

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
Adults 18+	Unwgt'd	48273	98	306	880	388	981
	Weighted (000)	240780	515	1446	4387	2082	4935
	Horz %	100.00	0.21	0.60	1.82	0.86	2.05
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male	Unwgt'd	24392	57	154	463	199	514
	Weighted (000)	116178	262	698	2131	1049	2532
	Horz %	100.00	0.23	0.60	1.83	0.90	2.18
	Vert %	48.25	50.77	48.28	48.58	50.38	51.31
	Index	100	105	100	101	104	106
Female	Unwgt'd	23881	41	152	417	189	467
	Weighted (000)	124602	254	748	2256	1033	2403
	Horz %	100.00	0.20	0.60	1.81	0.83	1.93
	Vert %	51.75	49.23	51.72	51.42	49.62	48.69
	Index	100	95	100	99	96	94
Age 18-24	Unwgt'd	3822	7	18	54	28	79
	Weighted (000)	30214	82	140	487	224	674
	Horz %	100.00	0.27	0.46	1.61	0.74	2.23
	Vert %	12.55	15.85	9.69	11.09	10.75	13.65
	Index	100	126	77	88	86	109
Age 25-34	Unwgt'd	8153	7	42	136	67	181
	Weighted (000)	42657	42	206	698	392	899
	Horz %	100.00	0.10	0.48	1.64	0.92	2.11
	Vert %	17.72	8.24	14.25	15.91	18.83	18.21
	Index	100	47	80	90	106	103
Age 35-44	Unwgt'd	8482	23	48	127	103	219
	Weighted (000)	40077	126	191	562	533	1121
	Horz %	100.00	0.32	0.48	1.40	1.33	2.80
	Vert %	16.64	24.50	13.20	12.82	25.61	22.71
	Index	100	147	79	77	154	136
Age 45-54	Unwgt'd	8893	19	63	196	106	228
	Weighted (000)	43246	102	351	961	538	1073
	Horz %	100.00	0.24	0.81	2.22	1.24	2.48
	Vert %	17.96	19.81	24.28	21.90	25.84	21.74
	Index	100	110	135	122	144	121
Age 55-64	Unwgt'd	8384	18	61	185	60	161
	Weighted (000)	39759	83	251	884	271	705
	Horz %	100.00	0.21	0.63	2.22	0.68	1.77
	Vert %	16.51	16.02	17.36	20.14	13.00	14.28
	Index	100	97	105	122	79	86
Age 65+	Unwgt'd	10539	24	74	182	24	113
	Weighted (000)	44827	80	307	796	125	464
	Horz %	100.00	0.18	0.68	1.77	0.28	1.04
	Vert %	18.62	15.57	21.22	18.14	5.98	9.41
	Index	100	84	114	97	32	51
Age 21+	Unwgt'd	46843	96	296	861	379	944
	Weighted (000)	228583	501	1364	4193	2026	4602
	Horz %	100.00	0.22	0.60	1.83	0.89	2.01
	Vert %	94.93	97.26	94.33	95.56	97.28	93.26
	Index	100	102	99	101	102	98
Age 18-34	Unwgt'd	11975	14	60	190	95	260
	Weighted (000)	72871	124	346	1185	616	1572
	Horz %	100.00	0.17	0.47	1.63	0.85	2.16
	Vert %	30.26	24.09	23.93	27.01	29.58	31.86
	Index	100	80	79	89	98	105

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*			
Age 18-49	Unwgt'd	24725	44	134	402	254	596
	Weighted (000)	133805	272	717	2150	1470	3296
	Horz %	100.00	0.20	0.54	1.61	1.10	2.46
	Vert %	55.57	52.80	49.57	49.01	70.58	66.80
	Index	100	95	89	88	127	120
				*			
Age 25-54	Unwgt'd	25528	49	153	459	276	628
	Weighted (000)	125979	271	748	2221	1463	3092
	Horz %	100.00	0.22	0.59	1.76	1.16	2.45
	Vert %	52.32	52.56	51.72	50.63	70.28	62.66
	Index	100	100	99	97	134	120
Age 35-64	Unwgt'd	25759	60	172	508	269	608
	Weighted (000)	123081	311	793	2407	1342	2898
	Horz %	100.00	0.25	0.64	1.96	1.09	2.35
	Vert %	51.12	60.34	54.84	54.86	64.44	58.73
	Index	100	118	107	107	126	115
Age 50+	Unwgt'd	23548	54	172	478	134	385
	Weighted (000)	106974	243	729	2237	613	1638
	Horz %	100.00	0.23	0.68	2.09	0.57	1.53
	Vert %	44.43	47.20	50.43	50.99	29.42	33.20
	Index	100	106	114	115	66	75
Median Age	Unwgt'd						
	Weighted (000)	46.80	46.70	50.20	50.40	43.00	43.00
	Horz %						
	Index	100	100	107	108	92	92
Race: White Only	Unwgt'd	34938	88	279	777	272	747
	Weighted (000)	177950	469	1335	3925	1591	3905
	Horz %	100.00	0.26	0.75	2.21	0.89	2.19
	Vert %	73.91	90.93	92.36	89.46	76.42	79.14
	Index	100	123	125	121	103	107
				*	*	*	
Race: Black/African-American Only	Unwgt'd	5766	4	6	31	60	95
	Weighted (000)	29089	23	20	163	294	467
	Horz %	100.00	0.08	0.07	0.56	1.01	1.61
	Vert %	12.08	4.41	1.37	3.71	14.11	9.46
	Index	100	36	11	31	117	78
			*	*	*	*	*
Race: Asian	Unwgt'd	2336	3	3	25	13	34
	Weighted (000)	8427	12	9	111	23	120
	Horz %	100.00	0.14	0.11	1.31	0.28	1.42
	Vert %	3.50	2.36	0.63	2.52	1.12	2.43
	Index	100	67	18	72	32	69
			*	*			
Race: Other Race/Multi-Racial	Unwgt'd	7569	6	21	72	56	139
	Weighted (000)	33741	24	91	299	197	562
	Horz %	100.00	0.07	0.27	0.89	0.58	1.67
	Vert %	14.01	4.66	6.27	6.83	9.48	11.40
	Index	100	33	45	49	68	81
			*	*			
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	5	22	62	54	132
	Weighted (000)	36640	20	138	318	284	619
	Horz %	100.00	0.05	0.38	0.87	0.78	1.69
	Vert %	15.22	3.84	9.56	7.25	13.66	12.55
	Index	100	25	63	48	90	82
			*	*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	2	8	27	20	43
	Weighted (000)	5719	9	41	61	76	104
	Horz %	100.00	0.16	0.72	1.06	1.34	1.82
	Vert %	2.38	1.78	2.85	1.38	3.67	2.10
	Index	100	75	120	58	154	89

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1862	1	5	19	20	39
	Weighted (000)	9417	1	12	99	75	206
	Horz %	100.00	0.01	0.13	1.06	0.80	2.18
	Vert %	3.91	0.15	0.86	2.27	3.62	4.17
	Index	100	4	22	58	92	107
			*	*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1118	1	2	5	5	22
	Weighted (000)	10393	3	31	73	49	152
	Horz %	100.00	0.03	0.30	0.70	0.47	1.46
	Vert %	4.32	0.53	2.14	1.65	2.36	3.08
	Index	100	12	50	38	55	71
			*	*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1522	1	6	9	8	27
	Weighted (000)	8987	7	44	59	47	147
	Horz %	100.00	0.08	0.49	0.66	0.52	1.64
	Vert %	3.73	1.39	3.02	1.35	2.26	2.98
	Index	100	37	81	36	60	80
			*	*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	95	0	0	1	1	0
	Weighted (000)	1661	0	0	16	36	0
	Horz %	100.00	0.00	0.00	0.98	2.19	0.00
	Vert %	0.69	0.00	0.00	0.37	1.75	0.00
	Index	100	0	0	54	254	0
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6767	6	35	133	52	133
	Weighted (000)	25246	15	118	548	215	529
	Horz %	100.00	0.06	0.47	2.17	0.85	2.09
	Vert %	10.49	2.91	8.13	12.48	10.32	10.71
	Index	100	28	78	119	98	102
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	11007	22	92	236	96	250
	Weighted (000)	45336	80	391	1037	474	1003
	Horz %	100.00	0.18	0.86	2.29	1.05	2.21
	Vert %	18.83	15.53	27.05	23.64	22.78	20.33
	Index	100	82	144	126	121	108
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2525	5	15	39	25	54
	Weighted (000)	10486	28	69	148	104	287
	Horz %	100.00	0.27	0.66	1.41	0.99	2.74
	Vert %	4.36	5.50	4.78	3.38	4.99	5.82
	Index	100	126	110	78	115	134
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3281	8	24	58	36	72
	Weighted (000)	13387	40	99	282	158	364
	Horz %	100.00	0.30	0.74	2.11	1.18	2.72
	Vert %	5.56	7.82	6.82	6.43	7.59	7.38
	Index	100	141	123	116	137	133
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10114	25	56	197	86	203
	Weighted (000)	45271	129	240	963	385	860
	Horz %	100.00	0.29	0.53	2.13	0.85	1.90
	Vert %	18.80	25.06	16.57	21.95	18.48	17.43
	Index	100	133	88	117	98	93
			*	*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10354	28	69	178	71	211
	Weighted (000)	71224	199	407	1141	572	1474
	Horz %	100.00	0.28	0.57	1.60	0.80	2.07
	Vert %	29.58	38.65	28.18	26.01	27.45	29.87
	Index	100	131	95	88	93	101
			*	*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4225	4	15	39	22	58
	Weighted (000)	29828	23	122	268	175	417
	Horz %	100.00	0.08	0.41	0.90	0.59	1.40
	Vert %	12.39	4.53	8.47	6.11	8.40	8.46
	Index	100	37	68	49	68	68

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*		*
Currently Attending College or University	Unwgt'd	3453	7	16	56	40	90
	Weighted (000)	19367	42	97	316	242	480
	Horz %	100.00	0.22	0.50	1.63	1.25	2.48
	Vert %	8.04	8.14	6.69	7.21	11.63	9.72
	Index	100	101	83	90	145	121
Employed Full Time			*				
	Unwgt'd	24928	45	151	511	232	616
	Weighted (000)	116486	213	647	2449	1187	2990
	Horz %	100.00	0.18	0.56	2.10	1.02	2.57
	Vert %	48.38	41.29	44.77	55.83	57.00	60.58
Index	100	85	93	115	118	125	
Employed Part Time			*	*			
	Unwgt'd	5673	14	35	85	57	123
	Weighted (000)	29663	72	193	473	272	640
	Horz %	100.00	0.24	0.65	1.59	0.92	2.16
	Vert %	12.32	13.94	13.38	10.77	13.05	12.97
Index	100	113	109	87	106	105	
Not Employed			*				
	Unwgt'd	17672	39	120	284	99	242
	Weighted (000)	94631	231	605	1465	624	1305
	Horz %	100.00	0.24	0.64	1.55	0.66	1.38
	Vert %	39.30	44.77	41.85	33.40	29.95	26.44
Index	100	114	106	85	76	67	
Temporarily Unemployed			*	*	*	*	*
	Unwgt'd	1992	6	12	25	15	34
	Weighted (000)	13071	42	48	155	96	242
	Horz %	100.00	0.32	0.36	1.18	0.73	1.85
	Vert %	5.43	8.11	3.30	3.53	4.60	4.90
Index	100	149	61	65	85	90	
Retired from Employment			*				
	Unwgt'd	10157	18	73	176	29	112
	Weighted (000)	45370	79	308	796	132	419
	Horz %	100.00	0.17	0.68	1.76	0.29	0.92
	Vert %	18.84	15.37	21.33	18.15	6.36	8.49
Index	100	82	113	96	34	45	
Not Employed, Principal Shopper for Household			*	*	*	*	*
	Unwgt'd	2514	12	19	44	35	51
	Weighted (000)	16486	100	120	276	242	326
	Horz %	100.00	0.61	0.73	1.67	1.47	1.98
	Vert %	6.85	19.49	8.32	6.29	11.62	6.61
Index	100	285	122	92	170	97	
Occupation: Professional and Related Occupations			*	*			
	Unwgt'd	7447	11	37	149	70	185
	Weighted (000)	33261	79	165	745	309	887
	Horz %	100.00	0.24	0.49	2.24	0.93	2.67
	Vert %	13.81	15.28	11.38	16.98	14.85	17.97
Index	100	111	82	123	108	130	
Occupation: Management, Business and Financial Operations			*				
	Unwgt'd	6565	20	59	151	77	168
	Weighted (000)	24062	57	218	535	407	596
	Horz %	100.00	0.24	0.91	2.22	1.69	2.48
	Vert %	9.99	11.04	15.06	12.18	19.54	12.08
Index	100	110	151	122	196	121	
Occupation: Sales and Office Occupations			*	*			
	Unwgt'd	5945	8	37	120	57	142
	Weighted (000)	32600	35	169	720	299	837
	Horz %	100.00	0.11	0.52	2.21	0.92	2.57
	Vert %	13.54	6.87	11.72	16.40	14.38	16.96
Index	100	51	87	121	106	125	
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*	*
	Unwgt'd	2586	9	18	47	22	77
	Weighted (000)	13486	54	81	249	140	382
	Horz %	100.00	0.40	0.60	1.85	1.04	2.83
	Vert %	5.60	10.54	5.61	5.68	6.74	7.75
Index	100	188	100	101	120	138	

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				*	*		
Occupation: Other Employed	Unwgted	8058	11	35	129	63	167
	Weighted (000)	42740	59	208	674	303	928
	Horz %	100.00	0.14	0.49	1.58	0.71	2.17
	Vert %	17.75	11.51	14.38	15.36	14.55	18.81
	Index	100	65	81	87	82	106
			*	*	*	*	*
Household Income: \$250,000+	Unwgted	1862	2	15	45	23	48
	Weighted (000)	7072	12	64	167	89	184
	Horz %	100.00	0.17	0.90	2.37	1.26	2.60
	Vert %	2.94	2.32	4.42	3.82	4.27	3.72
	Index	100	79	151	130	145	127
			*	*	*	*	*
Household Income: \$200,000-\$249,999	Unwgted	1511	5	14	44	17	52
	Weighted (000)	6244	19	52	195	78	216
	Horz %	100.00	0.31	0.84	3.13	1.24	3.46
	Vert %	2.59	3.76	3.62	4.45	3.73	4.38
	Index	100	145	139	172	144	169
			*	*	*	*	*
Household Income: \$150,000-\$199,999	Unwgted	3595	7	31	83	37	105
	Weighted (000)	16937	16	128	412	190	475
	Horz %	100.00	0.10	0.76	2.43	1.12	2.81
	Vert %	7.03	3.13	8.88	9.40	9.11	9.63
	Index	100	44	126	134	129	137
			*	*	*	*	*
Household Income: \$100,000-\$149,999	Unwgted	7160	23	57	171	76	194
	Weighted (000)	37688	166	294	984	422	1103
	Horz %	100.00	0.44	0.78	2.61	1.12	2.93
	Vert %	15.65	32.28	20.30	22.42	20.27	22.36
	Index	100	206	130	143	129	143
			*	*	*	*	*
Household Income: \$75,000-\$99,999	Unwgted	6228	11	67	129	65	164
	Weighted (000)	32225	36	359	704	459	817
	Horz %	100.00	0.11	1.11	2.18	1.42	2.54
	Vert %	13.38	7.07	24.85	16.04	22.04	16.56
	Index	100	53	186	120	165	124
			*	*	*	*	*
Household Income: \$60,000-\$74,999	Unwgted	4977	7	37	113	41	83
	Weighted (000)	25163	16	124	603	216	511
	Horz %	100.00	0.06	0.49	2.40	0.86	2.03
	Vert %	10.45	3.16	8.55	13.75	10.37	10.36
	Index	100	30	82	132	99	99
			*	*	*	*	*
Household Income: \$50,000-\$59,999	Unwgted	3803	6	25	88	27	49
	Weighted (000)	18770	26	125	418	118	251
	Horz %	100.00	0.14	0.67	2.23	0.63	1.34
	Vert %	7.80	5.06	8.65	9.53	5.68	5.08
	Index	100	65	111	122	73	65
			*	*	*	*	*
Household Income: \$40,000-\$49,999	Unwgted	4778	10	24	89	28	98
	Weighted (000)	20586	58	99	391	95	455
	Horz %	100.00	0.28	0.48	1.90	0.46	2.21
	Vert %	8.55	11.18	6.86	8.92	4.58	9.21
	Index	100	131	80	104	54	108
			*	*	*	*	*
Household Income: \$30,000-\$39,999	Unwgted	4643	14	18	57	38	79
	Weighted (000)	22039	101	62	192	223	395
	Horz %	100.00	0.46	0.28	0.87	1.01	1.79
	Vert %	9.15	19.61	4.30	4.38	10.70	8.00
	Index	100	214	47	48	117	87
			*	*	*	*	*
Household Income: \$20,000-\$29,999	Unwgted	4346	8	8	32	17	62
	Weighted (000)	21849	44	86	132	107	310
	Horz %	100.00	0.20	0.39	0.61	0.49	1.42
	Vert %	9.07	8.45	5.92	3.01	5.16	6.28
	Index	100	93	65	33	57	69

