

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|------------|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| Adults 18+ | Unwgted | 48273 | 60 | 59 | 531 | 531 | 239 |
| | Weighted (000) | 240780 | 248 | 269 | 2748 | 2748 | 1136 |
| | Horz % | 100.00 | 0.10 | 0.11 | 1.14 | 1.14 | 0.47 |
| | Vert % | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |
| | Index | 100 | 100 | 100 | 100 | 100 | 100 |
| Male | | | * | * | | | |
| | Unwgted | 24392 | 34 | 33 | 305 | 305 | 129 |
| | Weighted (000) | 116178 | 103 | 177 | 1418 | 1418 | 509 |
| | Horz % | 100.00 | 0.09 | 0.15 | 1.22 | 1.22 | 0.44 |
| | Vert % | 48.25 | 41.65 | 65.84 | 51.60 | 51.60 | 44.80 |
| Female | Index | 100 | 86 | 136 | 107 | 107 | 93 |
| | | | * | * | | | |
| | Unwgted | 23881 | 26 | 26 | 226 | 226 | 110 |
| | Weighted (000) | 124602 | 144 | 92 | 1330 | 1330 | 627 |
| | Horz % | 100.00 | 0.12 | 0.07 | 1.07 | 1.07 | 0.50 |
| Age 18-24 | Vert % | 51.75 | 58.35 | 34.16 | 48.40 | 48.40 | 55.20 |
| | Index | 100 | 113 | 66 | 94 | 94 | 107 |
| | | | * | * | * | * | * |
| | Unwgted | 3822 | 3 | 4 | 41 | 41 | 9 |
| | Weighted (000) | 30214 | 23 | 30 | 371 | 371 | 45 |
| Age 25-34 | Horz % | 100.00 | 0.08 | 0.10 | 1.23 | 1.23 | 0.15 |
| | Vert % | 12.55 | 9.16 | 11.16 | 13.49 | 13.49 | 3.96 |
| | Index | 100 | 73 | 89 | 108 | 108 | 32 |
| | | | * | * | | | * |
| | Unwgted | 8153 | 7 | 12 | 66 | 66 | 20 |
| Age 35-44 | Weighted (000) | 42657 | 30 | 63 | 342 | 342 | 112 |
| | Horz % | 100.00 | 0.07 | 0.15 | 0.80 | 0.80 | 0.26 |
| | Vert % | 17.72 | 11.97 | 23.30 | 12.46 | 12.46 | 9.82 |
| | Index | 100 | 68 | 132 | 70 | 70 | 55 |
| | | | * | * | | | * |
| Age 45-54 | Unwgted | 8482 | 6 | 12 | 63 | 63 | 17 |
| | Weighted (000) | 40077 | 41 | 76 | 323 | 323 | 100 |
| | Horz % | 100.00 | 0.10 | 0.19 | 0.81 | 0.81 | 0.25 |
| | Vert % | 16.64 | 16.68 | 28.37 | 11.74 | 11.74 | 8.82 |
| | Index | 100 | 100 | 170 | 71 | 71 | 53 |
| Age 55-64 | | | * | * | | | * |
| | Unwgted | 8893 | 13 | 11 | 89 | 89 | 48 |
| | Weighted (000) | 43246 | 60 | 29 | 375 | 375 | 179 |
| | Horz % | 100.00 | 0.14 | 0.07 | 0.87 | 0.87 | 0.41 |
| | Vert % | 17.96 | 24.08 | 10.93 | 13.64 | 13.64 | 15.75 |
| Age 65+ | Index | 100 | 134 | 61 | 76 | 76 | 88 |
| | | | * | * | | | * |
| | Unwgted | 8384 | 13 | 10 | 83 | 83 | 41 |
| | Weighted (000) | 39759 | 42 | 37 | 456 | 456 | 220 |
| | Horz % | 100.00 | 0.11 | 0.09 | 1.15 | 1.15 | 0.55 |
| Age 65+ | Vert % | 16.51 | 17.11 | 13.90 | 16.59 | 16.59 | 19.36 |
| | Index | 100 | 104 | 84 | 100 | 100 | 117 |
| | | | * | * | | | * |
| | Unwgted | 10539 | 18 | 10 | 189 | 189 | 104 |
| | Weighted (000) | 44827 | 52 | 33 | 882 | 882 | 480 |
| Age 65+ | Horz % | 100.00 | 0.12 | 0.07 | 1.97 | 1.97 | 1.07 |
| | Vert % | 18.62 | 21.01 | 12.33 | 32.08 | 32.08 | 42.28 |
| | Index | 100 | 113 | 66 | 172 | 172 | 227 |

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|-----------------------------------|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| Age 21+ | Unwgt'd | 46843 | 58 | 57 | 513 | 513 | 234 |
| | Weighted (000) | 228583 | 236 | 249 | 2603 | 2603 | 1104 |
| | Horz % | 100.00 | 0.10 | 0.11 | 1.14 | 1.14 | 0.48 |
| | Vert % | 94.93 | 95.44 | 92.52 | 94.74 | 94.74 | 97.17 |
| | Index | 100 | 101 | 97 | 100 | 100 | 102 |
| Age 18-34 | | | * | * | | | * |
| | Unwgt'd | 11975 | 10 | 16 | 107 | 107 | 29 |
| | Weighted (000) | 72871 | 52 | 93 | 713 | 713 | 157 |
| | Horz % | 100.00 | 0.07 | 0.13 | 0.98 | 0.98 | 0.21 |
| | Vert % | 30.26 | 21.13 | 34.46 | 25.95 | 25.95 | 13.78 |
| Age 18-49 | Index | 100 | 70 | 114 | 86 | 86 | 46 |
| | Unwgt'd | 24725 | 18 | 34 | 216 | 216 | 70 |
| | Weighted (000) | 133805 | 106 | 189 | 1220 | 1220 | 346 |
| | Horz % | 100.00 | 0.08 | 0.14 | 0.91 | 0.91 | 0.26 |
| | Vert % | 55.57 | 42.69 | 70.25 | 44.39 | 44.39 | 30.47 |
| Age 25-54 | Index | 100 | 77 | 126 | 80 | 80 | 55 |
| | Unwgt'd | 25528 | 26 | 35 | 218 | 218 | 85 |
| | Weighted (000) | 125979 | 131 | 168 | 1040 | 1040 | 391 |
| | Horz % | 100.00 | 0.10 | 0.13 | 0.83 | 0.83 | 0.31 |
| | Vert % | 52.32 | 52.72 | 62.60 | 37.84 | 37.84 | 34.40 |
| Age 35-64 | Index | 100 | 101 | 120 | 72 | 72 | 66 |
| | Unwgt'd | 25759 | 32 | 33 | 235 | 235 | 106 |
| | Weighted (000) | 123081 | 143 | 143 | 1153 | 1153 | 499 |
| | Horz % | 100.00 | 0.12 | 0.12 | 0.94 | 0.94 | 0.41 |
| | Vert % | 51.12 | 57.86 | 53.20 | 41.97 | 41.97 | 43.94 |
| Age 50+ | Index | 100 | 113 | 104 | 82 | 82 | 86 |
| | Unwgt'd | 23548 | 42 | 25 | 315 | 315 | 169 |
| | Weighted (000) | 106974 | 142 | 80 | 1528 | 1528 | 790 |
| | Horz % | 100.00 | 0.13 | 0.07 | 1.43 | 1.43 | 0.74 |
| | Vert % | 44.43 | 57.31 | 29.75 | 55.61 | 55.61 | 69.53 |
| Median Age | Index | 100 | 129 | 67 | 125 | 125 | 156 |
| | Unwgt'd | 46.80 | 51.90 | 39.30 | 54.00 | 54.00 | 60.80 |
| | Weighted (000) | | | | | | |
| | Horz % | | | | | | |
| | Vert % | | | | | | |
| Race: White Only | Index | 100 | 111 | 84 | 116 | 116 | 130 |
| | Unwgt'd | 34938 | 58 | 38 | 417 | 417 | 202 |
| | Weighted (000) | 177950 | 240 | 153 | 2216 | 2216 | 965 |
| | Horz % | 100.00 | 0.14 | 0.09 | 1.25 | 1.25 | 0.54 |
| | Vert % | 73.91 | 97.10 | 56.78 | 80.65 | 80.65 | 84.95 |
| Race: Black/African-American Only | Index | 100 | 131 | 77 | 109 | 109 | 115 |
| | Unwgt'd | 5766 | 2 | 12 | 69 | 69 | 19 |
| | Weighted (000) | 29089 | 7 | 46 | 339 | 339 | 99 |
| | Horz % | 100.00 | 0.02 | 0.16 | 1.16 | 1.16 | 0.34 |
| | Vert % | 12.08 | 2.90 | 17.01 | 12.33 | 12.33 | 8.72 |
| | Index | 100 | 24 | 141 | 102 | 102 | 72 |

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|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | * | * | * |
| Race: Asian | Unwgted | 2336 | 0 | 1 | 7 | 7 | 4 |
| | Weighted (000) | 8427 | 0 | 3 | 25 | 25 | 17 |
| | Horz % | 100.00 | 0.00 | 0.03 | 0.30 | 0.30 | 0.20 |
| | Vert % | 3.50 | 0.00 | 1.05 | 0.92 | 0.92 | 1.46 |
| | Index | 100 | 0 | 30 | 26 | 26 | 42 |
| | | | * | * | * | * | * |
| Race: Other Race/Multi-Racial | Unwgted | 7569 | 0 | 9 | 45 | 45 | 18 |
| | Weighted (000) | 33741 | 0 | 70 | 193 | 193 | 72 |
| | Horz % | 100.00 | 0.00 | 0.21 | 0.57 | 0.57 | 0.21 |
| | Vert % | 14.01 | 0.00 | 26.21 | 7.02 | 7.02 | 6.33 |
| | Index | 100 | 0 | 187 | 50 | 50 | 45 |
| | | | * | * | * | * | * |
| Hispanic, Latino, Spanish Origin or Descent | Unwgted | 6274 | 1 | 10 | 44 | 44 | 20 |
| | Weighted (000) | 36640 | 4 | 68 | 235 | 235 | 88 |
| | Horz % | 100.00 | 0.01 | 0.19 | 0.64 | 0.64 | 0.24 |
| | Vert % | 15.22 | 1.44 | 25.46 | 8.54 | 8.54 | 7.76 |
| | Index | 100 | 9 | 167 | 56 | 56 | 51 |
| | | | * | * | * | * | * |
| Hispanic, Personally Speak Only English at Home | Unwgted | 1651 | 1 | 3 | 13 | 13 | 7 |
| | Weighted (000) | 5719 | 4 | 12 | 43 | 43 | 17 |
| | Horz % | 100.00 | 0.06 | 0.21 | 0.76 | 0.76 | 0.30 |
| | Vert % | 2.38 | 1.44 | 4.44 | 1.58 | 1.58 | 1.52 |
| | Index | 100 | 61 | 187 | 66 | 66 | 64 |
| | | | * | * | * | * | * |
| Hispanic, Personally Speak Mostly English, But Some Spanish at Home | Unwgted | 1862 | 0 | 2 | 13 | 13 | 7 |
| | Weighted (000) | 9417 | 0 | 11 | 77 | 77 | 43 |
| | Horz % | 100.00 | 0.00 | 0.12 | 0.82 | 0.82 | 0.46 |
| | Vert % | 3.91 | 0.00 | 4.16 | 2.80 | 2.80 | 3.81 |
| | Index | 100 | 0 | 106 | 72 | 72 | 97 |
| | | | * | * | * | * | * |
| Hispanic, Personally Speak Only Spanish at Home | Unwgted | 1118 | 0 | 3 | 9 | 9 | 3 |
| | Weighted (000) | 10393 | 0 | 26 | 62 | 62 | 7 |
| | Horz % | 100.00 | 0.00 | 0.25 | 0.59 | 0.59 | 0.06 |
| | Vert % | 4.32 | 0.00 | 9.80 | 2.25 | 2.25 | 0.58 |
| | Index | 100 | 0 | 227 | 52 | 52 | 13 |
| | | | * | * | * | * | * |
| Hispanic, Personally Speak Mostly Spanish, But Some English at Home | Unwgted | 1522 | 0 | 2 | 9 | 9 | 3 |
| | Weighted (000) | 8987 | 0 | 19 | 53 | 53 | 21 |
| | Horz % | 100.00 | 0.00 | 0.21 | 0.59 | 0.59 | 0.23 |
| | Vert % | 3.73 | 0.00 | 7.06 | 1.91 | 1.91 | 1.84 |
| | Index | 100 | 0 | 189 | 51 | 51 | 49 |
| | | | * | * | * | * | * |
| Hispanic, Personally Speak Spanish and English Equally at Home | Unwgted | 95 | 0 | 0 | 0 | 0 | 0 |
| | Weighted (000) | 1661 | 0 | 0 | 0 | 0 | 0 |
| | Horz % | 100.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | Vert % | 0.69 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | Index | 100 | 0 | 0 | 0 | 0 | 0 |
| | | | * | * | * | * | * |
| Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree | Unwgted | 6767 | 4 | 8 | 66 | 66 | 42 |
| | Weighted (000) | 25246 | 16 | 35 | 268 | 268 | 167 |
| | Horz % | 100.00 | 0.06 | 0.14 | 1.06 | 1.06 | 0.66 |
| | Vert % | 10.49 | 6.28 | 12.90 | 9.75 | 9.75 | 14.68 |
| | Index | 100 | 60 | 123 | 93 | 93 | 140 |

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|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | * |
| Highest Level Education Completed/Highest Degree Received: Bachelor's Degree | Unwgt'd | 11007 | 14 | 9 | 103 | 103 | 47 |
| | Weighted (000) | 45336 | 51 | 39 | 470 | 470 | 209 |
| | Horz % | 100.00 | 0.11 | 0.09 | 1.04 | 1.04 | 0.46 |
| | Vert % | 18.83 | 20.57 | 14.42 | 17.10 | 17.10 | 18.41 |
| | Index | 100 | 109 | 77 | 91 | 91 | 98 |
| | | | * | * | * | * | * |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic | Unwgt'd | 2525 | 6 | 4 | 39 | 39 | 14 |
| | Weighted (000) | 10486 | 21 | 14 | 215 | 215 | 81 |
| | Horz % | 100.00 | 0.20 | 0.14 | 2.05 | 2.05 | 0.77 |
| | Vert % | 4.36 | 8.45 | 5.33 | 7.84 | 7.84 | 7.11 |
| | Index | 100 | 194 | 122 | 180 | 180 | 163 |
| | | | * | * | * | * | * |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational | Unwgt'd | 3281 | 12 | 4 | 40 | 40 | 17 |
| | Weighted (000) | 13387 | 61 | 10 | 160 | 160 | 47 |
| | Horz % | 100.00 | 0.46 | 0.07 | 1.20 | 1.20 | 0.35 |
| | Vert % | 5.56 | 24.83 | 3.67 | 5.84 | 5.84 | 4.12 |
| | Index | 100 | 447 | 66 | 105 | 105 | 74 |
| | | | * | * | | | |
| Highest Level Education Completed/Highest Degree Received: Some College, but No Degree | Unwgt'd | 10114 | 11 | 17 | 125 | 125 | 55 |
| | Weighted (000) | 45271 | 37 | 60 | 545 | 545 | 214 |
| | Horz % | 100.00 | 0.08 | 0.13 | 1.20 | 1.20 | 0.47 |
| | Vert % | 18.80 | 15.09 | 22.16 | 19.84 | 19.84 | 18.82 |
| | Index | 100 | 80 | 118 | 106 | 106 | 100 |
| | | | * | * | | | |
| Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED) | Unwgt'd | 10354 | 12 | 14 | 127 | 127 | 57 |
| | Weighted (000) | 71224 | 56 | 88 | 879 | 879 | 374 |
| | Horz % | 100.00 | 0.08 | 0.12 | 1.23 | 1.23 | 0.53 |
| | Vert % | 29.58 | 22.76 | 32.91 | 32.00 | 32.00 | 32.92 |
| | Index | 100 | 77 | 111 | 108 | 108 | 111 |
| | | | * | * | * | * | * |
| Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma | Unwgt'd | 4225 | 1 | 3 | 31 | 31 | 7 |
| | Weighted (000) | 29828 | 5 | 23 | 210 | 210 | 45 |
| | Horz % | 100.00 | 0.02 | 0.08 | 0.70 | 0.70 | 0.15 |
| | Vert % | 12.39 | 2.02 | 8.62 | 7.64 | 7.64 | 3.95 |
| | Index | 100 | 16 | 70 | 62 | 62 | 32 |
| | | | * | * | * | * | * |
| Currently Attending College or University | Unwgt'd | 3453 | 4 | 6 | 44 | 44 | 14 |
| | Weighted (000) | 19367 | 11 | 38 | 241 | 241 | 64 |
| | Horz % | 100.00 | 0.06 | 0.19 | 1.24 | 1.24 | 0.33 |
| | Vert % | 8.04 | 4.62 | 13.97 | 8.77 | 8.77 | 5.66 |
| | Index | 100 | 57 | 174 | 109 | 109 | 70 |
| | | | * | * | | | |
| Employed Full Time | Unwgt'd | 24928 | 35 | 33 | 224 | 224 | 98 |
| | Weighted (000) | 116486 | 155 | 170 | 1194 | 1194 | 463 |
| | Horz % | 100.00 | 0.13 | 0.15 | 1.02 | 1.02 | 0.40 |
| | Vert % | 48.38 | 62.79 | 63.08 | 43.45 | 43.45 | 40.76 |
| | Index | 100 | 130 | 130 | 90 | 90 | 84 |
| | | | * | * | | | * |
| Employed Part Time | Unwgt'd | 5673 | 5 | 9 | 62 | 62 | 29 |
| | Weighted (000) | 29663 | 18 | 35 | 287 | 287 | 124 |
| | Horz % | 100.00 | 0.06 | 0.12 | 0.97 | 0.97 | 0.42 |
| | Vert % | 12.32 | 7.24 | 12.87 | 10.46 | 10.46 | 10.93 |
| | Index | 100 | 59 | 104 | 85 | 85 | 89 |

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|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| Not Employed | | | * | * | | | |
| | Unwgted | 17672 | 20 | 17 | 245 | 245 | 112 |
| | Weighted (000) | 94631 | 74 | 65 | 1267 | 1267 | 549 |
| | Horz % | 100.00 | 0.08 | 0.07 | 1.34 | 1.34 | 0.58 |
| | Vert % | 39.30 | 29.97 | 24.05 | 46.10 | 46.10 | 48.32 |
| | Index | 100 | 76 | 61 | 117 | 117 | 123 |
| Temporarily Unemployed | | | * | * | * | * | * |
| | Unwgted | 1992 | 2 | 5 | 23 | 23 | 7 |
| | Weighted (000) | 13071 | 12 | 20 | 128 | 128 | 19 |
| | Horz % | 100.00 | 0.09 | 0.15 | 0.98 | 0.98 | 0.15 |
| | Vert % | 5.43 | 4.81 | 7.33 | 4.64 | 4.64 | 1.68 |
| | Index | 100 | 89 | 135 | 86 | 86 | 31 |
| Retired from Employment | | | * | * | | | |
| | Unwgted | 10157 | 18 | 10 | 172 | 172 | 91 |
| | Weighted (000) | 45370 | 62 | 35 | 818 | 818 | 435 |
| | Horz % | 100.00 | 0.14 | 0.08 | 1.80 | 1.80 | 0.96 |
| | Vert % | 18.84 | 25.16 | 12.93 | 29.75 | 29.75 | 38.26 |
| | Index | 100 | 134 | 69 | 158 | 158 | 203 |
| Not Employed, Principal Shopper for Household | | | * | * | * | * | * |
| | Unwgted | 2514 | 0 | 2 | 22 | 22 | 9 |
| | Weighted (000) | 16486 | 0 | 10 | 133 | 133 | 55 |
| | Horz % | 100.00 | 0.00 | 0.06 | 0.81 | 0.81 | 0.33 |
| | Vert % | 6.85 | 0.00 | 3.80 | 4.84 | 4.84 | 4.82 |
| | Index | 100 | 0 | 55 | 71 | 71 | 70 |
| Occupation: Professional and Related Occupations | | | * | * | | | * |
| | Unwgted | 7447 | 7 | 8 | 53 | 53 | 28 |
| | Weighted (000) | 33261 | 34 | 46 | 257 | 257 | 128 |
| | Horz % | 100.00 | 0.10 | 0.14 | 0.77 | 0.77 | 0.39 |
| | Vert % | 13.81 | 13.66 | 16.98 | 9.35 | 9.35 | 11.28 |
| | Index | 100 | 99 | 123 | 68 | 68 | 82 |
| Occupation: Management, Business and Financial Operations | | | * | * | | | * |
| | Unwgted | 6565 | 16 | 9 | 67 | 67 | 45 |
| | Weighted (000) | 24062 | 48 | 23 | 297 | 297 | 202 |
| | Horz % | 100.00 | 0.20 | 0.10 | 1.23 | 1.23 | 0.84 |
| | Vert % | 9.99 | 19.24 | 8.67 | 10.81 | 10.81 | 17.79 |
| | Index | 100 | 192 | 87 | 108 | 108 | 178 |
| Occupation: Sales and Office Occupations | | | * | * | | | * |
| | Unwgted | 5945 | 6 | 8 | 61 | 61 | 22 |
| | Weighted (000) | 32600 | 51 | 35 | 386 | 386 | 128 |
| | Horz % | 100.00 | 0.16 | 0.11 | 1.18 | 1.18 | 0.39 |
| | Vert % | 13.54 | 20.48 | 12.99 | 14.05 | 14.05 | 11.23 |
| | Index | 100 | 151 | 96 | 104 | 104 | 83 |
| Occupation: Natural Resources, Construction and Maintenance Occupations | | | * | * | * | * | * |
| | Unwgted | 2586 | 2 | 6 | 27 | 27 | 10 |
