 | 5074 |
| 1109 | Any Internet/Online Activity - Past Month | Weighted (000) | 185701 | 486 | 3103 | 1694 | 3548 | 3335 | 43603 | 24103 |
| 1110 | | Horz % | 100.00 | 0.26 | 1.67 | 0.91 | 1.91 | 1.80 | 23.48 | 12.98 |
| 1111 | | Vert % | 79.82 | 70.53 | 83.81 | 89.01 | 87.23 | 84.00 | 82.96 | 80.07 |
| 1112 | | Index | 100 | 88 | 105 | 112 | 109 | 105 | 104 | 100 |
| 1113 | | | | * | | | | | | |
| 1114 | | Unwgted | 12362 | 23 | 212 | 105 | 202 | 240 | 2605 | 1530 |
| 1115 | Played Video Games Online - Past Month | Weighted (000) | 61466 | 133 | 1106 | 521 | 1150 | 1225 | 14218 | 7922 |
| 1116 | | Horz % | 100.00 | 0.22 | 1.80 | 0.85 | 1.87 | 1.99 | 23.13 | 12.89 |
| 1117 | | Vert % | 26.42 | 19.30 | 29.88 | 27.40 | 28.27 | 30.85 | 27.05 | 26.32 |
| 1118 | | Index | 100 | 73 | 113 | 104 | 107 | 117 | 102 | 100 |
| 1119 | | | | * | | * | | | | |
| 1120 | | Unwgted | 3685 | 5 | 63 | 31 | 71 | 66 | 727 | 413 |
| 1121 | Downloaded a Video Game Online - Past Month | Weighted (000) | 19370 | 59 | 347 | 143 | 445 | 361 | 4235 | 2412 |
| 1122 | | Horz % | 100.00 | 0.31 | 1.79 | 0.74 | 2.30 | 1.86 | 21.86 | 12.45 |
| 1123 | | Vert % | 8.33 | 8.58 | 9.37 | 7.53 | 10.93 | 9.09 | 8.06 | 8.01 |
| 1124 | | Index | 100 | 103 | 113 | 90 | 131 | 109 | 97 | 96 |
| 1125 | | | | * | | | | | | |
| 1126 | | Unwgted | 10477 | 20 | 179 | 100 | 176 | 175 | 2113 | 1210 |
| 1127 | Downloaded Music from Internet - Past Month | Weighted (000) | 50449 | 112 | 926 | 479 | 980 | 893 | 11111 | 6176 |
| 1128 | | Horz % | 100.00 | 0.22 | 1.84 | 0.95 | 1.94 | 1.77 | 22.02 | 12.24 |
| 1129 | | Vert % | 21.68 | 16.32 | 25.02 | 25.16 | 24.10 | 22.50 | 21.14 | 20.52 |
| 1130 | | Index | 100 | 75 | 115 | 116 | 111 | 104 | 97 | 95 |
| 1131 | | | | * | * | * | * | * | * | * |
| 1132 | | Unwgted | 1880 | 3 | 34 | 15 | 24 | 29 | 356 | 204 |
| 1133 | Downloaded Podcasts/Podcasting from Internet - Past Month | Weighted (000) | 7942 | 15 | 129 | 44 | 99 | 179 | 1650 | 878 |
| 1134 | | Horz % | 100.00 | 0.19 | 1.62 | 0.55 | 1.25 | 2.26 | 20.78 | 11.06 |
| 1135 | | Vert % | 3.41 | 2.23 | 3.48 | 2.30 | 2.44 | 4.51 | 3.14 | 2.92 |
| 1136 | | Index | 100 | 65 | 102 | 67 | 71 | 132 | 92 | 85 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 1137 | | | | * | * | * | * | * | | |
| 1138 | | Unwgted | 2067 | 3 | 41 | 21 | 45 | 34 | 413 | 234 |
| 1139 | Downloaded a TV Program from Internet - Past Month | Weighted (000) | 9280 | 5 | 188 | 107 | 206 | 173 | 2181 | 1212 |
| 1140 | | Horz % | 100.00 | 0.05 | 2.03 | 1.15 | 2.22 | 1.87 | 23.50 | 13.06 |
| 1141 | | Vert % | 3.99 | 0.71 | 5.09 | 5.62 | 5.07 | 4.36 | 4.15 | 4.03 |
| 1142 | | Index | 100 | 18 | 128 | 141 | 127 | 109 | 104 | 101 |
| 1143 | | | | * | | | | | | |
| 1144 | | Unwgted | 6535 | 10 | 112 | 56 | 102 | 120 | 1259 | 717 |
| 1145 | Watched a TV Program Online - Past Month | Weighted (000) | 30108 | 76 | 521 | 226 | 468 | 630 | 6426 | 3540 |
| 1146 | | Horz % | 100.00 | 0.25 | 1.73 | 0.75 | 1.55 | 2.09 | 21.34 | 11.76 |
| 1147 | | Vert % | 12.94 | 11.04 | 14.07 | 11.88 | 11.50 | 15.87 | 12.23 | 11.76 |
| 1148 | | Index | 100 | 85 | 109 | 92 | 89 | 123 | 94 | 91 |
| 1149 | | | | * | | * | | * | | |
| 1150 | | Unwgted | 3129 | 4 | 60 | 28 | 50 | 47 | 634 | 362 |
| 1151 | Downloaded a Movie from Internet - Past Month | Weighted (000) | 14622 | 23 | 284 | 134 | 238 | 251 | 3273 | 1859 |
| 1152 | | Horz % | 100.00 | 0.16 | 1.94 | 0.92 | 1.63 | 1.71 | 22.38 | 12.71 |
| 1153 | | Vert % | 6.28 | 3.32 | 7.67 | 7.06 | 5.85 | 6.31 | 6.23 | 6.17 |
| 1154 | | Index | 100 | 53 | 122 | 112 | 93 | 100 | 99 | 98 |
| 1155 | | | | * | | | | | | |
| 1156 | | Unwgted | 6273 | 10 | 113 | 50 | 97 | 92 | 1191 | 674 |
| 1157 | Watched a Movie Online - Past Month | Weighted (000) | 30063 | 77 | 533 | 195 | 513 | 437 | 6159 | 3372 |
| 1158 | | Horz % | 100.00 | 0.26 | 1.77 | 0.65 | 1.71 | 1.45 | 20.49 | 11.22 |
| 1159 | | Vert % | 12.92 | 11.14 | 14.40 | 10.27 | 12.62 | 11.00 | 11.72 | 11.20 |
| 1160 | | Index | 100 | 86 | 111 | 80 | 98 | 85 | 91 | 87 |
| 1161 | | | | * | | | | | | |
| 1162 | | Unwgted | 6468 | 15 | 120 | 58 | 110 | 102 | 1297 | 754 |
| 1163 | Watched Other Online Video (not TV or Movie) - Past Month | Weighted (000) | 30400 | 67 | 522 | 280 | 583 | 504 | 6588 | 3765 |
| 1164 | | Horz % | 100.00 | 0.22 | 1.72 | 0.92 | 1.92 | 1.66 | 21.67 | 12.38 |
| 1165 | | Vert % | 13.07 | 9.70 | 14.09 | 14.74 | 14.33 | 12.69 | 12.53 | 12.51 |
| 1166 | | Index | 100 | 74 | 108 | 113 | 110 | 97 | 96 | 96 |
| 1167 | | | | * | * | * | * | * | | |
| 1168 | | Unwgted | 2374 | 11 | 36 | 12 | 42 | 38 | 464 | 269 |
| 1169 | Visited a Chat Room Online - Past Month | Weighted (000) | 12251 | 74 | 179 | 45 | 241 | 189 | 2701 | 1565 |
| 1170 | | Horz % | 100.00 | 0.60 | 1.46 | 0.37 | 1.96 | 1.55 | 22.04 | 12.78 |
| 1171 | | Vert % | 5.27 | 10.71 | 4.84 | 2.37 | 5.92 | 4.77 | 5.14 | 5.20 |
| 1172 | | Index | 100 | 203 | 92 | 45 | 112 | 91 | 98 | 99 |
| 1173 | | | | | | | | | | |
| 1174 | | Unwgted | 37139 | 83 | 626 | 372 | 643 | 662 | 7911 | 4497 |
| 1175 | Used e-Mail - Past Month | Weighted (000) | 162282 | 436 | 2782 | 1582 | 3189 | 2962 | 38022 | 20725 |
| 1176 | | Horz % | 100.00 | 0.27 | 1.71 | 0.97 | 1.97 | 1.83 | 23.43 | 12.77 |
| 1177 | | Vert % | 69.75 | 63.25 | 75.13 | 83.13 | 78.41 | 74.60 | 72.34 | 68.85 |
| 1178 | | Index | 100 | 91 | 108 | 119 | 112 | 107 | 104 | 99 |
| 1179 | | | | * | | | | | | |
| 1180 | | Unwgted | 21679 | 44 | 372 | 216 | 373 | 368 | 4624 | 2648 |
| 1181 | Used Instant Messenger/IM - Past Month | Weighted (000) | 104685 | 258 | 1733 | 962 | 2094 | 1766 | 24381 | 13571 |
| 1182 | | Horz % | 100.00 | 0.25 | 1.66 | 0.92 | 2.00 | 1.69 | 23.29 | 12.96 |
| 1183 | | Vert % | 45.00 | 37.43 | 46.81 | 50.54 | 51.48 | 44.47 | 46.39 | 45.09 |
| 1184 | | Index | 100 | 83 | 104 | 112 | 114 | 99 | 103 | 100 |
| 1185 | | | | | | | | | | |
| 1186 | | Unwgted | 31568 | 64 | 532 | 308 | 548 | 545 | 6678 | 3835 |
| 1187 | Visited Any Social Networking, Photo or Video-Sharing Site - Past Month | Weighted (000) | 146580 | 357 | 2413 | 1412 | 2875 | 2605 | 33700 | 18679 |
| 1188 | | Horz % | 100.00 | 0.24 | 1.65 | 0.96 | 1.96 | 1.78 | 22.99 | 12.74 |
| 1189 | | Vert % | 63.00 | 51.79 | 65.16 | 74.20 | 70.69 | 65.61 | 64.12 | 62.05 |
| 1190 | | Index | 100 | 82 | 103 | 118 | 112 | 104 | 102 | 98 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 1191 | | | | | | | | | | |
| 1192 | | Unwgted | 25107 | 51 | 428 | 250 | 434 | 438 | 5317 | 3062 |
| 1193 | Visited Facebook.com - Past Month | Weighted (000) | 119617 | 261 | 2015 | 1217 | 2415 | 2185 | 27584 | 15385 |
| 1194 | | Horz % | 100.00 | 0.22 | 1.68 | 1.02 | 2.02 | 1.83 | 23.06 | 12.86 |
| 1195 | | Vert % | 51.41 | 37.97 | 54.43 | 63.96 | 59.38 | 55.04 | 52.48 | 51.11 |
| 1196 | | Index | 100 | 74 | 106 | 124 | 115 | 107 | 102 | 99 |
| 1197 | | | | * | * | * | * | * | * | * |
| 1198 | | Unwgted | 1114 | 2 | 11 | 10 | 15 | 15 | 197 | 117 |
| 1199 | Visited Flickr.com - Past Month | Weighted (000) | 4821 | 15 | 46 | 25 | 77 | 57 | 940 | 483 |
| 1200 | | Horz % | 100.00 | 0.31 | 0.96 | 0.52 | 1.60 | 1.17 | 19.49 | 10.02 |
| 1201 | | Vert % | 2.07 | 2.20 | 1.24 | 1.32 | 1.90 | 1.42 | 1.79 | 1.61 |
| 1202 | | Index | 100 | 106 | 60 | 64 | 92 | 69 | 86 | 77 |
| 1203 | | | | * | * | * | * | * | * | * |
| 1204 | | Unwgted | 420 | 1 | 11 | 5 | 8 | 7 | 90 | 50 |
| 1205 | Visited Foursquare Web Site - Past Month | Weighted (000) | 1850 | 12 | 56 | 24 | 51 | 32 | 432 | 272 |
| 1206 | | Horz % | 100.00 | 0.64 | 3.01 | 1.28 | 2.73 | 1.72 | 23.33 | 14.72 |
| 1207 | | Vert % | 0.80 | 1.73 | 1.50 | 1.24 | 1.24 | 0.80 | 0.82 | 0.90 |
| 1208 | | Index | 100 | 218 | 189 | 156 | 156 | 100 | 103 | 114 |
| 1209 | | | | * | * | * | * | * | * | * |
| 1210 | | Unwgted | 5396 | 11 | 89 | 65 | 91 | 80 | 1036 | 591 |
| 1211 | Visited LinkedIn.com - Past Month | Weighted (000) | 18240 | 45 | 370 | 213 | 319 | 313 | 3979 | 2171 |
| 1212 | | Horz % | 100.00 | 0.25 | 2.03 | 1.17 | 1.75 | 1.71 | 21.81 | 11.90 |
| 1213 | | Vert % | 7.84 | 6.50 | 9.99 | 11.21 | 7.84 | 7.87 | 7.57 | 7.21 |
| 1214 | | Index | 100 | 83 | 127 | 143 | 100 | 100 | 97 | 92 |
| 1215 | | | | * | * | * | * | * | * | * |
| 1216 | | Unwgted | 815 | 0 | 11 | 7 | 13 | 17 | 175 | 109 |
| 1217 | Visited MySpace.com - Past Month | Weighted (000) | 4747 | 0 | 89 | 47 | 66 | 58 | 1042 | 566 |
| 1218 | | Horz % | 100.00 | 0.00 | 1.87 | 0.98 | 1.39 | 1.22 | 21.96 | 11.91 |
| 1219 | | Vert % | 2.04 | 0.00 | 2.40 | 2.45 | 1.62 | 1.46 | 1.98 | 1.88 |
| 1220 | | Index | 100 | 0 | 118 | 120 | 79 | 72 | 97 | 92 |
| 1221 | | | | * | * | * | * | * | * | * |
| 1222 | | Unwgted | 1051 | 0 | 20 | 8 | 20 | 17 | 217 | 134 |
| 1223 | Visited Photobucket.com - Past Month | Weighted (000) | 5429 | 0 | 107 | 52 | 105 | 81 | 1127 | 728 |
| 1224 | | Horz % | 100.00 | 0.00 | 1.98 | 0.96 | 1.93 | 1.49 | 20.76 | 13.40 |
| 1225 | | Vert % | 2.33 | 0.00 | 2.90 | 2.75 | 2.57 | 2.04 | 2.14 | 2.42 |
| 1226 | | Index | 100 | 0 | 124 | 118 | 110 | 87 | 92 | 104 |
| 1227 | | | | * | * | * | * | * | * | * |
| 1228 | | Unwgted | 1648 | 3 | 26 | 13 | 21 | 30 | 300 | 161 |
| 1229 | Visited Picasa Web Site - Past Month | Weighted (000) | 6361 | 8 | 87 | 41 | 97 | 106 | 1240 | 621 |
| 1230 | | Horz % | 100.00 | 0.12 | 1.37 | 0.64 | 1.53 | 1.66 | 19.49 | 9.76 |
| 1231 | | Vert % | 2.73 | 1.14 | 2.35 | 2.15 | 2.39 | 2.66 | 2.36 | 2.06 |
| 1232 | | Index | 100 | 42 | 86 | 79 | 87 | 97 | 86 | 75 |
| 1233 | | | | * | * | * | * | * | * | * |
| 1234 | | Unwgted | 1780 | 0 | 27 | 25 | 17 | 34 | 342 | 187 |
| 1235 | Visited Shutterfly.com - Past Month | Weighted (000) | 7009 | 0 | 108 | 103 | 45 | 150 | 1535 | 836 |
| 1236 | | Horz % | 100.00 | 0.00 | 1.54 | 1.46 | 0.64 | 2.14 | 21.90 | 11.92 |
| 1237 | | Vert % | 3.01 | 0.00 | 2.91 | 5.39 | 1.11 | 3.79 | 2.92 | 2.78 |
| 1238 | | Index | 100 | 0 | 97 | 179 | 37 | 126 | 97 | 92 |
| 1239 | | | | * | * | * | * | * | * | * |
| 1240 | | Unwgted | 974 | 3 | 22 | 8 | 15 | 16 | 162 | 88 |
| 1241 | Visited Tumblr Web Site - Past Month | Weighted (000) | 5065 | 22 | 156 | 31 | 102 | 92 | 954 | 523 |
| 1242 | | Horz % | 100.00 | 0.42 | 3.08 | 0.62 | 2.02 | 1.81 | 18.83 | 10.33 |
| 1243 | | Vert % | 2.18 | 3.12 | 4.21 | 1.65 | 2.51 | 2.31 | 1.81 | 1.74 |
| 1244 | | Index | 100 | 143 | 193 | 76 | 115 | 106 | 83 | 80 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1245 | | | | * | | * | | | | |
| 1246 | | Unwgted | 4129 | 8 | 74 | 44 | 67 | 66 | 794 | 445 |
| 1247 | Visited Twitter.com - Past Month | Weighted (000) | 19735 | 35 | 392 | 185 | 423 | 335 | 4067 | 2170 |
| 1248 | | Horz % | 100.00 | 0.18 | 1.99 | 0.94 | 2.14 | 1.70 | 20.61 | 11.00 |
| 1249 | | Vert % | 8.48 | 5.11 | 10.58 | 9.75 | 10.39 | 8.44 | 7.74 | 7.21 |
| 1250 | | Index | 100 | 60 | 125 | 115 | 123 | 99 | 91 | 85 |
| 1251 | | | | | * | * | * | * | * | |
| 1252 | | Unwgted | 1760 | 1 | 34 | 16 | 31 | 22 | 327 | 174 |
| 1253 | Visited Yelp Web Site - Past Month | Weighted (000) | 6612 | 2 | 145 | 71 | 110 | 114 | 1320 | 657 |
| 1254 | | Horz % | 100.00 | 0.02 | 2.20 | 1.07 | 1.66 | 1.72 | 19.96 | 9.93 |
| 1255 | | Vert % | 2.84 | 0.22 | 3.92 | 3.71 | 2.70 | 2.86 | 2.51 | 2.18 |
| 1256 | | Index | 100 | 8 | 138 | 131 | 95 | 101 | 88 | 77 |
| 1257 | | | | | * | | | | | |
| 1258 | | Unwgted | 20127 | 39 | 344 | 195 | 360 | 324 | 4233 | 2416 |
| 1259 | Visited YouTube.com - Past Month | Weighted (000) | 94239 | 234 | 1581 | 902 | 1874 | 1555 | 21477 | 11785 |
| 1260 | | Horz % | 100.00 | 0.25 | 1.68 | 0.96 | 1.99 | 1.65 | 22.79 | 12.51 |
| 1261 | | Vert % | 40.51 | 34.00 | 42.71 | 47.40 | 46.07 | 39.16 | 40.86 | 39.15 |
| 1262 | | Index | 100 | 84 | 105 | 117 | 114 | 97 | 101 | 97 |
| 1263 | | | | | * | * | * | * | * | |
| 1264 | | Unwgted | 1798 | 3 | 34 | 14 | 30 | 23 | 356 | 202 |
| 1265 | Rated or Reviewed a Product or Service on Any Social Network - Past Month | Weighted (000) | 8075 | 18 | 165 | 51 | 173 | 116 | 1913 | 998 |
| 1266 | | Horz % | 100.00 | 0.22 | 2.05 | 0.63 | 2.14 | 1.44 | 23.70 | 12.36 |
| 1267 | | Vert % | 3.47 | 2.63 | 4.46 | 2.67 | 4.24 | 2.92 | 3.64 | 3.31 |
| 1268 | | Index | 100 | 76 | 129 | 77 | 122 | 84 | 105 | 95 |
| 1269 | | | | | * | | | | | |
| 1270 | | Unwgted | 12348 | 24 | 223 | 122 | 215 | 220 | 2612 | 1501 |
| 1271 | Posted "Like" on Social Network - Past Month | Weighted (000) | 60333 | 139 | 1103 | 650 | 1224 | 1117 | 14172 | 7931 |
| 1272 | | Horz % | 100.00 | 0.23 | 1.83 | 1.08 | 2.03 | 1.85 | 23.49 | 13.14 |
| 1273 | | Vert % | 25.93 | 20.13 | 29.80 | 34.16 | 30.09 | 28.13 | 26.96 | 26.35 |
| 1274 | | Index | 100 | 78 | 115 | 132 | 116 | 108 | 104 | 102 |
| 1275 | | | | | * | | * | | | |
| 1276 | | Unwgted | 4908 | 8 | 94 | 46 | 91 | 77 | 1040 | 598 |
| 1277 | "Followed" or became a "Fan of" Something or Someone on Social Network - Past Month | Weighted (000) | 24068 | 28 | 521 | 204 | 564 | 402 | 5697 | 3131 |
| 1278 | | Horz % | 100.00 | 0.12 | 2.16 | 0.85 | 2.34 | 1.67 | 23.67 | 13.01 |
| 1279 | | Vert % | 10.34 | 4.05 | 14.07 | 10.70 | 13.87 | 10.13 | 10.84 | 10.40 |
| 1280 | | Index | 100 | 39 | 136 | 103 | 134 | 98 | 105 | 101 |
| 1281 | | | | | * | | * | | | |
| 1282 | | Unwgted | 2997 | 4 | 64 | 23 | 50 | 50 | 622 | 360 |
| 1283 | Clicked on an Advertisement on Social Network - Past Month | Weighted (000) | 13475 | 41 | 316 | 91 | 275 | 302 | 3172 | 1801 |
| 1284 | | Horz % | 100.00 | 0.30 | 2.34 | 0.68 | 2.04 | 2.24 | 23.54 | 13.36 |
| 1285 | | Vert % | 5.79 | 5.92 | 8.53 | 4.80 | 6.76 | 7.62 | 6.04 | 5.98 |
| 1286 | | Index | 100 | 102 | 147 | 83 | 117 | 132 | 104 | 103 |
| 1287 | | | | | * | | * | | | |
| 1288 | | Unwgted | 30531 | 64 | 510 | 304 | 570 | 519 | 6684 | 3801 |
| 1289 | Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family | Weighted (000) | 142509 | 360 | 2427 | 1435 | 2917 | 2547 | 33800 | 18527 |
| 1290 | | Horz % | 100.00 | 0.25 | 1.70 | 1.01 | 2.05 | 1.79 | 23.72 | 13.00 |
| 1291 | | Vert % | 61.25 | 52.23 | 65.54 | 75.41 | 71.73 | 64.14 | 64.31 | 61.55 |
| 1292 | | Index | 100 | 85 | 107 | 123 | 117 | 105 | 105 | 100 |
| 1293 | | | | | * | | * | | | |
| 1294 | | Unwgted | 4424 | 5 | 83 | 36 | 90 | 75 | 901 | 514 |
| 1295 | Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Vote in Contest, Make a Choice, Give an Opinion | Weighted (000) | 21637 | 38 | 459 | 151 | 476 | 341 | 4719 | 2661 |
| 1296 | | Horz % | 100.00 | 0.17 | 2.12 | 0.70 | 2.20 | 1.58 | 21.81 | 12.30 |
| 1297 | | Vert % | 9.30 | 5.45 | 12.39 | 7.94 | 11.71 | 8.59 | 8.98 | 8.84 |
| 1298 | | Index | 100 | 59 | 133 | 85 | 126 | 92 | 97 | 95 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1299 | | | | * | | * | | | | |
| 1300 | Ever Used Text Messaging on Cellular/Mobile | Unwgted | 4791 | 12 | 71 | 31 | 83 | 92 | 966 | 573 |
| 1301 | Phone/Smartphone to Look at an Advertisement Sent with Text Message | Weighted (000) | 23648 | 68 | 328 | 126 | 429 | 465 | 4897 | 2815 |
| 1302 | | Horz % | 100.00 | 0.29 | 1.39 | 0.53 | 1.82 | 1.97 | 20.71 | 11.90 |
| 1303 | | Vert % | 10.16 | 9.81 | 8.86 | 6.62 | 10.56 | 11.72 | 9.32 | 9.35 |
| 1304 | | Index | 100 | 97 | 87 | 65 | 104 | 115 | 92 | 92 |
| 1305 | | | | * | * | * | * | * | | |
| 1306 | Ever Used Text Messaging on Cellular/Mobile | Unwgted | 2313 | 5 | 47 | 16 | 36 | 33 | 469 | 296 |
| 1307 | Phone/Smartphone to Respond to an Advertisement or Make a Purchase | Weighted (000) | 11476 | 42 | 203 | 70 | 227 | 132 | 2472 | 1537 |
| 1308 | | Horz % | 100.00 | 0.36 | 1.77 | 0.61 | 1.97 | 1.15 | 21.54 | 13.39 |
| 1309 | | Vert % | 4.93 | 6.05 | 5.48 | 3.69 | 5.57 | 3.32 | 4.70 | 5.11 |
| 1310 | | Index | 100 | 123 | 111 | 75 | 113 | 67 | 95 | 104 |
| 1311 | | | | * | | * | | | | |
| 1312 | Ever Singed Up for a Text Message "Alert" Service on Cellular/Mobile | Unwgted | 4975 | 9 | 92 | 40 | 106 | 83 | 1071 | 622 |
| 1313 | Phone/Smartphone | Weighted (000) | 24258 | 62 | 502 | 199 | 624 | 453 | 5876 | 3296 |
| 1314 | | Horz % | 100.00 | 0.25 | 2.07 | 0.82 | 2.57 | 1.87 | 24.22 | 13.59 |
| 1315 | | Vert % | 10.43 | 8.95 | 13.57 | 10.45 | 15.34 | 11.42 | 11.18 | 10.95 |
| 1316 | | Index | 100 | 86 | 130 | 100 | 147 | 109 | 107 | 105 |
| 1317 | | | | * | | * | | | | |
| 1318 | Ever Received a Text Message "Alert" on Cellular/Mobile | Unwgted | 10177 | 22 | 180 | 95 | 198 | 184 | 2207 | 1271 |
| 1319 | Phone/Smartphone | Weighted (000) | 48432 | 114 | 897 | 425 | 1073 | 880 | 11252 | 6126 |
| 1320 | | Horz % | 100.00 | 0.23 | 1.85 | 0.88 | 2.22 | 1.82 | 23.23 | 12.65 |
| 1321 | | Vert % | 20.82 | 16.53 | 24.21 | 22.36 | 26.38 | 22.17 | 21.41 | 20.35 |
| 1322 | | Index | 100 | 79 | 116 | 107 | 127 | 107 | 103 | 98 |
| 1323 | | | | * | | * | | | | |
| 1324 | Ever Received a Mobile Coupon on Cellular/Mobile Phone/Smartphone | Unwgted | 3260 | 2 | 68 | 33 | 58 | 57 | 673 | 395 |
| 1325 | | Weighted (000) | 15984 | 5 | 330 | 159 | 300 | 298 | 3621 | 2051 |
