

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Adults 18+	Unwgt'd	48273	232	370	188	247	1795
	Weighted (000)	240780	1092	2054	968	1490	9946
	Horz %	100.00	0.45	0.85	0.40	0.62	4.13
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male	Unwgt'd	24392	122	201	91	129	1005
	Weighted (000)	116178	538	888	423	717	5067
	Horz %	100.00	0.46	0.76	0.36	0.62	4.36
	Vert %	48.25	49.26	43.24	43.75	48.14	50.94
	Index	100	102	90	91	100	106
Female	Unwgt'd	23881	110	169	97	118	790
	Weighted (000)	124602	554	1166	544	773	4880
	Horz %	100.00	0.44	0.94	0.44	0.62	3.92
	Vert %	51.75	50.74	56.76	56.25	51.86	49.06
	Index	100	98	110	109	100	95
Age 18-24			*	*	*	*	
	Unwgt'd	3822	10	24	11	19	129
	Weighted (000)	30214	59	194	63	217	1198
	Horz %	100.00	0.19	0.64	0.21	0.72	3.97
	Vert %	12.55	5.36	9.42	6.55	14.54	12.05
Age 25-34			*		*		
	Unwgt'd	8153	34	62	28	57	281
	Weighted (000)	42657	163	345	164	329	1611
	Horz %	100.00	0.38	0.81	0.38	0.77	3.78
	Vert %	17.72	14.92	16.79	16.91	22.11	16.20
Age 35-44					*		
	Unwgt'd	8482	74	69	30	71	366
	Weighted (000)	40077	284	400	149	433	1799
	Horz %	100.00	0.71	1.00	0.37	1.08	4.49
	Vert %	16.64	26.01	19.46	15.40	29.06	18.09
Age 45-54					*		
	Unwgt'd	8893	54	85	26	50	364
	Weighted (000)	43246	232	429	126	231	1897
	Horz %	100.00	0.54	0.99	0.29	0.54	4.39
	Vert %	17.96	21.28	20.86	13.04	15.53	19.08
Age 55-64			*		*	*	
	Unwgt'd	8384	32	77	43	23	326
	Weighted (000)	39759	179	397	251	165	1862
	Horz %	100.00	0.45	1.00	0.63	0.42	4.68
	Vert %	16.51	16.37	19.32	25.98	11.09	18.72
Age 65+			*			*	
	Unwgt'd	10539	28	53	50	27	329
	Weighted (000)	44827	175	290	214	114	1578
	Horz %	100.00	0.39	0.65	0.48	0.26	3.52
	Vert %	18.62	16.07	14.14	22.13	7.68	15.87
	Index	100	86	76	119	41	85

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Age 21+	Unwgt'd	46843	228	355	187	237	1738
	Weighted (000)	228583	1073	1931	954	1395	9455
	Horz %	100.00	0.47	0.84	0.42	0.61	4.14
	Vert %	94.93	98.28	94.00	98.52	93.58	95.06
	Index	100	104	99	104	99	100
Age 18-34			*		*		
	Unwgt'd	11975	44	86	39	76	410
	Weighted (000)	72871	221	539	227	546	2810
	Horz %	100.00	0.30	0.74	0.31	0.75	3.86
	Vert %	30.26	20.28	26.22	23.46	36.65	28.25
Index	100	67	87	78	121	93	
Age 18-49	Unwgt'd	24725	153	195	78	175	971
	Weighted (000)	133805	651	1170	434	1130	5668
	Horz %	100.00	0.49	0.87	0.32	0.84	4.24
	Vert %	55.57	59.61	56.94	44.80	75.81	56.98
	Index	100	107	102	81	136	103
Age 25-54	Unwgt'd	25528	162	216	84	178	1011
	Weighted (000)	125979	679	1173	439	994	5308
	Horz %	100.00	0.54	0.93	0.35	0.79	4.21
	Vert %	52.32	62.21	57.12	45.35	66.70	53.36
	Index	100	119	109	87	127	102
Age 35-64	Unwgt'd	25759	160	231	99	144	1056
	Weighted (000)	123081	695	1225	527	830	5559
	Horz %	100.00	0.56	1.00	0.43	0.67	4.52
	Vert %	51.12	63.65	59.64	54.41	55.68	55.89
	Index	100	125	117	106	109	109
Age 50+	Unwgt'd	23548	79	175	110	72	824
	Weighted (000)	106974	441	885	534	361	4279
	Horz %	100.00	0.41	0.83	0.50	0.34	4.00
	Vert %	44.43	40.39	43.06	55.20	24.19	43.02
	Index	100	91	97	124	54	97
Median Age	Unwgt'd						
	Weighted (000)	46.80	46.40	46.90	53.70	39.40	46.70
	Horz %						
	Vert %						
	Index	100	99	100	115	84	100
Race: White Only	Unwgt'd	34938	204	319	162	182	1468
	Weighted (000)	177950	992	1779	824	1126	8302
	Horz %	100.00	0.56	1.00	0.46	0.63	4.67
	Vert %	73.91	90.80	86.59	85.16	75.59	83.47
	Index	100	123	117	115	102	113
Race: Black/African-American Only			*	*	*	*	
	Unwgt'd	5766	9	16	17	35	142
	Weighted (000)	29089	26	97	89	172	736
	Horz %	100.00	0.09	0.33	0.31	0.59	2.53
	Vert %	12.08	2.41	4.72	9.23	11.53	7.40
Index	100	20	39	76	95	61	

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			*	*	*	*	*
Race: Asian	Unwgt'd	2336	4	8	2	2	34
	Weighted (000)	8427	13	31	8	7	131
	Horz %	100.00	0.15	0.36	0.10	0.08	1.55
	Vert %	3.50	1.19	1.49	0.85	0.44	1.31
	Index	100	34	42	24	12	38
			*	*	*	*	
Race: Other Race/Multi-Racial	Unwgt'd	7569	19	35	9	30	185
	Weighted (000)	33741	74	179	54	192	908
	Horz %	100.00	0.22	0.53	0.16	0.57	2.69
	Vert %	14.01	6.80	8.69	5.61	12.88	9.13
	Index	100	49	62	40	92	65
			*	*	*	*	
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	23	36	7	38	192
	Weighted (000)	36640	99	255	46	271	1146
	Horz %	100.00	0.27	0.69	0.12	0.74	3.13
	Vert %	15.22	9.04	12.39	4.73	18.18	11.53
	Index	100	59	81	31	119	76
			*	*	*	*	
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	7	10	1	13	61
	Weighted (000)	5719	14	31	1	58	199
	Horz %	100.00	0.25	0.55	0.02	1.02	3.47
	Vert %	2.38	1.32	1.53	0.11	3.90	2.00
	Index	100	56	64	5	164	84
			*	*	*	*	
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	1862	9	11	3	14	60
	Weighted (000)	9417	39	52	9	81	355
	Horz %	100.00	0.42	0.55	0.09	0.86	3.77
	Vert %	3.91	3.59	2.52	0.91	5.47	3.57
	Index	100	92	64	23	140	91
			*	*	*	*	
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1118	3	6	1	2	26
	Weighted (000)	10393	35	67	4	54	282
	Horz %	100.00	0.34	0.64	0.04	0.52	2.71
	Vert %	4.32	3.24	3.26	0.40	3.62	2.83
	Index	100	75	75	9	84	66
			*	*	*	*	
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1522	4	8	1	9	44
	Weighted (000)	8987	10	75	3	77	282
	Horz %	100.00	0.11	0.84	0.03	0.86	3.14
	Vert %	3.73	0.89	3.66	0.26	5.20	2.83
	Index	100	24	98	7	139	76
			*	*	*	*	
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	95	0	1	1	0	1
	Weighted (000)	1661	0	29	29	0	29
	Horz %	100.00	0.00	1.77	1.77	0.00	1.77
	Vert %	0.69	0.00	1.43	3.04	0.00	0.30
	Index	100	0	208	441	0	43
			*	*	*	*	
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6767	49	36	22	30	217
	Weighted (000)	25246	223	188	87	159	991
	Horz %	100.00	0.88	0.75	0.35	0.63	3.92
	Vert %	10.49	20.43	9.16	9.00	10.67	9.96
	Index	100	195	87	86	102	95

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Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	67	85	54	61	403
	Weighted (000)	45336	260	397	219	235	1683
	Horz %	100.00	0.57	0.88	0.48	0.52	3.71
	Vert %	18.83	23.76	19.34	22.62	15.75	16.92
	Index	100	126	103	120	84	90
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	16	23	6	13	108
	Weighted (000)	10486	90	123	22	102	534
	Horz %	100.00	0.86	1.17	0.21	0.97	5.09
	Vert %	4.36	8.26	5.99	2.26	6.85	5.37
	Index	100	190	138	52	157	123
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	16	29	13	23	157
	Weighted (000)	13387	68	133	49	126	704
	Horz %	100.00	0.51	0.99	0.37	0.94	5.26
	Vert %	5.56	6.21	6.46	5.10	8.43	7.08
	Index	100	112	116	92	152	127
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	45	98	39	61	398
	Weighted (000)	45271	224	531	210	408	2131
	Horz %	100.00	0.49	1.17	0.46	0.90	4.71
	Vert %	18.80	20.50	25.87	21.68	27.36	21.43
	Index	100	109	138	115	146	114
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	35	77	47	44	397
	Weighted (000)	71224	208	533	345	343	3111
	Horz %	100.00	0.29	0.75	0.48	0.48	4.37
	Vert %	29.58	19.00	25.94	35.67	23.00	31.28
	Index	100	64	88	121	78	106
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	4	22	7	15	115
	Weighted (000)	29828	20	149	36	118	792
	Horz %	100.00	0.07	0.50	0.12	0.40	2.66
	Vert %	12.39	1.84	7.23	3.67	7.93	7.97
	Index	100	15	58	30	64	64
Currently Attending College or University	Unwgt'd	3453	14	21	9	22	113
	Weighted (000)	19367	91	143	43	130	696
	Horz %	100.00	0.47	0.74	0.22	0.67	3.59
	Vert %	8.04	8.37	6.95	4.41	8.70	6.99
	Index	100	104	86	55	108	87
Employed Full Time	Unwgt'd	24928	147	220	110	151	1014
	Weighted (000)	116486	633	1083	528	843	5337
	Horz %	100.00	0.54	0.93	0.45	0.72	4.58
	Vert %	48.38	57.97	52.69	54.57	56.57	53.66
	Index	100	120	109	113	117	111
Employed Part Time	Unwgt'd	5673	26	41	21	30	211
	Weighted (000)	29663	134	275	156	224	1302
	Horz %	100.00	0.45	0.93	0.53	0.76	4.39
	Vert %	12.32	12.28	13.37	16.13	15.06	13.09
	Index	100	100	109	131	122	106

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		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Not Employed	Unwgt'd	17672	59	109	57	66	570
	Weighted (000)	94631	325	697	284	423	3307
	Horz %	100.00	0.34	0.74	0.30	0.45	3.49
	Vert %	39.30	29.75	33.94	29.31	28.37	33.25
	Index	100	76	86	75	72	85
Temporarily Unemployed			*	*	*	*	
	Unwgt'd	1992	6	8	1	7	54
	Weighted (000)	13071	17	53	2	69	362
	Horz %	100.00	0.13	0.40	0.01	0.53	2.77
	Vert %	5.43	1.56	2.56	0.20	4.65	3.64
Retired from Employment	Index	100	29	47	4	86	67
	Unwgt'd	10157	34	67	46	25	349
	Weighted (000)	45370	195	339	229	112	1681
	Horz %	100.00	0.43	0.75	0.50	0.25	3.71
	Vert %	18.84	17.84	16.51	23.62	7.54	16.90
Not Employed, Principal Shopper for Household	Index	100	95	88	125	40	90
	Unwgt'd	2514	13	19	8	21	83
	Weighted (000)	16486	70	178	41	137	598
	Horz %	100.00	0.43	1.08	0.25	0.83	3.63
	Vert %	6.85	6.44	8.65	4.27	9.20	6.02
Occupation: Professional and Related Occupations	Index	100	94	126	62	134	88
	Unwgt'd	7447	50	63	35	34	270
	Weighted (000)	33261	266	378	152	184	1418
	Horz %	100.00	0.80	1.14	0.46	0.55	4.26
	Vert %	13.81	24.38	18.40	15.73	12.37	14.26
Occupation: Management, Business and Financial Operations	Index	100	176	133	114	90	103
	Unwgt'd	6565	52	56	30	45	266
	Weighted (000)	24062	185	207	119	208	1061
	Horz %	100.00	0.77	0.86	0.50	0.86	4.41
	Vert %	9.99	16.95	10.09	12.34	13.93	10.67
Occupation: Sales and Office Occupations	Index	100	170	101	123	139	107
	Unwgt'd	5945	27	48	26	39	208
	Weighted (000)	32600	93	265	119	255	1269
	Horz %	100.00	0.29	0.81	0.37	0.78	3.89
	Vert %	13.54	8.52	12.91	12.31	17.08	12.75
Occupation: Natural Resources, Construction and Maintenance Occupations	Index	100	63	95	91	126	94
	Unwgt'd	2586	9	36	6	19	142
	Weighted (000)	13486	36	140	36	109	699
	Horz %	100.00	0.27	1.04	0.27	0.81	5.18
	Vert %	5.60	3.34	6.80	3.72	7.30	7.02
Occupation: Other Employed	Index	100	60	121	66	130	125
	Unwgt'd	8058	35	58	34	44	339
	Weighted (000)	42740	186	367	257	312	2193
	Horz %	100.00	0.44	0.86	0.60	0.73	5.13
	Vert %	17.75	17.07	17.87	26.58	20.95	22.04

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			*	*	*	*	
Household Income: \$250,000+	Unwgt'd	1862	20	28	7	18	104
	Weighted (000)	7072	93	97	20	87	401
	Horz %	100.00	1.32	1.38	0.28	1.24	5.67
	Vert %	2.94	8.56	4.74	2.07	5.87	4.03
	Index	100	291	161	70	200	137
			*	*	*	*	
Household Income: \$200,000- \$249,999	Unwgt'd	1511	18	13	10	8	71
	Weighted (000)	6244	55	64	49	38	299
	Horz %	100.00	0.88	1.03	0.79	0.61	4.78
	Vert %	2.59	5.05	3.13	5.09	2.57	3.00
	Index	100	195	121	196	99	116
			*	*	*	*	
Household Income: \$150,000- \$199,999	Unwgt'd	3595	36	35	16	29	165
	Weighted (000)	16937	149	185	72	172	879
	Horz %	100.00	0.88	1.09	0.42	1.02	5.19
	Vert %	7.03	13.64	9.00	7.42	11.54	8.84
	Index	100	194	128	105	164	126
					*	*	
Household Income: \$100,000- \$149,999	Unwgt'd	7160	61	64	42	53	332
	Weighted (000)	37688	284	327	211	335	1786
	Horz %	100.00	0.75	0.87	0.56	0.89	4.74
	Vert %	15.65	26.02	15.93	21.79	22.51	17.96
	Index	100	166	102	139	144	115
					*	*	
Household Income: \$75,000- \$99,999	Unwgt'd	6228	52	59	41	39	279
	Weighted (000)	32225	291	510	246	232	1879
	Horz %	100.00	0.90	1.58	0.76	0.72	5.83
	Vert %	13.38	26.60	24.84	25.38	15.59	18.89
	Index	100	199	186	190	116	141
			*	*	*	*	
Household Income: \$60,000- \$74,999	Unwgt'd	4977	14	42	16	26	192
	Weighted (000)	25163	68	203	129	152	1050
	Horz %	100.00	0.27	0.81	0.51	0.61	4.17
	Vert %	10.45	6.24	9.89	13.35	10.22	10.55
	Index	100	60	95	128	98	101
			*	*	*	*	
Household Income: \$50,000- \$59,999	Unwgt'd	3803	6	35	16	22	153
	Weighted (000)	18770	35	152	100	139	817
	Horz %	100.00	0.19	0.81	0.53	0.74	4.35
	Vert %	7.80	3.24	7.40	10.30	9.32	8.21
	Index	100	42	95	132	120	105
			*	*	*	*	
Household Income: \$40,000- \$49,999	Unwgt'd	4778	18	32	20	16	163
	Weighted (000)	20586	59	169	73	131	877
	Horz %	100.00	0.29	0.82	0.35	0.63	4.26
	Vert %	8.55	5.43	8.22	7.50	8.76	8.82
	Index	100	64	96	88	102	103
			*	*	*	*	
Household Income: \$30,000- \$39,999	Unwgt'd	4643	4	34	12	15	150
	Weighted (000)	22039	24	195	35	102	864
	Horz %	100.00	0.11	0.88	0.16	0.46	3.92
	Vert %	9.15	2.17	9.47	3.61	6.85	8.69
	Index	100	24	103	39	75	95