| | Weighted (000) | 13486 | 7 | 33 | 141 | 141 | 21 |
| | Horz % | 100.00 | 0.05 | 0.25 | 1.04 | 1.04 | 0.16 |
| | Vert % | 5.60 | 2.75 | 12.30 | 5.13 | 5.13 | 1.87 |
| | Index | 100 | 49 | 220 | 92 | 92 | 33 |
| Occupation: Other Employed | | | * | * | | | * |
| | Unwgted | 8058 | 9 | 11 | 78 | 78 | 22 |
| | Weighted (000) | 42740 | 34 | 67 | 400 | 400 | 108 |
| | Horz % | 100.00 | 0.08 | 0.16 | 0.94 | 0.94 | 0.25 |
| | Vert % | 17.75 | 13.90 | 24.99 | 14.57 | 14.57 | 9.51 |
| | Index | 100 | 78 | 141 | 82 | 82 | 54 |

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| | | | * | * | * | * | * |
| Household Income: \$250,000+ | Unwgted | 1862 | 3 | 3 | 16 | 16 | 10 |
| | Weighted (000) | 7072 | 15 | 15 | 63 | 63 | 41 |
| | Horz % | 100.00 | 0.21 | 0.21 | 0.88 | 0.88 | 0.58 |
| | Vert % | 2.94 | 5.92 | 5.43 | 2.27 | 2.27 | 3.59 |
| | Index | 100 | 202 | 185 | 77 | 77 | 122 |
| | | | * | * | * | * | * |
| Household Income: \$200,000- \$249,999 | Unwgted | 1511 | 3 | 1 | 15 | 15 | 10 |
| | Weighted (000) | 6244 | 9 | 3 | 58 | 58 | 37 |
| | Horz % | 100.00 | 0.15 | 0.05 | 0.93 | 0.93 | 0.60 |
| | Vert % | 2.59 | 3.75 | 1.18 | 2.11 | 2.11 | 3.30 |
| | Index | 100 | 145 | 45 | 81 | 81 | 127 |
| | | | * | * | * | * | * |
| Household Income: \$150,000- \$199,999 | Unwgted | 3595 | 9 | 6 | 46 | 46 | 26 |
| | Weighted (000) | 16937 | 40 | 36 | 231 | 231 | 105 |
| | Horz % | 100.00 | 0.23 | 0.22 | 1.36 | 1.36 | 0.62 |
| | Vert % | 7.03 | 15.99 | 13.58 | 8.40 | 8.40 | 9.22 |
| | Index | 100 | 227 | 193 | 119 | 119 | 131 |
| | | | * | * | | | * |
| Household Income: \$100,000- \$149,999 | Unwgted | 7160 | 11 | 7 | 72 | 72 | 43 |
| | Weighted (000) | 37688 | 58 | 17 | 385 | 385 | 266 |
| | Horz % | 100.00 | 0.15 | 0.05 | 1.02 | 1.02 | 0.71 |
| | Vert % | 15.65 | 23.25 | 6.40 | 13.99 | 13.99 | 23.42 |
| | Index | 100 | 149 | 41 | 89 | 89 | 150 |
| | | | * | * | | | * |
| Household Income: \$75,000- \$99,999 | Unwgted | 6228 | 7 | 8 | 81 | 81 | 49 |
| | Weighted (000) | 32225 | 18 | 44 | 415 | 415 | 195 |
| | Horz % | 100.00 | 0.06 | 0.14 | 1.29 | 1.29 | 0.60 |
| | Vert % | 13.38 | 7.46 | 16.47 | 15.11 | 15.11 | 17.13 |
| | Index | 100 | 56 | 123 | 113 | 113 | 128 |
| | | | * | * | | | * |
| Household Income: \$60,000- \$74,999 | Unwgted | 4977 | 14 | 10 | 82 | 82 | 31 |
| | Weighted (000) | 25163 | 55 | 57 | 504 | 504 | 151 |
| | Horz % | 100.00 | 0.22 | 0.23 | 2.00 | 2.00 | 0.60 |
| | Vert % | 10.45 | 22.24 | 21.34 | 18.34 | 18.34 | 13.25 |
| | Index | 100 | 213 | 204 | 176 | 176 | 127 |
| | | | * | * | | | * |
| Household Income: \$50,000- \$59,999 | Unwgted | 3803 | 3 | 4 | 53 | 53 | 22 |
| | Weighted (000) | 18770 | 6 | 13 | 235 | 235 | 99 |
| | Horz % | 100.00 | 0.03 | 0.07 | 1.25 | 1.25 | 0.53 |
| | Vert % | 7.80 | 2.61 | 5.01 | 8.55 | 8.55 | 8.74 |
| | Index | 100 | 34 | 64 | 110 | 110 | 112 |
| | | | * | * | * | * | * |
| Household Income: \$40,000- \$49,999 | Unwgted | 4778 | 2 | 6 | 35 | 35 | 15 |
| | Weighted (000) | 20586 | 4 | 20 | 198 | 198 | 88 |
| | Horz % | 100.00 | 0.02 | 0.10 | 0.96 | 0.96 | 0.43 |
| | Vert % | 8.55 | 1.67 | 7.46 | 7.20 | 7.20 | 7.73 |
| | Index | 100 | 20 | 87 | 84 | 84 | 90 |
| | | | * | * | * | * | * |
| Household Income: \$30,000- \$39,999 | Unwgted | 4643 | 3 | 3 | 47 | 47 | 8 |
| | Weighted (000) | 22039 | 5 | 16 | 210 | 210 | 31 |
| | Horz % | 100.00 | 0.02 | 0.07 | 0.95 | 0.95 | 0.14 |
| | Vert % | 9.15 | 1.84 | 5.90 | 7.64 | 7.64 | 2.73 |
| | Index | 100 | 20 | 64 | 83 | 83 | 30 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | * | * | * |
| Household Income: \$20,000- \$29,999 | Unwgted | 4346 | 5 | 6 | 40 | 40 | 16 |
| | Weighted (000) | 21849 | 38 | 15 | 218 | 218 | 71 |
| | Horz % | 100.00 | 0.17 | 0.07 | 1.00 | 1.00 | 0.32 |
| | Vert % | 9.07 | 15.27 | 5.76 | 7.95 | 7.95 | 6.24 |
| | Index | 100 | 168 | 63 | 88 | 88 | 69 |
| | | | * | * | * | * | * |
| Household Income: Under \$20,000 | Unwgted | 5370 | 0 | 5 | 44 | 44 | 9 |
| | Weighted (000) | 32207 | 0 | 31 | 232 | 232 | 53 |
| | Horz % | 100.00 | 0.00 | 0.10 | 0.72 | 0.72 | 0.16 |
| | Vert % | 13.38 | 0.00 | 11.47 | 8.44 | 8.44 | 4.66 |
| | Index | 100 | 0 | 86 | 63 | 63 | 35 |
| | | | | | | | |
| Median Household Income | Unwgted | | | | | | |
| | Weighted (000) | 62.90 | 96.40 | 70.10 | 68.40 | 68.40 | 84.70 |
| | Horz % | | | | | | |
| | Vert % | | | | | | |
| | Index | 100 | 153 | 111 | 109 | 109 | 135 |
| | | | * | * | | | * |
| Marital Status: Single, Never Married | Unwgted | 11890 | 11 | 13 | 96 | 96 | 28 |
| | Weighted (000) | 67363 | 67 | 83 | 571 | 571 | 130 |
| | Horz % | 100.00 | 0.10 | 0.12 | 0.85 | 0.85 | 0.19 |
| | Vert % | 27.98 | 27.08 | 30.78 | 20.79 | 20.79 | 11.46 |
| | Index | 100 | 97 | 110 | 74 | 74 | 41 |
| | | | * | * | | | * |
| Marital Status: Currently Married | Unwgted | 24640 | 32 | 31 | 311 | 311 | 149 |
| | Weighted (000) | 127911 | 123 | 154 | 1721 | 1721 | 804 |
| | Horz % | 100.00 | 0.10 | 0.12 | 1.35 | 1.35 | 0.63 |
| | Vert % | 53.12 | 49.57 | 57.16 | 62.65 | 62.65 | 70.74 |
| | Index | 100 | 93 | 108 | 118 | 118 | 133 |
| | | | * | * | | | * |
| Marital Status: Divorced or Legally Separated | Unwgted | 7948 | 11 | 9 | 75 | 75 | 38 |
| | Weighted (000) | 30646 | 31 | 18 | 265 | 265 | 121 |
| | Horz % | 100.00 | 0.10 | 0.06 | 0.86 | 0.86 | 0.39 |
| | Vert % | 12.73 | 12.35 | 6.58 | 9.64 | 9.64 | 10.62 |
| | Index | 100 | 97 | 52 | 76 | 76 | 83 |
| | | | * | * | * | * | * |
| Marital Status: Widowed | Unwgted | 3795 | 6 | 6 | 49 | 49 | 24 |
| | Weighted (000) | 14859 | 27 | 15 | 190 | 190 | 82 |
| | Horz % | 100.00 | 0.18 | 0.10 | 1.28 | 1.28 | 0.55 |
| | Vert % | 6.17 | 11.00 | 5.47 | 6.92 | 6.92 | 7.18 |
| | Index | 100 | 178 | 89 | 112 | 112 | 116 |
| | | | * | * | * | * | * |
| Marital Status: Engaged to Be Married | Unwgted | 1949 | 2 | 2 | 15 | 15 | 4 |
| | Weighted (000) | 10768 | 23 | 10 | 75 | 75 | 27 |
| | Horz % | 100.00 | 0.21 | 0.09 | 0.70 | 0.70 | 0.25 |
| | Vert % | 4.47 | 9.34 | 3.80 | 2.73 | 2.73 | 2.35 |
| | Index | 100 | 209 | 85 | 61 | 61 | 53 |
| | | | * | * | * | * | * |
| Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex) | Unwgted | 3390 | 3 | 4 | 26 | 26 | 12 |
| | Weighted (000) | 20609 | 19 | 25 | 123 | 123 | 59 |
| | Horz % | 100.00 | 0.09 | 0.12 | 0.60 | 0.60 | 0.29 |
| | Vert % | 8.56 | 7.74 | 9.41 | 4.47 | 4.47 | 5.21 |
| | Index | 100 | 90 | 110 | 52 | 52 | 61 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | | * | * | | |
| Any Child(ren) Under Age 18 Living at Home | Unwgt'd | 18110 | 15 | 31 | 166 | 166 | 57 |
| | Weighted (000) | 95244 | 96 | 157 | 973 | 973 | 300 |
| | Horz % | 100.00 | 0.10 | 0.17 | 1.02 | 1.02 | 0.31 |
| | Vert % | 39.56 | 38.61 | 58.52 | 35.40 | 35.40 | 26.38 |
| | Index | 100 | 98 | 148 | 90 | 90 | 67 |
| | | | * | * | | | * |
| 1 Child Under Age 18 Currently Living at Home | Unwgt'd | 7249 | 14 | 11 | 75 | 75 | 23 |
| | Weighted (000) | 38782 | 92 | 26 | 449 | 449 | 125 |
| | Horz % | 100.00 | 0.24 | 0.07 | 1.16 | 1.16 | 0.32 |
| | Vert % | 16.11 | 37.15 | 9.51 | 16.34 | 16.34 | 10.99 |
| | Index | 100 | 231 | 59 | 101 | 101 | 68 |
| | | | * | * | * | * | * |
| 2 Children Under Age 18 Currently Living at Home | Unwgt'd | 6875 | 1 | 6 | 49 | 49 | 19 |
| | Weighted (000) | 34084 | 4 | 45 | 226 | 226 | 84 |
| | Horz % | 100.00 | 0.01 | 0.13 | 0.66 | 0.66 | 0.25 |
| | Vert % | 14.16 | 1.46 | 16.66 | 8.22 | 8.22 | 7.42 |
| | Index | 100 | 10 | 118 | 58 | 58 | 52 |
| | | | * | * | * | * | * |
| 3 Children Under Age 18 Currently Living at Home | Unwgt'd | 2656 | 0 | 4 | 20 | 20 | 8 |
| | Weighted (000) | 14443 | 0 | 31 | 165 | 165 | 46 |
| | Horz % | 100.00 | 0.00 | 0.21 | 1.14 | 1.14 | 0.32 |
| | Vert % | 6.00 | 0.00 | 11.50 | 6.01 | 6.01 | 4.05 |
| | Index | 100 | 0 | 192 | 100 | 100 | 68 |
| | | | * | * | * | * | * |
| 4 Children Under Age 18 Currently Living at Home | Unwgt'd | 917 | 0 | 6 | 14 | 14 | 7 |
| | Weighted (000) | 5134 | 0 | 32 | 91 | 91 | 44 |
| | Horz % | 100.00 | 0.00 | 0.63 | 1.76 | 1.76 | 0.87 |
| | Vert % | 2.13 | 0.00 | 12.09 | 3.29 | 3.29 | 3.91 |
| | Index | 100 | 0 | 567 | 155 | 155 | 183 |
| | | | * | * | * | * | * |
| 5 or More Children Under Age 18 Currently Living at Home | Unwgt'd | 413 | 0 | 4 | 8 | 8 | 0 |
| | Weighted (000) | 2801 | 0 | 24 | 42 | 42 | 0 |
| | Horz % | 100.00 | 0.00 | 0.84 | 1.51 | 1.51 | 0.00 |
| | Vert % | 1.16 | 0.00 | 8.77 | 1.54 | 1.54 | 0.00 |
| | Index | 100 | 0 | 754 | 132 | 132 | 0 |
| | | | * | * | * | * | * |
| Own Home/Residence | Unwgt'd | 33144 | 56 | 42 | 426 | 426 | 215 |
| | Weighted (000) | 160200 | 240 | 184 | 2204 | 2204 | 1074 |
| | Horz % | 100.00 | 0.15 | 0.11 | 1.38 | 1.38 | 0.67 |
| | Vert % | 66.53 | 96.77 | 68.29 | 80.22 | 80.22 | 94.50 |
| | Index | 100 | 145 | 103 | 121 | 121 | 142 |
| | | | * | * | * | * | * |
| Rent Home/Residence | Unwgt'd | 14554 | 4 | 17 | 100 | 100 | 23 |
| | Weighted (000) | 77579 | 8 | 85 | 536 | 536 | 61 |
| | Horz % | 100.00 | 0.01 | 0.11 | 0.69 | 0.69 | 0.08 |
| | Vert % | 32.22 | 3.23 | 31.71 | 19.51 | 19.51 | 5.37 |
| | Index | 100 | 10 | 98 | 61 | 61 | 17 |
| | | | * | * | * | * | * |
| Live Rent-Free in Home/Residence | Unwgt'd | 575 | 0 | 0 | 5 | 5 | 1 |
| | Weighted (000) | 3001 | 0 | 0 | 7 | 7 | 1 |
| | Horz % | 100.00 | 0.00 | 0.00 | 0.25 | 0.25 | 0.05 |
| | Vert % | 1.25 | 0.00 | 0.00 | 0.27 | 0.27 | 0.13 |
| | Index | 100 | 0 | 0 | 22 | 22 | 11 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---------------------------------------|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | * |
| Census Region: North East | Unwgted | 11292 | 19 | 4 | 87 | 87 | 38 |
| | Weighted (000) | 43596 | 57 | 11 | 322 | 322 | 154 |
| | Horz % | 100.00 | 0.13 | 0.03 | 0.74 | 0.74 | 0.35 |
| | Vert % | 18.11 | 23.14 | 4.11 | 11.73 | 11.73 | 13.59 |
| | Index | 100 | 128 | 23 | 65 | 65 | 75 |
| | | | * | * | | | |
| Census Region: South | Unwgted | 16777 | 15 | 27 | 231 | 231 | 99 |
| | Weighted (000) | 90561 | 82 | 112 | 1220 | 1220 | 520 |
| | Horz % | 100.00 | 0.09 | 0.12 | 1.35 | 1.35 | 0.57 |
| | Vert % | 37.61 | 32.98 | 41.78 | 44.40 | 44.40 | 45.77 |
| | Index | 100 | 88 | 111 | 118 | 118 | 122 |
| | | | * | * | | | |
| Census Region: Midwest | Unwgted | 10348 | 25 | 7 | 125 | 125 | 60 |
| | Weighted (000) | 51575 | 107 | 42 | 652 | 652 | 246 |
| | Horz % | 100.00 | 0.21 | 0.08 | 1.26 | 1.26 | 0.48 |
| | Vert % | 21.42 | 43.09 | 15.80 | 23.71 | 23.71 | 21.66 |
| | Index | 100 | 201 | 74 | 111 | 111 | 101 |
| | | | * | * | | | * |
| Census Region: West | Unwgted | 9856 | 1 | 21 | 88 | 88 | 42 |
| | Weighted (000) | 55047 | 2 | 103 | 554 | 554 | 216 |
| | Horz % | 100.00 | 0.00 | 0.19 | 1.01 | 1.01 | 0.39 |
| | Vert % | 22.86 | 0.79 | 38.31 | 20.15 | 20.15 | 18.98 |
| | Index | 100 | 3 | 168 | 88 | 88 | 83 |
| | | | * | * | * | * | * |
| Census Sub-Region: New England | Unwgted | 2902 | 5 | 1 | 28 | 28 | 18 |
| | Weighted (000) | 11431 | 12 | 4 | 98 | 98 | 53 |
| | Horz % | 100.00 | 0.11 | 0.04 | 0.86 | 0.86 | 0.47 |
| | Vert % | 4.75 | 5.03 | 1.52 | 3.58 | 3.58 | 4.71 |
| | Index | 100 | 106 | 32 | 75 | 75 | 99 |
| | | | * | * | | | * |
| Census Sub-Region: Mid Atlantic | Unwgted | 8390 | 14 | 3 | 59 | 59 | 20 |
| | Weighted (000) | 32165 | 45 | 7 | 224 | 224 | 101 |
| | Horz % | 100.00 | 0.14 | 0.02 | 0.70 | 0.70 | 0.31 |
| | Vert % | 13.36 | 18.11 | 2.59 | 8.14 | 8.14 | 8.89 |
| | Index | 100 | 136 | 19 | 61 | 61 | 67 |
| | | | * | * | | | |
| Census Sub-Region: South Atlantic | Unwgted | 9468 | 8 | 16 | 121 | 121 | 51 |
| | Weighted (000) | 46537 | 49 | 45 | 521 | 521 | 258 |
| | Horz % | 100.00 | 0.11 | 0.10 | 1.12 | 1.12 | 0.56 |
| | Vert % | 19.33 | 19.75 | 16.60 | 18.95 | 18.95 | 22.74 |
| | Index | 100 | 102 | 86 | 98 | 98 | 118 |
| | | | * | * | * | * | * |
| Census Sub-Region: East South Central | Unwgted | 1936 | 2 | 1 | 29 | 29 | 14 |
| | Weighted (000) | 14894 | 4 | 18 | 231 | 231 | 102 |
| | Horz % | 100.00 | 0.02 | 0.12 | 1.55 | 1.55 | 0.69 |
| | Vert % | 6.19 | 1.43 | 6.54 | 8.40 | 8.40 | 9.01 |
| | Index | 100 | 23 | 106 | 136 | 136 | 146 |
| | | | * | * | | | * |
| Census Sub-Region: West South Central | Unwgted | 5373 | 5 | 10 | 81 | 81 | 34 |
| | Weighted (000) | 29130 | 29 | 50 | 468 | 468 | 159 |
| | Horz % | 100.00 | 0.10 | 0.17 | 1.61 | 1.61 | 0.55 |
| | Vert % | 12.10 | 11.80 | 18.64 | 17.05 | 17.05 | 14.01 |
| | Index | 100 | 98 | 154 | 141 | 141 | 116 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

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|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | * |
| Census Sub-Region: East North Central | Unwgted | 7954 | 19 | 4 | 95 | 95 | 48 |
| | Weighted (000) | 35969 | 71 | 16 | 452 | 452 | 177 |
| | Horz % | 100.00 | 0.20 | 0.04 | 1.26 | 1.26 | 0.49 |
| | Vert % | 14.94 | 28.56 | 6.01 | 16.43 | 16.43 | 15.54 |
| | Index | 100 | 191 | 40 | 110 | 110 | 104 |
| | | | * | * | * | * | * |
| Census Sub-Region: West North Central | Unwgted | 2394 | 6 | 3 | 30 | 30 | 12 |
| | Weighted (000) | 15607 | 36 | 26 | 200 | 200 | 69 |
| | Horz % | 100.00 | 0.23 | 0.17 | 1.28 | 1.28 | 0.44 |
| | Vert % | 6.48 | 14.53 | 9.79 | 7.28 | 7.28 | 6.11 |
| | Index | 100 | 224 | 151 | 112 | 112 | 94 |
| | | | * | * | * | * | * |
| Census Sub-Region: Mountain | Unwgted | 2516 | 0 | 5 | 39 | 39 | 20 |
| | Weighted (000) | 17393 | 0 | 28 | 304 | 304 | 130 |
| | Horz % | 100.00 | 0.00 | 0.16 | 1.75 | 1.75 | 0.75 |
| | Vert % | 7.22 | 0.00 | 10.51 | 11.06 | 11.06 | 11.47 |
| | Index | 100 | 0 | 146 | 153 | 153 | 159 |
| | | | * | * | * | * | * |
| Census Sub-Region: Pacific | Unwgted | 7340 | 1 | 16 | 49 | 49 | 22 |
| | Weighted (000) | 37654 | 2 | 75 | 250 | 250 | 85 |
| | Horz % | 100.00 | 0.01 | 0.20 | 0.66 | 0.66 | 0.23 |
| | Vert % | 15.64 | 0.79 | 27.80 | 9.10 | 9.10 | 7.51 |
| | Index | 100 | 5 | 178 | 58 | 58 | 48 |
| | | | * | * | | | |
| County Size: A | Unwgted | 26336 | 35 | 34 | 251 | 251 | 125 |
| | Weighted (000) | 101038 | 116 | 110 | 908 | 908 | 420 |
| | Horz % | 100.00 | 0.12 | 0.11 | 0.90 | 0.90 | 0.42 |
| | Vert % | 41.96 | 47.04 | 40.90 | 33.04 | 33.04 | 36.97 |
| | Index | 100 | 112 | 97 | 79 | 79 | 88 |
| | | | * | * | | | * |
| County Size: B | Unwgted | 11787 | 11 | 12 | 128 | 128 | 49 |
| | Weighted (000) | 70879 | 69 | 50 | 797 | 797 | 300 |
| | Horz % | 100.00 | 0.10 | 0.07 | 1.12 | 1.12 | 0.42 |
| | Vert % | 29.44 | 27.89 | 18.56 | 29.00 | 29.00 | 26.39 |