| 1326 | | Horz % | 100.00 | 0.03 | 2.07 | 1.00 | 1.88 | 1.86 | 22.66 | 12.83 |
| 1327 | | Vert % | 6.87 | 0.67 | 8.92 | 8.38 | 7.37 | 7.50 | 6.89 | 6.81 |
| 1328 | | Index | 100 | 10 | 130 | 122 | 107 | 109 | 100 | 99 |
| 1329 | | | | * | | * | | | | |
| 1330 | Ever Took a Picture of a QR Code or Other "Tag" with Cellular/Mobile Phone/Smartphone | Unwgted | 3115 | 10 | 62 | 26 | 63 | 54 | 732 | 404 |
| 1331 | | Weighted (000) | 14586 | 62 | 309 | 149 | 333 | 234 | 3754 | 1968 |
| 1332 | | Horz % | 100.00 | 0.43 | 2.12 | 1.02 | 2.28 | 1.61 | 25.74 | 13.50 |
| 1333 | | Vert % | 6.27 | 9.03 | 8.36 | 7.83 | 8.18 | 5.91 | 7.14 | 6.54 |
| 1334 | | Index | 100 | 144 | 133 | 125 | 131 | 94 | 114 | 104 |
| 1335 | | | | * | * | * | * | * | | |
| 1336 | Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone | Unwgted | 2126 | 4 | 42 | 15 | 39 | 32 | 421 | 253 |
| 1337 | | Weighted (000) | 10139 | 14 | 214 | 70 | 169 | 174 | 2117 | 1255 |
| 1338 | | Horz % | 100.00 | 0.14 | 2.11 | 0.69 | 1.67 | 1.71 | 20.88 | 12.37 |
| 1339 | | Vert % | 4.36 | 2.01 | 5.79 | 3.69 | 4.16 | 4.37 | 4.03 | 4.17 |
| 1340 | | Index | 100 | 46 | 133 | 85 | 95 | 100 | 92 | 96 |
| 1341 | | | | * | | * | | | | |
| 1342 | Ever Listened to Music on Cellular/Mobile Phone/Smartphone | Unwgted | 11178 | 22 | 208 | 111 | 217 | 173 | 2404 | 1383 |
| 1343 | | Weighted (000) | 54140 | 136 | 991 | 520 | 1148 | 927 | 12607 | 7090 |
| 1344 | | Horz % | 100.00 | 0.25 | 1.83 | 0.96 | 2.12 | 1.71 | 23.29 | 13.10 |
| 1345 | | Vert % | 23.27 | 19.80 | 26.76 | 27.33 | 28.22 | 23.36 | 23.99 | 23.55 |
| 1346 | | Index | 100 | 85 | 115 | 117 | 121 | 100 | 103 | 101 |
| 1347 | | | | * | | * | | | | |
| 1348 | Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone | Unwgted | 13848 | 26 | 259 | 154 | 242 | 205 | 2870 | 1658 |
| 1349 | | Weighted (000) | 61339 | 122 | 1167 | 730 | 1123 | 934 | 13828 | 7843 |
| 1350 | | Horz % | 100.00 | 0.20 | 1.90 | 1.19 | 1.83 | 1.52 | 22.54 | 12.79 |
| 1351 | | Vert % | 26.36 | 17.73 | 31.53 | 38.38 | 27.62 | 23.51 | 26.31 | 26.05 |
| 1352 | | Index | 100 | 67 | 120 | 146 | 105 | 89 | 100 | 99 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1353 | | | | * | | | | | | |
| 1354 | Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone | Unwgt'd | 9177 | 19 | 169 | 106 | 173 | 132 | 2018 | 1162 |
| 1355 | | Weighted (000) | 40108 | 57 | 769 | 499 | 783 | 651 | 9395 | 5357 |
| 1356 | | Horz % | 100.00 | 0.14 | 1.92 | 1.24 | 1.95 | 1.62 | 23.43 | 13.36 |
| 1357 | | Vert % | 17.24 | 8.28 | 20.76 | 26.22 | 19.25 | 16.40 | 17.88 | 17.80 |
| 1358 | | Index | 100 | 48 | 120 | 152 | 112 | 95 | 104 | 103 |
| 1359 | | | | * | | | | | | |
| 1360 | Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone | Unwgt'd | 15160 | 24 | 276 | 172 | 269 | 226 | 3193 | 1824 |
| 1361 | | Weighted (000) | 68043 | 104 | 1251 | 793 | 1376 | 1117 | 15691 | 8713 |
| 1362 | | Horz % | 100.00 | 0.15 | 1.84 | 1.17 | 2.02 | 1.64 | 23.06 | 12.81 |
| 1363 | | Vert % | 29.25 | 15.15 | 33.80 | 41.69 | 33.83 | 28.12 | 29.85 | 28.95 |
| 1364 | | Index | 100 | 52 | 116 | 143 | 116 | 96 | 102 | 99 |
| 1365 | | | | * | | | | | | |
| 1366 | Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone | Unwgt'd | 8907 | 18 | 168 | 100 | 142 | 128 | 1861 | 1046 |
| 1367 | | Weighted (000) | 40399 | 92 | 761 | 516 | 722 | 671 | 9217 | 5089 |
| 1368 | | Horz % | 100.00 | 0.23 | 1.88 | 1.28 | 1.79 | 1.66 | 22.81 | 12.60 |
| 1369 | | Vert % | 17.36 | 13.32 | 20.55 | 27.13 | 17.75 | 16.90 | 17.54 | 16.91 |
| 1370 | | Index | 100 | 77 | 118 | 156 | 102 | 97 | 101 | 97 |
| 1371 | | | | * | | | | | | |
| 1372 | Cellular/Mobile Phone/Smartphone Has FM Radio Feature | Unwgt'd | 7151 | 13 | 115 | 75 | 134 | 115 | 1539 | 889 |
| 1373 | | Weighted (000) | 35090 | 59 | 595 | 332 | 774 | 616 | 8173 | 4526 |
| 1374 | | Horz % | 100.00 | 0.17 | 1.69 | 0.95 | 2.20 | 1.75 | 23.29 | 12.90 |
| 1375 | | Vert % | 15.08 | 8.63 | 16.06 | 17.43 | 19.02 | 15.50 | 15.55 | 15.03 |
| 1376 | | Index | 100 | 57 | 106 | 116 | 126 | 103 | 103 | 100 |
| 1377 | | | | * | | | | | | |
| 1378 | Read Any Daily Newspaper | Unwgt'd | 15909 | 46 | 248 | 148 | 243 | 307 | 3361 | 1972 |
| 1379 | | Weighted (000) | 66536 | 224 | 1010 | 596 | 1151 | 1295 | 15374 | 8807 |
| 1380 | | Horz % | 100.00 | 0.34 | 1.52 | 0.90 | 1.73 | 1.95 | 23.11 | 13.24 |
| 1381 | | Vert % | 28.60 | 32.54 | 27.29 | 31.32 | 28.29 | 32.61 | 29.25 | 29.26 |
| 1382 | | Index | 100 | 114 | 95 | 110 | 99 | 114 | 102 | 102 |
| 1383 | | | | * | | | | | | |
| 1384 | Read Any Sunday Newspaper | Unwgt'd | 20427 | 56 | 327 | 200 | 319 | 405 | 4440 | 2621 |
| 1385 | | Weighted (000) | 88342 | 268 | 1397 | 848 | 1621 | 1695 | 20993 | 12177 |
| 1386 | | Horz % | 100.00 | 0.30 | 1.58 | 0.96 | 1.83 | 1.92 | 23.76 | 13.78 |
| 1387 | | Vert % | 37.97 | 38.89 | 37.73 | 44.55 | 39.84 | 42.69 | 39.94 | 40.45 |
| 1388 | | Index | 100 | 102 | 99 | 117 | 105 | 112 | 105 | 107 |
| 1389 | | | | * | | | | | | |
| 1390 | Read or Looked Into Any Electronic Version of a Newspaper, including Web Site - Past Month | Unwgt'd | 16848 | 38 | 288 | 177 | 279 | 270 | 3451 | 1939 |
| 1391 | | Weighted (000) | 72437 | 220 | 1375 | 760 | 1356 | 1196 | 16524 | 8976 |
| 1392 | | Horz % | 100.00 | 0.30 | 1.90 | 1.05 | 1.87 | 1.65 | 22.81 | 12.39 |
| 1393 | | Vert % | 31.13 | 31.92 | 37.13 | 39.97 | 33.35 | 30.11 | 31.44 | 29.82 |
| 1394 | | Index | 100 | 103 | 119 | 128 | 107 | 97 | 101 | 96 |
| 1395 | | | | * | | * | | | | |
| 1396 | Newspaper Reading: Classified Advertising Read in Weekday Newspaper | Unwgt'd | 5507 | 14 | 76 | 46 | 96 | 121 | 1268 | 744 |
| 1397 | | Weighted (000) | 28423 | 69 | 367 | 205 | 565 | 610 | 6892 | 4033 |
| 1398 | | Horz % | 100.00 | 0.24 | 1.29 | 0.72 | 1.99 | 2.15 | 24.25 | 14.19 |
| 1399 | | Vert % | 12.22 | 10.03 | 9.90 | 10.77 | 13.89 | 15.37 | 13.11 | 13.40 |
| 1400 | | Index | 100 | 82 | 81 | 88 | 114 | 126 | 107 | 110 |
| 1401 | | | | * | | | | | | |
| 1402 | Newspaper Reading: Advertisements Read in Weekday Newspaper | Unwgt'd | 5598 | 20 | 81 | 52 | 96 | 111 | 1183 | 680 |
| 1403 | | Weighted (000) | 25867 | 118 | 383 | 168 | 487 | 450 | 5969 | 3284 |
| 1404 | | Horz % | 100.00 | 0.46 | 1.48 | 0.65 | 1.88 | 1.74 | 23.08 | 12.70 |
| 1405 | | Vert % | 11.12 | 17.16 | 10.34 | 8.85 | 11.98 | 11.35 | 11.36 | 10.91 |
| 1406 | | Index | 100 | 154 | 93 | 80 | 108 | 102 | 102 | 98 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1407 | | | | * | | | | | | |
| 1408 | Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper | Unwgted | 7389 | 25 | 122 | 70 | 115 | 167 | 1679 | 975 |
| 1409 | | Weighted (000) | 32860 | 183 | 563 | 303 | 572 | 688 | 8470 | 4815 |
| 1410 | | Horz % | 100.00 | 0.56 | 1.71 | 0.92 | 1.74 | 2.09 | 25.77 | 14.65 |
| 1411 | | Vert % | 14.12 | 26.56 | 15.21 | 15.94 | 14.06 | 17.32 | 16.11 | 15.99 |
| 1412 | | Index | 100 | 188 | 108 | 113 | 100 | 123 | 114 | 113 |
| 1413 | | | | * | | | | | | |
| 1414 | Newspaper Reading: Classified Advertising Read in Sunday/Weekend Newspaper | Unwgted | 6170 | 11 | 107 | 58 | 126 | 146 | 1474 | 866 |
| 1415 | | Weighted (000) | 31027 | 55 | 517 | 286 | 763 | 763 | 8054 | 4610 |
| 1416 | | Horz % | 100.00 | 0.18 | 1.67 | 0.92 | 2.46 | 2.46 | 25.96 | 14.86 |
| 1417 | | Vert % | 13.34 | 8.02 | 13.96 | 15.03 | 18.75 | 19.21 | 15.32 | 15.31 |
| 1418 | | Index | 100 | 60 | 105 | 113 | 141 | 144 | 115 | 115 |
| 1419 | | | | * | | | | | | |
| 1420 | Newspaper Reading: Advertisements Read in Sunday/Weekend Newspaper | Unwgted | 7256 | 23 | 117 | 83 | 135 | 155 | 1625 | 929 |
| 1421 | | Weighted (000) | 32774 | 112 | 561 | 360 | 668 | 654 | 8216 | 4624 |
| 1422 | | Horz % | 100.00 | 0.34 | 1.71 | 1.10 | 2.04 | 1.99 | 25.07 | 14.11 |
| 1423 | | Vert % | 14.09 | 16.29 | 15.16 | 18.90 | 16.42 | 16.46 | 15.63 | 15.36 |
| 1424 | | Index | 100 | 116 | 108 | 134 | 117 | 117 | 111 | 109 |
| 1425 | | | | * | | | | | | |
| 1426 | Newspaper Reading: Circulars/Inserts/Fliers Read in Sunday/Weekend Newspaper | Unwgted | 11152 | 36 | 204 | 135 | 200 | 252 | 2600 | 1496 |
| 1427 | | Weighted (000) | 48338 | 201 | 889 | 597 | 952 | 1057 | 12591 | 6996 |
| 1428 | | Horz % | 100.00 | 0.42 | 1.84 | 1.24 | 1.97 | 2.19 | 26.05 | 14.47 |
| 1429 | | Vert % | 20.78 | 29.16 | 24.02 | 31.40 | 23.40 | 26.61 | 23.96 | 23.24 |
| 1430 | | Index | 100 | 140 | 116 | 151 | 113 | 128 | 115 | 112 |
| 1431 | | | | * | | * | | | | |
| 1432 | Personally Referred to Paper Yellow Pages - Past Week | Unwgted | 5353 | 15 | 84 | 43 | 77 | 118 | 1191 | 731 |
| 1433 | | Weighted (000) | 25866 | 98 | 340 | 173 | 411 | 569 | 6247 | 3750 |
| 1434 | | Horz % | 100.00 | 0.38 | 1.32 | 0.67 | 1.59 | 2.20 | 24.15 | 14.50 |
| 1435 | | Vert % | 11.12 | 14.19 | 9.19 | 9.11 | 10.09 | 14.32 | 11.89 | 12.46 |
| 1436 | | Index | 100 | 128 | 83 | 82 | 91 | 129 | 107 | 112 |
| 1437 | | | | * | | * | | | | |
| 1438 | Personally Referred to Internet Yellow Pages - Past Wee | Unwgted | 3353 | 13 | 60 | 41 | 69 | 60 | 743 | 430 |
| 1439 | | Weighted (000) | 15586 | 80 | 297 | 154 | 361 | 297 | 3754 | 2082 |
| 1440 | | Horz % | 100.00 | 0.51 | 1.90 | 0.99 | 2.32 | 1.90 | 24.08 | 13.36 |
| 1441 | | Vert % | 6.70 | 11.61 | 8.02 | 8.10 | 8.88 | 7.47 | 7.14 | 6.92 |
| 1442 | | Index | 100 | 173 | 120 | 121 | 133 | 112 | 107 | 103 |
| 1443 | | | | * | | | | | | |
| 1444 | Personally Referred to Yellow Pages (Paper or Internet) - Past Week | Unwgted | 7971 | 27 | 133 | 74 | 129 | 167 | 1763 | 1063 |
| 1445 | | Weighted (000) | 37986 | 176 | 587 | 283 | 679 | 796 | 9123 | 5341 |
| 1446 | | Horz % | 100.00 | 0.46 | 1.54 | 0.74 | 1.79 | 2.10 | 24.02 | 14.06 |
| 1447 | | Vert % | 16.33 | 25.52 | 15.85 | 14.86 | 16.69 | 20.05 | 17.36 | 17.74 |
| 1448 | | Index | 100 | 156 | 97 | 91 | 102 | 123 | 106 | 109 |
| 1449 | | | | * | | | | | | |
| 1450 | Have Personally Seen Video Ads in Grocery Stores - Past Month | Unwgted | 9675 | 22 | 182 | 88 | 166 | 177 | 2116 | 1246 |
| 1451 | | Weighted (000) | 45772 | 148 | 862 | 392 | 916 | 810 | 10806 | 6115 |
| 1452 | | Horz % | 100.00 | 0.32 | 1.88 | 0.86 | 2.00 | 1.77 | 23.61 | 13.36 |
| 1453 | | Vert % | 19.67 | 21.42 | 23.27 | 20.62 | 22.53 | 20.41 | 20.56 | 20.31 |
| 1454 | | Index | 100 | 109 | 118 | 105 | 115 | 104 | 105 | 103 |
| 1455 | | | | * | | | | | | |
| 1456 | Have Personally Seen Video Ads in Drug Stores - Past Month | Unwgted | 5964 | 13 | 96 | 53 | 100 | 97 | 1249 | 772 |
| 1457 | | Weighted (000) | 28848 | 69 | 477 | 230 | 571 | 431 | 6528 | 3812 |
| 1458 | | Horz % | 100.00 | 0.24 | 1.65 | 0.80 | 1.98 | 1.49 | 22.63 | 13.21 |
| 1459 | | Vert % | 12.40 | 10.08 | 12.89 | 12.09 | 14.04 | 10.86 | 12.42 | 12.66 |
| 1460 | | Index | 100 | 81 | 104 | 98 | 113 | 88 | 100 | 102 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1461 | | | | * | | | | | | |
| 1462 | Have Personally Seen Video Ads in Convenience Stores - Past Month | Unwgted | 5713 | 11 | 107 | 53 | 104 | 87 | 1250 | 748 |
| 1463 | | Weighted (000) | 28316 | 44 | 501 | 220 | 563 | 389 | 6697 | 3760 |
| 1464 | | Horz % | 100.00 | 0.16 | 1.77 | 0.78 | 1.99 | 1.37 | 23.65 | 13.28 |
| 1465 | | Vert % | 12.17 | 6.45 | 13.53 | 11.57 | 13.85 | 9.79 | 12.74 | 12.49 |
| 1466 | | Index | 100 | 53 | 111 | 95 | 114 | 80 | 105 | 103 |
| 1467 | | | | * | | | | | | |
| 1468 | Have Personally Seen Video Ads in Large | Unwgted | 6766 | 13 | 130 | 66 | 114 | 131 | 1540 | 922 |
| 1469 | | Weighted (000) | 33563 | 62 | 672 | 275 | 629 | 603 | 8193 | 4631 |
| 1470 | Discount/Department Stores - Past Month | Horz % | 100.00 | 0.18 | 2.00 | 0.82 | 1.88 | 1.80 | 24.41 | 13.80 |
| 1471 | | Vert % | 14.43 | 9.01 | 18.14 | 14.47 | 15.47 | 15.18 | 15.59 | 15.39 |
| 1472 | | Index | 100 | 62 | 126 | 100 | 107 | 105 | 108 | 107 |
| 1473 | | | | * | | | | | | |
| 1474 | Have Personally Seen Video Ads in Warehouse/Club Stores - Past Month | Unwgted | 5094 | 12 | 82 | 50 | 96 | 88 | 1107 | 660 |
| 1475 | | Weighted (000) | 24492 | 71 | 401 | 206 | 485 | 406 | 5676 | 3365 |
| 1476 | | Horz % | 100.00 | 0.29 | 1.64 | 0.84 | 1.98 | 1.66 | 23.18 | 13.74 |
| 1477 | | Vert % | 10.53 | 10.30 | 10.83 | 10.80 | 11.92 | 10.22 | 10.80 | 11.18 |
| 1478 | | Index | 100 | 98 | 103 | 103 | 113 | 97 | 103 | 106 |
| 1479 | | | | * | | * | | | | |
| 1480 | Have Personally Seen Video Ads in Other Stores - Past Month | Unwgted | 4975 | 12 | 92 | 38 | 84 | 76 | 1063 | 652 |
| 1481 | | Weighted (000) | 24981 | 59 | 463 | 167 | 490 | 403 | 5737 | 3472 |
| 1482 | | Horz % | 100.00 | 0.24 | 1.85 | 0.67 | 1.96 | 1.61 | 22.97 | 13.90 |
| 1483 | | Vert % | 10.74 | 8.62 | 12.50 | 8.80 | 12.04 | 10.14 | 10.92 | 11.54 |
| 1484 | | Index | 100 | 80 | 116 | 82 | 112 | 94 | 102 | 107 |
| 1485 | | | | * | | | | | | |
| 1486 | Have Personally Seen Video Ads in Shopping Malls - Past Month | Unwgted | 7146 | 14 | 129 | 66 | 113 | 125 | 1463 | 856 |
| 1487 | | Weighted (000) | 34045 | 61 | 657 | 273 | 615 | 575 | 7501 | 4150 |
| 1488 | | Horz % | 100.00 | 0.18 | 1.93 | 0.80 | 1.81 | 1.69 | 22.03 | 12.19 |
| 1489 | | Vert % | 14.63 | 8.85 | 17.74 | 14.36 | 15.11 | 14.47 | 14.27 | 13.79 |
| 1490 | | Index | 100 | 61 | 121 | 98 | 103 | 99 | 98 | 94 |
| 1491 | | | | * | | * | | | | |
| 1492 | Have Personally Seen Video Ads in Bars/Pubs - Past Month | Unwgted | 4270 | 9 | 85 | 44 | 71 | 70 | 865 | 523 |
| 1493 | | Weighted (000) | 20501 | 37 | 385 | 178 | 338 | 324 | 4425 | 2508 |
| 1494 | | Horz % | 100.00 | 0.18 | 1.88 | 0.87 | 1.65 | 1.58 | 21.58 | 12.23 |
| 1495 | | Vert % | 8.81 | 5.34 | 10.38 | 9.35 | 8.32 | 8.15 | 8.42 | 8.33 |
| 1496 | | Index | 100 | 61 | 118 | 106 | 94 | 92 | 96 | 95 |
| 1497 | | | | * | | | | | | |
| 1498 | Have Personally Seen Video Ads in Fast-Food or Family Restaurants - Past Month | Unwgted | 5914 | 10 | 100 | 54 | 104 | 98 | 1250 | 744 |
| 1499 | | Weighted (000) | 29591 | 49 | 499 | 212 | 668 | 518 | 6758 | 3872 |
| 1500 | | Horz % | 100.00 | 0.17 | 1.69 | 0.72 | 2.26 | 1.75 | 22.84 | 13.09 |
| 1501 | | Vert % | 12.72 | 7.13 | 13.48 | 11.13 | 16.43 | 13.05 | 12.86 | 12.86 |
| 1502 | | Index | 100 | 56 | 106 | 87 | 129 | 103 | 101 | 101 |
| 1503 | | | | * | | * | | | | |
| 1504 | Have Personally Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month | Unwgted | 4221 | 12 | 76 | 36 | 65 | 70 | 855 | 514 |
| 1505 | | Weighted (000) | 20334 | 58 | 335 | 159 | 367 | 304 | 4420 | 2533 |
| 1506 | | Horz % | 100.00 | 0.29 | 1.65 | 0.78 | 1.81 | 1.49 | 21.74 | 12.45 |
| 1507 | | Vert % | 8.74 | 8.43 | 9.04 | 8.33 | 9.03 | 7.65 | 8.41 | 8.41 |
| 1508 | | Index | 100 | 96 | 103 | 95 | 103 | 87 | 96 | 96 |
| 1509 | | | | * | | * | | | | |
| 1510 | Have Personally Seen Video Ads in Gym/Health Clubs - Past Month | Unwgted | 3804 | 4 | 72 | 36 | 68 | 62 | 746 | 455 |
| 1511 | | Weighted (000) | 17889 | 16 | 284 | 124 | 389 | 252 | 3662 | 2161 |
| 1512 | | Horz % | 100.00 | 0.09 | 1.59 | 0.69 | 2.18 | 1.41 | 20.47 | 12.08 |
| 1513 | | Vert % | 7.69 | 2.36 | 7.66 | 6.53 | 9.57 | 6.34 | 6.97 | 7.18 |
| 1514 | | Index | 100 | 31 | 100 | 85 | 124 | 82 | 91 | 93 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1515 | | | | * | | * | | | | |
| 1516 | Have Personally Seen Video Ads in Medical Offices - Past Month | Unwgt'd | 5622 | 17 | 95 | 49 | 93 | 103 | 1201 | 714 |
| 1517 | | Weighted (000) | 27774 | 93 | 435 | 216 | 509 | 460 | 6249 | 3504 |
| 1518 | | Horz % | 100.00 | 0.34 | 1.57 | 0.78 | 1.83 | 1.66 | 22.50 | 12.62 |
| 1519 | | Vert % | 11.94 | 13.57 | 11.75 | 11.38 | 12.52 | 11.59 | 11.89 | 11.64 |
| 1520 | | Index | 100 | 114 | 98 | 95 | 105 | 97 | 100 | 98 |
| 1521 | | | | * | | * | | | | |
| 1522 | Have Personally Seen Video Ads in Airports - Past Month | Unwgt'd | 4304 | 12 | 73 | 41 | 75 | 72 | 884 | 513 |
| 1523 | | Weighted (000) | 18970 | 82 | 279 | 151 | 355 | 350 | 4102 | 2287 |
| 1524 | | Horz % | 100.00 | 0.43 | 1.47 | 0.80 | 1.87 | 1.85 | 21.62 | 12.05 |
| 1525 | | Vert % | 8.15 | 11.84 | 7.54 | 7.94 | 8.73 | 8.83 | 7.80 | 7.60 |
| 1526 | | Index | 100 | 145 | 93 | 97 | 107 | 108 | 96 | 93 |
| 1527 | | | | * | | * | | | | |
| 1528 | Have Personally Seen Video Ads at Gas Stations - Past Month | Unwgt'd | 7896 | 25 | 155 | 88 | 157 | 135 | 1773 | 1043 |
| 1529 | | Weighted (000) | 35885 | 137 | 715 | 289 | 814 | 646 | 8583 | 4841 |
| 1530 | | Horz % | 100.00 | 0.38 | 1.99 | 0.80 | 2.27 | 1.80 | 23.92 | 13.49 |
| 1531 | | Vert % | 15.42 | 19.84 | 19.32 | 15.18 | 20.02 | 16.27 | 16.33 | 16.08 |
| 1532 | | Index | 100 | 129 | 125 | 98 | 130 | 105 | 106 | 104 |
| 1533 | | | | * | | * | * | | | |
| 1534 | Have Personally Seen Video Ads in Office Building Lobbies Past Month | Unwgt'd | 3487 | 4 | 69 | 27 | 48 | 55 | 673 | 407 |
| 1535 | | Weighted (000) | 16853 | 19 | 299 | 105 | 283 | 236 | 3354 | 1924 |
| 1536 | | Horz % | 100.00 | 0.11 | 1.78 | 0.63 | 1.68 | 1.40 | 19.90 | 11.42 |
| 1537 | | Vert % | 7.24 | 2.69 | 8.09 | 5.54 | 6.95 | 5.96 | 6.38 | 6.39 |
| 1538 | | Index | 100 | 37 | 112 | 77 | 96 | 82 | 88 | 88 |