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				*	*	*	*
Household Income: Under \$20,000	Unwgted	5370	5	10	29	19	47
	Weighted (000)	32207	20	53	189	85	218
	Horz %	100.00	0.06	0.16	0.59	0.26	0.68
	Vert %	13.38	3.97	3.65	4.31	4.10	4.41
	Index	100	30	27	32	31	33
Median Household Income	Unwgted						
	Weighted (000)	62.90	68.20	87.10	84.50	85.70	85.00
	Horz %						
	Vert %						
	Index	100	108	138	134	136	135
Marital Status: Single, Never Married	Unwgted		*	*			
	Weighted (000)	11890	20	41	160	77	204
	Horz %	100.00	0.20	0.41	1.47	0.72	1.86
	Vert %	27.98	26.59	19.16	22.58	23.43	25.41
	Index	100	95	68	81	84	91
Marital Status: Currently Married	Unwgted	24640	59	224	565	251	612
	Weighted (000)	127911	292	1013	2794	1356	3063
	Horz %	100.00	0.23	0.79	2.18	1.06	2.39
	Vert %	53.12	56.58	70.07	63.67	65.14	62.06
	Index	100	107	132	120	123	117
Marital Status: Divorced or Legally Separated	Unwgted	7948	14	22	103	52	134
	Weighted (000)	30646	67	101	387	198	499
	Horz %	100.00	0.22	0.33	1.26	0.65	1.63
	Vert %	12.73	12.97	7.01	8.81	9.50	10.10
	Index	100	102	55	69	75	79
Marital Status: Widowed	Unwgted	3795	5	19	52	8	31
	Weighted (000)	14859	20	54	216	40	119
	Horz %	100.00	0.13	0.37	1.46	0.27	0.80
	Vert %	6.17	3.86	3.77	4.93	1.93	2.42
	Index	100	63	61	80	31	39
Marital Status: Engaged to Be Married	Unwgted	1949	4	10	29	18	38
	Weighted (000)	10768	34	87	171	129	177
	Horz %	100.00	0.31	0.81	1.59	1.20	1.64
	Vert %	4.47	6.55	6.01	3.90	6.18	3.58
	Index	100	147	134	87	138	80
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3390	9	18	58	35	73
	Weighted (000)	20609	69	147	366	255	360
	Horz %	100.00	0.33	0.72	1.78	1.24	1.75
	Vert %	8.56	13.37	10.19	8.34	12.24	7.30
	Index	100	156	119	97	143	85
Any Child(ren) Under Age 18 Living at Home	Unwgted	18110	32	108	300	252	500
	Weighted (000)	95244	206	490	1517	1426	2607
	Horz %	100.00	0.22	0.51	1.59	1.50	2.74
	Vert %	39.56	39.95	33.90	34.59	68.46	52.84
	Index	100	101	86	87	173	134
1 Child Under Age 18 Currently Living at Home	Unwgted	7249	15	42	127	85	173
	Weighted (000)	38782	108	181	668	493	874
	Horz %	100.00	0.28	0.47	1.72	1.27	2.25
	Vert %	16.11	20.97	12.50	15.22	23.68	17.72
	Index	100	130	78	94	147	110
2 Children Under Age 18 Currently Living at Home	Unwgted	6875	10	54	122	78	198
	Weighted (000)	34084	30	270	579	424	1019
	Horz %	100.00	0.09	0.79	1.70	1.24	2.99
	Vert %	14.16	5.75	18.65	13.19	20.35	20.66
	Index	100	41	132	93	144	146

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*	*	
3 Children Under Age 18 Currently Living at Home	Unwgttd	2656	2	12	34	57	89
	Weighted (000)	14443	26	40	159	300	468
	Horz %	100.00	0.18	0.28	1.10	2.07	3.24
	Vert %	6.00	4.98	2.75	3.63	14.39	9.49
	Index	100	83	46	61	240	158
			*	*	*	*	*
4 Children Under Age 18 Currently Living at Home	Unwgttd	917	1	0	16	26	35
	Weighted (000)	5134	5	0	106	163	215
	Horz %	100.00	0.10	0.00	2.07	3.17	4.19
	Vert %	2.13	0.97	0.00	2.42	7.83	4.36
	Index	100	45	0	114	367	205
			*	*	*	*	*
5 or More Children Under Age 18 Currently Living at Home	Unwgttd	413	4	0	1	6	5
	Weighted (000)	2801	38	0	5	46	30
	Horz %	100.00	1.34	0.00	0.19	1.64	1.08
	Vert %	1.16	7.29	0.00	0.12	2.21	0.61
	Index	100	627	0	11	190	53
			*	*	*	*	*
Own Home/Residence	Unwgttd	33144	82	257	706	286	753
	Weighted (000)	160200	416	1131	3439	1547	3860
	Horz %	100.00	0.26	0.71	2.15	0.97	2.41
	Vert %	66.53	80.65	78.23	78.38	74.27	78.23
	Index	100	121	118	118	112	118
			*	*	*	*	*
Rent Home/Residence	Unwgttd	14554	16	46	165	97	216
	Weighted (000)	77579	100	295	884	500	1016
	Horz %	100.00	0.13	0.38	1.14	0.64	1.31
	Vert %	32.22	19.35	20.37	20.14	24.00	20.59
	Index	100	60	63	63	74	64
			*	*	*	*	*
Live Rent-Free in Home/Residence	Unwgttd	575	0	3	9	5	12
	Weighted (000)	3001	0	20	65	36	58
	Horz %	100.00	0.00	0.67	2.17	1.20	1.95
	Vert %	1.25	0.00	1.40	1.48	1.73	1.19
	Index	100	0	112	119	139	95
			*	*	*	*	*
Census Region: North East	Unwgttd	11292	30	65	224	36	210
	Weighted (000)	43596	84	269	924	192	895
	Horz %	100.00	0.19	0.62	2.12	0.44	2.05
	Vert %	18.11	16.33	18.60	21.07	9.23	18.14
	Index	100	90	103	116	51	100
			*	*	*	*	*
Census Region: South	Unwgttd	16777	26	100	238	192	367
	Weighted (000)	90561	188	461	1391	1061	1919
	Horz %	100.00	0.21	0.51	1.54	1.17	2.12
	Vert %	37.61	36.45	31.91	31.71	50.97	38.88
	Index	100	97	85	84	136	103
			*	*	*	*	*
Census Region: Midwest	Unwgttd	10348	24	89	267	63	200
	Weighted (000)	51575	161	451	1257	293	1034
	Horz %	100.00	0.31	0.88	2.44	0.57	2.00
	Vert %	21.42	31.25	31.21	28.66	14.09	20.95
	Index	100	146	146	134	66	98
			*	*	*	*	*
Census Region: West	Unwgttd	9856	18	52	151	97	204
	Weighted (000)	55047	82	264	814	535	1087
	Horz %	100.00	0.15	0.48	1.48	0.97	1.97
	Vert %	22.86	15.97	18.28	18.56	25.71	22.02
	Index	100	70	80	81	112	96
			*	*	*	*	*
Census Sub-Region: New England	Unwgttd	2902	6	12	73	7	61
	Weighted (000)	11431	22	53	258	24	264
	Horz %	100.00	0.19	0.46	2.26	0.21	2.31
	Vert %	4.75	4.19	3.67	5.89	1.14	5.34
	Index	100	88	77	124	24	113

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*			*
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	24	53	151	29	149
	Weighted (000)	32165	63	216	666	169	632
	Horz %	100.00	0.19	0.67	2.07	0.52	1.96
	Vert %	13.36	12.14	14.93	15.18	8.09	12.80
	Index	100	91	112	114	61	96
Census Sub-Region: South Atlantic				*			
	Unwgt'd	9468	15	52	129	95	206
	Weighted (000)	46537	92	232	732	477	868
	Horz %	100.00	0.20	0.50	1.57	1.03	1.87
	Vert %	19.33	17.88	16.06	16.69	22.91	17.60
Census Sub-Region: East South Central	Index	100	93	83	86	119	91
				*	*	*	*
	Unwgt'd	1936	5	12	31	22	50
	Weighted (000)	14894	65	92	255	193	416
	Horz %	100.00	0.43	0.62	1.71	1.30	2.79
Census Sub-Region: West South Central	Vert %	6.19	12.53	6.38	5.81	9.29	8.43
	Index	100	203	103	94	150	136
				*	*		
	Unwgt'd	5373	6	36	78	75	111
	Weighted (000)	29130	31	137	404	391	634
Census Sub-Region: East North Central	Horz %	100.00	0.11	0.47	1.39	1.34	2.18
	Vert %	12.10	6.04	9.47	9.21	18.77	12.86
	Index	100	50	78	76	155	106
				*		*	
	Unwgt'd	7954	20	65	214	46	160
Census Sub-Region: West North Central	Weighted (000)	35969	119	260	878	203	786
	Horz %	100.00	0.33	0.72	2.44	0.57	2.19
	Vert %	14.94	23.12	17.96	20.01	9.77	15.94
	Index	100	155	120	134	65	107
				*	*	*	*
Census Sub-Region: Mountain	Unwgt'd	2394	4	24	53	17	40
	Weighted (000)	15607	42	192	379	90	248
	Horz %	100.00	0.27	1.23	2.43	0.58	1.59
	Vert %	6.48	8.13	13.25	8.65	4.32	5.02
	Index	100	125	204	133	67	77
Census Sub-Region: Pacific				*	*	*	*
	Unwgt'd	2516	4	15	42	28	53
	Weighted (000)	17393	14	82	267	192	350
	Horz %	100.00	0.08	0.47	1.53	1.10	2.01
	Vert %	7.22	2.64	5.66	6.09	9.20	7.09
County Size: A	Index	100	37	78	84	127	98
				*	*		
	Unwgt'd	7340	14	37	109	69	151
	Weighted (000)	37654	69	182	547	344	737
	Horz %	100.00	0.18	0.48	1.45	0.91	1.96
County Size: B	Vert %	15.64	13.33	12.62	12.48	16.50	14.93
	Index	100	85	81	80	106	95
				*			
	Unwgt'd	26336	47	168	485	204	538
	Weighted (000)	101038	136	565	1774	725	2040
County Size: C/D	Horz %	100.00	0.13	0.56	1.76	0.72	2.02
	Vert %	41.96	26.39	39.04	40.44	34.82	41.33
	Index	100	63	93	96	83	99
				*			
	Unwgt'd	11787	26	73	209	103	235
County Size: C/D	Weighted (000)	70879	162	430	1379	657	1513
	Horz %	100.00	0.23	0.61	1.95	0.93	2.13
	Vert %	29.44	31.49	29.71	31.42	31.56	30.66
	Index	100	107	101	107	107	104
				*			
County Size: C/D	Unwgt'd	10150	25	65	186	81	208
	Weighted (000)	68862	217	452	1234	700	1382
	Horz %	100.00	0.32	0.66	1.79	1.02	2.01
	Vert %	28.60	42.12	31.25	28.13	33.62	28.01
	Index	100	147	109	98	118	98

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1208	3	12	24	7	32
	Weighted (000)	4881	10	54	117	46	193
	Horz %	100.00	0.20	1.11	2.40	0.94	3.96
	Vert %	2.03	1.86	3.74	2.67	2.20	3.92
	Index	100	92	185	132	109	193
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	8156	17	64	166	79	196
	Weighted (000)	39455	125	333	726	378	907
	Horz %	100.00	0.32	0.84	1.84	0.96	2.30
	Vert %	16.39	24.18	23.05	16.55	18.17	18.38
	Index	100	148	141	101	111	112
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	3	7	27	17	32
	Weighted (000)	6602	45	41	140	118	167
	Horz %	100.00	0.68	0.62	2.11	1.78	2.53
	Vert %	2.74	8.71	2.84	3.18	5.65	3.38
	Index	100	318	104	116	206	123
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	2	6	12	2	6
	Weighted (000)	1442	19	27	67	10	22
	Horz %	100.00	1.35	1.91	4.65	0.70	1.50
	Vert %	0.60	3.77	1.90	1.53	0.49	0.44
	Index	100	630	317	255	81	73
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	11	18	67	20	69
	Weighted (000)	8071	27	48	174	56	227
	Horz %	100.00	0.33	0.60	2.15	0.69	2.81
	Vert %	3.35	5.21	3.33	3.96	2.67	4.59
	Index	100	155	99	118	80	137
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	11	26	76	41	86
	Weighted (000)	12832	26	86	252	226	329
	Horz %	100.00	0.20	0.67	1.96	1.76	2.57
	Vert %	5.33	5.06	5.92	5.74	10.85	6.68
	Index	100	95	111	108	204	125
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	1	5	22	8	25
	Weighted (000)	4021	1	19	126	65	174
	Horz %	100.00	0.02	0.46	3.13	1.62	4.34
	Vert %	1.67	0.14	1.29	2.87	3.13	3.53
	Index	100	8	77	172	188	212
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	5	23	68	30	81
	Weighted (000)	15752	15	109	345	177	433
	Horz %	100.00	0.09	0.69	2.19	1.12	2.75
	Vert %	6.54	2.87	7.52	7.87	8.51	8.77
	Index	100	44	115	120	130	134
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	16	55	161	92	221
	Weighted (000)	45814	79	307	820	530	1222
	Horz %	100.00	0.17	0.67	1.79	1.16	2.67
	Vert %	19.03	15.27	21.24	18.69	25.44	24.76
	Index	100	80	112	98	134	130
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	5	21	74	28	75
	Weighted (000)	14188	30	79	368	127	344
	Horz %	100.00	0.21	0.56	2.60	0.89	2.43
	Vert %	5.89	5.88	5.49	8.40	6.10	6.97
	Index	100	100	93	142	103	118
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3601	8	39	80	33	102
	Weighted (000)	18087	31	135	455	215	545
	Horz %	100.00	0.17	0.74	2.51	1.19	3.02
	Vert %	7.51	6.04	9.32	10.36	10.30	11.05
	Index	100	80	124	138	137	147

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1383	3	5	21	11	24
	Weighted (000)	5415	19	14	77	48	76
	Horz %	100.00	0.36	0.25	1.42	0.89	1.41
	Vert %	2.25	3.74	0.94	1.75	2.32	1.55
	Index	100	167	42	78	103	69
			*				
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8065	23	59	186	80	201
	Weighted (000)	46392	142	300	1077	449	1152
	Horz %	100.00	0.31	0.65	2.32	0.97	2.48
	Vert %	19.27	27.56	20.78	24.55	21.57	23.34
	Index	100	143	108	127	112	121
			*	*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	289	0	0	5	0	6
	Weighted (000)	1180	0	0	8	0	11
	Horz %	100.00	0.00	0.00	0.68	0.00	0.96
	Vert %	0.49	0.00	0.00	0.18	0.00	0.23
	Index	100	0	0	38	0	47
			*	*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	730	2	2	7	9	9
	Weighted (000)	4011	14	12	45	76	38
	Horz %	100.00	0.34	0.30	1.13	1.90	0.94
	Vert %	1.67	2.68	0.82	1.03	3.66	0.76
	Index	100	161	49	62	220	46
			*	*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2429	1	9	16	18	56
	Weighted (000)	15349	3	57	118	141	301
	Horz %	100.00	0.02	0.37	0.77	0.92	1.96
	Vert %	6.37	0.62	3.93	2.69	6.77	6.11
	Index	100	10	62	42	106	96
			*	*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3507	8	31	78	31	91
	Weighted (000)	16479	26	150	301	129	433
	Horz %	100.00	0.16	0.91	1.82	0.78	2.63
	Vert %	6.84	5.04	10.36	6.85	6.17	8.77
	Index	100	74	151	100	90	128
			*	*	*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	702	2	2	11	6	18
	Weighted (000)	2542	17	2	24	14	55
	Horz %	100.00	0.66	0.08	0.94	0.54	2.17
	Vert %	1.06	3.24	0.13	0.55	0.66	1.12
	Index	100	307	13	52	63	106
			*	*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	991	1	7	7	12	26
	Weighted (000)	6494	3	54	72	116	136
	Horz %	100.00	0.05	0.83	1.10	1.78	2.09
	Vert %	2.70	0.62	3.74	1.63	5.56	2.76
	Index	100	23	139	60	206	102
			*	*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5900	18	53	131	40	111
	Weighted (000)	23011	70	221	534	225	521
	Horz %	100.00	0.30	0.96	2.32	0.98	2.26
	Vert %	9.56	13.49	15.30	12.16	10.80	10.56
	Index	100	141	160	127	113	110
			*	*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1671	5	11	29	16	31
	Weighted (000)	8714	17	45	156	88	174
	Horz %	100.00	0.19	0.51	1.78	1.01	2.00
	Vert %	3.62	3.24	3.09	3.55	4.21	3.53
	Index	100	90	85	98	116	97
			*	*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2634	6	18	45	14	47
	Weighted (000)	10681	20	57	205	54	223
	Horz %	100.00	0.18	0.53	1.92	0.51	2.09
	Vert %	4.44	3.80	3.91	4.67	2.61	4.52
	Index	100	86	88	105	59	102

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3953	10	21	85	46	85
	Weighted (000)	20069	54	102	482	237	407
	Horz %	100.00	0.27	0.51	2.40	1.18	2.03
	Vert %	8.34	10.40	7.03	10.98	11.36	8.24
	Index	100	125	84	132	136	99
			*	*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2820	5	12	36	30	68
	Weighted (000)	14985	24	59	145	144	389
	Horz %	100.00	0.16	0.40	0.97	0.96	2.59
	Vert %	6.22	4.72	4.10	3.31	6.94	7.87
	Index	100	76	66	53	111	127
			*	*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3771	10	28	85	40	112
	Weighted (000)	18525	40	114	383	221	546
	Horz %	100.00	0.22	0.61	2.07	1.20	2.95
	Vert %	7.69	7.74	7.87	8.74	10.64	11.06
	Index	100	101	102	114	138	144
			*	*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1166	3	9	20	7	24
	Weighted (000)	6001	6	40	98	47	133
	Horz %	100.00	0.10	0.66	1.64	0.79	2.21
	Vert %	2.49	1.21	2.75	2.24	2.28	2.69
	Index	100	49	110	90	91	108
			*	*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	791	0	2	5	8	19
	Weighted (000)	4990	0	21	51	46	115
	Horz %	100.00	0.00	0.43	1.01	0.92	2.30
	Vert %	2.07	0.00	1.49	1.15	2.21	2.33
	Index	100	0	72	56	107	112
			*	*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	315	0	0	3	0	5
	Weighted (000)	1793	0	0	9	0	30
	Horz %	100.00	0.00	0.00	0.50	0.00	1.66
	Vert %	0.74	0.00	0.00	0.20	0.00	0.61
	Index	100	0	0	27	0	81
			*	*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5190	10	11	42	44	105
	Weighted (000)	26664	57	55	227	200	566
	Horz %	100.00	0.21	0.21	0.85	0.75	2.12
	Vert %	11.07	11.11	3.82	5.16	9.60	11.46
	Index	100	100	34	47	87	104
			*	*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2379	2	3	20	21	50
	Weighted (000)	11083	8	6	94	79	193
	Horz %	100.00	0.07	0.05	0.85	0.72	1.74
	Vert %	4.60	1.47	0.39	2.15	3.81	3.91
	Index	100	32	9	47	83	85
			*	*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1939	6	3	16	14	40
	Weighted (000)	11362	34	20	88	76	219
	Horz %	100.00	0.30	0.18	0.78	0.66	1.93
	Vert %	4.72	6.58	1.41	2.02	3.63	4.43
	Index	100	139	30	43	77	94
			*	*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1269	1	8	22	8	23
	Weighted (000)	7051	3	13	80	42	100
	Horz %	100.00	0.04	0.18	1.14	0.59	1.42
	Vert %	2.93	0.50	0.90	1.83	2.01	2.03
	Index	100	17	31	62	69	69
			*	*	*	*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40314	81	263	768	345	880
	Weighted (000)	198598	400	1250	3802	1826	4431
	Horz %	100.00	0.20	0.63	1.91	0.92	2.23
	Vert %	82.48	77.58	86.47	86.65	87.69	89.80
	Index	100	94	105	105	106	109