| | Index | 100 | 95 | 63 | 99 | 99 | 90 |
| | | | * | * | | | * |
| County Size: C/D | Unwgted | 10150 | 14 | 13 | 152 | 152 | 65 |
| | Weighted (000) | 68862 | 62 | 109 | 1043 | 1043 | 416 |
| | Horz % | 100.00 | 0.09 | 0.16 | 1.51 | 1.51 | 0.60 |
| | Vert % | 28.60 | 25.07 | 40.54 | 37.96 | 37.96 | 36.64 |
| | Index | 100 | 88 | 142 | 133 | 133 | 128 |
| | | | * | * | * | * | * |
| Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume) | Unwgted | 1208 | 1 | 2 | 12 | 12 | 5 |
| | Weighted (000) | 4881 | 2 | 3 | 66 | 66 | 13 |
| | Horz % | 100.00 | 0.04 | 0.07 | 1.35 | 1.35 | 0.26 |
| | Vert % | 2.03 | 0.74 | 1.21 | 2.40 | 2.40 | 1.12 |
| | Index | 100 | 36 | 60 | 118 | 118 | 55 |
| | | | * | * | | | * |
| Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume) | Unwgted | 8156 | 12 | 14 | 97 | 97 | 44 |
| | Weighted (000) | 39455 | 61 | 71 | 439 | 439 | 173 |
| | Horz % | 100.00 | 0.15 | 0.18 | 1.11 | 1.11 | 0.44 |
| | Vert % | 16.39 | 24.69 | 26.34 | 15.97 | 15.97 | 15.24 |
| | Index | 100 | 151 | 161 | 97 | 97 | 93 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

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|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | * | * | * |
| Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume) | Unwgted | 1202 | 3 | 1 | 11 | 11 | 4 |
| | Weighted (000) | 6602 | 16 | 7 | 51 | 51 | 8 |
| | Horz % | 100.00 | 0.24 | 0.10 | 0.77 | 0.77 | 0.12 |
| | Vert % | 2.74 | 6.37 | 2.54 | 1.85 | 1.85 | 0.68 |
| | Index | 100 | 232 | 93 | 67 | 67 | 25 |
| | | | * | * | * | * | * |
| Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume) | Unwgted | 287 | 2 | 0 | 2 | 2 | 2 |
| | Weighted (000) | 1442 | 15 | 0 | 15 | 15 | 15 |
| | Horz % | 100.00 | 1.05 | 0.00 | 1.05 | 1.05 | 1.05 |
| | Vert % | 0.60 | 6.10 | 0.00 | 0.55 | 0.55 | 1.33 |
| | Index | 100 | 1018 | 0 | 92 | 92 | 222 |
| | | | * | * | * | * | * |
| Radio Formats: All News (Monday-Sunday 24-Hour Cume) | Unwgted | 2864 | 10 | 2 | 27 | 27 | 15 |
| | Weighted (000) | 8071 | 30 | 4 | 76 | 76 | 34 |
| | Horz % | 100.00 | 0.38 | 0.05 | 0.95 | 0.95 | 0.42 |
| | Vert % | 3.35 | 12.31 | 1.37 | 2.78 | 2.78 | 3.01 |
| | Index | 100 | 367 | 41 | 83 | 83 | 90 |
| | | | * | * | * | * | * |
| Radio Formats: All Sports (Monday-Sunday 24-Hour Cume) | Unwgted | 3437 | 4 | 6 | 40 | 40 | 16 |
| | Weighted (000) | 12832 | 9 | 16 | 110 | 110 | 38 |
| | Horz % | 100.00 | 0.07 | 0.13 | 0.86 | 0.86 | 0.29 |
| | Vert % | 5.33 | 3.74 | 6.13 | 3.99 | 3.99 | 3.32 |
| | Index | 100 | 70 | 115 | 75 | 75 | 62 |
| | | | * | * | * | * | * |
| Radio Formats: All Talk (Monday-Sunday 24-Hour Cume) | Unwgted | 884 | 0 | 2 | 11 | 11 | 4 |
| | Weighted (000) | 4021 | 0 | 2 | 45 | 45 | 6 |
| | Horz % | 100.00 | 0.00 | 0.05 | 1.13 | 1.13 | 0.16 |
| | Vert % | 1.67 | 0.00 | 0.69 | 1.65 | 1.65 | 0.57 |
| | Index | 100 | 0 | 41 | 99 | 99 | 34 |
| | | | * | * | * | * | * |
| Radio Formats: Alternative (Monday-Sunday 24-Hour Cume) | Unwgted | 3316 | 2 | 4 | 40 | 40 | 14 |
| | Weighted (000) | 15752 | 5 | 13 | 205 | 205 | 51 |
| | Horz % | 100.00 | 0.03 | 0.08 | 1.30 | 1.30 | 0.32 |
| | Vert % | 6.54 | 1.89 | 4.98 | 7.46 | 7.46 | 4.46 |
| | Index | 100 | 29 | 76 | 114 | 114 | 68 |
| | | | * | * | * | * | * |
| Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume) | Unwgted | 8653 | 7 | 12 | 76 | 76 | 27 |
| | Weighted (000) | 45814 | 40 | 70 | 392 | 392 | 119 |
| | Horz % | 100.00 | 0.09 | 0.15 | 0.86 | 0.86 | 0.26 |
| | Vert % | 19.03 | 16.01 | 25.87 | 14.26 | 14.26 | 10.44 |
| | Index | 100 | 84 | 136 | 75 | 75 | 55 |
| | | | * | * | * | * | * |
| Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume) | Unwgted | 2973 | 1 | 4 | 32 | 32 | 17 |
| | Weighted (000) | 14188 | 2 | 32 | 173 | 173 | 101 |
| | Horz % | 100.00 | 0.01 | 0.23 | 1.22 | 1.22 | 0.71 |
| | Vert % | 5.89 | 0.78 | 12.02 | 6.28 | 6.28 | 8.86 |
| | Index | 100 | 13 | 204 | 107 | 107 | 150 |
| | | | * | * | * | * | * |
| Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume) | Unwgted | 3601 | 9 | 5 | 50 | 50 | 18 |
| | Weighted (000) | 18087 | 38 | 30 | 252 | 252 | 58 |
| | Horz % | 100.00 | 0.21 | 0.17 | 1.39 | 1.39 | 0.32 |
| | Vert % | 7.51 | 15.51 | 11.14 | 9.16 | 9.16 | 5.10 |
| | Index | 100 | 207 | 148 | 122 | 122 | 68 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

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|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | * | * | * |
| Radio Formats: Classical (Monday-Sunday 24-Hour Cume) | Unwgted | 1383 | 2 | 0 | 5 | 5 | 2 |
| | Weighted (000) | 5415 | 11 | 0 | 40 | 40 | 12 |
| | Horz % | 100.00 | 0.20 | 0.00 | 0.74 | 0.74 | 0.22 |
| | Vert % | 2.25 | 4.27 | 0.00 | 1.46 | 1.46 | 1.03 |
| | Index | 100 | 190 | 0 | 65 | 65 | 46 |
| | | | * | * | | | * |
| Radio Formats: Country (Monday-Sunday 24-Hour Cume) | Unwgted | 8065 | 13 | 9 | 104 | 104 | 40 |
| | Weighted (000) | 46392 | 63 | 33 | 540 | 540 | 181 |
| | Horz % | 100.00 | 0.14 | 0.07 | 1.16 | 1.16 | 0.39 |
| | Vert % | 19.27 | 25.36 | 12.43 | 19.64 | 19.64 | 15.91 |
| | Index | 100 | 132 | 65 | 102 | 102 | 83 |
| | | | * | * | * | * | * |
| Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume) | Unwgted | 289 | 0 | 0 | 2 | 2 | 0 |
| | Weighted (000) | 1180 | 0 | 0 | 13 | 13 | 0 |
| | Horz % | 100.00 | 0.00 | 0.00 | 1.13 | 1.13 | 0.00 |
| | Vert % | 0.49 | 0.00 | 0.00 | 0.49 | 0.49 | 0.00 |
| | Index | 100 | 0 | 0 | 99 | 99 | 0 |
| | | | * | * | * | * | * |
| Radio Formats: Gospel (Monday-Sunday 24-Hour Cume) | Unwgted | 730 | 2 | 1 | 9 | 9 | 4 |
| | Weighted (000) | 4011 | 7 | 5 | 63 | 63 | 34 |
| | Horz % | 100.00 | 0.18 | 0.13 | 1.57 | 1.57 | 0.85 |
| | Vert % | 1.67 | 2.90 | 1.98 | 2.30 | 2.30 | 3.01 |
| | Index | 100 | 174 | 119 | 138 | 138 | 180 |
| | | | * | * | * | * | * |
| Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume) | Unwgted | 2429 | 0 | 5 | 19 | 19 | 8 |
| | Weighted (000) | 15349 | 0 | 45 | 105 | 105 | 35 |
| | Horz % | 100.00 | 0.00 | 0.30 | 0.69 | 0.69 | 0.23 |
| | Vert % | 6.37 | 0.00 | 16.86 | 3.83 | 3.83 | 3.07 |
| | Index | 100 | 0 | 264 | 60 | 60 | 48 |
| | | | * | * | * | * | * |
| Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume) | Unwgted | 3507 | 6 | 10 | 46 | 46 | 24 |
| | Weighted (000) | 16479 | 34 | 49 | 204 | 204 | 84 |
| | Horz % | 100.00 | 0.21 | 0.30 | 1.24 | 1.24 | 0.51 |
| | Vert % | 6.84 | 13.77 | 18.36 | 7.41 | 7.41 | 7.38 |
| | Index | 100 | 201 | 268 | 108 | 108 | 108 |
| | | | * | * | * | * | * |
| Radio Formats: Jazz (Monday- Sunday 24-Hour Cume) | Unwgted | 702 | 1 | 0 | 4 | 4 | 2 |
| | Weighted (000) | 2542 | 4 | 0 | 9 | 9 | 4 |
| | Horz % | 100.00 | 0.16 | 0.00 | 0.34 | 0.34 | 0.14 |
| | Vert % | 1.06 | 1.68 | 0.00 | 0.31 | 0.31 | 0.31 |
| | Index | 100 | 159 | 0 | 30 | 30 | 30 |
| | | | * | * | * | * | * |
| Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume) | Unwgted | 991 | 0 | 3 | 10 | 10 | 5 |
| | Weighted (000) | 6494 | 0 | 35 | 68 | 68 | 26 |
| | Horz % | 100.00 | 0.00 | 0.55 | 1.04 | 1.04 | 0.40 |
| | Vert % | 2.70 | 0.00 | 13.20 | 2.46 | 2.46 | 2.27 |
| | Index | 100 | 0 | 489 | 91 | 91 | 84 |
| | | | * | * | | | * |
| Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume) | Unwgted | 5900 | 5 | 7 | 77 | 77 | 44 |
| | Weighted (000) | 23011 | 8 | 27 | 334 | 334 | 178 |
| | Horz % | 100.00 | 0.03 | 0.12 | 1.45 | 1.45 | 0.77 |
| | Vert % | 9.56 | 3.24 | 9.93 | 12.15 | 12.15 | 15.63 |
| | Index | 100 | 34 | 104 | 127 | 127 | 164 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | * | * | * |
| Radio Formats: Oldies (Monday-Sunday 24-Hour Cume) | Unwgted | 1671 | 6 | 2 | 20 | 20 | 9 |
| | Weighted (000) | 8714 | 13 | 10 | 77 | 77 | 47 |
| | Horz % | 100.00 | 0.15 | 0.11 | 0.89 | 0.89 | 0.54 |
| | Vert % | 3.62 | 5.16 | 3.68 | 2.81 | 2.81 | 4.17 |
| | Index | 100 | 143 | 102 | 78 | 78 | 115 |
| | | | * | * | * | * | * |
| Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume) | Unwgted | 2634 | 1 | 1 | 18 | 18 | 10 |
| | Weighted (000) | 10681 | 2 | 4 | 64 | 64 | 40 |
| | Horz % | 100.00 | 0.02 | 0.04 | 0.60 | 0.60 | 0.38 |
| | Vert % | 4.44 | 0.71 | 1.52 | 2.34 | 2.34 | 3.54 |
| | Index | 100 | 16 | 34 | 53 | 53 | 80 |
| | | | * | * | * | * | * |
| Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume) | Unwgted | 3953 | 3 | 6 | 43 | 43 | 21 |
| | Weighted (000) | 20069 | 16 | 17 | 183 | 183 | 70 |
| | Horz % | 100.00 | 0.08 | 0.09 | 0.91 | 0.91 | 0.35 |
| | Vert % | 8.34 | 6.62 | 6.37 | 6.64 | 6.64 | 6.19 |
| | Index | 100 | 79 | 76 | 80 | 80 | 74 |
| | | | * | * | * | * | * |
| Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume) | Unwgted | 2820 | 0 | 6 | 23 | 23 | 7 |
| | Weighted (000) | 14985 | 0 | 30 | 106 | 106 | 28 |
| | Horz % | 100.00 | 0.00 | 0.20 | 0.71 | 0.71 | 0.19 |
| | Vert % | 6.22 | 0.00 | 11.26 | 3.86 | 3.86 | 2.46 |
| | Index | 100 | 0 | 181 | 62 | 62 | 40 |
| | | | * | * | * | * | * |
| Radio Formats: Rock (Monday- Sunday 24-Hour Cume) | Unwgted | 3771 | 5 | 4 | 26 | 26 | 11 |
| | Weighted (000) | 18525 | 12 | 13 | 112 | 112 | 65 |
| | Horz % | 100.00 | 0.06 | 0.07 | 0.61 | 0.61 | 0.35 |
| | Vert % | 7.69 | 4.79 | 4.95 | 4.09 | 4.09 | 5.73 |
| | Index | 100 | 62 | 64 | 53 | 53 | 74 |
| | | | * | * | * | * | * |
| Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume) | Unwgted | 1166 | 1 | 0 | 7 | 7 | 3 |
| | Weighted (000) | 6001 | 2 | 0 | 34 | 34 | 8 |
| | Horz % | 100.00 | 0.03 | 0.00 | 0.57 | 0.57 | 0.14 |
| | Vert % | 2.49 | 0.79 | 0.00 | 1.23 | 1.23 | 0.74 |
| | Index | 100 | 32 | 0 | 50 | 50 | 30 |
| | | | * | * | * | * | * |
| Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume) | Unwgted | 791 | 0 | 2 | 9 | 9 | 5 |
| | Weighted (000) | 4990 | 0 | 10 | 34 | 34 | 13 |
| | Horz % | 100.00 | 0.00 | 0.20 | 0.69 | 0.69 | 0.25 |
| | Vert % | 2.07 | 0.00 | 3.66 | 1.25 | 1.25 | 1.12 |
| | Index | 100 | 0 | 176 | 60 | 60 | 54 |
| | | | * | * | * | * | * |
| Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume) | Unwgted | 315 | 0 | 0 | 2 | 2 | 0 |
| | Weighted (000) | 1793 | 0 | 0 | 2 | 2 | 0 |
| | Horz % | 100.00 | 0.00 | 0.00 | 0.14 | 0.14 | 0.00 |
| | Vert % | 0.74 | 0.00 | 0.00 | 0.09 | 0.09 | 0.00 |
| | Index | 100 | 0 | 0 | 12 | 12 | 0 |
| | | | * | * | * | * | * |
| Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume) | Unwgted | 5190 | 4 | 8 | 65 | 65 | 16 |
| | Weighted (000) | 26664 | 28 | 34 | 329 | 329 | 100 |
| | Horz % | 100.00 | 0.11 | 0.13 | 1.24 | 1.24 | 0.37 |
| | Vert % | 11.07 | 11.44 | 12.58 | 11.99 | 11.99 | 8.79 |
| | Index | 100 | 103 | 114 | 108 | 108 | 79 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | * | * | * |
| Radio Formats: Urban AC (Subset of Urban) (Monday- Sunday 24-Hour Cume) | Unwgttd | 2379 | 0 | 4 | 25 | 25 | 8 |
| | Weighted (000) | 11083 | 0 | 13 | 122 | 122 | 30 |
| | Horz % | 100.00 | 0.00 | 0.12 | 1.10 | 1.10 | 0.27 |
| | Vert % | 4.60 | 0.00 | 4.97 | 4.45 | 4.45 | 2.66 |
| | Index | 100 | 0 | 108 | 97 | 97 | 58 |
| | | | * | * | * | * | * |
| Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume) | Unwgttd | 1939 | 0 | 3 | 24 | 24 | 5 |
| | Weighted (000) | 11362 | 0 | 16 | 165 | 165 | 50 |
| | Horz % | 100.00 | 0.00 | 0.14 | 1.45 | 1.45 | 0.44 |
| | Vert % | 4.72 | 0.00 | 5.92 | 6.00 | 6.00 | 4.44 |
| | Index | 100 | 0 | 126 | 127 | 127 | 94 |
| | | | * | * | * | * | * |
| Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume) | Unwgttd | 1269 | 1 | 1 | 13 | 13 | 5 |
| | Weighted (000) | 7051 | 2 | 11 | 90 | 90 | 21 |
| | Horz % | 100.00 | 0.02 | 0.16 | 1.27 | 1.27 | 0.30 |
| | Vert % | 2.93 | 0.71 | 4.21 | 3.26 | 3.26 | 1.87 |
| | Index | 100 | 24 | 144 | 111 | 111 | 64 |
| | | | * | * | * | * | * |
| Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours | Unwgttd | 40314 | 56 | 50 | 446 | 446 | 200 |
| | Weighted (000) | 198598 | 238 | 216 | 2257 | 2257 | 932 |
| | Horz % | 100.00 | 0.12 | 0.11 | 1.14 | 1.14 | 0.47 |
| | Vert % | 82.48 | 96.08 | 80.37 | 82.14 | 82.14 | 82.05 |
| | Index | 100 | 116 | 97 | 100 | 100 | 99 |
| | | | * | * | * | * | * |
| Radio Daypart Cumes: Weekday 6:00 am - 10:00 am | Unwgttd | 24949 | 39 | 34 | 270 | 270 | 133 |
| | Weighted (000) | 119900 | 172 | 138 | 1347 | 1347 | 613 |
| | Horz % | 100.00 | 0.14 | 0.11 | 1.12 | 1.12 | 0.51 |
| | Vert % | 49.80 | 69.66 | 51.25 | 49.00 | 49.00 | 53.93 |
| | Index | 100 | 140 | 103 | 98 | 98 | 108 |
| | | | * | * | * | * | * |
| Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm | Unwgttd | 18085 | 23 | 26 | 213 | 213 | 92 |
| | Weighted (000) | 89896 | 91 | 114 | 1051 | 1051 | 395 |
| | Horz % | 100.00 | 0.10 | 0.13 | 1.17 | 1.17 | 0.44 |
| | Vert % | 37.34 | 36.61 | 42.50 | 38.25 | 38.25 | 34.74 |
| | Index | 100 | 98 | 114 | 102 | 102 | 93 |
| | | | * | * | * | * | * |
| Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm | Unwgttd | 21647 | 28 | 26 | 236 | 236 | 100 |
| | Weighted (000) | 104254 | 104 | 114 | 1181 | 1181 | 481 |
| | Horz % | 100.00 | 0.10 | 0.11 | 1.13 | 1.13 | 0.46 |
| | Vert % | 43.30 | 41.98 | 42.49 | 42.96 | 42.96 | 42.32 |
| | Index | 100 | 97 | 98 | 99 | 99 | 98 |
| | | | * | * | * | * | * |
| Radio Daypart Cumes: Weekday 7:00 pm - Midnight | Unwgttd | 7445 | 5 | 11 | 75 | 75 | 37 |
| | Weighted (000) | 38037 | 26 | 43 | 389 | 389 | 195 |
| | Horz % | 100.00 | 0.07 | 0.11 | 1.02 | 1.02 | 0.51 |
| | Vert % | 15.80 | 10.54 | 16.03 | 14.15 | 14.15 | 17.16 |
| | Index | 100 | 67 | 101 | 90 | 90 | 109 |
| | | | * | * | * | * | * |
| Radio Daypart Cumes: Weekday Midnight - 6:00 am | Unwgttd | 2311 | 1 | 6 | 31 | 31 | 7 |
| | Weighted (000) | 11829 | 1 | 13 | 142 | 142 | 18 |
| | Horz % | 100.00 | 0.01 | 0.11 | 1.20 | 1.20 | 0.15 |
| | Vert % | 4.91 | 0.28 | 4.85 | 5.16 | 5.16 | 1.54 |
| | Index | 100 | 6 | 99 | 105 | 105 | 31 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | | * | * | | |
| Radio Daypart Cumes: Weekend 6:00 am - 10:00 am | Unwgted | 15558 | 21 | 20 | 169 | 169 | 76 |
| | Weighted (000) | 75340 | 70 | 85 | 725 | 725 | 320 |
| | Horz % | 100.00 | 0.09 | 0.11 | 0.96 | 0.96 | 0.42 |
| | Vert % | 31.29 | 28.20 | 31.72 | 26.40 | 26.40 | 28.17 |
| | Index | 100 | 90 | 101 | 84 | 84 | 90 |
| | | | * | * | | | |
| Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm | Unwgted | 21529 | 23 | 27 | 230 | 230 | 100 |
| | Weighted (000) | 103236 | 77 | 134 | 1091 | 1091 | 394 |
| | Horz % | 100.00 | 0.07 | 0.13 | 1.06 | 1.06 | 0.38 |