| 1539 | | | | * | | * | * | | | |
| 1540 | Have Personally Seen Video Ads in Office Building Elevators - Past Month | Unwgt'd | 3287 | 3 | 60 | 28 | 43 | 58 | 638 | 398 |
| 1541 | | Weighted (000) | 15521 | 9 | 268 | 112 | 238 | 317 | 3149 | 1884 |
| 1542 | | Horz % | 100.00 | 0.06 | 1.72 | 0.72 | 1.53 | 2.04 | 20.29 | 12.14 |
| 1543 | | Vert % | 6.67 | 1.32 | 7.23 | 5.86 | 5.84 | 7.99 | 5.99 | 6.26 |
| 1544 | | Index | 100 | 20 | 108 | 88 | 88 | 120 | 90 | 94 |
| 1545 | | | | * | | * | | | | |
| 1546 | Have Personally Seen Video Ads in Movie Theater Lobbies Past Month | Unwgt'd | 5335 | 12 | 102 | 44 | 95 | 95 | 1114 | 653 |
| 1547 | | Weighted (000) | 25485 | 52 | 429 | 182 | 479 | 562 | 5612 | 3148 |
| 1548 | | Horz % | 100.00 | 0.20 | 1.68 | 0.72 | 1.88 | 2.21 | 22.02 | 12.35 |
| 1549 | | Vert % | 10.95 | 7.48 | 11.58 | 9.59 | 11.79 | 14.16 | 10.68 | 10.46 |
| 1550 | | Index | 100 | 68 | 106 | 88 | 108 | 129 | 97 | 95 |
| 1551 | | | | * | | * | | | | |
| 1552 | Have Seen Any Billboards - Past Month | Unwgt'd | 26099 | 76 | 470 | 283 | 487 | 467 | 5963 | 3431 |
| 1553 | | Weighted (000) | 118648 | 422 | 2190 | 1225 | 2386 | 2165 | 29428 | 16262 |
| 1554 | | Horz % | 100.00 | 0.36 | 1.85 | 1.03 | 2.01 | 1.82 | 24.80 | 13.71 |
| 1555 | | Vert % | 51.00 | 61.34 | 59.14 | 64.38 | 58.67 | 54.52 | 55.99 | 54.03 |
| 1556 | | Index | 100 | 120 | 116 | 126 | 115 | 107 | 110 | 106 |
| 1557 | | | | * | | * | | | | |
| 1558 | Have Seen Any Ads on Buses/Trains - Past Month | Unwgt'd | 11791 | 43 | 204 | 120 | 222 | 207 | 2405 | 1386 |
| 1559 | | Weighted (000) | 51726 | 188 | 819 | 466 | 1005 | 867 | 11286 | 6133 |
| 1560 | | Horz % | 100.00 | 0.36 | 1.58 | 0.90 | 1.94 | 1.68 | 21.82 | 11.86 |
| 1561 | | Vert % | 22.23 | 27.30 | 22.12 | 24.50 | 24.72 | 21.84 | 21.47 | 20.37 |
| 1562 | | Index | 100 | 123 | 100 | 110 | 111 | 98 | 97 | 92 |
| 1563 | | | | * | | * | | | | |
| 1564 | Have Seen Any Ads at Bus Stops or Train Stations - Past Month | Unwgt'd | 7817 | 23 | 126 | 64 | 126 | 131 | 1454 | 841 |
| 1565 | | Weighted (000) | 34319 | 97 | 582 | 231 | 579 | 555 | 6995 | 3920 |
| 1566 | | Horz % | 100.00 | 0.28 | 1.70 | 0.67 | 1.69 | 1.62 | 20.38 | 11.42 |
| 1567 | | Vert % | 14.75 | 14.11 | 15.73 | 12.14 | 14.23 | 13.99 | 13.31 | 13.02 |
| 1568 | | Index | 100 | 96 | 107 | 82 | 96 | 95 | 90 | 88 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|--------------------------------|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1569 | | | | * | * | * | * | | | |
| 1570 | | Unwgted | 3501 | 6 | 46 | 34 | 46 | 57 | 608 | 379 |
| 1571 | Have Seen Any Ads Inside | Weighted (000) | 15704 | 26 | 155 | 137 | 242 | 281 | 2917 | 1785 |
| 1572 | Taxis - Past Month | Horz % | 100.00 | 0.17 | 0.98 | 0.87 | 1.54 | 1.79 | 18.58 | 11.37 |
| 1573 | | Vert % | 6.75 | 3.77 | 4.18 | 7.21 | 5.96 | 7.09 | 5.55 | 5.93 |
| 1574 | | Index | 100 | 56 | 62 | 107 | 88 | 105 | 82 | 88 |
| 1575 | | | | * | | | | | | |
| 1576 | | Unwgted | 6629 | 19 | 95 | 54 | 109 | 99 | 1230 | 700 |
| 1577 | Have Seen Any Ads on Top of | Weighted (000) | 29031 | 86 | 420 | 205 | 486 | 388 | 5708 | 3149 |
| 1578 | Taxis - Past Month | Horz % | 100.00 | 0.30 | 1.45 | 0.71 | 1.67 | 1.34 | 19.66 | 10.85 |
| 1579 | | Vert % | 12.48 | 12.53 | 11.34 | 10.79 | 11.94 | 9.77 | 10.86 | 10.46 |
| 1580 | | Index | 100 | 100 | 91 | 86 | 96 | 78 | 87 | 84 |
| 1581 | | | | * | * | * | * | * | | |
| 1582 | | Unwgted | 3025 | 9 | 46 | 22 | 41 | 41 | 528 | 330 |
| 1583 | Have Seen Any Ads on Phone | Weighted (000) | 14729 | 48 | 179 | 109 | 213 | 232 | 2843 | 1744 |
| 1584 | Booths - Past Month | Horz % | 100.00 | 0.33 | 1.21 | 0.74 | 1.45 | 1.58 | 19.30 | 11.84 |
| 1585 | | Vert % | 6.33 | 7.03 | 4.82 | 5.70 | 5.25 | 5.85 | 5.41 | 5.79 |
| 1586 | | Index | 100 | 111 | 76 | 90 | 83 | 92 | 85 | 91 |
| 1587 | | | | * | | | | | | |
| 1588 | | Unwgted | 8668 | 23 | 148 | 94 | 169 | 142 | 1911 | 1102 |
| 1589 | Have Seen Any Ads at Sports | Weighted (000) | 39772 | 118 | 710 | 374 | 842 | 676 | 9610 | 5281 |
| 1590 | or Entertainment Events - Past | Horz % | 100.00 | 0.30 | 1.78 | 0.94 | 2.12 | 1.70 | 24.16 | 13.28 |
| 1591 | Month | Vert % | 17.09 | 17.18 | 19.16 | 19.64 | 20.70 | 17.02 | 18.28 | 17.55 |
| 1592 | | Index | 100 | 100 | 112 | 115 | 121 | 100 | 107 | 103 |
| 1593 | | | | * | | | | | | |
| 1594 | | Unwgted | 6268 | 11 | 107 | 56 | 104 | 114 | 1298 | 763 |
| 1595 | Have Seen Any Ads on | Weighted (000) | 27837 | 62 | 497 | 242 | 473 | 488 | 6364 | 3643 |
| 1596 | Postcards - Past Month | Horz % | 100.00 | 0.22 | 1.78 | 0.87 | 1.70 | 1.75 | 22.86 | 13.09 |
| 1597 | | Vert % | 11.96 | 9.04 | 13.41 | 12.70 | 11.63 | 12.29 | 12.11 | 12.10 |
| 1598 | | Index | 100 | 76 | 112 | 106 | 97 | 103 | 101 | 101 |
| 1599 | | | | * | | | | | | |
| 1600 | | Unwgted | 9611 | 23 | 177 | 84 | 171 | 160 | 2091 | 1185 |
| 1601 | Have Seen Any Ads Sent to a | Weighted (000) | 45591 | 141 | 789 | 397 | 964 | 800 | 10775 | 5859 |
| 1602 | Cellphone or Other Mobile | Horz % | 100.00 | 0.31 | 1.73 | 0.87 | 2.11 | 1.75 | 23.63 | 12.85 |
| 1603 | Device - Past Month | Vert % | 19.60 | 20.48 | 21.30 | 20.89 | 23.69 | 20.14 | 20.50 | 19.46 |
| 1604 | | Index | 100 | 104 | 109 | 107 | 121 | 103 | 105 | 99 |
| 1605 | | | | * | | | | | | |
| 1606 | | Unwgted | 9449 | 25 | 190 | 91 | 182 | 165 | 2039 | 1179 |
| 1607 | Have Seen Any Ads on | Weighted (000) | 44152 | 108 | 842 | 439 | 1010 | 882 | 10421 | 5742 |
| 1608 | Posters at Movie Theater - | Horz % | 100.00 | 0.25 | 1.91 | 0.99 | 2.29 | 2.00 | 23.60 | 13.00 |
| 1609 | Past Month | Vert % | 18.98 | 15.73 | 22.75 | 23.08 | 24.85 | 22.21 | 19.83 | 19.07 |
| 1610 | | Index | 100 | 83 | 120 | 122 | 131 | 117 | 104 | 101 |
| 1611 | | | | * | | | | | | |
| 1612 | | Unwgted | 12305 | 32 | 234 | 123 | 234 | 216 | 2660 | 1552 |
| 1613 | Have Seen Any Ads Shown | Weighted (000) | 57491 | 156 | 1058 | 557 | 1244 | 1094 | 13602 | 7588 |
| 1614 | On-Screen Before Start of | Horz % | 100.00 | 0.27 | 1.84 | 0.97 | 2.16 | 1.90 | 23.66 | 13.20 |
| 1615 | Movie - Past Month | Vert % | 24.71 | 22.69 | 28.58 | 29.26 | 30.59 | 27.54 | 25.88 | 25.21 |
| 1616 | | Index | 100 | 92 | 116 | 118 | 124 | 111 | 105 | 102 |
| 1617 | | | | * | | | | | | |
| 1618 | | Unwgted | 17949 | 56 | 331 | 188 | 322 | 323 | 4119 | 2381 |
| 1619 | Have Seen Any Ads in Stores | Weighted (000) | 83367 | 305 | 1636 | 836 | 1634 | 1509 | 20817 | 11711 |
| 1620 | (Not Video Ads) - Past Month | Horz % | 100.00 | 0.37 | 1.96 | 1.00 | 1.96 | 1.81 | 24.97 | 14.05 |
| 1621 | | Vert % | 35.83 | 44.35 | 44.19 | 43.94 | 40.17 | 38.01 | 39.61 | 38.91 |
| 1622 | | Index | 100 | 124 | 123 | 123 | 112 | 106 | 111 | 109 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|---|----------------|-----------------|-------------------------------|----------------------|-----------------------|------------------------|-----------------------|--------------------|--|
| 1 | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 2 | | | | | | | | | | |
| 1623 | | | | * | | | | | | |
| 1624 | | Unwgted | 11294 | 27 | 201 | 111 | 200 | 242 | 2530 | 1466 |
| 1625 | Have Seen Any Infomercials - | Weighted (000) | 53386 | 144 | 949 | 463 | 1041 | 1204 | 12951 | 7194 |
| 1626 | Past Month | Horz % | 100.00 | 0.27 | 1.78 | 0.87 | 1.95 | 2.26 | 24.26 | 13.48 |
| 1627 | | Vert % | 22.95 | 20.88 | 25.63 | 24.33 | 25.60 | 30.32 | 24.64 | 23.90 |
| 1628 | | Index | 100 | 91 | 112 | 106 | 112 | 132 | 107 | 104 |
| 1629 | | | | | | | | | | |
| 1630 | | Unwgted | 21425 | 64 | 395 | 228 | 344 | 417 | 4787 | 2777 |
| 1631 | Have Seen Any Offers or Ads Sent to Home By Mail - Past | Weighted (000) | 97473 | 366 | 1791 | 1032 | 1762 | 1887 | 23912 | 13456 |
| 1632 | Month | Horz % | 100.00 | 0.38 | 1.84 | 1.06 | 1.81 | 1.94 | 24.53 | 13.81 |
| 1633 | | Vert % | 41.90 | 53.13 | 48.36 | 54.24 | 43.32 | 47.53 | 45.50 | 44.70 |
| 1634 | | Index | 100 | 127 | 115 | 129 | 103 | 113 | 109 | 107 |
| 1635 | | | | * | | * | | | | |
| 1636 | | Unwgted | 4091 | 9 | 77 | 34 | 72 | 73 | 830 | 501 |
| 1637 | Have Seen Any Product Placement in Video Games - | Weighted (000) | 21298 | 53 | 439 | 161 | 411 | 430 | 4760 | 2864 |
| 1638 | Past Month | Horz % | 100.00 | 0.25 | 2.06 | 0.75 | 1.93 | 2.02 | 22.35 | 13.45 |
| 1639 | | Vert % | 9.15 | 7.74 | 11.85 | 8.44 | 10.11 | 10.83 | 9.06 | 9.51 |
| 1640 | | Index | 100 | 84 | 129 | 92 | 110 | 118 | 99 | 104 |
| 1641 | | | | | | | | | | |
| 1642 | | Unwgted | 20006 | 54 | 358 | 207 | 344 | 383 | 4488 | 2565 |
| 1643 | Have Seen Any Product Placement in TV Shows - Past | Weighted (000) | 91471 | 354 | 1702 | 892 | 1758 | 1826 | 22290 | 12387 |
| 1644 | Month | Horz % | 100.00 | 0.39 | 1.86 | 0.98 | 1.92 | 2.00 | 24.37 | 13.54 |
| 1645 | | Vert % | 39.32 | 51.38 | 45.96 | 46.88 | 43.22 | 45.99 | 42.41 | 41.15 |
| 1646 | | Index | 100 | 131 | 117 | 119 | 110 | 117 | 108 | 105 |
| 1647 | | | | * | | | | | | |
| 1648 | | Unwgted | 12007 | 31 | 244 | 127 | 234 | 213 | 2687 | 1541 |
| 1649 | Have Seen Any Product Placement in Movies - Past | Weighted (000) | 57224 | 221 | 1146 | 571 | 1273 | 1156 | 14032 | 7944 |
| 1650 | Month | Horz % | 100.00 | 0.39 | 2.00 | 1.00 | 2.22 | 2.02 | 24.52 | 13.88 |
| 1651 | | Vert % | 24.60 | 32.03 | 30.96 | 29.99 | 31.30 | 29.12 | 26.70 | 26.39 |
| 1652 | | Index | 100 | 130 | 126 | 122 | 127 | 118 | 109 | 107 |
| 1653 | | | | | | | | | | |
| 1654 | Automotive Attitudes: I want a | Unwgted | 30058 | 65 | 449 | 250 | 472 | 478 | 6667 | 3990 |
| 1655 | vehicle that has both the | Weighted (000) | 143934 | 336 | 2209 | 1047 | 2463 | 2382 | 33872 | 19630 |
| 1656 | comforts of a car and the | Horz % | 100.00 | 0.23 | 1.53 | 0.73 | 1.71 | 1.66 | 23.53 | 13.64 |
| 1657 | capabilities of a truck. | Vert % | 61.87 | 48.76 | 59.66 | 55.01 | 60.57 | 60.00 | 64.45 | 65.21 |
| 1658 | | Index | 100 | 79 | 96 | 89 | 98 | 97 | 104 | 105 |
| 1659 | | | | | | | | | | |
| 1660 | Automotive Attitudes: I plan to | Unwgted | 29871 | 64 | 427 | 205 | 462 | 458 | 5852 | 3338 |
| 1661 | buy the vehicle that best | Weighted (000) | 139627 | 343 | 2028 | 967 | 2429 | 2145 | 30077 | 16816 |
| 1662 | meets my needs no matter | Horz % | 100.00 | 0.25 | 1.45 | 0.69 | 1.74 | 1.54 | 21.54 | 12.04 |
| 1663 | who makes it or in what | Vert % | 60.01 | 49.82 | 54.78 | 50.84 | 59.71 | 54.02 | 57.23 | 55.87 |
| 1664 | country it is produced. | Index | 100 | 83 | 91 | 85 | 99 | 90 | 95 | 93 |
| 1665 | | | | | | | | | | |
| 1666 | Automotive Attitudes: The | Unwgted | 26259 | 70 | 399 | 222 | 444 | 425 | 5477 | 3267 |
| 1667 | vehicle a person owns says a | Weighted (000) | 122035 | 390 | 2000 | 938 | 2281 | 1999 | 27589 | 15922 |
| 1668 | lot about him or her. | Horz % | 100.00 | 0.32 | 1.64 | 0.77 | 1.87 | 1.64 | 22.61 | 13.05 |
| 1669 | | Vert % | 52.45 | 56.58 | 54.01 | 49.32 | 56.09 | 50.35 | 52.49 | 52.89 |
| 1670 | | Index | 100 | 108 | 103 | 94 | 107 | 96 | 100 | 101 |
| 1671 | | | | * | | | | | | |
| 1672 | Automotive Attitudes: I often | Unwgted | 15463 | 46 | 222 | 117 | 273 | 235 | 3290 | 1953 |
| 1673 | take the opportunity to discuss | Weighted (000) | 74913 | 208 | 1082 | 448 | 1395 | 1221 | 16692 | 9626 |
| 1674 | my knowledge of automobiles | Horz % | 100.00 | 0.28 | 1.44 | 0.60 | 1.86 | 1.63 | 22.28 | 12.85 |
| 1675 | with others. | Vert % | 32.20 | 30.13 | 29.22 | 23.56 | 34.31 | 30.75 | 31.76 | 31.98 |
| 1676 | | Index | 100 | 94 | 91 | 73 | 107 | 96 | 99 | 99 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1677 | | | | | | | | | | |
| 1678 | Automotive Attitudes: I'm loyal to my vehicle brands and stick with them. | Unwgt'd | 23769 | 69 | 386 | 221 | 397 | 399 | 5065 | 3081 |
| 1679 | | Weighted (000) | 111002 | 386 | 1860 | 793 | 1909 | 1915 | 25118 | 14741 |
| 1680 | | Horz % | 100.00 | 0.35 | 1.68 | 0.71 | 1.72 | 1.73 | 22.63 | 13.28 |
| 1681 | | Vert % | 47.71 | 56.00 | 50.23 | 41.68 | 46.93 | 48.23 | 47.79 | 48.97 |
| 1682 | | Index | 100 | 117 | 105 | 87 | 98 | 101 | 100 | 103 |
| 1683 | | | | * | | | | | | |
| 1684 | Automotive Attitudes: I consider myself to be an automotive enthusiast. | Unwgt'd | 13766 | 36 | 208 | 106 | 269 | 202 | 2977 | 1754 |
| 1685 | | Weighted (000) | 66230 | 144 | 1055 | 370 | 1414 | 994 | 14854 | 8524 |
| 1686 | | Horz % | 100.00 | 0.22 | 1.59 | 0.56 | 2.13 | 1.50 | 22.43 | 12.87 |
| 1687 | | Vert % | 28.47 | 20.93 | 28.50 | 19.43 | 34.76 | 25.05 | 28.26 | 28.32 |
| 1688 | | Index | 100 | 74 | 100 | 68 | 122 | 88 | 99 | 99 |
| 1689 | | | | * | | | | | | |
| 1690 | Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. | Unwgt'd | 16588 | 36 | 257 | 126 | 230 | 246 | 3135 | 1857 |
| 1691 | | Weighted (000) | 76783 | 180 | 1215 | 520 | 1231 | 1146 | 15562 | 9210 |
| 1692 | | Horz % | 100.00 | 0.23 | 1.58 | 0.68 | 1.60 | 1.49 | 20.27 | 11.99 |
| 1693 | | Vert % | 33.00 | 26.08 | 32.81 | 27.32 | 30.27 | 28.86 | 29.61 | 30.60 |
| 1694 | | Index | 100 | 79 | 99 | 83 | 92 | 87 | 90 | 93 |
| 1695 | | | | * | | | | | | |
| 1696 | Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road. | Unwgt'd | 14576 | 31 | 221 | 127 | 278 | 200 | 2930 | 1750 |
| 1697 | | Weighted (000) | 70750 | 239 | 1103 | 505 | 1524 | 1112 | 15247 | 8867 |
| 1698 | | Horz % | 100.00 | 0.34 | 1.56 | 0.71 | 2.15 | 1.57 | 21.55 | 12.53 |
| 1699 | | Vert % | 30.41 | 34.65 | 29.80 | 26.54 | 37.46 | 28.01 | 29.01 | 29.46 |
| 1700 | | Index | 100 | 114 | 98 | 87 | 123 | 92 | 95 | 97 |
| 1701 | | | | | | | | | | |
| 1702 | Automotive Attitudes: I think of vehicles as basic transportation. | Unwgt'd | 38102 | 102 | 606 | 317 | 539 | 680 | 7995 | 4772 |
| 1703 | | Weighted (000) | 179016 | 534 | 2888 | 1408 | 2790 | 3182 | 40711 | 23602 |
| 1704 | | Horz % | 100.00 | 0.30 | 1.61 | 0.79 | 1.56 | 1.78 | 22.74 | 13.18 |
| 1705 | | Vert % | 76.94 | 77.52 | 78.00 | 74.00 | 68.59 | 80.13 | 77.46 | 78.41 |
| 1706 | | Index | 100 | 101 | 101 | 96 | 89 | 104 | 101 | 102 |
| 1707 | | | | | | | | | | |
| 1708 | Automotive Attitudes: I look forward to technology advances in new vehicles. | Unwgt'd | 31998 | 78 | 522 | 284 | 505 | 522 | 6552 | 3810 |
| 1709 | | Weighted (000) | 145826 | 369 | 2555 | 1176 | 2501 | 2567 | 32420 | 18465 |
| 1710 | | Horz % | 100.00 | 0.25 | 1.75 | 0.81 | 1.72 | 1.76 | 22.23 | 12.66 |
| 1711 | | Vert % | 62.68 | 53.51 | 69.00 | 61.80 | 61.50 | 64.64 | 61.68 | 61.34 |
| 1712 | | Index | 100 | 85 | 110 | 99 | 98 | 103 | 98 | 98 |
| 1713 | | | | | | | | | | |
| 1714 | Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. | Unwgt'd | 37605 | 104 | 585 | 339 | 620 | 617 | 8003 | 4732 |
| 1715 | | Weighted (000) | 171664 | 513 | 2751 | 1504 | 3029 | 2801 | 39474 | 22564 |
| 1716 | | Horz % | 100.00 | 0.30 | 1.60 | 0.88 | 1.76 | 1.63 | 22.99 | 13.14 |
| 1717 | | Vert % | 73.78 | 74.44 | 74.30 | 79.05 | 74.49 | 70.55 | 75.10 | 74.96 |
| 1718 | | Index | 100 | 101 | 101 | 107 | 101 | 96 | 102 | 102 |
| 1719 | | | | | | | | | | |
| 1720 | Automotive Attitudes: I enjoy learning about automobiles from others. | Unwgt'd | 23645 | 65 | 334 | 190 | 380 | 404 | 4918 | 2914 |
| 1721 | | Weighted (000) | 110251 | 315 | 1547 | 854 | 2051 | 1923 | 24599 | 14166 |
| 1722 | | Horz % | 100.00 | 0.29 | 1.40 | 0.77 | 1.86 | 1.74 | 22.31 | 12.85 |
| 1723 | | Vert % | 47.39 | 45.79 | 41.78 | 44.87 | 50.44 | 48.44 | 46.80 | 47.06 |
| 1724 | | Index | 100 | 97 | 88 | 95 | 106 | 102 | 99 | 99 |
| 1725 | | | | | | | | | | |
| 1726 | Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision. | Unwgt'd | 31539 | 87 | 476 | 273 | 513 | 515 | 6549 | 3818 |
| 1727 | | Weighted (000) | 145691 | 443 | 2240 | 1164 | 2665 | 2452 | 32594 | 18474 |
| 1728 | | Horz % | 100.00 | 0.30 | 1.54 | 0.80 | 1.83 | 1.68 | 22.37 | 12.68 |
| 1729 | | Vert % | 62.62 | 64.32 | 60.48 | 61.20 | 65.53 | 61.75 | 62.02 | 61.37 |
| 1730 | | Index | 100 | 103 | 97 | 98 | 105 | 99 | 99 | 98 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | C | D | E | F | G | H | I | J |
|------|--|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1731 | | | | | | | | | | |
| 1732 | Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know. | Unwgt'd | 31878 | 83 | 507 | 280 | 533 | 522 | 6713 | 3962 |
| 1733 | | Weighted (000) | 149572 | 443 | 2369 | 1222 | 2817 | 2487 | 34037 | 19338 |
| 1734 | | Horz % | 100.00 | 0.30 | 1.58 | 0.82 | 1.88 | 1.66 | 22.76 | 12.93 |
| 1735 | | Vert % | 64.29 | 64.31 | 63.98 | 64.21 | 69.25 | 62.64 | 64.76 | 64.24 |
| 1736 | | Index | 100 | 100 | 100 | 100 | 108 | 97 | 101 | 100 |
| 1737 | | | | | | | | | | |
| 1738 | Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. | Unwgt'd | 22438 | 58 | 355 | 194 | 371 | 357 | 4661 | 2768 |
| 1739 | | Weighted (000) | 105794 | 286 | 1570 | 829 | 2105 | 1640 | 23601 | 13411 |
| 1740 | | Horz % | 100.00 | 0.27 | 1.48 | 0.78 | 1.99 | 1.55 | 22.31 | 12.68 |
| 1741 | | Vert % | 45.47 | 41.58 | 42.39 | 43.56 | 51.76 | 41.31 | 44.91 | 44.55 |
| 1742 | | Index | 100 | 91 | 93 | 96 | 114 | 91 | 99 | 98 |
