

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
Adults 18+	Unwgted	48273	478	96	476	148	581
	Weighted (000)	240780	2757	544	2274	717	2894
	Horz %	100.00	1.15	0.23	0.94	0.30	1.20
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male				*			
	Unwgted	24392	254	46	255	76	338
	Weighted (000)	116178	1384	264	1150	351	1556
	Horz %	100.00	1.19	0.23	0.99	0.30	1.34
	Vert %	48.25	50.20	48.63	50.57	48.98	53.77
Female	Index	100	104	101	105	102	111
	Unwgted	23881	224	50	221	72	243
	Weighted (000)	124602	1373	279	1124	366	1338
	Horz %	100.00	1.10	0.22	0.90	0.29	1.07
	Vert %	51.75	49.80	51.37	49.43	51.02	46.23
Age 18-24	Index	100	96	99	96	99	89
			*	*	*	*	*
	Unwgted	3822	35	15	28	14	51
	Weighted (000)	30214	426	131	227	87	330
	Horz %	100.00	1.41	0.43	0.75	0.29	1.09
Age 25-34	Vert %	12.55	15.46	24.16	9.97	12.11	11.41
	Index	100	123	193	79	97	91
				*		*	
	Unwgted	8153	92	19	82	47	98
	Weighted (000)	42657	592	120	415	166	547
Age 35-44	Horz %	100.00	1.39	0.28	0.97	0.39	1.28
	Vert %	17.72	21.48	22.09	18.25	23.12	18.90
	Index	100	121	125	103	131	107
				*		*	
	Unwgted	8482	101	14	103	36	134
Age 45-54	Weighted (000)	40077	544	100	444	219	727
	Horz %	100.00	1.36	0.25	1.11	0.55	1.81
	Vert %	16.64	19.73	18.35	19.50	30.59	25.13
	Index	100	119	110	117	184	151
				*		*	
Age 55-64	Unwgted	8893	105	23	83	15	163
	Weighted (000)	43246	558	99	374	60	722
	Horz %	100.00	1.29	0.23	0.86	0.14	1.67
	Vert %	17.96	20.23	18.13	16.44	8.36	24.95
	Index	100	113	101	92	47	139
Age 65+				*		*	*
	Unwgted	8384	80	16	94	25	91
	Weighted (000)	39759	373	64	447	137	409
	Horz %	100.00	0.94	0.16	1.12	0.34	1.03
	Vert %	16.51	13.54	11.82	19.64	19.14	14.14
Age 65+	Index	100	82	72	119	116	86
				*		*	*
	Unwgted	10539	65	9	86	11	44
	Weighted (000)	44827	263	30	368	48	159
	Horz %	100.00	0.59	0.07	0.82	0.11	0.35
Age 65+	Vert %	18.62	9.56	5.45	16.20	6.68	5.48
	Index	100	51	29	87	36	29

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Age 21+	Unwgt'd	46843	467	94	462	145	560
	Weighted (000)	228583	2601	525	2179	703	2755
	Horz %	100.00	1.14	0.23	0.95	0.31	1.21
	Vert %	94.93	94.32	96.54	95.83	98.15	95.20
	Index	100	99	102	101	103	100
Age 18-34				*			
	Unwgt'd	11975	127	34	110	61	149
	Weighted (000)	72871	1019	251	642	253	877
	Horz %	100.00	1.40	0.35	0.88	0.35	1.20
	Vert %	30.26	36.94	46.25	28.21	35.23	30.30
Age 18-49	Index	100	122	153	93	116	100
	Unwgt'd	24725	276	53	252	107	374
	Weighted (000)	133805	1835	371	1270	507	2032
	Horz %	100.00	1.37	0.28	0.95	0.38	1.52
	Vert %	55.57	66.56	68.26	55.83	70.69	70.22
Age 25-54	Index	100	120	123	100	127	126
	Unwgt'd	25528	298	56	268	98	395
	Weighted (000)	125979	1694	318	1232	445	1996
	Horz %	100.00	1.34	0.25	0.98	0.35	1.58
	Vert %	52.32	61.44	58.57	54.20	62.07	68.97
Age 35-64	Index	100	117	112	104	119	132
	Unwgt'd	25759	286	53	280	76	388
	Weighted (000)	123081	1475	263	1264	416	1858
	Horz %	100.00	1.20	0.21	1.03	0.34	1.51
	Vert %	51.12	53.50	48.31	55.59	58.09	64.21
Age 50+	Index	100	105	94	109	114	126
				*		*	
	Unwgt'd	23548	202	43	224	41	207
	Weighted (000)	106974	922	173	1004	210	862
	Horz %	100.00	0.86	0.16	0.94	0.20	0.81
Median Age	Vert %	44.43	33.44	31.74	44.17	29.31	29.78
	Index	100	75	71	99	66	67
	Unwgt'd						
	Weighted (000)	46.80	41.70	36.70	46.40	40.60	43.10
	Horz %						
Race: White Only	Vert %						
	Index	100	89	78	99	87	92
	Unwgt'd	34938	407	73	428	118	532
	Weighted (000)	177950	2460	409	2032	581	2664
	Horz %	100.00	1.38	0.23	1.14	0.33	1.50
Race: Black/African-American Only	Vert %	73.91	89.22	75.15	89.37	81.03	92.04
	Index	100	121	102	121	110	125
			*	*	*	*	*
	Unwgt'd	5766	43	9	18	12	13
	Weighted (000)	29089	143	50	98	75	55
Race: Black/African-American Only	Horz %	100.00	0.49	0.17	0.34	0.26	0.19
	Vert %	12.08	5.19	9.27	4.32	10.50	1.90
	Index	100	43	77	36	87	16

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			*	*	*	*	*
Race: Asian	Unwgt'd	2336	6	3	8	5	12
	Weighted (000)	8427	20	14	22	18	48
	Horz %	100.00	0.24	0.16	0.26	0.21	0.57
	Vert %	3.50	0.74	2.49	0.96	2.49	1.65
	Index	100	21	71	27	71	47
			*	*	*	*	*
Race: Other Race/Multi-Racial	Unwgt'd	7569	28	14	30	18	36
	Weighted (000)	33741	154	85	144	61	176
	Horz %	100.00	0.46	0.25	0.43	0.18	0.52
	Vert %	14.01	5.58	15.58	6.31	8.47	6.07
	Index	100	40	111	45	60	43
			*	*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	44	18	36	19	40
	Weighted (000)	36640	316	126	251	85	217
	Horz %	100.00	0.86	0.34	0.68	0.23	0.59
	Vert %	15.22	11.46	23.09	11.03	11.91	7.52
	Index	100	75	152	72	78	49
			*	*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	14	6	12	7	17
	Weighted (000)	5719	67	34	50	26	49
	Horz %	100.00	1.17	0.59	0.87	0.45	0.85
	Vert %	2.38	2.42	6.21	2.18	3.63	1.68
	Index	100	102	261	92	153	71
			*	*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	1862	14	7	12	5	13
	Weighted (000)	9417	93	75	75	16	71
	Horz %	100.00	0.98	0.80	0.79	0.17	0.75
	Vert %	3.91	3.36	13.82	3.28	2.20	2.45
	Index	100	86	353	84	56	63
			*	*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1118	5	1	2	1	5
	Weighted (000)	10393	96	2	42	7	77
	Horz %	100.00	0.92	0.02	0.41	0.07	0.74
	Vert %	4.32	3.48	0.29	1.86	0.98	2.66
	Index	100	81	7	43	23	62
			*	*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1522	11	4	9	4	5
	Weighted (000)	8987	61	15	64	14	21
	Horz %	100.00	0.68	0.17	0.72	0.15	0.23
	Vert %	3.73	2.20	2.79	2.83	1.93	0.71
	Index	100	59	75	76	52	19
			*	*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	95	0	0	0	2	0
	Weighted (000)	1661	0	0	0	23	0
	Horz %	100.00	0.00	0.00	0.00	1.37	0.00
	Vert %	0.69	0.00	0.00	0.00	3.17	0.00
	Index	100	0	0	0	460	0
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6767	74	11	72	15	89
	Weighted (000)	25246	358	65	238	55	330
	Horz %	100.00	1.42	0.26	0.94	0.22	1.31
	Vert %	10.49	12.99	12.00	10.46	7.67	11.42
	Index	100	124	114	100	73	109

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				*		*	
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	129	20	152	44	176
	Weighted (000)	45336	583	85	604	185	783
	Horz %	100.00	1.29	0.19	1.33	0.41	1.73
	Vert %	18.83	21.16	15.55	26.58	25.85	27.04
	Index	100	112	83	141	137	144
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	27	9	17	14	27
	Weighted (000)	10486	120	33	93	52	108
	Horz %	100.00	1.15	0.32	0.89	0.49	1.03
	Vert %	4.36	4.36	6.16	4.08	7.20	3.74
	Index	100	100	141	94	165	86
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	27	10	33	13	48
	Weighted (000)	13387	139	34	150	63	225
	Horz %	100.00	1.04	0.25	1.12	0.47	1.68
	Vert %	5.56	5.04	6.22	6.59	8.75	7.77
	Index	100	91	112	119	157	140
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	108	23	93	29	152
	Weighted (000)	45271	570	126	379	100	804
	Horz %	100.00	1.26	0.28	0.84	0.22	1.78
	Vert %	18.80	20.67	23.10	16.67	13.91	27.79
	Index	100	110	123	89	74	148
			*	*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	82	19	89	28	75
	Weighted (000)	71224	695	172	659	212	529
	Horz %	100.00	0.98	0.24	0.93	0.30	0.74
	Vert %	29.58	25.21	31.56	28.98	29.55	18.27
	Index	100	85	107	98	100	62
			*	*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	31	4	20	5	14
	Weighted (000)	29828	291	29	151	51	115
	Horz %	100.00	0.98	0.10	0.51	0.17	0.39
	Vert %	12.39	10.56	5.41	6.63	7.06	3.98
	Index	100	85	44	53	57	32
			*	*	*	*	*
Currently Attending College or University	Unwgt'd	3453	28	15	32	11	44
	Weighted (000)	19367	195	82	195	45	289
	Horz %	100.00	1.01	0.42	1.00	0.23	1.49
	Vert %	8.04	7.07	15.11	8.55	6.30	9.97
	Index	100	88	188	106	78	124
			*	*	*	*	*
Employed Full Time	Unwgt'd	24928	293	63	273	108	401
	Weighted (000)	116486	1644	385	1242	520	1902
	Horz %	100.00	1.41	0.33	1.07	0.45	1.63
	Vert %	48.38	59.62	70.73	54.63	72.52	65.73
	Index	100	123	146	113	150	136
			*	*	*	*	*
Employed Part Time	Unwgt'd	5673	64	12	62	10	64
	Weighted (000)	29663	360	54	333	32	368
	Horz %	100.00	1.21	0.18	1.12	0.11	1.24
	Vert %	12.32	13.06	9.92	14.65	4.46	12.73
	Index	100	106	80	119	36	103

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Not Employed				*		*	
	Unwgt'd	17672	121	21	141	30	116
	Weighted (000)	94631	753	105	699	165	623
	Horz %	100.00	0.80	0.11	0.74	0.17	0.66
	Vert %	39.30	27.32	19.35	30.72	23.02	21.54
Index	100	70	49	78	59	55	
Temporarily Unemployed			*	*	*	*	*
	Unwgt'd	1992	16	2	14	8	13
	Weighted (000)	13071	153	22	66	73	140
	Horz %	100.00	1.17	0.17	0.50	0.56	1.07
	Vert %	5.43	5.54	3.99	2.90	10.25	4.82
Index	100	102	74	53	189	89	
Retired from Employment			*	*	*	*	*
	Unwgt'd	10157	62	11	82	10	56
	Weighted (000)	45370	282	46	350	43	204
	Horz %	100.00	0.62	0.10	0.77	0.09	0.45
	Vert %	18.84	10.23	8.49	15.41	5.96	7.06
Index	100	54	45	82	32	37	
Not Employed, Principal Shopper for Household			*	*	*	*	*
	Unwgt'd	2514	25	3	24	7	28
	Weighted (000)	16486	212	11	109	33	185
	Horz %	100.00	1.28	0.07	0.66	0.20	1.12
	Vert %	6.85	7.68	2.01	4.81	4.55	6.39
Index	100	112	29	70	66	93	
Occupation: Professional and Related Occupations			*	*	*	*	*
	Unwgt'd	7447	109	22	77	41	143
	Weighted (000)	33261	655	120	383	201	701
	Horz %	100.00	1.97	0.36	1.15	0.60	2.11
	Vert %	13.81	23.77	22.08	16.83	28.04	24.23
Index	100	172	160	122	203	175	
Occupation: Management, Business and Financial Operations			*	*	*	*	*
	Unwgt'd	6565	75	15	81	16	123
	Weighted (000)	24062	301	44	311	73	442
	Horz %	100.00	1.25	0.18	1.29	0.30	1.84
	Vert %	9.99	10.92	8.13	13.66	10.14	15.28
Index	100	109	81	137	101	153	
Occupation: Sales and Office Occupations			*	*	*	*	*
	Unwgt'd	5945	60	15	61	23	66
	Weighted (000)	32600	378	118	304	118	401
	Horz %	100.00	1.16	0.36	0.93	0.36	1.23
	Vert %	13.54	13.72	21.73	13.38	16.40	13.87
Index	100	101	160	99	121	102	
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*	*
	Unwgt'd	2586	23	7	28	8	50
	Weighted (000)	13486	117	58	127	34	239
	Horz %	100.00	0.86	0.43	0.94	0.25	1.77
	Vert %	5.60	4.23	10.61	5.59	4.80	8.26
Index	100	75	189	100	86	147	
Occupation: Other Employed			*	*	*	*	*
	Unwgt'd	8058	90	16	88	30	83
	Weighted (000)	42740	553	98	451	126	487
	Horz %	100.00	1.29	0.23	1.05	0.30	1.14
	Vert %	17.75	20.05	18.10	19.81	17.61	16.82
Index	100	113	102	112	99	95	

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			*	*	*	*	
Household Income: \$250,000+	Unwgt'd	1862	22	6	36	3	67
	Weighted (000)	7072	95	15	126	11	246
	Horz %	100.00	1.34	0.21	1.78	0.15	3.47
	Vert %	2.94	3.45	2.71	5.54	1.48	8.48
	Index	100	117	92	189	50	289
			*	*	*	*	*
Household Income: \$200,000- \$249,999	Unwgt'd	1511	23	3	35	8	33
	Weighted (000)	6244	102	28	129	30	101
	Horz %	100.00	1.64	0.46	2.06	0.48	1.62
	Vert %	2.59	3.71	5.24	5.67	4.20	3.49
	Index	100	143	202	219	162	135
			*	*	*	*	*
Household Income: \$150,000- \$199,999	Unwgt'd	3595	55	11	38	14	67
	Weighted (000)	16937	267	95	196	68	308
	Horz %	100.00	1.58	0.56	1.16	0.40	1.82
	Vert %	7.03	9.68	17.54	8.62	9.46	10.63
	Index	100	138	249	123	134	151
			*	*	*	*	*
Household Income: \$100,000- \$149,999	Unwgt'd	7160	108	19	90	33	129
	Weighted (000)	37688	692	115	423	147	731
	Horz %	100.00	1.84	0.30	1.12	0.39	1.94
	Vert %	15.65	25.11	21.06	18.61	20.58	25.27
	Index	100	160	135	119	131	161
			*	*	*	*	*
Household Income: \$75,000- \$99,999	Unwgt'd	6228	72	16	79	24	97
	Weighted (000)	32225	469	72	421	105	593
	Horz %	100.00	1.46	0.22	1.31	0.33	1.84
	Vert %	13.38	17.02	13.29	18.50	14.62	20.49
	Index	100	127	99	138	109	153
			*	*	*	*	*
Household Income: \$60,000- \$74,999	Unwgt'd	4977	53	8	57	18	77
	Weighted (000)	25163	295	60	231	106	379
	Horz %	100.00	1.17	0.24	0.92	0.42	1.50
	Vert %	10.45	10.68	11.05	10.17	14.76	13.08
	Index	100	102	106	97	141	125
			*	*	*	*	*
Household Income: \$50,000- \$59,999	Unwgt'd	3803	36	3	38	12	44
	Weighted (000)	18770	272	28	186	62	293
	Horz %	100.00	1.45	0.15	0.99	0.33	1.56
	Vert %	7.80	9.85	5.09	8.18	8.71	10.12
	Index	100	126	65	105	112	130
			*	*	*	*	*
Household Income: \$40,000- \$49,999	Unwgt'd	4778	38	10	32	14	33
	Weighted (000)	20586	184	68	124	52	135
	Horz %	100.00	0.90	0.33	0.60	0.25	0.65
	Vert %	8.55	6.68	12.51	5.46	7.27	4.65
	Index	100	78	146	64	85	54
			*	*	*	*	*
Household Income: \$30,000- \$39,999	Unwgt'd	4643	33	9	26	7	15
	Weighted (000)	22039	144	25	104	41	44
	Horz %	100.00	0.65	0.11	0.47	0.19	0.20
	Vert %	9.15	5.21	4.62	4.56	5.75	1.51
	Index	100	57	51	50	63	17