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			*	*	*	*	
Household Income: \$20,000- \$29,999	Unwgt'd	4346	3	15	6	12	102
	Weighted (000)	21849	33	81	11	43	578
	Horz %	100.00	0.15	0.37	0.05	0.20	2.64
	Vert %	9.07	3.05	3.92	1.11	2.89	5.81
	Index	100	34	43	12	32	64
			*	*	*	*	
Household Income: Under \$20,000	Unwgt'd	5370	0	13	2	9	84
	Weighted (000)	32207	0	71	23	58	516
	Horz %	100.00	0.00	0.22	0.07	0.18	1.60
	Vert %	13.38	0.00	3.45	2.37	3.89	5.19
	Index	100	0	26	18	29	39
Median Household Income	Unwgt'd						
	Weighted (000)	62.90	106.30	82.70	86.60	87.90	78.60
	Horz %						
	Vert %						
	Index	100	169	131	138	140	125
			*		*	*	
Marital Status: Single, Never Married	Unwgt'd	11890	20	66	21	49	301
	Weighted (000)	67363	121	405	123	398	2092
	Horz %	100.00	0.18	0.60	0.18	0.59	3.11
	Vert %	27.98	11.09	19.73	12.68	26.71	21.03
	Index	100	40	71	45	95	75
Marital Status: Currently Married	Unwgt'd	24640	193	249	130	172	1197
	Weighted (000)	127911	919	1409	721	972	6616
	Horz %	100.00	0.72	1.10	0.56	0.76	5.17
	Vert %	53.12	84.17	68.56	74.47	65.22	66.51
	Index	100	158	129	140	123	125
			*	*	*	*	
Marital Status: Divorced or Legally Separated	Unwgt'd	7948	13	42	21	21	216
	Weighted (000)	30646	30	200	75	101	932
	Horz %	100.00	0.10	0.65	0.25	0.33	3.04
	Vert %	12.73	2.74	9.76	7.79	6.77	9.37
	Index	100	22	77	61	53	74
			*	*	*	*	
Marital Status: Widowed	Unwgt'd	3795	6	13	16	5	81
	Weighted (000)	14859	22	40	49	19	307
	Horz %	100.00	0.15	0.27	0.33	0.13	2.07
	Vert %	6.17	2.00	1.95	5.06	1.29	3.09
	Index	100	32	32	82	21	50
			*	*	*	*	
Marital Status: Engaged to Be Married	Unwgt'd	1949	7	10	7	10	58
	Weighted (000)	10768	19	51	19	56	300
	Horz %	100.00	0.17	0.48	0.17	0.52	2.79
	Vert %	4.47	1.70	2.49	1.93	3.73	3.02
	Index	100	38	56	43	83	67
			*	*	*	*	
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3390	9	29	9	14	112
	Weighted (000)	20609	24	136	53	98	666
	Horz %	100.00	0.12	0.66	0.25	0.47	3.23
	Vert %	8.56	2.19	6.64	5.43	6.57	6.69
	Index	100	26	78	63	77	78

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	157	134	67	151	797
	Weighted (000)	95244	615	834	333	920	4361
	Horz %	100.00	0.65	0.88	0.35	0.97	4.58
	Vert %	39.56	56.32	40.58	34.41	61.74	43.84
	Index	100	142	103	87	156	111
1 Child Under Age 18 Currently Living at Home			*		*	*	
	Unwgt'd	7249	33	59	26	40	249
	Weighted (000)	38782	133	390	146	233	1439
	Horz %	100.00	0.34	1.01	0.38	0.60	3.71
	Vert %	16.11	12.20	18.98	15.05	15.62	14.47
2 Children Under Age 18 Currently Living at Home	Index	100	76	118	93	97	90
			*		*		
	Unwgt'd	6875	76	48	34	54	331
	Weighted (000)	34084	279	249	152	317	1646
	Horz %	100.00	0.82	0.73	0.45	0.93	4.83
3 Children Under Age 18 Currently Living at Home	Vert %	14.16	25.54	12.13	15.68	21.25	16.55
	Index	100	180	86	111	150	117
			*	*	*	*	
	Unwgt'd	2656	36	16	7	36	144
	Weighted (000)	14443	141	127	36	234	829
4 Children Under Age 18 Currently Living at Home	Horz %	100.00	0.98	0.88	0.25	1.62	5.74
	Vert %	6.00	12.92	6.17	3.67	15.70	8.34
	Index	100	215	103	61	262	139
			*	*	*	*	
	Unwgt'd	917	8	9	0	16	52
5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	5134	39	62	0	117	310
	Horz %	100.00	0.76	1.20	0.00	2.28	6.04
	Vert %	2.13	3.58	3.00	0.00	7.86	3.12
	Index	100	168	141	0	369	146
			*	*	*	*	*
Own Home/Residence	Unwgt'd	413	4	2	0	5	21
	Weighted (000)	2801	23	6	0	19	136
	Horz %	100.00	0.82	0.22	0.00	0.70	4.85
	Vert %	1.16	2.09	0.30	0.00	1.31	1.37
	Index	100	180	26	0	112	117
Rent Home/Residence			*		*		
	Unwgt'd	33144	212	315	167	186	1464
	Weighted (000)	160200	1001	1759	839	1149	8009
	Horz %	100.00	0.63	1.10	0.52	0.72	5.00
	Vert %	66.53	91.69	85.62	86.72	77.07	80.52
Live Rent-Free in Home/Residence	Index	100	138	129	130	116	121
			*	*	*	*	*
	Unwgt'd	14554	18	50	20	55	304
	Weighted (000)	77579	86	245	125	297	1735
	Horz %	100.00	0.11	0.32	0.16	0.38	2.24
Live Rent-Free in Home/Residence	Vert %	32.22	7.90	11.91	12.90	19.92	17.44
	Index	100	25	37	40	62	54
			*	*	*	*	*
	Unwgt'd	575	2	5	1	6	27
	Weighted (000)	3001	4	51	4	45	203
Live Rent-Free in Home/Residence	Horz %	100.00	0.15	1.69	0.12	1.50	6.75
	Vert %	1.25	0.41	2.48	0.39	3.01	2.04
	Index	100	33	199	31	242	163

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
						*	*
Census Region: North East	Unwgt'd	11292	54	57	46	26	317
	Weighted (000)	43596	185	263	155	75	1324
	Horz %	100.00	0.42	0.60	0.35	0.17	3.04
	Vert %	18.11	16.95	12.81	15.97	5.00	13.31
	Index	100	94	71	88	28	74
						*	
Census Region: South	Unwgt'd	16777	78	135	49	107	647
	Weighted (000)	90561	448	861	291	687	4030
	Horz %	100.00	0.50	0.95	0.32	0.76	4.45
	Vert %	37.61	41.05	41.91	30.06	46.12	40.52
	Index	100	109	111	80	123	108
						*	
Census Region: Midwest	Unwgt'd	10348	71	100	78	46	491
	Weighted (000)	51575	308	516	420	245	2579
	Horz %	100.00	0.60	1.00	0.81	0.48	5.00
	Vert %	21.42	28.19	25.13	43.36	16.47	25.93
	Index	100	132	117	202	77	121
			*		*		
Census Region: West	Unwgt'd	9856	29	78	15	68	340
	Weighted (000)	55047	151	414	103	483	2013
	Horz %	100.00	0.27	0.75	0.19	0.88	3.66
	Vert %	22.86	13.81	20.16	10.61	32.41	20.24
	Index	100	60	88	46	142	89
			*	*	*	*	
Census Sub-Region: New England	Unwgt'd	2902	12	19	14	6	89
	Weighted (000)	11431	24	67	43	21	309
	Horz %	100.00	0.21	0.58	0.38	0.18	2.70
	Vert %	4.75	2.21	3.25	4.49	1.38	3.11
	Index	100	47	68	95	29	65
			*	*	*	*	
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	42	38	32	20	228
	Weighted (000)	32165	161	196	111	54	1015
	Horz %	100.00	0.50	0.61	0.35	0.17	3.16
	Vert %	13.36	14.74	9.56	11.48	3.62	10.20
	Index	100	110	72	86	27	76
			*		*	*	
Census Sub-Region: South Atlantic	Unwgt'd	9468	40	52	24	48	309
	Weighted (000)	46537	163	263	96	292	1600
	Horz %	100.00	0.35	0.56	0.21	0.63	3.44
	Vert %	19.33	14.89	12.80	9.94	19.58	16.09
	Index	100	77	66	51	101	83
			*	*	*	*	
Census Sub-Region: East South Central	Unwgt'd	1936	6	16	5	15	93
	Weighted (000)	14894	49	117	31	138	820
	Horz %	100.00	0.33	0.79	0.21	0.93	5.50
	Vert %	6.19	4.52	5.71	3.20	9.25	8.24
	Index	100	73	92	52	150	133
			*		*	*	
Census Sub-Region: West South Central	Unwgt'd	5373	32	67	20	44	245
	Weighted (000)	29130	236	481	164	258	1610
	Horz %	100.00	0.81	1.65	0.56	0.88	5.53
	Vert %	12.10	21.64	23.41	16.92	17.30	16.19
	Index	100	179	193	140	143	134

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
						*	
Census Sub-Region: East North Central	Unwgt'd	7954	57	75	62	31	365
	Weighted (000)	35969	223	364	315	142	1785
	Horz %	100.00	0.62	1.01	0.87	0.40	4.96
	Vert %	14.94	20.45	17.71	32.50	9.55	17.95
	Index	100	137	119	218	64	120
Census Sub-Region: West North Central			*	*	*	*	
	Unwgt'd	2394	14	25	16	15	126
	Weighted (000)	15607	85	152	105	103	794
	Horz %	100.00	0.54	0.98	0.67	0.66	5.09
	Vert %	6.48	7.74	7.41	10.86	6.91	7.98
Census Sub-Region: Mountain	Index	100	119	114	168	107	123
			*	*	*	*	
	Unwgt'd	2516	14	31	8	26	125
	Weighted (000)	17393	78	186	63	218	863
	Horz %	100.00	0.45	1.07	0.36	1.25	4.96
Census Sub-Region: Pacific	Vert %	7.22	7.12	9.05	6.48	14.65	8.68
	Index	100	99	125	90	203	120
			*	*	*	*	
	Unwgt'd	7340	15	47	7	42	215
	Weighted (000)	37654	73	228	40	265	1150
County Size: A	Horz %	100.00	0.19	0.61	0.11	0.70	3.06
	Vert %	15.64	6.69	11.11	4.13	17.76	11.57
	Index	100	43	71	26	114	74
	Unwgt'd	26336	132	158	93	119	810
County Size: B	Weighted (000)	101038	468	707	281	534	3250
	Horz %	100.00	0.46	0.70	0.28	0.53	3.22
	Vert %	41.96	42.84	34.41	28.99	35.81	32.68
	Index	100	102	82	69	85	78
County Size: C/D			*	*	*	*	
	Unwgt'd	11787	45	83	49	51	429
	Weighted (000)	70879	277	499	344	327	2740
	Horz %	100.00	0.39	0.70	0.49	0.46	3.87
	Vert %	29.44	25.36	24.27	35.58	21.93	27.54
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Index	100	86	82	121	75	94
					*		
	Unwgt'd	10150	55	129	46	77	556
	Weighted (000)	68862	347	849	343	630	3957
	Horz %	100.00	0.50	1.23	0.50	0.91	5.75
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Vert %	28.60	31.80	41.32	35.43	42.25	39.78
	Index	100	111	144	124	148	139
			*	*	*	*	*
	Unwgt'd	1208	10	11	5	3	41
	Weighted (000)	4881	36	31	12	14	153
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Horz %	100.00	0.73	0.64	0.24	0.28	3.13
	Vert %	2.03	3.28	1.52	1.21	0.92	1.53
	Index	100	162	75	60	45	76
					*	*	
	Unwgt'd	8156	54	59	35	46	325
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Weighted (000)	39455	215	309	144	263	1736
	Horz %	100.00	0.54	0.78	0.36	0.67	4.40
	Vert %	16.39	19.68	15.06	14.84	17.64	17.46
	Index	100	120	92	91	108	107

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
			*	*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	8	6	4	9	47
	Weighted (000)	6602	28	25	21	49	291
	Horz %	100.00	0.42	0.37	0.31	0.74	4.41
	Vert %	2.74	2.53	1.20	2.13	3.29	2.93
	Index	100	92	44	78	120	107
			*	*	*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	2	2	3	2	13
	Weighted (000)	1442	11	10	13	9	76
	Horz %	100.00	0.76	0.70	0.92	0.60	5.24
	Vert %	0.60	1.01	0.49	1.38	0.58	0.76
	Index	100	168	82	230	97	127
			*	*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	16	24	15	6	100
	Weighted (000)	8071	55	75	34	17	307
	Horz %	100.00	0.68	0.93	0.43	0.21	3.80
	Vert %	3.35	5.04	3.67	3.56	1.14	3.08
	Index	100	150	110	106	34	92
			*	*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	31	32	14	25	146
	Weighted (000)	12832	130	131	65	92	570
	Horz %	100.00	1.01	1.02	0.50	0.72	4.44
	Vert %	5.33	11.89	6.39	6.68	6.19	5.73
	Index	100	223	120	125	116	108
			*	*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	6	7	3	5	38
	Weighted (000)	4021	35	48	4	43	247
	Horz %	100.00	0.87	1.19	0.10	1.06	6.14
	Vert %	1.67	3.20	2.32	0.41	2.87	2.48
	Index	100	192	139	25	172	149
			*	*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	23	30	13	18	128
	Weighted (000)	15752	92	119	41	101	585
	Horz %	100.00	0.59	0.76	0.26	0.64	3.71
	Vert %	6.54	8.45	5.79	4.25	6.77	5.88
	Index	100	129	89	65	103	90
					*		
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	63	63	30	61	345
	Weighted (000)	45814	274	391	107	459	1983
	Horz %	100.00	0.60	0.85	0.23	1.00	4.33
	Vert %	19.03	25.11	19.04	11.04	30.80	19.94
	Index	100	132	100	58	162	105
			*	*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	15	23	11	16	122
	Weighted (000)	14188	79	149	56	76	692
	Horz %	100.00	0.55	1.05	0.39	0.54	4.88
	Vert %	5.89	7.21	7.24	5.76	5.10	6.96
	Index	100	122	123	98	87	118
			*	*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3601	26	38	9	25	154
	Weighted (000)	18087	120	159	71	150	870
	Horz %	100.00	0.66	0.88	0.39	0.83	4.81
	Vert %	7.51	11.00	7.72	7.36	10.04	8.75
	Index	100	146	103	98	134	116

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
			*	*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1383	5	10	8	4	49
	Weighted (000)	5415	10	54	27	16	233
	Horz %	100.00	0.18	1.00	0.49	0.30	4.31
	Vert %	2.25	0.91	2.63	2.75	1.09	2.35
	Index	100	40	117	122	48	104
					*		
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8065	50	98	37	64	447
	Weighted (000)	46392	244	572	265	434	2786
	Horz %	100.00	0.53	1.23	0.57	0.94	6.01
	Vert %	19.27	22.30	27.82	27.38	29.12	28.01
	Index	100	116	144	142	151	145
			*	*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	289	1	1	0	1	5
	Weighted (000)	1180	1	5	0	10	24
	Horz %	100.00	0.07	0.39	0.00	0.81	2.03
	Vert %	0.49	0.08	0.22	0.00	0.64	0.24
	Index	100	16	46	0	131	49
			*	*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	730	6	3	2	3	20
	Weighted (000)	4011	25	24	14	4	101
	Horz %	100.00	0.63	0.60	0.35	0.09	2.51
	Vert %	1.67	2.33	1.18	1.44	0.24	1.01
	Index	100	140	71	87	14	61
			*	*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	2429	5	13	3	15	77
	Weighted (000)	15349	27	77	9	105	496
	Horz %	100.00	0.18	0.50	0.06	0.69	3.23
	Vert %	6.37	2.49	3.73	0.97	7.06	4.99
	Index	100	39	59	15	111	78
			*	*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgted	3507	29	27	21	12	134
	Weighted (000)	16479	122	169	80	57	660
	Horz %	100.00	0.74	1.02	0.49	0.35	4.01
	Vert %	6.84	11.15	8.21	8.30	3.83	6.64
	Index	100	163	120	121	56	97
			*	*	*	*	*
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgted	702	1	5	5	2	19
	Weighted (000)	2542	2	12	24	8	63
	Horz %	100.00	0.06	0.48	0.93	0.30	2.48
	Vert %	1.06	0.14	0.60	2.44	0.51	0.63
	Index	100	13	57	231	48	60
			*	*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	991	4	6	2	11	48
	Weighted (000)	6494	24	46	7	84	345
	Horz %	100.00	0.37	0.71	0.11	1.29	5.31
	Vert %	2.70	2.21	2.25	0.71	5.60	3.47
	Index	100	82	84	26	208	129
			*	*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5900	32	45	25	34	232
	Weighted (000)	23011	146	204	118	183	1019
	Horz %	100.00	0.63	0.88	0.51	0.79	4.43
	Vert %	9.56	13.37	9.91	12.23	12.26	10.25
	Index	100	140	104	128	128	107