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	52	160	495	227	568
	Weighted (000)	119900	291	731	2501	1116	2717
	Horz %	100.00	0.24	0.61	2.09	0.93	2.27
	Vert %	49.80	56.52	50.54	57.01	53.58	55.05
	Index	100	113	101	114	108	111
			*				
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	41	132	351	170	410
	Weighted (000)	89896	177	556	1629	919	2165
	Horz %	100.00	0.20	0.62	1.81	1.02	2.41
	Vert %	37.34	34.44	38.46	37.12	44.13	43.88
	Index	100	92	103	99	118	118
			*				
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	49	143	452	205	509
	Weighted (000)	104254	225	669	2231	994	2468
	Horz %	100.00	0.22	0.64	2.14	0.95	2.37
	Vert %	43.30	43.68	46.27	50.85	47.75	50.02
	Index	100	101	107	117	110	116
			*	*		*	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	13	44	116	46	161
	Weighted (000)	38037	101	248	583	243	985
	Horz %	100.00	0.27	0.65	1.53	0.64	2.59
	Vert %	15.80	19.59	17.16	13.29	11.66	19.96
	Index	100	124	109	84	74	126
			*	*	*	*	
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	4	14	42	10	63
	Weighted (000)	11829	24	56	234	55	353
	Horz %	100.00	0.21	0.47	1.98	0.46	2.98
	Vert %	4.91	4.72	3.84	5.34	2.64	7.15
	Index	100	96	78	109	54	146
			*				
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	28	83	309	132	337
	Weighted (000)	75340	140	404	1378	671	1623
	Horz %	100.00	0.19	0.54	1.83	0.89	2.15
	Vert %	31.29	27.25	27.92	31.41	32.23	32.89
	Index	100	87	89	100	103	105
			*				
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	44	149	428	197	482
	Weighted (000)	103236	221	663	2044	1031	2393
	Horz %	100.00	0.21	0.64	1.98	1.00	2.32
	Vert %	42.88	42.92	45.82	46.58	49.50	48.50
	Index	100	100	107	109	115	113
			*				
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	29	113	316	167	374
	Weighted (000)	81300	131	605	1606	883	1894
	Horz %	100.00	0.16	0.74	1.97	1.09	2.33
	Vert %	33.77	25.36	41.84	36.60	42.41	38.38
	Index	100	75	124	108	126	114
			*	*		*	
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	17	38	128	59	186
	Weighted (000)	39381	62	174	594	294	962
	Horz %	100.00	0.16	0.44	1.51	0.75	2.44
	Vert %	16.36	12.06	12.02	13.54	14.12	19.49
	Index	100	74	73	83	86	119
			*	*	*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	3	12	33	13	41
	Weighted (000)	9954	17	49	163	48	214
	Horz %	100.00	0.17	0.50	1.64	0.49	2.15
	Vert %	4.13	3.34	3.41	3.73	2.33	4.34
	Index	100	81	83	90	56	105
			*				
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	21	81	219	85	220
	Weighted (000)	62580	117	365	1039	443	1164
	Horz %	100.00	0.19	0.58	1.66	0.71	1.86
	Vert %	25.99	22.80	25.25	23.67	21.28	23.59
	Index	100	88	97	91	82	91

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	79	263	730	332	851
	Weighted (000)	181109	398	1242	3470	1746	4243
	Horz %	100.00	0.22	0.69	1.92	0.96	2.34
	Vert %	75.22	77.20	85.92	79.10	83.82	85.99
	Index	100	103	114	105	111	114
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	17	39	120	54	149
	Weighted (000)	29668	68	172	588	317	807
	Horz %	100.00	0.23	0.58	1.98	1.07	2.72
	Vert %	12.32	13.25	11.90	13.40	15.21	16.36
	Index	100	108	97	109	123	133
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	0	3	19	4	25
	Weighted (000)	6331	0	31	105	25	146
	Horz %	100.00	0.00	0.49	1.66	0.39	2.30
	Vert %	2.63	0.00	2.15	2.40	1.19	2.95
	Index	100	0	82	91	45	112
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	23	84	256	117	301
	Weighted (000)	72174	150	425	1175	631	1505
	Horz %	100.00	0.21	0.59	1.63	0.87	2.09
	Vert %	29.97	29.15	29.40	26.77	30.30	30.51
	Index	100	97	98	89	101	102
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	76	240	679	299	763
	Weighted (000)	166202	401	1105	3180	1591	3837
	Horz %	100.00	0.24	0.66	1.91	0.96	2.31
	Vert %	69.03	77.82	76.41	72.48	76.40	77.76
	Index	100	113	111	105	111	113
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	2	6	32	22	40
	Weighted (000)	11015	6	22	159	128	262
	Horz %	100.00	0.05	0.20	1.44	1.17	2.38
	Vert %	4.57	1.14	1.55	3.62	6.16	5.32
	Index	100	25	34	79	135	116
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	0	5	14	4	24
	Weighted (000)	6306	0	15	70	30	126
	Horz %	100.00	0.00	0.23	1.12	0.47	2.00
	Vert %	2.62	0.00	1.00	1.61	1.43	2.56
	Index	100	0	38	61	55	98
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	23	78	208	73	181
	Weighted (000)	37690	79	342	883	405	760
	Horz %	100.00	0.21	0.91	2.34	1.08	2.02
	Vert %	15.65	15.36	23.64	20.13	19.47	15.40
	Index	100	98	151	129	124	98
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	72	221	670	317	789
	Weighted (000)	181675	373	1023	3379	1723	4081
	Horz %	100.00	0.21	0.56	1.86	0.95	2.25
	Vert %	75.45	72.38	70.74	77.01	82.74	82.70
	Index	100	96	94	102	110	110
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	82	241	726	331	841
	Weighted (000)	193871	417	1127	3592	1788	4286
	Horz %	100.00	0.22	0.58	1.85	0.92	2.21
	Vert %	80.52	80.89	77.92	81.87	85.87	86.85
	Index	100	100	97	102	107	108
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	11	67	185	65	177
	Weighted (000)	28450	37	309	852	298	683
	Horz %	100.00	0.13	1.09	3.00	1.05	2.40
	Vert %	11.82	7.12	21.38	19.43	14.30	13.84
	Index	100	60	181	164	121	117

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*			
Household Subscribes to Satellite (SiriusXM) Radio	Unwgttd	8939	12	96	239	79	246
	Weighted (000)	41160	64	462	1106	426	1047
	Horz %	100.00	0.16	1.12	2.69	1.04	2.54
	Vert %	17.09	12.44	31.94	25.20	20.48	21.21
	Index	100	73	187	147	120	124
			*				
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgttd	14712	26	167	476	136	391
	Weighted (000)	71398	150	802	2345	802	2003
	Horz %	100.00	0.21	1.12	3.29	1.12	2.81
	Vert %	29.65	29.12	55.46	53.46	38.50	40.60
	Index	100	98	187	180	130	137
			*				
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgttd	12557	31	151	339	143	359
	Weighted (000)	62882	144	722	1732	890	1726
	Horz %	100.00	0.23	1.15	2.75	1.42	2.74
	Vert %	26.12	27.94	49.95	39.48	42.76	34.98
	Index	100	107	191	151	164	134
			*	*			
listened online to streaming AM/FM broadcast radio stations	Unwgttd	7450	18	46	144	73	188
	Weighted (000)	36486	70	214	746	392	916
	Horz %	100.00	0.19	0.59	2.04	1.07	2.51
	Vert %	15.15	13.54	14.83	17.00	18.81	18.57
	Index	100	89	98	112	124	123
			*				
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgttd	14104	24	86	270	118	345
	Weighted (000)	70596	88	401	1346	636	1764
	Horz %	100.00	0.13	0.57	1.91	0.90	2.50
	Vert %	29.32	17.13	27.72	30.68	30.52	35.74
	Index	100	58	95	105	104	122
			*				
Listened to Any Radio on the Internet/Online-Past Month	Unwgttd	20341	35	140	361	200	498
	Weighted (000)	101859	173	655	1822	1086	2580
	Horz %	100.00	0.17	0.64	1.79	1.07	2.53
	Vert %	42.30	33.57	45.27	41.53	52.15	52.28
	Index	100	79	107	98	123	124
			*	*		*	
Visited a radio station, radio program or radio personality's website	Unwgttd	3495	10	19	74	31	83
	Weighted (000)	16642	67	71	329	184	371
	Horz %	100.00	0.41	0.43	1.98	1.11	2.23
	Vert %	6.91	13.09	4.94	7.50	8.83	7.52
	Index	100	189	72	108	128	109
			*				
Downloaded music - Past Month	Unwgttd	10131	20	69	176	91	242
	Weighted (000)	53361	111	290	895	504	1306
	Horz %	100.00	0.21	0.54	1.68	0.94	2.45
	Vert %	22.16	21.52	20.08	20.39	24.19	26.47
	Index	100	97	91	92	109	119
			*	*		*	
Downloaded or listened to podcasts/podcasting - past month	Unwgttd	2692	3	16	55	18	76
	Weighted (000)	11952	13	91	256	110	338
	Horz %	100.00	0.11	0.76	2.14	0.92	2.83
	Vert %	4.96	2.58	6.29	5.83	5.29	6.85
	Index	100	52	127	117	106	138
			*	*		*	
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgttd	3490	6	34	85	38	85
	Weighted (000)	17709	40	149	430	237	530
	Horz %	100.00	0.23	0.84	2.43	1.34	2.99
	Vert %	7.36	7.85	10.33	9.79	11.40	10.73
	Index	100	107	140	133	155	146
			*				
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgttd	7650	11	60	147	73	204
	Weighted (000)	36645	43	292	718	369	969
	Horz %	100.00	0.12	0.80	1.96	1.01	2.64
	Vert %	15.22	8.36	20.17	16.37	17.70	19.63
	Index	100	55	133	108	116	129

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*			
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgttd	13348	24	85	223	141	332
	Weighted (000)	68670	130	405	1199	788	1712
	Horz %	100.00	0.19	0.59	1.75	1.15	2.49
	Vert %	28.52	25.17	28.00	27.32	37.84	34.70
	Index	100	88	98	96	133	122
			*	*		*	
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgttd	4026	8	20	71	34	99
	Weighted (000)	21138	34	116	399	152	559
	Horz %	100.00	0.16	0.55	1.89	0.72	2.64
	Vert %	8.78	6.53	8.00	9.10	7.28	11.32
	Index	100	74	91	104	83	129
			*				
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgttd	16441	32	102	285	152	347
	Weighted (000)	83247	198	457	1352	803	1737
	Horz %	100.00	0.24	0.55	1.62	0.96	2.09
	Vert %	34.57	38.48	31.63	30.82	38.54	35.19
	Index	100	111	91	89	111	102
			*				
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgttd	13568	23	77	237	128	271
	Weighted (000)	68583	147	331	1169	655	1419
	Horz %	100.00	0.21	0.48	1.70	0.95	2.07
	Vert %	28.48	28.45	22.86	26.65	31.44	28.76
	Index	100	100	80	94	110	101
			*				
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgttd	16787	31	105	301	151	337
	Weighted (000)	84735	193	493	1422	813	1802
	Horz %	100.00	0.23	0.58	1.68	0.96	2.13
	Vert %	35.19	37.46	34.12	32.42	39.03	36.52
	Index	100	106	97	92	111	104
			*				
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgttd	12871	27	72	199	112	246
	Weighted (000)	66195	158	371	976	605	1322
	Horz %	100.00	0.24	0.56	1.47	0.91	2.00
	Vert %	27.49	30.75	25.66	22.25	29.05	26.78
	Index	100	112	93	81	106	97
			*				
TV Dayparts: Total Week Prime Time Cume Audience	Unwgttd	38660	79	260	737	306	788
	Weighted (000)	189912	424	1188	3570	1588	3908
	Horz %	100.00	0.22	0.63	1.88	0.84	2.06
	Vert %	78.87	82.33	82.19	81.36	76.25	79.19
	Index	100	104	104	103	97	100
			*				
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	30696	65	218	590	231	619
	Weighted (000)	149196	365	962	2896	1187	3069
	Horz %	100.00	0.24	0.64	1.94	0.80	2.06
	Vert %	61.96	70.77	66.54	66.00	57.00	62.20
	Index	100	114	107	107	92	100
			*				
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	26491	57	193	504	189	537
	Weighted (000)	129997	306	899	2495	947	2694
	Horz %	100.00	0.24	0.69	1.92	0.73	2.07
	Vert %	53.99	59.41	62.20	56.86	45.46	54.60
	Index	100	110	115	105	84	101
			*				
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgttd	30904	62	220	605	244	631
	Weighted (000)	150311	314	977	2946	1281	3116
	Horz %	100.00	0.21	0.65	1.96	0.85	2.07
	Vert %	62.43	60.86	67.55	67.15	61.52	63.14
	Index	100	97	108	108	99	101
			*				
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgttd	13385	26	79	198	91	217
	Weighted (000)	71448	160	364	993	458	1251
	Horz %	100.00	0.22	0.51	1.39	0.64	1.75
	Vert %	29.67	30.97	25.15	22.64	22.00	25.36
	Index	100	104	85	76	74	85

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	23966	54	150	427	169	454
	Weighted (000)	120410	259	713	2077	850	2376
	Horz %	100.00	0.21	0.59	1.72	0.71	1.97
	Vert %	50.01	50.16	49.30	47.33	40.83	48.15
	Index	100	100	99	95	82	96
			*	*			
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	7819	12	42	104	77	145
	Weighted (000)	39930	69	214	492	361	750
	Horz %	100.00	0.17	0.54	1.23	0.90	1.88
	Vert %	16.58	13.42	14.80	11.21	17.34	15.20
	Index	100	81	89	68	105	92
			*				
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19776	41	124	351	138	401
	Weighted (000)	98663	203	557	1904	692	2045
	Horz %	100.00	0.21	0.56	1.93	0.70	2.07
	Vert %	40.98	39.48	38.53	43.40	33.23	41.45
	Index	100	96	94	106	81	101
			*				
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23713	42	149	431	196	495
	Weighted (000)	118404	191	738	2145	1024	2586
	Horz %	100.00	0.16	0.62	1.81	0.86	2.18
	Vert %	49.18	37.01	51.06	48.90	49.17	52.41
	Index	100	75	104	99	100	107
			*	*	*	*	
Downloaded a TV Program - Past Month	Unwgted	2546	6	12	40	20	79
	Weighted (000)	12316	30	78	163	85	394
	Horz %	100.00	0.24	0.64	1.32	0.69	3.20
	Vert %	5.11	5.75	5.43	3.70	4.09	7.98
	Index	100	112	106	72	80	156
			*	*			
Watched a TV Program Online Past Month	Unwgted	8662	14	48	150	77	203
	Weighted (000)	42288	69	246	747	389	1034
	Horz %	100.00	0.16	0.58	1.77	0.92	2.45
	Vert %	17.56	13.40	17.02	17.03	18.70	20.95
	Index	100	76	97	97	106	119
			*	*			
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	10361	21	60	179	82	272
	Weighted (000)	49642	74	255	964	419	1350
	Horz %	100.00	0.15	0.51	1.94	0.84	2.72
	Vert %	20.62	14.42	17.64	21.98	20.11	27.36
	Index	100	70	86	107	98	133
			*	*			
Looked at TV Listings Online - Past Month	Unwgted	5556	11	25	100	56	131
	Weighted (000)	25739	40	111	481	263	690
	Horz %	100.00	0.16	0.43	1.87	1.02	2.68
	Vert %	10.69	7.79	7.69	10.96	12.61	13.99
	Index	100	73	72	103	118	131
			*				
Household Subscribes to Cable TV	Unwgted	22719	47	153	453	158	453
	Weighted (000)	108255	224	719	2064	808	2260
	Horz %	100.00	0.21	0.66	1.91	0.75	2.09
	Vert %	44.96	43.50	49.74	47.04	38.81	45.80
	Index	100	97	111	105	86	102
			*				
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	39029	79	279	760	320	850
	Weighted (000)	191150	403	1317	3558	1683	4214
	Horz %	100.00	0.21	0.69	1.86	0.88	2.20
	Vert %	79.39	78.20	91.07	81.08	80.81	85.39
	Index	100	98	115	102	102	108
			*				
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	37639	75	271	738	308	812
	Weighted (000)	184440	375	1254	3478	1656	3977
	Horz %	100.00	0.20	0.68	1.89	0.90	2.16
	Vert %	76.60	72.76	86.73	79.27	79.53	80.60
	Index	100	95	113	103	104	105