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			*	*	*	*	*
Household Income: \$20,000- \$29,999	Unwgt'd	4346	20	8	22	8	10
	Weighted (000)	21849	106	21	156	39	36
	Horz %	100.00	0.48	0.09	0.71	0.18	0.17
	Vert %	9.07	3.84	3.78	6.84	5.44	1.25
	Index	100	42	42	75	60	14
			*	*	*	*	*
Household Income: Under \$20,000	Unwgt'd	5370	18	3	23	7	9
	Weighted (000)	32207	131	17	179	56	29
	Horz %	100.00	0.41	0.05	0.56	0.17	0.09
	Vert %	13.38	4.76	3.12	7.86	7.75	1.02
	Index	100	36	23	59	58	8
Median Household Income	Unwgt'd						
	Weighted (000)	62.90	88.20	93.50	84.40	75.60	97.40
	Horz %						
	Vert %						
	Index	100	140	149	134	120	155
Marital Status: Single, Never Married	Unwgt'd			*		*	
	Weighted (000)	11890	114	29	95	43	128
	Horz %	100.00	1.24	0.29	0.76	0.29	1.11
	Vert %	27.98	30.39	36.50	22.52	27.21	25.84
	Index	100	109	130	80	97	92
Marital Status: Currently Married	Unwgt'd	24640	285	54	300	80	387
	Weighted (000)	127911	1561	312	1479	431	1929
	Horz %	100.00	1.22	0.24	1.16	0.34	1.51
	Vert %	53.12	56.61	57.37	65.05	60.17	66.64
	Index	100	107	108	122	113	125
Marital Status: Divorced or Legally Separated	Unwgt'd	7948	55	12	57	20	57
	Weighted (000)	30646	257	31	194	67	187
	Horz %	100.00	0.84	0.10	0.63	0.22	0.61
	Vert %	12.73	9.34	5.73	8.55	9.34	6.47
	Index	100	73	45	67	73	51
Marital Status: Widowed	Unwgt'd	3795	24	1	24	5	9
	Weighted (000)	14859	101	2	88	24	30
	Horz %	100.00	0.68	0.01	0.60	0.16	0.20
	Vert %	6.17	3.66	0.40	3.89	3.28	1.05
	Index	100	59	7	63	53	17
Marital Status: Engaged to Be Married	Unwgt'd	1949	25	6	21	9	16
	Weighted (000)	10768	220	49	109	38	71
	Horz %	100.00	2.04	0.45	1.02	0.36	0.66
	Vert %	4.47	7.97	8.92	4.81	5.36	2.46
	Index	100	178	199	108	120	55
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3390	59	4	44	16	32
	Weighted (000)	20609	388	38	213	55	194
	Horz %	100.00	1.88	0.18	1.04	0.27	0.94
	Vert %	8.56	14.08	6.98	9.39	7.63	6.71
	Index	100	164	82	110	89	78

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		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
Any Child(ren) Under Age 18 Living at Home					*		
	Unwgt'd	18110	221	27	179	73	259
	Weighted (000)	95244	1352	171	879	347	1342
	Horz %	100.00	1.42	0.18	0.92	0.36	1.41
	Vert %	39.56	49.04	31.41	38.66	48.38	46.37
Index	100	124	79	98	122	117	
1 Child Under Age 18 Currently Living at Home					*		*
	Unwgt'd	7249	104	12	72	35	114
	Weighted (000)	38782	705	89	389	188	642
	Horz %	100.00	1.82	0.23	1.00	0.48	1.65
	Vert %	16.11	25.57	16.34	17.09	26.22	22.18
Index	100	159	101	106	163	138	
2 Children Under Age 18 Currently Living at Home					*		*
	Unwgt'd	6875	88	12	73	33	110
	Weighted (000)	34084	431	72	335	118	547
	Horz %	100.00	1.26	0.21	0.98	0.35	1.60
	Vert %	14.16	15.63	13.17	14.75	16.45	18.89
Index	100	110	93	104	116	133	
3 Children Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgt'd	2656	20	3	25	5	28
	Weighted (000)	14443	138	10	98	41	118
	Horz %	100.00	0.95	0.07	0.68	0.28	0.82
	Vert %	6.00	5.00	1.91	4.32	5.71	4.08
Index	100	83	32	72	95	68	
4 Children Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgt'd	917	8	0	6	0	3
	Weighted (000)	5134	75	0	44	0	9
	Horz %	100.00	1.45	0.00	0.86	0.00	0.18
	Vert %	2.13	2.70	0.00	1.95	0.00	0.32
Index	100	127	0	91	0	15	
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgt'd	413	1	0	3	0	4
	Weighted (000)	2801	4	0	13	0	26
	Horz %	100.00	0.13	0.00	0.45	0.00	0.93
	Vert %	1.16	0.14	0.00	0.55	0.00	0.90
Index	100	12	0	47	0	77	
Own Home/Residence							
	Unwgt'd	33144	382	62	387	106	488
	Weighted (000)	160200	2175	328	1708	537	2402
	Horz %	100.00	1.36	0.20	1.07	0.34	1.50
	Vert %	66.53	78.88	60.26	75.13	74.99	82.99
Index	100	119	91	113	113	125	
Rent Home/Residence					*		*
	Unwgt'd	14554	92	33	88	39	89
	Weighted (000)	77579	528	215	561	172	486
	Horz %	100.00	0.68	0.28	0.72	0.22	0.63
	Vert %	32.22	19.15	39.57	24.68	23.94	16.78
Index	100	59	123	77	74	52	
Live Rent-Free in Home/Residence			*	*	*	*	*
	Unwgt'd	575	4	1	1	3	4
	Weighted (000)	3001	55	1	4	8	7
	Horz %	100.00	1.82	0.03	0.15	0.26	0.23
	Vert %	1.25	1.98	0.17	0.20	1.07	0.23
Index	100	159	14	16	86	19	

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		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
					*		*
Census Region: North East	Unwgt'd	11292	134	35	132	38	134
	Weighted (000)	43596	618	197	464	142	473
	Horz %	100.00	1.42	0.45	1.06	0.33	1.09
	Vert %	18.11	22.42	36.22	20.41	19.81	16.35
	Index	100	124	200	113	109	90
					*		*
Census Region: South	Unwgt'd	16777	163	25	156	54	214
	Weighted (000)	90561	1057	133	881	278	1184
	Horz %	100.00	1.17	0.15	0.97	0.31	1.31
	Vert %	37.61	38.34	24.41	38.74	38.75	40.92
	Index	100	102	65	103	103	109
					*		*
Census Region: Midwest	Unwgt'd	10348	88	22	124	34	112
	Weighted (000)	51575	500	118	554	204	628
	Horz %	100.00	0.97	0.23	1.07	0.40	1.22
	Vert %	21.42	18.13	21.77	24.34	28.49	21.70
	Index	100	85	102	114	133	101
					*		*
Census Region: West	Unwgt'd	9856	93	14	64	22	121
	Weighted (000)	55047	582	96	375	93	608
	Horz %	100.00	1.06	0.17	0.68	0.17	1.11
	Vert %	22.86	21.12	17.59	16.51	12.95	21.02
	Index	100	92	77	72	57	92
			*	*	*	*	*
Census Sub-Region: New England	Unwgt'd	2902	40	12	43	14	44
	Weighted (000)	11431	201	113	142	36	215
	Horz %	100.00	1.75	0.99	1.24	0.32	1.88
	Vert %	4.75	7.28	20.76	6.22	5.05	7.42
	Index	100	153	437	131	106	156
					*		*
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	94	23	89	24	90
	Weighted (000)	32165	417	84	323	106	259
	Horz %	100.00	1.30	0.26	1.00	0.33	0.80
	Vert %	13.36	15.14	15.46	14.19	14.77	8.93
	Index	100	113	116	106	111	67
					*		*
Census Sub-Region: South Atlantic	Unwgt'd	9468	81	17	90	29	112
	Weighted (000)	46537	458	94	451	146	569
	Horz %	100.00	0.98	0.20	0.97	0.31	1.22
	Vert %	19.33	16.62	17.34	19.83	20.43	19.68
	Index	100	86	90	103	106	102
			*	*	*	*	*
Census Sub-Region: East South Central	Unwgt'd	1936	20	1	13	7	29
	Weighted (000)	14894	184	5	125	42	245
	Horz %	100.00	1.24	0.03	0.84	0.28	1.65
	Vert %	6.19	6.67	0.89	5.50	5.81	8.47
	Index	100	108	14	89	94	137
					*		*
Census Sub-Region: West South Central	Unwgt'd	5373	62	7	53	18	73
	Weighted (000)	29130	415	34	305	90	370
	Horz %	100.00	1.42	0.12	1.05	0.31	1.27
	Vert %	12.10	15.05	6.18	13.41	12.51	12.78
	Index	100	124	51	111	103	106

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		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
Census Sub-Region: East North Central				*		*	
	Unwgted	7954	73	19	97	30	89
	Weighted (000)	35969	412	81	361	156	423
	Horz %	100.00	1.15	0.23	1.00	0.43	1.18
	Vert %	14.94	14.95	14.95	15.89	21.76	14.62
Census Sub-Region: West North Central	Index	100	100	100	106	146	98
			*	*	*	*	*
	Unwgted	2394	15	3	27	4	23
	Weighted (000)	15607	88	37	192	48	205
	Horz %	100.00	0.56	0.24	1.23	0.31	1.31
Census Sub-Region: Mountain	Vert %	6.48	3.18	6.82	8.45	6.73	7.08
	Index	100	49	105	130	104	109
			*	*	*	*	*
	Unwgted	2516	30	5	32	9	42
	Weighted (000)	17393	211	33	220	45	273
Census Sub-Region: Pacific	Horz %	100.00	1.22	0.19	1.26	0.26	1.57
	Vert %	7.22	7.67	6.03	9.66	6.30	9.43
	Index	100	106	84	134	87	131
			*	*	*	*	*
	Unwgted	7340	63	9	32	13	79
County Size: A	Weighted (000)	37654	371	63	156	48	335
	Horz %	100.00	0.98	0.17	0.41	0.13	0.89
	Vert %	15.64	13.45	11.56	6.85	6.64	11.59
	Index	100	86	74	44	42	74
			*	*	*	*	*
County Size: B	Unwgted	26336	239	47	260	82	319
	Weighted (000)	101038	994	184	935	301	1152
	Horz %	100.00	0.98	0.18	0.93	0.30	1.14
	Vert %	41.96	36.06	33.84	41.13	42.01	39.81
	Index	100	86	81	98	100	95
County Size: C/D				*		*	
	Unwgted	11787	131	28	114	34	153
	Weighted (000)	70879	959	247	651	180	962
	Horz %	100.00	1.35	0.35	0.92	0.25	1.36
	Vert %	29.44	34.80	45.37	28.62	25.05	33.23
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Index	100	118	154	97	85	113
			*	*	*	*	*
	Unwgted	10150	108	21	102	32	109
	Weighted (000)	68862	804	113	688	236	780
	Horz %	100.00	1.17	0.16	1.00	0.34	1.13
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Vert %	28.60	29.15	20.79	30.25	32.94	26.96
	Index	100	102	73	106	115	94
			*	*	*	*	*
	Unwgted	1208	17	2	12	6	23
	Weighted (000)	4881	64	2	26	49	111
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Horz %	100.00	1.31	0.05	0.54	1.01	2.27
	Vert %	2.03	2.31	0.45	1.15	6.87	3.83
	Index	100	114	22	57	339	189
			*	*	*	*	*
	Unwgted	8156	80	16	86	38	114
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Weighted (000)	39455	511	104	376	135	614
	Horz %	100.00	1.30	0.26	0.95	0.34	1.56
	Vert %	16.39	18.54	19.14	16.55	18.90	21.22
	Index	100	113	117	101	115	130
			*	*	*	*	*

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
			*	*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	16	2	8	7	19
	Weighted (000)	6602	118	15	75	37	113
	Horz %	100.00	1.79	0.23	1.14	0.56	1.70
	Vert %	2.74	4.28	2.76	3.32	5.15	3.89
	Index	100	156	101	121	188	142
			*	*	*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	2	0	4	0	5
	Weighted (000)	1442	6	0	14	0	29
	Horz %	100.00	0.45	0.00	1.00	0.00	1.99
	Vert %	0.60	0.23	0.00	0.63	0.00	0.99
	Index	100	39	0	106	0	166
			*	*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	28	4	27	8	36
	Weighted (000)	8071	72	6	51	17	81
	Horz %	100.00	0.89	0.08	0.63	0.21	1.00
	Vert %	3.35	2.62	1.17	2.24	2.36	2.78
	Index	100	78	35	67	70	83
			*	*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	41	11	37	17	55
	Weighted (000)	12832	190	53	120	48	245
	Horz %	100.00	1.48	0.41	0.94	0.37	1.91
	Vert %	5.33	6.91	9.78	5.29	6.68	8.48
	Index	100	130	183	99	125	159
			*	*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	8	2	11	0	18
	Weighted (000)	4021	68	17	37	0	88
	Horz %	100.00	1.69	0.42	0.93	0.00	2.20
	Vert %	1.67	2.46	3.14	1.64	0.00	3.06
	Index	100	147	188	98	0	183
			*	*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	55	5	29	11	57
	Weighted (000)	15752	324	26	111	70	276
	Horz %	100.00	2.06	0.16	0.71	0.44	1.75
	Vert %	6.54	11.75	4.73	4.89	9.74	9.55
	Index	100	180	72	75	149	146
			*	*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	122	24	95	43	114
	Weighted (000)	45814	813	177	444	201	645
	Horz %	100.00	1.78	0.39	0.97	0.44	1.41
	Vert %	19.03	29.50	32.48	19.54	28.09	22.30
	Index	100	155	171	103	148	117
			*	*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	27	8	36	7	43
	Weighted (000)	14188	131	79	117	56	232
	Horz %	100.00	0.92	0.55	0.82	0.40	1.63
	Vert %	5.89	4.74	14.46	5.14	7.85	8.01
	Index	100	80	245	87	133	136
			*	*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3601	55	7	51	10	70
	Weighted (000)	18087	269	25	174	59	343
	Horz %	100.00	1.49	0.14	0.96	0.33	1.90
	Vert %	7.51	9.76	4.67	7.66	8.30	11.84
	Index	100	130	62	102	110	158

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		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
			*	*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1383	15	1	13	5	12
	Weighted (000)	5415	44	1	52	30	47
	Horz %	100.00	0.81	0.01	0.95	0.55	0.87
	Vert %	2.25	1.59	0.13	2.27	4.14	1.62
	Index	100	71	6	101	184	72
				*		*	
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8065	102	19	101	32	136
	Weighted (000)	46392	672	157	556	183	843
	Horz %	100.00	1.45	0.34	1.20	0.40	1.82
	Vert %	19.27	24.38	28.92	24.45	25.58	29.13
	Index	100	127	150	127	133	151
			*	*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	289	1	2	0	1	4
	Weighted (000)	1180	2	36	0	2	7
	Horz %	100.00	0.18	3.09	0.00	0.15	0.59
	Vert %	0.49	0.08	6.70	0.00	0.25	0.24
	Index	100	16	1366	0	52	49
			*	*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	730	5	2	1	0	2
	Weighted (000)	4011	16	19	5	0	4
	Horz %	100.00	0.40	0.47	0.12	0.00	0.10
	Vert %	1.67	0.59	3.44	0.22	0.00	0.14
	Index	100	35	207	13	0	8
			*	*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	2429	17	9	11	7	15
	Weighted (000)	15349	102	53	79	18	80
	Horz %	100.00	0.66	0.35	0.52	0.12	0.52
	Vert %	6.37	3.69	9.78	3.49	2.55	2.75
	Index	100	58	153	55	40	43
			*	*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgted	3507	43	9	46	13	55
	Weighted (000)	16479	288	41	187	28	298
	Horz %	100.00	1.75	0.25	1.14	0.17	1.81
	Vert %	6.84	10.45	7.55	8.24	3.87	10.30
	Index	100	153	110	120	57	151
			*	*	*	*	*
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgted	702	5	0	6	3	6
	Weighted (000)	2542	26	0	12	6	19
	Horz %	100.00	1.01	0.00	0.49	0.22	0.76
	Vert %	1.06	0.93	0.00	0.55	0.78	0.66
	Index	100	88	0	52	73	63
			*	*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	991	8	5	5	0	6
	Weighted (000)	6494	49	38	22	0	25
	Horz %	100.00	0.75	0.59	0.34	0.00	0.38
	Vert %	2.70	1.76	7.07	0.98	0.00	0.85
	Index	100	65	262	36	0	31
			*	*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5900	57	8	70	11	80
	Weighted (000)	23011	228	42	280	42	285
	Horz %	100.00	0.99	0.18	1.22	0.18	1.24
	Vert %	9.56	8.25	7.72	12.31	5.83	9.86
	Index	100	86	81	129	61	103