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
			*	*	*	*	
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt	1671	6	9	3	7	50
	Weighted (000)	8714	32	53	27	61	302
	Horz %	100.00	0.37	0.61	0.31	0.70	3.47
	Vert %	3.62	2.95	2.58	2.81	4.12	3.04
	Index	100	81	71	78	114	84
			*	*	*	*	
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt	2634	10	18	7	10	79
	Weighted (000)	10681	43	68	30	59	373
	Horz %	100.00	0.41	0.64	0.28	0.55	3.50
	Vert %	4.44	3.98	3.32	3.14	3.93	3.75
	Index	100	90	75	71	89	85
			*	*	*	*	
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgt	3953	23	36	13	30	157
	Weighted (000)	20069	128	203	51	158	895
	Horz %	100.00	0.64	1.01	0.26	0.79	4.46
	Vert %	8.34	11.69	9.89	5.30	10.63	9.00
	Index	100	140	119	64	128	108
			*	*	*	*	
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt	2820	13	17	6	25	104
	Weighted (000)	14985	39	110	19	177	607
	Horz %	100.00	0.26	0.74	0.13	1.18	4.05
	Vert %	6.22	3.55	5.37	1.98	11.86	6.10
	Index	100	57	86	32	191	98
			*	*	*	*	
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgt	3771	19	44	16	20	161
	Weighted (000)	18525	71	194	41	92	784
	Horz %	100.00	0.38	1.05	0.22	0.50	4.23
	Vert %	7.69	6.46	9.44	4.23	6.18	7.88
	Index	100	84	123	55	80	102
			*	*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt	1166	6	10	4	7	45
	Weighted (000)	6001	35	72	20	40	324
	Horz %	100.00	0.58	1.20	0.33	0.66	5.40
	Vert %	2.49	3.16	3.49	2.06	2.66	3.26
	Index	100	127	140	83	107	131
			*	*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgt	791	0	1	0	3	15
	Weighted (000)	4990	0	2	0	23	97
	Horz %	100.00	0.00	0.04	0.00	0.46	1.95
	Vert %	2.07	0.00	0.11	0.00	1.55	0.98
	Index	100	0	5	0	75	47
			*	*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgt	315	0	1	0	0	2
	Weighted (000)	1793	0	6	0	0	7
	Horz %	100.00	0.00	0.36	0.00	0.00	0.40
	Vert %	0.74	0.00	0.31	0.00	0.00	0.07
	Index	100	0	42	0	0	10
			*	*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgt	5190	16	31	11	32	165
	Weighted (000)	26664	70	139	86	170	941
	Horz %	100.00	0.26	0.52	0.32	0.64	3.53
	Vert %	11.07	6.43	6.77	8.89	11.38	9.46
	Index	100	58	61	80	103	85

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
			*	*	*	*	
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgttd	2379	5	15	2	20	76
	Weighted (000)	11083	13	76	9	104	408
	Horz %	100.00	0.12	0.69	0.08	0.94	3.68
	Vert %	4.60	1.23	3.70	0.92	7.00	4.10
	Index	100	27	80	20	152	89
			*	*	*	*	
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgttd	1939	8	16	7	15	80
	Weighted (000)	11362	42	72	45	105	483
	Horz %	100.00	0.37	0.63	0.40	0.93	4.25
	Vert %	4.72	3.86	3.50	4.67	7.07	4.86
	Index	100	82	74	99	150	103
			*	*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgttd	1269	9	8	5	5	44
	Weighted (000)	7051	40	36	33	28	211
	Horz %	100.00	0.56	0.50	0.47	0.40	2.99
	Vert %	2.93	3.64	1.73	3.42	1.90	2.12
	Index	100	124	59	117	65	72
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgttd	40314	212	328	165	225	1574
	Weighted (000)	198598	967	1805	867	1346	8658
	Horz %	100.00	0.49	0.91	0.44	0.68	4.36
	Vert %	82.48	88.58	87.87	89.63	90.35	87.05
	Index	100	107	107	109	110	106
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgttd	24949	151	212	105	153	1045
	Weighted (000)	119900	669	1161	538	876	5522
	Horz %	100.00	0.56	0.97	0.45	0.73	4.61
	Vert %	49.80	61.25	56.53	55.58	58.80	55.51
	Index	100	123	114	112	118	111
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgttd	18085	93	148	76	121	763
	Weighted (000)	89896	443	814	444	765	4363
	Horz %	100.00	0.49	0.91	0.49	0.85	4.85
	Vert %	37.34	40.56	39.62	45.90	51.33	43.87
	Index	100	109	106	123	137	117
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgttd	21647	130	192	99	130	904
	Weighted (000)	104254	531	1046	506	787	4889
	Horz %	100.00	0.51	1.00	0.49	0.75	4.69
	Vert %	43.30	48.65	50.93	52.26	52.79	49.15
	Index	100	112	118	121	122	114
			*	*	*	*	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgttd	7445	36	61	29	48	285
	Weighted (000)	38037	173	399	150	299	1637
	Horz %	100.00	0.46	1.05	0.39	0.79	4.30
	Vert %	15.80	15.87	19.40	15.50	20.09	16.45
	Index	100	100	123	98	127	104
			*	*	*	*	
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgttd	2311	8	23	8	17	105
	Weighted (000)	11829	55	94	28	98	606
	Horz %	100.00	0.47	0.79	0.24	0.83	5.12
	Vert %	4.91	5.06	4.56	2.92	6.61	6.09
	Index	100	103	93	59	135	124

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	84	117	57	87	606
	Weighted (000)	75340	322	660	281	466	3125
	Horz %	100.00	0.43	0.88	0.37	0.62	4.15
	Vert %	31.29	29.48	32.11	29.07	31.24	31.42
	Index	100	94	103	93	100	100
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	117	186	90	123	840
	Weighted (000)	103236	456	1066	479	662	4558
	Horz %	100.00	0.44	1.03	0.46	0.64	4.42
	Vert %	42.88	41.79	51.87	49.51	44.40	45.83
	Index	100	97	121	115	104	107
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	86	134	58	100	615
	Weighted (000)	81300	387	761	246	625	3353
	Horz %	100.00	0.48	0.94	0.30	0.77	4.12
	Vert %	33.77	35.45	37.02	25.43	41.93	33.71
	Index	100	105	110	75	124	100
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*		*		
	Unwgt'd	7820	36	56	34	53	296
	Weighted (000)	39381	182	343	162	370	1763
	Horz %	100.00	0.46	0.87	0.41	0.94	4.48
	Vert %	16.36	16.64	16.71	16.69	24.79	17.73
Index	100	102	102	102	152	108	
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*	*	
	Unwgt'd	1948	8	11	8	14	82
	Weighted (000)	9954	32	53	44	68	421
	Horz %	100.00	0.32	0.53	0.44	0.68	4.23
	Vert %	4.13	2.95	2.58	4.56	4.56	4.23
Index	100	71	62	110	110	102	
Where Listen to Radio on Typical Weekday: Home					*		
	Unwgt'd	12806	52	86	43	60	447
	Weighted (000)	62580	262	493	214	398	2518
	Horz %	100.00	0.42	0.79	0.34	0.64	4.02
	Vert %	25.99	23.97	23.99	22.11	26.73	25.31
Index	100	92	92	85	103	97	
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	204	316	163	202	1491
	Weighted (000)	181109	914	1677	826	1168	8044
	Horz %	100.00	0.50	0.93	0.46	0.64	4.44
	Vert %	75.22	83.71	81.62	85.31	78.35	80.88
	Index	100	111	109	113	104	108
Where Listen to Radio on Typical Weekday: Work			*		*	*	
	Unwgt'd	5690	28	62	34	48	274
	Weighted (000)	29668	150	342	226	357	1623
	Horz %	100.00	0.51	1.15	0.76	1.20	5.47
	Vert %	12.32	13.74	16.67	23.39	23.93	16.31
Index	100	111	135	190	194	132	
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*	*
	Unwgt'd	1158	5	11	4	4	38
	Weighted (000)	6331	17	56	23	12	179
	Horz %	100.00	0.28	0.88	0.37	0.20	2.84
	Vert %	2.63	1.60	2.72	2.41	0.83	1.80
Index	100	61	104	92	32	69	

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Where Listen to Radio on Typical Weekend: Home					*		
	Unwgt'd	14791	67	119	44	77	538
	Weighted (000)	72174	298	658	210	501	3038
	Horz %	100.00	0.41	0.91	0.29	0.69	4.21
	Vert %	29.97	27.31	32.03	21.70	33.60	30.54
Index	100	91	107	72	112	102	
Where Listen to Radio on Typical Weekend: Car							
	Unwgt'd	33975	188	284	150	195	1380
	Weighted (000)	166202	842	1521	740	1142	7427
	Horz %	100.00	0.51	0.92	0.45	0.69	4.47
	Vert %	69.03	77.12	74.04	76.46	76.61	74.67
Index	100	112	107	111	111	108	
Where Listen to Radio on Typical Weekend: Work			*	*	*	*	
	Unwgt'd	2031	8	19	10	17	83
	Weighted (000)	11015	42	121	84	119	498
	Horz %	100.00	0.38	1.10	0.76	1.08	4.52
	Vert %	4.57	3.81	5.88	8.64	7.97	5.01
Index	100	83	128	189	174	109	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*	*
	Unwgt'd	1137	3	16	2	6	41
	Weighted (000)	6306	15	66	15	36	222
	Horz %	100.00	0.23	1.04	0.24	0.57	3.51
	Vert %	2.62	1.34	3.20	1.58	2.39	2.23
Index	100	51	122	60	91	85	
Ever Listen to AM Radio (Terrestrial Radio)			*		*	*	
	Unwgt'd	9226	45	78	36	43	352
	Weighted (000)	37690	182	377	191	185	1671
	Horz %	100.00	0.48	1.00	0.51	0.49	4.43
	Vert %	15.65	16.66	18.35	19.72	12.41	16.80
Index	100	106	117	126	79	107	
Ever Listen to FM Radio (Terrestrial Radio)							
	Unwgt'd	36061	183	303	142	202	1412
	Weighted (000)	181675	865	1724	750	1249	8049
	Horz %	100.00	0.48	0.95	0.41	0.69	4.43
	Vert %	75.45	79.21	83.90	77.48	83.81	80.92
Index	100	105	111	103	111	107	
Ever Listen to Any Terrestrial Radio (AM/FM)							
	Unwgt'd	39115	195	320	152	211	1515
	Weighted (000)	193871	915	1780	788	1283	8481
	Horz %	100.00	0.47	0.92	0.41	0.66	4.37
	Vert %	80.52	83.76	86.66	81.46	86.09	85.27
Index	100	104	108	101	107	106	
Ever Listen to Satellite Radio (SiriusXM)							
	Unwgt'd	6485	72	77	52	50	359
	Weighted (000)	28450	303	344	302	286	1772
	Horz %	100.00	1.06	1.21	1.06	1.01	6.23
	Vert %	11.82	27.72	16.73	31.20	19.20	17.81
Index	100	235	142	264	163	151	
Household Subscribes to Satellite (SiriusXM) Radio							
	Unwgt'd	8939	101	114	77	80	542
	Weighted (000)	41160	453	579	434	458	2795
	Horz %	100.00	1.10	1.41	1.05	1.11	6.79
	Vert %	17.09	41.43	28.19	44.82	30.73	28.10
Index	100	242	165	262	180	164	

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	176	196	148	124	925
	Weighted (000)	71398	809	1067	783	766	5004
	Horz %	100.00	1.13	1.49	1.10	1.07	7.01
	Vert %	29.65	74.11	51.95	80.89	51.42	50.31
	Index	100	250	175	273	173	170
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	122	161	87	80	617
	Weighted (000)	62882	590	876	411	492	3389
	Horz %	100.00	0.94	1.39	0.65	0.78	5.39
	Vert %	26.12	54.01	42.63	42.41	33.00	34.08
	Index	100	207	163	162	126	130
listened online to streaming AM/FM broadcast radio stations	Unwgt'd	7450	44	62	32	52	294
	Weighted (000)	36486	180	301	160	318	1522
	Horz %	100.00	0.49	0.83	0.44	0.87	4.17
	Vert %	15.15	16.48	14.67	16.49	21.31	15.30
	Index	100	109	97	109	141	101
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgt'd	14104	97	117	53	87	547
	Weighted (000)	70596	453	673	270	515	2956
	Horz %	100.00	0.64	0.95	0.38	0.73	4.19
	Vert %	29.32	41.49	32.76	27.85	34.53	29.72
	Index	100	141	112	95	118	101
Listened to Any Radio on the Internet/Online-Past Month	Unwgt'd	20341	132	170	83	139	813
	Weighted (000)	101859	603	943	446	836	4470
	Horz %	100.00	0.59	0.93	0.44	0.82	4.39
	Vert %	42.30	55.16	45.92	46.07	56.12	44.94
	Index	100	130	109	109	133	106
Visited a radio station, radio program or radio personality's website	Unwgt'd	3495	22	28	11	22	138
	Weighted (000)	16642	83	133	41	134	645
	Horz %	100.00	0.50	0.80	0.24	0.81	3.88
	Vert %	6.91	7.62	6.45	4.21	9.00	6.49
	Index	100	110	93	61	130	94
Downloaded music - Past Month	Unwgt'd	10131	64	80	30	70	379
	Weighted (000)	53361	321	478	167	451	2255
	Horz %	100.00	0.60	0.90	0.31	0.85	4.23
	Vert %	22.16	29.41	23.25	17.29	30.29	22.68
	Index	100	133	105	78	137	102
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	14	16	7	11	82
	Weighted (000)	11952	67	69	28	107	429
	Horz %	100.00	0.56	0.58	0.24	0.90	3.59
	Vert %	4.96	6.15	3.37	2.91	7.18	4.31
	Index	100	124	68	59	145	87
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgt'd	3490	20	32	12	35	161
	Weighted (000)	17709	92	184	97	239	964
	Horz %	100.00	0.52	1.04	0.55	1.35	5.45
	Vert %	7.36	8.46	8.96	9.99	16.04	9.69
	Index	100	115	122	136	218	132

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
					*	*	
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgt'd	7650	54	72	41	48	318
	Weighted (000)	36645	255	393	164	277	1626
	Horz %	100.00	0.70	1.07	0.45	0.76	4.44
	Vert %	15.22	23.39	19.12	16.98	18.60	16.35
	Index	100	154	126	112	122	107
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgt'd	13348	76	110	54	91	509
	Weighted (000)	68670	364	590	315	551	2867
	Horz %	100.00	0.53	0.86	0.46	0.80	4.18
	Vert %	28.52	33.28	28.74	32.53	36.97	28.83
	Index	100	117	101	114	130	101
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgt'd	4026	28	23	8	23	134
	Weighted (000)	21138	138	154	49	138	796
	Horz %	100.00	0.65	0.73	0.23	0.65	3.77
	Vert %	8.78	12.63	7.51	5.08	9.27	8.00
	Index	100	144	86	58	106	91
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16441	90	127	71	90	630
	Weighted (000)	83247	413	749	383	576	3599
	Horz %	100.00	0.50	0.90	0.46	0.69	4.32
	Vert %	34.57	37.80	36.46	39.60	38.63	36.18
	Index	100	109	105	115	112	105
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13568	66	88	53	65	472
	Weighted (000)	68583	278	552	293	396	2761
	Horz %	100.00	0.41	0.81	0.43	0.58	4.03
	Vert %	28.48	25.50	26.88	30.22	26.55	27.75
	Index	100	90	94	106	93	97
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	16787	88	128	69	93	622
	Weighted (000)	84735	376	737	354	550	3525
	Horz %	100.00	0.44	0.87	0.42	0.65	4.16
	Vert %	35.19	34.40	35.90	36.61	36.91	35.44
	Index	100	98	102	104	105	101
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12871	61	93	42	66	457
	Weighted (000)	66195	271	526	177	420	2645
	Horz %	100.00	0.41	0.79	0.27	0.63	4.00
	Vert %	27.49	24.78	25.58	18.32	28.20	26.59
	Index	100	90	93	67	103	97
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38660	196	306	165	202	1487
	Weighted (000)	189912	924	1691	846	1211	8241
	Horz %	100.00	0.49	0.89	0.45	0.64	4.34
	Vert %	78.87	84.63	82.31	87.38	81.27	82.86
	Index	100	107	104	111	103	105
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30696	158	243	137	158	1181
	Weighted (000)	149196	767	1329	689	887	6431
	Horz %	100.00	0.51	0.89	0.46	0.59	4.31
	Vert %	61.96	70.24	64.67	71.20	59.54	64.66
	Index	100	113	104	115	96	104