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	27789	56	199	547	222	597
	Weighted (000)	137528	283	894	2526	1208	2997
	Horz %	100.00	0.21	0.65	1.84	0.88	2.18
	Vert %	57.12	54.94	61.82	57.57	58.00	60.74
	Index	100	96	108	101	102	106
Viewed Any Premium Cable Channels - Past Month	Unwgted	16374	38	120	305	137	392
	Weighted (000)	77280	210	548	1385	704	1880
	Horz %	100.00	0.27	0.71	1.79	0.91	2.43
	Vert %	32.10	40.71	37.93	31.56	33.81	38.09
	Index	100	127	118	98	105	119
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	6244	18	44	135	62	167
	Weighted (000)	29338	84	243	594	337	827
	Horz %	100.00	0.29	0.83	2.02	1.15	2.82
	Vert %	12.18	16.26	16.81	13.53	16.20	16.77
	Index	100	133	138	111	133	138
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13643	29	114	284	128	376
	Weighted (000)	59903	123	477	1202	677	1709
	Horz %	100.00	0.21	0.80	2.01	1.13	2.85
	Vert %	24.88	23.91	33.00	27.41	32.51	34.62
	Index	100	96	133	110	131	139
Household Has a Satellite Dish	Unwgted	10901	21	90	213	118	242
	Weighted (000)	62972	129	521	1210	700	1376
	Horz %	100.00	0.21	0.83	1.92	1.11	2.19
	Vert %	26.15	25.06	36.01	27.59	33.60	27.89
	Index	100	96	138	105	128	107
Household Has a Digital Video Recorder (DVR)	Unwgted	24213	51	200	528	233	610
	Weighted (000)	117400	246	920	2518	1315	3056
	Horz %	100.00	0.21	0.78	2.14	1.12	2.60
	Vert %	48.76	47.76	63.64	57.39	63.16	61.93
	Index	100	98	131	118	130	127
Any Internet/Online Activity - Past Month	Unwgted	41735	89	284	804	368	920
	Weighted (000)	203627	464	1329	3948	1911	4603
	Horz %	100.00	0.23	0.65	1.94	0.94	2.26
	Vert %	84.57	90.08	91.91	89.98	91.78	93.29
	Index	100	107	109	106	109	110
Played Games Online - Past Month	Unwgted	13858	21	86	250	112	300
	Weighted (000)	73582	105	449	1269	627	1794
	Horz %	100.00	0.14	0.61	1.72	0.85	2.44
	Vert %	30.56	20.31	31.06	28.92	30.11	36.35
	Index	100	66	102	95	99	119
Downloaded a Video Game - Past Month	Unwgted	5181	5	31	82	44	112
	Weighted (000)	29277	21	185	437	218	639
	Horz %	100.00	0.07	0.63	1.49	0.74	2.18
	Vert %	12.16	4.14	12.82	9.96	10.45	12.95
	Index	100	34	105	82	86	107
Downloaded a Movie - Past Month	Unwgted	4298	14	21	67	37	128
	Weighted (000)	21411	78	86	311	189	710
	Horz %	100.00	0.36	0.40	1.45	0.88	3.32
	Vert %	8.89	15.12	5.95	7.09	9.09	14.40
	Index	100	170	67	80	102	162
Watched a Movie Online - Past Month	Unwgted	10210	18	49	167	82	232
	Weighted (000)	51231	98	251	829	394	1238
	Horz %	100.00	0.19	0.49	1.62	0.77	2.42
	Vert %	21.28	18.97	17.33	18.90	18.90	25.08
	Index	100	89	81	89	89	118

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*		
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	21	48	151	83	219
	Weighted (000)	44949	102	238	759	485	1128
	Horz %	100.00	0.23	0.53	1.69	1.08	2.51
	Vert %	18.67	19.72	16.48	17.30	23.27	22.86
	Index	100	106	88	93	125	122
			*	*	*	*	*
Visited a Chat Room - Past Month	Unwgt'd	2241	4	9	32	18	50
	Weighted (000)	11411	16	46	147	77	272
	Horz %	100.00	0.14	0.41	1.29	0.67	2.39
	Vert %	4.74	3.18	3.20	3.35	3.67	5.52
	Index	100	67	68	71	78	116
			*	*	*	*	*
Used e-Mail - Past Month	Unwgt'd	36995	79	264	747	336	835
	Weighted (000)	174261	401	1216	3594	1700	4147
	Horz %	100.00	0.23	0.70	2.06	0.98	2.38
	Vert %	72.37	77.77	84.08	81.92	81.61	84.04
	Index	100	107	116	113	113	116
			*	*	*	*	*
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	49	170	512	246	624
	Weighted (000)	135807	316	853	2624	1336	3284
	Horz %	100.00	0.23	0.63	1.93	0.98	2.42
	Vert %	56.40	61.32	58.99	59.80	64.18	66.55
	Index	100	109	105	106	114	118
			*	*	*	*	*
Visited Online Blogs - Past Month	Unwgt'd	6524	16	40	119	44	157
	Weighted (000)	31710	66	178	682	172	867
	Horz %	100.00	0.21	0.56	2.15	0.54	2.73
	Vert %	13.17	12.88	12.30	15.53	8.25	17.56
	Index	100	98	93	118	63	133
			*	*	*	*	*
Wrote an Online Blog - Past Month	Unwgt'd	1311	2	6	24	8	35
	Weighted (000)	6536	2	30	123	52	156
	Horz %	100.00	0.03	0.45	1.89	0.79	2.39
	Vert %	2.71	0.40	2.05	2.81	2.48	3.16
	Index	100	15	75	103	91	116
			*	*	*	*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	8	22	67	29	105
	Weighted (000)	19478	54	104	330	122	514
	Horz %	100.00	0.28	0.53	1.69	0.62	2.64
	Vert %	8.09	10.53	7.20	7.51	5.84	10.41
	Index	100	130	89	93	72	129
			*	*	*	*	*
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	72	237	667	327	811
	Weighted (000)	177442	398	1103	3381	1740	4169
	Horz %	100.00	0.22	0.62	1.91	0.98	2.35
	Vert %	73.69	77.17	76.29	77.07	83.54	84.49
	Index	100	105	104	105	113	115
			*	*	*	*	*
Accessed Facebook.com - Past Month	Unwgt'd	28781	52	188	542	258	655
	Weighted (000)	145748	334	926	2799	1417	3405
	Horz %	100.00	0.23	0.64	1.92	0.97	2.34
	Vert %	60.53	64.73	64.04	63.79	68.04	69.01
	Index	100	107	106	105	112	114
			*	*	*	*	*
Accessed Foursquare - Past Month	Unwgt'd	326	0	0	5	3	5
	Weighted (000)	1536	0	0	20	25	12
	Horz %	100.00	0.00	0.00	1.31	1.62	0.77
	Vert %	0.64	0.00	0.00	0.46	1.20	0.24
	Index	100	0	0	72	188	38
			*	*	*	*	*
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	24	46	148	73	171
	Weighted (000)	41531	113	207	822	414	931
	Horz %	100.00	0.27	0.50	1.98	1.00	2.24
	Vert %	17.25	21.85	14.28	18.73	19.86	18.86
	Index	100	127	83	109	115	109

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*			
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	14	66	177	72	185
	Weighted (000)	30933	63	270	764	285	796
	Horz %	100.00	0.20	0.87	2.47	0.92	2.57
	Vert %	12.85	12.22	18.65	17.42	13.66	16.14
	Index	100	95	145	136	106	126
				*			
Accessed Pinterest - Past Month	Unwgt'd	8547	21	64	186	81	228
	Weighted (000)	45015	116	330	1096	405	1321
	Horz %	100.00	0.26	0.73	2.44	0.90	2.93
	Vert %	18.70	22.43	22.81	24.99	19.43	26.77
	Index	100	120	122	134	104	143
				*	*	*	*
Accessed Tumblr - Past Month	Unwgt'd	1746	1	4	37	15	41
	Weighted (000)	9399	5	22	260	75	210
	Horz %	100.00	0.05	0.23	2.77	0.80	2.23
	Vert %	3.90	0.93	1.49	5.93	3.61	4.26
	Index	100	24	38	152	92	109
				*	*	*	*
Accessed Twitter.com - Past Month	Unwgt'd	6090	8	34	110	48	156
	Weighted (000)	30973	51	161	580	227	850
	Horz %	100.00	0.16	0.52	1.87	0.73	2.75
	Vert %	12.86	9.90	11.17	13.23	10.91	17.23
	Index	100	77	87	103	85	134
				*	*	*	*
Accessed Yelp - Past Month	Unwgt'd	3922	10	25	63	33	78
	Weighted (000)	15511	25	67	280	136	343
	Horz %	100.00	0.16	0.43	1.81	0.88	2.21
	Vert %	6.44	4.77	4.62	6.38	6.52	6.94
	Index	100	74	72	99	101	108
				*	*	*	*
Accessed YouTube.com - Past Month	Unwgt'd	24628	53	151	440	222	560
	Weighted (000)	123561	268	722	2222	1254	3001
	Horz %	100.00	0.22	0.58	1.80	1.01	2.43
	Vert %	51.32	52.06	49.94	50.64	60.21	60.82
	Index	100	101	97	99	117	119
				*	*	*	*
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	39	115	350	166	429
	Weighted (000)	93304	277	568	1866	857	2151
	Horz %	100.00	0.30	0.61	2.00	0.92	2.31
	Vert %	38.75	53.66	39.27	42.52	41.15	43.60
	Index	100	138	101	110	106	113
				*	*	*	*
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	16	61	172	92	229
	Weighted (000)	47933	78	297	1016	452	1216
	Horz %	100.00	0.16	0.62	2.12	0.94	2.54
	Vert %	19.91	15.08	20.52	23.16	21.73	24.64
	Index	100	76	103	116	109	124
				*	*	*	*
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	15	30	117	65	140
	Weighted (000)	29666	77	154	530	266	699
	Horz %	100.00	0.26	0.52	1.79	0.90	2.36
	Vert %	12.32	14.85	10.64	12.08	12.75	14.17
	Index	100	121	86	98	104	115
				*	*	*	*
Watched a Video on Social Network - Past Month	Unwgt'd	22534	45	136	400	207	520
	Weighted (000)	114114	238	650	2150	1219	2647
	Horz %	100.00	0.21	0.57	1.88	1.07	2.32
	Vert %	47.39	46.20	44.95	49.01	58.55	53.65
	Index	100	97	95	103	124	113
				*	*	*	*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	86	262	730	351	877
	Weighted (000)	190804	464	1232	3717	1867	4512
	Horz %	100.00	0.24	0.65	1.95	0.98	2.36
	Vert %	79.24	89.95	85.20	84.71	89.66	91.44
	Index	100	114	108	107	113	115

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*			
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	18075	34	123	337	173	452
	Weighted (000)	90847	185	558	1733	894	2346
	Horz %	100.00	0.20	0.61	1.91	0.98	2.58
	Vert %	37.73	35.84	38.60	39.49	42.95	47.55
	Index	100	95	102	105	114	126
				*			
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	17311	38	125	292	173	429
	Weighted (000)	87270	223	555	1500	979	2218
	Horz %	100.00	0.26	0.64	1.72	1.12	2.54
	Vert %	36.24	43.33	38.38	34.20	47.03	44.94
	Index	100	120	106	94	130	124
				*			
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	22282	41	147	365	208	541
	Weighted (000)	113761	205	674	1869	1118	2730
	Horz %	100.00	0.18	0.59	1.64	0.98	2.40
	Vert %	47.25	39.83	46.59	42.60	53.71	55.33
	Index	100	84	99	90	114	117
				*			
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15000	24	94	281	152	361
	Weighted (000)	79489	119	444	1504	832	2045
	Horz %	100.00	0.15	0.56	1.89	1.05	2.57
	Vert %	33.01	23.18	30.73	34.29	39.95	41.45
	Index	100	70	93	104	121	126
				*	*		
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	9852	22	49	150	84	238
	Weighted (000)	51013	111	239	834	427	1331
	Horz %	100.00	0.22	0.47	1.64	0.84	2.61
	Vert %	21.19	21.53	16.52	19.02	20.52	26.97
	Index	100	102	78	90	97	127
				*			
Used a Mobile "App" - Past Month	Unwgted	23794	48	163	449	233	593
	Weighted (000)	116054	281	743	2378	1223	3114
	Horz %	100.00	0.24	0.64	2.05	1.05	2.68
	Vert %	48.20	54.43	51.41	54.21	58.75	63.10
	Index	100	113	107	112	122	131
				*			
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	11920	19	95	249	88	216
	Weighted (000)	53679	99	407	1183	445	1040
	Horz %	100.00	0.18	0.76	2.20	0.83	1.94
	Vert %	22.29	19.23	28.15	26.96	21.39	21.07
	Index	100	86	126	121	96	95
				*			
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	15332	33	107	317	117	292
	Weighted (000)	70866	187	516	1466	589	1421
	Horz %	100.00	0.26	0.73	2.07	0.83	2.01
	Vert %	29.43	36.21	35.65	33.42	28.30	28.80
	Index	100	123	121	114	96	98
				*			
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	18436	39	132	356	176	427
	Weighted (000)	84280	203	589	1762	899	2040
	Horz %	100.00	0.24	0.70	2.09	1.07	2.42
	Vert %	35.00	39.37	40.70	40.16	43.19	41.34
	Index	100	112	116	115	123	118
				*	*	*	
Read Classified Advertising in Weekday Newspaper	Unwgted	3903	8	29	76	38	74
	Weighted (000)	21071	69	163	458	242	446
	Horz %	100.00	0.33	0.77	2.17	1.15	2.12
	Vert %	8.75	13.37	11.28	10.43	11.63	9.03
	Index	100	153	129	119	133	103
				*	*	*	
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	4115	8	27	82	42	84
	Weighted (000)	21628	39	104	424	218	491
	Horz %	100.00	0.18	0.48	1.96	1.01	2.27
	Vert %	8.98	7.56	7.19	9.65	10.46	9.95
	Index	100	84	80	107	116	111

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*		*
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	10	34	82	32	78
	Weighted (000)	19673	58	181	466	148	346
	Horz %	100.00	0.29	0.92	2.37	0.75	1.76
	Vert %	8.17	11.21	12.52	10.62	7.11	7.01
	Index	100	137	153	130	87	86
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	13	37	117	44	133
	Weighted (000)	24675	74	167	657	192	631
	Horz %	100.00	0.30	0.68	2.66	0.78	2.56
	Vert %	10.25	14.35	11.57	14.97	9.23	12.78
	Index	100	140	113	146	90	125
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	13	44	129	40	105
	Weighted (000)	25536	91	175	694	171	512
	Horz %	100.00	0.36	0.69	2.72	0.67	2.01
	Vert %	10.61	17.64	12.12	15.82	8.20	10.38
	Index	100	166	114	149	77	98
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	15	66	195	64	180
	Weighted (000)	36955	86	239	944	283	866
	Horz %	100.00	0.23	0.65	2.55	0.77	2.34
	Vert %	15.35	16.61	16.52	21.52	13.58	17.55
	Index	100	108	108	140	89	114
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	11	42	109	44	111
	Weighted (000)	22586	61	189	592	301	575
	Horz %	100.00	0.27	0.84	2.62	1.33	2.54
	Vert %	9.38	11.76	13.06	13.50	14.45	11.64
	Index	100	125	139	144	154	124
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	26	85	258	96	246
	Weighted (000)	52963	201	373	1269	496	1261
	Horz %	100.00	0.38	0.70	2.40	0.94	2.38
	Vert %	22.00	39.02	25.81	28.91	23.82	25.56
	Index	100	177	117	131	108	116
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	7	11	70	15	40
	Weighted (000)	15401	78	23	326	104	238
	Horz %	100.00	0.51	0.15	2.12	0.68	1.54
	Vert %	6.40	15.15	1.57	7.43	5.00	4.82
	Index	100	237	25	116	78	75
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	10	24	66	27	62
	Weighted (000)	13074	66	131	365	127	334
	Horz %	100.00	0.50	1.00	2.79	0.97	2.56
	Vert %	5.43	12.72	9.08	8.32	6.12	6.77
	Index	100	234	167	153	113	125
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	17	31	124	38	96
	Weighted (000)	26513	144	148	630	217	553
	Horz %	100.00	0.54	0.56	2.38	0.82	2.08
	Vert %	11.01	27.87	10.24	14.36	10.43	11.20
	Index	100	253	93	130	95	102
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	6	22	47	25	51
	Weighted (000)	12079	34	134	296	173	304
	Horz %	100.00	0.28	1.11	2.45	1.44	2.52
	Vert %	5.02	6.62	9.30	6.74	8.33	6.16
	Index	100	132	185	134	166	123
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	14	57	166	86	183
	Weighted (000)	46737	72	289	848	451	1101
	Horz %	100.00	0.15	0.62	1.81	0.96	2.36
	Vert %	19.41	14.05	19.98	19.32	21.65	22.31
	Index	100	72	103	100	112	115