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		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
			*	*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1671	17	4	14	4	14
	Weighted (000)	8714	95	12	56	29	44
	Horz %	100.00	1.09	0.13	0.64	0.33	0.51
	Vert %	3.62	3.44	2.13	2.46	4.07	1.53
	Index	100	95	59	68	112	42
			*	*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2634	21	6	25	3	33
	Weighted (000)	10681	92	54	86	15	136
	Horz %	100.00	0.87	0.50	0.80	0.14	1.27
	Vert %	4.44	3.35	9.86	3.78	2.15	4.70
	Index	100	76	222	85	49	106
			*	*	*	*	*
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgted	3953	31	9	33	14	39
	Weighted (000)	20069	149	44	136	90	183
	Horz %	100.00	0.74	0.22	0.68	0.45	0.91
	Vert %	8.34	5.41	8.17	6.00	12.53	6.31
	Index	100	65	98	72	150	76
			*	*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2820	31	8	22	13	23
	Weighted (000)	14985	175	49	100	57	115
	Horz %	100.00	1.17	0.32	0.67	0.38	0.77
	Vert %	6.22	6.34	8.92	4.39	7.89	3.98
	Index	100	102	143	71	127	64
				*		*	
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgted	3771	67	13	61	13	72
	Weighted (000)	18525	386	74	246	75	391
	Horz %	100.00	2.08	0.40	1.33	0.41	2.11
	Vert %	7.69	14.00	13.57	10.82	10.52	13.50
	Index	100	182	176	141	137	176
			*	*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1166	11	2	12	4	15
	Weighted (000)	6001	64	40	64	24	63
	Horz %	100.00	1.07	0.67	1.07	0.39	1.05
	Vert %	2.49	2.32	7.35	2.82	3.28	2.18
	Index	100	93	295	113	132	88
			*	*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	791	6	1	3	3	4
	Weighted (000)	4990	39	8	47	7	37
	Horz %	100.00	0.77	0.16	0.94	0.15	0.74
	Vert %	2.07	1.40	1.45	2.06	1.02	1.28
	Index	100	67	70	99	49	62
			*	*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	315	2	1	0	2	2
	Weighted (000)	1793	11	8	0	3	4
	Horz %	100.00	0.60	0.44	0.00	0.18	0.24
	Vert %	0.74	0.39	1.45	0.00	0.46	0.15
	Index	100	52	194	0	61	20
			*	*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	5190	42	12	28	14	28
	Weighted (000)	26664	220	111	176	81	116
	Horz %	100.00	0.82	0.42	0.66	0.31	0.44
	Vert %	11.07	7.97	20.46	7.75	11.36	4.01
	Index	100	72	185	70	103	36

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
			*	*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2379	23	3	7	5	9
	Weighted (000)	11083	86	14	53	26	54
	Horz %	100.00	0.78	0.12	0.48	0.23	0.49
	Vert %	4.60	3.12	2.48	2.34	3.62	1.88
	Index	100	68	54	51	79	41
			*	*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume)	Unwgted	1939	15	6	11	6	12
	Weighted (000)	11362	78	55	59	49	51
	Horz %	100.00	0.69	0.48	0.52	0.43	0.45
	Vert %	4.72	2.85	10.12	2.59	6.86	1.78
	Index	100	60	215	55	145	38
			*	*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1269	18	2	13	4	12
	Weighted (000)	7051	100	23	31	9	70
	Horz %	100.00	1.42	0.33	0.44	0.13	0.99
	Vert %	2.93	3.63	4.24	1.36	1.31	2.42
	Index	100	124	145	46	45	83
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40314	409	83	421	132	527
	Weighted (000)	198598	2355	498	1993	644	2602
	Horz %	100.00	1.19	0.25	1.00	0.32	1.31
	Vert %	82.48	85.41	91.65	87.65	89.81	89.90
	Index	100	104	111	106	109	109
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	24949	276	52	276	76	333
	Weighted (000)	119900	1539	329	1224	406	1469
	Horz %	100.00	1.28	0.27	1.02	0.34	1.22
	Vert %	49.80	55.83	60.52	53.84	56.70	50.75
	Index	100	112	122	108	114	102
				*			
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18085	185	37	186	51	228
	Weighted (000)	89896	1051	241	935	298	1230
	Horz %	100.00	1.17	0.27	1.04	0.33	1.37
	Vert %	37.34	38.12	44.40	41.11	41.56	42.51
	Index	100	102	119	110	111	114
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21647	237	50	229	78	322
	Weighted (000)	104254	1393	317	1143	361	1532
	Horz %	100.00	1.34	0.30	1.10	0.35	1.47
	Vert %	43.30	50.52	58.27	50.26	50.38	52.95
	Index	100	117	135	116	116	122
				*		*	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7445	68	13	69	25	81
	Weighted (000)	38037	454	108	331	141	469
	Horz %	100.00	1.19	0.28	0.87	0.37	1.23
	Vert %	15.80	16.47	19.80	14.55	19.74	16.20
	Index	100	104	125	92	125	103
			*	*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2311	17	8	20	8	24
	Weighted (000)	11829	98	23	140	71	186
	Horz %	100.00	0.83	0.19	1.19	0.60	1.57
	Vert %	4.91	3.55	4.22	6.17	9.93	6.43
	Index	100	72	86	126	202	131

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		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
					*		*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	153	39	165	42	187
	Weighted (000)	75340	787	238	806	199	857
	Horz %	100.00	1.04	0.32	1.07	0.26	1.14
	Vert %	31.29	28.53	43.74	35.46	27.77	29.60
	Index	100	91	140	113	89	95
					*		
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	224	40	232	61	295
	Weighted (000)	103236	1266	217	1018	320	1485
	Horz %	100.00	1.23	0.21	0.99	0.31	1.44
	Vert %	42.88	45.93	39.90	44.78	44.62	51.30
	Index	100	107	93	104	104	120
					*		
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	154	33	183	56	208
	Weighted (000)	81300	858	181	837	208	1083
	Horz %	100.00	1.06	0.22	1.03	0.26	1.33
	Vert %	33.77	31.12	33.35	36.79	29.01	37.41
	Index	100	92	99	109	86	111
					*		*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	60	16	80	28	102
	Weighted (000)	39381	366	123	451	132	558
	Horz %	100.00	0.93	0.31	1.15	0.33	1.42
	Vert %	16.36	13.29	22.62	19.83	18.39	19.28
	Index	100	81	138	121	112	118
			*	*	*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	13	6	15	2	15
	Weighted (000)	9954	56	18	84	2	115
	Horz %	100.00	0.56	0.18	0.85	0.02	1.15
	Vert %	4.13	2.03	3.37	3.70	0.26	3.97
	Index	100	49	81	90	6	96
					*		*
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	101	21	92	28	131
	Weighted (000)	62580	554	132	381	127	619
	Horz %	100.00	0.88	0.21	0.61	0.20	0.99
	Vert %	25.99	20.08	24.27	16.74	17.73	21.39
	Index	100	77	93	64	68	82
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	390	83	408	123	519
	Weighted (000)	181109	2256	468	1935	594	2629
	Horz %	100.00	1.25	0.26	1.07	0.33	1.45
	Vert %	75.22	81.83	86.09	85.10	82.93	90.83
	Index	100	109	114	113	110	121
					*		*
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	70	19	50	17	98
	Weighted (000)	29668	390	144	228	98	418
	Horz %	100.00	1.32	0.49	0.77	0.33	1.41
	Vert %	12.32	14.16	26.49	10.03	13.67	14.44
	Index	100	115	215	81	111	117
			*	*	*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	5	3	6	4	18
	Weighted (000)	6331	27	27	41	9	74
	Horz %	100.00	0.43	0.42	0.64	0.14	1.18
	Vert %	2.63	0.99	4.88	1.79	1.22	2.57
	Index	100	38	186	68	46	98

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
				*		*	
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	126	24	124	38	159
	Weighted (000)	72174	678	199	588	231	698
	Horz %	100.00	0.94	0.28	0.82	0.32	0.97
	Vert %	29.97	24.57	36.59	25.87	32.17	24.11
	Index	100	82	122	86	107	80
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	361	79	373	114	467
	Weighted (000)	166202	2110	466	1742	540	2344
	Horz %	100.00	1.27	0.28	1.05	0.32	1.41
	Vert %	69.03	76.51	85.67	76.59	75.30	81.00
	Index	100	111	124	111	109	117
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	16	2	20	5	32
	Weighted (000)	11015	137	4	126	23	132
	Horz %	100.00	1.25	0.04	1.15	0.21	1.20
	Vert %	4.57	4.98	0.83	5.56	3.17	4.56
	Index	100	109	18	122	69	100
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	8	1	6	6	23
	Weighted (000)	6306	63	3	24	34	122
	Horz %	100.00	1.01	0.04	0.38	0.54	1.93
	Vert %	2.62	2.30	0.48	1.05	4.75	4.22
	Index	100	88	18	40	181	161
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	84	16	92	28	109
	Weighted (000)	37690	385	111	353	104	449
	Horz %	100.00	1.02	0.29	0.94	0.27	1.19
	Vert %	15.65	13.98	20.40	15.54	14.45	15.53
	Index	100	89	130	99	92	99
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	374	79	379	111	456
	Weighted (000)	181675	2165	483	1791	518	2289
	Horz %	100.00	1.19	0.27	0.99	0.29	1.26
	Vert %	75.45	78.51	88.81	78.76	72.28	79.10
	Index	100	104	118	104	96	105
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	393	81	405	122	483
	Weighted (000)	193871	2254	493	1883	563	2389
	Horz %	100.00	1.16	0.25	0.97	0.29	1.23
	Vert %	80.52	81.76	90.61	82.81	78.54	82.56
	Index	100	102	113	103	98	103
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	79	16	100	27	132
	Weighted (000)	28450	392	51	448	138	576
	Horz %	100.00	1.38	0.18	1.58	0.48	2.03
	Vert %	11.82	14.20	9.29	19.71	19.20	19.91
	Index	100	120	79	167	162	168
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	114	26	151	36	189
	Weighted (000)	41160	592	108	683	165	808
	Horz %	100.00	1.44	0.26	1.66	0.40	1.96
	Vert %	17.09	21.46	19.86	30.03	23.01	27.91
	Index	100	126	116	176	135	163

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		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
					*		
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	196	48	247	74	327
	Weighted (000)	71398	1140	264	1123	322	1673
	Horz %	100.00	1.60	0.37	1.57	0.45	2.34
	Vert %	29.65	41.34	48.47	49.39	44.90	57.80
	Index	100	139	163	167	151	195
					*		
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	199	43	193	54	259
	Weighted (000)	62882	1245	245	914	252	1306
	Horz %	100.00	1.98	0.39	1.45	0.40	2.08
	Vert %	26.12	45.15	44.98	40.19	35.11	45.14
	Index	100	173	172	154	134	173
					*		*
listened online to streaming AM/FM broadcast radio stations	Unwgt'd	7450	85	16	80	27	114
	Weighted (000)	36486	436	84	338	111	517
	Horz %	100.00	1.19	0.23	0.93	0.30	1.42
	Vert %	15.15	15.80	15.42	14.86	15.43	17.85
	Index	100	104	102	98	102	118
					*		*
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgt'd	14104	160	30	147	58	208
	Weighted (000)	70596	873	233	653	261	1038
	Horz %	100.00	1.24	0.33	0.92	0.37	1.47
	Vert %	29.32	31.68	42.77	28.71	36.48	35.87
	Index	100	108	146	98	124	122
					*		*
Listened to Any Radio on the Internet/Online-Past Month	Unwgt'd	20341	230	47	221	80	298
	Weighted (000)	101859	1366	339	994	344	1496
	Horz %	100.00	1.34	0.33	0.98	0.34	1.47
	Vert %	42.30	49.55	62.29	43.72	48.06	51.68
	Index	100	117	147	103	114	122
			*	*	*	*	*
Visited a radio station, radio program or radio personality's website	Unwgt'd	3495	41	10	37	8	44
	Weighted (000)	16642	208	36	140	37	163
	Horz %	100.00	1.25	0.22	0.84	0.22	0.98
	Vert %	6.91	7.54	6.69	6.18	5.10	5.64
	Index	100	109	97	89	74	82
					*		*
Downloaded music - Past Month	Unwgt'd	10131	127	30	99	36	129
	Weighted (000)	53361	845	202	464	170	603
	Horz %	100.00	1.58	0.38	0.87	0.32	1.13
	Vert %	22.16	30.64	37.19	20.40	23.70	20.84
	Index	100	138	168	92	107	94
			*	*	*	*	*
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	31	6	22	15	44
	Weighted (000)	11952	144	53	86	48	172
	Horz %	100.00	1.21	0.45	0.72	0.40	1.44
	Vert %	4.96	5.23	9.79	3.80	6.67	5.94
	Index	100	105	197	77	134	120
			*	*	*	*	*
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgt'd	3490	42	9	46	18	55
	Weighted (000)	17709	241	82	195	60	322
	Horz %	100.00	1.36	0.46	1.10	0.34	1.82
	Vert %	7.36	8.76	15.00	8.56	8.41	11.13
	Index	100	119	204	116	114	151

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		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
					*		*
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgted	7650	90	16	88	24	115
	Weighted (000)	36645	596	125	382	111	503
	Horz %	100.00	1.63	0.34	1.04	0.30	1.37
	Vert %	15.22	21.61	22.94	16.78	15.42	17.39
	Index	100	142	151	110	101	114
					*		
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgted	13348	149	32	141	57	202
	Weighted (000)	68670	861	242	616	264	1019
	Horz %	100.00	1.25	0.35	0.90	0.38	1.48
	Vert %	28.52	31.22	44.54	27.11	36.87	35.20
	Index	100	109	156	95	129	123
					*		*
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgted	4026	54	6	49	13	50
	Weighted (000)	21138	386	39	246	58	251
	Horz %	100.00	1.83	0.18	1.17	0.27	1.19
	Vert %	8.78	14.01	7.14	10.84	8.10	8.67
	Index	100	160	81	123	92	99
					*		*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16441	156	34	164	53	180
	Weighted (000)	83247	942	260	742	271	868
	Horz %	100.00	1.13	0.31	0.89	0.33	1.04
	Vert %	34.57	34.16	47.81	32.64	37.76	30.00
	Index	100	99	138	94	109	87
					*		*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13568	136	30	135	41	136
	Weighted (000)	68583	787	248	606	215	679
	Horz %	100.00	1.15	0.36	0.88	0.31	0.99
	Vert %	28.48	28.55	45.69	26.63	30.03	23.45
	Index	100	100	160	93	105	82
					*		*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16787	170	39	183	59	193
	Weighted (000)	84735	991	240	792	281	910
	Horz %	100.00	1.17	0.28	0.94	0.33	1.07
	Vert %	35.19	35.93	44.09	34.85	39.23	31.43
	Index	100	102	125	99	111	89
					*		*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12871	135	31	149	39	140
	Weighted (000)	66195	726	180	696	198	651
	Horz %	100.00	1.10	0.27	1.05	0.30	0.98
	Vert %	27.49	26.34	33.05	30.62	27.64	22.50
	Index	100	96	120	111	101	82
					*		*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38660	402	80	405	123	448
	Weighted (000)	189912	2282	437	1908	574	2232
	Horz %	100.00	1.20	0.23	1.00	0.30	1.18
	Vert %	78.87	82.77	80.42	83.88	80.08	77.12
	Index	100	105	102	106	102	98
					*		*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30696	319	63	320	94	346
	Weighted (000)	149196	1767	371	1441	467	1633
	Horz %	100.00	1.18	0.25	0.97	0.31	1.09
	Vert %	61.96	64.10	68.31	63.35	65.18	56.44
	Index	100	103	110	102	105	91