| 1743 | | | | | | | | | | |
| 1744 | Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration. | Unwgt'd | 22128 | 52 | 326 | 181 | 399 | 335 | 4593 | 2753 |
| 1745 | | Weighted (000) | 106385 | 296 | 1605 | 775 | 2095 | 1634 | 23258 | 13588 |
| 1746 | | Horz % | 100.00 | 0.28 | 1.51 | 0.73 | 1.97 | 1.54 | 21.86 | 12.77 |
| 1747 | | Vert % | 45.73 | 42.99 | 43.35 | 40.74 | 51.52 | 41.15 | 44.25 | 45.14 |
| 1748 | | Index | 100 | 94 | 95 | 89 | 113 | 90 | 97 | 99 |
| 1749 | | | | | | | | | | |
| 1750 | Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle. | Unwgt'd | 33885 | 79 | 528 | 291 | 536 | 568 | 7034 | 4051 |
| 1751 | | Weighted (000) | 157653 | 428 | 2503 | 1357 | 2704 | 2800 | 35565 | 20001 |
| 1752 | | Horz % | 100.00 | 0.27 | 1.59 | 0.86 | 1.71 | 1.78 | 22.56 | 12.69 |
| 1753 | | Vert % | 67.76 | 62.20 | 67.60 | 71.31 | 66.48 | 70.51 | 67.67 | 66.45 |
| 1754 | | Index | 100 | 92 | 100 | 105 | 98 | 104 | 100 | 98 |
| 1755 | | | | | | | | | | |
| 1756 | Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. | Unwgt'd | 24563 | 54 | 348 | 195 | 425 | 373 | 5083 | 3036 |
| 1757 | | Weighted (000) | 115664 | 314 | 1619 | 887 | 2214 | 1871 | 25881 | 15044 |
| 1758 | | Horz % | 100.00 | 0.27 | 1.40 | 0.77 | 1.91 | 1.62 | 22.38 | 13.01 |
| 1759 | | Vert % | 49.71 | 45.56 | 43.73 | 46.64 | 54.45 | 47.12 | 49.24 | 49.98 |
| 1760 | | Index | 100 | 92 | 88 | 94 | 110 | 95 | 99 | 101 |
| 1761 | | | | | | | | | | |
| 1762 | Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes. | Unwgt'd | 21142 | 50 | 337 | 167 | 384 | 322 | 4413 | 2675 |
| 1763 | | Weighted (000) | 104313 | 297 | 1626 | 722 | 2122 | 1706 | 23638 | 13991 |
| 1764 | | Horz % | 100.00 | 0.28 | 1.56 | 0.69 | 2.03 | 1.64 | 22.66 | 13.41 |
| 1765 | | Vert % | 44.84 | 43.07 | 43.93 | 37.96 | 52.19 | 42.96 | 44.98 | 46.48 |
| 1766 | | Index | 100 | 96 | 98 | 85 | 116 | 96 | 100 | 104 |
| 1767 | | | | | | | | | | |
| 1768 | Automotive Attitudes: I often ask the advice of others when it comes to automobiles. | Unwgt'd | 28810 | 69 | 463 | 249 | 457 | 488 | 5908 | 3519 |
| 1769 | | Weighted (000) | 136503 | 396 | 2292 | 1175 | 2435 | 2395 | 30358 | 17707 |
| 1770 | | Horz % | 100.00 | 0.29 | 1.68 | 0.86 | 1.78 | 1.75 | 22.24 | 12.97 |
| 1771 | | Vert % | 58.67 | 57.49 | 61.90 | 61.76 | 59.87 | 60.33 | 57.76 | 58.82 |
| 1772 | | Index | 100 | 98 | 106 | 105 | 102 | 103 | 98 | 100 |
| 1773 | | | | | | | | | | |
| 1774 | Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like. | Unwgt'd | 30641 | 85 | 474 | 244 | 466 | 510 | 6335 | 3788 |
| 1775 | | Weighted (000) | 143988 | 460 | 2285 | 1136 | 2407 | 2475 | 32254 | 18811 |
| 1776 | | Horz % | 100.00 | 0.32 | 1.59 | 0.79 | 1.67 | 1.72 | 22.40 | 13.06 |
| 1777 | | Vert % | 61.89 | 66.77 | 61.70 | 59.70 | 59.19 | 62.33 | 61.37 | 62.49 |
| 1778 | | Index | 100 | 108 | 100 | 96 | 96 | 101 | 99 | 101 |
| 1779 | | | | | | | | | | |
| 1780 | Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. | Unwgt'd | 22837 | 60 | 398 | 172 | 337 | 412 | 4761 | 2871 |
| 1781 | | Weighted (000) | 111664 | 323 | 2105 | 799 | 1828 | 2009 | 25219 | 14960 |
| 1782 | | Horz % | 100.00 | 0.29 | 1.89 | 0.72 | 1.64 | 1.80 | 22.58 | 13.40 |
| 1783 | | Vert % | 47.99 | 46.83 | 56.86 | 42.00 | 44.93 | 50.60 | 47.98 | 49.70 |
| 1784 | | Index | 100 | 98 | 118 | 88 | 94 | 105 | 100 | 104 |

| | A | B | C | D | E | F | G | H | I | J |
|------|---|----------------|--------------------|-------------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|-----------------------|--|
| | | | U.S. Adults 18+ | Own/Lease Ford Crown Victoria | Own/Lease Ford Focus | Own/Lease Ford Fusion | Own/Lease Ford Mustang | Own/Lease Ford Taurus | Own/Lease Any Ford | Most Recent Vehicle Bought/ Leased: Any Ford |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 1785 | | | | * | | | | | | |
| 1786 | Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. | Unwgt'd | 10026 | 20 | 141 | 72 | 141 | 146 | 1917 | 1152 |
| 1787 | | Weighted (000) | 49267 | 126 | 720 | 286 | 815 | 822 | 10339 | 6143 |
| 1788 | | Horz % | 100.00 | 0.26 | 1.46 | 0.58 | 1.65 | 1.67 | 20.99 | 12.47 |
| 1789 | | Vert % | 21.18 | 18.35 | 19.44 | 15.03 | 20.04 | 20.70 | 19.67 | 20.41 |
| 1790 | | Index | 100 | 87 | 92 | 71 | 95 | 98 | 93 | 96 |
| 1791 | | | | * | | | | | | |
| 1792 | Automotive Attitudes: People often ask my advice when it comes to automobiles. | Unwgt'd | 13888 | 37 | 211 | 97 | 257 | 210 | 2955 | 1766 |
| 1793 | | Weighted (000) | 67372 | 146 | 1061 | 335 | 1392 | 1148 | 15115 | 8712 |
| 1794 | | Horz % | 100.00 | 0.22 | 1.58 | 0.50 | 2.07 | 1.70 | 22.43 | 12.93 |
| 1795 | | Vert % | 28.96 | 21.25 | 28.67 | 17.59 | 34.23 | 28.92 | 28.76 | 28.94 |
| 1796 | | Index | 100 | 73 | 99 | 61 | 118 | 100 | 99 | 100 |
| 1797 | | | | | | | | | | |
| 1798 | Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me. | Unwgt'd | 33134 | 80 | 526 | 300 | 544 | 564 | 7197 | 4192 |
| 1799 | | Weighted (000) | 154255 | 404 | 2470 | 1268 | 2733 | 2664 | 35754 | 20171 |
| 1800 | | Horz % | 100.00 | 0.26 | 1.60 | 0.82 | 1.77 | 1.73 | 23.18 | 13.08 |
| 1801 | | Vert % | 66.30 | 58.69 | 66.71 | 66.66 | 67.21 | 67.10 | 68.03 | 67.01 |
| 1802 | | Index | 100 | 89 | 101 | 101 | 101 | 101 | 103 | 101 |
| 1803 | | | | | | | | | | |
| 1804 | Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. | Unwgt'd | 26795 | 70 | 451 | 279 | 404 | 469 | 5710 | 3426 |
| 1805 | | Weighted (000) | 124458 | 390 | 2117 | 1213 | 2095 | 2225 | 28417 | 16420 |
| 1806 | | Horz % | 100.00 | 0.31 | 1.70 | 0.97 | 1.68 | 1.79 | 22.83 | 13.19 |
| 1807 | | Vert % | 53.49 | 56.69 | 57.18 | 63.77 | 51.52 | 56.03 | 54.07 | 54.55 |
| 1808 | | Index | 100 | 106 | 107 | 119 | 96 | 105 | 101 | 102 |
| 1809 | | | | | | | | | | |
| 1810 | Automotive Attitudes: I consider safety first when shopping for a new vehicle. | Unwgt'd | 36801 | 96 | 571 | 333 | 559 | 631 | 7527 | 4472 |
| 1811 | | Weighted (000) | 171639 | 548 | 2770 | 1495 | 2866 | 2930 | 37978 | 21962 |
| 1812 | | Horz % | 100.00 | 0.32 | 1.61 | 0.87 | 1.67 | 1.71 | 22.13 | 12.80 |
| 1813 | | Vert % | 73.77 | 79.52 | 74.81 | 78.59 | 70.47 | 73.78 | 72.26 | 72.96 |
| 1814 | | Index | 100 | 108 | 101 | 107 | 96 | 100 | 98 | 99 |
| 1815 | | | | | | | | | | |
| 1816 | Automotive Attitudes: I always follow the advice of my mechanic. | Unwgt'd | 30840 | 83 | 474 | 265 | 443 | 510 | 6327 | 3795 |
| 1817 | | Weighted (000) | 146119 | 455 | 2371 | 1236 | 2270 | 2443 | 32431 | 19022 |
| 1818 | | Horz % | 100.00 | 0.31 | 1.62 | 0.85 | 1.55 | 1.67 | 22.20 | 13.02 |
| 1819 | | Vert % | 62.80 | 66.07 | 64.05 | 64.97 | 55.82 | 61.53 | 61.71 | 63.19 |
| 1820 | | Index | 100 | 105 | 102 | 103 | 89 | 98 | 98 | 101 |
| 1821 | | | | | | | | | | |
| 1822 | Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual. | Unwgt'd | 38290 | 100 | 592 | 342 | 609 | 649 | 8019 | 4762 |
| 1823 | | Weighted (000) | 176712 | 501 | 2749 | 1491 | 3014 | 3012 | 39873 | 22967 |
| 1824 | | Horz % | 100.00 | 0.28 | 1.56 | 0.84 | 1.71 | 1.70 | 22.56 | 13.00 |
| 1825 | | Vert % | 75.95 | 72.77 | 74.24 | 78.37 | 74.10 | 75.85 | 75.86 | 76.30 |
| 1826 | | Index | 100 | 96 | 98 | 103 | 98 | 100 | 100 | 100 |
| 1827 | | | | | | | | | | |
| 1828 | | | | | | | | | | |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|----|-----------------|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 3 | | | | |
| 4 | U.S. Adults 18+ | Unwgted | 3569 | 4407 |
| 5 | | Weighted (000) | 14769 | 20728 |
| 6 | | Horz % | 6.35 | 8.91 |
| 7 | | Vert % | 100.00 | 100.00 |
| 8 | | Index | 100 | 100 |
| 9 | | | | |
| 10 | Male | Unwgted | 2069 | 2656 |
| 11 | | Weighted (000) | 7814 | 11567 |
| 12 | | Horz % | 6.94 | 10.27 |
| 13 | | Vert % | 52.91 | 55.80 |
| 14 | Index | 109 | 115 | |
| 15 | | | | |
| 16 | Female | Unwgted | 1500 | 1751 |
| 17 | | Weighted (000) | 6955 | 9161 |
| 18 | | Horz % | 5.79 | 7.63 |
| 19 | | Vert % | 47.09 | 44.20 |
| 20 | Index | 91 | 86 | |
| 21 | | | | |
| 22 | Age 18-24 | Unwgted | 156 | 294 |
| 23 | | Weighted (000) | 1095 | 2156 |
| 24 | | Horz % | 3.67 | 7.23 |
| 25 | | Vert % | 7.42 | 10.40 |
| 26 | Index | 58 | 81 | |
| 27 | | | | |
| 28 | Age 25-34 | Unwgted | 366 | 584 |
| 29 | | Weighted (000) | 1704 | 3138 |
| 30 | | Horz % | 4.10 | 7.55 |
| 31 | | Vert % | 11.54 | 15.14 |
| 32 | Index | 65 | 85 | |
| 33 | | | | |
| 34 | Age 35-44 | Unwgted | 574 | 765 |
| 35 | | Weighted (000) | 2295 | 3581 |
| 36 | | Horz % | 5.71 | 8.91 |
| 37 | | Vert % | 15.54 | 17.28 |
| 38 | Index | 90 | 100 | |
| 39 | | | | |
| 40 | Age 45-54 | Unwgted | 803 | 966 |
| 41 | | Weighted (000) | 3394 | 4511 |
| 42 | | Horz % | 7.66 | 10.19 |
| 43 | | Vert % | 22.98 | 21.76 |
| 44 | Index | 121 | 114 | |
| 45 | | | | |
| 46 | Age 55-64 | Unwgted | 814 | 833 |
| 47 | | Weighted (000) | 3260 | 3575 |
| 48 | | Horz % | 8.81 | 9.67 |
| 49 | | Vert % | 22.07 | 17.25 |
| 50 | Index | 139 | 109 | |
| 51 | | | | |
| 52 | Age 65+ | Unwgted | 856 | 965 |
| 53 | | Weighted (000) | 3020 | 3767 |
| 54 | | Horz % | 7.59 | 9.46 |
| 55 | | Vert % | 20.45 | 18.17 |
| 56 | Index | 120 | 106 | |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|-----------------------------------|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 57 | Age 21+ | | | |
| 58 | | Unwgted | 3504 | 4291 |
| 59 | | Weighted (000) | 14230 | 19744 |
| 60 | | Horz % | 6.48 | 8.99 |
| 61 | | Vert % | 96.35 | 95.25 |
| 62 | | Index | 102 | 101 |
| 63 | Age 18-34 | | | |
| 64 | | Unwgted | 522 | 878 |
| 65 | | Weighted (000) | 2800 | 5294 |
| 66 | | Horz % | 3.92 | 7.42 |
| 67 | | Vert % | 18.96 | 25.54 |
| 68 | Index | 62 | 83 | |
| 69 | Age 18-49 | | | |
| 70 | | Unwgted | 1468 | 2098 |
| 71 | | Weighted (000) | 6760 | 11086 |
| 72 | | Horz % | 5.06 | 8.29 |
| 73 | | Vert % | 45.77 | 53.49 |
| 74 | Index | 80 | 93 | |
| 75 | Age 25-54 | | | |
| 76 | | Unwgted | 1743 | 2315 |
| 77 | | Weighted (000) | 7393 | 11230 |
| 78 | | Horz % | 5.87 | 8.91 |
| 79 | | Vert % | 50.06 | 54.18 |
| 80 | Index | 92 | 100 | |
| 81 | Age 35-64 | | | |
| 82 | | Unwgted | 2191 | 2564 |
| 83 | | Weighted (000) | 8949 | 11667 |
| 84 | | Horz % | 7.37 | 9.60 |
| 85 | | Vert % | 60.59 | 56.29 |
| 86 | Index | 116 | 108 | |
| 87 | Age 50+ | | | |
| 88 | | Unwgted | 2101 | 2309 |
| 89 | | Weighted (000) | 8009 | 9641 |
| 90 | | Horz % | 8.09 | 9.74 |
| 91 | | Vert % | 54.23 | 46.51 |
| 92 | Index | 128 | 109 | |
| 93 | Median Age | | | |
| 94 | | Unwgted | | |
| 95 | | Weighted (000) | 51.80 | 48.40 |
| 96 | | Horz % | | |
| 97 | | Vert % | | |
| 98 | Index | | | |
| 99 | Race: White Only | | | |
| 100 | | Unwgted | 3091 | 3862 |
| 101 | | Weighted (000) | 12856 | 17965 |
| 102 | | Horz % | 7.40 | 10.35 |
| 103 | | Vert % | 87.05 | 86.67 |
| 104 | Index | 117 | 116 | |
| 105 | Race: Black/African-American Only | | | |
| 106 | | Unwgted | 174 | 253 |
| 107 | | Weighted (000) | 719 | 1317 |
| 108 | | Horz % | 2.70 | 4.96 |
| 109 | | Vert % | 4.87 | 6.36 |
| 110 | Index | 43 | 56 | |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|--|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 111 | | | | |
| 112 | | Unwgted | 304 | 292 |
| 113 | Race: Other Race/Multi-Racial | Weighted (000) | 1194 | 1446 |
| 114 | | Horz % | 3.68 | 4.46 |
| 115 | | Vert % | 8.09 | 6.97 |
| 116 | | Index | 58 | 50 |
| 117 | | | | |
| 118 | | Unwgted | 233 | 259 |
| 119 | Spanish, Hispanic, Latino Origin or Descent | Weighted (000) | 1270 | 1638 |
| 120 | | Horz % | 3.83 | 4.94 |
| 121 | | Vert % | 8.60 | 7.90 |
| 122 | | Index | 60 | 55 |
| 123 | | | | |
| 124 | | Unwgted | 82 | 82 |
| 125 | Hispanic, Personally Speak Only English at Home | Weighted (000) | 284 | 297 |
| 126 | | Horz % | 5.78 | 6.05 |
| 127 | | Vert % | 1.92 | 1.43 |
| 128 | | Index | 91 | 68 |
| 129 | | | | |
| 130 | | Unwgted | 82 | 90 |
| 131 | Hispanic, Speak Mostly English, but Some Spanish at Home | Weighted (000) | 392 | 496 |
| 132 | | Horz % | 4.83 | 6.12 |
| 133 | | Vert % | 2.65 | 2.39 |
| 134 | | Index | 76 | 69 |
| 135 | | | * | * |
| 136 | | Unwgted | 20 | 41 |
| 137 | Hispanic, Speak Only Spanish at Home | Weighted (000) | 216 | 496 |
| 138 | | Horz % | 2.28 | 5.24 |
| 139 | | Vert % | 1.46 | 2.40 |
| 140 | | Index | 36 | 59 |
| 141 | | | * | * |
| 142 | | Unwgted | 45 | 43 |
| 143 | Hispanic, Speak Mostly Spanish, but Some English at Home | Weighted (000) | 338 | 311 |
| 144 | | Horz % | 3.72 | 3.41 |
| 145 | | Vert % | 2.29 | 1.50 |
| 146 | | Index | 59 | 38 |
| 147 | | | * | * |
| 148 | | Unwgted | 3 | 1 |
| 149 | Hispanic, Speak Spanish and English Equally at Home | Weighted (000) | 21 | 8 |
| 150 | | Horz % | 1.74 | 0.63 |
| 151 | | Vert % | 0.14 | 0.04 |
| 152 | | Index | 27 | 7 |
| 153 | | | | |
| 154 | Highest Level Education Completed/Highest Degree: Master's, Professional School, or Doctorate Degree | Unwgted | 522 | 458 |
| 155 | | Weighted (000) | 1829 | 1632 |
| 156 | | Horz % | 8.16 | 7.28 |
| 157 | | Vert % | 12.38 | 7.87 |
| 158 | | Index | 129 | 82 |
| 159 | | | | |
| 160 | Highest Level Education Completed/Highest Degree: Bachelor's | Unwgted | 933 | 946 |
| 161 | | Weighted (000) | 3469 | 3797 |
| 162 | | Horz % | 8.23 | 9.01 |
| 163 | | Vert % | 23.49 | 18.32 |
| 164 | | Index | 130 | 101 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|--|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 165 | | | | |
| 166 | Highest Level Education Completed/Highest Degree: Associate Degree, Academic | Unwgted | 178 | 228 |
| 167 | | Weighted (000) | 727 | 898 |
| 168 | | Horz % | 7.26 | 8.97 |
| 169 | | Vert % | 4.92 | 4.33 |
| 170 | | Index | 114 | 101 |
| 171 | | | | |
| 172 | Highest Level Education Completed/Highest Degree: Associate Degree, Occupational/Vocational | Unwgted | 233 | 307 |
| 173 | | Weighted (000) | 737 | 1040 |
| 174 | | Horz % | 6.38 | 9.00 |
| 175 | | Vert % | 4.99 | 5.02 |
| 176 | | Index | 101 | 101 |
| 177 | | | | |
| 178 | Highest Level Education Completed/Highest Degree: Some College, but No Degree | Unwgted | 756 | 1023 |
| 179 | | Weighted (000) | 2730 | 4169 |
| 180 | | Horz % | 6.14 | 9.38 |
| 181 | | Vert % | 18.49 | 20.11 |
| 182 | | Index | 97 | 105 |
| 183 | | | | |
| 184 | Highest Level Education Completed/Highest Degree: High School Diploma or Equivalent, such as GED | Unwgted | 765 | 1095 |
| 185 | | Weighted (000) | 4276 | 6864 |
| 186 | | Horz % | 6.03 | 9.69 |
| 187 | | Vert % | 28.95 | 33.11 |
| 188 | | Index | 95 | 109 |
| 189 | | | | |
| 190 | Highest Level Education Completed/Highest Degree: Did Not Graduate High School | Unwgted | 182 | 350 |
| 191 | | Weighted (000) | 1001 | 2328 |
| 192 | | Horz % | 3.21 | 7.46 |
| 193 | | Vert % | 6.78 | 11.23 |
| 194 | | Index | 51 | 84 |
| 195 | | | | |
| 196 | Currently Attending College or University | Unwgted | 190 | 245 |
| 197 | | Weighted (000) | 913 | 1291 |
| 198 | | Horz % | 4.72 | 6.66 |
| 199 | | Vert % | 6.18 | 6.23 |
| 200 | | Index | 74 | 75 |
| 201 | | | | |
| 202 | Employed Full Time | Unwgted | 1952 | 2337 |
| 203 | | Weighted (000) | 8064 | 10393 |
| 204 | | Horz % | 7.23 | 9.32 |
| 205 | | Vert % | 54.60 | 50.14 |
| 206 | | Index | 114 | 105 |
| 207 | | | | |
| 208 | Employed Part Time | Unwgted | 348 | 478 |
| 209 | | Weighted (000) | 1450 | 2366 |
| 210 | | Horz % | 5.22 | 8.51 |
| 211 | | Vert % | 9.82 | 11.41 |
| 212 | | Index | 82 | 95 |
| 213 | | | | |
| 214 | Not Employed | Unwgted | 1269 | 1592 |
| 215 | | Weighted (000) | 5255 | 7969 |
| 216 | | Horz % | 5.63 | 8.54 |
| 217 | | Vert % | 35.58 | 38.44 |
| 218 | | Index | 89 | 96 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|--|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 219 | | | | |
| 220 | Temporarily Unemployed | Unwgted | 109 | 190 |
| 221 | | Weighted (000) | 523 | 1148 |
| 222 | | Horz % | 3.06 | 6.70 |
| 223 | | Vert % | 3.54 | 5.54 |
| 224 | | Index | 48 | 75 |
| 225 | | | | |
| 226 | Retired from Employment | Unwgted | 893 | 980 |
| 227 | | Weighted (000) | 3341 | 4081 |
| 228 | | Horz % | 8.07 | 9.86 |
| 229 | | Vert % | 22.62 | 19.69 |
| 230 | | Index | 127 | 111 |
| 231 | | | | |
| 232 | Not Employed, Principal Shopper for Household | Unwgted | 155 | 174 |
| 233 | | Weighted (000) | 772 | 1146 |
| 234 | | Horz % | 4.95 | 7.36 |
| 235 | | Vert % | 5.22 | 5.53 |
| 236 | | Index | 78 | 83 |
| 237 | | | | |
| 238 | Occupation: Professional and Related Occupations | Unwgted | 574 | 599 |
| 239 | | Weighted (000) | 2477 | 2520 |
| 240 | | Horz % | 8.03 | 8.17 |
| 241 | | Vert % | 16.77 | 12.16 |
| 242 | | Index | 126 | 92 |
| 243 | | | | |
| 244 | Occupation: Management, Business and Financial Operations | Unwgted | 569 | 555 |
| 245 | | Weighted (000) | 1970 | 2079 |
| 246 | | Horz % | 8.86 | 9.34 |
| 247 | | Vert % | 13.34 | 10.03 |
| 248 | | Index | 140 | 105 |
| 249 | | | | |
| 250 | Occupation: Sales and Office Occupations | Unwgted | 462 | 548 |
| 251 | | Weighted (000) | 2246 | 2844 |