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*		
Have Seen Video Ads in Drug Stores - Past Month	Unwgttd	5976	10	30	107	61	132
	Weighted (000)	31131	63	179	530	274	707
	Horz %	100.00	0.20	0.58	1.70	0.88	2.27
	Vert %	12.93	12.28	12.39	12.09	13.17	14.33
	Index	100	95	96	93	102	111
			*	*			
Have Seen Video Ads in Convenience Stores - Past Month	Unwgttd	5902	9	33	96	65	121
	Weighted (000)	31417	48	196	488	323	756
	Horz %	100.00	0.15	0.62	1.55	1.03	2.41
	Vert %	13.05	9.29	13.58	11.13	15.51	15.32
	Index	100	71	104	85	119	117
			*	*			
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgttd	6287	15	40	122	58	140
	Weighted (000)	33490	112	204	637	307	834
	Horz %	100.00	0.34	0.61	1.90	0.92	2.49
	Vert %	13.91	21.79	14.12	14.52	14.73	16.91
	Index	100	157	102	104	106	122
			*	*		*	
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgttd	5223	10	36	108	48	116
	Weighted (000)	26008	52	160	530	222	631
	Horz %	100.00	0.20	0.62	2.04	0.85	2.43
	Vert %	10.80	10.01	11.10	12.08	10.67	12.79
	Index	100	93	103	112	99	118
			*	*		*	
Have Seen Video Ads in Other Stores - Past Month	Unwgttd	4855	7	22	78	40	95
	Weighted (000)	25254	32	135	405	205	502
	Horz %	100.00	0.13	0.53	1.60	0.81	1.99
	Vert %	10.49	6.29	9.34	9.23	9.87	10.17
	Index	100	60	89	88	94	97
			*	*		*	
Have Seen Video Ads in Shopping Malls - Past Month	Unwgttd	6785	10	34	113	56	142
	Weighted (000)	34124	42	186	556	272	789
	Horz %	100.00	0.12	0.54	1.63	0.80	2.31
	Vert %	14.17	8.24	12.84	12.67	13.08	15.98
	Index	100	58	91	89	92	113
			*	*		*	
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgttd	4286	7	21	75	39	92
	Weighted (000)	21507	31	111	398	179	457
	Horz %	100.00	0.15	0.51	1.85	0.83	2.13
	Vert %	8.93	6.06	7.64	9.07	8.58	9.26
	Index	100	68	86	102	96	104
			*	*		*	
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgttd	6264	10	37	109	57	119
	Weighted (000)	33395	72	235	544	321	658
	Horz %	100.00	0.21	0.70	1.63	0.96	1.97
	Vert %	13.87	13.88	16.25	12.39	15.41	13.33
	Index	100	100	117	89	111	96
			*	*		*	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgttd	4657	6	22	64	36	88
	Weighted (000)	23645	31	107	329	167	494
	Horz %	100.00	0.13	0.45	1.39	0.70	2.09
	Vert %	9.82	5.92	7.43	7.51	8.00	10.01
	Index	100	60	76	76	81	102
			*	*		*	
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgttd	3958	9	21	72	37	81
	Weighted (000)	19616	45	107	315	186	385
	Horz %	100.00	0.23	0.54	1.60	0.95	1.96
	Vert %	8.15	8.73	7.38	7.17	8.94	7.80
	Index	100	107	91	88	110	96
			*	*		*	
Have Seen Video Ads in Medical Offices - Past Month	Unwgttd	5541	12	33	107	44	121
	Weighted (000)	27802	73	216	540	221	621
	Horz %	100.00	0.26	0.78	1.94	0.80	2.23
	Vert %	11.55	14.21	14.91	12.30	10.63	12.58
	Index	100	123	129	107	92	109

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*	*		*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	8	24	65	40	87
	Weighted (000)	18664	38	116	262	185	405
	Horz %	100.00	0.20	0.62	1.41	0.99	2.17
	Vert %	7.75	7.37	8.01	5.98	8.88	8.22
	Index	100	95	103	77	115	106
			*				*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	15	63	168	82	197
	Weighted (000)	40582	68	296	807	418	974
	Horz %	100.00	0.17	0.73	1.99	1.03	2.40
	Vert %	16.85	13.14	20.47	18.39	20.07	19.74
	Index	100	78	121	109	119	117
			*	*			*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	8	16	59	37	76
	Weighted (000)	18074	74	96	291	186	381
	Horz %	100.00	0.41	0.53	1.61	1.03	2.11
	Vert %	7.51	14.35	6.60	6.63	8.95	7.73
	Index	100	191	88	88	119	103
			*	*			*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	6	18	64	39	67
	Weighted (000)	16741	57	121	300	177	356
	Horz %	100.00	0.34	0.72	1.79	1.06	2.13
	Vert %	6.95	11.13	8.38	6.83	8.49	7.22
	Index	100	160	120	98	122	104
			*	*			*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	9	27	82	51	94
	Weighted (000)	25416	43	134	455	240	544
	Horz %	100.00	0.17	0.53	1.79	0.94	2.14
	Vert %	10.56	8.38	9.28	10.36	11.51	11.03
	Index	100	79	88	98	109	105
			*	*			*
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	54	178	526	225	563
	Weighted (000)	122681	299	870	2665	1167	2893
	Horz %	100.00	0.24	0.71	2.17	0.95	2.36
	Vert %	50.95	58.03	60.20	60.73	56.05	58.63
	Index	100	114	118	119	110	115
			*	*			*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	17	67	218	97	226
	Weighted (000)	52460	95	290	986	388	991
	Horz %	100.00	0.18	0.55	1.88	0.74	1.89
	Vert %	21.79	18.49	20.04	22.48	18.63	20.08
	Index	100	85	92	103	85	92
			*	*			*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	12	41	136	63	139
	Weighted (000)	33802	64	217	614	284	577
	Horz %	100.00	0.19	0.64	1.82	0.84	1.71
	Vert %	14.04	12.43	15.04	14.00	13.62	11.70
	Index	100	89	107	100	97	83
			*	*			*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	1	16	53	37	75
	Weighted (000)	17253	4	69	247	169	300
	Horz %	100.00	0.02	0.40	1.43	0.98	1.74
	Vert %	7.17	0.68	4.76	5.64	8.11	6.08
	Index	100	9	66	79	113	85
			*	*			*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	8	39	100	41	128
	Weighted (000)	27714	52	188	481	164	529
	Horz %	100.00	0.19	0.68	1.74	0.59	1.91
	Vert %	11.51	10.03	13.01	10.97	7.87	10.71
	Index	100	87	113	95	68	93
			*	*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	5	12	43	29	51
	Weighted (000)	14322	24	70	227	135	247
	Horz %	100.00	0.17	0.49	1.59	0.94	1.73
	Vert %	5.95	4.67	4.83	5.17	6.49	5.01
	Index	100	79	81	87	109	84

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*			
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgttd	7781	8	59	156	75	175
	Weighted (000)	38266	23	304	845	301	917
	Horz %	100.00	0.06	0.80	2.21	0.79	2.40
	Vert %	15.89	4.42	21.05	19.25	14.47	18.58
	Index	100	28	132	121	91	117
			*	*			
Have Seen Ads on Postcards - Past Month	Unwgttd	5833	8	45	131	53	146
	Weighted (000)	27321	27	181	650	258	695
	Horz %	100.00	0.10	0.66	2.38	0.95	2.54
	Vert %	11.35	5.33	12.54	14.82	12.40	14.09
	Index	100	47	110	131	109	124
			*				
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgttd	12452	18	82	250	140	295
	Weighted (000)	62134	111	389	1306	767	1534
	Horz %	100.00	0.18	0.63	2.10	1.24	2.47
	Vert %	25.81	21.51	26.91	29.76	36.85	31.08
	Index	100	83	104	115	143	120
			*				
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgttd	8769	13	58	160	85	191
	Weighted (000)	43591	64	293	830	411	1080
	Horz %	100.00	0.15	0.67	1.90	0.94	2.48
	Vert %	18.10	12.37	20.25	18.92	19.75	21.89
	Index	100	68	112	104	109	121
			*				
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgttd	11245	17	76	225	112	250
	Weighted (000)	55588	79	377	1169	565	1267
	Horz %	100.00	0.14	0.68	2.10	1.02	2.28
	Vert %	23.09	15.36	26.10	26.65	27.13	25.67
	Index	100	67	113	115	117	111
			*				
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgttd	15945	34	111	341	133	366
	Weighted (000)	79810	191	571	1803	754	2056
	Horz %	100.00	0.24	0.72	2.26	0.94	2.58
	Vert %	33.15	37.05	39.52	41.10	36.19	41.66
	Index	100	112	119	124	109	126
			*				
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgttd	11680	19	83	239	95	263
	Weighted (000)	57496	101	378	1337	491	1499
	Horz %	100.00	0.18	0.66	2.33	0.85	2.61
	Vert %	23.88	19.54	26.13	30.48	23.57	30.38
	Index	100	82	109	128	99	127
			*				
Have Seen Infomercials - Past Month	Unwgttd	9980	28	79	196	85	236
	Weighted (000)	49971	171	398	1050	471	1203
	Horz %	100.00	0.34	0.80	2.10	0.94	2.41
	Vert %	20.75	33.14	27.55	23.93	22.63	24.38
	Index	100	160	133	115	109	117
			*				
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgttd	20473	43	142	447	164	441
	Weighted (000)	99869	213	649	2229	865	2179
	Horz %	100.00	0.21	0.65	2.23	0.87	2.18
	Vert %	41.48	41.37	44.88	50.79	41.55	44.15
	Index	100	100	108	122	100	106
			*	*		*	
Have Seen Product Placement in Video Games - Past Month	Unwgttd	4438	4	16	74	40	92
	Weighted (000)	24118	18	63	389	224	437
	Horz %	100.00	0.08	0.26	1.61	0.93	1.81
	Vert %	10.02	3.54	4.33	8.86	10.75	8.86
	Index	100	35	43	88	107	88
			*				
Have Seen Product Placement in TV Shows - Past Month	Unwgttd	18649	39	145	406	152	422
	Weighted (000)	91632	188	680	2043	831	2162
	Horz %	100.00	0.20	0.74	2.23	0.91	2.36
	Vert %	38.06	36.39	47.02	46.56	39.92	43.82
	Index	100	96	124	122	105	115

		Adults 18+	Own/Lease Ford Econoline (E-series)	Own/Lease Ford Edge	Own/Lease Ford Escape	Own/Lease Ford Expedition	Own/Lease Ford Explorer/Sport/Sport Trac
				*			
Have Seen Product Placement in Movies - Past Month	Unwgted	11567	19	75	240	106	262
	Weighted (000)	58165	88	347	1227	576	1222
	Horz %	100.00	0.15	0.60	2.11	0.99	2.10
	Vert %	24.16	17.02	23.97	27.96	27.68	24.77
	Index	100	70	99	116	115	103

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Adults 18+	Unwgted	2456	9311	9281	4563
	Weighted (000)	14679	51269	51128	23079
	Horz %	6.10	21.29	21.23	9.59
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Male	Unwgted	1500	5170	5156	2542
	Weighted (000)	8193	26446	26369	11870
	Horz %	7.05	22.76	22.70	10.22
	Vert %	55.81	51.58	51.57	51.43
	Index	116	107	107	107
Female	Unwgted	956	4141	4125	2021
	Weighted (000)	6486	24823	24759	11209
	Horz %	5.21	19.92	19.87	9.00
	Vert %	44.19	48.42	48.43	48.57
	Index	85	94	94	94
Age 18-24	Unwgted	151	710	709	203
	Weighted (000)	1510	6266	6263	1713
	Horz %	5.00	20.74	20.73	5.67
	Vert %	10.29	12.22	12.25	7.42
	Index	82	97	98	59
Age 25-34	Unwgted	364	1520	1516	561
	Weighted (000)	2313	8507	8496	3051
	Horz %	5.42	19.94	19.92	7.15
	Vert %	15.76	16.59	16.62	13.22
	Index	89	94	94	75
Age 35-44	Unwgted	445	1545	1533	680
	Weighted (000)	2550	8170	8125	3418
	Horz %	6.36	20.39	20.27	8.53
	Vert %	17.37	15.94	15.89	14.81
	Index	104	96	95	89
Age 45-54	Unwgted	577	1971	1959	1014
	Weighted (000)	3181	10654	10575	5094
	Horz %	7.36	24.64	24.45	11.78
	Vert %	21.67	20.78	20.68	22.07
	Index	121	116	115	123
Age 55-64	Unwgted	515	1748	1748	1007
	Weighted (000)	2875	8920	8920	4770
	Horz %	7.23	22.43	22.43	12.00
	Vert %	19.58	17.40	17.45	20.67
	Index	119	105	106	125
Age 65+	Unwgted	404	1817	1816	1098
	Weighted (000)	2250	8752	8749	5032
	Horz %	5.02	19.52	19.52	11.23
	Vert %	15.33	17.07	17.11	21.80
	Index	82	92	92	117
Age 21+	Unwgted	2391	9022	8992	4477
	Weighted (000)	13990	48663	48522	22361
	Horz %	6.12	21.29	21.23	9.78
	Vert %	95.31	94.92	94.90	96.89
	Index	100	100	100	102
Age 18-34	Unwgted	515	2230	2225	764
	Weighted (000)	3823	14774	14759	4765
	Horz %	5.25	20.27	20.25	6.54
	Vert %	26.05	28.82	28.87	20.64
	Index	86	95	95	68

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Age 18-49	Unwgted	1235	4699	4676	1908
	Weighted (000)	7887	28005	27900	10619
	Horz %	5.89	20.93	20.85	7.94
	Vert %	53.73	54.62	54.57	46.01
	Index	97	98	98	83
Age 25-54	Unwgted	1386	5036	5008	2255
	Weighted (000)	8044	27331	27196	11564
	Horz %	6.39	21.70	21.59	9.18
	Vert %	54.80	53.31	53.19	50.11
	Index	105	102	102	96
Age 35-64	Unwgted	1537	5264	5240	2701
	Weighted (000)	8605	27744	27620	13283
	Horz %	6.99	22.54	22.44	10.79
	Vert %	58.62	54.11	54.02	57.55
	Index	115	106	106	113
Age 50+	Unwgted	1221	4612	4605	2655
	Weighted (000)	6792	23264	23228	12460
	Horz %	6.35	21.75	21.71	11.65
	Vert %	46.27	45.38	45.43	53.99
	Index	104	102	102	122
Median Age	Unwgted				
	Weighted (000)	48.20	47.70	47.70	51.70
	Horz %				
	Vert %				
	Index	103	102	102	111
Race: White Only	Unwgted	2128	7575	7557	3952
	Weighted (000)	12970	42434	42334	20173
	Horz %	7.29	23.85	23.79	11.34
	Vert %	88.36	82.77	82.80	87.41
	Index	120	112	112	118
Race: Black/African-American Only	Unwgted	118	712	706	218
	Weighted (000)	757	4023	3997	1202
	Horz %	2.60	13.83	13.74	4.13
	Vert %	5.15	7.85	7.82	5.21
	Index	43	65	65	43
Race: Asian	Unwgted	*			
	Unwgted	33	208	208	107
	Weighted (000)	115	878	878	471
	Horz %	1.36	10.42	10.42	5.59
	Vert %	0.78	1.71	1.72	2.04
Race: Other Race/Multi-Racial	Unwgted	210	1024	1018	393
	Weighted (000)	953	4812	4797	1704
	Horz %	2.82	14.26	14.22	5.05
	Vert %	6.49	9.38	9.38	7.38
	Index	46	67	67	53
Hispanic, Latino, Spanish Origin or Descent	Unwgted	221	999	989	372
	Weighted (000)	1411	6179	6140	2260
	Horz %	3.85	16.86	16.76	6.17
	Vert %	9.61	12.05	12.01	9.79
	Index	63	79	79	64
Hispanic, Personally Speak Only English at Home	Unwgted	62	295	295	114
	Weighted (000)	197	1115	1115	367
	Horz %	3.45	19.50	19.50	6.41
	Vert %	1.34	2.18	2.18	1.59
	Index	57	92	92	67

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	56	296	292	119
	Weighted (000)	321	1556	1548	583
	Horz %	3.41	16.52	16.44	6.19
	Vert %	2.18	3.04	3.03	2.52
	Index	56	78	77	65
Hispanic, Personally Speak Only Spanish at Home		*			
	Unwgted	45	169	166	50
	Weighted (000)	457	1600	1585	618
	Horz %	4.39	15.39	15.25	5.95
	Vert %	3.11	3.12	3.10	2.68
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Index	72	72	72	62
	Unwgted	57	220	217	81
	Weighted (000)	423	1485	1468	509
	Horz %	4.70	16.52	16.34	5.67
	Vert %	2.88	2.90	2.87	2.21
Hispanic, Personally Speak Spanish and English Equally at Home	Index	77	78	77	59
		*	*	*	*
	Unwgted	1	16	16	6
	Weighted (000)	13	382	382	162
	Horz %	0.79	23.02	23.02	9.75
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Vert %	0.09	0.75	0.75	0.70
	Index	13	108	108	102
	Unwgted	258	1077	1074	680
	Weighted (000)	1311	4806	4795	2887
	Horz %	5.19	19.04	18.99	11.44
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Vert %	8.93	9.37	9.38	12.51
	Index	85	89	89	119
	Unwgted	536	2064	2053	1187
	Weighted (000)	2763	9591	9538	5186
	Horz %	6.09	21.16	21.04	11.44
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Vert %	18.82	18.71	18.66	22.47
	Index	100	99	99	119
	Unwgted	142	531	529	252
	Weighted (000)	769	2518	2504	1240
	Horz %	7.34	24.01	23.88	11.82
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Vert %	5.24	4.91	4.90	5.37
	Index	120	113	112	123
	Unwgted	210	703	703	343
	Weighted (000)	1023	3093	3093	1480
	Horz %	7.64	23.11	23.11	11.06
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Vert %	6.97	6.03	6.05	6.41
	Index	125	109	109	115
	Unwgted	546	2089	2089	942
	Weighted (000)	2872	10230	10230	4419
	Horz %	6.34	22.60	22.60	9.76
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Vert %	19.56	19.95	20.01	19.15
	Index	104	106	106	102
	Unwgted	592	2129	2121	939
	Weighted (000)	4687	15891	15849	6463
	Horz %	6.58	22.31	22.25	9.07
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Vert %	31.93	31.00	31.00	28.00
	Index	108	105	105	95
	Unwgted	172	718	712	220
	Weighted (000)	1255	5141	5118	1404
	Horz %	4.21	17.23	17.16	4.71
	Vert %	8.55	10.03	10.01	6.08
	Index	69	81	81	49