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		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26491	286	50	281	80	292
	Weighted (000)	129997	1598	221	1378	389	1446
	Horz %	100.00	1.23	0.17	1.06	0.30	1.11
	Vert %	53.99	57.97	40.68	60.59	54.28	49.96
	Index	100	107	75	112	101	93
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30904	323	66	336	98	351
	Weighted (000)	150311	1817	338	1551	446	1711
	Horz %	100.00	1.21	0.22	1.03	0.30	1.14
	Vert %	62.43	65.90	62.16	68.20	62.30	59.11
	Index	100	106	100	109	100	95
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13385	110	17	100	30	93
	Weighted (000)	71448	759	90	550	153	509
	Horz %	100.00	1.06	0.13	0.77	0.21	0.71
	Vert %	29.67	27.53	16.55	24.17	21.37	17.58
	Index	100	93	56	81	72	59
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm- 6:30 pm (Central/Mountain)	Unwgted	23966	228	46	241	72	254
	Weighted (000)	120410	1349	303	1129	377	1321
	Horz %	100.00	1.12	0.25	0.94	0.31	1.10
	Vert %	50.01	48.94	55.72	49.66	52.62	45.65
	Index	100	98	111	99	105	91
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)	Unwgted	7819	82	16	81	21	68
	Weighted (000)	39930	472	95	413	136	365
	Horz %	100.00	1.18	0.24	1.04	0.34	0.91
	Vert %	16.58	17.11	17.48	18.18	18.94	12.60
	Index	100	103	105	110	114	76
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19776	193	39	201	60	209
	Weighted (000)	98663	1181	230	970	264	1079
	Horz %	100.00	1.20	0.23	0.98	0.27	1.09
	Vert %	40.98	42.82	42.32	42.67	36.86	37.29
	Index	100	104	103	104	90	91
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgted	23713	233	44	244	66	263
	Weighted (000)	118404	1481	243	1234	287	1341
	Horz %	100.00	1.25	0.21	1.04	0.24	1.13
	Vert %	49.18	53.73	44.72	54.25	40.05	46.35
	Index	100	109	91	110	81	94
Downloaded a TV Program - Past Month	Unwgted	2546	29	6	18	6	38
	Weighted (000)	12316	151	24	55	19	176
	Horz %	100.00	1.23	0.20	0.45	0.15	1.43
	Vert %	5.11	5.49	4.49	2.43	2.60	6.09
	Index	100	107	88	47	51	119
Watched a TV Program Online - Past Month	Unwgted	8662	101	21	73	30	129
	Weighted (000)	42288	584	119	261	125	578
	Horz %	100.00	1.38	0.28	0.62	0.30	1.37
	Vert %	17.56	21.18	21.89	11.48	17.41	19.97
	Index	100	121	125	65	99	114

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
					*		*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	108	25	100	36	142
	Weighted (000)	49642	615	175	441	150	558
	Horz %	100.00	1.24	0.35	0.89	0.30	1.12
	Vert %	20.62	22.30	32.19	19.39	20.91	19.30
	Index	100	108	156	94	101	94
					*		*
Looked at TV Listings Online - Past Month	Unwgt'd	5556	66	13	50	17	63
	Weighted (000)	25739	429	51	209	87	267
	Horz %	100.00	1.67	0.20	0.81	0.34	1.04
	Vert %	10.69	15.55	9.34	9.18	12.09	9.23
	Index	100	145	87	86	113	86
Household Subscribes to Cable TV	Unwgt'd	22719	217	53	240	72	249
	Weighted (000)	108255	1175	345	1078	365	1173
	Horz %	100.00	1.08	0.32	1.00	0.34	1.08
	Vert %	44.96	42.60	63.39	47.40	50.99	40.52
	Index	100	95	141	105	113	90
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	416	76	409	130	493
	Weighted (000)	191150	2362	446	1966	632	2457
	Horz %	100.00	1.24	0.23	1.03	0.33	1.29
	Vert %	79.39	85.68	81.98	86.44	88.23	84.88
	Index	100	108	103	109	111	107
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	402	75	404	128	473
	Weighted (000)	184440	2283	427	1942	624	2390
	Horz %	100.00	1.24	0.23	1.05	0.34	1.30
	Vert %	76.60	82.78	78.53	85.40	87.00	82.57
	Index	100	108	103	111	114	108
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	309	56	302	94	331
	Weighted (000)	137528	1808	348	1435	464	1727
	Horz %	100.00	1.31	0.25	1.04	0.34	1.26
	Vert %	57.12	65.57	63.97	63.09	64.76	59.68
	Index	100	115	112	110	113	104
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	189	42	164	61	229
	Weighted (000)	77280	1047	263	718	269	1059
	Horz %	100.00	1.36	0.34	0.93	0.35	1.37
	Vert %	32.10	37.98	48.40	31.59	37.49	36.60
	Index	100	118	151	98	117	114
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	6244	90	18	76	18	115
	Weighted (000)	29338	483	123	366	78	692
	Horz %	100.00	1.65	0.42	1.25	0.27	2.36
	Vert %	12.18	17.51	22.55	16.12	10.85	23.92
	Index	100	144	185	132	89	196
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	177	37	162	70	221
	Weighted (000)	59903	948	215	616	300	938
	Horz %	100.00	1.58	0.36	1.03	0.50	1.57
	Vert %	24.88	34.37	39.58	27.09	41.83	32.40
	Index	100	138	159	109	168	130

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
Household Has a Satellite Dish				*		*	
	Unwgted	10901	140	14	109	36	161
	Weighted (000)	62972	974	68	679	193	969
	Horz %	100.00	1.55	0.11	1.08	0.31	1.54
	Vert %	26.15	35.33	12.57	29.84	26.91	33.49
Index	100	135	48	114	103	128	
Household Has a Digital Video Recorder (DVR)							
	Unwgted	24213	291	50	301	94	366
	Weighted (000)	117400	1705	274	1439	482	1768
	Horz %	100.00	1.45	0.23	1.23	0.41	1.51
	Vert %	48.76	61.84	50.48	63.28	67.23	61.08
Index	100	127	104	130	138	125	
Any Internet/Online Activity - Past Month							
	Unwgted	41735	441	92	441	139	562
	Weighted (000)	203627	2487	534	2060	646	2740
	Horz %	100.00	1.22	0.26	1.01	0.32	1.35
	Vert %	84.57	90.19	98.24	90.58	90.20	94.67
Index	100	107	116	107	107	112	
Played Games Online - Past Month				*			
	Unwgted	13858	144	34	142	52	183
	Weighted (000)	73582	911	205	779	258	1020
	Horz %	100.00	1.24	0.28	1.06	0.35	1.39
	Vert %	30.56	33.04	37.61	34.24	36.06	35.25
Index	100	108	123	112	118	115	
Downloaded a Video Game - Past Month				*	*	*	
	Unwgted	5181	63	9	45	15	63
	Weighted (000)	29277	438	65	254	58	325
	Horz %	100.00	1.49	0.22	0.87	0.20	1.11
	Vert %	12.16	15.87	11.88	11.15	8.05	11.24
Index	100	131	98	92	66	92	
Downloaded a Movie - Past Month				*	*	*	
	Unwgted	4298	63	10	49	13	58
	Weighted (000)	21411	371	48	184	47	292
	Horz %	100.00	1.73	0.22	0.86	0.22	1.37
	Vert %	8.89	13.44	8.77	8.09	6.50	10.11
Index	100	151	99	91	73	114	
Watched a Movie Online - Past Month				*		*	
	Unwgted	10210	105	24	97	34	151
	Weighted (000)	51231	612	165	427	134	758
	Horz %	100.00	1.20	0.32	0.83	0.26	1.48
	Vert %	21.28	22.21	30.28	18.79	18.76	26.18
Index	100	104	142	88	88	123	
Watched Online Video (Not Movie, TV) - Past Month				*		*	
	Unwgted	8994	106	12	92	36	131
	Weighted (000)	44949	632	60	374	186	610
	Horz %	100.00	1.41	0.13	0.83	0.41	1.36
	Vert %	18.67	22.94	11.11	16.43	25.95	21.06
Index	100	123	60	88	139	113	
Visited a Chat Room - Past Month			*	*	*	*	*
	Unwgted	2241	25	3	10	5	26
	Weighted (000)	11411	126	16	41	17	98
	Horz %	100.00	1.11	0.14	0.36	0.15	0.86
	Vert %	4.74	4.58	2.89	1.81	2.32	3.38
Index	100	97	61	38	49	71	

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
Used e-Mail - Past Month	Unwgt'd	36995	409	88	408	127	514
	Weighted (000)	174261	2277	498	1826	562	2452
	Horz %	100.00	1.31	0.29	1.05	0.32	1.41
	Vert %	72.37	82.59	91.62	80.27	78.42	84.73
	Index	100	114	127	111	108	117
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	295	66	280	101	388
	Weighted (000)	135807	1817	407	1337	517	1929
	Horz %	100.00	1.34	0.30	0.98	0.38	1.42
	Vert %	56.40	65.90	74.90	58.77	72.17	66.64
	Index	100	117	133	104	128	118
Visited Online Blogs - Past Month	Unwgt'd	6524	79	13	62	22	85
	Weighted (000)	31710	457	61	259	105	344
	Horz %	100.00	1.44	0.19	0.82	0.33	1.08
	Vert %	13.17	16.58	11.25	11.41	14.64	11.87
	Index	100	126	85	87	111	90
Wrote an Online Blog - Past Month	Unwgt'd	1311	13	5	18	5	10
	Weighted (000)	6536	70	32	72	18	34
	Horz %	100.00	1.07	0.49	1.09	0.28	0.52
	Vert %	2.71	2.55	5.85	3.14	2.57	1.17
	Index	100	94	216	116	95	43
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	43	8	31	17	52
	Weighted (000)	19478	254	41	114	84	278
	Horz %	100.00	1.30	0.21	0.58	0.43	1.43
	Vert %	8.09	9.21	7.50	4.99	11.72	9.61
	Index	100	114	93	62	145	119
Accessed Any Social/Networking/Photo/Vide o Web Site - Past Month	Unwgt'd	35665	393	84	381	129	502
	Weighted (000)	177442	2280	507	1818	621	2411
	Horz %	100.00	1.28	0.29	1.02	0.35	1.36
	Vert %	73.69	82.67	93.30	79.95	86.64	83.31
	Index	100	112	127	108	118	113
Accessed Facebook.com - Past Month	Unwgt'd	28781	310	62	316	112	383
	Weighted (000)	145748	1854	339	1566	556	1949
	Horz %	100.00	1.27	0.23	1.07	0.38	1.34
	Vert %	60.53	67.24	62.42	68.87	77.63	67.36
	Index	100	111	103	114	128	111
Accessed Foursquare - Past Month	Unwgt'd	326	0	0	2	0	5
	Weighted (000)	1536	0	0	5	0	31
	Horz %	100.00	0.00	0.00	0.34	0.00	2.04
	Vert %	0.64	0.00	0.00	0.23	0.00	1.08
	Index	100	0	0	36	0	170
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	84	14	83	24	111
	Weighted (000)	41531	514	115	370	133	466
	Horz %	100.00	1.24	0.28	0.89	0.32	1.12
	Vert %	17.25	18.64	21.13	16.26	18.55	16.09
	Index	100	108	122	94	108	93

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
Accessed LinkedIn.com - Past Month				*		*	
	Unwgt'd	7880	82	16	92	28	152
	Weighted (000)	30933	418	67	316	128	643
	Horz %	100.00	1.35	0.22	1.02	0.41	2.08
	Vert %	12.85	15.16	12.35	13.90	17.84	22.21
	Index	100	118	96	108	139	173
Accessed Pinterest - Past Month				*		*	
	Unwgt'd	8547	114	19	92	29	132
	Weighted (000)	45015	845	102	476	154	695
	Horz %	100.00	1.88	0.23	1.06	0.34	1.54
	Vert %	18.70	30.66	18.70	20.92	21.44	24.02
	Index	100	164	100	112	115	128
Accessed Tumblr - Past Month			*	*	*	*	*
	Unwgt'd	1746	18	2	11	4	28
	Weighted (000)	9399	164	14	73	10	137
	Horz %	100.00	1.75	0.15	0.78	0.11	1.46
	Vert %	3.90	5.95	2.64	3.23	1.44	4.75
	Index	100	152	68	83	37	122
Accessed Twitter.com - Past Month			*	*	*	*	*
	Unwgt'd	6090	60	13	61	24	98
	Weighted (000)	30973	475	75	290	114	529
	Horz %	100.00	1.53	0.24	0.94	0.37	1.71
	Vert %	12.86	17.24	13.79	12.76	15.88	18.29
	Index	100	134	107	99	123	142
Accessed Yelp - Past Month			*	*	*	*	*
	Unwgt'd	3922	43	3	39	16	63
	Weighted (000)	15511	218	13	124	49	262
	Horz %	100.00	1.41	0.08	0.80	0.31	1.69
	Vert %	6.44	7.91	2.36	5.45	6.79	9.04
	Index	100	123	37	85	105	140
Accessed YouTube.com - Past Month							
	Unwgt'd	24628	284	59	243	89	368
	Weighted (000)	123561	1592	390	1111	416	1697
	Horz %	100.00	1.29	0.32	0.90	0.34	1.37
	Vert %	51.32	57.74	71.81	48.87	58.11	58.63
	Index	100	113	140	95	113	114
Posted "Like" on Social Network - Past Month				*		*	
	Unwgt'd	18263	201	46	212	71	267
	Weighted (000)	93304	1213	263	1077	335	1389
	Horz %	100.00	1.30	0.28	1.15	0.36	1.49
	Vert %	38.75	44.01	48.39	47.35	46.73	48.01
	Index	100	114	125	122	121	124
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month				*		*	
	Unwgt'd	9077	96	20	96	29	139
	Weighted (000)	47933	688	116	429	169	760
	Horz %	100.00	1.43	0.24	0.90	0.35	1.58
	Vert %	19.91	24.94	21.41	18.88	23.61	26.25
	Index	100	125	108	95	119	132
Clicked on an Advertisement on Social Network - Past Month				*		*	
	Unwgt'd	6212	81	12	69	18	94
	Weighted (000)	29666	522	78	271	99	441
	Horz %	100.00	1.76	0.26	0.91	0.33	1.49
	Vert %	12.32	18.93	14.36	11.93	13.80	15.25
	Index	100	154	117	97	112	124

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
Watched a Video on Social Network - Past Month	Unwgt'd	22534	255	53	247	94	325
	Weighted (000)	114114	1517	357	1157	462	1650
	Horz %	100.00	1.33	0.31	1.01	0.40	1.45
	Vert %	47.39	55.02	65.58	50.89	64.45	57.01
	Index	100	116	138	107	136	120
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	416	88	407	136	550
	Weighted (000)	190804	2403	517	1909	645	2662
	Horz %	100.00	1.26	0.27	1.00	0.34	1.40
	Vert %	79.24	87.14	95.10	83.95	89.94	91.98
	Index	100	110	120	106	114	116
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	191	46	184	71	281
	Weighted (000)	90847	1179	297	817	366	1417
	Horz %	100.00	1.30	0.33	0.90	0.40	1.56
	Vert %	37.73	42.78	54.54	35.92	51.06	48.96
	Index	100	113	145	95	135	130
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	192	42	186	75	260
	Weighted (000)	87270	1151	261	878	356	1262
	Horz %	100.00	1.32	0.30	1.01	0.41	1.45
	Vert %	36.24	41.74	47.92	38.63	49.67	43.61
	Index	100	115	132	107	137	120
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	254	57	241	86	348
	Weighted (000)	113761	1548	367	1194	439	1667
	Horz %	100.00	1.36	0.32	1.05	0.39	1.47
	Vert %	47.25	56.14	67.45	52.52	61.27	57.60
	Index	100	119	143	111	130	122
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	162	34	157	56	235
	Weighted (000)	79489	1067	238	789	280	1320
	Horz %	100.00	1.34	0.30	0.99	0.35	1.66
	Vert %	33.01	38.70	43.76	34.70	39.08	45.61
	Index	100	117	133	105	118	138
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	101	15	92	39	137
	Weighted (000)	51013	618	101	417	183	665
	Horz %	100.00	1.21	0.20	0.82	0.36	1.30
	Vert %	21.19	22.43	18.55	18.33	25.50	22.98
	Index	100	106	88	87	120	108
Used a Mobile "App" - Past Month	Unwgt'd	23794	275	58	267	95	382
	Weighted (000)	116054	1645	369	1251	474	1842
	Horz %	100.00	1.42	0.32	1.08	0.41	1.59
	Vert %	48.20	59.68	67.94	55.03	66.07	63.65
	Index	100	124	141	114	137	132
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	95	29	122	33	119
	Weighted (000)	53679	499	184	551	159	468
	Horz %	100.00	0.93	0.34	1.03	0.30	0.87
	Vert %	22.29	18.11	33.86	24.24	22.15	16.18
	Index	100	81	152	109	99	73