| 252 | | Horz % | 6.95 | 8.80 |
| 253 | | Vert % | 15.21 | 13.72 |
| 254 | | Index | 110 | 99 |
| 255 | | | | |
| 256 | Occupation: Natural Resources, Construction and Maintenance Operations | Unwgted | 193 | 331 |
| 257 | | Weighted (000) | 734 | 1336 |
| 258 | | Horz % | 5.77 | 10.50 |
| 259 | | Vert % | 4.97 | 6.45 |
| 260 | | Index | 91 | 118 |
| 261 | | | | |
| 262 | Occupation: Other Employed | Unwgted | 502 | 782 |
| 263 | | Weighted (000) | 2087 | 3979 |
| 264 | | Horz % | 5.06 | 9.65 |
| 265 | | Vert % | 14.13 | 19.20 |
| 266 | | Index | 80 | 108 |
| 267 | | | | |
| 268 | Household Income: \$250,000+ | Unwgted | 163 | 123 |
| 269 | | Weighted (000) | 555 | 492 |
| 270 | | Horz % | 10.29 | 9.12 |
| 271 | | Vert % | 3.76 | 2.37 |
| 272 | | Index | 162 | 102 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|------------------------------|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 273 | | | | |
| 274 | | Unwgted | 138 | 90 |
| 275 | Household Income: \$200,000- | Weighted (000) | 523 | 392 |
| 276 | \$249,999 | Horz % | 9.99 | 7.50 |
| 277 | | Vert % | 3.54 | 1.89 |
| 278 | | Index | 157 | 84 |
| 279 | | | | |
| 280 | | Unwgted | 350 | 279 |
| 281 | Household Income: \$150,000- | Weighted (000) | 1316 | 1172 |
| 282 | \$199,999 | Horz % | 9.51 | 8.47 |
| 283 | | Vert % | 8.91 | 5.66 |
| 284 | | Index | 150 | 95 |
| 285 | | | | |
| 286 | | Unwgted | 692 | 636 |
| 287 | Household Income: \$100,000- | Weighted (000) | 3274 | 3302 |
| 288 | \$149,999 | Horz % | 9.47 | 9.55 |
| 289 | | Vert % | 22.17 | 15.93 |
| 290 | | Index | 149 | 107 |
| 291 | | | | |
| 292 | | Unwgted | 620 | 616 |
| 293 | Household Income: \$75,000- | Weighted (000) | 2742 | 2861 |
| 294 | \$99,999 | Horz % | 8.88 | 9.27 |
| 295 | | Vert % | 18.57 | 13.80 |
| 296 | | Index | 140 | 104 |
| 297 | | | | |
| 298 | | Unwgted | 374 | 539 |
| 299 | Household Income: \$60,000- | Weighted (000) | 1581 | 2386 |
| 300 | \$74,999 | Horz % | 6.31 | 9.52 |
| 301 | | Vert % | 10.71 | 11.51 |
| 302 | | Index | 99 | 107 |
| 303 | | | | |
| 304 | | Unwgted | 289 | 360 |
| 305 | Household Income: \$50,000- | Weighted (000) | 1172 | 1624 |
| 306 | \$59,999 | Horz % | 6.18 | 8.56 |
| 307 | | Vert % | 7.94 | 7.83 |
| 308 | | Index | 97 | 96 |
| 309 | | | | |
| 310 | | Unwgted | 312 | 477 |
| 311 | Household Income: \$40,000- | Weighted (000) | 1134 | 1981 |
| 312 | \$49,999 | Horz % | 5.56 | 9.72 |
| 313 | | Vert % | 7.68 | 9.56 |
| 314 | | Index | 88 | 109 |
| 315 | | | | |
| 316 | | Unwgted | 265 | 454 |
| 317 | Household Income: \$30,000- | Weighted (000) | 1020 | 2207 |
| 318 | \$39,999 | Horz % | 4.54 | 9.84 |
| 319 | | Vert % | 6.90 | 10.65 |
| 320 | | Index | 72 | 110 |
| 321 | | | | |
| 322 | | Unwgted | 207 | 395 |
| 323 | Household Income: \$20,000- | Weighted (000) | 845 | 2056 |
| 324 | \$29,999 | Horz % | 3.65 | 8.89 |
| 325 | | Vert % | 5.72 | 9.92 |
| 326 | | Index | 58 | 100 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|--|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 327 | | | | |
| 328 | | Unwgted | 159 | 438 |
| 329 | Household Income: Under \$20,000 | Weighted (000) | 606 | 2255 |
| 330 | | Horz % | 1.85 | 6.88 |
| 331 | | Vert % | 4.11 | 10.88 |
| 332 | | Index | 29 | 77 |
| 333 | | | | |
| 334 | Median Household Income | Unwgted | | |
| 335 | | Weighted (000) | 84.40 | 61.50 |
| 336 | | Horz % | | |
| 337 | | Vert % | | |
| 338 | | Index | | |
| 339 | | | | |
| 340 | Marital Status: Single, Never Married | Unwgted | 490 | 858 |
| 341 | | Weighted (000) | 2493 | 4536 |
| 342 | | Horz % | 3.93 | 7.15 |
| 343 | | Vert % | 16.88 | 21.88 |
| 344 | | Index | 62 | 80 |
| 345 | | | | |
| 346 | Marital Status: Currently Married | Unwgted | 2371 | 2447 |
| 347 | | Weighted (000) | 9970 | 12065 |
| 348 | | Horz % | 7.98 | 9.66 |
| 349 | | Vert % | 67.51 | 58.21 |
| 350 | | Index | 126 | 108 |
| 351 | | | | |
| 352 | Marital Status: Legally Separated, Divorced, Widowed | Unwgted | 708 | 1102 |
| 353 | | Weighted (000) | 2306 | 4127 |
| 354 | | Horz % | 5.21 | 9.32 |
| 355 | | Vert % | 15.61 | 19.91 |
| 356 | | Index | 82 | 105 |
| 357 | | | | |
| 358 | Marital Status: Engaged to Be Married | Unwgted | 94 | 153 |
| 359 | | Weighted (000) | 449 | 755 |
| 360 | | Horz % | 3.91 | 6.58 |
| 361 | | Vert % | 3.04 | 3.64 |
| 362 | | Index | 62 | 74 |
| 363 | | | | |
| 364 | Marital Status: Single Parent (Sole Parent) | Unwgted | 136 | 248 |
| 365 | | Weighted (000) | 424 | 851 |
| 366 | | Horz % | 3.45 | 6.93 |
| 367 | | Vert % | 2.87 | 4.11 |
| 368 | | Index | 54 | 78 |
| 369 | | | | |
| 370 | Any Child(ren) Under Age 18 Living in Household | Unwgted | 1128 | 1473 |
| 371 | | Weighted (000) | 4859 | 7572 |
| 372 | | Horz % | 5.20 | 8.10 |
| 373 | | Vert % | 32.90 | 36.53 |
| 374 | | Index | 82 | 91 |
| 375 | | | | |
| 376 | 1 Child Under Age 18 Living in Household | Unwgted | 471 | 600 |
| 377 | | Weighted (000) | 2096 | 3123 |
| 378 | | Horz % | 5.40 | 8.05 |
| 379 | | Vert % | 14.19 | 15.07 |
| 380 | | Index | 85 | 90 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|---------------------------------|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 381 | | | | |
| 382 | | Unwgted | 416 | 570 |
| 383 | 2 Children Under Age 18 | Weighted (000) | 1839 | 2797 |
| 384 | Living in Household | Horz % | 5.63 | 8.56 |
| 385 | | Vert % | 12.45 | 13.49 |
| 386 | | Index | 89 | 96 |
| 387 | | | | |
| 388 | | Unwgted | 175 | 218 |
| 389 | 3 Children Under Age 18 | Weighted (000) | 695 | 1035 |
| 390 | Living in Household | Horz % | 4.67 | 6.96 |
| 391 | | Vert % | 4.70 | 4.99 |
| 392 | | Index | 74 | 78 |
| 393 | | | * | * |
| 394 | | Unwgted | 22 | 19 |
| 395 | 4 or More Children Under Age 18 | Weighted (000) | 81 | 144 |
| 396 | Living in Household | Horz % | 3.62 | 6.45 |
| 397 | | Vert % | 0.55 | 0.69 |
| 398 | | Index | 57 | 72 |
| 399 | | | | |
| 400 | | Unwgted | 2441 | 2934 |
| 401 | No Children Under Age 18 | Weighted (000) | 9910 | 13156 |
| 402 | Living in Household | Horz % | 7.12 | 9.45 |
| 403 | | Vert % | 67.10 | 63.47 |
| 404 | | Index | 112 | 106 |
| 405 | | | | |
| 406 | | Unwgted | 3104 | 3388 |
| 407 | Own Residence | Weighted (000) | 12705 | 15502 |
| 408 | | Horz % | 8.04 | 9.81 |
| 409 | | Vert % | 86.03 | 74.79 |
| 410 | | Index | 127 | 110 |
| 411 | | | | |
| 412 | | Unwgted | 442 | 983 |
| 413 | Rent Residence | Weighted (000) | 1947 | 5064 |
| 414 | | Horz % | 2.69 | 6.99 |
| 415 | | Vert % | 13.18 | 24.43 |
| 416 | | Index | 42 | 79 |
| 417 | | | * | * |
| 418 | | Unwgted | 23 | 36 |
| 419 | Llve Rent-Free in Residence | Weighted (000) | 117 | 162 |
| 420 | | Horz % | 5.11 | 7.09 |
| 421 | | Vert % | 0.79 | 0.78 |
| 422 | | Index | 81 | 80 |
| 423 | | | | |
| 424 | | Unwgted | 684 | 810 |
| 425 | Census Region: North East | Weighted (000) | 2517 | 3063 |
| 426 | | Horz % | 5.92 | 7.21 |
| 427 | | Vert % | 17.04 | 14.78 |
| 428 | | Index | 93 | 81 |
| 429 | | | | |
| 430 | | Unwgted | 1162 | 1440 |
| 431 | Census Region: South | Weighted (000) | 5538 | 7781 |
| 432 | | Horz % | 6.40 | 8.99 |
| 433 | | Vert % | 37.50 | 37.54 |
| 434 | | Index | 101 | 101 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|---------------------------------------|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 435 | | | | |
| 436 | Census Region: Midwest | Unwgted | 1030 | 1438 |
| 437 | | Weighted (000) | 3726 | 6316 |
| 438 | | Horz % | 7.36 | 12.47 |
| 439 | | Vert % | 25.23 | 30.47 |
| 440 | | Index | 116 | 140 |
| 441 | | | | |
| 442 | Census Region: West | Unwgted | 693 | 719 |
| 443 | | Weighted (000) | 2988 | 3567 |
| 444 | | Horz % | 5.65 | 6.74 |
| 445 | | Vert % | 20.23 | 17.21 |
| 446 | | Index | 89 | 76 |
| 447 | | | | |
| 448 | Census Sub-Region: New England | Unwgted | 184 | 227 |
| 449 | | Weighted (000) | 641 | 861 |
| 450 | | Horz % | 5.77 | 7.74 |
| 451 | | Vert % | 4.34 | 4.15 |
| 452 | | Index | 91 | 87 |
| 453 | | | | |
| 454 | Census Sub-Region: Mid Atlantic | Unwgted | 500 | 583 |
| 455 | | Weighted (000) | 1876 | 2203 |
| 456 | | Horz % | 5.98 | 7.02 |
| 457 | | Vert % | 12.70 | 10.63 |
| 458 | | Index | 94 | 79 |
| 459 | | | | |
| 460 | Census Sub-Region: South Atlantic | Unwgted | 621 | 730 |
| 461 | | Weighted (000) | 2567 | 3549 |
| 462 | | Horz % | 5.86 | 8.10 |
| 463 | | Vert % | 17.38 | 17.12 |
| 464 | | Index | 92 | 91 |
| 465 | | | | |
| 466 | Census Sub-Region: East South Central | Unwgted | 161 | 251 |
| 467 | | Weighted (000) | 1012 | 1762 |
| 468 | | Horz % | 6.29 | 10.94 |
| 469 | | Vert % | 6.85 | 8.50 |
| 470 | | Index | 99 | 123 |
| 471 | | | | |
| 472 | Census Sub-Region: West South Central | Unwgted | 380 | 459 |
| 473 | | Weighted (000) | 1959 | 2471 |
| 474 | | Horz % | 7.34 | 9.26 |
| 475 | | Vert % | 13.27 | 11.92 |
| 476 | | Index | 116 | 104 |
| 477 | | | | |
| 478 | Census Sub-Region: East North Central | Unwgted | 817 | 1078 |
| 479 | | Weighted (000) | 2531 | 4183 |
| 480 | | Horz % | 7.24 | 11.96 |
| 481 | | Vert % | 17.14 | 20.18 |
| 482 | | Index | 114 | 134 |
| 483 | | | | |
| 484 | Census Sub-Region: West North Central | Unwgted | 213 | 360 |
| 485 | | Weighted (000) | 1195 | 2133 |
| 486 | | Horz % | 7.62 | 13.60 |
| 487 | | Vert % | 8.09 | 10.29 |
| 488 | | Index | 120 | 153 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|--|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 489 | Census Sub-Region: Mountain | | | |
| 490 | | Unwgted | 181 | 206 |
| 491 | | Weighted (000) | 983 | 1341 |
| 492 | | Horz % | 5.98 | 8.16 |
| 493 | | Vert % | 6.66 | 6.47 |
| 494 | | Index | 94 | 92 |
| 495 | Census Sub-Region: Pacific | | | |
| 496 | | Unwgted | 512 | 513 |
| 497 | | Weighted (000) | 2005 | 2226 |
| 498 | | Horz % | 5.50 | 6.10 |
| 499 | | Vert % | 13.57 | 10.74 |
| 500 | Index | 87 | 69 | |
| 501 | County Size: A | | | |
| 502 | | Unwgted | 2059 | 2206 |
| 503 | | Weighted (000) | 5993 | 6897 |
| 504 | | Horz % | 6.26 | 7.21 |
| 505 | | Vert % | 40.58 | 33.27 |
| 506 | Index | 99 | 81 | |
| 507 | County Size: B | | | |
| 508 | | Unwgted | 857 | 1098 |
| 509 | | Weighted (000) | 4464 | 6367 |
| 510 | | Horz % | 6.27 | 8.95 |
| 511 | | Vert % | 30.23 | 30.72 |
| 512 | Index | 99 | 100 | |
| 513 | County Size: C | | | |
| 514 | | Unwgted | 369 | 579 |
| 515 | | Weighted (000) | 2236 | 3631 |
| 516 | | Horz % | 6.59 | 10.70 |
| 517 | | Vert % | 15.14 | 17.52 |
| 518 | Index | 104 | 120 | |
| 519 | County Size: D | | | |
| 520 | | Unwgted | 284 | 524 |
| 521 | | Weighted (000) | 2076 | 3832 |
| 522 | | Horz % | 6.51 | 12.02 |
| 523 | | Vert % | 14.05 | 18.49 |
| 524 | Index | 103 | 135 | |
| 525 | Radio Formats: Adult Contemporary (Mon-Sun 24-Hour Cume) | | | |
| 526 | | Unwgted | 609 | 765 |
| 527 | | Weighted (000) | 2602 | 3436 |
| 528 | | Horz % | 6.72 | 8.87 |
| 529 | | Vert % | 17.62 | 16.58 |
| 530 | Index | 106 | 100 | |
| 531 | Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hour Cume) | | * | * |
| 532 | | Unwgted | 47 | 44 |
| 533 | | Weighted (000) | 256 | 259 |
| 534 | | Horz % | 11.38 | 11.53 |
| 535 | | Vert % | 1.73 | 1.25 |
| 536 | Index | 179 | 129 | |
| 537 | Radio Formats: All-News (Mon-Sun 24-Hour Cume) | | | |
| 538 | | Unwgted | 277 | 278 |
| 539 | | Weighted (000) | 650 | 686 |
| 540 | | Horz % | 6.58 | 6.95 |
| 541 | | Vert % | 4.40 | 3.31 |
| 542 | Index | 104 | 78 | |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|---|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 543 | | | | |
| 544 | | Unwgted | 347 | 379 |
| 545 | Radio Formats: All-Sports | Weighted (000) | 1138 | 1284 |
| 546 | (Mon-Sun 24-Hour Cume) | Horz % | 8.77 | 9.89 |
| 547 | | Vert % | 7.71 | 6.19 |
| 548 | | Index | 138 | 111 |
| 549 | | | | |
| 550 | | Unwgted | 122 | 153 |
| 551 | Radio Formats: All-Talk (Mon-Sun 24-Hour Cume) | Weighted (000) | 432 | 567 |
| 552 | | Horz % | 8.60 | 11.29 |
| 553 | | Vert % | 2.92 | 2.73 |
| 554 | | Index | 135 | 127 |
| 555 | | | | |
| 556 | | Unwgted | 230 | 309 |
| 557 | Radio Formats: Alternative | Weighted (000) | 974 | 1452 |
| 558 | (Mon-Sun 24-Hour Cume) | Horz % | 6.60 | 9.85 |
| 559 | | Vert % | 6.59 | 7.01 |
| 560 | | Index | 104 | 111 |
| 561 | | | | |
| 562 | | Unwgted | 518 | 685 |
| 563 | Radio Formats: CHR/Top 40 | Weighted (000) | 2410 | 3529 |
| 564 | (Mon-Sun 24-Hour Cume) | Horz % | 5.29 | 7.74 |
| 565 | | Vert % | 16.32 | 17.03 |
| 566 | | Index | 83 | 87 |
| 567 | | | | |
| 568 | | Unwgted | 252 | 299 |
| 569 | Radio Formats: Classic Hits | Weighted (000) | 1052 | 1421 |
| 570 | (Mon-Sun 24-Hour Cume) | Horz % | 7.69 | 10.39 |
| 571 | | Vert % | 7.12 | 6.85 |
| 572 | | Index | 121 | 117 |
| 573 | | | | |
| 574 | | Unwgted | 345 | 559 |
| 575 | Radio Formats: Classic Rock | Weighted (000) | 1453 | 2737 |
| 576 | (Mon-Sun 24-Hour Cume) | Horz % | 7.25 | 13.66 |
| 577 | | Vert % | 9.83 | 13.21 |
| 578 | | Index | 114 | 153 |
| 579 | | | | |
| 580 | | Unwgted | 112 | 111 |
| 581 | Radio Formats: Classical (Mon-Sun 24-Hour Cume) | Weighted (000) | 388 | 375 |
| 582 | | Horz % | 6.91 | 6.68 |
| 583 | | Vert % | 2.63 | 1.81 |
| 584 | | Index | 109 | 75 |
| 585 | | | | |
| 586 | | Unwgted | 724 | 1076 |
| 587 | Radio Formats: Country (24-Hour Cume) | Weighted (000) | 3497 | 5762 |
| 588 | | Horz % | 7.43 | 12.24 |
| 589 | | Vert % | 23.68 | 27.80 |
| 590 | | Index | 117 | 137 |
| 591 | | | * | * |
| 592 | | Unwgted | 9 | 11 |
| 593 | Radio Formats: Ethnic (Mon-Sun 24-Hour Cume) | Weighted (000) | 28 | 45 |
| 594 | | Horz % | 3.08 | 5.02 |
| 595 | | Vert % | 0.19 | 0.22 |
| 596 | | Index | 48 | 56 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|--|----------------|---|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 597 | | | * | |
| 598 | | Unwgted | 47 | 69 |
| 599 | Radio Formats: Gospel (Mon-Sun 24-Hour Cume) | Weighted (000) | 205 | 346 |
| 600 | | Horz % | 4.76 | 8.04 |
| 601 | | Vert % | 1.39 | 1.67 |
| 602 | | Index | 75 | 90 |
| 603 | | | | |
| 604 | Radio Formats: Hispanic (All Genres) (Mon-Sun 24-Hour Cume) | Unwgted | 102 | 124 |
| 605 | | Weighted (000) | 565 | 841 |
| 606 | | Horz % | 3.50 | 5.21 |
| 607 | | Vert % | 3.83 | 4.06 |
| 608 | | Index | 55 | 59 |
| 609 | | | | |
| 610 | Radio Formats: Hot AC (Mon-Sun 24-Hour Cume) | Unwgted | 172 | 216 |
| 611 | | Weighted (000) | 792 | 974 |
| 612 | | Horz % | 5.98 | 7.35 |
| 613 | | Vert % | 5.36 | 4.70 |
| 614 | | Index | 94 | 83 |
| 615 | | | | |
| 616 | Radio Formats: Hot Country (Mon-Sun 24-Hour Cume) | Unwgted | 140 | 206 |
| 617 | | Weighted (000) | 695 | 1172 |
| 618 | | Horz % | 6.28 | 10.59 |
| 619 | | Vert % | 4.71 | 5.66 |
| 620 | | Index | 99 | 119 |
| 621 | | | * | * |
| 622 | | Unwgted | 14 | 15 |
| 623 | Radio Formats: Hurban (Mon-Sun 24-Hour Cume) | Weighted (000) | 99 | 100 |
| 624 | | Horz % | 4.35 | 4.40 |
| 625 | | Vert % | 0.67 | 0.48 |
| 626 | | Index | 69 | 49 |
| 627 | | | | |
| 628 | Radio Formats: Jazz (Mon-Sun 24-Hour Cume) | Unwgted | 65 | 75 |
| 629 | | Weighted (000) | 192 | 253 |
| 630 | | Horz % | 5.48 | 7.24 |
| 631 | | Vert % | 1.30 | 1.22 |
| 632 | | Index | 86 | 81 |
| 633 | | | * | |
| 634 | Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hour Cume) | Unwgted | 44 | 59 |
| 635 | | Weighted (000) | 283 | 422 |
| 636 | | Horz % | 3.94 | 5.88 |
| 637 | | Vert % | 1.92 | 2.04 |
| 638 | | Index | 62 | 66 |
| 639 | | | | |
| 640 | Radio Formats: News/Talk (Mon-Sun 24-Hour Cume) | Unwgted | 645 | 703 |
| 641 | | Weighted (000) | 2014 | 2488 |
| 642 | | Horz % | 7.95 | 9.82 |
| 643 | | Vert % | 13.64 | 12.01 |
| 644 | | Index | 125 | 110 |
| 645 | | | | |
| 646 | Radio Formats: Oldies (Mon-Sun 24-Hour Cume) | Unwgted | 182 | 230 |
| 647 | | Weighted (000) | 757 | 1093 |
| 648 | | Horz % | 6.74 | 9.73 |
| 649 | | Vert % | 5.13 | 5.27 |
| 650 | | Index | 106 | 109 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|---|----------------|---|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 651 | | | | |
| 652 | | Unwgted | 192 | 192 |
| 653 | Radio Formats: Public Radio | Weighted (000) | 718 | 708 |
| 654 | (Mon-Sun 24-Hour Cume) | Horz % | 7.42 | 7.32 |
| 655 | | Vert % | 4.86 | 3.42 |
| 656 | | Index | 117 | 82 |
| 657 | | | | |
| 658 | | Unwgted | 273 | 358 |
| 659 | Radio Formats: Religion/Christian (Mon-Sun 24-Hour Cume) | Weighted (000) | 1164 | 1703 |
| 660 | | Horz % | 6.07 | 8.88 |
| 661 | | Vert % | 7.88 | 8.22 |
| 662 | | Index | 96 | 100 |
| 663 | | | | |
| 664 | | Unwgted | 126 | 162 |
| 665 | Radio Formats: Rhythmic | Weighted (000) | 580 | 850 |
| 666 | (Mon-Sun 24-Hour Cume) | Horz % | 4.13 | 6.05 |
| 667 | | Vert % | 3.93 | 4.10 |
| 668 | | Index | 65 | 68 |
| 669 | | | | |
| 670 | | Unwgted | 336 | 480 |
| 671 | Radio Formats: Rock (Mon-Sun 24-Hour Cume) | Weighted (000) | 1277 | 2234 |
| 672 | | Horz % | 5.81 | 10.17 |
| 673 | | Vert % | 8.65 | 10.78 |
| 674 | | Index | 92 | 114 |
| 675 | | | | |
| 676 | | Unwgted | 134 | 145 |