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Currently Attending College or University	Unwgted	149	651	649	252
	Weighted (000)	1078	4050	4043	1508
	Horz %	5.57	20.91	20.87	7.79
	Vert %	7.35	7.90	7.91	6.53
	Index	91	98	98	81
Employed Full Time	Unwgted	1458	5123	5105	2579
	Weighted (000)	8231	26734	26663	12658
	Horz %	7.07	22.95	22.89	10.87
	Vert %	56.07	52.14	52.15	54.84
	Index	116	108	108	113
Employed Part Time	Unwgted	254	1083	1081	478
	Weighted (000)	1474	6110	6104	2448
	Horz %	4.97	20.60	20.58	8.25
	Vert %	10.04	11.92	11.94	10.61
	Index	81	97	97	86
Not Employed	Unwgted	744	3105	3095	1506
	Weighted (000)	4975	18425	18361	7974
	Horz %	5.26	19.47	19.40	8.43
	Vert %	33.89	35.94	35.91	34.55
	Index	86	91	91	88
Temporarily Unemployed	Unwgted	76	337	337	100
	Weighted (000)	665	2481	2481	701
	Horz %	5.09	18.98	18.98	5.37
	Vert %	4.53	4.84	4.85	3.04
	Index	83	89	89	56
Retired from Employment	Unwgted	426	1785	1784	1065
	Weighted (000)	2502	8984	8980	5126
	Horz %	5.51	19.80	19.79	11.30
	Vert %	17.04	17.52	17.56	22.21
	Index	90	93	93	118
Not Employed, Principal Shopper for Household	Unwgted	121	489	484	202
	Weighted (000)	964	3376	3349	1259
	Horz %	5.85	20.48	20.31	7.64
	Vert %	6.57	6.58	6.55	5.46
	Index	96	96	96	80
Occupation: Professional and Related Occupations	Unwgted	345	1328	1326	746
	Weighted (000)	2077	7020	7011	3766
	Horz %	6.24	21.11	21.08	11.32
	Vert %	14.15	13.69	13.71	16.32
	Index	102	99	99	118
Occupation: Management, Business and Financial Operations	Unwgted	402	1393	1388	814
	Weighted (000)	1760	5644	5621	3321
	Horz %	7.31	23.45	23.36	13.80
	Vert %	11.99	11.01	10.99	14.39
	Index	120	110	110	144
Occupation: Sales and Office Occupations	Unwgted	298	1226	1222	586
	Weighted (000)	1994	7497	7486	3267
	Horz %	6.12	23.00	22.96	10.02
	Vert %	13.59	14.62	14.64	14.16
	Index	100	108	108	105
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	230	620	619	262
	Weighted (000)	1308	3373	3370	1320
	Horz %	9.70	25.01	24.99	9.79
	Vert %	8.91	6.58	6.59	5.72
	Index	159	117	118	102

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Occupation: Other Employed	Unwgted	437	1639	1631	649
	Weighted (000)	2566	9311	9278	3431
	Horz %	6.00	21.78	21.71	8.03
	Vert %	17.48	18.16	18.15	14.87
	Index	98	102	102	84
Household Income: \$250,000+	Unwgted	105	366	365	247
	Weighted (000)	500	1557	1551	1027
	Horz %	7.06	22.01	21.93	14.52
	Vert %	3.40	3.04	3.03	4.45
	Index	116	103	103	151
Household Income: \$200,000-\$249,999	Unwgted	96	304	301	204
	Weighted (000)	455	1371	1356	862
	Horz %	7.29	21.96	21.72	13.81
	Vert %	3.10	2.67	2.65	3.74
	Index	120	103	102	144
Household Income: \$150,000-\$199,999	Unwgted	251	770	769	481
	Weighted (000)	1435	4272	4266	2464
	Horz %	8.47	25.22	25.19	14.55
	Vert %	9.78	8.33	8.34	10.68
	Index	139	118	119	152
Household Income: \$100,000-\$149,999	Unwgted	442	1508	1505	917
	Weighted (000)	2697	8867	8855	5218
	Horz %	7.16	23.53	23.50	13.85
	Vert %	18.37	17.29	17.32	22.61
	Index	117	110	111	144
Household Income: \$75,000-\$99,999	Unwgted	405	1365	1358	768
	Weighted (000)	2643	7972	7939	4125
	Horz %	8.20	24.74	24.64	12.80
	Vert %	18.01	15.55	15.53	17.87
	Index	135	116	116	134
Household Income: \$60,000-\$74,999	Unwgted	301	1049	1049	518
	Weighted (000)	1973	5931	5931	2787
	Horz %	7.84	23.57	23.57	11.08
	Vert %	13.44	11.57	11.60	12.08
	Index	129	111	111	116
Household Income: \$50,000-\$59,999	Unwgted	230	803	803	383
	Weighted (000)	1468	4480	4480	1748
	Horz %	7.82	23.87	23.87	9.31
	Vert %	10.00	8.74	8.76	7.58
	Index	128	112	112	97
Household Income: \$40,000-\$49,999	Unwgted	216	961	959	378
	Weighted (000)	1172	4621	4618	1635
	Horz %	5.69	22.45	22.43	7.94
	Vert %	7.98	9.01	9.03	7.08
	Index	93	105	106	83
Household Income: \$30,000-\$39,999	Unwgted	167	858	851	307
	Weighted (000)	1028	4388	4357	1287
	Horz %	4.66	19.91	19.77	5.84
	Vert %	7.00	8.56	8.52	5.58
	Index	76	94	93	61
Household Income: \$20,000-\$29,999	Unwgted	133	659	656	209
	Weighted (000)	659	3790	3781	1088
	Horz %	3.02	17.35	17.31	4.98
	Vert %	4.49	7.39	7.40	4.72
	Index	49	81	82	52

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Household Income: Under \$20,000	Unwgted	110	668	665	151
	Weighted (000)	650	4021	3993	839
	Horz %	2.02	12.48	12.40	2.60
	Vert %	4.43	7.84	7.81	3.63
	Index	33	59	58	27
Median Household Income	Unwgted				
	Weighted (000)	78.70	71.00	71.00	88.10
	Horz %				
	Vert %				
	Index	125	113	113	140
Marital Status: Single, Never Married	Unwgted	441	2003	2000	686
	Weighted (000)	3188	13058	13036	4086
	Horz %	4.73	19.38	19.35	6.07
	Vert %	21.72	25.47	25.50	17.70
	Index	78	91	91	63
Marital Status: Currently Married	Unwgted	1625	5458	5437	3028
	Weighted (000)	9876	30522	30427	15977
	Horz %	7.72	23.86	23.79	12.49
	Vert %	67.28	59.53	59.51	69.23
	Index	127	112	112	130
Marital Status: Divorced or Legally Separated	Unwgted	301	1328	1323	575
	Weighted (000)	1137	5349	5331	1980
	Horz %	3.71	17.45	17.40	6.46
	Vert %	7.75	10.43	10.43	8.58
	Index	61	82	82	67
Marital Status: Widowed	Unwgted	89	522	521	274
	Weighted (000)	478	2340	2333	1036
	Horz %	3.21	15.75	15.70	6.98
	Vert %	3.25	4.56	4.56	4.49
	Index	53	74	74	73
Marital Status: Engaged to Be Married	Unwgted	86	353	353	128
	Weighted (000)	510	2041	2041	661
	Horz %	4.74	18.96	18.96	6.14
	Vert %	3.48	3.98	3.99	2.87
	Index	78	89	89	64
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	170	721	719	271
	Weighted (000)	1020	4445	4433	1487
	Horz %	4.95	21.57	21.51	7.22
	Vert %	6.95	8.67	8.67	6.44
	Index	81	101	101	75
Any Child(ren) Under Age 18 Living at Home	Unwgted	959	3539	3513	1511
	Weighted (000)	5605	19846	19727	7737
	Horz %	5.88	20.84	20.71	8.12
	Vert %	38.18	38.71	38.58	33.52
	Index	97	98	98	85
1 Child Under Age 18 Currently Living at Home	Unwgted	374	1421	1418	630
	Weighted (000)	2145	7991	7966	3225
	Horz %	5.53	20.61	20.54	8.32
	Vert %	14.61	15.59	15.58	13.97
	Index	91	97	97	87
2 Children Under Age 18 Currently Living at Home	Unwgted	362	1297	1284	580
	Weighted (000)	2049	7077	7026	2932
	Horz %	6.01	20.76	20.61	8.60
	Vert %	13.96	13.80	13.74	12.70
	Index	99	98	97	90

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
3 Children Under Age 18 Currently Living at Home	Unwgted	147	532	525	202
	Weighted (000)	904	2984	2951	1004
	Horz %	6.26	20.66	20.43	6.95
	Vert %	6.16	5.82	5.77	4.35
	Index	103	97	96	73
4 Children Under Age 18 Currently Living at Home	Unwgted	56	217	216	77
	Weighted (000)	382	1328	1325	449
	Horz %	7.43	25.86	25.80	8.74
	Vert %	2.60	2.59	2.59	1.94
	Index	122	121	122	91
5 or More Children Under Age 18 Currently Living at Home		*			*
	Unwgted	20	72	70	22
	Weighted (000)	124	466	460	127
	Horz %	4.44	16.64	16.41	4.53
	Index	73	78	77	47
Own Home/Residence	Unwgted	2007	7107	7084	3880
	Weighted (000)	12010	38925	38817	19604
	Horz %	7.50	24.30	24.23	12.24
	Vert %	81.81	75.92	75.92	84.94
	Index	123	114	114	128
Rent Home/Residence	Unwgted	422	2089	2082	644
	Weighted (000)	2522	11693	11660	3286
	Horz %	3.25	15.07	15.03	4.24
	Vert %	17.18	22.81	22.81	14.24
	Index	53	71	71	44
Live Rent-Free in Home/Residence		*			*
	Unwgted	27	115	115	39
	Weighted (000)	147	651	651	190
	Horz %	4.91	21.71	21.71	6.33
	Index	81	102	102	66
Census Region: North East	Unwgted	308	1657	1649	907
	Weighted (000)	1281	6802	6767	3378
	Horz %	2.94	15.60	15.52	7.75
	Vert %	8.73	13.27	13.24	14.64
	Index	48	73	73	81
Census Region: South	Unwgted	1042	3374	3359	1606
	Weighted (000)	6564	20634	20573	9316
	Horz %	7.25	22.79	22.72	10.29
	Vert %	44.72	40.25	40.24	40.37
	Index	119	107	107	107
Census Region: Midwest	Unwgted	590	2386	2381	1175
	Weighted (000)	3425	12414	12388	5494
	Horz %	6.64	24.07	24.02	10.65
	Vert %	23.34	24.21	24.23	23.81
	Index	109	113	113	111
Census Region: West	Unwgted	516	1894	1892	875
	Weighted (000)	3408	11419	11400	4890
	Horz %	6.19	20.74	20.71	8.88
	Vert %	23.22	22.27	22.30	21.19
	Index	102	97	98	93
Census Sub-Region: New England	Unwgted	89	462	461	246
	Weighted (000)	364	1883	1875	921
	Horz %	3.18	16.47	16.41	8.05
	Vert %	2.48	3.67	3.67	3.99
	Index	52	77	77	84

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Census Sub-Region: Mid Atlantic	Unwgted	219	1195	1188	661
	Weighted (000)	917	4919	4892	2458
	Horz %	2.85	15.29	15.21	7.64
	Vert %	6.25	9.59	9.57	10.65
	Index	47	72	72	80
Census Sub-Region: South Atlantic	Unwgted	461	1728	1722	839
	Weighted (000)	2550	9391	9367	4238
	Horz %	5.48	20.18	20.13	9.11
	Vert %	17.37	18.32	18.32	18.36
	Index	90	95	95	95
Census Sub-Region: East South Central	Unwgted	151	459	457	188
	Weighted (000)	1480	4196	4178	1671
	Horz %	9.93	28.17	28.05	11.22
	Vert %	10.08	8.18	8.17	7.24
	Index	163	132	132	117
Census Sub-Region: West South Central	Unwgted	430	1187	1180	579
	Weighted (000)	2535	7048	7028	3408
	Horz %	8.70	24.19	24.13	11.70
	Vert %	17.27	13.75	13.75	14.76
	Index	143	114	114	122
Census Sub-Region: East North Central	Unwgted	421	1811	1807	932
	Weighted (000)	2305	8521	8500	3934
	Horz %	6.41	23.69	23.63	10.94
	Vert %	15.70	16.62	16.63	17.04
	Index	105	111	111	114
Census Sub-Region: West North Central	Unwgted	169	575	574	243
	Weighted (000)	1121	3894	3888	1561
	Horz %	7.18	24.95	24.91	10.00
	Vert %	7.63	7.59	7.60	6.76
	Index	118	117	117	104
Census Sub-Region: Mountain	Unwgted	186	577	575	276
	Weighted (000)	1384	4097	4079	1887
	Horz %	7.95	23.56	23.45	10.85
	Vert %	9.43	7.99	7.98	8.18
	Index	130	111	110	113
Census Sub-Region: Pacific	Unwgted	330	1317	1317	599
	Weighted (000)	2025	7321	7321	3003
	Horz %	5.38	19.44	19.44	7.98
	Vert %	13.79	14.28	14.32	13.01
	Index	88	91	92	83
County Size: A	Unwgted	1065	4534	4519	2478
	Weighted (000)	4468	17793	17745	9049
	Horz %	4.42	17.61	17.56	8.96
	Vert %	30.44	34.71	34.71	39.21
	Index	73	83	83	93
County Size: B	Unwgted	638	2293	2284	1039
	Weighted (000)	4370	15571	15516	6634
	Horz %	6.17	21.97	21.89	9.36
	Vert %	29.77	30.37	30.35	28.74
	Index	101	103	103	98
County Size: C/D	Unwgted	753	2484	2478	1046
	Weighted (000)	5841	17905	17867	7396
	Horz %	8.48	26.00	25.95	10.74
	Vert %	39.79	34.92	34.95	32.05
	Index	139	122	122	112

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	50	236	236	125
	Weighted (000)	285	1099	1099	522
	Horz %	5.85	22.52	22.52	10.69
	Vert %	1.94	2.14	2.15	2.26
	Index	96	106	106	111
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	452	1708	1700	818
	Weighted (000)	2743	8989	8956	3860
	Horz %	6.95	22.78	22.70	9.78
	Vert %	18.69	17.53	17.52	16.72
	Index	114	107	107	102
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	85	257	256	116
	Weighted (000)	560	1569	1566	615
	Horz %	8.48	23.76	23.71	9.32
	Vert %	3.81	3.06	3.06	2.67
	Index	139	112	112	97
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	18	60	60	36
	Weighted (000)	103	316	316	189
	Horz %	7.17	21.93	21.93	13.07
	Vert %	0.70	0.62	0.62	0.82
	Index	118	103	103	136
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	116	527	526	329
	Weighted (000)	386	1556	1553	914
	Horz %	4.78	19.28	19.25	11.33
	Vert %	2.63	3.03	3.04	3.96
	Index	78	91	91	118
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	200	753	750	417
	Weighted (000)	839	2894	2880	1482
	Horz %	6.54	22.55	22.44	11.55
	Vert %	5.72	5.64	5.63	6.42
	Index	107	106	106	121
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	51	183	183	104
	Weighted (000)	386	982	982	489
	Horz %	9.60	24.41	24.41	12.17
	Vert %	2.63	1.91	1.92	2.12
	Index	157	115	115	127
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	171	698	698	328
	Weighted (000)	1008	3734	3734	1501
	Horz %	6.40	23.70	23.70	9.53
	Vert %	6.86	7.28	7.30	6.50
	Index	105	111	112	99
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	405	1703	1694	740
	Weighted (000)	2569	9869	9823	4002
	Horz %	5.61	21.54	21.44	8.73
	Vert %	17.50	19.25	19.21	17.34
	Index	92	101	101	91
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	208	674	672	343
	Weighted (000)	1161	3431	3412	1661
	Horz %	8.18	24.18	24.05	11.71
	Vert %	7.91	6.69	6.67	7.20
	Index	134	114	113	122
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	251	848	846	420
	Weighted (000)	1467	4690	4681	1947
	Horz %	8.11	25.93	25.88	10.76
	Vert %	9.99	9.15	9.15	8.43
	Index	133	122	122	112

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	54	238	238	122
	Weighted (000)	264	946	946	436
	Horz %	4.87	17.47	17.47	8.04
	Vert %	1.80	1.85	1.85	1.89
	Index	80	82	82	84
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	695	2053	2051	959
	Weighted (000)	4477	12579	12573	5382
	Horz %	9.65	27.12	27.10	11.60
	Vert %	30.50	24.54	24.59	23.32
	Index	158	127	128	121
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)		*	*	*	*
	Unwgted	5	31	31	16
	Weighted (000)	10	89	89	57
	Horz %	0.85	7.50	7.50	4.80
	Vert %	0.07	0.17	0.17	0.25
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)		*			*
	Unwgted	22	107	107	40
	Weighted (000)	174	750	750	279
	Horz %	4.33	18.69	18.69	6.96
	Vert %	1.18	1.46	1.47	1.21
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)					
	Unwgted	88	406	403	150
	Weighted (000)	666	2724	2715	1067
	Horz %	4.34	17.75	17.69	6.95
	Vert %	4.54	5.31	5.31	4.62
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)					
	Unwgted	176	732	730	356
	Weighted (000)	1118	3859	3847	1614
	Horz %	6.78	23.42	23.35	9.79
	Vert %	7.62	7.53	7.52	6.99
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)		*			
	Unwgted	25	116	116	58
	Weighted (000)	88	360	360	158
	Horz %	3.45	14.15	14.15	6.22
	Vert %	0.60	0.70	0.70	0.69
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)		*			
	Unwgted	48	211	210	68
	Weighted (000)	349	1496	1495	508
	Horz %	5.38	23.04	23.03	7.83
	Vert %	2.38	2.92	2.92	2.20
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)					
	Unwgted	318	1200	1198	698
	Weighted (000)	1772	5450	5442	3031
	Horz %	7.70	23.69	23.65	13.17
	Vert %	12.07	10.63	10.64	13.13
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)					
	Unwgted	84	308	307	159
	Weighted (000)	425	1794	1791	864
	Horz %	4.88	20.59	20.55	9.91
	Vert %	2.90	3.50	3.50	3.74
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)					
	Unwgted	101	436	436	263
	Weighted (000)	559	1943	1943	1154
	Horz %	5.23	18.19	18.19	10.80
	Vert %	3.81	3.79	3.80	5.00
	Index	86	85	86	113