| | Vert % | 42.88 | 31.15 | 49.73 | 39.72 | 39.72 | 34.72 |
| | Index | 100 | 73 | 116 | 93 | 93 | 81 |
| | | | * | * | | | |
| Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm | Unwgted | 16365 | 17 | 17 | 166 | 166 | 67 |
| | Weighted (000) | 81300 | 78 | 65 | 800 | 800 | 278 |
| | Horz % | 100.00 | 0.10 | 0.08 | 0.98 | 0.98 | 0.34 |
| | Vert % | 33.77 | 31.45 | 24.07 | 29.12 | 29.12 | 24.46 |
| | Index | 100 | 93 | 71 | 86 | 86 | 72 |
| | | | * | * | | | * |
| Radio Daypart Cumes: Weekend 7:00 pm - Midnight | Unwgted | 7820 | 7 | 9 | 81 | 81 | 32 |
| | Weighted (000) | 39381 | 43 | 28 | 422 | 422 | 142 |
| | Horz % | 100.00 | 0.11 | 0.07 | 1.07 | 1.07 | 0.36 |
| | Vert % | 16.36 | 17.17 | 10.56 | 15.37 | 15.37 | 12.53 |
| | Index | 100 | 105 | 65 | 94 | 94 | 77 |
| | | | * | * | * | * | * |
| Radio Daypart Cumes: Weekend Midnight - 6:00 am | Unwgted | 1948 | 2 | 3 | 22 | 22 | 6 |
| | Weighted (000) | 9954 | 21 | 2 | 139 | 139 | 14 |
| | Horz % | 100.00 | 0.21 | 0.02 | 1.40 | 1.40 | 0.14 |
| | Vert % | 4.13 | 8.42 | 0.87 | 5.08 | 5.08 | 1.26 |
| | Index | 100 | 204 | 21 | 123 | 123 | 30 |
| | | | * | * | | | |
| Where Listen to Radio on Typical Weekday: Home | Unwgted | 12806 | 19 | 13 | 132 | 132 | 72 |
| | Weighted (000) | 62580 | 55 | 49 | 635 | 635 | 328 |
| | Horz % | 100.00 | 0.09 | 0.08 | 1.02 | 1.02 | 0.52 |
| | Vert % | 25.99 | 22.36 | 18.07 | 23.12 | 23.12 | 28.91 |
| | Index | 100 | 86 | 70 | 89 | 89 | 111 |
| | | | * | * | | | |
| Where Listen to Radio on Typical Weekday: Car | Unwgted | 37001 | 48 | 50 | 438 | 438 | 197 |
| | Weighted (000) | 181109 | 208 | 233 | 2318 | 2318 | 961 |
| | Horz % | 100.00 | 0.11 | 0.13 | 1.28 | 1.28 | 0.53 |
| | Vert % | 75.22 | 83.96 | 86.74 | 84.35 | 84.35 | 84.54 |
| | Index | 100 | 112 | 115 | 112 | 112 | 112 |
| | | | * | * | | | * |
| Where Listen to Radio on Typical Weekday: Work | Unwgted | 5690 | 7 | 8 | 66 | 66 | 23 |
| | Weighted (000) | 29668 | 26 | 30 | 318 | 318 | 97 |
| | Horz % | 100.00 | 0.09 | 0.10 | 1.07 | 1.07 | 0.33 |
| | Vert % | 12.32 | 10.54 | 11.06 | 11.58 | 11.58 | 8.56 |
| | Index | 100 | 86 | 90 | 94 | 94 | 69 |
| | | | * | * | * | * | * |
| Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work | Unwgted | 1158 | 2 | 0 | 6 | 6 | 2 |
| | Weighted (000) | 6331 | 6 | 0 | 29 | 29 | 6 |
| | Horz % | 100.00 | 0.10 | 0.00 | 0.46 | 0.46 | 0.10 |
| | Vert % | 2.63 | 2.59 | 0.00 | 1.05 | 1.05 | 0.56 |
| | Index | 100 | 98 | 0 | 40 | 40 | 21 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | | * | * | | |
| Where Listen to Radio on Typical Weekend: Home | Unwgt'd | 14791 | 22 | 12 | 149 | 149 | 76 |
| | Weighted (000) | 72174 | 74 | 45 | 680 | 680 | 329 |
| | Horz % | 100.00 | 0.10 | 0.06 | 0.94 | 0.94 | 0.46 |
| | Vert % | 29.97 | 29.77 | 16.65 | 24.73 | 24.73 | 28.97 |
| | Index | 100 | 99 | 56 | 83 | 83 | 97 |
| | | | * | * | | | |
| Where Listen to Radio on Typical Weekend: Car | Unwgt'd | 33975 | 45 | 44 | 395 | 395 | 181 |
| | Weighted (000) | 166202 | 200 | 193 | 2031 | 2031 | 845 |
| | Horz % | 100.00 | 0.12 | 0.12 | 1.22 | 1.22 | 0.51 |
| | Vert % | 69.03 | 80.67 | 71.76 | 73.92 | 73.92 | 74.40 |
| | Index | 100 | 117 | 104 | 107 | 107 | 108 |
| | | | * | * | * | * | * |
| Where Listen to Radio on Typical Weekend: Work | Unwgt'd | 2031 | 2 | 3 | 25 | 25 | 9 |
| | Weighted (000) | 11015 | 6 | 10 | 133 | 133 | 30 |
| | Horz % | 100.00 | 0.05 | 0.09 | 1.21 | 1.21 | 0.27 |
| | Vert % | 4.57 | 2.44 | 3.79 | 4.85 | 4.85 | 2.66 |
| | Index | 100 | 53 | 83 | 106 | 106 | 58 |
| | | | * | * | * | * | * |
| Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work | Unwgt'd | 1137 | 2 | 0 | 10 | 10 | 4 |
| | Weighted (000) | 6306 | 6 | 0 | 52 | 52 | 30 |
| | Horz % | 100.00 | 0.09 | 0.00 | 0.82 | 0.82 | 0.48 |
| | Vert % | 2.62 | 2.33 | 0.00 | 1.89 | 1.89 | 2.67 |
| | Index | 100 | 89 | 0 | 72 | 72 | 102 |
| | | | * | * | | | |
| Ever Listen to AM Radio (Terrestrial Radio) | Unwgt'd | 9226 | 16 | 8 | 116 | 116 | 60 |
| | Weighted (000) | 37690 | 44 | 23 | 503 | 503 | 259 |
| | Horz % | 100.00 | 0.12 | 0.06 | 1.33 | 1.33 | 0.69 |
| | Vert % | 15.65 | 17.68 | 8.62 | 18.31 | 18.31 | 22.77 |
| | Index | 100 | 113 | 55 | 117 | 117 | 145 |
| | | | * | * | | | |
| Ever Listen to FM Radio (Terrestrial Radio) | Unwgt'd | 36061 | 43 | 45 | 386 | 386 | 166 |
| | Weighted (000) | 181675 | 206 | 215 | 1999 | 1999 | 750 |
| | Horz % | 100.00 | 0.11 | 0.12 | 1.10 | 1.10 | 0.41 |
| | Vert % | 75.45 | 83.14 | 79.87 | 72.75 | 72.75 | 66.02 |
| | Index | 100 | 110 | 106 | 96 | 96 | 87 |
| | | | | * | | | |
| Ever Listen to Any Terrestrial Radio (AM/FM) | Unwgt'd | 39115 | 53 | 47 | 435 | 435 | 193 |
| | Weighted (000) | 193871 | 228 | 223 | 2228 | 2228 | 863 |
| | Horz % | 100.00 | 0.12 | 0.12 | 1.15 | 1.15 | 0.45 |
| | Vert % | 80.52 | 92.23 | 82.98 | 81.08 | 81.08 | 75.95 |
| | Index | 100 | 115 | 103 | 101 | 101 | 94 |
| | | | * | * | | | |
| Ever Listen to Satellite Radio (SiriusXM) | Unwgt'd | 6485 | 17 | 13 | 81 | 81 | 51 |
| | Weighted (000) | 28450 | 45 | 42 | 345 | 345 | 247 |
| | Horz % | 100.00 | 0.16 | 0.15 | 1.21 | 1.21 | 0.87 |
| | Vert % | 11.82 | 18.00 | 15.59 | 12.55 | 12.55 | 21.70 |
| | Index | 100 | 152 | 132 | 106 | 106 | 184 |
| | | | * | * | | | |
| Household Subscribes to Satellite (SiriusXM) Radio | Unwgt'd | 8939 | 24 | 17 | 118 | 118 | 71 |
| | Weighted (000) | 41160 | 83 | 63 | 590 | 590 | 344 |
| | Horz % | 100.00 | 0.20 | 0.15 | 1.43 | 1.43 | 0.84 |
| | Vert % | 17.09 | 33.43 | 23.28 | 21.48 | 21.48 | 30.27 |
| | Index | 100 | 196 | 136 | 126 | 126 | 177 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | |
| Any Vehicle Currently Owned/Leased Has Satellite Radio | Unwgt'd | 14712 | 43 | 26 | 226 | 226 | 137 |
| | Weighted (000) | 71398 | 182 | 128 | 1197 | 1197 | 677 |
| | Horz % | 100.00 | 0.26 | 0.18 | 1.68 | 1.68 | 0.95 |
| | Vert % | 29.65 | 73.57 | 47.58 | 43.57 | 43.57 | 59.55 |
| | Index | 100 | 248 | 160 | 147 | 147 | 201 |
| | | | * | * | | | |
| Any Vehicle Currently Owned/Leased Has MP3 Player Connection | Unwgt'd | 12557 | 28 | 23 | 173 | 173 | 101 |
| | Weighted (000) | 62882 | 110 | 126 | 992 | 992 | 570 |
| | Horz % | 100.00 | 0.18 | 0.20 | 1.58 | 1.58 | 0.91 |
| | Vert % | 26.12 | 44.63 | 46.80 | 36.11 | 36.11 | 50.16 |
| | Index | 100 | 171 | 179 | 138 | 138 | 192 |
| | | | * | * | | | * |
| listened online to streaming AM/FM broadcast radio stations | Unwgt'd | 7450 | 10 | 5 | 70 | 70 | 26 |
| | Weighted (000) | 36486 | 27 | 18 | 346 | 346 | 138 |
| | Horz % | 100.00 | 0.07 | 0.05 | 0.95 | 0.95 | 0.38 |
| | Vert % | 15.15 | 10.77 | 6.53 | 12.58 | 12.58 | 12.17 |
| | Index | 100 | 71 | 43 | 83 | 83 | 80 |
| | | | * | * | | | |
| listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) | Unwgt'd | 14104 | 19 | 27 | 142 | 142 | 60 |
| | Weighted (000) | 70596 | 81 | 157 | 778 | 778 | 262 |
| | Horz % | 100.00 | 0.12 | 0.22 | 1.10 | 1.10 | 0.37 |
| | Vert % | 29.32 | 32.83 | 58.24 | 28.30 | 28.30 | 23.03 |
| | Index | 100 | 112 | 199 | 97 | 97 | 79 |
| | | | * | * | | | |
| Listened to Any Radio on the Internet/Online-Past Month | Unwgt'd | 20341 | 24 | 34 | 207 | 207 | 91 |
| | Weighted (000) | 101859 | 100 | 166 | 1068 | 1068 | 400 |
| | Horz % | 100.00 | 0.10 | 0.16 | 1.05 | 1.05 | 0.39 |
| | Vert % | 42.30 | 40.38 | 61.85 | 38.88 | 38.88 | 35.22 |
| | Index | 100 | 95 | 146 | 92 | 92 | 83 |
| | | | * | * | * | * | * |
| Visited a radio station, radio program or radio personality's website | Unwgt'd | 3495 | 4 | 5 | 40 | 40 | 18 |
| | Weighted (000) | 16642 | 7 | 13 | 170 | 170 | 77 |
| | Horz % | 100.00 | 0.04 | 0.08 | 1.02 | 1.02 | 0.47 |
| | Vert % | 6.91 | 2.77 | 4.94 | 6.18 | 6.18 | 6.81 |
| | Index | 100 | 40 | 72 | 89 | 89 | 99 |
| | | | * | * | | | * |
| Downloaded music - Past Month | Unwgt'd | 10131 | 7 | 14 | 113 | 113 | 45 |
| | Weighted (000) | 53361 | 10 | 60 | 586 | 586 | 188 |
| | Horz % | 100.00 | 0.02 | 0.11 | 1.10 | 1.10 | 0.35 |
| | Vert % | 22.16 | 4.24 | 22.33 | 21.33 | 21.33 | 16.58 |
| | Index | 100 | 19 | 101 | 96 | 96 | 75 |
| | | | * | * | * | * | * |
| Downloaded or listened to podcasts/podcasting - past month | Unwgt'd | 2692 | 5 | 4 | 21 | 21 | 10 |
| | Weighted (000) | 11952 | 25 | 16 | 149 | 149 | 51 |
| | Horz % | 100.00 | 0.21 | 0.13 | 1.25 | 1.25 | 0.43 |
| | Vert % | 4.96 | 9.97 | 5.82 | 5.42 | 5.42 | 4.52 |
| | Index | 100 | 201 | 117 | 109 | 109 | 91 |
| | | | * | * | * | * | * |
| Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days) | Unwgt'd | 3490 | 2 | 4 | 33 | 33 | 14 |
| | Weighted (000) | 17709 | 16 | 12 | 144 | 144 | 65 |
| | Horz % | 100.00 | 0.09 | 0.07 | 0.81 | 0.81 | 0.37 |
| | Vert % | 7.36 | 6.59 | 4.44 | 5.23 | 5.23 | 5.74 |
| | Index | 100 | 90 | 60 | 71 | 71 | 78 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | | * | * | | * |
| Listened to iTunes/last 30 days (measured as website visited/last 30 days) | Unwgted | 7650 | 9 | 12 | 79 | 79 | 39 |
| | Weighted (000) | 36645 | 14 | 33 | 379 | 379 | 153 |
| | Horz % | 100.00 | 0.04 | 0.09 | 1.04 | 1.04 | 0.42 |
| | Vert % | 15.22 | 5.76 | 12.21 | 13.80 | 13.80 | 13.46 |
| | Index | 100 | 38 | 80 | 91 | 91 | 88 |
| | | | * | * | | | |
| Listened to Pandora/last 30 days (measured as website visited/last 30 days) | Unwgted | 13348 | 15 | 24 | 135 | 135 | 57 |
| | Weighted (000) | 68670 | 72 | 124 | 731 | 731 | 255 |
| | Horz % | 100.00 | 0.10 | 0.18 | 1.06 | 1.06 | 0.37 |
| | Vert % | 28.52 | 29.02 | 46.13 | 26.59 | 26.59 | 22.42 |
| | Index | 100 | 102 | 162 | 93 | 93 | 79 |
| | | | * | * | * | * | * |
| Listened to Spotify/last 30 days (measured as website visited/last 30 days) | Unwgted | 4026 | 5 | 5 | 37 | 37 | 19 |
| | Weighted (000) | 21138 | 12 | 28 | 243 | 243 | 108 |
| | Horz % | 100.00 | 0.06 | 0.13 | 1.15 | 1.15 | 0.51 |
| | Vert % | 8.78 | 4.98 | 10.37 | 8.83 | 8.83 | 9.46 |
| | Index | 100 | 57 | 118 | 101 | 101 | 108 |
| | | | * | * | | | |
| Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat | Unwgted | 16441 | 15 | 19 | 183 | 183 | 71 |
| | Weighted (000) | 83247 | 65 | 73 | 955 | 955 | 358 |
| | Horz % | 100.00 | 0.08 | 0.09 | 1.15 | 1.15 | 0.43 |
| | Vert % | 34.57 | 26.18 | 27.11 | 34.75 | 34.75 | 31.47 |
| | Index | 100 | 76 | 78 | 101 | 101 | 91 |
| | | | * | * | | | |
| Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat | Unwgted | 13568 | 9 | 16 | 156 | 156 | 67 |
| | Weighted (000) | 68583 | 35 | 58 | 821 | 821 | 357 |
| | Horz % | 100.00 | 0.05 | 0.08 | 1.20 | 1.20 | 0.52 |
| | Vert % | 28.48 | 14.11 | 21.54 | 29.89 | 29.89 | 31.41 |
| | Index | 100 | 50 | 76 | 105 | 105 | 110 |
| | | | * | * | | | |
| Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat | Unwgted | 16787 | 19 | 20 | 194 | 194 | 80 |
| | Weighted (000) | 84735 | 75 | 66 | 1051 | 1051 | 382 |
| | Horz % | 100.00 | 0.09 | 0.08 | 1.24 | 1.24 | 0.45 |
| | Vert % | 35.19 | 30.33 | 24.68 | 38.26 | 38.26 | 33.62 |
| | Index | 100 | 86 | 70 | 109 | 109 | 96 |
| | | | * | * | | | |
| For me, advertising on radio is amusing. Agree strongly or Agree somewhat | Unwgted | 12871 | 16 | 15 | 148 | 148 | 60 |
| | Weighted (000) | 66195 | 96 | 50 | 836 | 836 | 314 |
| | Horz % | 100.00 | 0.15 | 0.08 | 1.26 | 1.26 | 0.47 |
| | Vert % | 27.49 | 38.88 | 18.69 | 30.42 | 30.42 | 27.60 |
| | Index | 100 | 141 | 68 | 111 | 111 | 100 |
| | | | * | * | | | |
| TV Dayparts: Total Week Prime Time Cume Audience | Unwgted | 38660 | 52 | 49 | 447 | 447 | 204 |
| | Weighted (000) | 189912 | 214 | 216 | 2237 | 2237 | 957 |
| | Horz % | 100.00 | 0.11 | 0.11 | 1.18 | 1.18 | 0.50 |
| | Vert % | 78.87 | 86.45 | 80.38 | 81.39 | 81.39 | 84.20 |
| | Index | 100 | 110 | 102 | 103 | 103 | 107 |
| | | | * | * | | | |
| TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted | 30696 | 42 | 38 | 346 | 346 | 163 |
| | Weighted (000) | 149196 | 156 | 171 | 1673 | 1673 | 769 |
| | Horz % | 100.00 | 0.10 | 0.11 | 1.12 | 1.12 | 0.52 |
| | Vert % | 61.96 | 62.99 | 63.76 | 60.87 | 60.87 | 67.72 |
| | Index | 100 | 102 | 103 | 98 | 98 | 109 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | | * | * | | |
| TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgted | 26491 | 36 | 34 | 310 | 310 | 137 |
| | Weighted (000) | 129997 | 148 | 149 | 1562 | 1562 | 660 |
| | Horz % | 100.00 | 0.11 | 0.11 | 1.20 | 1.20 | 0.51 |
| | Vert % | 53.99 | 59.62 | 55.36 | 56.84 | 56.84 | 58.08 |
| | Index | 100 | 110 | 103 | 105 | 105 | 108 |
| | | | * | * | | | |
| TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain) | Unwgted | 30904 | 41 | 42 | 365 | 365 | 168 |
| | Weighted (000) | 150311 | 139 | 185 | 1775 | 1775 | 767 |
| | Horz % | 100.00 | 0.09 | 0.12 | 1.18 | 1.18 | 0.51 |
| | Vert % | 62.43 | 56.07 | 68.92 | 64.61 | 64.61 | 67.47 |
| | Index | 100 | 90 | 110 | 103 | 103 | 108 |
| | | | * | * | | | |
| TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain) | Unwgted | 13385 | 12 | 15 | 153 | 153 | 72 |
| | Weighted (000) | 71448 | 58 | 68 | 805 | 805 | 356 |
| | Horz % | 100.00 | 0.08 | 0.09 | 1.13 | 1.13 | 0.50 |
| | Vert % | 29.67 | 23.33 | 25.17 | 29.28 | 29.28 | 31.36 |
| | Index | 100 | 79 | 85 | 99 | 99 | 106 |
| | | | * | * | | | |
| TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm- 6:30 pm (Central/Mountain) | Unwgted | 23966 | 30 | 32 | 311 | 311 | 152 |
| | Weighted (000) | 120410 | 136 | 130 | 1543 | 1543 | 693 |
| | Horz % | 100.00 | 0.11 | 0.11 | 1.28 | 1.28 | 0.58 |
| | Vert % | 50.01 | 55.08 | 48.24 | 56.17 | 56.17 | 60.99 |
| | Index | 100 | 110 | 96 | 112 | 112 | 122 |
| | | | * | * | | | * |
| TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain) | Unwgted | 7819 | 7 | 8 | 100 | 100 | 44 |
| | Weighted (000) | 39930 | 34 | 28 | 502 | 502 | 218 |
| | Horz % | 100.00 | 0.09 | 0.07 | 1.26 | 1.26 | 0.55 |
| | Vert % | 16.58 | 13.73 | 10.56 | 18.28 | 18.28 | 19.17 |
| | Index | 100 | 83 | 64 | 110 | 110 | 116 |
| | | | * | * | | | |
| TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning | Unwgted | 19776 | 28 | 28 | 243 | 243 | 111 |
| | Weighted (000) | 98663 | 112 | 119 | 1221 | 1221 | 503 |
| | Horz % | 100.00 | 0.11 | 0.12 | 1.24 | 1.24 | 0.51 |
| | Vert % | 40.98 | 45.19 | 44.22 | 44.42 | 44.42 | 44.27 |
| | Index | 100 | 110 | 108 | 108 | 108 | 108 |
| | | | * | * | | | |
| TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon | Unwgted | 23713 | 30 | 30 | 294 | 294 | 131 |