| 677 | Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hour Cume) | Weighted (000) | 548 | 617 |
| 678 | | Horz % | 6.74 | 7.59 |
| 679 | | Vert % | 3.71 | 2.98 |
| 680 | | Index | 106 | 85 |
| 681 | | | * | * |
| 682 | | Unwgted | 24 | 36 |
| 683 | Radio Formats: Spanish AC (subset of Hispanic) (Mon-Sun 24-Hour Cume) | Weighted (000) | 134 | 246 |
| 684 | | Horz % | 2.89 | 5.31 |
| 685 | | Vert % | 0.91 | 1.19 |
| 686 | | Index | 46 | 60 |
| 687 | | | * | * |
| 688 | | Unwgted | 9 | 11 |
| 689 | Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hour Cume) | Weighted (000) | 28 | 60 |
| 690 | | Horz % | 1.43 | 3.09 |
| 691 | | Vert % | 0.19 | 0.29 |
| 692 | | Index | 23 | 35 |
| 693 | | | | |
| 694 | | Unwgted | 212 | 295 |
| 695 | Radio Formats: Urban (All Genres) (Mon-Sun 24-Hour Cume) | Weighted (000) | 920 | 1531 |
| 696 | | Horz % | 3.35 | 5.57 |
| 697 | | Vert % | 6.23 | 7.39 |
| 698 | | Index | 53 | 63 |
| 699 | | | * | * |
| 700 | | Unwgted | 32 | 46 |
| 701 | Radio Formats: Urban AC (Mon-Sun 24-Hour Cume) | Weighted (000) | 132 | 233 |
| 702 | | Horz % | 3.26 | 5.78 |
| 703 | | Vert % | 0.89 | 1.13 |
| 704 | | Index | 51 | 65 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|-------------------------------|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 705 | | | * | * |
| 706 | | Unwgted | 10 | 16 |
| 707 | Radio Formats: Urban Oldies | Weighted (000) | 50 | 78 |
| 708 | (Mon-Sun 24-Hour Cume) | Horz % | 3.59 | 5.63 |
| 709 | | Vert % | 0.34 | 0.38 |
| 710 | | Index | 57 | 63 |
| 711 | | | | |
| 712 | | Unwgted | 77 | 110 |
| 713 | Radio Formats: Variety/Other | Weighted (000) | 334 | 504 |
| 714 | (Mon-Sun 24-Hour Cume) | Horz % | 5.18 | 7.83 |
| 715 | | Vert % | 2.26 | 2.43 |
| 716 | | Index | 82 | 88 |
| 717 | | | | |
| 718 | | Unwgted | 2254 | 2585 |
| 719 | Listened to Traffic Reports - | Weighted (000) | 8646 | 11250 |
| 720 | Past Year | Horz % | 7.18 | 9.34 |
| 721 | | Vert % | 58.54 | 54.27 |
| 722 | | Index | 113 | 105 |
| 723 | | | | |
| 724 | | Unwgted | 3001 | 3679 |
| 725 | Radio Daypart Cumes: Total | Weighted (000) | 12266 | 17162 |
| 726 | Week Monday-Sunday 24- | Horz % | 6.43 | 9.00 |
| 727 | Hours | Vert % | 83.06 | 82.80 |
| 728 | | Index | 101 | 101 |
| 729 | | | | |
| 730 | | Unwgted | 1981 | 2343 |
| 731 | Radio Daypart Cumes: | Weighted (000) | 8048 | 10584 |
| 732 | Weekday 6:00 am - 10:00 am | Horz % | 7.09 | 9.33 |
| 733 | | Vert % | 54.49 | 51.06 |
| 734 | | Index | 112 | 105 |
| 735 | | | | |
| 736 | | Unwgted | 1357 | 1724 |
| 737 | Radio Daypart Cumes: | Weighted (000) | 5707 | 8273 |
| 738 | Weekday 10:00 am - 3:00 pm | Horz % | 6.61 | 9.58 |
| 739 | | Vert % | 38.64 | 39.91 |
| 740 | | Index | 104 | 107 |
| 741 | | | | |
| 742 | | Unwgted | 1687 | 1989 |
| 743 | Radio Daypart Cumes: | Weighted (000) | 6945 | 9163 |
| 744 | Weekday 3:00 pm - 7:00 pm | Horz % | 6.86 | 9.05 |
| 745 | | Vert % | 47.03 | 44.21 |
| 746 | | Index | 108 | 102 |
| 747 | | | | |
| 748 | | Unwgted | 504 | 646 |
| 749 | Radio Daypart Cumes: | Weighted (000) | 2121 | 3186 |
| 750 | Weekday 7:00 pm - Midnight | Horz % | 5.69 | 8.55 |
| 751 | | Vert % | 14.36 | 15.37 |
| 752 | | Index | 90 | 96 |
| 753 | | | | |
| 754 | | Unwgted | 158 | 231 |
| 755 | Radio Daypart Cumes: | Weighted (000) | 753 | 1206 |
| 756 | Weekday Midnight - 6:00 am | Horz % | 6.35 | 10.16 |
| 757 | | Vert % | 5.10 | 5.82 |
| 758 | | Index | 100 | 114 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|-------------------------------|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 759 | | | | |
| 760 | | Unwgted | 1177 | 1401 |
| 761 | Radio Daypart Cumes: | Weighted (000) | 4667 | 6274 |
| 762 | Weekend 6:00 am - 10:00 am | Horz % | 6.61 | 8.89 |
| 763 | | Vert % | 31.60 | 30.27 |
| 764 | | Index | 104 | 100 |
| 765 | | | | |
| 766 | | Unwgted | 1552 | 1881 |
| 767 | Radio Daypart Cumes: | Weighted (000) | 6609 | 8653 |
| 768 | Weekend 10:00 am - 3:00 pm | Horz % | 6.70 | 8.78 |
| 769 | | Vert % | 44.75 | 41.74 |
| 770 | | Index | 106 | 99 |
| 771 | | | | |
| 772 | | Unwgted | 1106 | 1360 |
| 773 | Radio Daypart Cumes: | Weighted (000) | 4618 | 6446 |
| 774 | Weekend 3:00 pm - 7:00 pm | Horz % | 6.16 | 8.60 |
| 775 | | Vert % | 31.27 | 31.10 |
| 776 | | Index | 97 | 97 |
| 777 | | | | |
| 778 | | Unwgted | 522 | 671 |
| 779 | Radio Daypart Cumes: | Weighted (000) | 2267 | 3325 |
| 780 | Weekend 7:00 pm - Midnight | Horz % | 5.72 | 8.39 |
| 781 | | Vert % | 15.35 | 16.04 |
| 782 | | Index | 90 | 94 |
| 783 | | | | |
| 784 | | Unwgted | 108 | 181 |
| 785 | Radio Daypart Cumes: | Weighted (000) | 477 | 786 |
| 786 | Weekend Midnight - 6:00 am | Horz % | 4.99 | 8.23 |
| 787 | | Vert % | 3.23 | 3.79 |
| 788 | | Index | 79 | 92 |
| 789 | | | | |
| 790 | | Unwgted | 492 | 696 |
| 791 | Most Often Listen to Radio at | Weighted (000) | 2049 | 3553 |
| 792 | Home - Typical Weekday | Horz % | 5.07 | 8.79 |
| 793 | | Vert % | 13.88 | 17.14 |
| 794 | | Index | 80 | 99 |
| 795 | | | | |
| 796 | | Unwgted | 2398 | 2748 |
| 797 | Most Often Listen to Radio in | Weighted (000) | 9657 | 12432 |
| 798 | Vehicle - Typical Weekday | Horz % | 6.94 | 8.93 |
| 799 | | Vert % | 65.38 | 59.98 |
| 800 | | Index | 109 | 100 |
| 801 | | | | |
| 802 | | Unwgted | 326 | 469 |
| 803 | Most Often Listen to Radio at | Weighted (000) | 1534 | 2406 |
| 804 | Work - Typical Weekday | Horz % | 6.60 | 10.35 |
| 805 | | Vert % | 10.39 | 11.61 |
| 806 | | Index | 104 | 116 |
| 807 | | | * | * |
| 808 | Most Often Listen to Radio in | Unwgted | 17 | 27 |
| 809 | Other Place (Not Home, | Weighted (000) | 90 | 141 |
| 810 | Vehicle, Workplace) - Typical | Horz % | 5.06 | 7.91 |
| 811 | Weekday | Vert % | 0.61 | 0.68 |
| 812 | | Index | 80 | 89 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|--|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 813 | | | | |
| 814 | | Unwgted | 699 | 962 |
| 815 | Most Often Listen to Radio at Home - Typical Weekend | Weighted (000) | 2912 | 4726 |
| 816 | | Horz % | 5.59 | 9.07 |
| 817 | | Vert % | 19.72 | 22.80 |
| 818 | | Index | 88 | 102 |
| 819 | | | | |
| 820 | | Unwgted | 2237 | 2569 |
| 821 | Most Often Listen to Radio in Vehicle - Typical Weekend | Weighted (000) | 9021 | 11774 |
| 822 | | Horz % | 6.86 | 8.96 |
| 823 | | Vert % | 61.08 | 56.81 |
| 824 | | Index | 108 | 101 |
| 825 | | | | |
| 826 | | Unwgted | 74 | 120 |
| 827 | Most Often Listen to Radio at Work - Typical Weekend | Weighted (000) | 381 | 602 |
| 828 | | Horz % | 5.24 | 8.28 |
| 829 | | Vert % | 2.58 | 2.90 |
| 830 | | Index | 83 | 93 |
| 831 | | | | * |
| 832 | Most Often Listen to Radio in Other Place (Not Home, Vehicle, Workplace) - Typical Weekend | Unwgted | 26 | 47 |
| 833 | | Weighted (000) | 103 | 196 |
| 834 | | Horz % | 4.21 | 8.05 |
| 835 | | Vert % | 0.69 | 0.95 |
| 836 | | Index | 66 | 90 |
| 837 | | | | |
| 838 | | Unwgted | 988 | 1110 |
| 839 | Ever Listen to AM Radio (Terrestrial Radio) | Weighted (000) | 3215 | 4226 |
| 840 | | Horz % | 7.35 | 9.66 |
| 841 | | Vert % | 21.77 | 20.39 |
| 842 | | Index | 116 | 108 |
| 843 | | | | |
| 844 | | Unwgted | 2674 | 3434 |
| 845 | Ever Listen to FM Radio (Terrestrial Radio) | Weighted (000) | 11298 | 16407 |
| 846 | | Horz % | 6.24 | 9.07 |
| 847 | | Vert % | 76.50 | 79.16 |
| 848 | | Index | 98 | 102 |
| 849 | | | | |
| 850 | | Unwgted | 2981 | 3771 |
| 851 | Ever Listen to Any Terrestrial Radio (AM/FM) | Weighted (000) | 12242 | 17673 |
| 852 | | Horz % | 6.30 | 9.10 |
| 853 | | Vert % | 82.89 | 85.26 |
| 854 | | Index | 99 | 102 |
| 855 | | | | |
| 856 | | Unwgted | 663 | 539 |
| 857 | Ever Listen to Satellite Radio (Sirius XM) | Weighted (000) | 2601 | 2079 |
| 858 | | Horz % | 11.04 | 8.82 |
| 859 | | Vert % | 17.61 | 10.03 |
| 860 | | Index | 174 | 99 |
| 861 | | | | |
| 862 | | Unwgted | 890 | 724 |
| 863 | Household Subscribes to Satellite Radio (Sirius XM) | Weighted (000) | 3388 | 2825 |
| 864 | | Horz % | 10.07 | 8.40 |
| 865 | | Vert % | 22.94 | 13.63 |
| 866 | | Index | 159 | 94 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|--|----------------|---|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 867 | | | | |
| 868 | Listened to Radio Online - Past Month (Streamed AM/FM and/or Pure-Play Internet Radio) | Unwgted | 724 | 923 |
| 869 | | Weighted (000) | 2933 | 4167 |
| 870 | | Horz % | 5.84 | 8.30 |
| 871 | | Vert % | 19.86 | 20.10 |
| 872 | | Index | 92 | 93 |
| 873 | | | | |
| 874 | Visited a Radio Station, Radio Program, or Radio Personality's Web Site - Past Month | Unwgted | 222 | 283 |
| 875 | | Weighted (000) | 815 | 1296 |
| 876 | | Horz % | 5.37 | 8.54 |
| 877 | | Vert % | 5.52 | 6.25 |
| 878 | | Index | 85 | 96 |
| 879 | | | | |
| 880 | | Unwgted | 441 | 540 |
| 881 | Visited Pandora.com - Past Month | Weighted (000) | 1929 | 2675 |
| 882 | | Horz % | 5.78 | 8.02 |
| 883 | | Vert % | 13.06 | 12.90 |
| 884 | | Index | 91 | 90 |
| 885 | | | | |
| 886 | Advertising on radio provides me with useful information about bargains - Agree with statement | Unwgted | 1273 | 1616 |
| 887 | | Weighted (000) | 5304 | 7874 |
| 888 | | Horz % | 6.12 | 9.09 |
| 889 | | Vert % | 35.91 | 37.99 |
| 890 | | Index | 96 | 102 |
| 891 | | | | |
| 892 | Advertising on radio provides me with meaningful information about the product use of other consumers - Agree with statement | Unwgted | 1006 | 1234 |
| 893 | | Weighted (000) | 4181 | 5903 |
| 894 | | Horz % | 6.03 | 8.51 |
| 895 | | Vert % | 28.31 | 28.48 |
| 896 | | Index | 95 | 96 |
| 897 | | | | |
| 898 | Advertising on radio provides me with useful information about new products and services - Agree with statement | Unwgted | 1278 | 1625 |
| 899 | | Weighted (000) | 5240 | 7754 |
| 900 | | Horz % | 6.14 | 9.09 |
| 901 | | Vert % | 35.48 | 37.41 |
| 902 | | Index | 97 | 102 |
| 903 | | | | |
| 904 | For me, advertising on radio is amusing - Agree with statement | Unwgted | 1017 | 1293 |
| 905 | | Weighted (000) | 4265 | 6189 |
| 906 | | Horz % | 6.10 | 8.85 |
| 907 | | Vert % | 28.88 | 29.86 |
| 908 | | Index | 96 | 99 |
| 909 | | | | |
| 910 | Vehicle Currently Owned/Leased Has AM/FM Radio | Unwgted | 3225 | 3813 |
| 911 | | Weighted (000) | 13221 | 17822 |
| 912 | | Horz % | 7.63 | 10.29 |
| 913 | | Vert % | 89.52 | 85.98 |
| 914 | | Index | 120 | 115 |
| 915 | | | | |
| 916 | Vehicle Currently Owned/Leased Has Satellite Radio | Unwgted | 1340 | 893 |
| 917 | | Weighted (000) | 5469 | 3620 |
| 918 | | Horz % | 14.31 | 9.48 |
| 919 | | Vert % | 37.03 | 17.47 |
| 920 | | Index | 225 | 106 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|-----|---|----------------|---|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 921 | | | | |
| 922 | Vehicle Currently Owned/Leased Has AM/FM and Satellite Radio | Unwgted | 1290 | 928 |
| 923 | | Weighted (000) | 5315 | 3855 |
| 924 | | Horz % | 12.78 | 9.27 |
| 925 | | Vert % | 35.99 | 18.60 |
| 926 | | Index | 201 | 104 |
| 927 | | | | |
| 928 | Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc) | Unwgted | 3224 | 3631 |
| 929 | | Weighted (000) | 13195 | 16887 |
| 930 | | Horz % | 7.74 | 9.90 |
| 931 | | Vert % | 89.34 | 81.47 |
| 932 | | Index | 122 | 111 |
| 933 | | | | |
| 934 | Vehicle Currently Owned/Leased Has MP3 Player Connection | Unwgted | 1036 | 921 |
| 935 | | Weighted (000) | 4248 | 4231 |
| 936 | | Horz % | 9.59 | 9.55 |
| 937 | | Vert % | 28.76 | 20.41 |
| 938 | | Index | 151 | 107 |
| 939 | | | | |
| 940 | Vehicle Currently Owned/Leased Has DVD Player | Unwgted | 584 | 474 |
| 941 | | Weighted (000) | 2390 | 2035 |
| 942 | | Horz % | 9.66 | 8.22 |
| 943 | | Vert % | 16.18 | 9.82 |
| 944 | | Index | 152 | 92 |
| 945 | | | | |
| 946 | TV Dayparts: Total Prime time Mon-Sun | Unwgted | 114 | 139 |
| 947 | | Weighted (000) | 6957 | 9528 |
| 948 | | Horz % | 6.70 | 9.18 |
| 949 | | Vert % | 47.11 | 45.97 |
| 950 | | Index | 106 | 103 |
| 951 | | | | |
| 952 | TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted | 414 | 507 |
| 953 | | Weighted (000) | 7227 | 9927 |
| 954 | | Horz % | 6.72 | 9.23 |
| 955 | | Vert % | 48.93 | 47.89 |
| 956 | | Index | 106 | 104 |
| 957 | | | | |
| 958 | TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted | 345 | 423 |
| 959 | | Weighted (000) | 6066 | 8306 |
| 960 | | Horz % | 6.59 | 9.02 |
| 961 | | Vert % | 41.08 | 40.07 |
| 962 | | Index | 104 | 101 |
| 963 | | | | |
| 964 | TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain) | Unwgted | 307 | 369 |
| 965 | | Weighted (000) | 6613 | 8950 |
| 966 | | Horz % | 6.73 | 9.11 |
| 967 | | Vert % | 44.78 | 43.18 |
| 968 | | Index | 106 | 102 |
| 969 | | | | |
| 970 | TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain) | Unwgted | 84 | 113 |
| 971 | | Weighted (000) | 1651 | 2848 |
| 972 | | Horz % | 5.06 | 8.73 |
| 973 | | Vert % | 11.18 | 13.74 |
| 974 | | Index | 80 | 98 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|--------------------------------|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 975 | | | | |
| 976 | TV Dayparts: Weekdays: 4:00 | Unwgted | 273 | 338 |
| 977 | pm-7:30 pm (Eastern/Pacific) | Weighted (000) | 3783 | 5705 |
| 978 | 3:00 pm-6:30 pm | Horz % | 6.08 | 9.17 |
| 979 | (Central/Mountain) | Vert % | 25.62 | 27.52 |
| 980 | | Index | 96 | 103 |
| 981 | | | | |
| 982 | TV Dayparts: Weekdays: | Unwgted | 187 | 247 |
| 983 | 11:30 pm-1:00 am | Weighted (000) | 1637 | 2436 |
| 984 | (Eastern/Pacific) 10:30 pm- | Horz % | 5.63 | 8.38 |
| 985 | Midnight (Central/Mountain) | Vert % | 11.08 | 11.75 |
| 986 | | Index | 89 | 94 |
| 987 | | | | |
| 988 | TV Dayparts: Weekend | Unwgted | 114 | 142 |
| 989 | Sports: Saturday-Sunday | Weighted (000) | 3299 | 4963 |
| 990 | afternoon | Horz % | 6.32 | 9.51 |
| 991 | | Vert % | 22.33 | 23.94 |
| 992 | | Index | 100 | 107 |
| 993 | | | | |
| 994 | TV Dayparts: Weekend | Unwgted | 79 | 103 |
| 995 | children's shows: Saturday- | Weighted (000) | 1870 | 2881 |
| 996 | Sunday morning | Horz % | 6.22 | 9.58 |
| 997 | | Vert % | 12.66 | 13.90 |
| 998 | | Index | 98 | 108 |
| 999 | | | | |
| 1000 | | Unwgted | 125 | 166 |
| 1001 | Downloaded a TV Program | Weighted (000) | 566 | 743 |
| 1002 | from Internet - Past Month | Horz % | 6.10 | 8.00 |
| 1003 | | Vert % | 3.83 | 3.58 |
| 1004 | | Index | 96 | 90 |
| 1005 | | | | |
| 1006 | | Unwgted | 357 | 521 |
| 1007 | Watched a TV Program Online | Weighted (000) | 1501 | 2391 |
| 1008 | - Past Month | Horz % | 4.99 | 7.94 |
| 1009 | | Vert % | 10.16 | 11.54 |
| 1010 | | Index | 79 | 89 |
| 1011 | | | | |
| 1012 | | Unwgted | 657 | 838 |
| 1013 | Visited a TV Network or TV | Weighted (000) | 2673 | 3806 |
| 1014 | Show's Website - Past Month | Horz % | 6.00 | 8.55 |
| 1015 | | Vert % | 18.10 | 18.36 |
| 1016 | | Index | 95 | 96 |
| 1017 | | | | |
| 1018 | | Unwgted | 396 | 419 |
| 1019 | Looked at TV Listings Online - | Weighted (000) | 1425 | 1680 |
| 1020 | Past Month | Horz % | 6.94 | 8.18 |
| 1021 | | Vert % | 9.65 | 8.10 |
| 1022 | | Index | 109 | 92 |
| 1023 | | | | |
| 1024 | | Unwgted | 1899 | 2246 |
| 1025 | Household Subscribes to | Weighted (000) | 7413 | 10123 |
| 1026 | Cable TV | Horz % | 6.30 | 8.61 |
| 1027 | | Vert % | 50.19 | 48.84 |
| 1028 | | Index | 99 | 97 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|-----------------------------|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1029 | | | | |
| 1030 | | Unwgted | 1577 | 1802 |
| 1031 | Household Subscribes to | Weighted (000) | 6132 | 7771 |
| 1032 | Digital Cable TV | Horz % | 6.62 | 8.39 |
| 1033 | | Vert % | 41.52 | 37.49 |
| 1034 | | Index | 104 | 94 |
| 1035 | | | | |
| 1036 | | Unwgted | 3137 | 3684 |
| 1037 | Viewed Any Cable TV | Weighted (000) | 12883 | 17048 |
| 1038 | (including Pay) - Past Week | Horz % | 6.81 | 9.01 |
| 1039 | | Vert % | 87.23 | 82.25 |
| 1040 | | Index | 107 | 101 |
| 1041 | | | | |
| 1042 | | Unwgted | 2370 | 2829 |
| 1043 | Heavy Cable TV Viewing | Weighted (000) | 9782 | 13063 |
| 1044 | (including Pay) - Past Week | Horz % | 6.86 | 9.15 |
| 1045 | | Vert % | 66.24 | 63.02 |
| 1046 | | Index | 108 | 103 |
| 1047 | | | | |
| 1048 | | Unwgted | 1302 | 1435 |
| 1049 | Viewed Any Premium Cable | Weighted (000) | 5367 | 6431 |
| 1050 | Channels - Past Month | Horz % | 6.92 | 8.29 |
| 1051 | | Vert % | 36.34 | 31.03 |
| 1052 | | Index | 109 | 93 |
| 1053 | | | | |
| 1054 | | Unwgted | 540 | 620 |
| 1055 | Watched Any Pay-Per-View - | Weighted (000) | 2185 | 2948 |
| 1056 | Past Year | Horz % | 7.05 | 9.51 |
| 1057 | | Vert % | 14.79 | 14.22 |
| 1058 | | Index | 111 | 107 |
| 1059 | | | | |
| 1060 | | Unwgted | 438 | 511 |
| 1061 | Watched Any Pay-Per-View | Weighted (000) | 1740 | 2393 |
| 1062 | Movies - Past Year | Horz % | 7.42 | 10.21 |
| 1063 | | Vert % | 11.78 | 11.54 |
| 1064 | | Index | 117 | 115 |
| 1065 | | | | |
| 1066 | | Unwgted | 167 | 170 |
| 1067 | Watched Any Pay-Per-View | Weighted (000) | 771 | 798 |