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	216	783	777	368
	Weighted (000)	1308	4400	4376	2024
	Horz %	6.52	21.92	21.80	10.09
	Vert %	8.91	8.58	8.56	8.77
	Index	107	103	103	105
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	105	466	463	173
	Weighted (000)	771	2822	2809	931
	Horz %	5.14	18.83	18.75	6.22
	Vert %	5.25	5.50	5.49	4.04
	Index	84	88	88	65
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	270	888	886	403
	Weighted (000)	1492	4728	4720	1866
	Horz %	8.05	25.52	25.48	10.08
	Vert %	10.16	9.22	9.23	8.09
	Index	132	120	120	105
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	47	181	179	96
	Weighted (000)	352	1089	1077	516
	Horz %	5.86	18.16	17.95	8.60
	Vert %	2.40	2.12	2.11	2.24
	Index	96	85	85	90
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	26	118	116	51
	Weighted (000)	201	811	802	393
	Horz %	4.02	16.24	16.08	7.87
	Vert %	1.37	1.58	1.57	1.70
	Index	66	76	76	82
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	7	35	35	15
	Weighted (000)	44	225	225	112
	Horz %	2.47	12.57	12.57	6.25
	Vert %	0.30	0.44	0.44	0.49
	Index	40	59	59	65
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	153	762	756	274
	Weighted (000)	1010	4349	4323	1497
	Horz %	3.79	16.31	16.21	5.61
	Vert %	6.88	8.48	8.45	6.49
	Index	62	77	76	59
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	63	341	338	128
	Weighted (000)	438	1686	1676	562
	Horz %	3.95	15.21	15.12	5.08
	Vert %	2.98	3.29	3.28	2.44
	Index	65	71	71	53
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	54	286	285	87
	Weighted (000)	394	1803	1796	528
	Horz %	3.46	15.87	15.81	4.65
	Vert %	2.68	3.52	3.51	2.29
	Index	57	75	74	49
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	69	255	255	120
	Weighted (000)	456	1498	1498	695
	Horz %	6.47	21.25	21.25	9.86
	Vert %	3.11	2.92	2.93	3.01
	Index	106	100	100	103
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	2148	7973	7948	3922
	Weighted (000)	12693	43292	43183	19657
	Horz %	6.39	21.80	21.74	9.90
	Vert %	86.47	84.44	84.46	85.17
	Index	105	102	102	103

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	1396	5024	5005	2579
	Weighted (000)	7963	26374	26301	12566
	Horz %	6.64	22.00	21.94	10.48
	Vert %	54.25	51.44	51.44	54.45
	Index	109	103	103	109
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	1014	3647	3639	1792
	Weighted (000)	6093	19829	19785	9070
	Horz %	6.78	22.06	22.01	10.09
	Vert %	41.51	38.68	38.70	39.30
	Index	111	104	104	105
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	1244	4473	4458	2199
	Weighted (000)	7109	23568	23519	10667
	Horz %	6.82	22.61	22.56	10.23
	Vert %	48.43	45.97	46.00	46.22
	Index	112	106	106	107
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	347	1393	1391	619
	Weighted (000)	2117	8048	8036	3323
	Horz %	5.56	21.16	21.13	8.74
	Vert %	14.42	15.70	15.72	14.40
	Index	91	99	99	91
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	141	504	502	235
	Weighted (000)	875	2775	2772	1188
	Horz %	7.40	23.46	23.44	10.04
	Vert %	5.96	5.41	5.42	5.15
	Index	121	110	110	105
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	838	3107	3096	1591
	Weighted (000)	4770	16279	16234	7924
	Horz %	6.33	21.61	21.55	10.52
	Vert %	32.50	31.75	31.75	34.33
	Index	104	101	101	110
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	1112	4242	4233	2109
	Weighted (000)	6509	22593	22562	10369
	Horz %	6.31	21.88	21.86	10.04
	Vert %	44.34	44.07	44.13	44.93
	Index	103	103	103	105
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	859	3288	3280	1552
	Weighted (000)	5144	17999	17968	7791
	Horz %	6.33	22.14	22.10	9.58
	Vert %	35.04	35.11	35.14	33.76
	Index	104	104	104	100
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	383	1538	1532	657
	Weighted (000)	2322	8434	8404	3419
	Horz %	5.90	21.42	21.34	8.68
	Vert %	15.82	16.45	16.44	14.82
	Index	97	101	100	91
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	101	384	384	157
	Weighted (000)	676	1988	1988	707
	Horz %	6.79	19.97	19.97	7.11
	Vert %	4.60	3.88	3.89	3.06
	Index	111	94	94	74
Where Listen to Radio on Typical Weekday: Home	Unwgted	594	2349	2344	1131
	Weighted (000)	3373	12442	12429	5385
	Horz %	5.39	19.88	19.86	8.61
	Vert %	22.98	24.27	24.31	23.33
	Index	88	93	94	90

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Where Listen to Radio on Typical Weekday: Car	Unwgted	2028	7583	7554	3795
	Weighted (000)	11892	40592	40454	18741
	Horz %	6.57	22.41	22.34	10.35
	Vert %	81.01	79.17	79.12	81.20
	Index	108	105	105	108
Where Listen to Radio on Typical Weekday: Work	Unwgted	369	1264	1262	601
	Weighted (000)	2337	7291	7282	3283
	Horz %	7.88	24.57	24.55	11.07
	Vert %	15.92	14.22	14.24	14.23
	Index	129	115	116	115
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work		*			
	Unwgted	48	186	186	73
	Weighted (000)	312	1101	1101	433
	Horz %	4.93	17.39	17.39	6.84
	Index	81	82	82	71
Where Listen to Radio on Typical Weekend: Home	Unwgted	685	2756	2747	1324
	Weighted (000)	3921	14639	14604	6326
	Horz %	5.43	20.28	20.24	8.77
	Vert %	26.71	28.55	28.56	27.41
	Index	89	95	95	91
Where Listen to Radio on Typical Weekend: Car	Unwgted	1863	6974	6950	3486
	Weighted (000)	10859	37452	37335	17182
	Horz %	6.53	22.53	22.46	10.34
	Vert %	73.98	73.05	73.02	74.45
	Index	107	106	106	108
Where Listen to Radio on Typical Weekend: Work	Unwgted	113	411	410	190
	Weighted (000)	681	2477	2476	1092
	Horz %	6.19	22.49	22.48	9.92
	Vert %	4.64	4.83	4.84	4.73
	Index	101	106	106	103
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	52	203	201	88
	Weighted (000)	357	1223	1212	500
	Horz %	5.66	19.39	19.22	7.92
	Vert %	2.43	2.38	2.37	2.17
	Index	93	91	91	83
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	458	1819	1814	984
	Weighted (000)	2359	8119	8105	4161
	Horz %	6.26	21.54	21.50	11.04
	Vert %	16.07	15.84	15.85	18.03
	Index	103	101	101	115
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	1957	7191	7167	3429
	Weighted (000)	11713	39624	39520	17351
	Horz %	6.45	21.81	21.75	9.55
	Vert %	79.79	77.29	77.30	75.18
	Index	106	102	102	100
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	2093	7759	7734	3751
	Weighted (000)	12363	42142	42035	18690
	Horz %	6.38	21.74	21.68	9.64
	Vert %	84.22	82.20	82.22	80.98
	Index	105	102	102	101
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	416	1436	1433	935
	Weighted (000)	2242	6960	6931	4353
	Horz %	7.88	24.46	24.36	15.30
	Vert %	15.28	13.58	13.56	18.86
	Index	129	115	115	160

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	609	2033	2027	1301
	Weighted (000)	3548	10576	10531	6457
	Horz %	8.62	25.70	25.59	15.69
	Vert %	24.17	20.63	20.60	27.98
	Index	141	121	120	164
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	1039	3535	3523	2346
	Weighted (000)	6215	19452	19402	12187
	Horz %	8.70	27.25	27.17	17.07
	Vert %	42.34	37.94	37.95	52.80
	Index	143	128	128	178
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	840	2968	2958	1799
	Weighted (000)	5619	17221	17176	9482
	Horz %	8.94	27.39	27.32	15.08
	Vert %	38.28	33.59	33.60	41.08
	Index	147	129	129	157
listened online to streaming AM/FM broadcast radio stations	Unwgted	389	1462	1458	717
	Weighted (000)	2127	7582	7551	3335
	Horz %	5.83	20.78	20.70	9.14
	Vert %	14.49	14.79	14.77	14.45
	Index	96	98	97	95
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgted	690	2688	2672	1273
	Weighted (000)	4133	15052	14979	6557
	Horz %	5.85	21.32	21.22	9.29
	Vert %	28.15	29.36	29.30	28.41
	Index	96	100	100	97
Listened to Any Radio on the Internet/Online-Past Month	Unwgted	995	3917	3898	1863
	Weighted (000)	5927	21683	21596	9451
	Horz %	5.82	21.29	21.20	9.28
	Vert %	40.38	42.29	42.24	40.95
	Index	95	100	100	97
Visited a radio station, radio program or radio personality's website	Unwgted	166	668	666	329
	Weighted (000)	837	3135	3116	1447
	Horz %	5.03	18.84	18.72	8.70
	Vert %	5.71	6.12	6.09	6.27
	Index	83	88	88	91
Downloaded music - Past Month	Unwgted	472	1926	1920	885
	Weighted (000)	2943	10798	10762	4337
	Horz %	5.52	20.24	20.17	8.13
	Vert %	20.05	21.06	21.05	18.79
	Index	90	95	95	85
Downloaded or listened to podcasts/podcasting - past month	Unwgted	110	495	494	261
	Weighted (000)	624	2435	2430	1187
	Horz %	5.22	20.37	20.33	9.93
	Vert %	4.25	4.75	4.75	5.14
	Index	86	96	96	104
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgted	180	730	726	342
	Weighted (000)	965	3895	3866	1674
	Horz %	5.45	21.99	21.83	9.45
	Vert %	6.57	7.60	7.56	7.25
	Index	89	103	103	99
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgted	387	1528	1522	816
	Weighted (000)	2301	8086	8060	3960
	Horz %	6.28	22.07	22.00	10.81
	Vert %	15.68	15.77	15.76	17.16
	Index	103	104	104	113

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgted	657	2576	2561	1181
	Weighted (000)	4107	14818	14758	6242
	Horz %	5.98	21.58	21.49	9.09
	Vert %	27.98	28.90	28.86	27.04
	Index	98	101	101	95
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgted	144	720	719	308
	Weighted (000)	908	4302	4297	1656
	Horz %	4.30	20.35	20.33	7.83
	Vert %	6.19	8.39	8.40	7.18
	Index	70	96	96	82
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	832	3244	3226	1548
	Weighted (000)	4876	17751	17654	7641
	Horz %	5.86	21.32	21.21	9.18
	Vert %	33.21	34.62	34.53	33.11
	Index	96	100	100	96
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	658	2600	2589	1207
	Weighted (000)	3987	14315	14242	5884
	Horz %	5.81	20.87	20.77	8.58
	Vert %	27.16	27.92	27.86	25.50
	Index	95	98	98	90
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	857	3293	3277	1574
	Weighted (000)	5171	18234	18150	7886
	Horz %	6.10	21.52	21.42	9.31
	Vert %	35.23	35.56	35.50	34.17
	Index	100	101	101	97
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	652	2442	2422	1124
	Weighted (000)	3928	13906	13799	5921
	Horz %	5.93	21.01	20.85	8.94
	Vert %	26.76	27.12	26.99	25.65
	Index	97	99	98	93
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	2025	7550	7531	3831
	Weighted (000)	11758	40690	40594	18877
	Horz %	6.19	21.43	21.38	9.94
	Vert %	80.10	79.37	79.40	81.79
	Index	102	101	101	104
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	1592	5994	5980	3091
	Weighted (000)	9059	31981	31909	15126
	Horz %	6.07	21.44	21.39	10.14
	Vert %	61.71	62.38	62.41	65.54
	Index	100	101	101	106
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	1369	5134	5119	2629
	Weighted (000)	7863	27581	27507	12945
	Horz %	6.05	21.22	21.16	9.96
	Vert %	53.56	53.80	53.80	56.09
	Index	99	100	100	104
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	1639	6061	6044	3113
	Weighted (000)	9200	32201	32114	15213
	Horz %	6.12	21.42	21.37	10.12
	Vert %	62.67	62.81	62.81	65.92
	Index	100	101	101	106
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	580	2379	2370	1117
	Weighted (000)	3547	13921	13860	6037
	Horz %	4.97	19.48	19.40	8.45
	Vert %	24.17	27.15	27.11	26.16
	Index	81	92	91	88

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	1155	4534	4525	2283
	Weighted (000)	6955	24891	24854	11458
	Horz %	5.78	20.67	20.64	9.52
	Vert %	47.38	48.55	48.61	49.65
	Index	95	97	97	99
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	352	1432	1429	667
	Weighted (000)	2132	8044	8015	3597
	Horz %	5.34	20.14	20.07	9.01
	Vert %	14.52	15.69	15.68	15.59
	Index	88	95	95	94
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	1005	3749	3738	1872
	Weighted (000)	5835	20627	20565	9478
	Horz %	5.91	20.91	20.84	9.61
	Vert %	39.75	40.23	40.22	41.07
	Index	97	98	98	100
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	1201	4602	4590	2315
	Weighted (000)	6924	25002	24940	11437
	Horz %	5.85	21.12	21.06	9.66
	Vert %	47.17	48.77	48.78	49.56
	Index	96	99	99	101
Downloaded a TV Program - Past Month	Unwgted	96	504	504	244
	Weighted (000)	489	2517	2517	1049
	Horz %	3.97	20.44	20.44	8.52
	Vert %	3.33	4.91	4.92	4.55
	Index	65	96	96	89
Watched a TV Program Online - Past Month	Unwgted	364	1590	1584	711
	Weighted (000)	2116	8726	8698	3481
	Horz %	5.00	20.63	20.57	8.23
	Vert %	14.41	17.02	17.01	15.08
	Index	82	97	97	86
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	446	1924	1920	932
	Weighted (000)	2611	10365	10339	4594
	Horz %	5.26	20.88	20.83	9.25
	Vert %	17.78	20.22	20.22	19.91
	Index	86	98	98	97
Looked at TV Listings Online - Past Month	Unwgted	246	1055	1053	536
	Weighted (000)	1342	5380	5361	2345
	Horz %	5.22	20.90	20.83	9.11
	Vert %	9.14	10.49	10.48	10.16
	Index	86	98	98	95
Household Subscribes to Cable TV	Unwgted	1030	4195	4186	2157
	Weighted (000)	5965	21719	21686	10025
	Horz %	5.51	20.06	20.03	9.26
	Vert %	40.64	42.36	42.41	43.44
	Index	90	94	94	97
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	2081	7737	7714	3999
	Weighted (000)	12423	42012	41907	19952
	Horz %	6.50	21.98	21.92	10.44
	Vert %	84.63	81.94	81.97	86.45
	Index	107	103	103	109
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	2027	7496	7473	3888
	Weighted (000)	12056	40744	40639	19434
	Horz %	6.54	22.09	22.03	10.54
	Vert %	82.13	79.47	79.48	84.21
	Index	107	104	104	110

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	1520	5543	5527	2838
	Weighted (000)	9031	30209	30126	14204
	Horz %	6.57	21.97	21.91	10.33
	Vert %	61.52	58.92	58.92	61.54
	Index	108	103	103	108
Viewed Any Premium Cable Channels - Past Month	Unwgted	848	3224	3210	1661
	Weighted (000)	5061	16835	16767	8095
	Horz %	6.55	21.78	21.70	10.47
	Vert %	34.48	32.84	32.79	35.07
	Index	107	102	102	109
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	375	1309	1304	688
	Weighted (000)	2021	6919	6888	3286
	Horz %	6.89	23.58	23.48	11.20
	Vert %	13.77	13.50	13.47	14.24
	Index	113	111	111	117
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	677	2685	2675	1440
	Weighted (000)	3513	12824	12772	6393
	Horz %	5.86	21.41	21.32	10.67
	Vert %	23.93	25.01	24.98	27.70
	Index	96	101	100	111
Household Has a Satellite Dish	Unwgted	820	2553	2546	1276
	Weighted (000)	5509	16381	16333	7886
	Horz %	8.75	26.01	25.94	12.52
	Vert %	37.53	31.95	31.95	34.17
	Index	144	122	122	131
Household Has a Digital Video Recorder (DVR)	Unwgted	1431	5092	5076	2761
	Weighted (000)	8522	27471	27388	14063
	Horz %	7.26	23.40	23.33	11.98
	Vert %	58.05	53.58	53.57	60.93
	Index	119	110	110	125
Any Internet/Online Activity - Past Month	Unwgted	2170	8192	8163	4082
	Weighted (000)	12967	44522	44384	20543
	Horz %	6.37	21.86	21.80	10.09
	Vert %	88.33	86.84	86.81	89.01
	Index	104	103	103	105
Played Games Online - Past Month	Unwgted	683	2716	2710	1237
	Weighted (000)	4422	15883	15845	6523
	Horz %	6.01	21.59	21.53	8.86
	Vert %	30.13	30.98	30.99	28.26
	Index	99	101	101	92
Downloaded a Video Game - Past Month	Unwgted	245	974	970	391
	Weighted (000)	1620	5808	5783	2047
	Horz %	5.53	19.84	19.75	6.99
	Vert %	11.03	11.33	11.31	8.87
	Index	91	93	93	73
Downloaded a Movie - Past Month	Unwgted	199	833	833	388
	Weighted (000)	1132	4548	4548	1904
	Horz %	5.29	21.24	21.24	8.89
	Vert %	7.71	8.87	8.89	8.25
	Index	87	100	100	93
Watched a Movie Online - Past Month	Unwgted	452	1853	1849	821
	Weighted (000)	2621	10109	10098	4071
	Horz %	5.12	19.73	19.71	7.95
	Vert %	17.86	19.72	19.75	17.64
	Index	84	93	93	83