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26491	133	211	106	141	1026
	Weighted (000)	129997	661	1232	543	865	5725
	Horz %	100.00	0.51	0.95	0.42	0.67	4.40
	Vert %	53.99	60.50	59.98	56.05	58.06	57.56
	Index	100	112	111	104	108	107
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30904	171	251	131	163	1207
	Weighted (000)	150311	798	1337	672	949	6734
	Horz %	100.00	0.53	0.89	0.45	0.63	4.48
	Vert %	62.43	73.09	65.10	69.41	63.65	67.71
	Index	100	117	104	111	102	108
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13385	46	78	42	64	438
	Weighted (000)	71448	281	473	274	362	2731
	Horz %	100.00	0.39	0.66	0.38	0.51	3.82
	Vert %	29.67	25.72	23.03	28.33	24.31	27.45
	Index	100	87	78	95	82	93
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm- 6:30 pm (Central/Mountain)	Unwgt'd	23966	93	178	93	109	854
	Weighted (000)	120410	468	991	522	643	4749
	Horz %	100.00	0.39	0.82	0.43	0.53	3.94
	Vert %	50.01	42.85	48.21	53.97	43.15	47.75
	Index	100	86	96	108	86	95
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)	Unwgt'd	7819	38	47	24	41	266
	Weighted (000)	39930	209	274	179	267	1614
	Horz %	100.00	0.52	0.69	0.45	0.67	4.04
	Vert %	16.58	19.13	13.34	18.46	17.91	16.23
	Index	100	115	80	111	108	98
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	19776	92	150	74	92	724
	Weighted (000)	98663	436	807	411	525	4141
	Horz %	100.00	0.44	0.82	0.42	0.53	4.20
	Vert %	40.98	39.91	39.29	42.43	35.23	41.63
	Index	100	97	96	104	86	102
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgt'd	23713	103	178	90	132	878
	Weighted (000)	118404	470	854	477	804	4857
	Horz %	100.00	0.40	0.72	0.40	0.68	4.10
	Vert %	49.18	43.06	41.58	49.26	53.93	48.83
	Index	100	88	85	100	110	99
Downloaded a TV Program - Past Month	Unwgt'd	2546	14	14	6	10	74
	Weighted (000)	12316	56	64	15	40	312
	Horz %	100.00	0.46	0.52	0.12	0.33	2.53
	Vert %	5.11	5.14	3.12	1.52	2.70	3.13
	Index	100	101	61	30	53	61
Watched a TV Program Online Past Month	Unwgt'd	8662	41	46	26	51	275
	Weighted (000)	42288	143	320	130	338	1622
	Horz %	100.00	0.34	0.76	0.31	0.80	3.84
	Vert %	17.56	13.09	15.58	13.39	22.66	16.31
	Index	100	75	89	76	129	93

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Visited a TV Network or TV Show's Web Site - Past Month					*		
	Unwgt'd	10361	56	77	25	65	361
	Weighted (000)	49642	190	411	110	416	1808
	Horz %	100.00	0.38	0.83	0.22	0.84	3.64
	Vert %	20.62	17.43	19.99	11.38	27.89	18.17
Index	100	85	97	55	135	88	
Looked at TV Listings Online - Past Month			*	*	*	*	
	Unwgt'd	5556	36	37	13	28	186
	Weighted (000)	25739	163	226	88	144	978
	Horz %	100.00	0.63	0.88	0.34	0.56	3.80
	Vert %	10.69	14.96	11.00	9.07	9.68	9.84
Index	100	140	103	85	91	92	
Household Subscribes to Cable TV	Unwgt'd	22719	113	168	84	97	778
	Weighted (000)	108255	517	957	376	575	4244
	Horz %	100.00	0.48	0.88	0.35	0.53	3.92
	Vert %	44.96	47.34	46.59	38.86	38.58	42.67
	Index	100	105	104	86	86	95
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	212	318	168	221	1543
	Weighted (000)	191150	1018	1824	842	1328	8514
	Horz %	100.00	0.53	0.95	0.44	0.69	4.45
	Vert %	79.39	93.22	88.77	86.99	89.08	85.60
	Index	100	117	112	110	112	108
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	200	309	165	213	1495
	Weighted (000)	184440	967	1768	826	1276	8270
	Horz %	100.00	0.52	0.96	0.45	0.69	4.48
	Vert %	76.60	88.56	86.07	85.31	85.61	83.14
	Index	100	116	112	111	112	109
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	146	231	110	156	1097
	Weighted (000)	137528	727	1332	621	880	6119
	Horz %	100.00	0.53	0.97	0.45	0.64	4.45
	Vert %	57.12	66.57	64.85	64.14	59.05	61.52
	Index	100	117	114	112	103	108
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	94	130	59	90	618
	Weighted (000)	77280	440	668	349	496	3300
	Horz %	100.00	0.57	0.86	0.45	0.64	4.27
	Vert %	32.10	40.31	32.53	36.01	33.28	33.18
	Index	100	126	101	112	104	103
Viewed Any Pay-Per-View Programs or Events - Past Year			*		*		
	Unwgt'd	6244	38	53	22	57	282
	Weighted (000)	29338	163	315	107	312	1410
	Horz %	100.00	0.55	1.07	0.37	1.07	4.81
	Vert %	12.18	14.88	15.34	11.07	20.97	14.18
Index	100	122	126	91	172	116	
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	100	128	60	89	559
	Weighted (000)	59903	420	662	290	500	2696
	Horz %	100.00	0.70	1.10	0.48	0.83	4.50
	Vert %	24.88	38.45	32.20	29.94	33.55	27.11
	Index	100	155	129	120	135	109

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Household Has a Satellite Dish					*		
	Unwgt'd	10901	64	116	47	89	546
	Weighted (000)	62972	364	756	352	575	3381
	Horz %	100.00	0.58	1.20	0.56	0.91	5.37
	Vert %	26.15	33.35	36.81	36.39	38.57	33.99
Index	100	128	141	139	147	130	
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	172	237	125	168	1095
	Weighted (000)	117400	800	1307	591	994	5823
	Horz %	100.00	0.68	1.11	0.50	0.85	4.96
	Vert %	48.76	73.26	63.62	61.09	66.68	58.54
	Index	100	150	130	125	137	120
Any Internet/Online Activity - Past Month	Unwgt'd	41735	223	340	170	233	1616
	Weighted (000)	203627	1041	1874	887	1414	8815
	Horz %	100.00	0.51	0.92	0.44	0.69	4.33
	Vert %	84.57	95.35	91.19	91.61	94.87	88.63
	Index	100	113	108	108	112	105
Played Games Online - Past Month	Unwgt'd	13858	65	115	56	88	538
	Weighted (000)	73582	267	653	344	552	3042
	Horz %	100.00	0.36	0.89	0.47	0.75	4.13
	Vert %	30.56	24.44	31.79	35.55	37.06	30.58
	Index	100	80	104	116	121	100
Downloaded a Video Game - Past Month			*	*	*	*	
	Unwgt'd	5181	23	41	15	27	197
	Weighted (000)	29277	88	259	98	151	1234
	Horz %	100.00	0.30	0.88	0.34	0.52	4.21
	Vert %	12.16	8.01	12.60	10.15	10.16	12.41
Index	100	66	104	83	84	102	
Downloaded a Movie - Past Month			*	*	*	*	
	Unwgt'd	4298	28	33	10	24	147
	Weighted (000)	21411	137	144	38	122	683
	Horz %	100.00	0.64	0.67	0.18	0.57	3.19
	Vert %	8.89	12.58	6.99	3.91	8.18	6.87
Index	100	141	79	44	92	77	
Watched a Movie Online - Past Month			*		*		
	Unwgt'd	10210	46	67	20	57	321
	Weighted (000)	51231	196	329	81	328	1690
	Horz %	100.00	0.38	0.64	0.16	0.64	3.30
	Vert %	21.28	17.98	16.00	8.38	22.03	16.99
Index	100	85	75	39	104	80	
Watched Online Video (Not Movie, TV) - Past Month					*		
	Unwgt'd	8994	50	56	17	50	301
	Weighted (000)	44949	201	259	111	342	1558
	Horz %	100.00	0.45	0.58	0.25	0.76	3.47
	Vert %	18.67	18.44	12.63	11.51	22.93	15.66
Index	100	99	68	62	123	84	
Visited a Chat Room - Past Month			*	*	*	*	
	Unwgt'd	2241	12	15	2	12	72
	Weighted (000)	11411	45	60	39	67	386
	Horz %	100.00	0.39	0.52	0.34	0.59	3.38
	Vert %	4.74	4.11	2.90	3.99	4.50	3.88
Index	100	87	61	84	95	82	

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Used e-Mail - Past Month	Unwgt'd	36995	210	304	156	215	1450
	Weighted (000)	174261	953	1605	796	1294	7636
	Horz %	100.00	0.55	0.92	0.46	0.74	4.38
	Vert %	72.37	87.30	78.13	82.21	86.81	76.77
	Index	100	121	108	114	120	106
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	132	227	97	160	1018
	Weighted (000)	135807	620	1266	553	981	5671
	Horz %	100.00	0.46	0.93	0.41	0.72	4.18
	Vert %	56.40	56.75	61.63	57.13	65.84	57.02
	Index	100	101	109	101	117	101
Visited Online Blogs - Past Month	Unwgt'd	6524	39	41	16	33	212
	Weighted (000)	31710	178	192	107	170	1092
	Horz %	100.00	0.56	0.60	0.34	0.54	3.44
	Vert %	13.17	16.27	9.33	11.07	11.43	10.98
	Index	100	124	71	84	87	83
Wrote an Online Blog - Past Month	Unwgt'd	1311	8	7	5	6	43
	Weighted (000)	6536	49	38	58	30	277
	Horz %	100.00	0.75	0.58	0.88	0.45	4.24
	Vert %	2.71	4.48	1.86	5.98	1.99	2.79
	Index	100	165	68	220	73	103
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	16	24	11	20	122
	Weighted (000)	19478	63	157	91	139	742
	Horz %	100.00	0.32	0.81	0.47	0.71	3.81
	Vert %	8.09	5.74	7.66	9.43	9.34	7.46
	Index	100	71	95	117	115	92
Accessed Any Social/Networking/Photo/Vide o Web Site - Past Month	Unwgt'd	35665	203	301	133	205	1375
	Weighted (000)	177442	914	1691	738	1251	7613
	Horz %	100.00	0.51	0.95	0.42	0.71	4.29
	Vert %	73.69	83.66	82.33	76.21	83.94	76.54
	Index	100	114	112	103	114	104
Accessed Facebook.com - Past Month	Unwgt'd	28781	154	245	107	169	1112
	Weighted (000)	145748	673	1420	581	1065	6201
	Horz %	100.00	0.46	0.97	0.40	0.73	4.25
	Vert %	60.53	61.64	69.12	60.07	71.44	62.35
	Index	100	102	114	99	118	103
Accessed Foursquare - Past Month	Unwgt'd	326	2	3	1	3	14
	Weighted (000)	1536	11	23	3	18	69
	Horz %	100.00	0.73	1.52	0.20	1.20	4.51
	Vert %	0.64	1.02	1.14	0.32	1.24	0.70
	Index	100	160	178	51	194	109
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	37	62	32	51	306
	Weighted (000)	41531	165	324	217	311	1593
	Horz %	100.00	0.40	0.78	0.52	0.75	3.84
	Vert %	17.25	15.11	15.75	22.39	20.87	16.02
	Index	100	88	91	130	121	93

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Accessed LinkedIn.com - Past Month					*	*	
	Unwgt'd	7880	57	61	40	42	301
	Weighted (000)	30933	202	293	185	198	1342
	Horz %	100.00	0.65	0.95	0.60	0.64	4.34
	Vert %	12.85	18.46	14.28	19.16	13.30	13.49
	Index	100	144	111	149	104	105
Accessed Pinterest - Past Month					*		
	Unwgt'd	8547	57	81	40	74	383
	Weighted (000)	45015	258	496	271	502	2291
	Horz %	100.00	0.57	1.10	0.60	1.11	5.09
	Vert %	18.70	23.66	24.16	28.03	33.66	23.04
	Index	100	127	129	150	180	123
Accessed Tumblr - Past Month			*	*	*	*	*
	Unwgt'd	1746	7	9	2	9	42
	Weighted (000)	9399	44	62	6	98	298
	Horz %	100.00	0.47	0.66	0.06	1.04	3.17
	Vert %	3.90	4.07	3.01	0.59	6.58	2.99
	Index	100	104	77	15	169	77
Accessed Twitter.com - Past Month			*	*	*	*	
	Unwgt'd	6090	34	38	18	35	209
	Weighted (000)	30973	150	287	77	279	1278
	Horz %	100.00	0.48	0.93	0.25	0.90	4.13
	Vert %	12.86	13.69	13.95	7.93	18.75	12.85
	Index	100	106	108	62	146	100
Accessed Yelp - Past Month			*	*	*	*	
	Unwgt'd	3922	21	25	8	17	114
	Weighted (000)	15511	60	105	27	94	419
	Horz %	100.00	0.39	0.67	0.17	0.60	2.70
	Vert %	6.44	5.53	5.09	2.78	6.28	4.21
	Index	100	86	79	43	97	65
Accessed YouTube.com - Past Month							
	Unwgt'd	24628	134	207	87	148	942
	Weighted (000)	123561	596	1147	498	882	5213
	Horz %	100.00	0.48	0.93	0.40	0.71	4.22
	Vert %	51.32	54.60	55.82	51.47	59.19	52.41
	Index	100	106	109	100	115	102
Posted "Like" on Social Network - Past Month							
	Unwgt'd	18263	109	168	67	107	716
	Weighted (000)	93304	484	1036	355	675	3920
	Horz %	100.00	0.52	1.11	0.38	0.72	4.20
	Vert %	38.75	44.34	50.42	36.66	45.31	39.41
	Index	100	114	130	95	117	102
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month					*		
	Unwgt'd	9077	54	81	29	59	346
	Weighted (000)	47933	234	482	148	345	1933
	Horz %	100.00	0.49	1.01	0.31	0.72	4.03
	Vert %	19.91	21.38	23.47	15.26	23.14	19.44
	Index	100	107	118	77	116	98
Clicked on an Advertisement on Social Network - Past Month			*		*	*	
	Unwgt'd	6212	43	56	17	33	240
	Weighted (000)	29666	178	295	65	244	1336
	Horz %	100.00	0.60	0.99	0.22	0.82	4.50
	Vert %	12.32	16.33	14.34	6.72	16.38	13.43
	Index	100	133	116	55	133	109

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Watched a Video on Social Network - Past Month	Unwgt'd	22534	118	195	75	118	846
	Weighted (000)	114114	563	1155	475	746	4920
	Horz %	100.00	0.49	1.01	0.42	0.65	4.31
	Vert %	47.39	51.54	56.22	49.12	50.08	49.46
	Index	100	109	119	104	106	104
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	211	310	150	228	1515
	Weighted (000)	190804	1000	1757	785	1393	8361
	Horz %	100.00	0.52	0.92	0.41	0.73	4.38
	Vert %	79.24	91.55	85.55	81.10	93.46	84.06
	Index	100	116	108	102	118	106
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	102	143	64	117	692
	Weighted (000)	90847	403	876	357	656	3745
	Horz %	100.00	0.44	0.96	0.39	0.72	4.12
	Vert %	37.73	36.86	42.65	36.90	44.01	37.65
	Index	100	98	113	98	117	100
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	109	157	62	119	687
	Weighted (000)	87270	443	910	314	683	3667
	Horz %	100.00	0.51	1.04	0.36	0.78	4.20
	Vert %	36.24	40.60	44.30	32.48	45.83	36.87
	Index	100	112	122	90	126	102
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	129	179	83	145	837
	Weighted (000)	113761	533	1084	494	874	4609
	Horz %	100.00	0.47	0.95	0.43	0.77	4.05
	Vert %	47.25	48.79	52.76	51.05	58.63	46.34
	Index	100	103	112	108	124	98
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	87	131	62	100	605
	Weighted (000)	79489	355	760	336	654	3402
	Horz %	100.00	0.45	0.96	0.42	0.82	4.28
	Vert %	33.01	32.54	37.02	34.71	43.90	34.20
	Index	100	99	112	105	133	104
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	54	62	26	52	332
	Weighted (000)	51013	209	378	184	320	1815
	Horz %	100.00	0.41	0.74	0.36	0.63	3.56
	Vert %	21.19	19.12	18.38	19.04	21.51	18.25
	Index	100	90	87	90	102	86
Used a Mobile "App" - Past Month	Unwgt'd	23794	149	198	88	153	938
	Weighted (000)	116054	647	1143	460	923	5107
	Horz %	100.00	0.56	0.99	0.40	0.80	4.40
	Vert %	48.20	59.23	55.65	47.51	61.96	51.35
	Index	100	123	115	99	129	107
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	59	88	53	53	455
	Weighted (000)	53679	273	473	332	294	2402
	Horz %	100.00	0.51	0.88	0.62	0.55	4.47
	Vert %	22.29	25.00	23.02	34.30	19.71	24.15
	Index	100	112	103	154	88	108