| | Weighted (000) | 118404 | 93 | 141 | 1465 | 1465 | 623 |
| | Horz % | 100.00 | 0.08 | 0.12 | 1.24 | 1.24 | 0.53 |
| | Vert % | 49.18 | 37.75 | 52.52 | 53.33 | 53.33 | 54.85 |
| | Index | 100 | 77 | 107 | 108 | 108 | 112 |
| | | | * | * | * | * | * |
| Downloaded a TV Program - Past Month | Unwgted | 2546 | 1 | 1 | 30 | 30 | 15 |
| | Weighted (000) | 12316 | 3 | 1 | 195 | 195 | 89 |
| | Horz % | 100.00 | 0.02 | 0.01 | 1.58 | 1.58 | 0.72 |
| | Vert % | 5.11 | 1.23 | 0.54 | 7.09 | 7.09 | 7.85 |
| | Index | 100 | 24 | 10 | 139 | 139 | 153 |
| | | | * | * | | | * |
| Watched a TV Program Online - Past Month | Unwgted | 8662 | 5 | 10 | 70 | 70 | 31 |
| | Weighted (000) | 42288 | 12 | 65 | 448 | 448 | 120 |
| | Horz % | 100.00 | 0.03 | 0.15 | 1.06 | 1.06 | 0.28 |
| | Vert % | 17.56 | 5.03 | 24.07 | 16.29 | 16.29 | 10.53 |
| | Index | 100 | 29 | 137 | 93 | 93 | 60 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | * |
| Visited a TV Network or TV Show's Web Site - Past Month | Unwgt'd | 10361 | 8 | 13 | 95 | 95 | 40 |
| | Weighted (000) | 49642 | 28 | 49 | 480 | 480 | 133 |
| | Horz % | 100.00 | 0.06 | 0.10 | 0.97 | 0.97 | 0.27 |
| | Vert % | 20.62 | 11.42 | 18.41 | 17.46 | 17.46 | 11.68 |
| | Index | 100 | 55 | 89 | 85 | 85 | 57 |
| | | | * | * | | | * |
| Looked at TV Listings Online - Past Month | Unwgt'd | 5556 | 9 | 8 | 58 | 58 | 31 |
| | Weighted (000) | 25739 | 22 | 34 | 289 | 289 | 128 |
| | Horz % | 100.00 | 0.08 | 0.13 | 1.12 | 1.12 | 0.50 |
| | Vert % | 10.69 | 8.77 | 12.67 | 10.50 | 10.50 | 11.28 |
| | Index | 100 | 82 | 118 | 98 | 98 | 105 |
| | | | * | * | | | * |
| Household Subscribes to Cable TV | Unwgt'd | 22719 | 33 | 26 | 271 | 271 | 130 |
| | Weighted (000) | 108255 | 135 | 133 | 1267 | 1267 | 568 |
| | Horz % | 100.00 | 0.12 | 0.12 | 1.17 | 1.17 | 0.53 |
| | Vert % | 44.96 | 54.43 | 49.31 | 46.12 | 46.12 | 50.03 |
| | Index | 100 | 121 | 110 | 103 | 103 | 111 |
| | | | | | | | |
| Household Subscribes to Cable, Satellite or Fiber Optic TV | Unwgt'd | 39029 | 53 | 50 | 462 | 462 | 214 |
| | Weighted (000) | 191150 | 226 | 216 | 2335 | 2335 | 1035 |
| | Horz % | 100.00 | 0.12 | 0.11 | 1.22 | 1.22 | 0.54 |
| | Vert % | 79.39 | 91.40 | 80.51 | 84.96 | 84.96 | 91.06 |
| | Index | 100 | 115 | 101 | 107 | 107 | 115 |
| | | | | * | | | |
| Viewed Any Cable TV (Including Pay) - Past Week | Unwgt'd | 37639 | 50 | 48 | 444 | 444 | 206 |
| | Weighted (000) | 184440 | 211 | 198 | 2236 | 2236 | 976 |
| | Horz % | 100.00 | 0.11 | 0.11 | 1.21 | 1.21 | 0.53 |
| | Vert % | 76.60 | 85.40 | 73.60 | 81.38 | 81.38 | 85.90 |
| | Index | 100 | 111 | 96 | 106 | 106 | 112 |
| | | | * | * | | | |
| Heavy Cable TV Viewer (Including Pay) - Past Week | Unwgt'd | 27789 | 39 | 35 | 349 | 349 | 157 |
| | Weighted (000) | 137528 | 148 | 140 | 1800 | 1800 | 766 |
| | Horz % | 100.00 | 0.11 | 0.10 | 1.31 | 1.31 | 0.56 |
| | Vert % | 57.12 | 59.96 | 51.91 | 65.50 | 65.50 | 67.44 |
| | Index | 100 | 105 | 91 | 115 | 115 | 118 |
| | | | * | * | | | |
| Viewed Any Premium Cable Channels - Past Month | Unwgt'd | 16374 | 16 | 19 | 168 | 168 | 77 |
| | Weighted (000) | 77280 | 50 | 65 | 773 | 773 | 320 |
| | Horz % | 100.00 | 0.06 | 0.08 | 1.00 | 1.00 | 0.41 |
| | Vert % | 32.10 | 20.02 | 24.33 | 28.14 | 28.14 | 28.15 |
| | Index | 100 | 62 | 76 | 88 | 88 | 88 |
| | | | * | * | | | * |
| Viewed Any Pay-Per-View Programs or Events - Past Year | Unwgt'd | 6244 | 9 | 9 | 76 | 76 | 34 |
| | Weighted (000) | 29338 | 34 | 29 | 351 | 351 | 152 |
| | Horz % | 100.00 | 0.12 | 0.10 | 1.20 | 1.20 | 0.52 |
| | Vert % | 12.18 | 13.87 | 10.70 | 12.78 | 12.78 | 13.42 |
| | Index | 100 | 114 | 88 | 105 | 105 | 110 |
| | | | * | * | | | |
| Viewed Any Video-On-Demand Programs or Events - Past Year | Unwgt'd | 13643 | 25 | 22 | 158 | 158 | 78 |
| | Weighted (000) | 59903 | 80 | 90 | 611 | 611 | 266 |
| | Horz % | 100.00 | 0.13 | 0.15 | 1.02 | 1.02 | 0.44 |
| | Vert % | 24.88 | 32.50 | 33.52 | 22.23 | 22.23 | 23.42 |
| | Index | 100 | 131 | 135 | 89 | 89 | 94 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | |
| Household Has a Satellite Dish | Unwgt'd | 10901 | 14 | 17 | 140 | 140 | 58 |
| | Weighted (000) | 62972 | 76 | 64 | 864 | 864 | 350 |
| | Horz % | 100.00 | 0.12 | 0.10 | 1.37 | 1.37 | 0.56 |
| | Vert % | 26.15 | 30.74 | 23.93 | 31.44 | 31.44 | 30.83 |
| | Index | 100 | 118 | 92 | 120 | 120 | 118 |
| | | | * | * | | | |
| Household Has a Digital Video Recorder (DVR) | Unwgt'd | 24213 | 35 | 35 | 298 | 298 | 136 |
| | Weighted (000) | 117400 | 142 | 150 | 1564 | 1564 | 661 |
| | Horz % | 100.00 | 0.12 | 0.13 | 1.33 | 1.33 | 0.56 |
| | Vert % | 48.76 | 57.54 | 55.99 | 56.90 | 56.90 | 58.13 |
| | Index | 100 | 118 | 115 | 117 | 117 | 119 |
| | | | * | * | | | |
| Any Internet/Online Activity - Past Month | Unwgt'd | 41735 | 54 | 54 | 459 | 459 | 208 |
| | Weighted (000) | 203627 | 223 | 242 | 2352 | 2352 | 942 |
| | Horz % | 100.00 | 0.11 | 0.12 | 1.16 | 1.16 | 0.46 |
| | Vert % | 84.57 | 90.09 | 90.19 | 85.61 | 85.61 | 82.89 |
| | Index | 100 | 107 | 107 | 101 | 101 | 98 |
| | | | * | * | | | |
| Played Games Online - Past Month | Unwgt'd | 13858 | 17 | 18 | 164 | 164 | 64 |
| | Weighted (000) | 73582 | 57 | 113 | 978 | 978 | 356 |
| | Horz % | 100.00 | 0.08 | 0.15 | 1.33 | 1.33 | 0.48 |
| | Vert % | 30.56 | 23.07 | 42.02 | 35.60 | 35.60 | 31.30 |
| | Index | 100 | 75 | 138 | 117 | 117 | 102 |
| | | | * | * | | | * |
| Downloaded a Video Game - Past Month | Unwgt'd | 5181 | 6 | 10 | 56 | 56 | 19 |
| | Weighted (000) | 29277 | 13 | 70 | 313 | 313 | 83 |
| | Horz % | 100.00 | 0.04 | 0.24 | 1.07 | 1.07 | 0.28 |
| | Vert % | 12.16 | 5.11 | 26.15 | 11.38 | 11.38 | 7.28 |
| | Index | 100 | 42 | 215 | 94 | 94 | 60 |
| | | | * | * | * | * | * |
| Downloaded a Movie - Past Month | Unwgt'd | 4298 | 3 | 7 | 44 | 44 | 19 |
| | Weighted (000) | 21411 | 11 | 44 | 258 | 258 | 89 |
| | Horz % | 100.00 | 0.05 | 0.20 | 1.20 | 1.20 | 0.42 |
| | Vert % | 8.89 | 4.29 | 16.32 | 9.38 | 9.38 | 7.83 |
| | Index | 100 | 48 | 184 | 105 | 105 | 88 |
| | | | * | * | | | * |
| Watched a Movie Online - Past Month | Unwgt'd | 10210 | 11 | 16 | 97 | 97 | 38 |
| | Weighted (000) | 51231 | 47 | 80 | 488 | 488 | 147 |
| | Horz % | 100.00 | 0.09 | 0.16 | 0.95 | 0.95 | 0.29 |
| | Vert % | 21.28 | 18.95 | 29.70 | 17.77 | 17.77 | 12.90 |
| | Index | 100 | 89 | 140 | 84 | 84 | 61 |
| | | | * | * | | | * |
| Watched Online Video (Not Movie, TV) - Past Month | Unwgt'd | 8994 | 9 | 12 | 85 | 85 | 37 |
| | Weighted (000) | 44949 | 29 | 68 | 418 | 418 | 139 |
| | Horz % | 100.00 | 0.06 | 0.15 | 0.93 | 0.93 | 0.31 |
| | Vert % | 18.67 | 11.58 | 25.26 | 15.20 | 15.20 | 12.23 |
| | Index | 100 | 62 | 135 | 81 | 81 | 66 |
| | | | * | * | * | * | * |
| Visited a Chat Room - Past Month | Unwgt'd | 2241 | 1 | 0 | 18 | 18 | 7 |
| | Weighted (000) | 11411 | 14 | 0 | 107 | 107 | 32 |
| | Horz % | 100.00 | 0.12 | 0.00 | 0.94 | 0.94 | 0.28 |
| | Vert % | 4.74 | 5.51 | 0.00 | 3.89 | 3.89 | 2.83 |
| | Index | 100 | 116 | 0 | 82 | 82 | 60 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | | | | | |
| Used e-Mail - Past Month | | | | | * | | |
| | Unwgt'd | 36995 | 51 | 48 | 406 | 406 | 187 |
| | Weighted (000) | 174261 | 215 | 197 | 2016 | 2016 | 815 |
| | Horz % | 100.00 | 0.12 | 0.11 | 1.16 | 1.16 | 0.47 |
| | Vert % | 72.37 | 86.91 | 73.40 | 73.37 | 73.37 | 71.71 |
| | Index | 100 | 120 | 101 | 101 | 101 | 99 |
| Used Instant Messenger/IM Online - Past Month | | | * | * | | | |
| | Unwgt'd | 26705 | 31 | 38 | 279 | 279 | 121 |
| | Weighted (000) | 135807 | 133 | 175 | 1460 | 1460 | 545 |
| | Horz % | 100.00 | 0.10 | 0.13 | 1.07 | 1.07 | 0.40 |
| | Vert % | 56.40 | 53.58 | 64.93 | 53.13 | 53.13 | 47.94 |
| | Index | 100 | 95 | 115 | 94 | 94 | 85 |
| Visited Online Blogs - Past Month | | | * | * | * | * | * |
| | Unwgt'd | 6524 | 4 | 6 | 48 | 48 | 22 |
| | Weighted (000) | 31710 | 10 | 11 | 209 | 209 | 92 |
| | Horz % | 100.00 | 0.03 | 0.03 | 0.66 | 0.66 | 0.29 |
| | Vert % | 13.17 | 4.05 | 3.91 | 7.61 | 7.61 | 8.09 |
| | Index | 100 | 31 | 30 | 58 | 58 | 61 |
| Wrote an Online Blog - Past Month | | | * | * | * | * | * |
| | Unwgt'd | 1311 | 1 | 1 | 11 | 11 | 4 |
| | Weighted (000) | 6536 | 1 | 3 | 52 | 52 | 16 |
| | Horz % | 100.00 | 0.02 | 0.05 | 0.79 | 0.79 | 0.24 |
| | Vert % | 2.71 | 0.46 | 1.24 | 1.88 | 1.88 | 1.39 |
| | Index | 100 | 17 | 46 | 69 | 69 | 51 |
| Uploaded or Added Video to a Web Site - Past Month | | | * | * | * | * | * |
| | Unwgt'd | 3852 | 3 | 5 | 40 | 40 | 15 |
| | Weighted (000) | 19478 | 8 | 28 | 247 | 247 | 57 |
| | Horz % | 100.00 | 0.04 | 0.14 | 1.27 | 1.27 | 0.29 |
| | Vert % | 8.09 | 3.43 | 10.33 | 9.00 | 9.00 | 5.05 |
| | Index | 100 | 42 | 128 | 111 | 111 | 62 |
| Accessed Any Social/Networking/Photo/Vide o Web Site - Past Month | | | * | * | | | |
| | Unwgt'd | 35665 | 41 | 50 | 377 | 377 | 158 |
| | Weighted (000) | 177442 | 171 | 227 | 1908 | 1908 | 666 |
| | Horz % | 100.00 | 0.10 | 0.13 | 1.08 | 1.08 | 0.38 |
| | Vert % | 73.69 | 68.90 | 84.39 | 69.43 | 69.43 | 58.61 |
| | Index | 100 | 93 | 115 | 94 | 94 | 80 |
| Accessed Facebook.com - Past Month | | | * | * | | | |
| | Unwgt'd | 28781 | 29 | 43 | 302 | 302 | 129 |
| | Weighted (000) | 145748 | 131 | 182 | 1584 | 1584 | 564 |
| | Horz % | 100.00 | 0.09 | 0.12 | 1.09 | 1.09 | 0.39 |
| | Vert % | 60.53 | 52.83 | 67.66 | 57.66 | 57.66 | 49.67 |
| | Index | 100 | 87 | 112 | 95 | 95 | 82 |
| Accessed Foursquare - Past Month | | | * | * | * | * | * |
| | Unwgt'd | 326 | 0 | 1 | 2 | 2 | 1 |
| | Weighted (000) | 1536 | 0 | 3 | 21 | 21 | 3 |
| | Horz % | 100.00 | 0.00 | 0.19 | 1.36 | 1.36 | 0.19 |
| | Vert % | 0.64 | 0.00 | 1.06 | 0.76 | 0.76 | 0.25 |
| | Index | 100 | 0 | 167 | 120 | 120 | 39 |
| Accessed Google+ (Google Plus) - Past Month | | | * | * | | | * |
| | Unwgt'd | 8327 | 6 | 6 | 75 | 75 | 36 |
| | Weighted (000) | 41531 | 19 | 20 | 379 | 379 | 143 |
| | Horz % | 100.00 | 0.05 | 0.05 | 0.91 | 0.91 | 0.34 |
| | Vert % | 17.25 | 7.56 | 7.54 | 13.78 | 13.78 | 12.56 |
| | Index | 100 | 44 | 44 | 80 | 80 | 73 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | * |
| Accessed LinkedIn.com - Past Month | Unwgted | 7880 | 10 | 12 | 74 | 74 | 43 |
| | Weighted (000) | 30933 | 33 | 42 | 298 | 298 | 168 |
| | Horz % | 100.00 | 0.11 | 0.14 | 0.96 | 0.96 | 0.54 |
| | Vert % | 12.85 | 13.18 | 15.57 | 10.85 | 10.85 | 14.82 |
| | Index | 100 | 103 | 121 | 84 | 84 | 115 |
| | | | * | * | | | * |
| Accessed Pinterest - Past Month | Unwgted | 8547 | 9 | 11 | 78 | 78 | 37 |
| | Weighted (000) | 45015 | 42 | 44 | 433 | 433 | 195 |
| | Horz % | 100.00 | 0.09 | 0.10 | 0.96 | 0.96 | 0.43 |
| | Vert % | 18.70 | 16.91 | 16.50 | 15.75 | 15.75 | 17.15 |
| | Index | 100 | 90 | 88 | 84 | 84 | 92 |
| | | | * | * | * | * | * |
| Accessed Tumblr - Past Month | Unwgted | 1746 | 0 | 2 | 9 | 9 | 3 |
| | Weighted (000) | 9399 | 0 | 20 | 51 | 51 | 10 |
| | Horz % | 100.00 | 0.00 | 0.21 | 0.54 | 0.54 | 0.11 |
| | Vert % | 3.90 | 0.00 | 7.37 | 1.84 | 1.84 | 0.88 |
| | Index | 100 | 0 | 189 | 47 | 47 | 23 |
| | | | * | * | * | * | * |
| Accessed Twitter.com - Past Month | Unwgted | 6090 | 4 | 9 | 45 | 45 | 19 |
| | Weighted (000) | 30973 | 14 | 39 | 201 | 201 | 80 |
| | Horz % | 100.00 | 0.05 | 0.13 | 0.65 | 0.65 | 0.26 |
| | Vert % | 12.86 | 5.73 | 14.58 | 7.30 | 7.30 | 7.01 |
| | Index | 100 | 45 | 113 | 57 | 57 | 54 |
| | | | * | * | * | * | * |
| Accessed Yelp - Past Month | Unwgted | 3922 | 3 | 4 | 32 | 32 | 18 |
| | Weighted (000) | 15511 | 8 | 13 | 93 | 93 | 51 |
| | Horz % | 100.00 | 0.05 | 0.08 | 0.60 | 0.60 | 0.33 |
| | Vert % | 6.44 | 3.33 | 4.69 | 3.39 | 3.39 | 4.47 |
| | Index | 100 | 52 | 73 | 53 | 53 | 69 |
| | | | * | * | | | * |
| Accessed YouTube.com - Past Month | Unwgted | 24628 | 29 | 33 | 254 | 254 | 101 |
| | Weighted (000) | 123561 | 108 | 175 | 1263 | 1263 | 421 |
| | Horz % | 100.00 | 0.09 | 0.14 | 1.02 | 1.02 | 0.34 |
| | Vert % | 51.32 | 43.66 | 65.12 | 45.97 | 45.97 | 37.05 |
| | Index | 100 | 85 | 127 | 90 | 90 | 72 |
| | | | * | * | | | * |
| Posted "Like" on Social Network - Past Month | Unwgted | 18263 | 22 | 24 | 193 | 193 | 78 |
| | Weighted (000) | 93304 | 112 | 110 | 1110 | 1110 | 349 |
| | Horz % | 100.00 | 0.12 | 0.12 | 1.19 | 1.19 | 0.37 |
| | Vert % | 38.75 | 45.27 | 40.89 | 40.40 | 40.40 | 30.74 |
| | Index | 100 | 117 | 106 | 104 | 104 | 79 |
| | | | * | * | | | * |
| "Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month | Unwgted | 9077 | 8 | 14 | 81 | 81 | 38 |
| | Weighted (000) | 47933 | 17 | 55 | 418 | 418 | 161 |
| | Horz % | 100.00 | 0.04 | 0.11 | 0.87 | 0.87 | 0.34 |
| | Vert % | 19.91 | 6.86 | 20.47 | 15.22 | 15.22 | 14.21 |
| | Index | 100 | 34 | 103 | 76 | 76 | 71 |
| | | | * | * | | | * |
| Clicked on an Advertisement on Social Network - Past Month | Unwgted | 6212 | 5 | 9 | 67 | 67 | 29 |
| | Weighted (000) | 29666 | 24 | 25 | 319 | 319 | 115 |
| | Horz % | 100.00 | 0.08 | 0.08 | 1.07 | 1.07 | 0.39 |
| | Vert % | 12.32 | 9.64 | 9.22 | 11.60 | 11.60 | 10.16 |
| | Index | 100 | 78 | 75 | 94 | 94 | 83 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | | * | * | | |
| Watched a Video on Social Network - Past Month | Unwgt'd | 22534 | 26 | 34 | 237 | 237 | 91 |
| | Weighted (000) | 114114 | 119 | 166 | 1280 | 1280 | 379 |
| | Horz % | 100.00 | 0.10 | 0.15 | 1.12 | 1.12 | 0.33 |
| | Vert % | 47.39 | 48.26 | 61.83 | 46.57 | 46.57 | 33.32 |
| | Index | 100 | 102 | 130 | 98 | 98 | 70 |
| | | | * | * | | | |
| Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 38445 | 48 | 53 | 403 | 403 | 175 |
| | Weighted (000) | 190804 | 212 | 242 | 2096 | 2096 | 809 |
| | Horz % | 100.00 | 0.11 | 0.13 | 1.10 | 1.10 | 0.42 |
| | Vert % | 79.24 | 85.77 | 90.17 | 76.27 | 76.27 | 71.18 |
| | Index | 100 | 108 | 114 | 96 | 96 | 90 |
| | | | * | * | | | |
| Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 18075 | 18 | 26 | 177 | 177 | 71 |
| | Weighted (000) | 90847 | 84 | 129 | 980 | 980 | 338 |
| | Horz % | 100.00 | 0.09 | 0.14 | 1.08 | 1.08 | 0.37 |
| | Vert % | 37.73 | 34.02 | 47.94 | 35.66 | 35.66 | 29.76 |
| | Index | 100 | 90 | 127 | 95 | 95 | 79 |
| | | | * | * | | | |
| Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 17311 | 21 | 23 | 165 | 165 | 63 |
| | Weighted (000) | 87270 | 60 | 114 | 840 | 840 | 305 |
| | Horz % | 100.00 | 0.07 | 0.13 | 0.96 | 0.96 | 0.35 |