| 1068 | Sports Events - Past Year | Horz % | 6.68 | 6.91 |
| 1069 | | Vert % | 5.22 | 3.85 |
| 1070 | | Index | 105 | 78 |
| 1071 | | | | |
| 1072 | | Unwgted | 790 | 874 |
| 1073 | Watched Any Video-On- | Weighted (000) | 2911 | 3734 |
| 1074 | Demand Programs - Past | Horz % | 6.55 | 8.40 |
| 1075 | Month | Vert % | 19.71 | 18.01 |
| 1076 | | Index | 103 | 94 |
| 1077 | | | | |
| 1078 | | Unwgted | 497 | 543 |
| 1079 | Watched Any Video-On- | Weighted (000) | 1822 | 2242 |
| 1080 | Demand TV Shows - Past | Horz % | 6.61 | 8.13 |
| 1081 | Month | Vert % | 12.33 | 10.82 |
| 1082 | | Index | 104 | 91 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|--------------------------------|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1083 | | | | |
| 1084 | | Unwgted | 627 | 694 |
| 1085 | Watched Any Video-On- | Weighted (000) | 2341 | 3042 |
| 1086 | Demand Movies - Past Month | Horz % | 6.43 | 8.36 |
| 1087 | | Vert % | 15.85 | 14.68 |
| 1088 | | Index | 101 | 94 |
| 1089 | | | | |
| 1090 | | Unwgted | 981 | 1201 |
| 1091 | Household Has a Satellite | Weighted (000) | 4692 | 6311 |
| 1092 | Dish | Horz % | 7.35 | 9.88 |
| 1093 | | Vert % | 31.77 | 30.45 |
| 1094 | | Index | 116 | 111 |
| 1095 | | | | |
| 1096 | | Unwgted | 1964 | 2056 |
| 1097 | Household Has a Digital Video | Weighted (000) | 8014 | 9000 |
| 1098 | Recorder (DVR) | Horz % | 7.88 | 8.85 |
| 1099 | | Vert % | 54.26 | 43.42 |
| 1100 | | Index | 124 | 99 |
| 1101 | | | * | * |
| 1102 | | Unwgted | 37 | 38 |
| 1103 | Household Has a TiVo-Brand | Weighted (000) | 148 | 159 |
| 1104 | DVR (Stand-Alone) | Horz % | 8.34 | 8.95 |
| 1105 | | Vert % | 1.00 | 0.76 |
| 1106 | | Index | 131 | 100 |
| 1107 | | | | |
| 1108 | | Unwgted | 3071 | 3628 |
| 1109 | Any Internet/Online Activity - | Weighted (000) | 12561 | 16559 |
| 1110 | Past Month | Horz % | 6.76 | 8.92 |
| 1111 | | Vert % | 85.05 | 79.89 |
| 1112 | | Index | 107 | 100 |
| 1113 | | | | |
| 1114 | | Unwgted | 865 | 1105 |
| 1115 | Played Video Games Online - | Weighted (000) | 3928 | 5560 |
| 1116 | Past Month | Horz % | 6.39 | 9.05 |
| 1117 | | Vert % | 26.59 | 26.82 |
| 1118 | | Index | 101 | 102 |
| 1119 | | | | |
| 1120 | | Unwgted | 218 | 291 |
| 1121 | Downloaded a Video Game | Weighted (000) | 1054 | 1558 |
| 1122 | Online - Past Month | Horz % | 5.44 | 8.05 |
| 1123 | | Vert % | 7.14 | 7.52 |
| 1124 | | Index | 86 | 90 |
| 1125 | | | | |
| 1126 | | Unwgted | 678 | 770 |
| 1127 | Downloaded Music from | Weighted (000) | 3017 | 3807 |
| 1128 | Internet - Past Month | Horz % | 5.98 | 7.55 |
| 1129 | | Vert % | 20.43 | 18.36 |
| 1130 | | Index | 94 | 85 |
| 1131 | | | | |
| 1132 | Downloaded | Unwgted | 125 | 135 |
| 1133 | Podcasts/Podcasting from | Weighted (000) | 485 | 569 |
| 1134 | Internet - Past Month | Horz % | 6.11 | 7.16 |
| 1135 | | Vert % | 3.28 | 2.74 |
| 1136 | | Index | 96 | 80 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|---|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1137 | | | | |
| 1138 | | Unwgted | 125 | 166 |
| 1139 | Downloaded a TV Program from Internet - Past Month | Weighted (000) | 566 | 743 |
| 1140 | | Horz % | 6.10 | 8.00 |
| 1141 | | Vert % | 3.83 | 3.58 |
| 1142 | | Index | 96 | 90 |
| 1143 | | | | |
| 1144 | | Unwgted | 357 | 521 |
| 1145 | Watched a TV Program Online - Past Month | Weighted (000) | 1501 | 2391 |
| 1146 | | Horz % | 4.99 | 7.94 |
| 1147 | | Vert % | 10.16 | 11.54 |
| 1148 | | Index | 79 | 89 |
| 1149 | | | | |
| 1150 | | Unwgted | 195 | 256 |
| 1151 | Downloaded a Movie from Internet - Past Month | Weighted (000) | 831 | 1146 |
| 1152 | | Horz % | 5.68 | 7.84 |
| 1153 | | Vert % | 5.63 | 5.53 |
| 1154 | | Index | 90 | 88 |
| 1155 | | | | |
| 1156 | | Unwgted | 321 | 494 |
| 1157 | Watched a Movie Online - Past Month | Weighted (000) | 1362 | 2201 |
| 1158 | | Horz % | 4.53 | 7.32 |
| 1159 | | Vert % | 9.22 | 10.62 |
| 1160 | | Index | 71 | 82 |
| 1161 | | | | |
| 1162 | | Unwgted | 394 | 524 |
| 1163 | Watched Other Online Video (not TV or Movie) - Past Month | Weighted (000) | 1775 | 2415 |
| 1164 | | Horz % | 5.84 | 7.94 |
| 1165 | | Vert % | 12.02 | 11.65 |
| 1166 | | Index | 92 | 89 |
| 1167 | | | | |
| 1168 | | Unwgted | 134 | 216 |
| 1169 | Visited a Chat Room Online - Past Month | Weighted (000) | 679 | 1090 |
| 1170 | | Horz % | 5.54 | 8.90 |
| 1171 | | Vert % | 4.60 | 5.26 |
| 1172 | | Index | 87 | 100 |
| 1173 | | | | |
| 1174 | | Unwgted | 2787 | 3235 |
| 1175 | Used e-Mail - Past Month | Weighted (000) | 11291 | 14423 |
| 1176 | | Horz % | 6.96 | 8.89 |
| 1177 | | Vert % | 76.45 | 69.58 |
| 1178 | | Index | 110 | 100 |
| 1179 | | | | |
| 1180 | | Unwgted | 1463 | 1837 |
| 1181 | Used Instant Messenger/IM - Past Month | Weighted (000) | 6424 | 9004 |
| 1182 | | Horz % | 6.14 | 8.60 |
| 1183 | | Vert % | 43.49 | 43.44 |
| 1184 | | Index | 97 | 97 |
| 1185 | | | | |
| 1186 | | Unwgted | 2210 | 2698 |
| 1187 | Visited Any Social Networking, Photo or Video-Sharing Site - Past Month | Weighted (000) | 9312 | 12565 |
| 1188 | | Horz % | 6.35 | 8.57 |
| 1189 | | Vert % | 63.05 | 60.62 |
| 1190 | | Index | 100 | 96 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|--|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 1191 | | | | |
| 1192 | | Unwgted | 1682 | 2128 |
| 1193 | Visited Facebook.com - Past Month | Weighted (000) | 7324 | 10279 |
| 1194 | | Horz % | 6.12 | 8.59 |
| 1195 | | Vert % | 49.59 | 49.59 |
| 1196 | | Index | 96 | 96 |
| 1197 | | | | |
| 1198 | | Unwgted | 55 | 94 |
| 1199 | Visited Flickr.com - Past Month | Weighted (000) | 181 | 400 |
| 1200 | | Horz % | 3.75 | 8.30 |
| 1201 | | Vert % | 1.22 | 1.93 |
| 1202 | | Index | 59 | 93 |
| 1203 | | | | * |
| 1204 | | Unwgted | 32 | 36 |
| 1205 | Visited Foursquare Web Site - Past Month | Weighted (000) | 146 | 186 |
| 1206 | | Horz % | 7.87 | 10.06 |
| 1207 | | Vert % | 0.99 | 0.90 |
| 1208 | | Index | 124 | 113 |
| 1209 | | | | |
| 1210 | | Unwgted | 408 | 426 |
| 1211 | Visited LinkedIn.com - Past Month | Weighted (000) | 1386 | 1580 |
| 1212 | | Horz % | 7.60 | 8.66 |
| 1213 | | Vert % | 9.38 | 7.62 |
| 1214 | | Index | 120 | 97 |
| 1215 | | | | * |
| 1216 | | Unwgted | 48 | 50 |
| 1217 | Visited MySpace.com - Past Month | Weighted (000) | 260 | 274 |
| 1218 | | Horz % | 5.48 | 5.78 |
| 1219 | | Vert % | 1.76 | 1.32 |
| 1220 | | Index | 86 | 65 |
| 1221 | | | | |
| 1222 | | Unwgted | 57 | 78 |
| 1223 | Visited Photobucket.com - Past Month | Weighted (000) | 286 | 387 |
| 1224 | | Horz % | 5.27 | 7.13 |
| 1225 | | Vert % | 1.94 | 1.87 |
| 1226 | | Index | 83 | 80 |
| 1227 | | | | |
| 1228 | | Unwgted | 116 | 115 |
| 1229 | Visited Picasa Web Site - Past Month | Weighted (000) | 411 | 469 |
| 1230 | | Horz % | 6.46 | 7.37 |
| 1231 | | Vert % | 2.78 | 2.26 |
| 1232 | | Index | 102 | 83 |
| 1233 | | | | |
| 1234 | | Unwgted | 137 | 136 |
| 1235 | Visited Shutterfly.com - Past Month | Weighted (000) | 539 | 553 |
| 1236 | | Horz % | 7.69 | 7.90 |
| 1237 | | Vert % | 3.65 | 2.67 |
| 1238 | | Index | 121 | 89 |
| 1239 | | | | * |
| 1240 | | Unwgted | 39 | 63 |
| 1241 | Visited Tumblr Web Site - Past Month | Weighted (000) | 197 | 359 |
| 1242 | | Horz % | 3.88 | 7.09 |
| 1243 | | Vert % | 1.33 | 1.73 |
| 1244 | | Index | 61 | 80 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|---|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1245 | | | | |
| 1246 | | Unwgted | 234 | 288 |
| 1247 | Visited Twitter.com - Past | Weighted (000) | 961 | 1311 |
| 1248 | Month | Horz % | 4.87 | 6.64 |
| 1249 | | Vert % | 6.51 | 6.33 |
| 1250 | | Index | 77 | 75 |
| 1251 | | | | |
| 1252 | | Unwgted | 119 | 104 |
| 1253 | Visited Yelp Web Site - Past | Weighted (000) | 483 | 361 |
| 1254 | Month | Horz % | 7.30 | 5.46 |
| 1255 | | Vert % | 3.27 | 1.74 |
| 1256 | | Index | 115 | 61 |
| 1257 | | | | |
| 1258 | | Unwgted | 1320 | 1692 |
| 1259 | Visited YouTube.com - Past | Weighted (000) | 5694 | 7884 |
| 1260 | Month | Horz % | 6.04 | 8.37 |
| 1261 | | Vert % | 38.55 | 38.04 |
| 1262 | | Index | 95 | 94 |
| 1263 | | | | |
| 1264 | | Unwgted | 100 | 116 |
| 1265 | Rated or Reviewed a Product or Service on Any Social | Weighted (000) | 423 | 579 |
| 1266 | Network - Past Month | Horz % | 5.23 | 7.17 |
| 1267 | | Vert % | 2.86 | 2.79 |
| 1268 | | Index | 82 | 81 |
| 1269 | | | | |
| 1270 | | Unwgted | 749 | 1042 |
| 1271 | Posted "Like" on Social | Weighted (000) | 3494 | 5146 |
| 1272 | Network - Past Month | Horz % | 5.79 | 8.53 |
| 1273 | | Vert % | 23.66 | 24.82 |
| 1274 | | Index | 91 | 96 |
| 1275 | | | | |
| 1276 | | Unwgted | 296 | 402 |
| 1277 | "Followed" or became a "Fan of" Something or Someone on | Weighted (000) | 1335 | 1883 |
| 1278 | Social Network - Past Month | Horz % | 5.55 | 7.82 |
| 1279 | | Vert % | 9.04 | 9.08 |
| 1280 | | Index | 87 | 88 |
| 1281 | | | | |
| 1282 | | Unwgted | 179 | 239 |
| 1283 | Clicked on an Advertisement on Social Network - Past | Weighted (000) | 761 | 999 |
| 1284 | Month | Horz % | 5.65 | 7.41 |
| 1285 | | Vert % | 5.15 | 4.82 |
| 1286 | | Index | 89 | 83 |
| 1287 | | | | |
| 1288 | Ever Used Text Messaging on Cellular/Mobile | Unwgted | 2187 | 2682 |
| 1289 | Phone/Smartphone to | Weighted (000) | 9209 | 12791 |
| 1290 | Communicate with Friends or | Horz % | 6.46 | 8.98 |
| 1291 | Family | Vert % | 62.35 | 61.71 |
| 1292 | | Index | 102 | 101 |
| 1293 | | | | |
| 1294 | Ever Used Text Messaging on Cellular/Mobile | Unwgted | 300 | 328 |
| 1295 | Phone/Smartphone to Vote in | Weighted (000) | 1445 | 1701 |
| 1296 | Contest, Make a Choice, Give | Horz % | 6.68 | 7.86 |
| 1297 | an Opinion | Vert % | 9.78 | 8.21 |
| 1298 | | Index | 105 | 88 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|--|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 1299 | | | | |
| 1300 | Ever Used Text Messaging on Cellular/Mobile | Unwgted | 306 | 341 |
| 1301 | Phone/Smartphone to Look at an Advertisement Sent with Text Message | Weighted (000) | 1385 | 1790 |
| 1302 | | Horz % | 5.86 | 7.57 |
| 1303 | | Vert % | 9.38 | 8.64 |
| 1304 | | Index | 92 | 85 |
| 1305 | | | | |
| 1306 | Ever Used Text Messaging on Cellular/Mobile | Unwgted | 140 | 167 |
| 1307 | Phone/Smartphone to Respond to an Advertisement or Make a Purchase | Weighted (000) | 650 | 905 |
| 1308 | | Horz % | 5.66 | 7.88 |
| 1309 | | Vert % | 4.40 | 4.37 |
| 1310 | | Index | 89 | 88 |
| 1311 | | | | |
| 1312 | Ever Singed Up for a Text Message "Alert" Service on Cellular/Mobile | Unwgted | 335 | 423 |
| 1313 | Phone/Smartphone | Weighted (000) | 1604 | 2090 |
| 1314 | | Horz % | 6.61 | 8.62 |
| 1315 | | Vert % | 10.86 | 10.08 |
| 1316 | | Index | 104 | 97 |
| 1317 | | | | |
| 1318 | Ever Received a Text Message "Alert" on Cellular/Mobile | Unwgted | 720 | 899 |
| 1319 | Phone/Smartphone | Weighted (000) | 3136 | 4329 |
| 1320 | | Horz % | 6.48 | 8.94 |
| 1321 | | Vert % | 21.24 | 20.89 |
| 1322 | | Index | 102 | 100 |
| 1323 | | | | |
| 1324 | Ever Received a Mobile Coupon on Cellular/Mobile | Unwgted | 227 | 223 |
| 1325 | Phone/Smartphone | Weighted (000) | 1024 | 1234 |
| 1326 | | Horz % | 6.41 | 7.72 |
| 1327 | | Vert % | 6.93 | 5.95 |
| 1328 | | Index | 101 | 87 |
| 1329 | | | | |
| 1330 | Ever Took a Picture of a QR Code or Other "Tag" with Cellular/Mobile | Unwgted | 232 | 271 |
| 1331 | Phone/Smartphone | Weighted (000) | 1011 | 1422 |
| 1332 | | Horz % | 6.93 | 9.75 |
| 1333 | | Vert % | 6.84 | 6.86 |
| 1334 | | Index | 109 | 109 |
| 1335 | | | | |
| 1336 | Ever Listened to a Podcast on Cellular/Mobile | Unwgted | 139 | 152 |
| 1337 | Phone/Smartphone | Weighted (000) | 577 | 749 |
| 1338 | | Horz % | 5.69 | 7.39 |
| 1339 | | Vert % | 3.91 | 3.61 |
| 1340 | | Index | 90 | 83 |
| 1341 | | | | |
| 1342 | Ever Listened to Music on Cellular/Mobile | Unwgted | 727 | 873 |
| 1343 | Phone/Smartphone | Weighted (000) | 3014 | 4441 |
| 1344 | | Horz % | 5.57 | 8.20 |
| 1345 | | Vert % | 20.41 | 21.43 |
| 1346 | | Index | 88 | 92 |
| 1347 | | | | |
| 1348 | Ever Visited a Website for News on Cellular/Mobile | Unwgted | 963 | 1160 |
| 1349 | Phone/Smartphone | Weighted (000) | 3899 | 5315 |
| 1350 | | Horz % | 6.36 | 8.66 |
| 1351 | | Vert % | 26.40 | 25.64 |
| 1352 | | Index | 100 | 97 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|--|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1353 | | | | |
| 1354 | Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone | Unwgted | 715 | 782 |
| 1355 | | Weighted (000) | 2849 | 3537 |
| 1356 | | Horz % | 7.10 | 8.82 |
| 1357 | | Vert % | 19.29 | 17.06 |
| 1358 | | Index | 112 | 99 |
| 1359 | | | | |
| 1360 | Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone | Unwgted | 1071 | 1259 |
| 1361 | | Weighted (000) | 4485 | 5887 |
| 1362 | | Horz % | 6.59 | 8.65 |
| 1363 | | Vert % | 30.37 | 28.40 |
| 1364 | | Index | 104 | 97 |
| 1365 | | | | |
| 1366 | Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone | Unwgted | 613 | 750 |
| 1367 | | Weighted (000) | 2521 | 3508 |
| 1368 | | Horz % | 6.24 | 8.68 |
| 1369 | | Vert % | 17.07 | 16.92 |
| 1370 | | Index | 98 | 97 |
| 1371 | | | | |
| 1372 | Cellular/Mobile Phone/Smartphone Has FM Radio Feature | Unwgted | 467 | 593 |
| 1373 | | Weighted (000) | 2003 | 2933 |
| 1374 | | Horz % | 5.71 | 8.36 |
| 1375 | | Vert % | 13.56 | 14.15 |
| 1376 | | Index | 90 | 94 |
| 1377 | | | | |
| 1378 | Read Any Daily Newspaper | Unwgted | 1359 | 1469 |
| 1379 | | Weighted (000) | 5176 | 6219 |
| 1380 | | Horz % | 7.78 | 9.35 |
| 1381 | | Vert % | 35.04 | 30.00 |
| 1382 | | Index | 123 | 105 |
| 1383 | | | | |
| 1384 | Read Any Sunday Newspaper | Unwgted | 1715 | 1899 |
| 1385 | | Weighted (000) | 6651 | 8368 |
| 1386 | | Horz % | 7.53 | 9.47 |
| 1387 | | Vert % | 45.03 | 40.37 |
| 1388 | | Index | 119 | 106 |
| 1389 | | | | |
| 1390 | Read or Looked Into Any Electronic Version of a Newspaper, including Web Site - Past Month | Unwgted | 1227 | 1425 |
| 1391 | | Weighted (000) | 4920 | 6135 |
| 1392 | | Horz % | 6.79 | 8.47 |
| 1393 | | Vert % | 33.32 | 29.60 |
| 1394 | | Index | 107 | 95 |
| 1395 | | | | |
| 1396 | Newspaper Reading: Classified Advertising Read in Weekday Newspaper | Unwgted | 387 | 605 |
| 1397 | | Weighted (000) | 1780 | 3271 |
| 1398 | | Horz % | 6.26 | 11.51 |
| 1399 | | Vert % | 12.05 | 15.78 |
| 1400 | | Index | 99 | 129 |
| 1401 | | | | |
| 1402 | Newspaper Reading: Advertisements Read in Weekday Newspaper | Unwgted | 438 | 549 |
| 1403 | | Weighted (000) | 1870 | 2722 |
| 1404 | | Horz % | 7.23 | 10.52 |
| 1405 | | Vert % | 12.66 | 13.13 |
| 1406 | | Index | 114 | 118 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|--|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1407 | | | | |
| 1408 | Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper | Unwgted | 640 | 786 |
| 1409 | | Weighted (000) | 2528 | 3557 |
| 1410 | | Horz % | 7.69 | 10.82 |
| 1411 | | Vert % | 17.12 | 17.16 |
| 1412 | | Index | 121 | 121 |
| 1413 | | | | |
| 1414 | Newspaper Reading: Classified Advertising Read in Sunday/Weekend Newspaper | Unwgted | 456 | 654 |
| 1415 | | Weighted (000) | 2117 | 3390 |
| 1416 | | Horz % | 6.82 | 10.92 |
| 1417 | | Vert % | 14.33 | 16.35 |
| 1418 | | Index | 107 | 123 |
| 1419 | | | | |
| 1420 | Newspaper Reading: Advertisements Read in Sunday/Weekend Newspaper | Unwgted | 616 | 734 |
| 1421 | | Weighted (000) | 2638 | 3545 |
| 1422 | | Horz % | 8.05 | 10.82 |
| 1423 | | Vert % | 17.86 | 17.10 |
| 1424 | | Index | 127 | 121 |
| 1425 | | | | |
| 1426 | Newspaper Reading: Circulars/Inserts/Fliers Read in Sunday/Weekend Newspaper | Unwgted | 1010 | 1182 |
| 1427 | | Weighted (000) | 4079 | 5314 |
| 1428 | | Horz % | 8.44 | 10.99 |
| 1429 | | Vert % | 27.62 | 25.64 |
| 1430 | | Index | 133 | 123 |
| 1431 | | | | |
| 1432 | Personally Referred to Paper Yellow Pages - Past Week | Unwgted | 430 | 586 |
| 1433 | | Weighted (000) | 1836 | 2833 |
| 1434 | | Horz % | 7.10 | 10.95 |
| 1435 | | Vert % | 12.43 | 13.67 |
| 1436 | | Index | 112 | 123 |
| 1437 | | | | |
| 1438 | Personally Referred to Internet Yellow Pages - Past Wee | Unwgted | 262 | 325 |
| 1439 | | Weighted (000) | 1100 | 1510 |
| 1440 | | Horz % | 7.06 | 9.69 |
| 1441 | | Vert % | 7.45 | 7.28 |
| 1442 | | Index | 111 | 109 |
| 1443 | | | | |
| 1444 | Personally Referred to Yellow Pages (Paper or Internet) - Past Week | Unwgted | 626 | 832 |
| 1445 | | Weighted (000) | 2688 | 3996 |
| 1446 | | Horz % | 7.08 | 10.52 |
| 1447 | | Vert % | 18.20 | 19.28 |
| 1448 | | Index | 111 | 118 |
| 1449 | | | | |
| 1450 | Have Personally Seen Video Ads in Grocery Stores - Past Month | Unwgted | 710 | 930 |
| 1451 | | Weighted (000) | 2922 | 4508 |
| 1452 | | Horz % | 6.38 | 9.85 |
| 1453 | | Vert % | 19.78 | 21.75 |
| 1454 | | Index | 101 | 111 |
| 1455 | | | | |
| 1456 | Have Personally Seen Video Ads in Drug Stores - Past Month | Unwgted | 440 | 538 |
| 1457 | | Weighted (000) | 1833 | 2544 |