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	83	116	71	60	570
	Weighted (000)	70866	410	658	405	340	3121
	Horz %	100.00	0.58	0.93	0.57	0.48	4.40
	Vert %	29.43	37.54	32.03	41.82	22.84	31.38
	Index	100	128	109	142	78	107
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	110	138	73	106	710
	Weighted (000)	84280	480	718	370	669	3703
	Horz %	100.00	0.57	0.85	0.44	0.79	4.39
	Vert %	35.00	43.95	34.96	38.27	44.86	37.23
	Index	100	126	100	109	128	106
Read Classified Advertising in Weekday Newspaper			*	*	*	*	
	Unwgt'd	3903	18	47	16	27	200
	Weighted (000)	21071	82	267	121	187	1311
	Horz %	100.00	0.39	1.27	0.57	0.89	6.22
	Vert %	8.75	7.55	12.99	12.51	12.54	13.18
Index	100	86	148	143	143	151	
Read Classified Advertising in Sunda/Weekend Newspaper			*		*	*	
	Unwgt'd	4115	18	57	21	27	211
	Weighted (000)	21628	80	337	147	170	1308
	Horz %	100.00	0.37	1.56	0.68	0.78	6.05
	Vert %	8.98	7.36	16.40	15.16	11.39	13.16
Index	100	82	183	169	127	146	
Read Advertisements in Weekday Newspaper			*	*	*	*	
	Unwgt'd	4150	15	35	22	26	173
	Weighted (000)	19673	81	193	143	149	982
	Horz %	100.00	0.41	0.98	0.73	0.76	4.99
	Vert %	8.17	7.43	9.42	14.81	9.97	9.87
Index	100	91	115	181	122	121	
Read Advertisements in Sunday/Weekend Newspaper			*	*	*	*	
	Unwgt'd	5230	23	57	35	36	240
	Weighted (000)	24675	84	334	227	225	1359
	Horz %	100.00	0.34	1.35	0.92	0.91	5.51
	Vert %	10.25	7.71	16.26	23.48	15.12	13.66
Index	100	75	159	229	148	133	
Read Circulars/Inserts/Fliers in Weekday Newspaper			*	*	*	*	
	Unwgt'd	5482	28	49	33	35	248
	Weighted (000)	25536	150	298	197	213	1457
	Horz %	100.00	0.59	1.17	0.77	0.84	5.71
	Vert %	10.61	13.70	14.49	20.38	14.31	14.65
Index	100	129	137	192	135	138	
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*		*	*	
	Unwgt'd	8125	47	85	49	50	362
	Weighted (000)	36955	256	536	295	272	2069
	Horz %	100.00	0.69	1.45	0.80	0.74	5.60
	Vert %	15.35	23.44	26.10	30.53	18.28	20.80
Index	100	153	170	199	119	136	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year			*		*	*	
	Unwgt'd	4605	24	51	27	32	222
	Weighted (000)	22586	90	291	135	229	1114
	Horz %	100.00	0.40	1.29	0.60	1.01	4.93
	Vert %	9.38	8.23	14.17	13.96	15.35	11.20
Index	100	88	151	149	164	119	

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	67	120	61	57	507
	Weighted (000)	52963	300	664	278	364	2757
	Horz %	100.00	0.57	1.25	0.53	0.69	5.20
	Vert %	22.00	27.43	32.33	28.76	24.40	27.72
	Index	100	125	147	131	111	126
			*	*	*	*	
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	12	23	10	15	117
	Weighted (000)	15401	63	150	70	88	763
	Horz %	100.00	0.41	0.98	0.45	0.57	4.95
	Vert %	6.40	5.74	7.31	7.18	5.88	7.67
	Index	100	90	114	112	92	120
			*	*	*	*	
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	21	33	8	25	126
	Weighted (000)	13074	127	208	36	173	731
	Horz %	100.00	0.97	1.59	0.27	1.32	5.59
	Vert %	5.43	11.60	10.11	3.69	11.59	7.35
	Index	100	214	186	68	213	135
			*	*	*	*	
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	27	50	17	36	222
	Weighted (000)	26513	156	326	104	234	1386
	Horz %	100.00	0.59	1.23	0.39	0.88	5.23
	Vert %	11.01	14.26	15.86	10.71	15.68	13.93
	Index	100	129	144	97	142	127
			*	*	*	*	
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	16	23	6	11	108
	Weighted (000)	12079	77	146	63	69	708
	Horz %	100.00	0.64	1.21	0.52	0.57	5.86
	Vert %	5.02	7.03	7.11	6.47	4.65	7.12
	Index	100	140	142	129	93	142
			*	*	*	*	
Have Seen Video Ads in Grocery Storees - Past Month	Unwgt'd	8982	34	53	28	47	297
	Weighted (000)	46737	131	321	182	319	1880
	Horz %	100.00	0.28	0.69	0.39	0.68	4.02
	Vert %	19.41	12.01	15.61	18.76	21.43	18.91
	Index	100	62	80	97	110	97
			*	*	*	*	
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	21	40	24	25	203
	Weighted (000)	31131	83	267	166	176	1282
	Horz %	100.00	0.27	0.86	0.53	0.56	4.12
	Vert %	12.93	7.58	13.00	17.17	11.80	12.89
	Index	100	59	101	133	91	100
			*	*	*	*	
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	18	41	24	25	202
	Weighted (000)	31417	50	229	168	143	1191
	Horz %	100.00	0.16	0.73	0.53	0.46	3.79
	Vert %	13.05	4.55	11.15	17.36	9.60	11.98
	Index	100	35	85	133	74	92
			*	*	*	*	
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	25	43	27	33	234
	Weighted (000)	33490	85	234	168	222	1440
	Horz %	100.00	0.25	0.70	0.50	0.66	4.30
	Vert %	13.91	7.75	11.39	17.40	14.87	14.48
	Index	100	56	82	125	107	104

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
			*	*	*	*	
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	24	37	33	32	221
	Weighted (000)	26008	84	200	207	203	1274
	Horz %	100.00	0.32	0.77	0.80	0.78	4.90
	Vert %	10.80	7.69	9.74	21.39	13.59	12.81
	Index	100	71	90	198	126	119
			*	*	*	*	
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	17	35	17	22	169
	Weighted (000)	25254	64	176	87	144	962
	Horz %	100.00	0.25	0.70	0.35	0.57	3.81
	Vert %	10.49	5.86	8.56	9.01	9.70	9.68
	Index	100	56	82	86	92	92
			*	*	*	*	
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	34	41	25	33	234
	Weighted (000)	34124	111	264	153	249	1351
	Horz %	100.00	0.32	0.77	0.45	0.73	3.96
	Vert %	14.17	10.13	12.85	15.84	16.73	13.58
	Index	100	72	91	112	118	96
			*	*	*	*	
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	25	29	15	22	160
	Weighted (000)	21507	89	165	94	146	959
	Horz %	100.00	0.41	0.76	0.44	0.68	4.46
	Vert %	8.93	8.13	8.01	9.69	9.77	9.64
	Index	100	91	90	108	109	108
			*	*	*	*	
Have Seen Video Ads in Fast- Food or Family Restaurants - Past Month	Unwgt'd	6264	33	45	26	35	241
	Weighted (000)	33395	122	295	197	275	1539
	Horz %	100.00	0.36	0.88	0.59	0.82	4.61
	Vert %	13.87	11.16	14.37	20.35	18.47	15.47
	Index	100	80	104	147	133	112
			*	*	*	*	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	15	30	18	15	147
	Weighted (000)	23645	41	182	134	116	918
	Horz %	100.00	0.17	0.77	0.57	0.49	3.88
	Vert %	9.82	3.77	8.84	13.86	7.81	9.23
	Index	100	38	90	141	79	94
			*	*	*	*	
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	25	19	14	13	125
	Weighted (000)	19616	98	87	104	98	675
	Horz %	100.00	0.50	0.44	0.53	0.50	3.44
	Vert %	8.15	9.00	4.23	10.76	6.58	6.78
	Index	100	110	52	132	81	83
			*	*	*	*	
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	20	36	18	26	196
	Weighted (000)	27802	95	274	135	157	1165
	Horz %	100.00	0.34	0.99	0.49	0.57	4.19
	Vert %	11.55	8.72	13.35	13.96	10.55	11.72
	Index	100	76	116	121	91	101
			*	*	*	*	
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	22	29	15	16	134
	Weighted (000)	18664	58	163	113	83	667
	Horz %	100.00	0.31	0.87	0.60	0.45	3.58
	Vert %	7.75	5.31	7.94	11.65	5.58	6.71
	Index	100	69	102	150	72	87

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
			*		*	*	
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	37	64	37	48	328
	Weighted (000)	40582	156	344	169	280	1671
	Horz %	100.00	0.38	0.85	0.42	0.69	4.12
	Vert %	16.85	14.30	16.76	17.42	18.78	16.80
	Index	100	85	99	103	111	100
			*	*	*	*	
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	18	19	12	12	116
	Weighted (000)	18074	73	117	81	106	694
	Horz %	100.00	0.40	0.64	0.45	0.59	3.84
	Vert %	7.51	6.70	5.67	8.39	7.10	6.98
	Index	100	89	76	112	95	93
			*	*	*	*	
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	14	16	10	15	102
	Weighted (000)	16741	39	111	56	109	563
	Horz %	100.00	0.23	0.66	0.33	0.65	3.36
	Vert %	6.95	3.55	5.38	5.74	7.30	5.66
	Index	100	51	77	83	105	81
			*	*	*	*	
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	19	32	14	17	155
	Weighted (000)	25416	66	177	112	118	955
	Horz %	100.00	0.26	0.70	0.44	0.46	3.76
	Vert %	10.56	6.00	8.61	11.58	7.88	9.60
	Index	100	57	82	110	75	91
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	136	217	120	150	1057
	Weighted (000)	122681	693	1240	576	950	5984
	Horz %	100.00	0.57	1.01	0.47	0.77	4.88
	Vert %	50.95	63.47	60.35	59.51	63.74	60.16
	Index	100	125	118	117	125	118
					*		
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	55	75	31	59	382
	Weighted (000)	52460	258	356	113	358	1937
	Horz %	100.00	0.49	0.68	0.22	0.68	3.69
	Vert %	21.79	23.64	17.31	11.66	24.03	19.48
	Index	100	109	79	54	110	89
			*	*	*	*	
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	37	38	16	35	216
	Weighted (000)	33802	150	203	53	206	1070
	Horz %	100.00	0.44	0.60	0.16	0.61	3.17
	Vert %	14.04	13.76	9.88	5.50	13.79	10.76
	Index	100	98	70	39	98	77
			*	*	*	*	
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	20	15	7	17	109
	Weighted (000)	17253	77	69	25	76	530
	Horz %	100.00	0.45	0.40	0.14	0.44	3.07
	Vert %	7.17	7.08	3.38	2.53	5.10	5.33
	Index	100	99	47	35	71	74
			*	*	*	*	
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	37	31	16	24	187
	Weighted (000)	27714	162	158	42	122	893
	Horz %	100.00	0.58	0.57	0.15	0.44	3.22
	Vert %	11.51	14.84	7.70	4.37	8.20	8.98
	Index	100	129	67	38	71	78

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
			*	*	*	*	
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	9	10	6	11	76
	Weighted (000)	14322	26	29	23	57	400
	Horz %	100.00	0.18	0.21	0.16	0.40	2.79
	Vert %	5.95	2.35	1.43	2.36	3.83	4.02
	Index	100	40	24	40	64	68
			*		*	*	
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	37	51	35	39	298
	Weighted (000)	38266	158	236	153	292	1631
	Horz %	100.00	0.41	0.62	0.40	0.76	4.26
	Vert %	15.89	14.43	11.50	15.81	19.58	16.40
	Index	100	91	72	99	123	103
			*	*	*	*	
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	25	37	16	32	202
	Weighted (000)	27321	76	135	83	192	996
	Horz %	100.00	0.28	0.49	0.30	0.70	3.64
	Vert %	11.35	6.94	6.58	8.53	12.87	10.01
	Index	100	61	58	75	113	88
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	76	98	56	67	494
	Weighted (000)	62134	382	594	300	467	2801
	Horz %	100.00	0.62	0.96	0.48	0.75	4.51
	Vert %	25.81	35.02	28.89	31.00	31.32	28.16
	Index	100	136	112	120	121	109
			*		*	*	
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	38	66	36	46	306
	Weighted (000)	43591	143	372	225	244	1682
	Horz %	100.00	0.33	0.85	0.52	0.56	3.86
	Vert %	18.10	13.09	18.11	23.20	16.39	16.92
	Index	100	72	100	128	91	93
			*				
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	49	92	53	61	423
	Weighted (000)	55588	199	543	327	399	2396
	Horz %	100.00	0.36	0.98	0.59	0.72	4.31
	Vert %	23.09	18.21	26.42	33.78	26.79	24.09
	Index	100	79	114	146	116	104
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	73	144	69	101	667
	Weighted (000)	79810	346	846	324	685	3814
	Horz %	100.00	0.43	1.06	0.41	0.86	4.78
	Vert %	33.15	31.72	41.18	33.50	45.98	38.34
	Index	100	96	124	101	139	116
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	54	81	54	67	448
	Weighted (000)	57496	204	516	246	481	2520
	Horz %	100.00	0.36	0.90	0.43	0.84	4.38
	Vert %	23.88	18.71	25.10	25.41	32.25	25.34
	Index	100	78	105	106	135	106
					*		
Have Seen Infomercials - Past Month	Unwgt'd	9980	50	81	36	54	387
	Weighted (000)	49971	237	467	222	365	2285
	Horz %	100.00	0.47	0.94	0.44	0.73	4.57
	Vert %	20.75	21.67	22.75	22.94	24.50	22.97
	Index	100	104	110	111	118	111

RAB / GfK MRI AUTO PROFILE: GMC

		Adults 18+	Own/Lease GMC Acadia	Own/Lease GMC Sierra	Own/Lease GMC Terrain	Own/Lease GMC Yukon	Own/Lease any GMC
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	118	167	98	103	820
	Weighted (000)	99869	569	928	513	617	4519
	Horz %	100.00	0.57	0.93	0.51	0.62	4.53
	Vert %	41.48	52.11	45.17	52.96	41.43	45.44
	Index	100	126	109	128	100	110
			*	*	*	*	
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	14	27	16	28	158
	Weighted (000)	24118	51	131	100	221	1053
	Horz %	100.00	0.21	0.54	0.41	0.92	4.37
	Vert %	10.02	4.65	6.40	10.34	14.81	10.59
	Index	100	46	64	103	148	106
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	101	152	85	94	749
	Weighted (000)	91632	434	819	447	548	4055
	Horz %	100.00	0.47	0.89	0.49	0.60	4.43
	Vert %	38.06	39.76	39.87	46.17	36.80	40.77
	Index	100	104	105	121	97	107
					*		
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	55	91	46	67	444
	Weighted (000)	58165	226	447	258	396	2377
	Horz %	100.00	0.39	0.77	0.44	0.68	4.09
	Vert %	24.16	20.66	21.76	26.69	26.60	23.90
	Index	100	86	90	110	110	99

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Adults 18+	Unwgt'd	1779	945	715
	Weighted (000)	9817	4841	3982
	Horz %	4.08	2.01	1.65
	Vert %	100.00	100.00	100.00
	Index	100	100	100
Male	Unwgt'd	998	524	441
	Weighted (000)	5012	2360	2147
	Horz %	4.31	2.03	1.85
	Vert %	51.05	48.74	53.92
	Index	106	101	112
Female	Unwgt'd	781	421	274
	Weighted (000)	4805	2482	1835
	Horz %	3.86	1.99	1.47
	Vert %	48.95	51.26	46.08
	Index	95	99	89
Age 18-24			*	*
	Unwgt'd	126	43	43
	Weighted (000)	1156	375	421
	Horz %	3.83	1.24	1.39
	Vert %	11.77	7.75	10.57
Age 25-34	Unwgt'd	281	86	133
	Weighted (000)	1611	480	802
	Horz %	3.78	1.13	1.88
	Vert %	16.41	9.92	20.14
	Index	93	56	114
Age 35-44	Unwgt'd	363	193	155
	Weighted (000)	1782	874	805
	Horz %	4.45	2.18	2.01
	Vert %	18.15	18.04	20.21
	Index	109	108	121
Age 45-54	Unwgt'd	359	198	117
	Weighted (000)	1871	965	666
	Horz %	4.33	2.23	1.54
	Vert %	19.06	19.92	16.71
	Index	106	111	93
Age 55-64	Unwgt'd	322	196	133
	Weighted (000)	1827	1061	763
	Horz %	4.59	2.67	1.92
	Vert %	18.61	21.91	19.17
	Index	113	133	116
Age 65+	Unwgt'd	328	229	134
	Weighted (000)	1570	1087	525
	Horz %	3.50	2.43	1.17
	Vert %	16.00	22.46	13.20
	Index	86	121	71