| | Vert % | 36.24 | 24.18 | 42.33 | 30.57 | 30.57 | 26.88 |
| | Index | 100 | 67 | 117 | 84 | 84 | 74 |
| | | | * | * | | | |
| Played Music on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 22282 | 23 | 37 | 216 | 216 | 82 |
| | Weighted (000) | 113761 | 89 | 170 | 1100 | 1100 | 324 |
| | Horz % | 100.00 | 0.08 | 0.15 | 0.97 | 0.97 | 0.28 |
| | Vert % | 47.25 | 35.83 | 63.12 | 40.02 | 40.02 | 28.49 |
| | Index | 100 | 76 | 134 | 85 | 85 | 60 |
| | | | * | * | | | |
| Played a Game on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 15000 | 9 | 18 | 156 | 156 | 55 |
| | Weighted (000) | 79489 | 33 | 114 | 813 | 813 | 264 |
| | Horz % | 100.00 | 0.04 | 0.14 | 1.02 | 1.02 | 0.33 |
| | Vert % | 33.01 | 13.41 | 42.33 | 29.58 | 29.58 | 23.23 |
| | Index | 100 | 41 | 128 | 90 | 90 | 70 |
| | | | * | * | | | * |
| Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 9852 | 7 | 12 | 86 | 86 | 32 |
| | Weighted (000) | 51013 | 12 | 75 | 433 | 433 | 123 |
| | Horz % | 100.00 | 0.02 | 0.15 | 0.85 | 0.85 | 0.24 |
| | Vert % | 21.19 | 4.75 | 27.86 | 15.74 | 15.74 | 10.79 |
| | Index | 100 | 22 | 132 | 74 | 74 | 51 |
| | | | * | * | | | |
| Used a Mobile "App" - Past Month | Unwgt'd | 23794 | 27 | 30 | 238 | 238 | 102 |
| | Weighted (000) | 116054 | 118 | 145 | 1257 | 1257 | 455 |
| | Horz % | 100.00 | 0.10 | 0.12 | 1.08 | 1.08 | 0.39 |
| | Vert % | 48.20 | 47.75 | 53.87 | 45.73 | 45.73 | 40.02 |
| | Index | 100 | 99 | 112 | 95 | 95 | 83 |
| | | | * | * | | | |
| Read Any Daily Newspaper (Print/Paper/Hard Copy) | Unwgt'd | 11920 | 18 | 14 | 161 | 161 | 85 |
| | Weighted (000) | 53679 | 60 | 53 | 749 | 749 | 365 |
| | Horz % | 100.00 | 0.11 | 0.10 | 1.40 | 1.40 | 0.68 |
| | Vert % | 22.29 | 24.44 | 19.75 | 27.27 | 27.27 | 32.16 |
| | Index | 100 | 110 | 89 | 122 | 122 | 144 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | |
| Read Any Sunday Newspaper (Print/Paper/Hard Copy) | Unwgttd | 15332 | 24 | 12 | 187 | 187 | 100 |
| | Weighted (000) | 70866 | 80 | 50 | 833 | 833 | 419 |
| | Horz % | 100.00 | 0.11 | 0.07 | 1.17 | 1.17 | 0.59 |
| | Vert % | 29.43 | 32.39 | 18.57 | 30.30 | 30.30 | 36.90 |
| | Index | 100 | 110 | 63 | 103 | 103 | 125 |
| | | | * | * | | | |
| Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month | Unwgttd | 18436 | 26 | 21 | 184 | 184 | 87 |
| | Weighted (000) | 84280 | 101 | 87 | 866 | 866 | 332 |
| | Horz % | 100.00 | 0.12 | 0.10 | 1.03 | 1.03 | 0.39 |
| | Vert % | 35.00 | 40.68 | 32.39 | 31.51 | 31.51 | 29.23 |
| | Index | 100 | 116 | 93 | 90 | 90 | 84 |
| | | | * | * | * | * | * |
| Read Classified Advertising in Weekday Newspaper | Unwgttd | 3903 | 6 | 4 | 41 | 41 | 16 |
| | Weighted (000) | 21071 | 27 | 7 | 193 | 193 | 79 |
| | Horz % | 100.00 | 0.13 | 0.04 | 0.92 | 0.92 | 0.38 |
| | Vert % | 8.75 | 10.75 | 2.77 | 7.03 | 7.03 | 6.98 |
| | Index | 100 | 123 | 32 | 80 | 80 | 80 |
| | | | * | * | | | * |
| Read Classified Advertising in Sunda/Weekend Newspaper | Unwgttd | 4115 | 5 | 3 | 51 | 51 | 23 |
| | Weighted (000) | 21628 | 22 | 7 | 252 | 252 | 113 |
| | Horz % | 100.00 | 0.10 | 0.03 | 1.17 | 1.17 | 0.52 |
| | Vert % | 8.98 | 8.97 | 2.69 | 9.17 | 9.17 | 9.91 |
| | Index | 100 | 100 | 30 | 102 | 102 | 110 |
| | | | * | * | | | * |
| Read Advertisements in Weekday Newspaper | Unwgttd | 4150 | 10 | 4 | 56 | 56 | 36 |
| | Weighted (000) | 19673 | 26 | 14 | 266 | 266 | 190 |
| | Horz % | 100.00 | 0.13 | 0.07 | 1.35 | 1.35 | 0.97 |
| | Vert % | 8.17 | 10.65 | 5.29 | 9.67 | 9.67 | 16.75 |
| | Index | 100 | 130 | 65 | 118 | 118 | 205 |
| | | | * | * | | | * |
| Read Advertisements in Sunday/Weekend Newspaper | Unwgttd | 5230 | 12 | 7 | 72 | 72 | 42 |
| | Weighted (000) | 24675 | 34 | 28 | 304 | 304 | 182 |
| | Horz % | 100.00 | 0.14 | 0.11 | 1.23 | 1.23 | 0.74 |
| | Vert % | 10.25 | 13.55 | 10.32 | 11.05 | 11.05 | 16.06 |
| | Index | 100 | 132 | 101 | 108 | 108 | 157 |
| | | | * | * | | | * |
| Read Circulars/Inserts/Fliers in Weekday Newspaper | Unwgttd | 5482 | 15 | 5 | 73 | 73 | 39 |
| | Weighted (000) | 25536 | 45 | 16 | 346 | 346 | 183 |
| | Horz % | 100.00 | 0.18 | 0.06 | 1.35 | 1.35 | 0.72 |
| | Vert % | 10.61 | 18.10 | 5.86 | 12.58 | 12.58 | 16.12 |
| | Index | 100 | 171 | 55 | 119 | 119 | 152 |
| | | | * | * | | | * |
| Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper | Unwgttd | 8125 | 20 | 6 | 96 | 96 | 50 |
| | Weighted (000) | 36955 | 58 | 15 | 445 | 445 | 249 |
| | Horz % | 100.00 | 0.16 | 0.04 | 1.20 | 1.20 | 0.67 |
| | Vert % | 15.35 | 23.36 | 5.69 | 16.20 | 16.20 | 21.89 |
| | Index | 100 | 152 | 37 | 106 | 106 | 143 |
| | | | * | * | | | * |
| Received and/or Clipped Coupons from Weekday Newspaper - Past Year | Unwgttd | 4605 | 6 | 5 | 62 | 62 | 29 |
| | Weighted (000) | 22586 | 17 | 23 | 333 | 333 | 142 |
| | Horz % | 100.00 | 0.07 | 0.10 | 1.47 | 1.47 | 0.63 |
| | Vert % | 9.38 | 6.72 | 8.71 | 12.11 | 12.11 | 12.54 |
| | Index | 100 | 72 | 93 | 129 | 129 | 134 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | | | | | |
| | | | * | * | | | |
| Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year | Unwgted | 10890 | 19 | 10 | 129 | 129 | 57 |
| | Weighted (000) | 52963 | 59 | 29 | 614 | 614 | 263 |
| | Horz % | 100.00 | 0.11 | 0.06 | 1.16 | 1.16 | 0.50 |
| | Vert % | 22.00 | 23.72 | 10.97 | 22.35 | 22.35 | 23.17 |
| | Index | 100 | 108 | 50 | 102 | 102 | 105 |
| | | | * | * | * | * | * |
| Personally Referred to Paper Yellow Pages - Past Week | Unwgted | 3183 | 9 | 2 | 39 | 39 | 23 |
| | Weighted (000) | 15401 | 24 | 8 | 186 | 186 | 118 |
| | Horz % | 100.00 | 0.15 | 0.05 | 1.21 | 1.21 | 0.77 |
| | Vert % | 6.40 | 9.61 | 3.04 | 6.77 | 6.77 | 10.40 |
| | Index | 100 | 150 | 47 | 106 | 106 | 163 |
| | | | * | * | * | * | * |
| Personally Referred to Internet Yellow Pages - Past Week | Unwgted | 2624 | 4 | 2 | 28 | 28 | 12 |
| | Weighted (000) | 13074 | 10 | 6 | 155 | 155 | 66 |
| | Horz % | 100.00 | 0.08 | 0.04 | 1.18 | 1.18 | 0.50 |
| | Vert % | 5.43 | 3.97 | 2.15 | 5.63 | 5.63 | 5.79 |
| | Index | 100 | 73 | 40 | 104 | 104 | 107 |
| | | | * | * | * | * | * |
| Personally Referred to Paper or Internet Yellow Pages - Past Week | Unwgted | 5381 | 12 | 3 | 61 | 61 | 32 |
| | Weighted (000) | 26513 | 32 | 9 | 306 | 306 | 163 |
| | Horz % | 100.00 | 0.12 | 0.03 | 1.15 | 1.15 | 0.62 |
| | Vert % | 11.01 | 12.80 | 3.39 | 11.13 | 11.13 | 14.36 |
| | Index | 100 | 116 | 31 | 101 | 101 | 130 |
| | | | * | * | * | * | * |
| Accessed Yellowpages.com (YP.com) - Past Month | Unwgted | 2490 | 3 | 2 | 29 | 29 | 14 |
| | Weighted (000) | 12079 | 14 | 14 | 141 | 141 | 65 |
| | Horz % | 100.00 | 0.11 | 0.12 | 1.16 | 1.16 | 0.54 |
| | Vert % | 5.02 | 5.51 | 5.37 | 5.12 | 5.12 | 5.76 |
| | Index | 100 | 110 | 107 | 102 | 102 | 115 |
| | | | * | * | * | * | * |
| Have Seen Video Ads in Grocery Storees - Past Month | Unwgted | 8982 | 11 | 14 | 106 | 106 | 42 |
| | Weighted (000) | 46737 | 31 | 78 | 588 | 588 | 187 |
| | Horz % | 100.00 | 0.07 | 0.17 | 1.26 | 1.26 | 0.40 |
| | Vert % | 19.41 | 12.45 | 29.13 | 21.38 | 21.38 | 16.43 |
| | Index | 100 | 64 | 150 | 110 | 110 | 85 |
| | | | * | * | * | * | * |
| Have Seen Video Ads in Drug Stores - Past Month | Unwgted | 5976 | 11 | 10 | 82 | 82 | 33 |
| | Weighted (000) | 31131 | 33 | 49 | 398 | 398 | 129 |
| | Horz % | 100.00 | 0.11 | 0.16 | 1.28 | 1.28 | 0.42 |
| | Vert % | 12.93 | 13.25 | 18.27 | 14.48 | 14.48 | 11.38 |
| | Index | 100 | 103 | 141 | 112 | 112 | 88 |
| | | | * | * | * | * | * |
| Have Seen Video Ads in Convenience Stores - Past Month | Unwgted | 5902 | 11 | 6 | 71 | 71 | 26 |
| | Weighted (000) | 31417 | 38 | 21 | 352 | 352 | 121 |
| | Horz % | 100.00 | 0.12 | 0.07 | 1.12 | 1.12 | 0.38 |
| | Vert % | 13.05 | 15.41 | 7.77 | 12.82 | 12.82 | 10.61 |
| | Index | 100 | 118 | 60 | 98 | 98 | 81 |
| | | | * | * | * | * | * |
| Have Seen Video Ads in Large Discount/Department Stores - Past Month | Unwgted | 6287 | 9 | 8 | 82 | 82 | 32 |
| | Weighted (000) | 33490 | 26 | 44 | 438 | 438 | 150 |
| | Horz % | 100.00 | 0.08 | 0.13 | 1.31 | 1.31 | 0.45 |
| | Vert % | 13.91 | 10.56 | 16.52 | 15.93 | 15.93 | 13.23 |
| | Index | 100 | 76 | 119 | 115 | 115 | 95 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | | * | * | | * |
| Have Seen Video Ads in Warehouse/Club Stores - Past Month | Unwgttd | 5223 | 11 | 9 | 80 | 80 | 36 |
| | Weighted (000) | 26008 | 29 | 47 | 384 | 384 | 136 |
| | Horz % | 100.00 | 0.11 | 0.18 | 1.48 | 1.48 | 0.52 |
| | Vert % | 10.80 | 11.80 | 17.51 | 13.97 | 13.97 | 11.98 |
| | Index | 100 | 109 | 162 | 129 | 129 | 111 |
| | | | * | * | | | * |
| Have Seen Video Ads in Other Stores - Past Month | Unwgttd | 4855 | 9 | 7 | 65 | 65 | 26 |
| | Weighted (000) | 25254 | 29 | 28 | 317 | 317 | 99 |
| | Horz % | 100.00 | 0.11 | 0.11 | 1.25 | 1.25 | 0.39 |
| | Vert % | 10.49 | 11.69 | 10.35 | 11.53 | 11.53 | 8.75 |
| | Index | 100 | 111 | 99 | 110 | 110 | 83 |
| | | | * | * | | | * |
| Have Seen Video Ads in Shopping Malls - Past Month | Unwgttd | 6785 | 10 | 9 | 73 | 73 | 28 |
| | Weighted (000) | 34124 | 35 | 67 | 416 | 416 | 130 |
| | Horz % | 100.00 | 0.10 | 0.20 | 1.22 | 1.22 | 0.38 |
| | Vert % | 14.17 | 13.95 | 24.92 | 15.15 | 15.15 | 11.46 |
| | Index | 100 | 98 | 176 | 107 | 107 | 81 |
| | | | * | * | | | * |
| Have Seen Video Ads in Bars/Pubs - Past Month | Unwgttd | 4286 | 6 | 5 | 62 | 62 | 23 |
| | Weighted (000) | 21507 | 18 | 15 | 297 | 297 | 96 |
| | Horz % | 100.00 | 0.08 | 0.07 | 1.38 | 1.38 | 0.45 |
| | Vert % | 8.93 | 7.22 | 5.57 | 10.81 | 10.81 | 8.47 |
| | Index | 100 | 81 | 62 | 121 | 121 | 95 |
| | | | * | * | | | * |
| Have Seen Video Ads in Fast- Food or Family Restaurants - Past Month | Unwgttd | 6264 | 5 | 7 | 77 | 77 | 23 |
| | Weighted (000) | 33395 | 20 | 27 | 400 | 400 | 99 |
| | Horz % | 100.00 | 0.06 | 0.08 | 1.20 | 1.20 | 0.30 |
| | Vert % | 13.87 | 8.02 | 10.17 | 14.57 | 14.57 | 8.70 |
| | Index | 100 | 58 | 73 | 105 | 105 | 63 |
| | | | * | * | | | * |
| Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month | Unwgttd | 4657 | 4 | 8 | 63 | 63 | 22 |
| | Weighted (000) | 23645 | 11 | 34 | 345 | 345 | 92 |
| | Horz % | 100.00 | 0.05 | 0.14 | 1.46 | 1.46 | 0.39 |
| | Vert % | 9.82 | 4.39 | 12.72 | 12.57 | 12.57 | 8.09 |
| | Index | 100 | 45 | 130 | 128 | 128 | 82 |
| | | | * | * | | | * |
| Have Seen Video Ads in Gym/Health Clubs - Past Month | Unwgttd | 3958 | 4 | 7 | 50 | 50 | 20 |
| | Weighted (000) | 19616 | 10 | 33 | 241 | 241 | 90 |
| | Horz % | 100.00 | 0.05 | 0.17 | 1.23 | 1.23 | 0.46 |
| | Vert % | 8.15 | 4.12 | 12.19 | 8.77 | 8.77 | 7.92 |
| | Index | 100 | 51 | 150 | 108 | 108 | 97 |
| | | | * | * | | | * |
| Have Seen Video Ads in Medical Offices - Past Month | Unwgttd | 5541 | 10 | 7 | 72 | 72 | 31 |
| | Weighted (000) | 27802 | 29 | 23 | 309 | 309 | 149 |
| | Horz % | 100.00 | 0.10 | 0.08 | 1.11 | 1.11 | 0.54 |
| | Vert % | 11.55 | 11.56 | 8.63 | 11.23 | 11.23 | 13.13 |
| | Index | 100 | 100 | 75 | 97 | 97 | 114 |
| | | | * | * | | | * |
| Have Seen Video Ads in Airports - Past Month | Unwgttd | 4033 | 4 | 9 | 52 | 52 | 22 |
| | Weighted (000) | 18664 | 21 | 38 | 210 | 210 | 70 |
| | Horz % | 100.00 | 0.11 | 0.20 | 1.12 | 1.12 | 0.37 |
| | Vert % | 7.75 | 8.50 | 14.11 | 7.63 | 7.63 | 6.16 |
| | Index | 100 | 110 | 182 | 98 | 98 | 79 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | * |
| Have Seen Video Ads at Gas Stations - Past Month | Unwgted | 8262 | 11 | 7 | 93 | 93 | 39 |
| | Weighted (000) | 40582 | 44 | 39 | 493 | 493 | 155 |
| | Horz % | 100.00 | 0.11 | 0.10 | 1.21 | 1.21 | 0.38 |
| | Vert % | 16.85 | 17.92 | 14.69 | 17.94 | 17.94 | 13.65 |
| | Index | 100 | 106 | 87 | 106 | 106 | 81 |
| | | | * | * | * | * | * |
| Have Seen Video Ads in Office Building Lobbies - Past Month | Unwgted | 3589 | 3 | 4 | 48 | 48 | 16 |
| | Weighted (000) | 18074 | 8 | 11 | 250 | 250 | 67 |
| | Horz % | 100.00 | 0.04 | 0.06 | 1.39 | 1.39 | 0.37 |
| | Vert % | 7.51 | 3.03 | 4.01 | 9.11 | 9.11 | 5.90 |
| | Index | 100 | 40 | 53 | 121 | 121 | 79 |
| | | | * | * | * | * | * |
| Have Seen Video Ads in Office Building Elevators - Past Month | Unwgted | 3463 | 1 | 4 | 41 | 41 | 12 |
| | Weighted (000) | 16741 | 4 | 11 | 180 | 180 | 32 |
| | Horz % | 100.00 | 0.02 | 0.06 | 1.07 | 1.07 | 0.19 |
| | Vert % | 6.95 | 1.44 | 4.01 | 6.55 | 6.55 | 2.79 |
| | Index | 100 | 21 | 58 | 94 | 94 | 40 |
| | | | * | * | | | * |
| Have Seen Video Ads in Movie Theater Lobbies - Past Month | Unwgted | 5006 | 6 | 8 | 65 | 65 | 21 |
| | Weighted (000) | 25416 | 20 | 35 | 367 | 367 | 119 |
| | Horz % | 100.00 | 0.08 | 0.14 | 1.44 | 1.44 | 0.47 |
| | Vert % | 10.56 | 8.19 | 13.15 | 13.34 | 13.34 | 10.45 |
| | Index | 100 | 78 | 125 | 126 | 126 | 99 |
| | | | * | * | | | * |
| Have Seen Ads on Billboards - Past Month | Unwgted | 24747 | 33 | 26 | 279 | 279 | 134 |
| | Weighted (000) | 122681 | 113 | 132 | 1433 | 1433 | 628 |
| | Horz % | 100.00 | 0.09 | 0.11 | 1.17 | 1.17 | 0.51 |
| | Vert % | 50.95 | 45.45 | 48.96 | 52.14 | 52.14 | 55.32 |
| | Index | 100 | 89 | 96 | 102 | 102 | 109 |
| | | | * | * | | | * |
| Have Seen Ads on Buses/Trains - Past Month | Unwgted | 11300 | 16 | 12 | 108 | 108 | 43 |
| | Weighted (000) | 52460 | 57 | 74 | 490 | 490 | 190 |
| | Horz % | 100.00 | 0.11 | 0.14 | 0.93 | 0.93 | 0.36 |
| | Vert % | 21.79 | 22.97 | 27.62 | 17.83 | 17.83 | 16.69 |
| | Index | 100 | 105 | 127 | 82 | 82 | 77 |
| | | | * | * | | | * |
| Have Seen Ads at Bus Stops or Train Stations - Past Month | Unwgted | 7513 | 8 | 8 | 68 | 68 | 28 |
| | Weighted (000) | 33802 | 27 | 49 | 285 | 285 | 75 |
| | Horz % | 100.00 | 0.08 | 0.14 | 0.84 | 0.84 | 0.22 |
| | Vert % | 14.04 | 10.74 | 18.14 | 10.36 | 10.36 | 6.60 |
| | Index | 100 | 77 | 129 | 74 | 74 | 47 |
| | | | * | * | * | * | * |
| Have Seen Ads Inside Taxis - Past Month | Unwgted | 3860 | 4 | 5 | 37 | 37 | 13 |
| | Weighted (000) | 17253 | 8 | 32 | 149 | 149 | 44 |
| | Horz % | 100.00 | 0.05 | 0.18 | 0.86 | 0.86 | 0.25 |
| | Vert % | 7.17 | 3.39 | 11.80 | 5.42 | 5.42 | 3.86 |
| | Index | 100 | 47 | 165 | 76 | 76 | 54 |
| | | | * | * | | | * |
| Have Seen Ads on Top of Taxis - Past Month | Unwgted | 6144 | 6 | 7 | 63 | 63 | 24 |
| | Weighted (000) | 27714 | 20 | 37 | 286 | 286 | 81 |
| | Horz % | 100.00 | 0.07 | 0.13 | 1.03 | 1.03 | 0.29 |
| | Vert % | 11.51 | 8.05 | 13.67 | 10.41 | 10.41 | 7.14 |