| 1458 | | Horz % | 6.35 | 8.82 |
| 1459 | | Vert % | 12.41 | 12.27 |
| 1460 | | Index | 100 | 99 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|---|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1461 | | | | |
| 1462 | Have Personally Seen Video Ads in Convenience Stores - Past Month | Unwgted | 401 | 530 |
| 1463 | | Weighted (000) | 1725 | 2655 |
| 1464 | | Horz % | 6.09 | 9.38 |
| 1465 | | Vert % | 11.68 | 12.81 |
| 1466 | | Index | 96 | 105 |
| 1467 | | | | |
| 1468 | Have Personally Seen Video Ads in Large Discount/Department Stores - Past Month | Unwgted | 526 | 644 |
| 1469 | | Weighted (000) | 2293 | 3233 |
| 1470 | | Horz % | 6.83 | 9.63 |
| 1471 | | Vert % | 15.52 | 15.60 |
| 1472 | | Index | 108 | 108 |
| 1473 | | | | |
| 1474 | Have Personally Seen Video Ads in Warehouse/Club Stores - Past Month | Unwgted | 410 | 449 |
| 1475 | | Weighted (000) | 1723 | 2150 |
| 1476 | | Horz % | 7.04 | 8.78 |
| 1477 | | Vert % | 11.67 | 10.37 |
| 1478 | | Index | 111 | 99 |
| 1479 | | | | |
| 1480 | Have Personally Seen Video Ads in Other Stores - Past Month | Unwgted | 343 | 425 |
| 1481 | | Weighted (000) | 1515 | 2041 |
| 1482 | | Horz % | 6.07 | 8.17 |
| 1483 | | Vert % | 10.26 | 9.84 |
| 1484 | | Index | 96 | 92 |
| 1485 | | | | |
| 1486 | Have Personally Seen Video Ads in Shopping Malls - Past Month | Unwgted | 497 | 603 |
| 1487 | | Weighted (000) | 2031 | 2660 |
| 1488 | | Horz % | 5.97 | 7.81 |
| 1489 | | Vert % | 13.75 | 12.83 |
| 1490 | | Index | 94 | 88 |
| 1491 | | | | |
| 1492 | Have Personally Seen Video Ads in Bars/Pubs - Past Month | Unwgted | 261 | 356 |
| 1493 | | Weighted (000) | 1072 | 1637 |
| 1494 | | Horz % | 5.23 | 7.98 |
| 1495 | | Vert % | 7.26 | 7.90 |
| 1496 | | Index | 82 | 90 |
| 1497 | | | | |
| 1498 | Have Personally Seen Video Ads in Fast-Food or Family Restaurants - Past Month | Unwgted | 393 | 533 |
| 1499 | | Weighted (000) | 1780 | 2686 |
| 1500 | | Horz % | 6.01 | 9.08 |
| 1501 | | Vert % | 12.05 | 12.96 |
| 1502 | | Index | 95 | 102 |
| 1503 | | | | |
| 1504 | Have Personally Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month | Unwgted | 282 | 328 |
| 1505 | | Weighted (000) | 1239 | 1510 |
| 1506 | | Horz % | 6.09 | 7.43 |
| 1507 | | Vert % | 8.39 | 7.29 |
| 1508 | | Index | 96 | 83 |
| 1509 | | | | |
| 1510 | Have Personally Seen Video Ads in Gym/Health Clubs - Past Month | Unwgted | 241 | 267 |
| 1511 | | Weighted (000) | 1019 | 1211 |
| 1512 | | Horz % | 5.70 | 6.77 |
| 1513 | | Vert % | 6.90 | 5.84 |
| 1514 | | Index | 90 | 76 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|--|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 1515 | | | | |
| 1516 | Have Personally Seen Video Ads in Medical Offices - Past Month | Unwgted | 415 | 477 |
| 1517 | | Weighted (000) | 1733 | 2268 |
| 1518 | | Horz % | 6.24 | 8.17 |
| 1519 | | Vert % | 11.73 | 10.94 |
| 1520 | | Index | 98 | 92 |
| 1521 | | | | |
| 1522 | Have Personally Seen Video Ads in Airports - Past Month | Unwgted | 345 | 329 |
| 1523 | | Weighted (000) | 1321 | 1433 |
| 1524 | | Horz % | 6.96 | 7.55 |
| 1525 | | Vert % | 8.94 | 6.91 |
| 1526 | | Index | 110 | 85 |
| 1527 | | | | |
| 1528 | Have Personally Seen Video Ads at Gas Stations - Past Month | Unwgted | 613 | 740 |
| 1529 | | Weighted (000) | 2409 | 3239 |
| 1530 | | Horz % | 6.71 | 9.02 |
| 1531 | | Vert % | 16.31 | 15.62 |
| 1532 | | Index | 106 | 101 |
| 1533 | | | | |
| 1534 | Have Personally Seen Video Ads in Office Building Lobbies Past Month | Unwgted | 219 | 268 |
| 1535 | | Weighted (000) | 875 | 1260 |
| 1536 | | Horz % | 5.19 | 7.47 |
| 1537 | | Vert % | 5.93 | 6.08 |
| 1538 | | Index | 82 | 84 |
| 1539 | | | | |
| 1540 | Have Personally Seen Video Ads in Office Building Elevators - Past Month | Unwgted | 209 | 240 |
| 1541 | | Weighted (000) | 791 | 1127 |
| 1542 | | Horz % | 5.10 | 7.26 |
| 1543 | | Vert % | 5.36 | 5.44 |
| 1544 | | Index | 80 | 81 |
| 1545 | | | | |
| 1546 | Have Personally Seen Video Ads in Movie Theater Lobbies Past Month | Unwgted | 351 | 442 |
| 1547 | | Weighted (000) | 1368 | 1995 |
| 1548 | | Horz % | 5.37 | 7.83 |
| 1549 | | Vert % | 9.26 | 9.62 |
| 1550 | | Index | 85 | 88 |
| 1551 | | | | |
| 1552 | Have Seen Any Billboards - Past Month | Unwgted | 2159 | 2712 |
| 1553 | | Weighted (000) | 8880 | 12410 |
| 1554 | | Horz % | 7.48 | 10.46 |
| 1555 | | Vert % | 60.13 | 59.87 |
| 1556 | | Index | 118 | 117 |
| 1557 | | | | |
| 1558 | Have Seen Any Ads on Buses/Trains - Past Month | Unwgted | 842 | 1048 |
| 1559 | | Weighted (000) | 3227 | 4619 |
| 1560 | | Horz % | 6.24 | 8.93 |
| 1561 | | Vert % | 21.85 | 22.28 |
| 1562 | | Index | 98 | 100 |
| 1563 | | | | |
| 1564 | Have Seen Any Ads at Bus Stops or Train Stations - Past Month | Unwgted | 467 | 576 |
| 1565 | | Weighted (000) | 1739 | 2600 |
| 1566 | | Horz % | 5.07 | 7.58 |
| 1567 | | Vert % | 11.78 | 12.55 |
| 1568 | | Index | 80 | 85 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|--------------------------------|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1569 | | | | |
| 1570 | | Unwgted | 196 | 209 |
| 1571 | Have Seen Any Ads Inside | Weighted (000) | 785 | 977 |
| 1572 | Taxis - Past Month | Horz % | 5.00 | 6.22 |
| 1573 | | Vert % | 5.32 | 4.71 |
| 1574 | | Index | 79 | 70 |
| 1575 | | | | |
| 1576 | | Unwgted | 428 | 518 |
| 1577 | Have Seen Any Ads on Top of | Weighted (000) | 1688 | 2325 |
| 1578 | Taxis - Past Month | Horz % | 5.82 | 8.01 |
| 1579 | | Vert % | 11.43 | 11.22 |
| 1580 | | Index | 92 | 90 |
| 1581 | | | | |
| 1582 | | Unwgted | 159 | 179 |
| 1583 | Have Seen Any Ads on Phone | Weighted (000) | 675 | 871 |
| 1584 | Booths - Past Month | Horz % | 4.58 | 5.91 |
| 1585 | | Vert % | 4.57 | 4.20 |
| 1586 | | Index | 72 | 66 |
| 1587 | | | | |
| 1588 | | Unwgted | 700 | 838 |
| 1589 | Have Seen Any Ads at Sports | Weighted (000) | 2904 | 3926 |
| 1590 | or Entertainment Events - Past | Horz % | 7.30 | 9.87 |
| 1591 | Month | Vert % | 19.67 | 18.94 |
| 1592 | | Index | 115 | 111 |
| 1593 | | | | |
| 1594 | | Unwgted | 484 | 576 |
| 1595 | Have Seen Any Ads on | Weighted (000) | 2035 | 2576 |
| 1596 | Postcards - Past Month | Horz % | 7.31 | 9.25 |
| 1597 | | Vert % | 13.78 | 12.43 |
| 1598 | | Index | 115 | 104 |
| 1599 | | | | |
| 1600 | | Unwgted | 702 | 917 |
| 1601 | Have Seen Any Ads Sent to a | Weighted (000) | 3015 | 4475 |
| 1602 | Cellphone or Other Mobile | Horz % | 6.61 | 9.82 |
| 1603 | Device - Past Month | Vert % | 20.41 | 21.59 |
| 1604 | | Index | 104 | 110 |
| 1605 | | | | |
| 1606 | | Unwgted | 706 | 865 |
| 1607 | Have Seen Any Ads on | Weighted (000) | 2953 | 4098 |
| 1608 | Posters at Movie Theater - | Horz % | 6.69 | 9.28 |
| 1609 | Past Month | Vert % | 19.99 | 19.77 |
| 1610 | | Index | 105 | 104 |
| 1611 | | | | |
| 1612 | | Unwgted | 954 | 1177 |
| 1613 | Have Seen Any Ads Shown | Weighted (000) | 3994 | 5501 |
| 1614 | On-Screen Before Start of | Horz % | 6.95 | 9.57 |
| 1615 | Movie - Past Month | Vert % | 27.04 | 26.54 |
| 1616 | | Index | 109 | 107 |
| 1617 | | | | |
| 1618 | | Unwgted | 1432 | 1871 |
| 1619 | Have Seen Any Ads in Stores | Weighted (000) | 6080 | 8911 |
| 1620 | (Not Video Ads) - Past Month | Horz % | 7.29 | 10.69 |
| 1621 | | Vert % | 41.17 | 42.99 |
| 1622 | | Index | 115 | 120 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|---|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1623 | | | | |
| 1624 | | Unwgted | 861 | 1190 |
| 1625 | Have Seen Any Infomercials - | Weighted (000) | 3580 | 5603 |
| 1626 | Past Month | Horz % | 6.71 | 10.49 |
| 1627 | | Vert % | 24.24 | 27.03 |
| 1628 | | Index | 106 | 118 |
| 1629 | | | | |
| 1630 | | Unwgted | 1770 | 2217 |
| 1631 | Have Seen Any Offers or Ads Sent to Home By Mail - Past | Weighted (000) | 7495 | 10326 |
| 1632 | Month | Horz % | 7.69 | 10.59 |
| 1633 | | Vert % | 50.75 | 49.82 |
| 1634 | | Index | 121 | 119 |
| 1635 | | | | |
| 1636 | | Unwgted | 247 | 349 |
| 1637 | Have Seen Any Product Placement in Video Games - | Weighted (000) | 1202 | 1796 |
| 1638 | Past Month | Horz % | 5.64 | 8.43 |
| 1639 | | Vert % | 8.14 | 8.67 |
| 1640 | | Index | 89 | 95 |
| 1641 | | | | |
| 1642 | | Unwgted | 1602 | 2052 |
| 1643 | Have Seen Any Product Placement in TV Shows - Past | Weighted (000) | 6622 | 9346 |
| 1644 | Month | Horz % | 7.24 | 10.22 |
| 1645 | | Vert % | 44.84 | 45.09 |
| 1646 | | Index | 114 | 115 |
| 1647 | | | | |
| 1648 | | Unwgted | 936 | 1146 |
| 1649 | Have Seen Any Product Placement in Movies - Past | Weighted (000) | 4000 | 5656 |
| 1650 | Month | Horz % | 6.99 | 9.88 |
| 1651 | | Vert % | 27.09 | 27.29 |
| 1652 | | Index | 110 | 111 |
| 1653 | | | | |
| 1654 | Automotive Attitudes: I want a | Unwgted | 2239 | 2932 |
| 1655 | vehicle that has both the | Weighted (000) | 9376 | 14082 |
| 1656 | comforts of a car and the | Horz % | 6.51 | 9.78 |
| 1657 | capabilities of a truck. | Vert % | 63.49 | 67.94 |
| 1658 | | Index | 103 | 110 |
| 1659 | | | | |
| 1660 | Automotive Attitudes: I plan to | Unwgted | 1883 | 2267 |
| 1661 | buy the vehicle that best | Weighted (000) | 7996 | 10909 |
| 1662 | meets my needs no matter | Horz % | 5.73 | 7.81 |
| 1663 | who makes it or in what | Vert % | 54.14 | 52.63 |
| 1664 | country it is produced. | Index | 90 | 88 |
| 1665 | | | | |
| 1666 | | Unwgted | 1908 | 2284 |
| 1667 | Automotive Attitudes: The | Weighted (000) | 7902 | 10447 |
| 1668 | vehicle a person owns says a | Horz % | 6.48 | 8.56 |
| 1669 | lot about him or her. | Vert % | 53.51 | 50.40 |
| 1670 | | Index | 102 | 96 |
| 1671 | | | | |
| 1672 | Automotive Attitudes: I often | Unwgted | 1063 | 1390 |
| 1673 | take the opportunity to discuss | Weighted (000) | 4232 | 6560 |
| 1674 | my knowledge of automobiles | Horz % | 5.65 | 8.76 |
| 1675 | with others. | Vert % | 28.65 | 31.65 |
| 1676 | | Index | 89 | 98 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|---|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 1677 | | | | |
| 1678 | Automotive Attitudes: I'm loyal to my vehicle brands and stick with them. | Unwgt'd | 1880 | 2199 |
| 1679 | | Weighted (000) | 7480 | 10058 |
| 1680 | | Horz % | 6.74 | 9.06 |
| 1681 | | Vert % | 50.65 | 48.52 |
| 1682 | | Index | 106 | 102 |
| 1683 | | | | |
| 1684 | Automotive Attitudes: I consider myself to be an automotive enthusiast. | Unwgt'd | 995 | 1224 |
| 1685 | | Weighted (000) | 3923 | 5481 |
| 1686 | | Horz % | 5.92 | 8.28 |
| 1687 | | Vert % | 26.56 | 26.44 |
| 1688 | | Index | 93 | 93 |
| 1689 | | | | |
| 1690 | Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment. | Unwgt'd | 1112 | 1240 |
| 1691 | | Weighted (000) | 4538 | 5713 |
| 1692 | | Horz % | 5.91 | 7.44 |
| 1693 | | Vert % | 30.73 | 27.56 |
| 1694 | | Index | 93 | 84 |
| 1695 | | | | |
| 1696 | Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road. | Unwgt'd | 973 | 1113 |
| 1697 | | Weighted (000) | 4138 | 5274 |
| 1698 | | Horz % | 5.85 | 7.45 |
| 1699 | | Vert % | 28.02 | 25.44 |
| 1700 | | Index | 92 | 84 |
| 1701 | | | | |
| 1702 | Automotive Attitudes: I think of vehicles as basic transportation. | Unwgt'd | 2698 | 3406 |
| 1703 | | Weighted (000) | 11166 | 16272 |
| 1704 | | Horz % | 6.24 | 9.09 |
| 1705 | | Vert % | 75.61 | 78.50 |
| 1706 | | Index | 98 | 102 |
| 1707 | | | | |
| 1708 | Automotive Attitudes: I look forward to technology advances in new vehicles. | Unwgt'd | 2318 | 2705 |
| 1709 | | Weighted (000) | 9550 | 12116 |
| 1710 | | Horz % | 6.55 | 8.31 |
| 1711 | | Vert % | 64.66 | 58.45 |
| 1712 | | Index | 103 | 93 |
| 1713 | | | | |
| 1714 | Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else. | Unwgt'd | 2858 | 3437 |
| 1715 | | Weighted (000) | 11701 | 15698 |
| 1716 | | Horz % | 6.82 | 9.14 |
| 1717 | | Vert % | 79.23 | 75.73 |
| 1718 | | Index | 107 | 103 |
| 1719 | | | | |
| 1720 | Automotive Attitudes: I enjoy learning about automobiles from others. | Unwgt'd | 1655 | 2131 |
| 1721 | | Weighted (000) | 6711 | 9868 |
| 1722 | | Horz % | 6.09 | 8.95 |
| 1723 | | Vert % | 45.44 | 47.61 |
| 1724 | | Index | 96 | 100 |
| 1725 | | | | |
| 1726 | Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision. | Unwgt'd | 2268 | 2709 |
| 1727 | | Weighted (000) | 9333 | 12716 |
| 1728 | | Horz % | 6.41 | 8.73 |
| 1729 | | Vert % | 63.19 | 61.35 |
| 1730 | | Index | 101 | 98 |

RAB / GfK MRI AUTO PROFILE: FORD CARS

| | A | B | K | L |
|------|---|----------------|--|---|
| | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 1 | | | | |
| 2 | | | | |
| 1731 | | | | |
| 1732 | Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know. | Unwgted | 2332 | 2849 |
| 1733 | | Weighted (000) | 9731 | 13455 |
| 1734 | | Horz % | 6.51 | 9.00 |
| 1735 | | Vert % | 65.89 | 64.91 |
| 1736 | | Index | 102 | 101 |
| 1737 | | | | |
| 1738 | Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling. | Unwgted | 1622 | 1895 |
| 1739 | | Weighted (000) | 6636 | 8830 |
| 1740 | | Horz % | 6.27 | 8.35 |
| 1741 | | Vert % | 44.93 | 42.60 |
| 1742 | | Index | 99 | 94 |
| 1743 | | | | |
| 1744 | Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration. | Unwgted | 1552 | 1860 |
| 1745 | | Weighted (000) | 6412 | 8769 |
| 1746 | | Horz % | 6.03 | 8.24 |
| 1747 | | Vert % | 43.41 | 42.31 |
| 1748 | | Index | 95 | 93 |
| 1749 | | | | |
| 1750 | Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle. | Unwgted | 2382 | 2866 |
| 1751 | | Weighted (000) | 9998 | 13571 |
| 1752 | | Horz % | 6.34 | 8.61 |
| 1753 | | Vert % | 67.70 | 65.47 |
| 1754 | | Index | 100 | 97 |
| 1755 | | | | |
| 1756 | Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision. | Unwgted | 1766 | 2105 |
| 1757 | | Weighted (000) | 7416 | 9869 |
| 1758 | | Horz % | 6.41 | 8.53 |
| 1759 | | Vert % | 50.21 | 47.61 |
| 1760 | | Index | 101 | 96 |
| 1761 | | | | |
| 1762 | Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes. | Unwgted | 1425 | 1822 |
| 1763 | | Weighted (000) | 6270 | 9211 |
| 1764 | | Horz % | 6.01 | 8.83 |
| 1765 | | Vert % | 42.46 | 44.44 |
| 1766 | | Index | 95 | 99 |
| 1767 | | | | |
| 1768 | Automotive Attitudes: I often ask the advice of others when it comes to automobiles. | Unwgted | 1930 | 2457 |
| 1769 | | Weighted (000) | 7990 | 12009 |
| 1770 | | Horz % | 5.85 | 8.80 |
| 1771 | | Vert % | 54.10 | 57.93 |
| 1772 | | Index | 92 | 99 |
| 1773 | | | | |
| 1774 | Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like. | Unwgted | 2149 | 2725 |
| 1775 | | Weighted (000) | 8980 | 12799 |
| 1776 | | Horz % | 6.24 | 8.89 |
| 1777 | | Vert % | 60.80 | 61.75 |
| 1778 | | Index | 98 | 100 |
| 1779 | | | | |
| 1780 | Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find. | Unwgted | 1436 | 1980 |
| 1781 | | Weighted (000) | 6151 | 9966 |
| 1782 | | Horz % | 5.51 | 8.93 |
| 1783 | | Vert % | 41.65 | 48.08 |
| 1784 | | Index | 87 | 100 |

| | A | B | K | L |
|------|---|----------------|--|---|
| 1 | | | Decision-Maker for Any Ford Vehicle Bought/ Leased New | If Making Purchase Decision Today, Would Buy Ford Vehicle |
| 2 | | | | |
| 1785 | | | | |
| 1786 | Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options. | Unwgted | 644 | 655 |
| 1787 | | Weighted (000) | 2838 | 3189 |
| 1788 | | Horz % | 5.76 | 6.47 |
| 1789 | | Vert % | 19.22 | 15.39 |
| 1790 | | Index | 91 | 73 |
| 1791 | | | | |
| 1792 | Automotive Attitudes: People often ask my advice when it comes to automobiles. | Unwgted | 973 | 1188 |
| 1793 | | Weighted (000) | 3723 | 5552 |
| 1794 | | Horz % | 5.53 | 8.24 |
| 1795 | | Vert % | 25.21 | 26.78 |
| 1796 | | Index | 87 | 92 |
| 1797 | | | | |
| 1798 | Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me. | Unwgted | 2515 | 3016 |
| 1799 | | Weighted (000) | 10290 | 13894 |
| 1800 | | Horz % | 6.67 | 9.01 |
| 1801 | | Vert % | 69.68 | 67.03 |
| 1802 | | Index | 105 | 101 |
| 1803 | | | | |
| 1804 | Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions. | Unwgted | 2172 | 2473 |
| 1805 | | Weighted (000) | 8907 | 11407 |
| 1806 | | Horz % | 7.16 | 9.16 |
| 1807 | | Vert % | 60.31 | 55.03 |
| 1808 | | Index | 113 | 103 |
| 1809 | | | | |
| 1810 | Automotive Attitudes: I consider safety first when shopping for a new vehicle. | Unwgted | 2621 | 3177 |
| 1811 | | Weighted (000) | 10964 | 14961 |
| 1812 | | Horz % | 6.39 | 8.72 |
| 1813 | | Vert % | 74.24 | 72.18 |
| 1814 | | Index | 101 | 98 |
| 1815 | | | | |
| 1816 | Automotive Attitudes: I always follow the advice of my mechanic. | Unwgted | 2132 | 2691 |
| 1817 | | Weighted (000) | 9014 | 13096 |
| 1818 | | Horz % | 6.17 | 8.96 |
| 1819 | | Vert % | 61.03 | 63.18 |
| 1820 | | Index | 97 | 101 |
| 1821 | | | | |
| 1822 | Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual. | Unwgted | 2895 | 3442 |
| 1823 | | Weighted (000) | 12113 | 16046 |
| 1824 | | Horz % | 6.85 | 9.08 |
| 1825 | | Vert % | 82.02 | 77.41 |
| 1826 | | Index | 108 | 102 |
| 1827 | | | | |
| 1828 | | | | |