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
					*		*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	141	28	154	39	170
	Weighted (000)	70866	674	158	748	173	755
	Horz %	100.00	0.95	0.22	1.06	0.24	1.06
	Vert %	29.43	24.43	29.14	32.90	24.16	26.07
	Index	100	83	99	112	82	89
					*		
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	214	31	200	75	259
	Weighted (000)	84280	1249	149	891	355	1184
	Horz %	100.00	1.48	0.18	1.06	0.42	1.40
	Vert %	35.00	45.29	27.46	39.16	49.56	40.90
	Index	100	129	78	112	142	117
			*	*	*	*	*
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3903	30	11	47	8	35
	Weighted (000)	21071	192	45	273	51	155
	Horz %	100.00	0.91	0.21	1.29	0.24	0.73
	Vert %	8.75	6.97	8.31	11.98	7.12	5.35
	Index	100	80	95	137	81	61
			*	*	*	*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	4115	33	6	47	12	49
	Weighted (000)	21628	243	26	246	53	285
	Horz %	100.00	1.13	0.12	1.14	0.25	1.32
	Vert %	8.98	8.83	4.86	10.82	7.45	9.84
	Index	100	98	54	120	83	110
			*	*	*	*	*
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	36	13	43	12	43
	Weighted (000)	19673	174	58	163	74	170
	Horz %	100.00	0.89	0.30	0.83	0.38	0.86
	Vert %	8.17	6.33	10.74	7.16	10.36	5.87
	Index	100	77	131	88	127	72
			*	*	*	*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	52	10	52	14	58
	Weighted (000)	24675	291	56	233	84	299
	Horz %	100.00	1.18	0.23	0.95	0.34	1.21
	Vert %	10.25	10.55	10.25	10.26	11.71	10.35
	Index	100	103	100	100	114	101
			*	*	*	*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	50	18	51	14	57
	Weighted (000)	25536	237	58	250	82	264
	Horz %	100.00	0.93	0.23	0.98	0.32	1.03
	Vert %	10.61	8.60	10.59	10.99	11.45	9.13
	Index	100	81	100	104	108	86
			*	*	*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	85	20	88	23	94
	Weighted (000)	36955	462	105	422	96	468
	Horz %	100.00	1.25	0.28	1.14	0.26	1.27
	Vert %	15.35	16.76	19.31	18.57	13.41	16.18
	Index	100	109	126	121	87	105
			*	*	*	*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	62	11	43	17	52
	Weighted (000)	22586	323	46	193	75	265
	Horz %	100.00	1.43	0.20	0.86	0.33	1.17
	Vert %	9.38	11.71	8.45	8.49	10.43	9.16
	Index	100	125	90	91	111	98

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
				*		*	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	127	32	128	40	116
	Weighted (000)	52963	765	207	694	154	650
	Horz %	100.00	1.45	0.39	1.31	0.29	1.23
	Vert %	22.00	27.76	38.02	30.53	21.54	22.47
	Index	100	126	173	139	98	102
			*	*	*	*	*
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	15	6	30	8	19
	Weighted (000)	15401	60	10	154	31	71
	Horz %	100.00	0.39	0.07	1.00	0.20	0.46
	Vert %	6.40	2.17	1.89	6.78	4.39	2.46
	Index	100	34	30	106	69	38
			*	*	*	*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	33	8	33	9	33
	Weighted (000)	13074	180	46	122	36	140
	Horz %	100.00	1.38	0.35	0.94	0.27	1.07
	Vert %	5.43	6.54	8.40	5.38	4.97	4.83
	Index	100	120	155	99	92	89
			*	*	*	*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	42	12	58	16	47
	Weighted (000)	26513	206	52	248	64	202
	Horz %	100.00	0.78	0.20	0.93	0.24	0.76
	Vert %	11.01	7.47	9.57	10.90	8.98	6.97
	Index	100	68	87	99	82	63
			*	*	*	*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	24	5	30	3	24
	Weighted (000)	12079	126	48	137	17	148
	Horz %	100.00	1.04	0.40	1.13	0.14	1.22
	Vert %	5.02	4.56	8.90	6.01	2.38	5.10
	Index	100	91	177	120	48	102
			*	*	*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	81	20	93	29	108
	Weighted (000)	46737	484	103	363	136	589
	Horz %	100.00	1.04	0.22	0.78	0.29	1.26
	Vert %	19.41	17.57	18.93	15.95	18.94	20.35
	Index	100	90	98	82	98	105
			*	*	*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	52	12	58	20	58
	Weighted (000)	31131	283	74	212	93	309
	Horz %	100.00	0.91	0.24	0.68	0.30	0.99
	Vert %	12.93	10.28	13.69	9.33	13.04	10.68
	Index	100	80	106	72	101	83
			*	*	*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	47	15	66	18	62
	Weighted (000)	31417	275	93	264	73	382
	Horz %	100.00	0.88	0.30	0.84	0.23	1.22
	Vert %	13.05	9.99	17.11	11.62	10.22	13.20
	Index	100	77	131	89	78	101
			*	*	*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	55	17	71	21	57
	Weighted (000)	33490	369	105	332	110	332
	Horz %	100.00	1.10	0.31	0.99	0.33	0.99
	Vert %	13.91	13.39	19.34	14.58	15.33	11.47
	Index	100	96	139	105	110	82

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
			*	*		*	
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5223	44	13	58	19	56
	Weighted (000)	26008	266	70	212	105	275
	Horz %	100.00	1.02	0.27	0.82	0.40	1.06
	Vert %	10.80	9.65	12.94	9.33	14.63	9.51
	Index	100	89	120	86	135	88
			*	*		*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4855	31	10	52	14	49
	Weighted (000)	25254	149	54	202	66	195
	Horz %	100.00	0.59	0.21	0.80	0.26	0.77
	Vert %	10.49	5.39	9.96	8.88	9.28	6.73
	Index	100	51	95	85	88	64
			*	*		*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6785	69	17	76	22	70
	Weighted (000)	34124	443	117	299	87	298
	Horz %	100.00	1.30	0.34	0.87	0.25	0.87
	Vert %	14.17	16.07	21.55	13.13	12.11	10.29
	Index	100	113	152	93	85	73
			*	*		*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4286	44	12	54	16	54
	Weighted (000)	21507	231	90	193	61	271
	Horz %	100.00	1.07	0.42	0.90	0.28	1.26
	Vert %	8.93	8.38	16.58	8.49	8.54	9.35
	Index	100	94	186	95	96	105
			*	*		*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6264	62	14	60	19	70
	Weighted (000)	33395	370	85	264	89	339
	Horz %	100.00	1.11	0.25	0.79	0.27	1.02
	Vert %	13.87	13.40	15.64	11.61	12.42	11.72
	Index	100	97	113	84	90	84
			*	*	*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4657	46	15	48	15	52
	Weighted (000)	23645	237	106	164	60	211
	Horz %	100.00	1.00	0.45	0.69	0.25	0.89
	Vert %	9.82	8.59	19.53	7.20	8.34	7.31
	Index	100	87	199	73	85	74
			*	*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3958	32	11	45	9	49
	Weighted (000)	19616	194	80	145	52	209
	Horz %	100.00	0.99	0.41	0.74	0.27	1.07
	Vert %	8.15	7.03	14.79	6.38	7.26	7.23
	Index	100	86	182	78	89	89
			*	*		*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5541	51	13	65	20	64
	Weighted (000)	27802	256	73	282	79	275
	Horz %	100.00	0.92	0.26	1.02	0.28	0.99
	Vert %	11.55	9.27	13.51	12.42	10.95	9.49
	Index	100	80	117	108	95	82
			*	*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	4033	27	7	46	14	48
	Weighted (000)	18664	139	28	180	58	194
	Horz %	100.00	0.74	0.15	0.97	0.31	1.04
	Vert %	7.75	5.04	5.18	7.93	8.09	6.72
	Index	100	65	67	102	104	87

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
				*		*	
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8262	82	18	99	28	99
	Weighted (000)	40582	494	113	406	99	408
	Horz %	100.00	1.22	0.28	1.00	0.24	1.01
	Vert %	16.85	17.92	20.75	17.85	13.81	14.11
	Index	100	106	123	106	82	84
			*	*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3589	30	6	39	16	42
	Weighted (000)	18074	136	30	131	56	163
	Horz %	100.00	0.75	0.17	0.73	0.31	0.90
	Vert %	7.51	4.93	5.58	5.77	7.76	5.62
	Index	100	66	74	77	103	75
			*	*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3463	30	10	36	14	39
	Weighted (000)	16741	132	55	133	45	136
	Horz %	100.00	0.79	0.33	0.80	0.27	0.81
	Vert %	6.95	4.79	10.03	5.85	6.24	4.70
	Index	100	69	144	84	90	68
			*	*	*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5006	52	12	57	15	58
	Weighted (000)	25416	283	56	223	66	274
	Horz %	100.00	1.11	0.22	0.88	0.26	1.08
	Vert %	10.56	10.28	10.31	9.83	9.19	9.46
	Index	100	97	98	93	87	90
			*	*	*	*	*
Have Seen Ads on Billboards - Past Month	Unwgted	24747	282	54	299	80	355
	Weighted (000)	122681	1714	294	1363	391	1678
	Horz %	100.00	1.40	0.24	1.11	0.32	1.37
	Vert %	50.95	62.16	54.08	59.93	54.54	57.97
	Index	100	122	106	118	107	114
			*	*	*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgted	11300	113	21	119	31	152
	Weighted (000)	52460	563	123	445	170	641
	Horz %	100.00	1.07	0.23	0.85	0.32	1.22
	Vert %	21.79	20.42	22.63	19.57	23.78	22.16
	Index	100	94	104	90	109	102
			*	*	*	*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7513	74	19	74	24	81
	Weighted (000)	33802	350	122	260	123	300
	Horz %	100.00	1.03	0.36	0.77	0.36	0.89
	Vert %	14.04	12.69	22.39	11.41	17.11	10.37
	Index	100	90	160	81	122	74
			*	*	*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgted	3860	34	6	41	12	51
	Weighted (000)	17253	181	47	144	43	157
	Horz %	100.00	1.05	0.27	0.83	0.25	0.91
	Vert %	7.17	6.57	8.69	6.31	6.05	5.41
	Index	100	92	121	88	84	76
			*	*	*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgted	6144	50	10	63	16	74
	Weighted (000)	27714	254	67	226	76	255
	Horz %	100.00	0.91	0.24	0.81	0.27	0.92
	Vert %	11.51	9.19	12.25	9.92	10.55	8.81
	Index	100	80	106	86	92	77

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
			*	*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgted	2895	21	10	31	8	25
	Weighted (000)	14322	93	75	102	40	79
	Horz %	100.00	0.65	0.52	0.71	0.28	0.55
	Vert %	5.95	3.37	13.71	4.49	5.63	2.73
	Index	100	57	230	75	95	46
				*		*	
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7781	78	19	85	33	107
	Weighted (000)	38266	358	110	323	135	495
	Horz %	100.00	0.93	0.29	0.84	0.35	1.29
	Vert %	15.89	12.97	20.14	14.21	18.86	17.10
	Index	100	82	127	89	119	108
				*		*	
Have Seen Ads on Postcards - Past Month	Unwgted	5833	62	13	66	19	76
	Weighted (000)	27321	321	84	253	84	297
	Horz %	100.00	1.18	0.31	0.93	0.31	1.09
	Vert %	11.35	11.66	15.45	11.13	11.75	10.25
	Index	100	103	136	98	104	90
				*		*	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	12452	134	29	139	49	174
	Weighted (000)	62134	757	141	589	253	804
	Horz %	100.00	1.22	0.23	0.95	0.41	1.29
	Vert %	25.81	27.45	25.89	25.90	35.32	27.79
	Index	100	106	100	100	137	108
				*		*	
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8769	85	23	105	27	124
	Weighted (000)	43591	505	127	419	148	554
	Horz %	100.00	1.16	0.29	0.96	0.34	1.27
	Vert %	18.10	18.33	23.37	18.41	20.68	19.14
	Index	100	101	129	102	114	106
				*		*	
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11245	127	29	127	42	165
	Weighted (000)	55588	746	155	522	203	773
	Horz %	100.00	1.34	0.28	0.94	0.36	1.39
	Vert %	23.09	27.05	28.45	22.96	28.29	26.71
	Index	100	117	123	99	123	116
				*		*	
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15945	177	46	191	54	217
	Weighted (000)	79810	1100	237	896	231	993
	Horz %	100.00	1.38	0.30	1.12	0.29	1.24
	Vert %	33.15	39.90	43.50	39.41	32.28	34.30
	Index	100	120	131	119	97	103
				*		*	
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	11680	105	40	139	37	148
	Weighted (000)	57496	581	212	589	174	675
	Horz %	100.00	1.01	0.37	1.03	0.30	1.17
	Vert %	23.88	21.08	38.99	25.91	24.31	23.32
	Index	100	88	163	109	102	98
				*		*	
Have Seen Infomercials - Past Month	Unwgted	9980	112	25	114	38	133
	Weighted (000)	49971	627	155	526	163	560
	Horz %	100.00	1.26	0.31	1.05	0.33	1.12
	Vert %	20.75	22.75	28.56	23.13	22.70	19.36
	Index	100	110	138	111	109	93

RAB / GfK MRI AUTO PROFILE: JEEP

		Adults 18+	Own/Lease Jeep Cherokee	Own/Lease Jeep Compass	Own/Lease Jeep Grand Cherokee/ Laredo	Own/Lease Jeep Patriot	Own/Lease Jeep Wrangler
Have Seen Offers or Ads Sent to Home by Mail - Past Month				*			
	Unwgt'd	20473	234	42	238	68	299
	Weighted (000)	99869	1326	216	1048	327	1339
	Horz %	100.00	1.33	0.22	1.05	0.33	1.34
	Vert %	41.48	48.07	39.74	46.08	45.68	46.25
	Index	100	116	96	111	110	112
Have Seen Product Placement in Video Games - Past Month			*	*	*	*	
	Unwgt'd	4438	36	10	43	13	50
	Weighted (000)	24118	228	40	209	49	261
	Horz %	100.00	0.95	0.17	0.87	0.20	1.08
	Vert %	10.02	8.28	7.37	9.21	6.85	9.02
	Index	100	83	74	92	68	90
Have Seen Product Placement in TV Shows - Past Month				*			
	Unwgt'd	18649	208	40	236	59	262
	Weighted (000)	91632	1109	183	1085	260	1290
	Horz %	100.00	1.21	0.20	1.18	0.28	1.41
	Vert %	38.06	40.21	33.64	47.69	36.34	44.57
	Index	100	106	88	125	95	117
Have Seen Product Placement in Movies - Past Month				*			*
	Unwgt'd	11567	137	28	142	42	162
	Weighted (000)	58165	821	146	609	221	838
	Horz %	100.00	1.41	0.25	1.05	0.38	1.44
	Vert %	24.16	29.78	26.84	26.79	30.80	28.95
	Index	100	123	111	111	127	120

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Adults 18+	Unwgt'd	2435	2389	895
	Weighted (000)	12617	12368	4313
	Horz %	5.24	5.14	1.79
	Vert %	100.00	100.00	100.00
	Index	100	100	100
Male	Unwgt'd	1342	1314	412
	Weighted (000)	6408	6287	1875
	Horz %	5.52	5.41	1.61
	Vert %	50.79	50.83	43.49
	Index	105	105	90
Female	Unwgt'd	1093	1075	483
	Weighted (000)	6208	6081	2437
	Horz %	4.98	4.88	1.96
	Vert %	49.21	49.17	56.51
	Index	95	95	109
Age 18-24	Unwgt'd	206	199	111
	Weighted (000)	1698	1636	890
	Horz %	5.62	5.41	2.95
	Vert %	13.46	13.23	20.64
	Index	107	105	164
Age 25-34	Unwgt'd	425	417	201
	Weighted (000)	2263	2217	925
	Horz %	5.30	5.20	2.17
	Vert %	17.93	17.93	21.46
	Index	101	101	121
Age 35-44	Unwgt'd	503	497	150
	Weighted (000)	2627	2581	666
	Horz %	6.56	6.44	1.66
	Vert %	20.82	20.87	15.45
	Index	125	125	93
Age 45-54	Unwgt'd	552	540	182
	Weighted (000)	2727	2677	803
	Horz %	6.30	6.19	1.86
	Vert %	21.61	21.64	18.62
	Index	120	120	104
Age 55-64	Unwgt'd	432	426	139
	Weighted (000)	2025	2009	622
	Horz %	5.09	5.05	1.57
	Vert %	16.05	16.24	14.43
	Index	97	98	87
Age 65+	Unwgt'd	317	310	112
	Weighted (000)	1278	1249	405
	Horz %	2.85	2.79	0.90
	Vert %	10.13	10.10	9.40
	Index	54	54	50