| | Index | 100 | 70 | 119 | 90 | 90 | 62 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|---|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | * | * | * |
| Have Seen Ads on Phone Booths - Past Month | Unwgttd | 2895 | 2 | 3 | 31 | 31 | 9 |
| | Weighted (000) | 14322 | 6 | 24 | 155 | 155 | 26 |
| | Horz % | 100.00 | 0.04 | 0.17 | 1.08 | 1.08 | 0.18 |
| | Vert % | 5.95 | 2.51 | 9.03 | 5.65 | 5.65 | 2.31 |
| | Index | 100 | 42 | 152 | 95 | 95 | 39 |
| | | | * | * | | | * |
| Have Seen Ads at Sports or Entertainment Events - Past Month | Unwgttd | 7781 | 10 | 11 | 97 | 97 | 44 |
| | Weighted (000) | 38266 | 38 | 42 | 395 | 395 | 173 |
| | Horz % | 100.00 | 0.10 | 0.11 | 1.03 | 1.03 | 0.45 |
| | Vert % | 15.89 | 15.54 | 15.45 | 14.36 | 14.36 | 15.26 |
| | Index | 100 | 98 | 97 | 90 | 90 | 96 |
| | | | * | * | | | * |
| Have Seen Ads on Postcards - Past Month | Unwgttd | 5833 | 7 | 4 | 71 | 71 | 31 |
| | Weighted (000) | 27321 | 18 | 16 | 336 | 336 | 128 |
| | Horz % | 100.00 | 0.07 | 0.06 | 1.23 | 1.23 | 0.47 |
| | Vert % | 11.35 | 7.34 | 5.89 | 12.22 | 12.22 | 11.30 |
| | Index | 100 | 65 | 52 | 108 | 108 | 100 |
| | | | * | * | | | * |
| Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month | Unwgttd | 12452 | 12 | 16 | 139 | 139 | 62 |
| | Weighted (000) | 62134 | 46 | 81 | 656 | 656 | 236 |
| | Horz % | 100.00 | 0.07 | 0.13 | 1.06 | 1.06 | 0.38 |
| | Vert % | 25.81 | 18.72 | 30.10 | 23.86 | 23.86 | 20.74 |
| | Index | 100 | 73 | 117 | 92 | 92 | 80 |
| | | | * | * | | | * |
| Have Seen Ads on Posters at Movie Theaters - Past Month | Unwgttd | 8769 | 14 | 8 | 96 | 96 | 42 |
| | Weighted (000) | 43591 | 39 | 25 | 495 | 495 | 173 |
| | Horz % | 100.00 | 0.09 | 0.06 | 1.14 | 1.14 | 0.40 |
| | Vert % | 18.10 | 15.66 | 9.23 | 18.02 | 18.02 | 15.22 |
| | Index | 100 | 86 | 51 | 100 | 100 | 84 |
| | | | * | * | | | * |
| Have Seen Ads Shown On- Screen Before Start of a Movie - Past Month | Unwgttd | 11245 | 17 | 13 | 124 | 124 | 57 |
| | Weighted (000) | 55588 | 59 | 47 | 606 | 606 | 215 |
| | Horz % | 100.00 | 0.11 | 0.09 | 1.09 | 1.09 | 0.39 |
| | Vert % | 23.09 | 24.03 | 17.63 | 22.05 | 22.05 | 18.91 |
| | Index | 100 | 104 | 76 | 95 | 95 | 82 |
| | | | * | * | | | * |
| Have Seen Ads in Stores (Not Video Ads) - Past Month | Unwgttd | 15945 | 26 | 18 | 178 | 178 | 78 |
| | Weighted (000) | 79810 | 95 | 90 | 912 | 912 | 376 |
| | Horz % | 100.00 | 0.12 | 0.11 | 1.14 | 1.14 | 0.47 |
| | Vert % | 33.15 | 38.53 | 33.36 | 33.20 | 33.20 | 33.13 |
| | Index | 100 | 116 | 101 | 100 | 100 | 100 |
| | | | * | * | | | * |
| Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month | Unwgttd | 11680 | 18 | 15 | 133 | 133 | 57 |
| | Weighted (000) | 57496 | 55 | 90 | 711 | 711 | 265 |
| | Horz % | 100.00 | 0.10 | 0.16 | 1.24 | 1.24 | 0.46 |
| | Vert % | 23.88 | 22.30 | 33.62 | 25.88 | 25.88 | 23.29 |
| | Index | 100 | 93 | 141 | 108 | 108 | 98 |
| | | | * | * | | | * |
| Have Seen Infomercials - Past Month | Unwgttd | 9980 | 16 | 9 | 131 | 131 | 53 |
| | Weighted (000) | 49971 | 54 | 33 | 726 | 726 | 254 |
| | Horz % | 100.00 | 0.11 | 0.07 | 1.45 | 1.45 | 0.51 |
| | Vert % | 20.75 | 21.71 | 12.09 | 26.40 | 26.40 | 22.38 |
| | Index | 100 | 105 | 58 | 127 | 127 | 108 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Adults 18+ | Own/Lease Lincoln MKZ | Own/Lease Lincoln Navigator | Own/Lease any Lincoln | Most recent vehicle bought/leased is Lincoln | Decision maker for any Lincoln bought/leased new |
|--|----------------|------------|--------------------------|-----------------------------------|--------------------------|---|---|
| | | | * | * | | | |
| Have Seen Offers or Ads Sent to Home by Mail - Past Month | Unwgted | 20473 | 35 | 21 | 262 | 262 | 117 |
| | Weighted (000) | 99869 | 123 | 110 | 1328 | 1328 | 517 |
| | Horz % | 100.00 | 0.12 | 0.11 | 1.33 | 1.33 | 0.52 |
| | Vert % | 41.48 | 49.71 | 40.95 | 48.34 | 48.34 | 45.50 |
| | Index | 100 | 120 | 99 | 117 | 117 | 110 |
| | | | * | * | | | * |
| Have Seen Product Placement in Video Games - Past Month | Unwgted | 4438 | 5 | 9 | 58 | 58 | 18 |
| | Weighted (000) | 24118 | 20 | 49 | 315 | 315 | 79 |
| | Horz % | 100.00 | 0.08 | 0.20 | 1.31 | 1.31 | 0.33 |
| | Vert % | 10.02 | 7.95 | 18.26 | 11.48 | 11.48 | 6.91 |
| | Index | 100 | 79 | 182 | 115 | 115 | 69 |
| | | | * | * | | | |
| Have Seen Product Placement in TV Shows - Past Month | Unwgted | 18649 | 35 | 19 | 231 | 231 | 111 |
| | Weighted (000) | 91632 | 118 | 88 | 1154 | 1154 | 508 |
| | Horz % | 100.00 | 0.13 | 0.10 | 1.26 | 1.26 | 0.55 |
| | Vert % | 38.06 | 47.51 | 32.57 | 42.01 | 42.01 | 44.67 |
| | Index | 100 | 125 | 86 | 110 | 110 | 117 |
| | | | * | * | | | |
| Have Seen Product Placement in Movies - Past Month | Unwgted | 11567 | 17 | 16 | 132 | 132 | 51 |
| | Weighted (000) | 58165 | 65 | 98 | 710 | 710 | 212 |
| | Horz % | 100.00 | 0.11 | 0.17 | 1.22 | 1.22 | 0.37 |
| | Vert % | 24.16 | 26.30 | 36.37 | 25.85 | 25.85 | 18.70 |
| | Index | 100 | 109 | 151 | 107 | 107 | 77 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|------------|----------------|---|
| | | |
| Adults 18+ | Unwgt'd | 224 |
| | Weighted (000) | 1100 |
| | Horz % | 0.46 |
| | Vert % | 100.00 |
| | Index | 100 |
| Male | Unwgt'd | 116 |
| | Weighted (000) | 501 |
| | Horz % | 0.43 |
| | Vert % | 45.55 |
| | Index | 94 |
| Female | Unwgt'd | 108 |
| | Weighted (000) | 599 |
| | Horz % | 0.48 |
| | Vert % | 54.45 |
| | Index | 105 |
| Age 18-24 | | * |
| | Unwgt'd | 7 |
| | Weighted (000) | 89 |
| | Horz % | 0.29 |
| | Index | 64 |
| Age 25-34 | | * |
| | Unwgt'd | 22 |
| | Weighted (000) | 91 |
| | Horz % | 0.21 |
| | Index | 47 |
| Age 35-44 | | * |
| | Unwgt'd | 30 |
| | Weighted (000) | 161 |
| | Horz % | 0.40 |
| | Index | 88 |
| Age 45-54 | | * |
| | Unwgt'd | 43 |
| | Weighted (000) | 189 |
| | Horz % | 0.44 |
| | Index | 95 |
| Age 55-64 | | * |
| | Unwgt'd | 44 |
| | Weighted (000) | 182 |
| | Horz % | 0.46 |
| | Index | 100 |
| Age 65+ | | |
| | Unwgt'd | 78 |
| | Weighted (000) | 389 |
| | Horz % | 0.87 |
| | Index | 190 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|--------------------------------------|----------------|---|
| | | |
| Age 21+ | Unwgt'd | 222 |
| | Weighted (000) | 1049 |
| | Horz % | 0.46 |
| | Vert % | 95.37 |
| | Index | 100 |
| | | * |
| Age 18-34 | Unwgt'd | 29 |
| | Weighted (000) | 180 |
| | Horz % | 0.25 |
| | Vert % | 16.33 |
| | Index | 54 |
| Age 18-49 | Unwgt'd | 85 |
| | Weighted (000) | 446 |
| | Horz % | 0.33 |
| | Vert % | 40.57 |
| | Index | 73 |
| Age 25-54 | Unwgt'd | 95 |
| | Weighted (000) | 440 |
| | Horz % | 0.35 |
| | Vert % | 40.01 |
| | Index | 76 |
| Age 35-64 | Unwgt'd | 117 |
| | Weighted (000) | 531 |
| | Horz % | 0.43 |
| | Vert % | 48.28 |
| | Index | 94 |
| Age 50+ | Unwgt'd | 139 |
| | Weighted (000) | 654 |
| | Horz % | 0.61 |
| | Vert % | 59.43 |
| | Index | 134 |
| Median Age | Unwgt'd | |
| | Weighted (000) | 56.70 |
| | Horz % | |
| | Vert % | |
| | Index | 121 |
| Race: White Only | Unwgt'd | 187 |
| | Weighted (000) | 917 |
| | Horz % | 0.52 |
| | Vert % | 83.34 |
| | Index | 113 |
| | | * |
| Race: Black/African-American Only | Unwgt'd | 18 |
| | Weighted (000) | 73 |
| | Horz % | 0.25 |
| | Vert % | 6.66 |
| | Index | 55 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|--|
| | | * |
| Race: Asian | Unwgttd | 2 |
| | Weighted (000) | 5 |
| | Horz % | 0.06 |
| | Vert % | 0.47 |
| | Index | 14 |
| | | * |
| Race: Other Race/Multi-Racial | Unwgttd | 19 |
| | Weighted (000) | 110 |
| | Horz % | 0.33 |
| | Vert % | 10.00 |
| | Index | 71 |
| | | * |
| Hispanic, Latino, Spanish Origin or Descent | Unwgttd | 12 |
| | Weighted (000) | 103 |
| | Horz % | 0.28 |
| | Vert % | 9.34 |
| | Index | 61 |
| | | * |
| Hispanic, Personally Speak Only English at Home | Unwgttd | 3 |
| | Weighted (000) | 10 |
| | Horz % | 0.18 |
| | Vert % | 0.91 |
| | Index | 38 |
| | | * |
| Hispanic, Personally Speak Mostly English, But Some Spanish at Home | Unwgttd | 7 |
| | Weighted (000) | 58 |
| | Horz % | 0.61 |
| | Vert % | 5.23 |
| | Index | 134 |
| | | * |
| Hispanic, Personally Speak Only Spanish at Home | Unwgttd | 0 |
| | Weighted (000) | 0 |
| | Horz % | 0.00 |
| | Vert % | 0.00 |
| | Index | 0 |
| | | * |
| Hispanic, Personally Speak Mostly Spanish, But Some English at Home | Unwgttd | 1 |
| | Weighted (000) | 2 |
| | Horz % | 0.03 |
| | Vert % | 0.21 |
| | Index | 6 |
| | | * |
| Hispanic, Personally Speak Spanish and English Equally at Home | Unwgttd | 1 |
| | Weighted (000) | 33 |
| | Horz % | 1.98 |
| | Vert % | 2.99 |
| | Index | 433 |
| | | * |
| Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree | Unwgttd | 41 |
| | Weighted (000) | 214 |
| | Horz % | 0.85 |
| | Vert % | 19.42 |
| | Index | 185 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|---|
| | | |
| Highest Level Education Completed/Highest Degree Received: Bachelor's Degree | Unwgt'd | 55 |
| | Weighted (000) | 196 |
| | Horz % | 0.43 |
| | Vert % | 17.79 |
| | Index | 94 |
| | | * |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic | Unwgt'd | 16 |
| | Weighted (000) | 74 |
| | Horz % | 0.70 |
| | Vert % | 6.71 |
| | Index | 154 |
| | | * |
| Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational | Unwgt'd | 9 |
| | Weighted (000) | 64 |
| | Horz % | 0.47 |
| | Vert % | 5.77 |
| | Index | 104 |
| | | * |
| Highest Level Education Completed/Highest Degree Received: Some College, but No Degree | Unwgt'd | 44 |
| | Weighted (000) | 218 |
| | Horz % | 0.48 |
| | Vert % | 19.82 |
| | Index | 105 |
| | | * |
| Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED) | Unwgt'd | 52 |
| | Weighted (000) | 294 |
| | Horz % | 0.41 |
| | Vert % | 26.72 |
| | Index | 90 |
| | | * |
| Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma | Unwgt'd | 7 |
| | Weighted (000) | 41 |
| | Horz % | 0.14 |
| | Vert % | 3.76 |
| | Index | 30 |
| | | * |
| Currently Attending College or University | Unwgt'd | 6 |
| | Weighted (000) | 21 |
| | Horz % | 0.11 |
| | Vert % | 1.91 |
| | Index | 24 |
| | | * |
| Employed Full Time | Unwgt'd | 108 |
| | Weighted (000) | 485 |
| | Horz % | 0.42 |
| | Vert % | 44.08 |
| | Index | 91 |
| | | * |
| Employed Part Time | Unwgt'd | 25 |
| | Weighted (000) | 114 |
| | Horz % | 0.39 |
| | Vert % | 10.38 |
| | Index | 84 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|---|
| | | |
| Not Employed | Unwgt'd | 91 |
| | Weighted (000) | 501 |
| | Horz % | 0.53 |
| | Vert % | 45.54 |
| | Index | 116 |
| | | * |
| Temporarily Unemployed | Unwgt'd | 8 |
| | Weighted (000) | 59 |
| | Horz % | 0.45 |
| | Vert % | 5.38 |
| | Index | 99 |
| | | * |
| Retired from Employment | Unwgt'd | 68 |
| | Weighted (000) | 372 |
| | Horz % | 0.82 |
| | Vert % | 33.77 |
| | Index | 179 |
| | | * |
| Not Employed, Principal Shopper for Household | Unwgt'd | 8 |
| | Weighted (000) | 26 |
| | Horz % | 0.16 |
| | Vert % | 2.37 |
| | Index | 35 |
| | | * |
| Occupation: Professional and Related Occupations | Unwgt'd | 41 |
| | Weighted (000) | 178 |
| | Horz % | 0.54 |
| | Vert % | 16.18 |
| | Index | 117 |
| | | * |
| Occupation: Management, Business and Financial Operations | Unwgt'd | 41 |
| | Weighted (000) | 124 |
| | Horz % | 0.51 |
| | Vert % | 11.25 |
| | Index | 113 |
| | | * |
| Occupation: Sales and Office Occupations | Unwgt'd | 21 |
| | Weighted (000) | 114 |
| | Horz % | 0.35 |
| | Vert % | 10.37 |
| | Index | 77 |
| | | * |
| Occupation: Natural Resources, Construction and Maintenance Occupations | Unwgt'd | 6 |
| | Weighted (000) | 27 |
| | Horz % | 0.20 |
| | Vert % | 2.44 |
| | Index | 43 |
| | | * |
| Occupation: Other Employed | Unwgt'd | 24 |
| | Weighted (000) | 157 |
| | Horz % | 0.37 |
| | Vert % | 14.22 |
| | Index | 80 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|---|
| | | * |
| Household Income: \$250,000+ | Unwgted | 9 |
| | Weighted (000) | 25 |
| | Horz % | 0.36 |
| | Vert % | 2.31 |
| | Index | 78 |
| | | * |
| Household Income: \$200,000- \$249,999 | Unwgted | 8 |
| | Weighted (000) | 37 |
| | Horz % | 0.59 |
| | Vert % | 3.34 |
| | Index | 129 |
| | | * |
| Household Income: \$150,000- \$199,999 | Unwgted | 24 |
| | Weighted (000) | 120 |
| | Horz % | 0.71 |
| | Vert % | 10.94 |
| | Index | 155 |
| | | * |
| Household Income: \$100,000- \$149,999 | Unwgted | 31 |
| | Weighted (000) | 167 |
| | Horz % | 0.44 |
| | Vert % | 15.22 |
| | Index | 97 |
| | | * |
| Household Income: \$75,000- \$99,999 | Unwgted | 39 |
| | Weighted (000) | 160 |
| | Horz % | 0.50 |
| | Vert % | 14.51 |
| | Index | 108 |
| | | * |
| Household Income: \$60,000- \$74,999 | Unwgted | 22 |
| | Weighted (000) | 95 |
| | Horz % | 0.38 |
| | Vert % | 8.62 |
| | Index | 82 |
| | | * |
| Household Income: \$50,000- \$59,999 | Unwgted | 23 |
| | Weighted (000) | 96 |
| | Horz % | 0.51 |
| | Vert % | 8.74 |
| | Index | 112 |
| | | * |
| Household Income: \$40,000- \$49,999 | Unwgted | 7 |
| | Weighted (000) | 21 |
| | Horz % | 0.10 |
| | Vert % | 1.95 |
| | Index | 23 |
| | | * |
| Household Income: \$30,000- \$39,999 | Unwgted | 20 |
| | Weighted (000) | 105 |
| | Horz % | 0.48 |
| | Vert % | 9.55 |
| | Index | 104 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | * |
| Household Income: \$20,000-\$29,999 | Unwgted | 22 |
| | Weighted (000) | 116 |
| | Horz % | 0.53 |
| | Vert % | 10.58 |
| | Index | 117 |
| | | * |
| Household Income: Under \$20,000 | Unwgted | 19 |
| | Weighted (000) | 157 |
| | Horz % | 0.49 |
| | Vert % | 14.25 |
| | Index | 107 |
| | | |
| Median Household Income | Unwgted | |
| | Weighted (000) | 68.60 |
| | Horz % | |
| | Vert % | |
| | Index | 109 |
| | | * |
| Marital Status: Single, Never Married | Unwgted | 37 |
| | Weighted (000) | 220 |
| | Horz % | 0.33 |
| | Vert % | 20.02 |
| | Index | 72 |
| | | |
| Marital Status: Currently Married | Unwgted | 136 |
| | Weighted (000) | 670 |
| | Horz % | 0.52 |
| | Vert % | 60.89 |
| | Index | 115 |
| | | * |
| Marital Status: Divorced or Legally Separated | Unwgted | 32 |
| | Weighted (000) | 129 |
| | Horz % | 0.42 |
| | Vert % | 11.70 |
| | Index | 92 |
| | | * |
| Marital Status: Widowed | Unwgted | 19 |
| | Weighted (000) | 81 |
| | Horz % | 0.55 |
| | Vert % | 7.39 |
| | Index | 120 |
| | | * |
| Marital Status: Engaged to Be Married | Unwgted | 8 |
| | Weighted (000) | 54 |
| | Horz % | 0.50 |