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Age 21+	Unwgt'd	1723	926	703
	Weighted (000)	9334	4691	3867
	Horz %	4.08	2.05	1.69
	Vert %	95.08	96.90	97.13
	Index	100	102	102
Age 18-34	Unwgt'd	407	129	176
	Weighted (000)	2767	855	1223
	Horz %	3.80	1.17	1.68
	Vert %	28.19	17.66	30.71
	Index	93	58	101
Age 18-49	Unwgt'd	962	428	392
	Weighted (000)	5585	2265	2400
	Horz %	4.17	1.69	1.79
	Vert %	56.89	46.79	60.28
	Index	102	84	108
Age 25-54	Unwgt'd	1003	477	405
	Weighted (000)	5264	2318	2272
	Horz %	4.18	1.84	1.80
	Vert %	53.62	47.89	57.07
	Index	102	92	109
Age 35-64	Unwgt'd	1044	587	405
	Weighted (000)	5480	2899	2233
	Horz %	4.45	2.36	1.81
	Vert %	55.82	59.88	56.09
	Index	109	117	110
Age 50+	Unwgt'd	817	517	323
	Weighted (000)	4232	2576	1582
	Horz %	3.96	2.41	1.48
	Vert %	43.11	53.21	39.72
	Index	97	120	89
Median Age	Unwgt'd			
	Weighted (000)	46.70	51.80	44.50
	Horz %			
	Vert %			
	Index	100	111	95
Race: White Only	Unwgt'd	1458	829	579
	Weighted (000)	8224	4253	3217
	Horz %	4.62	2.39	1.81
	Vert %	83.77	87.85	80.80
	Index	113	119	109
Race: Black/African-American Only	Unwgt'd	139	47	51
	Weighted (000)	715	223	294
	Horz %	2.46	0.77	1.01
	Vert %	7.28	4.60	7.37
	Index	60	38	61

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
		*	*	*
Race: Asian	Unwgted	34	11	20
	Weighted (000)	131	45	70
	Horz %	1.55	0.53	0.83
	Vert %	1.33	0.92	1.77
	Index	38	26	50
Race: Other Race/Multi-Racial	Unwgted	182	69	85
	Weighted (000)	879	365	471
	Horz %	2.60	1.08	1.40
	Vert %	8.95	7.55	11.83
	Index	64	54	84
Hispanic, Latino, Spanish Origin or Descent	Unwgted	187	76	74
	Weighted (000)	1093	506	574
	Horz %	2.98	1.38	1.57
	Vert %	11.13	10.44	14.41
	Index	73	69	95
Hispanic, Personally Speak Only English at Home			*	*
	Unwgted	61	26	19
	Weighted (000)	199	69	84
	Horz %	3.47	1.21	1.48
	Vert %	2.02	1.43	2.12
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*
	Unwgted	57	24	22
	Weighted (000)	324	161	156
	Horz %	3.44	1.71	1.66
	Vert %	3.30	3.33	3.93
Hispanic, Personally Speak Only Spanish at Home			*	*
	Unwgted	25	8	11
	Weighted (000)	264	105	152
	Horz %	2.54	1.01	1.46
	Vert %	2.69	2.16	3.81
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*
	Unwgted	43	17	21
	Weighted (000)	277	141	152
	Horz %	3.08	1.57	1.69
	Vert %	2.82	2.91	3.82
Hispanic, Personally Speak Spanish and English Equally at Home			*	*
	Unwgted	1	1	1
	Weighted (000)	29	29	29
	Horz %	1.77	1.77	1.77
	Vert %	0.30	0.61	0.74
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree				
	Unwgted	215	137	76
	Weighted (000)	977	650	342
	Horz %	3.87	2.58	1.35
	Vert %	9.95	13.43	8.59
	Index	95	128	82

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	402	250	174
	Weighted (000)	1677	1045	918
	Horz %	3.70	2.30	2.02
	Vert %	17.08	21.58	23.05
	Index	91	115	122
				*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	107	62	36
	Weighted (000)	530	311	207
	Horz %	5.05	2.96	1.97
	Vert %	5.40	6.42	5.19
	Index	124	147	119
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	155	74	62
	Weighted (000)	678	301	283
	Horz %	5.07	2.25	2.11
	Vert %	6.91	6.22	7.11
	Index	124	112	128
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	395	200	146
	Weighted (000)	2099	1016	687
	Horz %	4.64	2.24	1.52
	Vert %	21.38	20.99	17.26
	Index	114	112	92
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	391	185	184
	Weighted (000)	3069	1318	1253
	Horz %	4.31	1.85	1.76
	Vert %	31.26	27.22	31.48
	Index	106	92	106
			*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	114	37	37
	Weighted (000)	787	201	292
	Horz %	2.64	0.67	0.98
	Vert %	8.02	4.15	7.32
	Index	65	33	59
			*	*
Currently Attending College or University	Unwgt'd	111	46	43
	Weighted (000)	669	286	284
	Horz %	3.46	1.47	1.47
	Vert %	6.82	5.90	7.14
	Index	85	73	89
Employed Full Time	Unwgt'd	1006	512	410
	Weighted (000)	5287	2443	2142
	Horz %	4.54	2.10	1.84
	Vert %	53.85	50.45	53.79
	Index	111	104	111
Employed Part Time	Unwgt'd	210	99	77
	Weighted (000)	1301	602	470
	Horz %	4.39	2.03	1.59
	Vert %	13.25	12.44	11.81
	Index	108	101	96

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Not Employed				
	Unwgt'd	563	334	228
	Weighted (000)	3230	1796	1370
	Horz %	3.41	1.90	1.45
	Vert %	32.90	37.11	34.40
Temporarily Unemployed	Index	84	94	88
			*	*
	Unwgt'd	52	18	13
	Weighted (000)	352	116	88
	Horz %	2.69	0.88	0.68
Retired from Employment	Vert %	3.59	2.39	2.22
	Index	66	44	41
	Unwgt'd	348	240	138
	Weighted (000)	1673	1129	620
	Horz %	3.69	2.49	1.37
Not Employed, Principal Shopper for Household	Vert %	17.04	23.32	15.57
	Index	90	124	83
			*	*
	Unwgt'd	81	44	38
	Weighted (000)	573	289	363
Occupation: Professional and Related Occupations	Horz %	3.48	1.75	2.20
	Vert %	5.84	5.97	9.11
	Index	85	87	133
	Unwgt'd	268	162	107
	Weighted (000)	1410	814	641
Occupation: Management, Business and Financial Operations	Horz %	4.24	2.45	1.93
	Vert %	14.36	16.82	16.09
	Index	104	122	116
	Unwgt'd	266	175	110
	Weighted (000)	1061	744	459
Occupation: Sales and Office Occupations	Horz %	4.41	3.09	1.91
	Vert %	10.81	15.37	11.54
	Index	108	154	115
	Unwgt'd	207	99	93
	Weighted (000)	1260	499	537
Occupation: Natural Resources, Construction and Maintenance Occupations	Horz %	3.87	1.53	1.65
	Vert %	12.84	10.30	13.50
	Index	95	76	100
			*	
	Unwgt'd	141	48	53
Occupation: Other Employed	Weighted (000)	693	190	298
	Horz %	5.14	1.41	2.21
	Vert %	7.06	3.92	7.49
	Index	126	70	134
	Unwgt'd	334	127	124
Occupation: Other Employed	Weighted (000)	2163	798	676
	Horz %	5.06	1.87	1.58
	Vert %	22.03	16.48	16.98
	Index	124	93	96

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
				*
Household Income: \$250,000+	Unwgt'd	104	77	26
	Weighted (000)	401	305	96
	Horz %	5.67	4.31	1.36
	Vert %	4.09	6.30	2.41
	Index	139	214	82
				*
Household Income: \$200,000-\$249,999	Unwgt'd	70	55	29
	Weighted (000)	291	224	147
	Horz %	4.65	3.58	2.36
	Vert %	2.96	4.62	3.70
	Index	114	178	143
Household Income: \$150,000-\$199,999	Unwgt'd	162	101	58
	Weighted (000)	863	509	311
	Horz %	5.10	3.00	1.84
	Vert %	8.79	10.51	7.81
	Index	125	149	111
Household Income: \$100,000-\$149,999	Unwgt'd	331	215	135
	Weighted (000)	1780	1105	794
	Horz %	4.72	2.93	2.11
	Vert %	18.14	22.83	19.95
	Index	116	146	127
Household Income: \$75,000-\$99,999	Unwgt'd	274	164	102
	Weighted (000)	1835	1074	627
	Horz %	5.69	3.33	1.95
	Vert %	18.69	22.17	15.75
	Index	140	166	118
Household Income: \$60,000-\$74,999	Unwgt'd	190	97	71
	Weighted (000)	1038	484	466
	Horz %	4.13	1.92	1.85
	Vert %	10.58	10.00	11.71
	Index	101	96	112
Household Income: \$50,000-\$59,999	Unwgt'd	153	72	59
	Weighted (000)	817	319	315
	Horz %	4.35	1.70	1.68
	Vert %	8.32	6.59	7.90
	Index	107	85	101
Household Income: \$40,000-\$49,999	Unwgt'd	161	63	73
	Weighted (000)	855	288	310
	Horz %	4.16	1.40	1.51
	Vert %	8.71	5.96	7.79
	Index	102	70	91
Household Income: \$30,000-\$39,999	Unwgt'd	150	52	66
	Weighted (000)	864	224	282
	Horz %	3.92	1.02	1.28
	Vert %	8.81	4.62	7.09
	Index	96	51	77

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
			*	*
Household Income: \$20,000-\$29,999	Unwgt'd	101	30	40
	Weighted (000)	560	219	286
	Horz %	2.56	1.00	1.31
	Vert %	5.70	4.52	7.19
	Index	63	50	79
			*	
Household Income: Under \$20,000	Unwgt'd	83	19	56
	Weighted (000)	512	91	347
	Horz %	1.59	0.28	1.08
	Vert %	5.22	1.88	8.71
	Index	39	14	65
Median Household Income	Unwgt'd			
	Weighted (000)	78.60	93.50	74.50
	Horz %			
	Vert %			
	Index	125	149	118
Marital Status: Single, Never Married	Unwgt'd	297	106	127
	Weighted (000)	2042	736	738
	Horz %	3.03	1.09	1.10
	Vert %	20.80	15.20	18.54
	Index	74	54	66
Marital Status: Currently Married	Unwgt'd	1186	707	464
	Weighted (000)	6537	3575	2741
	Horz %	5.11	2.80	2.14
	Vert %	66.59	73.85	68.84
	Index	125	139	130
Marital Status: Divorced or Legally Separated	Unwgt'd	215	90	97
	Weighted (000)	931	377	382
	Horz %	3.04	1.23	1.25
	Vert %	9.48	7.79	9.60
	Index	74	61	75
			*	*
Marital Status: Widowed	Unwgt'd	81	42	27
	Weighted (000)	307	153	120
	Horz %	2.07	1.03	0.81
	Vert %	3.13	3.16	3.01
	Index	51	51	49
			*	*
Marital Status: Engaged to Be Married	Unwgt'd	57	27	19
	Weighted (000)	292	128	95
	Horz %	2.71	1.19	0.88
	Vert %	2.97	2.64	2.39
	Index	66	59	53
			*	
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	112	41	55
	Weighted (000)	666	204	296
	Horz %	3.23	0.99	1.44
	Vert %	6.78	4.22	7.44
	Index	79	49	87

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	791	370	297
	Weighted (000)	4332	1814	1826
	Horz %	4.55	1.90	1.92
	Vert %	44.12	37.46	45.86
	Index	112	95	116
1 Child Under Age 18 Currently Living at Home	Unwgt'd	245	117	111
	Weighted (000)	1424	666	711
	Horz %	3.67	1.72	1.83
	Vert %	14.50	13.75	17.85
	Index	90	85	111
2 Children Under Age 18 Currently Living at Home	Unwgt'd	330	172	119
	Weighted (000)	1641	771	756
	Horz %	4.81	2.26	2.22
	Vert %	16.71	15.93	19.00
	Index	118	113	134
3 Children Under Age 18 Currently Living at Home				*
	Unwgt'd	144	54	44
	Weighted (000)	829	213	215
	Horz %	5.74	1.47	1.49
	Vert %	8.45	4.39	5.41
4 Children Under Age 18 Currently Living at Home				*
	Unwgt'd	51	21	16
	Weighted (000)	302	133	111
	Horz %	5.88	2.60	2.16
	Vert %	3.08	2.75	2.78
5 or More Children Under Age 18 Currently Living at Home		*	*	*
	Unwgt'd	21	6	7
	Weighted (000)	136	31	33
	Horz %	4.85	1.09	1.17
	Vert %	1.38	0.63	0.82
Own Home/Residence	Unwgt'd	1450	847	548
	Weighted (000)	7895	4337	2960
	Horz %	4.93	2.71	1.85
	Vert %	80.42	89.59	74.33
	Index	121	135	112
Rent Home/Residence	Unwgt'd	302	91	158
	Weighted (000)	1720	468	972
	Horz %	2.22	0.60	1.25
	Vert %	17.52	9.66	24.41
	Index	54	30	76
Live Rent-Free in Home/Residence		*	*	*
	Unwgt'd	27	7	9
	Weighted (000)	203	36	50
	Horz %	6.75	1.20	1.66
	Vert %	2.06	0.74	1.25
	Index	166	60	101

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Census Region: North East	Unwgt'd	315	185	141
	Weighted (000)	1321	747	536
	Horz %	3.03	1.71	1.23
	Vert %	13.45	15.43	13.46
	Index	74	85	74
Census Region: South	Unwgt'd	639	305	226
	Weighted (000)	3957	1727	1381
	Horz %	4.37	1.91	1.52
	Vert %	40.31	35.68	34.68
	Index	107	95	92
Census Region: Midwest	Unwgt'd	490	266	244
	Weighted (000)	2569	1332	1219
	Horz %	4.98	2.58	2.36
	Vert %	26.17	27.52	30.62
	Index	122	128	143
Census Region: West	Unwgt'd	335	189	104
	Weighted (000)	1970	1035	845
	Horz %	3.58	1.88	1.54
	Vert %	20.07	21.38	21.23
	Index	88	94	93
Census Sub-Region: New England				*
	Unwgt'd	87	51	48
	Weighted (000)	306	187	121
	Horz %	2.67	1.64	1.06
	Vert %	3.11	3.86	3.05
Census Sub-Region: Mid Atlantic	Index	66	81	64
	Unwgt'd	228	134	93
	Weighted (000)	1015	560	415
	Horz %	3.16	1.74	1.29
	Vert %	10.34	11.56	10.41
Census Sub-Region: South Atlantic	Index	77	87	78
	Unwgt'd	306	169	97
	Weighted (000)	1577	796	511
	Horz %	3.39	1.71	1.10
	Vert %	16.06	16.45	12.83
Census Sub-Region: East South Central	Index	83	85	66
	Unwgt'd	93	29	35
	Weighted (000)	820	206	340
	Horz %	5.50	1.38	2.28
	Vert %	8.35	4.25	8.54
Census Sub-Region: West South Central	Index	135	69	138
	Unwgt'd	240	107	94
	Weighted (000)	1561	725	530
	Horz %	5.36	2.49	1.82
	Vert %	15.90	14.98	13.32
	Index	131	124	110

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Census Sub-Region: East North Central	Unwgt'd	365	202	182
	Weighted (000)	1785	935	876
	Horz %	4.96	2.60	2.43
	Vert %	18.18	19.31	21.99
	Index	122	129	147
Census Sub-Region: West North Central	Unwgt'd	125	64	62
	Weighted (000)	784	397	344
	Horz %	5.02	2.55	2.20
	Vert %	7.98	8.21	8.63
	Index	123	127	133
Census Sub-Region: Mountain	Unwgt'd	124	58	46
	Weighted (000)	857	379	404
	Horz %	4.93	2.18	2.32
	Vert %	8.73	7.83	10.14
	Index	121	108	140
Census Sub-Region: Pacific	Unwgt'd	211	131	58
	Weighted (000)	1113	656	442
	Horz %	2.96	1.74	1.17
	Vert %	11.34	13.55	11.10
	Index	73	87	71
County Size: A	Unwgt'd	810	490	303
	Weighted (000)	3250	1916	1246
	Horz %	3.22	1.90	1.23
	Vert %	33.11	39.58	31.30
	Index	79	94	75
County Size: B	Unwgt'd	419	205	201
	Weighted (000)	2663	1207	1259
	Horz %	3.76	1.70	1.78
	Vert %	27.12	24.92	31.63
	Index	92	85	107
County Size: C/D	Unwgt'd	550	250	211
	Weighted (000)	3904	1719	1476
	Horz %	5.67	2.50	2.14
	Vert %	39.77	35.50	37.07
	Index	139	124	130
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	*	*	*
	Unwgt'd	41	22	15
	Weighted (000)	153	80	81
	Horz %	3.13	1.64	1.65
	Vert %	1.56	1.66	2.03
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Index	77	82	100
	Unwgt'd	323	168	128
	Weighted (000)	1719	825	726
	Horz %	4.36	2.09	1.84
	Vert %	17.51	17.03	18.23
	Index	107	104	111