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Age 21+	Unwgt'd	2358	2314	858
	Weighted (000)	11991	11766	3984
	Horz %	5.25	5.15	1.74
	Vert %	95.04	95.13	92.39
	Index	100	100	97
Age 18-34	Unwgt'd	631	616	312
	Weighted (000)	3960	3853	1816
	Horz %	5.43	5.29	2.49
	Vert %	31.39	31.16	42.10
	Index	104	103	139
Age 18-49	Unwgt'd	1398	1371	548
	Weighted (000)	7964	7777	2905
	Horz %	5.95	5.81	2.17
	Vert %	63.13	62.88	67.35
	Index	114	113	121
Age 25-54	Unwgt'd	1480	1454	533
	Weighted (000)	7617	7475	2395
	Horz %	6.05	5.93	1.90
	Vert %	60.37	60.44	55.53
	Index	115	116	106
Age 35-64	Unwgt'd	1487	1463	471
	Weighted (000)	7379	7266	2092
	Horz %	6.00	5.90	1.70
	Vert %	58.48	58.75	48.51
	Index	114	115	95
Age 50+	Unwgt'd	1037	1018	347
	Weighted (000)	4652	4591	1408
	Horz %	4.35	4.29	1.32
	Vert %	36.87	37.12	32.65
	Index	83	84	73
Median Age	Unwgt'd			
	Weighted (000)	43.90	44.00	41.50
	Horz %			
	Vert %			
	Index	94	94	89
Race: White Only	Unwgt'd	2090	2061	737
	Weighted (000)	11030	10866	3605
	Horz %	6.20	6.11	2.03
	Vert %	87.43	87.86	83.59
	Index	118	119	113
Race: Black/African-American Only	Unwgt'd	134	122	67
	Weighted (000)	600	549	310
	Horz %	2.06	1.89	1.07
	Vert %	4.75	4.44	7.18
	Index	39	37	59

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
				*
Race: Asian	Unwgt'd	53	51	29
	Weighted (000)	182	178	118
	Horz %	2.16	2.11	1.40
	Vert %	1.44	1.44	2.74
	Index	41	41	78
Race: Other Race/Multi-Racial	Unwgt'd	211	206	91
	Weighted (000)	987	953	398
	Horz %	2.92	2.82	1.18
	Vert %	7.82	7.71	9.23
	Index	56	55	66
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	231	225	86
	Weighted (000)	1538	1476	477
	Horz %	4.20	4.03	1.30
	Vert %	12.19	11.93	11.07
	Index	80	78	73
Hispanic, Personally Speak Only English at Home				*
	Unwgt'd	76	75	29
	Weighted (000)	328	309	105
	Horz %	5.74	5.41	1.84
	Vert %	2.60	2.50	2.44
Hispanic, Personally Speak Mostly English, But Some Spanish at Home				*
	Unwgt'd	73	70	20
	Weighted (000)	468	446	77
	Horz %	4.97	4.74	0.82
	Vert %	3.71	3.61	1.79
Hispanic, Personally Speak Only Spanish at Home		*	*	*
	Unwgt'd	28	27	11
	Weighted (000)	392	377	84
	Horz %	3.78	3.62	0.81
	Vert %	3.11	3.05	1.95
Hispanic, Personally Speak Mostly Spanish, But Some English at Home				*
	Unwgt'd	51	50	23
	Weighted (000)	307	301	183
	Horz %	3.42	3.35	2.03
	Vert %	2.43	2.43	4.24
Hispanic, Personally Speak Spanish and English Equally at Home		*	*	*
	Unwgt'd	2	2	3
	Weighted (000)	23	23	28
	Horz %	1.37	1.37	1.70
	Vert %	0.18	0.18	0.66
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree				
	Unwgt'd	344	343	118
	Weighted (000)	1417	1414	507
	Horz %	5.61	5.60	2.01
	Vert %	11.23	11.43	11.75
	Index	107	109	112

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	685	678	231
	Weighted (000)	2934	2898	861
	Horz %	6.47	6.39	1.90
	Vert %	23.25	23.43	19.96
	Index	124	124	106
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	138	131	57
	Weighted (000)	564	528	271
	Horz %	5.38	5.04	2.58
	Vert %	4.47	4.27	6.28
	Index	103	98	144
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	172	167	58
	Weighted (000)	790	776	234
	Horz %	5.90	5.80	1.75
	Vert %	6.26	6.28	5.43
	Index	113	113	98
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	550	544	207
	Weighted (000)	2687	2659	988
	Horz %	5.93	5.87	2.18
	Vert %	21.30	21.50	22.90
	Index	113	114	122
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	427	411	181
	Weighted (000)	3243	3128	1205
	Horz %	4.55	4.39	1.69
	Vert %	25.71	25.29	27.95
	Index	87	85	94
				*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	119	115	43
	Weighted (000)	982	964	248
	Horz %	3.29	3.23	0.83
	Vert %	7.78	7.80	5.75
	Index	63	63	46
Currently Attending College or University	Unwgt'd	181	176	93
	Weighted (000)	1070	1058	560
	Horz %	5.53	5.46	2.89
	Vert %	8.48	8.55	12.98
	Index	105	106	161
Employed Full Time	Unwgt'd	1526	1501	549
	Weighted (000)	7592	7486	2494
	Horz %	6.52	6.43	2.14
	Vert %	60.17	60.53	57.84
	Index	124	125	120
Employed Part Time	Unwgt'd	294	287	117
	Weighted (000)	1595	1534	653
	Horz %	5.38	5.17	2.20
	Vert %	12.64	12.40	15.14
	Index	103	101	123

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Not Employed	Unwgt'd	615	601	229
	Weighted (000)	3430	3348	1165
	Horz %	3.62	3.54	1.23
	Vert %	27.19	27.07	27.02
	Index	69	69	69
				*
Temporarily Unemployed	Unwgt'd	77	74	35
	Weighted (000)	610	584	228
	Horz %	4.67	4.47	1.75
	Vert %	4.83	4.73	5.29
	Index	89	87	97
				*
Retired from Employment	Unwgt'd	322	314	108
	Weighted (000)	1401	1368	427
	Horz %	3.09	3.01	0.94
	Vert %	11.10	11.06	9.91
	Index	59	59	53
				*
Not Employed, Principal Shopper for Household	Unwgt'd	115	113	37
	Weighted (000)	748	730	198
	Horz %	4.54	4.43	1.20
	Vert %	5.93	5.91	4.59
	Index	87	86	67
				*
Occupation: Professional and Related Occupations	Unwgt'd	482	476	175
	Weighted (000)	2504	2489	887
	Horz %	7.53	7.48	2.67
	Vert %	19.85	20.12	20.56
	Index	144	146	149
				*
Occupation: Management, Business and Financial Operations	Unwgt'd	411	406	121
	Weighted (000)	1523	1497	476
	Horz %	6.33	6.22	1.98
	Vert %	12.07	12.10	11.03
	Index	121	121	110
				*
Occupation: Sales and Office Occupations	Unwgt'd	327	321	146
	Weighted (000)	1850	1806	746
	Horz %	5.67	5.54	2.29
	Vert %	14.66	14.60	17.29
	Index	108	108	128
				*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	167	163	47
	Weighted (000)	846	840	234
	Horz %	6.27	6.23	1.74
	Vert %	6.71	6.79	5.43
	Index	120	121	97
				*
Occupation: Other Employed	Unwgt'd	433	422	177
	Weighted (000)	2464	2388	805
	Horz %	5.76	5.59	1.88
	Vert %	19.53	19.31	18.67
	Index	110	109	105

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
				*
Household Income: \$250,000+	Unwgt'd	148	148	31
	Weighted (000)	538	538	120
	Horz %	7.61	7.61	1.69
	Vert %	4.27	4.35	2.77
	Index	145	148	94
				*
Household Income: \$200,000-\$249,999	Unwgt'd	125	124	25
	Weighted (000)	517	511	118
	Horz %	8.27	8.18	1.88
	Vert %	4.09	4.13	2.73
	Index	158	159	105
Household Income: \$150,000-\$199,999	Unwgt'd	257	254	68
	Weighted (000)	1349	1336	333
	Horz %	7.96	7.89	1.97
	Vert %	10.69	10.80	7.72
	Index	152	154	110
Household Income: \$100,000-\$149,999	Unwgt'd	519	512	161
	Weighted (000)	2819	2799	865
	Horz %	7.48	7.43	2.30
	Vert %	22.35	22.63	20.06
	Index	143	145	128
Household Income: \$75,000-\$99,999	Unwgt'd	396	389	117
	Weighted (000)	2167	2126	549
	Horz %	6.73	6.60	1.70
	Vert %	17.18	17.19	12.72
	Index	128	128	95
Household Income: \$60,000-\$74,999	Unwgt'd	280	276	118
	Weighted (000)	1406	1392	540
	Horz %	5.59	5.53	2.15
	Vert %	11.15	11.25	12.53
	Index	107	108	120
Household Income: \$50,000-\$59,999	Unwgt'd	189	186	66
	Weighted (000)	1102	1089	359
	Horz %	5.87	5.80	1.91
	Vert %	8.74	8.81	8.33
	Index	112	113	107
Household Income: \$40,000-\$49,999	Unwgt'd	182	173	100
	Weighted (000)	851	790	355
	Horz %	4.14	3.84	1.73
	Vert %	6.75	6.39	8.24
	Index	79	75	96
Household Income: \$30,000-\$39,999	Unwgt'd	139	134	72
	Weighted (000)	609	581	284
	Horz %	2.76	2.64	1.29
	Vert %	4.82	4.70	6.60
	Index	53	51	72

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Household Income: \$20,000-\$29,999	Unwgt'd	106	102	73
	Weighted (000)	597	576	435
	Horz %	2.73	2.64	1.99
	Vert %	4.73	4.66	10.09
	Index	52	51	111
Household Income: Under \$20,000	Unwgt'd	94	91	64
	Weighted (000)	661	630	355
	Horz %	2.05	1.96	1.10
	Vert %	5.24	5.10	8.23
	Index	39	38	62
Median Household Income	Unwgt'd			
	Weighted (000)	87.50	88.20	70.20
	Horz %			
	Vert %			
	Index	139	140	112
Marital Status: Single, Never Married	Unwgt'd	541	523	316
	Weighted (000)	3279	3177	1730
	Horz %	4.87	4.72	2.57
	Vert %	25.99	25.69	40.10
	Index	93	92	143
Marital Status: Currently Married	Unwgt'd	1491	1472	393
	Weighted (000)	7848	7728	1967
	Horz %	6.14	6.04	1.54
	Vert %	62.20	62.49	45.60
	Index	117	118	86
Marital Status: Divorced or Legally Separated	Unwgt'd	312	304	145
	Weighted (000)	1141	1115	495
	Horz %	3.72	3.64	1.61
	Vert %	9.05	9.02	11.47
	Index	71	71	90
Marital Status: Widowed				*
	Unwgt'd	91	90	41
	Weighted (000)	348	347	122
	Horz %	2.34	2.34	0.82
	Index	45	46	46
Marital Status: Engaged to Be Married				*
	Unwgt'd	102	100	48
	Weighted (000)	614	609	234
	Horz %	5.70	5.65	2.17
	Index	109	110	121
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	213	207	87
	Weighted (000)	1239	1206	485
	Horz %	6.01	5.85	2.35
	Vert %	9.82	9.75	11.25
	Index	115	114	131

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	1003	985	294
	Weighted (000)	5421	5294	1484
	Horz %	5.69	5.56	1.56
	Vert %	42.96	42.80	34.42
	Index	109	108	87
1 Child Under Age 18 Currently Living at Home	Unwgt'd	445	438	134
	Weighted (000)	2554	2516	726
	Horz %	6.58	6.49	1.87
	Vert %	20.24	20.34	16.82
	Index	126	126	104
2 Children Under Age 18 Currently Living at Home	Unwgt'd	404	401	117
	Weighted (000)	2023	1985	518
	Horz %	5.94	5.82	1.52
	Vert %	16.03	16.05	12.01
	Index	113	113	85
3 Children Under Age 18 Currently Living at Home				*
	Unwgt'd	117	114	34
	Weighted (000)	599	575	176
	Horz %	4.14	3.98	1.22
	Vert %	4.74	4.65	4.08
4 Children Under Age 18 Currently Living at Home	Index	79	78	68
		*	*	*
	Unwgt'd	24	21	6
	Weighted (000)	175	157	51
	Horz %	3.41	3.06	0.99
5 or More Children Under Age 18 Currently Living at Home	Vert %	1.39	1.27	1.18
	Index	65	60	55
		*	*	*
	Unwgt'd	13	11	3
	Weighted (000)	70	61	14
Own Home/Residence	Horz %	2.51	2.19	0.51
	Vert %	0.56	0.50	0.33
	Index	48	43	28
	Unwgt'd	1919	1889	603
	Weighted (000)	9618	9465	2743
Rent Home/Residence	Horz %	6.00	5.91	1.71
	Vert %	76.23	76.53	63.59
	Index	115	115	96
	Unwgt'd	496	480	282
	Weighted (000)	2879	2783	1534
Live Rent-Free in Home/Residence	Horz %	3.71	3.59	1.98
	Vert %	22.82	22.50	35.56
	Index	71	70	110
		*	*	*
	Unwgt'd	20	20	10
Live Rent-Free in Home/Residence	Weighted (000)	120	120	36
	Horz %	4.01	4.01	1.21
	Vert %	0.95	0.97	0.84
	Index	76	78	68

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Census Region: North East	Unwgt'd	659	644	247
	Weighted (000)	2664	2584	1035
	Horz %	6.11	5.93	2.37
	Vert %	21.11	20.90	24.00
	Index	117	115	133
Census Region: South	Unwgt'd	851	831	242
	Weighted (000)	4996	4873	1269
	Horz %	5.52	5.38	1.40
	Vert %	39.60	39.40	29.43
	Index	105	105	78
Census Region: Midwest	Unwgt'd	495	491	248
	Weighted (000)	2569	2557	1091
	Horz %	4.98	4.96	2.12
	Vert %	20.36	20.67	25.30
	Index	95	97	118
Census Region: West	Unwgt'd	430	423	158
	Weighted (000)	2388	2354	917
	Horz %	4.34	4.28	1.67
	Vert %	18.92	19.03	21.27
	Index	83	83	93
Census Sub-Region: New England	Unwgt'd	219	213	65
	Weighted (000)	966	940	270
	Horz %	8.45	8.22	2.36
	Vert %	7.66	7.60	6.25
	Index	161	160	132
Census Sub-Region: Mid Atlantic	Unwgt'd	440	431	182
	Weighted (000)	1697	1645	765
	Horz %	5.28	5.11	2.38
	Vert %	13.45	13.30	17.75
	Index	101	100	133
Census Sub-Region: South Atlantic	Unwgt'd	445	432	148
	Weighted (000)	2293	2210	669
	Horz %	4.93	4.75	1.44
	Vert %	18.17	17.87	15.51
	Index	94	92	80
Census Sub-Region: East South Central				*
	Unwgt'd	108	105	22
	Weighted (000)	911	892	191
	Horz %	6.12	5.99	1.28
	Vert %	7.22	7.21	4.42
Census Sub-Region: West South Central	Index	117	117	72
	Unwgt'd	298	294	72
	Weighted (000)	1793	1772	410
	Horz %	6.15	6.08	1.41
	Vert %	14.21	14.33	9.50
	Index	117	118	79

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Census Sub-Region: East North Central	Unwgt'd	396	392	208
	Weighted (000)	1831	1819	803
	Horz %	5.09	5.06	2.23
	Vert %	14.51	14.70	18.62
	Index	97	98	125
				*
Census Sub-Region: West North Central	Unwgt'd	99	99	40
	Weighted (000)	738	738	288
	Horz %	4.73	4.73	1.84
	Vert %	5.85	5.97	6.68
	Index	90	92	103
Census Sub-Region: Mountain	Unwgt'd	164	163	58
	Weighted (000)	1106	1090	389
	Horz %	6.36	6.27	2.24
	Vert %	8.77	8.82	9.03
	Index	121	122	125
Census Sub-Region: Pacific	Unwgt'd	266	260	100
	Weighted (000)	1282	1264	528
	Horz %	3.40	3.36	1.40
	Vert %	10.16	10.22	12.24
	Index	65	65	78
County Size: A	Unwgt'd	1280	1258	515
	Weighted (000)	4821	4730	1953
	Horz %	4.77	4.68	1.93
	Vert %	38.21	38.24	45.28
	Index	91	91	108
County Size: B	Unwgt'd	622	609	206
	Weighted (000)	4027	3961	1263
	Horz %	5.68	5.59	1.78
	Vert %	31.92	32.02	29.29
	Index	108	109	99
County Size: C/D	Unwgt'd	533	522	174
	Weighted (000)	3769	3678	1097
	Horz %	5.47	5.34	1.59
	Vert %	29.87	29.73	25.43
	Index	104	104	89
				*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	72	71	28
	Weighted (000)	308	307	128
	Horz %	6.31	6.29	2.62
	Vert %	2.44	2.48	2.97
	Index	120	122	146
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	468	458	167
	Weighted (000)	2505	2433	760
	Horz %	6.35	6.17	1.93
	Vert %	19.86	19.67	17.62
	Index	121	120	108