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	415	1713	1707	771
	Weighted (000)	2391	9403	9382	3684
	Horz %	5.32	20.92	20.87	8.20
	Vert %	16.29	18.34	18.35	15.96
	Index	87	98	98	85
Visited a Chat Room - Past Month	Unwgted	97	424	422	175
	Weighted (000)	657	2390	2377	935
	Horz %	5.76	20.95	20.83	8.20
	Vert %	4.48	4.66	4.65	4.05
	Index	94	98	98	86
Used e-Mail - Past Month	Unwgted	1940	7290	7267	3706
	Weighted (000)	11290	38391	38290	18197
	Horz %	6.48	22.03	21.97	10.44
	Vert %	76.91	74.88	74.89	78.84
	Index	106	103	103	109
Used Instant Messenger/IM Online - Past Month	Unwgted	1365	5252	5234	2501
	Weighted (000)	8508	29802	29717	13084
	Horz %	6.27	21.94	21.88	9.63
	Vert %	57.96	58.13	58.12	56.69
	Index	103	103	103	101
Visited Online Blogs - Past Month	Unwgted	287	1222	1220	572
	Weighted (000)	1627	6440	6432	2693
	Horz %	5.13	20.31	20.28	8.49
	Vert %	11.09	12.56	12.58	11.67
	Index	84	95	96	89
Wrote an Online Blog - Past Month	Unwgted	66	252	251	111
	Weighted (000)	456	1462	1458	519
	Horz %	6.97	22.36	22.30	7.95
	Vert %	3.11	2.85	2.85	2.25
	Index	114	105	105	83
Uploaded or Added Video to a Web Site - Past Month	Unwgted	184	753	750	339
	Weighted (000)	1085	4147	4125	1687
	Horz %	5.57	21.29	21.18	8.66
	Vert %	7.39	8.09	8.07	7.31
	Index	91	100	100	90
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgted	1832	6983	6958	3401
	Weighted (000)	10945	38480	38368	17209
	Horz %	6.17	21.69	21.62	9.70
	Vert %	74.56	75.06	75.04	74.57
	Index	101	102	102	101
Accessed Facebook.com - Past Month	Unwgted	1457	5580	5559	2657
	Weighted (000)	8992	31626	31531	13799
	Horz %	6.17	21.70	21.63	9.47
	Vert %	61.26	61.69	61.67	59.79
	Index	101	102	102	99
Accessed Foursquare - Past Month	Unwgted	*			*
	Weighted (000)	6	55	55	32
	Horz %	39	270	270	155
	Vert %	2.56	17.58	17.58	10.11
	Index	0.27	0.53	0.53	0.67
Accessed Google+ (Google Plus) - Past Month	Unwgted	42	83	83	106
	Weighted (000)	399	1624	1618	783
	Horz %	2387	8893	8867	3928
	Vert %	5.75	21.41	21.35	9.46
	Index	16.26	17.34	17.34	17.02
		94	101	101	99

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Accessed LinkedIn.com - Past Month	Unwgted	376	1469	1463	847
	Weighted (000)	1863	6545	6516	3535
	Horz %	6.02	21.16	21.07	11.43
	Vert %	12.69	12.77	12.75	15.32
	Index	99	99	99	119
Accessed Pinterest - Past Month	Unwgted	475	1785	1777	847
	Weighted (000)	3026	10791	10759	4682
	Horz %	6.72	23.97	23.90	10.40
	Vert %	20.62	21.05	21.04	20.29
	Index	110	113	113	109
Accessed Tumblr - Past Month	Unwgted	63	342	341	133
	Weighted (000)	451	2138	2135	744
	Horz %	4.79	22.75	22.71	7.91
	Vert %	3.07	4.17	4.18	3.22
	Index	79	107	107	83
Accessed Twitter.com - Past Month	Unwgted	251	1126	1123	507
	Weighted (000)	1737	6635	6625	2833
	Horz %	5.61	21.42	21.39	9.15
	Vert %	11.84	12.94	12.96	12.28
	Index	92	101	101	95
Accessed Yelp - Past Month	Unwgted	135	634	633	335
	Weighted (000)	571	2642	2635	1321
	Horz %	3.68	17.04	16.99	8.52
	Vert %	3.89	5.15	5.15	5.72
	Index	60	80	80	89
Accessed YouTube.com - Past Month	Unwgted	1238	4785	4768	2222
	Weighted (000)	7489	26739	26677	11126
	Horz %	6.06	21.64	21.59	9.00
	Vert %	51.02	52.15	52.18	48.21
	Index	99	102	102	94
Posted "Like" on Social Network - Past Month	Unwgted	918	3586	3576	1728
	Weighted (000)	5792	20651	20601	9236
	Horz %	6.21	22.13	22.08	9.90
	Vert %	39.45	40.28	40.29	40.02
	Index	102	104	104	103
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgted	428	1794	1788	783
	Weighted (000)	2802	10479	10449	4081
	Horz %	5.85	21.86	21.80	8.51
	Vert %	19.09	20.44	20.44	17.68
	Index	96	103	103	89
Clicked on an Advertisement on Social Network - Past Month	Unwgted	309	1210	1207	593
	Weighted (000)	1742	6318	6310	2861
	Horz %	5.87	21.30	21.27	9.64
	Vert %	11.87	12.32	12.34	12.40
	Index	96	100	100	101
Watched a Video on Social Network - Past Month	Unwgted	1120	4357	4342	1996
	Weighted (000)	6930	24726	24648	10273
	Horz %	6.07	21.67	21.60	9.00
	Vert %	47.21	48.23	48.21	44.51
	Index	100	102	102	94
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	2053	7608	7584	3741
	Weighted (000)	12112	41762	41656	18814
	Horz %	6.35	21.89	21.83	9.86
	Vert %	82.51	81.46	81.47	81.52
	Index	104	103	103	103

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	951	3586	3573	1706
	Weighted (000)	5754	19735	19672	8585
	Horz %	6.33	21.72	21.65	9.45
	Vert %	39.20	38.49	38.48	37.20
	Index	104	102	102	99
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	907	3405	3389	1578
	Weighted (000)	5411	18884	18811	8068
	Horz %	6.20	21.64	21.56	9.24
	Vert %	36.86	36.83	36.79	34.96
	Index	102	102	102	96
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	1087	4243	4225	1943
	Weighted (000)	6553	23622	23539	9851
	Horz %	5.76	20.76	20.69	8.66
	Vert %	44.64	46.08	46.04	42.68
	Index	94	98	97	90
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	750	2948	2934	1317
	Weighted (000)	4707	16895	16824	6907
	Horz %	5.92	21.25	21.16	8.69
	Vert %	32.06	32.95	32.91	29.93
	Index	97	100	100	91
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	454	1817	1806	753
	Weighted (000)	2709	10415	10366	3974
	Horz %	5.31	20.42	20.32	7.79
	Vert %	18.45	20.31	20.27	17.22
	Index	87	96	96	81
Used a Mobile "App" - Past Month	Unwgted	1286	4698	4679	2289
	Weighted (000)	7582	25719	25633	11555
	Horz %	6.53	22.16	22.09	9.96
	Vert %	51.65	50.16	50.13	50.07
	Index	107	104	104	104
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	584	2286	2281	1263
	Weighted (000)	3219	11483	11460	5890
	Horz %	6.00	21.39	21.35	10.97
	Vert %	21.93	22.40	22.42	25.52
	Index	98	100	101	114
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	754	2983	2978	1621
	Weighted (000)	4186	15288	15264	7531
	Horz %	5.91	21.57	21.54	10.63
	Vert %	28.52	29.82	29.85	32.63
	Index	97	101	101	111
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	892	3492	3478	1801
	Weighted (000)	5009	17782	17708	8601
	Horz %	5.94	21.10	21.01	10.21
	Vert %	34.13	34.68	34.63	37.27
	Index	97	99	99	106
Read Classified Advertising in Weekday Newspaper	Unwgted	247	873	869	382
	Weighted (000)	1680	5462	5451	2257
	Horz %	7.97	25.92	25.87	10.71
	Vert %	11.44	10.65	10.66	9.78
	Index	131	122	122	112
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	264	911	904	434
	Weighted (000)	1637	5329	5292	2374
	Horz %	7.57	24.64	24.47	10.98
	Vert %	11.15	10.39	10.35	10.29
	Index	124	116	115	115

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Read Advertisements in Weekday Newspaper	Unwgted	226	865	862	446
	Weighted (000)	1460	4732	4726	2276
	Horz %	7.42	24.06	24.02	11.57
	Vert %	9.95	9.23	9.24	9.86
	Index	122	113	113	121
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	300	1123	1117	617
	Weighted (000)	1880	6273	6253	3160
	Horz %	7.62	25.42	25.34	12.81
	Vert %	12.81	12.23	12.23	13.69
	Index	125	119	119	134
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	291	1128	1126	599
	Weighted (000)	1580	5801	5792	2878
	Horz %	6.19	22.72	22.68	11.27
	Vert %	10.76	11.31	11.33	12.47
	Index	101	107	107	118
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	445	1710	1705	970
	Weighted (000)	2495	8655	8632	4511
	Horz %	6.75	23.42	23.36	12.21
	Vert %	17.00	16.88	16.88	19.55
	Index	111	110	110	127
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	260	979	969	554
	Weighted (000)	1428	5317	5278	2768
	Horz %	6.32	23.54	23.37	12.25
	Vert %	9.73	10.37	10.32	11.99
	Index	104	111	110	128
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	581	2314	2305	1292
	Weighted (000)	3289	12355	12320	6390
	Horz %	6.21	23.33	23.26	12.07
	Vert %	22.41	24.10	24.10	27.69
	Index	102	110	110	126
Personally Referred to Paper Yellow Pages - Past Week	Unwgted	161	639	639	334
	Weighted (000)	1037	3626	3626	1812
	Horz %	6.74	23.54	23.54	11.76
	Vert %	7.07	7.07	7.09	7.85
	Index	110	111	111	123
Personally Referred to Internet Yellow Pages - Past Week	Unwgted	131	544	541	259
	Weighted (000)	772	3074	3063	1338
	Horz %	5.90	23.51	23.43	10.23
	Vert %	5.26	6.00	5.99	5.80
	Index	97	110	110	107
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	264	1087	1084	542
	Weighted (000)	1633	6102	6091	2846
	Horz %	6.16	23.01	22.97	10.73
	Vert %	11.13	11.90	11.91	12.33
	Index	101	108	108	112
Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	140	534	533	254
	Weighted (000)	864	3021	3016	1346
	Horz %	7.15	25.01	24.97	11.14
	Vert %	5.88	5.89	5.90	5.83
	Index	117	117	118	116
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	433	1777	1769	778
	Weighted (000)	2699	10319	10285	4104
	Horz %	5.77	22.08	22.01	8.78
	Vert %	18.38	20.13	20.12	17.78
	Index	95	104	104	92

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	251	1085	1080	466
	Weighted (000)	1597	6226	6203	2445
	Horz %	5.13	20.00	19.93	7.86
	Vert %	10.88	12.14	12.13	10.60
	Index	84	94	94	82
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	283	1150	1147	475
	Weighted (000)	1920	6928	6915	2664
	Horz %	6.11	22.05	22.01	8.48
	Vert %	13.08	13.51	13.52	11.54
	Index	100	104	104	88
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	315	1257	1252	558
	Weighted (000)	2074	7531	7509	3069
	Horz %	6.19	22.49	22.42	9.16
	Vert %	14.13	14.69	14.69	13.30
	Index	102	106	106	96
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	234	989	986	465
	Weighted (000)	1467	5363	5349	2337
	Horz %	5.64	20.62	20.57	8.98
	Vert %	9.99	10.46	10.46	10.12
	Index	93	97	97	94
Have Seen Video Ads in Other Stores - Past Month	Unwgted	208	884	879	353
	Weighted (000)	1325	4900	4877	1778
	Horz %	5.25	19.40	19.31	7.04
	Vert %	9.03	9.56	9.54	7.71
	Index	86	91	91	73
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	282	1240	1232	564
	Weighted (000)	1718	6964	6926	2933
	Horz %	5.03	20.41	20.30	8.59
	Vert %	11.70	13.58	13.55	12.71
	Index	83	96	96	90
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	195	827	821	386
	Weighted (000)	1149	4359	4326	1909
	Horz %	5.34	20.27	20.12	8.88
	Vert %	7.83	8.50	8.46	8.27
	Index	88	95	95	93
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	293	1201	1195	527
	Weighted (000)	1943	6937	6912	2799
	Horz %	5.82	20.77	20.70	8.38
	Vert %	13.24	13.53	13.52	12.13
	Index	95	98	97	87
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	167	805	800	353
	Weighted (000)	986	4370	4348	1812
	Horz %	4.17	18.48	18.39	7.66
	Vert %	6.72	8.52	8.50	7.85
	Index	68	87	87	80
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	173	725	721	334
	Weighted (000)	995	3790	3769	1564
	Horz %	5.07	19.32	19.21	7.98
	Vert %	6.78	7.39	7.37	6.78
	Index	83	91	90	83
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	249	1036	1031	481
	Weighted (000)	1524	5898	5876	2594
	Horz %	5.48	21.22	21.13	9.33
	Vert %	10.38	11.50	11.49	11.24
	Index	90	100	100	97

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Have Seen Video Ads in Airports - Past Month	Unwgted	167	734	730	357
	Weighted (000)	996	3643	3623	1692
	Horz %	5.34	19.52	19.41	9.06
	Vert %	6.78	7.11	7.09	7.33
	Index	88	92	91	95
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	423	1704	1698	797
	Weighted (000)	2570	9066	9040	3917
	Horz %	6.33	22.34	22.28	9.65
	Vert %	17.51	17.68	17.68	16.97
	Index	104	105	105	101
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	155	638	633	278
	Weighted (000)	986	3580	3557	1492
	Horz %	5.45	19.81	19.68	8.25
	Vert %	6.71	6.98	6.96	6.46
	Index	89	93	93	86
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	143	600	596	279
	Weighted (000)	909	3209	3190	1376
	Horz %	5.43	19.17	19.05	8.22
	Vert %	6.19	6.26	6.24	5.96
	Index	89	90	90	86
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	222	941	935	417
	Weighted (000)	1495	5305	5268	2195
	Horz %	5.88	20.87	20.73	8.63
	Vert %	10.19	10.35	10.30	9.51
	Index	97	98	98	90
Have Seen Ads on Billboards - Past Month	Unwgted	1417	5153	5137	2584
	Weighted (000)	8451	28326	28266	13123
	Horz %	6.89	23.09	23.04	10.70
	Vert %	57.57	55.25	55.28	56.86
	Index	113	108	109	112
Have Seen Ads on Buses/Trains - Past Month	Unwgted	507	2046	2033	978
	Weighted (000)	2749	10230	10181	4408
	Horz %	5.24	19.50	19.41	8.40
	Vert %	18.73	19.95	19.91	19.10
	Index	86	92	91	88
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	272	1234	1229	592
	Weighted (000)	1496	6138	6116	2632
	Horz %	4.43	18.16	18.09	7.79
	Vert %	10.19	11.97	11.96	11.40
	Index	73	85	85	81
Have Seen Ads Inside Taxis - Past Month	Unwgted	133	593	591	271
	Weighted (000)	692	2924	2917	1206
	Horz %	4.01	16.95	16.91	6.99
	Vert %	4.71	5.70	5.71	5.23
	Index	66	80	80	73
Have Seen Ads on Top of Taxis - Past Month	Unwgted	243	1016	1013	483
	Weighted (000)	1260	4948	4935	2094
	Horz %	4.55	17.86	17.81	7.56
	Vert %	8.58	9.65	9.65	9.07
	Index	75	84	84	79
Have Seen Ads on Phone Booths - Past Month	Unwgted	111	478	475	197
	Weighted (000)	707	2599	2586	955
	Horz %	4.94	18.15	18.05	6.67
	Vert %	4.82	5.07	5.06	4.14
	Index	81	85	85	70

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	391	1549	1543	752
	Weighted (000)	2239	8428	8389	3730
	Horz %	5.85	22.02	21.92	9.75
	Vert %	15.25	16.44	16.41	16.16
	Index	96	103	103	102
Have Seen Ads on Postcards - Past Month	Unwgted	286	1138	1134	607
	Weighted (000)	1515	5697	5678	2733
	Horz %	5.54	20.85	20.78	10.00
	Vert %	10.32	11.11	11.10	11.84
	Index	91	98	98	104
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	689	2517	2510	1201
	Weighted (000)	4240	13900	13870	6042
	Horz %	6.82	22.37	22.32	9.72
	Vert %	28.89	27.11	27.13	26.18
	Index	112	105	105	101
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	404	1679	1671	811
	Weighted (000)	2598	9407	9361	4196
	Horz %	5.96	21.58	21.47	9.63
	Vert %	17.70	18.35	18.31	18.18
	Index	98	101	101	100
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	544	2205	2197	1090
	Weighted (000)	3379	12298	12255	5564
	Horz %	6.08	22.12	22.05	10.01
	Vert %	23.02	23.99	23.97	24.11
	Index	100	104	104	104
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	883	3276	3267	1645
	Weighted (000)	5523	18311	18269	8307
	Horz %	6.92	22.94	22.89	10.41
	Vert %	37.62	35.71	35.73	35.99
	Index	114	108	108	109
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	546	2204	2199	1112
	Weighted (000)	3452	12368	12341	5683
	Horz %	6.00	21.51	21.46	9.88
	Vert %	23.52	24.12	24.14	24.62
	Index	98	101	101	103
Have Seen Infomercials - Past Month	Unwgted	545	2015	2010	985
	Weighted (000)	3460	11240	11205	5023
	Horz %	6.92	22.49	22.42	10.05
	Vert %	23.57	21.92	21.92	21.76
	Index	114	106	106	105
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	1108	4167	4157	2161
	Weighted (000)	6595	22707	22661	10959
	Horz %	6.60	22.74	22.69	10.97
	Vert %	44.92	44.29	44.32	47.48
	Index	108	107	107	114
Have Seen Product Placement in Video Games - Past Month	Unwgted	188	808	804	329
	Weighted (000)	1213	4651	4626	1826
	Horz %	5.03	19.28	19.18	7.57
	Vert %	8.27	9.07	9.05	7.91
	Index	83	91	90	79
Have Seen Product Placement in TV Shows - Past Month	Unwgted	987	3847	3833	1949
	Weighted (000)	5857	21151	21079	9625
	Horz %	6.39	23.08	23.00	10.50
	Vert %	39.90	41.26	41.23	41.70
	Index	105	108	108	110

		Own/Lease Ford F-Series (Pickup/Lightning/Lariat/etc.)	Own/Lease any Ford	Most recent vehicle bought/leased is Ford	Would buy/lease new Ford if making decision today
Have Seen Product Placement in Movies - Past Month	Unwgted	592	2334	2328	1085
	Weighted (000)	3412	12878	12844	5380
	Horz %	5.87	22.14	22.08	9.25
	Vert %	23.25	25.12	25.12	23.31
	Index	96	104	104	96