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
		*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	47	24	21
	Weighted (000)	291	110	149
	Horz %	4.41	1.67	2.26
	Vert %	2.97	2.28	3.75
	Index	108	83	137
		*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	13	8	5
	Weighted (000)	76	53	20
	Horz %	5.24	3.64	1.35
	Vert %	0.77	1.08	0.49
	Index	128	181	82
		*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	100	75	20
	Weighted (000)	307	226	56
	Horz %	3.80	2.80	0.70
	Vert %	3.13	4.66	1.41
	Index	93	139	42
		*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	145	92	55
	Weighted (000)	565	351	251
	Horz %	4.40	2.74	1.95
	Vert %	5.75	7.25	6.30
	Index	108	136	118
		*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	38	25	15
	Weighted (000)	247	151	68
	Horz %	6.14	3.75	1.70
	Vert %	2.51	3.12	1.71
	Index	151	187	103
		*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	127	62	40
	Weighted (000)	577	229	237
	Horz %	3.66	1.45	1.50
	Vert %	5.87	4.73	5.94
	Index	90	72	91
		*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	344	156	128
	Weighted (000)	1965	843	764
	Horz %	4.29	1.84	1.67
	Vert %	20.02	17.41	19.19
	Index	105	91	101
		*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	122	53	48
	Weighted (000)	692	324	297
	Horz %	4.88	2.28	2.10
	Vert %	7.05	6.69	7.47
	Index	120	113	127
		*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	152	74	55
	Weighted (000)	859	343	336
	Horz %	4.75	1.90	1.86
	Vert %	8.75	7.09	8.43
	Index	117	94	112

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
		*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	49	29	18
	Weighted (000)	233	102	88
	Horz %	4.31	1.88	1.62
	Vert %	2.38	2.10	2.21
	Index	106	93	98
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	443	218	182
	Weighted (000)	2761	1266	1129
	Horz %	5.95	2.73	2.43
	Vert %	28.12	26.14	28.34
	Index	146	136	147
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	5	1	1
	Weighted (000)	24	5	1
	Horz %	2.03	0.39	0.08
	Vert %	0.24	0.09	0.02
	Index	50	19	5
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	20	11	9
	Weighted (000)	101	46	62
	Horz %	2.51	1.15	1.54
	Vert %	1.02	0.95	1.55
	Index	62	57	93
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	75	35	28
	Weighted (000)	473	231	258
	Horz %	3.08	1.51	1.68
	Vert %	4.82	4.78	6.48
	Index	76	75	102
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	132	77	55
	Weighted (000)	643	370	284
	Horz %	3.90	2.25	1.72
	Vert %	6.55	7.65	7.12
	Index	96	112	104
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	19	10	3
	Weighted (000)	63	34	14
	Horz %	2.48	1.32	0.57
	Vert %	0.64	0.69	0.36
	Index	61	66	34
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	47	19	14
	Weighted (000)	327	160	147
	Horz %	5.03	2.46	2.27
	Vert %	3.33	3.30	3.70
	Index	123	122	137
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	231	155	88
	Weighted (000)	1010	670	350
	Horz %	4.39	2.91	1.52
	Vert %	10.28	13.84	8.78
	Index	108	145	92

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
		*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	49	22	24
	Weighted (000)	297	124	132
	Horz %	3.41	1.42	1.52
	Vert %	3.03	2.56	3.32
	Index	84	71	92
			*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	78	49	32
	Weighted (000)	371	253	201
	Horz %	3.47	2.37	1.88
	Vert %	3.78	5.23	5.05
	Index	85	118	114
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	157	86	64
	Weighted (000)	895	447	348
	Horz %	4.46	2.23	1.74
	Vert %	9.11	9.24	8.75
	Index	109	111	105
			*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	104	49	38
	Weighted (000)	607	275	210
	Horz %	4.05	1.83	1.40
	Vert %	6.18	5.67	5.28
	Index	99	91	85
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	160	67	65
	Weighted (000)	774	257	310
	Horz %	4.18	1.39	1.67
	Vert %	7.89	5.32	7.79
	Index	103	69	101
		*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	44	25	12
	Weighted (000)	314	154	49
	Horz %	5.24	2.57	0.82
	Vert %	3.20	3.19	1.23
	Index	128	128	49
		*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	15	8	9
	Weighted (000)	97	65	96
	Horz %	1.95	1.29	1.92
	Vert %	0.99	1.33	2.40
	Index	48	64	116
		*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	2	2	1
	Weighted (000)	7	7	6
	Horz %	0.40	0.40	0.36
	Vert %	0.07	0.15	0.16
	Index	10	20	22
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	162	57	57
	Weighted (000)	912	272	354
	Horz %	3.42	1.02	1.33
	Vert %	9.29	5.61	8.88
	Index	84	51	80

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
			*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	75	26	20
	Weighted (000)	402	115	100
	Horz %	3.63	1.04	0.90
	Vert %	4.09	2.38	2.50
	Index	89	52	54
			*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	78	28	29
	Weighted (000)	460	142	224
	Horz %	4.05	1.25	1.97
	Vert %	4.68	2.92	5.63
	Index	99	62	119
		*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	43	26	16
	Weighted (000)	203	114	91
	Horz %	2.88	1.62	1.29
	Vert %	2.07	2.36	2.29
	Index	71	81	78
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	1561	834	614
	Weighted (000)	8545	4290	3445
	Horz %	4.30	2.16	1.73
	Vert %	87.04	88.62	86.51
	Index	106	107	105
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	1037	558	404
	Weighted (000)	5454	2783	2228
	Horz %	4.55	2.32	1.86
	Vert %	55.55	57.49	55.96
	Index	112	115	112
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	758	394	288
	Weighted (000)	4319	2089	1607
	Horz %	4.80	2.32	1.79
	Vert %	43.99	43.16	40.36
	Index	118	116	108
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	898	473	349
	Weighted (000)	4846	2356	1913
	Horz %	4.65	2.26	1.84
	Vert %	49.36	48.67	48.05
	Index	114	112	111
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	283	133	114
	Weighted (000)	1605	688	689
	Horz %	4.22	1.81	1.81
	Vert %	16.35	14.22	17.31
	Index	103	90	110
			*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	104	43	35
	Weighted (000)	588	200	211
	Horz %	4.97	1.69	1.78
	Vert %	5.99	4.13	5.30
	Index	122	84	108

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	601	322	253
	Weighted (000)	3092	1546	1234
	Horz %	4.10	2.05	1.64
	Vert %	31.49	31.93	31.00
	Index	101	102	99
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	836	442	330
	Weighted (000)	4530	2190	1853
	Horz %	4.39	2.12	1.80
	Vert %	46.14	45.23	46.55
	Index	108	105	109
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	611	305	253
	Weighted (000)	3327	1523	1462
	Horz %	4.09	1.87	1.80
	Vert %	33.89	31.47	36.72
	Index	100	93	109
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	294	140	107
	Weighted (000)	1742	719	622
	Horz %	4.42	1.83	1.58
	Vert %	17.75	14.86	15.62
	Index	109	91	96
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	82	33	28
	Weighted (000)	421	150	157
	Horz %	4.23	1.50	1.58
	Vert %	4.28	3.09	3.95
	Index	104	75	96
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	442	234	178
	Weighted (000)	2475	1210	1116
	Horz %	3.96	1.93	1.78
	Vert %	25.21	25.00	28.02
	Index	97	96	108
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	1478	803	579
	Weighted (000)	7946	4036	3169
	Horz %	4.39	2.23	1.75
	Vert %	80.94	83.37	79.59
	Index	108	111	106
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	273	131	99
	Weighted (000)	1616	666	631
	Horz %	5.45	2.24	2.13
	Vert %	16.46	13.76	15.85
	Index	134	112	129
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	*	*	*
	Unwgt'd	38	19	20
	Weighted (000)	179	79	109
	Horz %	2.84	1.24	1.72
	Index	70	62	104

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	534	285	218
	Weighted (000)	3014	1492	1209
	Horz %	4.18	2.07	1.67
	Vert %	30.70	30.82	30.36
	Index	102	103	101
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	1367	740	537
	Weighted (000)	7328	3688	2979
	Horz %	4.41	2.22	1.79
	Vert %	74.65	76.19	74.83
	Index	108	110	108
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	82	28	36
	Weighted (000)	493	127	167
	Horz %	4.48	1.16	1.51
	Vert %	5.02	2.63	4.18
	Index	110	58	91
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	*	*	*
	Weighted (000)	40	16	17
	Horz %	216	75	112
	Vert %	3.42	1.19	1.78
	Index	2.20	1.56	2.82
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	84	59	108
	Unwgt'd	350	232	127
	Weighted (000)	1646	1067	580
	Horz %	4.37	2.83	1.54
	Vert %	16.77	22.05	14.57
Ever Listen to FM Radio (Terrestrial Radio)	Index	107	141	93
	Unwgt'd	1397	724	544
	Weighted (000)	7926	3850	3196
	Horz %	4.36	2.12	1.76
	Vert %	80.73	79.52	80.27
Ever Listen to Any Terrestrial Radio (AM/FM)	Index	107	105	106
	Unwgt'd	1500	791	585
	Weighted (000)	8358	4119	3339
	Horz %	4.31	2.12	1.72
	Vert %	85.13	85.08	83.87
Ever Listen to Satellite Radio (SiriusXM)	Index	106	106	104
	Unwgt'd	356	246	144
	Weighted (000)	1757	1202	808
	Horz %	6.17	4.23	2.84
	Vert %	17.89	24.83	20.30
Household Subscribes to Satellite (SiriusXM) Radio	Index	151	210	172
	Unwgt'd	537	357	192
	Weighted (000)	2766	1768	1071
	Horz %	6.72	4.30	2.60
	Vert %	28.18	36.52	26.91
	Index	165	214	157

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	917	623	347
	Weighted (000)	4962	3206	1897
	Horz %	6.95	4.49	2.66
	Vert %	50.55	66.23	47.65
	Index	170	223	161
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	614	398	260
	Weighted (000)	3357	2096	1541
	Horz %	5.34	3.33	2.45
	Vert %	34.20	43.30	38.71
	Index	131	166	148
listened online to streaming AM/FM broadcast radio stations	Unwgted	291	146	120
	Weighted (000)	1480	651	649
	Horz %	4.06	1.78	1.78
	Vert %	15.07	13.44	16.29
	Index	99	89	108
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgted	543	268	213
	Weighted (000)	2914	1327	1263
	Horz %	4.13	1.88	1.79
	Vert %	29.68	27.40	31.71
	Index	101	93	108
Listened to Any Radio on the Internet/Online-Past Month	Unwgted	806	408	299
	Weighted (000)	4403	2055	1799
	Horz %	4.32	2.02	1.77
	Vert %	44.85	42.44	45.18
	Index	106	100	107
Visited a radio station, radio program or radio personality's website	Unwgted	138	70	51
	Weighted (000)	645	326	251
	Horz %	3.88	1.96	1.51
	Vert %	6.57	6.73	6.30
	Index	95	97	91
Downloaded music - Past Month	Unwgted	376	194	126
	Weighted (000)	2222	1021	777
	Horz %	4.16	1.91	1.46
	Vert %	22.63	21.10	19.51
	Index	102	95	88
Downloaded or listened to podcasts/podcasting - past month	Unwgted	82	40	31
	Weighted (000)	429	170	143
	Horz %	3.59	1.42	1.19
	Vert %	4.37	3.51	3.58
	Index	88	71	72
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgted	161	80	54
	Weighted (000)	964	501	330
	Horz %	5.45	2.83	1.86
	Vert %	9.82	10.34	8.28
	Index	134	141	113

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgt'd	316	181	107
	Weighted (000)	1617	881	567
	Horz %	4.41	2.41	1.55
	Vert %	16.47	18.21	14.23
	Index	108	120	94
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgt'd	505	239	200
	Weighted (000)	2821	1191	1230
	Horz %	4.11	1.73	1.79
	Vert %	28.74	24.60	30.90
	Index	101	86	108
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgt'd	131	60	59
	Weighted (000)	767	329	361
	Horz %	3.63	1.56	1.71
	Vert %	7.82	6.80	9.06
	Index	89	77	103
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	622	332	262
	Weighted (000)	3534	1767	1475
	Horz %	4.25	2.12	1.77
	Vert %	36.00	36.50	37.05
	Index	104	106	107
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	468	236	202
	Weighted (000)	2734	1286	1138
	Horz %	3.99	1.88	1.66
	Vert %	27.85	26.57	28.59
	Index	98	93	100
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	615	328	273
	Weighted (000)	3471	1751	1572
	Horz %	4.10	2.07	1.85
	Vert %	35.36	36.17	39.48
	Index	100	103	112
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	452	228	192
	Weighted (000)	2616	1224	1092
	Horz %	3.95	1.85	1.65
	Vert %	26.64	25.28	27.42
	Index	97	92	100
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	1474	810	599
	Weighted (000)	8142	4159	3288
	Horz %	4.29	2.19	1.73
	Vert %	82.94	85.90	82.59
	Index	105	109	105
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	1171	654	479
	Weighted (000)	6361	3308	2631
	Horz %	4.26	2.22	1.76
	Vert %	64.80	68.34	66.09
	Index	105	110	107

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	1015	558	412
	Weighted (000)	5639	2931	2155
	Horz %	4.34	2.25	1.66
	Vert %	57.44	60.54	54.12
	Index	106	112	100
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	1198	663	479
	Weighted (000)	6669	3403	2558
	Horz %	4.44	2.26	1.70
	Vert %	67.94	70.29	64.25
	Index	109	113	103
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	432	237	177
	Weighted (000)	2671	1320	1017
	Horz %	3.74	1.85	1.42
	Vert %	27.20	27.26	25.54
	Index	92	92	86
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	846	473	369
	Weighted (000)	4688	2465	2078
	Horz %	3.89	2.05	1.73
	Vert %	47.75	50.91	52.19
	Index	95	102	104
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	265	134	111
	Weighted (000)	1607	784	491
	Horz %	4.02	1.96	1.23
	Vert %	16.37	16.19	12.34
	Index	99	98	74
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	717	376	295
	Weighted (000)	4078	2000	1650
	Horz %	4.13	2.03	1.67
	Vert %	41.54	41.32	41.44
	Index	101	101	101
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	871	473	336
	Weighted (000)	4797	2394	1882
	Horz %	4.05	2.02	1.59
	Vert %	48.86	49.45	47.27
	Index	99	101	96
Downloaded a TV Program - Past Month	Unwgted	74	36	29
	Weighted (000)	312	141	136
	Horz %	2.53	1.14	1.10
	Vert %	3.17	2.91	3.40
	Index	62	57	67
Watched a TV Program Online Past Month	Unwgted	272	136	123
	Weighted (000)	1588	710	771
	Horz %	3.76	1.68	1.82
	Vert %	16.18	14.66	19.37
	Index	92	83	110

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	357	194	131
	Weighted (000)	1768	946	758
	Horz %	3.56	1.91	1.53
	Vert %	18.01	19.54	19.03
	Index	87	95	92
Looked at TV Listings Online - Past Month	Unwgt'd	184	93	69
	Weighted (000)	958	465	402
	Horz %	3.72	1.81	1.56
	Vert %	9.76	9.60	10.10
	Index	91	90	95
Household Subscribes to Cable TV	Unwgt'd	770	454	306
	Weighted (000)	4181	2316	1679
	Horz %	3.86	2.14	1.55
	Vert %	42.59	47.84	42.18
	Index	95	106	94
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	1529	865	598
	Weighted (000)	8392	4454	3335
	Horz %	4.39	2.33	1.74
	Vert %	85.49	92.00	83.77
	Index	108	116	106
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	1481	838	580
	Weighted (000)	8148	4306	3171
	Horz %	4.42	2.33	1.72
	Vert %	83.00	88.95	79.65
	Index	108	116	104
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	1086	604	429
	Weighted (000)	6024	3207	2216
	Horz %	4.38	2.33	1.61
	Vert %	61.36	66.25	55.66
	Index	107	116	97
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	611	325	246
	Weighted (000)	3228	1574	1270
	Horz %	4.18	2.04	1.64
	Vert %	32.88	32.50	31.90
	Index	102	101	99
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	280	156	95
	Weighted (000)	1393	768	483
	Horz %	4.75	2.62	1.65
	Vert %	14.19	15.87	12.13
	Index	116	130	100
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	554	330	209
	Weighted (000)	2652	1551	988
	Horz %	4.43	2.59	1.65
	Vert %	27.02	32.04	24.82
	Index	109	129	100