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
				*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	65	65	16
	Weighted (000)	439	439	81
	Horz %	6.65	6.65	1.22
	Vert %	3.48	3.55	1.87
	Index	127	129	68
		*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	12	12	8
	Weighted (000)	53	53	32
	Horz %	3.64	3.64	2.20
	Vert %	0.42	0.42	0.73
	Index	69	71	123
				*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	141	140	41
	Weighted (000)	332	327	123
	Horz %	4.11	4.06	1.52
	Vert %	2.63	2.65	2.85
	Index	78	79	85
				*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	213	210	73
	Weighted (000)	842	831	320
	Horz %	6.56	6.48	2.49
	Vert %	6.68	6.72	7.42
	Index	125	126	139
		*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	47	46	13
	Weighted (000)	227	222	81
	Horz %	5.63	5.53	2.02
	Vert %	1.80	1.80	1.88
	Index	108	108	113
				*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	202	199	80
	Weighted (000)	967	959	406
	Horz %	6.14	6.09	2.58
	Vert %	7.67	7.75	9.42
	Index	117	118	144
				*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	522	511	207
	Weighted (000)	2940	2854	1085
	Horz %	6.42	6.23	2.37
	Vert %	23.30	23.08	25.15
	Index	122	121	132
				*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	166	165	63
	Weighted (000)	814	812	286
	Horz %	5.73	5.72	2.02
	Vert %	6.45	6.56	6.64
	Index	109	111	113
				*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	261	257	82
	Weighted (000)	1230	1208	346
	Horz %	6.80	6.68	1.91
	Vert %	9.75	9.77	8.02
	Index	130	130	107

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
				*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	57	57	17
	Weighted (000)	216	216	62
	Horz %	3.98	3.98	1.14
	Vert %	1.71	1.74	1.43
	Index	76	77	64
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	537	530	165
	Weighted (000)	3235	3195	993
	Horz %	6.97	6.89	2.14
	Vert %	25.64	25.83	23.02
	Index	133	134	119
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)		*	*	*
	Unwgted	12	11	5
	Weighted (000)	72	71	46
	Horz %	6.06	5.99	3.86
	Index	116	117	216
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)		*	*	*
	Unwgted	17	17	7
	Weighted (000)	87	87	43
	Horz %	2.17	2.17	1.07
	Index	41	42	60
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)		*	*	*
	Unwgted	87	85	23
	Weighted (000)	583	567	144
	Horz %	3.80	3.69	0.94
	Index	73	72	52
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	218	214	73
	Weighted (000)	1123	1115	324
	Horz %	6.82	6.77	1.97
	Vert %	8.90	9.02	7.51
	Index	130	132	110
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)		*	*	*
	Unwgted	26	26	9
	Weighted (000)	83	83	27
	Horz %	3.25	3.25	1.05
	Index	62	63	59
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)		*	*	*
	Unwgted	36	35	7
	Weighted (000)	264	263	22
	Horz %	4.06	4.05	0.34
	Index	78	79	19
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	332	327	108
	Weighted (000)	1390	1356	410
	Horz %	6.04	5.89	1.78
	Vert %	11.02	10.96	9.51
	Index	115	115	99

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
				*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	88	88	34
	Weighted (000)	383	383	146
	Horz %	4.40	4.40	1.68
	Vert %	3.04	3.10	3.39
	Index	84	86	94
				*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	120	117	49
	Weighted (000)	490	485	194
	Horz %	4.58	4.54	1.82
	Vert %	3.88	3.92	4.50
	Index	87	88	101
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	180	175	65
	Weighted (000)	953	922	337
	Horz %	4.75	4.59	1.68
	Vert %	7.55	7.45	7.82
	Index	91	89	94
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	127	126	53
	Weighted (000)	650	642	249
	Horz %	4.34	4.28	1.66
	Vert %	5.15	5.19	5.78
	Index	83	83	93
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	292	289	84
	Weighted (000)	1500	1484	384
	Horz %	8.09	8.01	2.07
	Vert %	11.89	12.00	8.90
	Index	154	156	116
				*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	64	64	18
	Weighted (000)	360	360	64
	Horz %	5.99	5.99	1.07
	Vert %	2.85	2.91	1.49
	Index	114	117	60
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)		*	*	*
	Unwgted	26	25	11
	Weighted (000)	214	198	87
	Horz %	4.28	3.96	1.75
	Index	82	77	97
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)		*	*	*
	Unwgted	8	8	3
	Weighted (000)	31	31	12
	Horz %	1.74	1.74	0.70
	Index	33	34	39
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	167	159	75
	Weighted (000)	941	907	408
	Horz %	3.53	3.40	1.53
	Vert %	7.46	7.34	9.45
	Index	67	66	85

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
				*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	64	59	32
	Weighted (000)	289	268	166
	Horz %	2.61	2.42	1.50
	Vert %	2.29	2.17	3.84
	Index	50	47	84
				*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	72	70	37
	Weighted (000)	424	416	169
	Horz %	3.74	3.66	1.48
	Vert %	3.36	3.37	3.91
	Index	71	71	83
				*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	68	66	19
	Weighted (000)	391	381	101
	Horz %	5.54	5.41	1.43
	Vert %	3.10	3.08	2.34
	Index	106	105	80
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	2150	2109	796
	Weighted (000)	11059	10827	3894
	Horz %	5.57	5.45	1.96
	Vert %	87.66	87.54	90.29
	Index	106	106	109
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	1396	1373	489
	Weighted (000)	6910	6813	2372
	Horz %	5.76	5.68	1.98
	Vert %	54.77	55.09	55.01
	Index	110	111	110
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	956	932	352
	Weighted (000)	5117	4968	1655
	Horz %	5.69	5.53	1.84
	Vert %	40.56	40.17	38.36
	Index	109	108	103
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	1272	1250	434
	Weighted (000)	6408	6313	2146
	Horz %	6.15	6.06	2.06
	Vert %	50.79	51.04	49.75
	Index	117	118	115
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	371	366	158
	Weighted (000)	2081	2062	847
	Horz %	5.47	5.42	2.23
	Vert %	16.49	16.67	19.65
	Index	104	106	124
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	123	121	51
	Weighted (000)	675	672	277
	Horz %	5.71	5.68	2.34
	Vert %	5.35	5.43	6.43
	Index	109	111	131

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	818	802	274
	Weighted (000)	4062	3969	1319
	Horz %	5.39	5.27	1.75
	Vert %	32.19	32.09	30.59
	Index	103	103	98
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	1160	1139	422
	Weighted (000)	5811	5718	2131
	Horz %	5.63	5.54	2.06
	Vert %	46.05	46.23	49.42
	Index	107	108	115
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	893	873	323
	Weighted (000)	4479	4388	1515
	Horz %	5.51	5.40	1.86
	Vert %	35.50	35.48	35.14
	Index	105	105	104
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	393	388	154
	Weighted (000)	2200	2178	764
	Horz %	5.59	5.53	1.94
	Vert %	17.44	17.61	17.71
	Index	107	108	108
Radio Daypart Cumes: Weekend Midnight - 6:00 am				*
	Unwgt'd	84	81	35
	Weighted (000)	462	453	171
	Horz %	4.64	4.55	1.71
	Index	89	89	96
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	530	517	225
	Weighted (000)	2685	2620	1058
	Horz %	4.29	4.19	1.69
	Vert %	21.28	21.18	24.52
	Index	82	82	94
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	2070	2033	733
	Weighted (000)	10638	10434	3651
	Horz %	5.87	5.76	2.02
	Vert %	84.32	84.36	84.67
	Index	112	112	113
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	353	349	125
	Weighted (000)	1787	1773	534
	Horz %	6.02	5.98	1.80
	Vert %	14.17	14.34	12.37
	Index	115	116	100
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*
	Unwgt'd	50	47	30
	Weighted (000)	262	252	120
	Horz %	4.13	3.98	1.90
	Index	79	77	106

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	655	639	253
	Weighted (000)	3352	3261	1205
	Horz %	4.64	4.52	1.67
	Vert %	26.56	26.37	27.95
	Index	89	88	93
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	1904	1869	677
	Weighted (000)	9753	9559	3251
	Horz %	5.87	5.75	1.96
	Vert %	77.30	77.29	75.37
	Index	112	112	109
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	109	107	33
	Weighted (000)	598	596	132
	Horz %	5.43	5.41	1.20
	Vert %	4.74	4.82	3.07
	Index	104	105	67
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	54	51	20
	Weighted (000)	319	306	88
	Horz %	5.06	4.86	1.39
	Vert %	2.53	2.48	2.04
	Index	97	95	78
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	461	455	166
	Weighted (000)	1981	1958	694
	Horz %	5.26	5.19	1.84
	Vert %	15.70	15.83	16.09
	Index	100	101	103
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	1928	1892	701
	Weighted (000)	10091	9872	3443
	Horz %	5.55	5.43	1.90
	Vert %	79.98	79.82	79.84
	Index	106	106	106
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	2051	2012	752
	Weighted (000)	10545	10314	3653
	Horz %	5.44	5.32	1.88
	Vert %	83.58	83.39	84.71
	Index	104	104	105
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	460	452	150
	Weighted (000)	1986	1966	628
	Horz %	6.98	6.91	2.21
	Vert %	15.74	15.89	14.56
	Index	133	135	123
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	664	650	179
	Weighted (000)	2939	2893	812
	Horz %	7.14	7.03	1.97
	Vert %	23.30	23.39	18.82
	Index	136	137	110

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	1116	1107	314
	Weighted (000)	5436	5404	1475
	Horz %	7.61	7.57	2.07
	Vert %	43.08	43.69	34.21
	Index	145	147	115
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	936	931	295
	Weighted (000)	4868	4855	1342
	Horz %	7.74	7.72	2.13
	Vert %	38.58	39.25	31.11
	Index	148	150	119
listened online to streaming AM/FM broadcast radio stations	Unwgt'd	457	452	171
	Weighted (000)	2170	2131	824
	Horz %	5.95	5.84	2.26
	Vert %	17.20	17.23	19.11
	Index	113	114	126
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgt'd	808	795	312
	Weighted (000)	4165	4082	1503
	Horz %	5.90	5.78	2.13
	Vert %	33.01	33.00	34.85
	Index	113	113	119
Listened to Any Radio on the Internet/Online-Past Month	Unwgt'd	1185	1165	453
	Weighted (000)	6172	6070	2190
	Horz %	6.06	5.96	2.15
	Vert %	48.92	49.08	50.78
	Index	116	116	120
Visited a radio station, radio program or radio personality's website	Unwgt'd	198	197	74
	Weighted (000)	884	882	282
	Horz %	5.31	5.30	1.70
	Vert %	7.01	7.13	6.55
	Index	101	103	95
Downloaded music - Past Month	Unwgt'd	554	548	217
	Weighted (000)	2981	2947	1118
	Horz %	5.59	5.52	2.10
	Vert %	23.63	23.83	25.93
	Index	107	108	117
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	160	157	70
	Weighted (000)	668	651	306
	Horz %	5.59	5.45	2.56
	Vert %	5.30	5.26	7.08
	Index	107	106	143
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgt'd	220	216	81
	Weighted (000)	1193	1168	371
	Horz %	6.74	6.59	2.10
	Vert %	9.46	9.44	8.61
	Index	129	128	117

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgt'd	463	459	183
	Weighted (000)	2376	2340	835
	Horz %	6.48	6.39	2.28
	Vert %	18.83	18.92	19.35
	Index	124	124	127
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgt'd	787	772	284
	Weighted (000)	4088	4002	1441
	Horz %	5.95	5.83	2.10
	Vert %	32.40	32.36	33.42
	Index	114	113	117
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgt'd	228	221	109
	Weighted (000)	1251	1203	609
	Horz %	5.92	5.69	2.88
	Vert %	9.92	9.73	14.11
	Index	113	111	161
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	826	808	291
	Weighted (000)	4304	4199	1331
	Horz %	5.17	5.04	1.60
	Vert %	34.12	33.95	30.87
	Index	99	98	89
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	672	657	243
	Weighted (000)	3575	3494	1171
	Horz %	5.21	5.10	1.71
	Vert %	28.33	28.25	27.15
	Index	99	99	95
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	892	873	323
	Weighted (000)	4528	4439	1467
	Horz %	5.34	5.24	1.73
	Vert %	35.89	35.89	34.01
	Index	102	102	97
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	696	681	248
	Weighted (000)	3594	3507	1198
	Horz %	5.43	5.30	1.81
	Vert %	28.49	28.35	27.77
	Index	104	103	101
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	2015	1977	692
	Weighted (000)	10421	10210	3254
	Horz %	5.49	5.38	1.71
	Vert %	82.60	82.55	75.44
	Index	105	105	96
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	1583	1554	531
	Weighted (000)	8020	7845	2454
	Horz %	5.38	5.26	1.64
	Vert %	63.57	63.43	56.89
	Index	103	102	92

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep 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)	Unwgt'd	1374	1347	450
	Weighted (000)	7082	6946	2157
	Horz %	5.45	5.34	1.66
	Vert %	56.13	56.16	50.01
	Index	104	104	93
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	1598	1571	551
	Weighted (000)	8095	7946	2572
	Horz %	5.39	5.29	1.71
	Vert %	64.16	64.24	59.63
	Index	103	103	96
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	499	483	186
	Weighted (000)	2814	2694	925
	Horz %	3.94	3.77	1.29
	Vert %	22.30	21.78	21.44
	Index	75	73	72
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	1151	1131	394
	Weighted (000)	6066	5962	1923
	Horz %	5.04	4.95	1.60
	Vert %	48.08	48.20	44.59
	Index	96	96	89
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	376	369	119
	Weighted (000)	2074	2024	633
	Horz %	5.19	5.07	1.58
	Vert %	16.44	16.37	14.67
	Index	99	99	88
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	956	939	346
	Weighted (000)	5064	4958	1756
	Horz %	5.13	5.03	1.78
	Vert %	40.14	40.09	40.71
	Index	98	98	99
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	1167	1141	442
	Weighted (000)	6175	6024	2127
	Horz %	5.22	5.09	1.80
	Vert %	48.94	48.71	49.33
	Index	100	99	100
Downloaded a TV Program - Past Month	Unwgt'd	130	129	57
	Weighted (000)	581	580	249
	Horz %	4.72	4.71	2.02
	Vert %	4.60	4.69	5.78
	Index	90	92	113
Watched a TV Program Online - Past Month	Unwgt'd	480	473	177
	Weighted (000)	2321	2277	873
	Horz %	5.49	5.38	2.06
	Vert %	18.40	18.41	20.23
	Index	105	105	115

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	564	553	227
	Weighted (000)	2671	2599	1048
	Horz %	5.38	5.24	2.11
	Vert %	21.17	21.01	24.30
	Index	103	102	118
Looked at TV Listings Online - Past Month	Unwgt'd	295	292	119
	Weighted (000)	1458	1446	580
	Horz %	5.67	5.62	2.26
	Vert %	11.56	11.69	13.46
	Index	108	109	126
Household Subscribes to Cable TV	Unwgt'd	1136	1111	420
	Weighted (000)	5575	5438	1856
	Horz %	5.15	5.02	1.71
	Vert %	44.19	43.97	43.03
	Index	98	98	96
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	2087	2046	731
	Weighted (000)	10698	10466	3506
	Horz %	5.60	5.48	1.83
	Vert %	84.79	84.62	81.29
	Index	107	107	102
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	2030	1989	709
	Weighted (000)	10427	10196	3376
	Horz %	5.65	5.53	1.83
	Vert %	82.64	82.43	78.28
	Index	108	108	102
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	1513	1483	535
	Weighted (000)	7874	7713	2460
	Horz %	5.73	5.61	1.79
	Vert %	62.41	62.36	57.04
	Index	109	109	100
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	941	922	327
	Weighted (000)	4631	4527	1549
	Horz %	5.99	5.86	2.00
	Vert %	36.70	36.60	35.91
	Index	114	114	112
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	401	393	122
	Weighted (000)	2179	2128	626
	Horz %	7.43	7.25	2.14
	Vert %	17.27	17.21	14.53
	Index	142	141	119
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	871	860	295
	Weighted (000)	4002	3950	1308
	Horz %	6.68	6.59	2.18
	Vert %	31.72	31.93	30.34
	Index	128	128	122

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Household Has a Satellite Dish	Unwgt'd	622	613	209
	Weighted (000)	3899	3840	1281
	Horz %	6.19	6.10	2.03
	Vert %	30.90	31.05	29.71
	Index	118	119	114
Household Has a Digital Video Recorder (DVR)	Unwgt'd	1465	1439	496
	Weighted (000)	7525	7405	2376
	Horz %	6.41	6.31	2.02
	Vert %	59.64	59.87	55.09
	Index	122	123	113
Any Internet/Online Activity - Past Month	Unwgt'd	2271	2227	818
	Weighted (000)	11573	11330	3937
	Horz %	5.68	5.56	1.93
	Vert %	91.72	91.61	91.30
	Index	108	108	108
Played Games Online - Past Month	Unwgt'd	759	743	295
	Weighted (000)	4236	4165	1646
	Horz %	5.76	5.66	2.24
	Vert %	33.57	33.67	38.17
	Index	110	110	125
Downloaded a Video Game - Past Month	Unwgt'd	279	272	105
	Weighted (000)	1451	1425	584
	Horz %	4.96	4.87	1.99
	Vert %	11.50	11.53	13.54
	Index	95	95	111
Downloaded a Movie - Past Month	Unwgt'd	263	261	89
	Weighted (000)	1288	1285	459
	Horz %	6.02	6.00	2.15
	Vert %	10.21	10.39	10.65
	Index	115	117	120
Watched a Movie Online - Past Month	Unwgt'd	554	546	211
	Weighted (000)	2819	2796	1111
	Horz %	5.50	5.46	2.17
	Vert %	22.34	22.61	25.76
	Index	105	106	121
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	512	504	194
	Weighted (000)	2597	2559	884
	Horz %	5.78	5.69	1.97
	Vert %	20.58	20.69	20.49
	Index	110	111	110
Visited a Chat Room - Past Month				*
	Unwgt'd	94	90	43
	Weighted (000)	459	436	174
	Horz %	4.03	3.82	1.53
	Index	77	74	85

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Used e-Mail - Past Month	Unwgt'd	2083	2045	742
	Weighted (000)	10253	10059	3445
	Horz %	5.88	5.77	1.98
	Vert %	81.26	81.33	79.88
	Index	112	112	110
Used Instant Messenger/IM Online - Past Month	Unwgt'd	1511	1491	560
	Weighted (000)	7985	7845	2799
	Horz %	5.88	5.78	2.06
	Vert %	63.29	63.43	64.91
	Index	112	112	115
Visited Online Blogs - Past Month	Unwgt'd	357	355	145
	Weighted (000)	1709	1695	681
	Horz %	5.39	5.35	2.15
	Vert %	13.54	13.71	15.80
	Index	103	104	120
Wrote an Online Blog - Past Month				*
	Unwgt'd	70	69	31
	Weighted (000)	313	311	121
	Horz %	4.80	4.76	1.86
	Index	92	93	104
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	200	196	77
	Weighted (000)	983	966	404
	Horz %	5.05	4.96	2.07
	Vert %	7.79	7.81	9.36
	Index	96	97	116
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	1989	1954	719
	Weighted (000)	10298	10095	3498
	Horz %	5.80	5.69	1.97
	Vert %	81.62	81.62	81.10
	Index	111	111	110
Accessed Facebook.com - Past Month	Unwgt'd	1587	1560	603
	Weighted (000)	8480	8318	3033
	Horz %	5.82	5.71	2.08
	Vert %	67.21	67.25	70.32
	Index	111	111	116
Accessed Foursquare - Past Month		*	*	*
	Unwgt'd	13	13	7
	Weighted (000)	103	103	39
	Horz %	6.72	6.72	2.54
	Index	128	131	142
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	424	418	149
	Weighted (000)	2196	2165	727
	Horz %	5.29	5.21	1.75
	Vert %	17.41	17.50	16.86
	Index	101	101	98

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Accessed LinkedIn.com - Past Month	Unwgt'd	495	488	171
	Weighted (000)	2106	2071	715
	Horz %	6.81	6.69	2.31
	Vert %	16.69	16.74	16.57
	Index	130	130	129
Accessed Pinterest - Past Month	Unwgt'd	518	510	223
	Weighted (000)	3031	2952	1165
	Horz %	6.73	6.56	2.59
	Vert %	24.02	23.87	27.01
	Index	128	128	144
Accessed Tumblr - Past Month	Unwgt'd	92	89	50
	Weighted (000)	587	569	290
	Horz %	6.24	6.06	3.08
	Vert %	4.65	4.60	6.72
	Index	119	118	172
Accessed Twitter.com - Past Month	Unwgt'd	341	337	150
	Weighted (000)	1909	1879	824
	Horz %	6.16	6.07	2.66
	Vert %	15.13	15.19	19.10
	Index	118	118	148
Accessed Yelp - Past Month	Unwgt'd	204	202	79
	Weighted (000)	856	842	301
	Horz %	5.52	5.43	1.94
	Vert %	6.78	6.81	6.97
	Index	105	106	108
Accessed YouTube.com - Past Month	Unwgt'd	1414	1389	503
	Weighted (000)	7303	7160	2460
	Horz %	5.91	5.79	1.99
	Vert %	57.88	57.89	57.05
	Index	113	113	111
Posted "Like" on Social Network - Past Month	Unwgt'd	1049	1036	422
	Weighted (000)	5639	5544	2226
	Horz %	6.04	5.94	2.39
	Vert %	44.69	44.82	51.62
	Index	115	116	133
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	506	495	240
	Weighted (000)	2793	2716	1293
	Horz %	5.83	5.67	2.70
	Vert %	22.14	21.96	29.98
	Index	111	110	151
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	379	373	135
	Weighted (000)	1918	1878	632
	Horz %	6.47	6.33	2.13
	Vert %	15.20	15.18	14.65
	Index	123	123	119

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Watched a Video on Social Network - Past Month	Unwgt'd	1288	1267	476
	Weighted (000)	6866	6742	2375
	Horz %	6.02	5.91	2.08
	Vert %	54.42	54.51	55.07
	Index	115	115	116
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	2152	2114	789
	Weighted (000)	11071	10855	3770
	Horz %	5.80	5.69	1.98
	Vert %	87.75	87.77	87.41
	Index	111	111	110
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	1038	1025	399
	Weighted (000)	5401	5313	1966
	Horz %	5.94	5.85	2.16
	Vert %	42.81	42.96	45.58
	Index	113	114	121
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	1017	999	397
	Weighted (000)	5252	5140	2049
	Horz %	6.02	5.89	2.35
	Vert %	41.63	41.56	47.50
	Index	115	115	131
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	1312	1289	492
	Weighted (000)	6904	6779	2450
	Horz %	6.07	5.96	2.15
	Vert %	54.73	54.81	56.80
	Index	116	116	120
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	871	857	327
	Weighted (000)	4911	4856	1712
	Horz %	6.18	6.11	2.15
	Vert %	38.93	39.26	39.70
	Index	118	119	120
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	538	525	226
	Weighted (000)	2832	2751	1178
	Horz %	5.55	5.39	2.31
	Vert %	22.44	22.24	27.31
	Index	106	105	129
Used a Mobile "App" - Past Month	Unwgt'd	1419	1396	528
	Weighted (000)	7309	7187	2594
	Horz %	6.30	6.19	2.24
	Vert %	57.93	58.10	60.15
	Index	120	121	125
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	568	557	188
	Weighted (000)	2651	2621	877
	Horz %	4.94	4.88	1.63
	Vert %	21.01	21.19	20.33
	Index	94	95	91

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	755	743	258
	Weighted (000)	3498	3470	1146
	Horz %	4.94	4.90	1.62
	Vert %	27.73	28.05	26.57
	Index	94	95	90
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	1064	1048	376
	Weighted (000)	5210	5097	1734
	Horz %	6.18	6.05	2.06
	Vert %	41.29	41.21	40.20
	Index	118	118	115
Read Classified Advertising in Weekday Newspaper	Unwgt'd	191	186	65
	Weighted (000)	1065	1032	309
	Horz %	5.06	4.90	1.47
	Vert %	8.44	8.35	7.16
	Index	96	95	82
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	215	211	75
	Weighted (000)	1196	1182	399
	Horz %	5.53	5.47	1.84
	Vert %	9.48	9.56	9.25
	Index	106	106	103
Read Advertisements in Weekday Newspaper	Unwgt'd	201	197	63
	Weighted (000)	929	894	258
	Horz %	4.72	4.54	1.31
	Vert %	7.36	7.23	5.98
	Index	90	88	73
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	269	266	86
	Weighted (000)	1357	1344	385
	Horz %	5.50	5.45	1.56
	Vert %	10.75	10.87	8.93
	Index	105	106	87
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	266	263	104
	Weighted (000)	1287	1261	456
	Horz %	5.04	4.94	1.79
	Vert %	10.20	10.20	10.57
	Index	96	96	100
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	442	436	152
	Weighted (000)	2172	2155	654
	Horz %	5.88	5.83	1.77
	Vert %	17.22	17.42	15.17
	Index	112	114	99
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	237	236	77
	Weighted (000)	1173	1167	317
	Horz %	5.19	5.17	1.40
	Vert %	9.30	9.43	7.35
	Index	99	101	78

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	603	592	205
	Weighted (000)	3370	3342	1030
	Horz %	6.36	6.31	1.95
	Vert %	26.71	27.02	23.89
	Index	121	123	109
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	117	114	52
	Weighted (000)	551	538	257
	Horz %	3.58	3.49	1.67
	Vert %	4.37	4.35	5.96
	Index	68	68	93
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	148	144	58
	Weighted (000)	730	703	256
	Horz %	5.58	5.37	1.95
	Vert %	5.79	5.68	5.92
	Index	107	105	109
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	237	232	94
	Weighted (000)	1167	1134	427
	Horz %	4.40	4.28	1.61
	Vert %	9.25	9.17	9.89
	Index	84	83	90
Accessed Yellowpages.com (YP.com) - Past Month				*
	Unwgt'd	122	121	38
	Weighted (000)	624	619	168
	Horz %	5.16	5.13	1.39
	Index	99	100	78
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	476	467	192
	Weighted (000)	2429	2370	914
	Horz %	5.20	5.07	1.96
	Vert %	19.25	19.16	21.19
	Index	99	99	109
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	283	278	131
	Weighted (000)	1400	1372	617
	Horz %	4.50	4.41	1.98
	Vert %	11.10	11.09	14.32
	Index	86	86	111
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	299	293	134
	Weighted (000)	1551	1514	705
	Horz %	4.94	4.82	2.24
	Vert %	12.29	12.24	16.35
	Index	94	94	125
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	308	301	137
	Weighted (000)	1732	1683	722
	Horz %	5.17	5.03	2.16
	Vert %	13.73	13.61	16.74
	Index	99	98	120

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	255	252	119
	Weighted (000)	1273	1266	593
	Horz %	4.90	4.87	2.28
	Vert %	10.09	10.24	13.76
	Index	93	95	127
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	223	219	114
	Weighted (000)	1021	1009	544
	Horz %	4.04	3.99	2.16
	Vert %	8.10	8.16	12.62
	Index	77	78	120
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	347	341	156
	Weighted (000)	1757	1720	743
	Horz %	5.15	5.04	2.18
	Vert %	13.92	13.90	17.23
	Index	98	98	122
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	241	236	109
	Weighted (000)	1088	1071	562
	Horz %	5.06	4.98	2.61
	Vert %	8.62	8.66	13.03
	Index	97	97	146
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	305	301	135
	Weighted (000)	1509	1499	765
	Horz %	4.52	4.49	2.29
	Vert %	11.96	12.12	17.73
	Index	86	87	128
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	240	237	109
	Weighted (000)	1099	1092	485
	Horz %	4.65	4.62	2.05
	Vert %	8.71	8.83	11.25
	Index	89	90	115
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	192	188	80
	Weighted (000)	935	917	331
	Horz %	4.77	4.68	1.69
	Vert %	7.41	7.42	7.67
	Index	91	91	94
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	275	271	120
	Weighted (000)	1303	1280	549
	Horz %	4.69	4.61	1.98
	Vert %	10.33	10.35	12.74
	Index	89	90	110
Have Seen Video Ads in Airports - Past Month	Unwgt'd	196	194	79
	Weighted (000)	821	815	330
	Horz %	4.40	4.37	1.77
	Vert %	6.51	6.59	7.65
	Index	84	85	99

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	443	436	196
	Weighted (000)	2135	2107	844
	Horz %	5.26	5.19	2.08
	Vert %	16.92	17.04	19.56
	Index	100	101	116
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	181	176	79
	Weighted (000)	812	784	344
	Horz %	4.49	4.34	1.90
	Vert %	6.43	6.34	7.98
	Index	86	84	106
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	166	163	88
	Weighted (000)	694	686	381
	Horz %	4.15	4.10	2.28
	Vert %	5.50	5.55	8.83
	Index	79	80	127
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	259	254	122
	Weighted (000)	1269	1252	589
	Horz %	4.99	4.93	2.32
	Vert %	10.06	10.12	13.66
	Index	95	96	129
Have Seen Ads on Billboards - Past Month	Unwgt'd	1409	1389	553
	Weighted (000)	7274	7180	2584
	Horz %	5.93	5.85	2.11
	Vert %	57.65	58.05	59.93
	Index	113	114	118
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	560	550	258
	Weighted (000)	2542	2486	1116
	Horz %	4.84	4.74	2.13
	Vert %	20.14	20.10	25.87
	Index	92	92	119
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	350	343	148
	Weighted (000)	1530	1505	686
	Horz %	4.53	4.45	2.03
	Vert %	12.12	12.17	15.91
	Index	86	87	113
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	184	182	91
	Weighted (000)	753	748	383
	Horz %	4.36	4.33	2.22
	Vert %	5.96	6.05	8.88
	Index	83	84	124
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	281	276	139
	Weighted (000)	1215	1201	596
	Horz %	4.38	4.33	2.15
	Vert %	9.63	9.71	13.82
	Index	84	84	120

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	130	126	60
	Weighted (000)	539	530	267
	Horz %	3.77	3.70	1.86
	Vert %	4.27	4.28	6.19
	Index	72	72	104
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	442	435	180
	Weighted (000)	2033	2011	871
	Horz %	5.31	5.25	2.28
	Vert %	16.12	16.26	20.21
	Index	101	102	127
Have Seen Ads on Postcards - Past Month	Unwgt'd	317	311	129
	Weighted (000)	1474	1442	534
	Horz %	5.39	5.28	1.95
	Vert %	11.68	11.66	12.38
	Index	103	103	109
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	684	672	273
	Weighted (000)	3368	3318	1219
	Horz %	5.42	5.34	1.96
	Vert %	26.69	26.83	28.27
	Index	103	104	110
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	480	471	211
	Weighted (000)	2359	2329	1058
	Horz %	5.41	5.34	2.43
	Vert %	18.69	18.83	24.53
	Index	103	104	135
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	653	641	279
	Weighted (000)	3223	3177	1384
	Horz %	5.80	5.71	2.49
	Vert %	25.55	25.68	32.09
	Index	111	111	139
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	903	893	367
	Weighted (000)	4600	4564	1740
	Horz %	5.76	5.72	2.18
	Vert %	36.46	36.90	40.34
	Index	110	111	122
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	638	627	267
	Weighted (000)	3034	2997	1209
	Horz %	5.28	5.21	2.10
	Vert %	24.05	24.23	28.04
	Index	101	101	117
Have Seen Infomercials - Past Month	Unwgt'd	556	550	252
	Weighted (000)	2663	2621	1145
	Horz %	5.33	5.25	2.29
	Vert %	21.10	21.19	26.55
	Index	102	102	128

RAB / GfK MRI AUTO PROFILE: JEEP

		Own/Lease any Jeep	Most recent vehicle bought/leased is Jeep	Would buy/lease new Jeep if making decision today
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	1159	1141	449
	Weighted (000)	5691	5605	2035
	Horz %	5.70	5.61	2.04
	Vert %	45.10	45.32	47.20
	Index	109	109	114
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	217	210	94
	Weighted (000)	1107	1086	454
	Horz %	4.59	4.50	1.88
	Vert %	8.77	8.78	10.52
	Index	88	88	105
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	1084	1066	431
	Weighted (000)	5271	5183	1964
	Horz %	5.75	5.66	2.14
	Vert %	41.78	41.91	45.54
	Index	110	110	120
Have Seen Product Placement in Movies - Past Month	Unwgt'd	681	668	281
	Weighted (000)	3458	3410	1272
	Horz %	5.94	5.86	2.19
	Vert %	27.41	27.57	29.49
	Index	113	114	122