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Household Has a Satellite Dish	Unwgt'd	539	288	218
	Weighted (000)	3314	1668	1388
	Horz %	5.26	2.65	2.20
	Vert %	33.76	34.45	34.86
	Index	129	132	133
Household Has a Digital Video Recorder (DVR)	Unwgt'd	1088	638	414
	Weighted (000)	5770	3149	2289
	Horz %	4.91	2.68	1.95
	Vert %	58.77	65.04	57.50
	Index	121	133	118
Any Internet/Online Activity - Past Month	Unwgt'd	1602	866	634
	Weighted (000)	8697	4349	3532
	Horz %	4.27	2.14	1.73
	Vert %	88.59	89.83	88.72
	Index	105	106	105
Played Games Online - Past Month	Unwgt'd	535	245	189
	Weighted (000)	3010	1177	1124
	Horz %	4.09	1.60	1.53
	Vert %	30.67	24.31	28.24
	Index	100	80	92
Downloaded a Video Game - Past Month	Unwgt'd	197	78	83
	Weighted (000)	1234	400	484
	Horz %	4.21	1.37	1.65
	Vert %	12.57	8.27	12.16
	Index	103	68	100
Downloaded a Movie - Past Month	Unwgt'd	146	83	53
	Weighted (000)	681	363	271
	Horz %	3.18	1.69	1.27
	Vert %	6.93	7.50	6.81
	Index	78	84	77
Watched a Movie Online - Past Month	Unwgt'd	318	157	147
	Weighted (000)	1653	768	874
	Horz %	3.23	1.50	1.71
	Vert %	16.84	15.86	21.96
	Index	79	75	103
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	300	150	125
	Weighted (000)	1556	714	695
	Horz %	3.46	1.59	1.55
	Vert %	15.85	14.74	17.47
	Index	85	79	94
Visited a Chat Room - Past Month			*	*
	Unwgt'd	70	29	28
	Weighted (000)	376	138	221
	Horz %	3.30	1.21	1.94
	Vert %	3.84	2.85	5.56
	Index	81	60	117

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Used e-Mail - Past Month	Unwgted	1437	801	568
	Weighted (000)	7525	3941	3120
	Horz %	4.32	2.26	1.79
	Vert %	76.65	81.40	78.35
	Index	106	112	108
Used Instant Messenger/IM Online - Past Month	Unwgted	1011	534	390
	Weighted (000)	5606	2730	2180
	Horz %	4.13	2.01	1.61
	Vert %	57.11	56.39	54.76
	Index	101	100	97
Visited Online Blogs - Past Month	Unwgted	207	122	83
	Weighted (000)	1034	602	461
	Horz %	3.26	1.90	1.45
	Vert %	10.54	12.43	11.57
	Index	80	94	88
Wrote an Online Blog - Past Month		*	*	*
	Unwgted	41	22	24
	Weighted (000)	257	149	153
	Horz %	3.93	2.27	2.33
	Vert %	2.61	3.07	3.83
Uploaded or Added Video to a Web Site - Past Month	Index	96	113	141
				*
	Unwgted	120	52	46
	Weighted (000)	724	293	243
	Horz %	3.72	1.50	1.25
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Vert %	7.37	6.04	6.11
	Index	91	75	76
	Unwgted	1365	715	537
	Weighted (000)	7515	3600	3091
	Horz %	4.24	2.03	1.74
Accessed Facebook.com - Past Month	Vert %	76.55	74.37	77.64
	Index	104	101	105
	Unwgted	1103	568	437
	Weighted (000)	6113	2862	2538
	Horz %	4.19	1.96	1.74
Accessed Foursquare - Past Month	Vert %	62.27	59.11	63.73
	Index	103	98	105
		*	*	*
	Unwgted	14	6	5
	Weighted (000)	69	36	23
Accessed Google+ (Google Plus) - Past Month	Horz %	4.51	2.33	1.53
	Vert %	0.71	0.74	0.59
	Index	111	116	92
	Unwgted	304	152	117
	Weighted (000)	1584	764	651
Accessed Google+ (Google Plus) - Past Month	Horz %	3.81	1.84	1.57
	Vert %	16.13	15.78	16.34
	Index	94	91	95

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Accessed LinkedIn.com - Past Month	Unwgted	299	198	117
	Weighted (000)	1332	818	534
	Horz %	4.31	2.64	1.73
	Vert %	13.56	16.90	13.41
	Index	106	132	104
Accessed Pinterest - Past Month	Unwgted	378	197	143
	Weighted (000)	2234	1081	948
	Horz %	4.96	2.40	2.11
	Vert %	22.76	22.34	23.81
	Index	122	119	127
Accessed Tumblr - Past Month		*	*	*
	Unwgted	40	25	18
	Weighted (000)	264	167	140
	Horz %	2.80	1.78	1.49
	Vert %	2.68	3.46	3.52
Accessed Twitter.com - Past Month	Index	69	89	90
	Unwgted	206	108	81
	Weighted (000)	1236	579	410
	Horz %	3.99	1.87	1.32
	Vert %	12.59	11.95	10.30
Accessed Yelp - Past Month	Index	98	93	80
				*
	Unwgted	112	71	40
	Weighted (000)	400	253	185
	Horz %	2.58	1.63	1.19
Accessed YouTube.com - Past Month	Vert %	4.07	5.22	4.65
	Index	63	81	72
	Unwgted	934	462	359
	Weighted (000)	5131	2329	2056
	Horz %	4.15	1.88	1.66
Posted "Like" on Social Network - Past Month	Vert %	52.26	48.11	51.63
	Index	102	94	101
	Unwgted	710	358	280
	Weighted (000)	3874	1770	1558
	Horz %	4.15	1.90	1.67
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Vert %	39.46	36.56	39.13
	Index	102	94	101
	Unwgted	340	162	129
	Weighted (000)	1876	769	815
	Horz %	3.91	1.60	1.70
Clicked on an Advertisement on Social Network - Past Month	Vert %	19.11	15.89	20.46
	Index	96	80	103
	Unwgted	239	124	91
	Weighted (000)	1333	580	467
	Horz %	4.49	1.96	1.57
	Vert %	13.58	11.99	11.73
	Index	110	97	95

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Watched a Video on Social Network - Past Month	Unwgt'd	837	411	327
	Weighted (000)	4832	2143	1937
	Horz %	4.23	1.88	1.70
	Vert %	49.22	44.26	48.66
	Index	104	93	103
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	1501	800	587
	Weighted (000)	8244	4067	3353
	Horz %	4.32	2.13	1.76
	Vert %	83.97	84.00	84.22
	Index	106	106	106
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	685	345	258
	Weighted (000)	3682	1645	1467
	Horz %	4.05	1.81	1.61
	Vert %	37.51	33.97	36.84
	Index	99	90	98
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	678	345	275
	Weighted (000)	3587	1616	1663
	Horz %	4.11	1.85	1.91
	Vert %	36.54	33.38	41.76
	Index	101	92	115
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	827	409	331
	Weighted (000)	4523	2034	1937
	Horz %	3.98	1.79	1.70
	Vert %	46.08	42.02	48.66
	Index	98	89	103
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	600	295	235
	Weighted (000)	3353	1439	1367
	Horz %	4.22	1.81	1.72
	Vert %	34.16	29.73	34.34
	Index	103	90	104
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	328	155	149
	Weighted (000)	1779	787	886
	Horz %	3.49	1.54	1.74
	Vert %	18.12	16.26	22.25
	Index	86	77	105
Used a Mobile "App" - Past Month	Unwgt'd	931	484	378
	Weighted (000)	5034	2408	2102
	Horz %	4.34	2.07	1.81
	Vert %	51.28	49.74	52.80
	Index	106	103	110
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	450	279	175
	Weighted (000)	2371	1349	988
	Horz %	4.42	2.51	1.84
	Vert %	24.15	27.86	24.81
	Index	108	125	111

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	563	344	213
	Weighted (000)	3071	1818	1150
	Horz %	4.33	2.57	1.62
	Vert %	31.28	37.55	28.89
	Index	106	128	98
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	702	398	272
	Weighted (000)	3642	2026	1519
	Horz %	4.32	2.40	1.80
	Vert %	37.10	41.84	38.15
	Index	106	120	109
Read Classified Advertising in Weekday Newspaper	Unwgt'd	200	83	73
	Weighted (000)	1311	499	460
	Horz %	6.22	2.37	2.18
	Vert %	13.35	10.31	11.56
	Index	153	118	132
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	207	104	78
	Weighted (000)	1281	572	507
	Horz %	5.92	2.64	2.35
	Vert %	13.05	11.81	12.74
	Index	145	132	142
Read Advertisements in Weekday Newspaper	Unwgt'd	173	92	64
	Weighted (000)	982	474	290
	Horz %	4.99	2.41	1.47
	Vert %	10.00	9.78	7.28
	Index	122	120	89
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	237	139	99
	Weighted (000)	1329	718	509
	Horz %	5.39	2.91	2.06
	Vert %	13.54	14.82	12.79
	Index	132	145	125
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	248	138	93
	Weighted (000)	1457	731	489
	Horz %	5.71	2.86	1.92
	Vert %	14.84	15.09	12.29
	Index	140	142	116
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	357	220	141
	Weighted (000)	2036	1140	773
	Horz %	5.51	3.08	2.09
	Vert %	20.74	23.54	19.41
	Index	135	153	126
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	222	129	84
	Weighted (000)	1114	669	456
	Horz %	4.93	2.96	2.02
	Vert %	11.34	13.83	11.46
	Index	121	147	122

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	501	310	213
	Weighted (000)	2714	1557	1063
	Horz %	5.12	2.94	2.01
	Vert %	27.64	32.16	26.70
	Index	126	146	121
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	116	59	50
	Weighted (000)	753	357	248
	Horz %	4.89	2.32	1.61
	Vert %	7.67	7.37	6.23
	Index	120	115	97
Personally Referred to Internet Yellow Pages - Past Week				*
	Unwgt'd	126	64	47
	Weighted (000)	731	367	270
	Horz %	5.59	2.80	2.07
	Vert %	7.45	7.57	6.79
Personally Referred to Paper or Internet Yellow Pages - Past Week				
	Unwgt'd	221	112	91
	Weighted (000)	1376	670	495
	Horz %	5.19	2.53	1.87
	Vert %	14.01	13.84	12.43
Accessed Yellowpages.com (YP.com) - Past Month			*	*
	Unwgt'd	108	49	40
	Weighted (000)	708	316	260
	Horz %	5.86	2.62	2.15
	Vert %	7.21	6.54	6.52
Have Seen Video Ads in Grocery Stores - Past Month				
	Unwgt'd	295	139	130
	Weighted (000)	1868	775	822
	Horz %	4.00	1.66	1.76
	Vert %	19.03	16.00	20.63
Have Seen Video Ads in Drug Stores - Past Month				
	Unwgt'd	200	89	86
	Weighted (000)	1261	543	589
	Horz %	4.05	1.74	1.89
	Vert %	12.84	11.22	14.79
Have Seen Video Ads in Convenience Stores - Past Month				
	Unwgt'd	201	90	90
	Weighted (000)	1186	470	590
	Horz %	3.78	1.50	1.88
	Vert %	12.08	9.72	14.82
Have Seen Video Ads in Large Discount/Department Stores - Past Month				
	Unwgt'd	233	105	113
	Weighted (000)	1435	598	661
	Horz %	4.28	1.79	1.97
	Vert %	14.62	12.36	16.59
	Index	105	89	119

RAB / GfK MRI AUTO PROFILE: GMC

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	220	114	88
	Weighted (000)	1269	591	536
	Horz %	4.88	2.27	2.06
	Vert %	12.93	12.21	13.46
	Index	120	113	125
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	167	77	75
	Weighted (000)	939	387	502
	Horz %	3.72	1.53	1.99
	Vert %	9.57	8.00	12.61
	Index	91	76	120
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	233	115	91
	Weighted (000)	1346	620	525
	Horz %	3.94	1.82	1.54
	Vert %	13.71	12.80	13.19
	Index	97	90	93
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	157	81	78
	Weighted (000)	939	411	453
	Horz %	4.36	1.91	2.11
	Vert %	9.56	8.48	11.37
	Index	107	95	127
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	240	107	93
	Weighted (000)	1533	664	602
	Horz %	4.59	1.99	1.80
	Vert %	15.62	13.72	15.12
	Index	113	99	109
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	146	77	59
	Weighted (000)	913	424	383
	Horz %	3.86	1.79	1.62
	Vert %	9.30	8.75	9.62
	Index	95	89	98
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	123	71	50
	Weighted (000)	662	349	321
	Horz %	3.38	1.78	1.64
	Vert %	6.75	7.21	8.07
	Index	83	89	99
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	194	94	75
	Weighted (000)	1152	566	484
	Horz %	4.14	2.04	1.74
	Vert %	11.74	11.70	12.15
	Index	102	101	105
Have Seen Video Ads in Airports - Past Month				*
	Unwgt'd	132	75	45
	Weighted (000)	654	333	233
	Horz %	3.51	1.78	1.25
	Index	86	89	76

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		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	327	174	129
	Weighted (000)	1666	789	662
	Horz %	4.11	1.94	1.63
	Vert %	16.97	16.29	16.64
	Index	101	97	99
				*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	114	55	40
	Weighted (000)	671	284	247
	Horz %	3.71	1.57	1.37
	Vert %	6.84	5.86	6.20
	Index	91	78	83
			*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	101	49	35
	Weighted (000)	558	217	210
	Horz %	3.33	1.30	1.25
	Vert %	5.68	4.49	5.28
	Index	82	65	76
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	153	73	69
	Weighted (000)	943	393	393
	Horz %	3.71	1.55	1.55
	Vert %	9.60	8.12	9.88
	Index	91	77	94
Have Seen Ads on Billboards - Past Month	Unwgt'd	1048	569	447
	Weighted (000)	5913	2954	2582
	Horz %	4.82	2.41	2.10
	Vert %	60.24	61.03	64.86
	Index	118	120	127
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	378	204	151
	Weighted (000)	1903	900	813
	Horz %	3.63	1.72	1.55
	Vert %	19.38	18.60	20.42
	Index	89	85	94
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	212	116	87
	Weighted (000)	1048	469	453
	Horz %	3.10	1.39	1.34
	Vert %	10.67	9.69	11.37
	Index	76	69	81
				*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	108	59	29
	Weighted (000)	525	234	156
	Horz %	3.04	1.35	0.90
	Vert %	5.35	4.82	3.91
	Index	75	67	55
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	185	108	71
	Weighted (000)	870	445	346
	Horz %	3.14	1.60	1.25
	Vert %	8.86	9.19	8.68
	Index	77	80	75

		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
			*	*
Have Seen Ads on Phone Booths - Past Month	Unwgted	75	34	24
	Weighted (000)	395	112	123
	Horz %	2.76	0.78	0.86
	Vert %	4.02	2.31	3.10
	Index	68	39	52
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	295	162	133
	Weighted (000)	1602	713	790
	Horz %	4.19	1.86	2.07
	Vert %	16.32	14.72	19.85
	Index	103	93	125
Have Seen Ads on Postcards - Past Month	Unwgted	201	105	84
	Weighted (000)	991	423	462
	Horz %	3.63	1.55	1.69
	Vert %	10.09	8.74	11.61
	Index	89	77	102
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	490	247	209
	Weighted (000)	2772	1231	1242
	Horz %	4.46	1.98	2.00
	Vert %	28.23	25.42	31.19
	Index	109	99	121
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	302	143	124
	Weighted (000)	1649	670	748
	Horz %	3.78	1.54	1.72
	Vert %	16.80	13.85	18.80
	Index	93	76	104
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	419	213	173
	Weighted (000)	2351	1062	1018
	Horz %	4.23	1.91	1.83
	Vert %	23.95	21.93	25.57
	Index	104	95	111
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	664	340	274
	Weighted (000)	3785	1708	1641
	Horz %	4.74	2.14	2.06
	Vert %	38.55	35.27	41.23
	Index	116	106	124
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	445	234	174
	Weighted (000)	2491	1191	982
	Horz %	4.33	2.07	1.71
	Vert %	25.37	24.61	24.67
	Index	106	103	103
Have Seen Infomercials - Past Month	Unwgted	385	207	171
	Weighted (000)	2264	1088	988
	Horz %	4.53	2.18	1.98
	Vert %	23.06	22.48	24.81
	Index	111	108	120

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		Most recent vehicle bought/leased is GMC	Decision maker for any GMC bought/leased new	Would buy/lease new GMC if making decision today
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	815	436	353
	Weighted (000)	4491	2279	2041
	Horz %	4.50	2.28	2.04
	Vert %	45.75	47.08	51.26
	Index	110	114	124
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	157	73	66
	Weighted (000)	1038	375	459
	Horz %	4.30	1.56	1.90
	Vert %	10.57	7.75	11.52
	Index	106	77	115
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	745	406	317
	Weighted (000)	4035	1992	1767
	Horz %	4.40	2.17	1.93
	Vert %	41.11	41.15	44.39
	Index	108	108	117
Have Seen Product Placement in Movies - Past Month	Unwgt'd	440	215	179
	Weighted (000)	2354	1007	971
	Horz %	4.05	1.73	1.67
	Vert %	23.97	20.80	24.39
	Index	99	86	101