| | Vert % | 4.92 |
| | Index | 110 |
| | | * |
| Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex) | Unwgted | 8 |
| | Weighted (000) | 45 |
| | Horz % | 0.22 |
| | Vert % | 4.12 |
| | Index | 48 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|---|
| | | |
| Any Child(ren) Under Age 18 Living at Home | Unwgt'd | 60 |
| | Weighted (000) | 330 |
| | Horz % | 0.35 |
| | Vert % | 29.97 |
| | Index | 76 |
| | | * |
| 1 Child Under Age 18 Currently Living at Home | Unwgt'd | 22 |
| | Weighted (000) | 166 |
| | Horz % | 0.43 |
| | Vert % | 15.09 |
| | Index | 94 |
| | | * |
| 2 Children Under Age 18 Currently Living at Home | Unwgt'd | 31 |
| | Weighted (000) | 129 |
| | Horz % | 0.38 |
| | Vert % | 11.75 |
| | Index | 83 |
| | | * |
| 3 Children Under Age 18 Currently Living at Home | Unwgt'd | 3 |
| | Weighted (000) | 21 |
| | Horz % | 0.15 |
| | Vert % | 1.93 |
| | Index | 32 |
| | | * |
| 4 Children Under Age 18 Currently Living at Home | Unwgt'd | 3 |
| | Weighted (000) | 7 |
| | Horz % | 0.13 |
| | Vert % | 0.61 |
| | Index | 29 |
| | | * |
| 5 or More Children Under Age 18 Currently Living at Home | Unwgt'd | 1 |
| | Weighted (000) | 7 |
| | Horz % | 0.23 |
| | Vert % | 0.59 |
| | Index | 51 |
| | | * |
| Own Home/Residence | Unwgt'd | 186 |
| | Weighted (000) | 915 |
| | Horz % | 0.57 |
| | Vert % | 83.12 |
| | Index | 125 |
| | | * |
| Rent Home/Residence | Unwgt'd | 35 |
| | Weighted (000) | 177 |
| | Horz % | 0.23 |
| | Vert % | 16.11 |
| | Index | 50 |
| | | * |
| Live Rent-Free in Home/Residence | Unwgt'd | 3 |
| | Weighted (000) | 8 |
| | Horz % | 0.28 |
| | Vert % | 0.77 |
| | Index | 62 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---------------------------------------|----------------|--|
| | | |
| Census Region: North East | Unwgted | 53 |
| | Weighted (000) | 189 |
| | Horz % | 0.43 |
| | Vert % | 17.18 |
| | Index | 95 |
| Census Region: South | Unwgted | 79 |
| | Weighted (000) | 450 |
| | Horz % | 0.50 |
| | Vert % | 40.89 |
| | Index | 109 |
| Census Region: Midwest | Unwgted | 56 |
| | Weighted (000) | 276 |
| | Horz % | 0.54 |
| | Vert % | 25.09 |
| | Index | 117 |
| Census Region: West | | * |
| | Unwgted | 36 |
| | Weighted (000) | 185 |
| | Horz % | 0.34 |
| | Vert % | 16.84 |
| Census Sub-Region: New England | Index | 74 |
| | | * |
| | Unwgted | 6 |
| | Weighted (000) | 25 |
| | Horz % | 0.22 |
| Census Sub-Region: Mid Atlantic | Vert % | 2.27 |
| | Index | 48 |
| | | * |
| | Unwgted | 47 |
| | Weighted (000) | 164 |
| Census Sub-Region: South Atlantic | Horz % | 0.51 |
| | Vert % | 14.91 |
| | Index | 112 |
| | | * |
| | Unwgted | 40 |
| Census Sub-Region: East South Central | Weighted (000) | 165 |
| | Horz % | 0.35 |
| | Vert % | 14.97 |
| | Index | 77 |
| | | * |
| Census Sub-Region: West South Central | Unwgted | 14 |
| | Weighted (000) | 93 |
| | Horz % | 0.62 |
| | Vert % | 8.43 |
| | Index | 136 |
| Census Sub-Region: West South Central | | * |
| | Unwgted | 25 |
| | Weighted (000) | 192 |
| | Horz % | 0.66 |
| | Vert % | 17.49 |
| | Index | 145 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | * |
| Census Sub-Region: East North Central | Unwgted | 43 |
| | Weighted (000) | 182 |
| | Horz % | 0.51 |
| | Vert % | 16.52 |
| | Index | 111 |
| Census Sub-Region: West North Central | | * |
| | Unwgted | 13 |
| | Weighted (000) | 94 |
| | Horz % | 0.60 |
| | Index | 132 |
| Census Sub-Region: Mountain | | * |
| | Unwgted | 16 |
| | Weighted (000) | 100 |
| | Horz % | 0.58 |
| | Index | 126 |
| Census Sub-Region: Pacific | | * |
| | Unwgted | 20 |
| | Weighted (000) | 85 |
| | Horz % | 0.23 |
| | Index | 49 |
| County Size: A | | |
| | Unwgted | 120 |
| | Weighted (000) | 455 |
| | Horz % | 0.45 |
| | Index | 99 |
| County Size: B | | * |
| | Unwgted | 43 |
| | Weighted (000) | 234 |
| | Horz % | 0.33 |
| | Index | 72 |
| County Size: C/D | | |
| | Unwgted | 61 |
| | Weighted (000) | 411 |
| | Horz % | 0.60 |
| | Index | 131 |
| Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume) | | * |
| | Unwgted | 5 |
| | Weighted (000) | 16 |
| | Horz % | 0.32 |
| | Index | 70 |
| Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume) | | * |
| | Unwgted | 44 |
| | Weighted (000) | 216 |
| | Horz % | 0.55 |
| | Index | 120 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|--|
| | | * |
| Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume) | Unwgted | 7 |
| | Weighted (000) | 32 |
| | Horz % | 0.49 |
| | Vert % | 2.92 |
| | Index | 106 |
| | | * |
| Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume) | Unwgted | 1 |
| | Weighted (000) | 10 |
| | Horz % | 0.73 |
| | Vert % | 0.95 |
| | Index | 159 |
| | | * |
| Radio Formats: All News (Monday-Sunday 24-Hour Cume) | Unwgted | 15 |
| | Weighted (000) | 39 |
| | Horz % | 0.48 |
| | Vert % | 3.52 |
| | Index | 105 |
| | | * |
| Radio Formats: All Sports (Monday-Sunday 24-Hour Cume) | Unwgted | 21 |
| | Weighted (000) | 63 |
| | Horz % | 0.49 |
| | Vert % | 5.72 |
| | Index | 107 |
| | | * |
| Radio Formats: All Talk (Monday-Sunday 24-Hour Cume) | Unwgted | 5 |
| | Weighted (000) | 31 |
| | Horz % | 0.78 |
| | Vert % | 2.85 |
| | Index | 171 |
| | | * |
| Radio Formats: Alternative (Monday-Sunday 24-Hour Cume) | Unwgted | 12 |
| | Weighted (000) | 46 |
| | Horz % | 0.30 |
| | Vert % | 4.22 |
| | Index | 65 |
| | | * |
| Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume) | Unwgted | 35 |
| | Weighted (000) | 200 |
| | Horz % | 0.44 |
| | Vert % | 18.16 |
| | Index | 95 |
| | | * |
| Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume) | Unwgted | 19 |
| | Weighted (000) | 94 |
| | Horz % | 0.66 |
| | Vert % | 8.53 |
| | Index | 145 |
| | | * |
| Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume) | Unwgted | 14 |
| | Weighted (000) | 77 |
| | Horz % | 0.43 |
| | Vert % | 7.02 |
| | Index | 93 |

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|--|
| | | * |
| Radio Formats: Classical (Monday-Sunday 24-Hour Cume) | Unwgted | 3 |
| | Weighted (000) | 11 |
| | Horz % | 0.21 |
| | Vert % | 1.02 |
| | Index | 45 |
| | | * |
| Radio Formats: Country (Monday-Sunday 24-Hour Cume) | Unwgted | 49 |
| | Weighted (000) | 232 |
| | Horz % | 0.50 |
| | Vert % | 21.11 |
| | Index | 110 |
| | | * |
| Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume) | Unwgted | 2 |
| | Weighted (000) | 7 |
| | Horz % | 0.62 |
| | Vert % | 0.66 |
| | Index | 135 |
| | | * |
| Radio Formats: Gospel (Monday-Sunday 24-Hour Cume) | Unwgted | 3 |
| | Weighted (000) | 8 |
| | Horz % | 0.20 |
| | Vert % | 0.75 |
| | Index | 45 |
| | | * |
| Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume) | Unwgted | 2 |
| | Weighted (000) | 36 |
| | Horz % | 0.23 |
| | Vert % | 3.26 |
| | Index | 51 |
| | | * |
| Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume) | Unwgted | 20 |
| | Weighted (000) | 107 |
| | Horz % | 0.65 |
| | Vert % | 9.74 |
| | Index | 142 |
| | | * |
| Radio Formats: Jazz (Monday-Sunday 24-Hour Cume) | Unwgted | 2 |
| | Weighted (000) | 11 |
| | Horz % | 0.42 |
| | Vert % | 0.97 |
| | Index | 92 |
| | | * |
| Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume) | Unwgted | 2 |
| | Weighted (000) | 36 |
| | Horz % | 0.55 |
| | Vert % | 3.26 |
| | Index | 121 |
| | | * |
| Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume) | Unwgted | 35 |
| | Weighted (000) | 146 |
| | Horz % | 0.63 |
| | Vert % | 13.26 |
| | Index | 139 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | * |
| Radio Formats: Oldies (Monday-Sunday 24-Hour Cume) | Unwgted | 4 |
| | Weighted (000) | 8 |
| | Horz % | 0.10 |
| | Vert % | 0.76 |
| | Index | 21 |
| | | * |
| Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume) | Unwgted | 10 |
| | Weighted (000) | 38 |
| | Horz % | 0.36 |
| | Vert % | 3.47 |
| | Index | 78 |
| | | * |
| Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume) | Unwgted | 15 |
| | Weighted (000) | 70 |
| | Horz % | 0.35 |
| | Vert % | 6.35 |
| | Index | 76 |
| | | * |
| Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume) | Unwgted | 9 |
| | Weighted (000) | 63 |
| | Horz % | 0.42 |
| | Vert % | 5.70 |
| | Index | 92 |
| | | * |
| Radio Formats: Rock (Monday-Sunday 24-Hour Cume) | Unwgted | 15 |
| | Weighted (000) | 75 |
| | Horz % | 0.40 |
| | Vert % | 6.81 |
| | Index | 88 |
| | | * |
| Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume) | Unwgted | 4 |
| | Weighted (000) | 8 |
| | Horz % | 0.14 |
| | Vert % | 0.76 |
| | Index | 31 |
| | | * |
| Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume) | Unwgted | 0 |
| | Weighted (000) | 0 |
| | Horz % | 0.00 |
| | Vert % | 0.00 |
| | Index | 0 |
| | | * |
| Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume) | Unwgted | 0 |
| | Weighted (000) | 0 |
| | Horz % | 0.00 |
| | Vert % | 0.00 |
| | Index | 0 |
| | | * |
| Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume) | Unwgted | 18 |
| | Weighted (000) | 118 |
| | Horz % | 0.44 |
| | Vert % | 10.74 |
| | Index | 97 |

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|--|
| | | * |
| Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume) | Unwgted | 8 |
| | Weighted (000) | 20 |
| | Horz % | 0.18 |
| | Vert % | 1.86 |
| | Index | 40 |
| | | * |
| Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume) | Unwgted | 4 |
| | Weighted (000) | 59 |
| | Horz % | 0.52 |
| | Vert % | 5.37 |
| | Index | 114 |
| | | * |
| Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume) | Unwgted | 3 |
| | Weighted (000) | 16 |
| | Horz % | 0.22 |
| | Vert % | 1.44 |
| | Index | 49 |
| | | |
| Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours | Unwgted | 185 |
| | Weighted (000) | 890 |
| | Horz % | 0.45 |
| | Vert % | 80.85 |
| | Index | 98 |
| | | |
| Radio Daypart Cumes: Weekday 6:00 am - 10:00 am | Unwgted | 113 |
| | Weighted (000) | 563 |
| | Horz % | 0.47 |
| | Vert % | 51.17 |
| | Index | 103 |
| | | |
| Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm | Unwgted | 77 |
| | Weighted (000) | 362 |
| | Horz % | 0.40 |
| | Vert % | 32.91 |
| | Index | 88 |
| | | |
| Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm | Unwgted | 99 |
| | Weighted (000) | 415 |
| | Horz % | 0.40 |
| | Vert % | 37.67 |
| | Index | 87 |
| | | * |
| Radio Daypart Cumes: Weekday 7:00 pm - Midnight | Unwgted | 30 |
| | Weighted (000) | 121 |
| | Horz % | 0.32 |
| | Vert % | 10.97 |
| | Index | 69 |
| | | * |
| Radio Daypart Cumes: Weekday Midnight - 6:00 am | Unwgted | 11 |
| | Weighted (000) | 79 |
| | Horz % | 0.67 |
| | Vert % | 7.22 |
| | Index | 147 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|---|
| | | |
| Radio Daypart Cumes: Weekend 6:00 am - 10:00 am | Unwgttd | 69 |
| | Weighted (000) | 316 |
| | Horz % | 0.42 |
| | Vert % | 28.68 |
| | Index | 92 |
| Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm | Unwgttd | 101 |
| | Weighted (000) | 482 |
| | Horz % | 0.47 |
| | Vert % | 43.78 |
| | Index | 102 |
| Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm | Unwgttd | 78 |
| | Weighted (000) | 383 |
| | Horz % | 0.47 |
| | Vert % | 34.82 |
| | Index | 103 |
| Radio Daypart Cumes: Weekend 7:00 pm - Midnight | | * |
| | Unwgttd | 26 |
| | Weighted (000) | 133 |
| | Horz % | 0.34 |
| | Vert % | 12.06 |
| Radio Daypart Cumes: Weekend Midnight - 6:00 am | | * |
| | Unwgttd | 9 |
| | Weighted (000) | 72 |
| | Horz % | 0.72 |
| | Vert % | 6.51 |
| Where Listen to Radio on Typical Weekday: Home | | |
| | Unwgttd | 55 |
| | Weighted (000) | 269 |
| | Horz % | 0.43 |
| | Vert % | 24.42 |
| Where Listen to Radio on Typical Weekday: Car | | |
| | Unwgttd | 187 |
| | Weighted (000) | 881 |
| | Horz % | 0.49 |
| | Vert % | 80.03 |
| Where Listen to Radio on Typical Weekday: Work | | * |
| | Unwgttd | 16 |
| | Weighted (000) | 103 |
| | Horz % | 0.35 |
| | Vert % | 9.38 |
| Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work | | * |
| | Unwgttd | 4 |
| | Weighted (000) | 17 |
| | Horz % | 0.27 |
| | Vert % | 1.58 |
| | Index | 60 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|---|
| | | |
| Where Listen to Radio on Typical Weekend: Home | Unwgt'd | 61 |
| | Weighted (000) | 270 |
| | Horz % | 0.37 |
| | Vert % | 24.55 |
| | Index | 82 |
| Where Listen to Radio on Typical Weekend: Car | Unwgt'd | 170 |
| | Weighted (000) | 795 |
| | Horz % | 0.48 |
| | Vert % | 72.27 |
| | Index | 105 |
| Where Listen to Radio on Typical Weekend: Work | | * |
| | Unwgt'd | 5 |
| | Weighted (000) | 39 |
| | Horz % | 0.35 |
| | Index | 77 |
| Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work | | * |
| | Unwgt'd | 6 |
| | Weighted (000) | 50 |
| | Horz % | 0.79 |
| | Index | 172 |
| Ever Listen to AM Radio (Terrestrial Radio) | Unwgt'd | 59 |
| | Weighted (000) | 274 |
| | Horz % | 0.73 |
| | Vert % | 24.89 |
| | Index | 159 |
| Ever Listen to FM Radio (Terrestrial Radio) | Unwgt'd | 149 |
| | Weighted (000) | 733 |
| | Horz % | 0.40 |
| | Vert % | 66.61 |
| | Index | 88 |
| Ever Listen to Any Terrestrial Radio (AM/FM) | Unwgt'd | 175 |
| | Weighted (000) | 838 |
| | Horz % | 0.43 |
| | Vert % | 76.11 |
| | Index | 95 |
| Ever Listen to Satellite Radio (SiriusXM) | | * |
| | Unwgt'd | 39 |
| | Weighted (000) | 150 |
| | Horz % | 0.53 |
| | Index | 115 |
| Household Subscribes to Satellite (SiriusXM) Radio | Unwgt'd | 55 |
| | Weighted (000) | 204 |
| | Horz % | 0.50 |
| | Vert % | 18.54 |
| | Index | 108 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|--|
| | | |
| Any Vehicle Currently Owned/Leased Has Satellite Radio | Unwgttd | 87 |
| | Weighted (000) | 386 |
| | Horz % | 0.54 |
| | Vert % | 35.07 |
| | Index | 118 |
| Any Vehicle Currently Owned/Leased Has MP3 Player Connection | Unwgttd | 54 |
| | Weighted (000) | 256 |
| | Horz % | 0.41 |
| | Vert % | 23.29 |
| | Index | 89 |
| listened online to streaming AM/FM broadcast radio stations | | * |
| | Unwgttd | 25 |
| | Weighted (000) | 150 |
| | Horz % | 0.41 |
| | Vert % | 13.63 |
| listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) | | |
| | Unwgttd | 64 |
| | Weighted (000) | 319 |
| | Horz % | 0.45 |
| | Vert % | 28.96 |
| Listened to Any Radio on the Internet/Online-Past Month | | |
| | Unwgttd | 80 |
| | Weighted (000) | 383 |
| | Horz % | 0.38 |
| | Vert % | 34.82 |
| Visited a radio station, radio program or radio personality's website | | |
| | Unwgttd | 14 |
| | Weighted (000) | 77 |
| | Horz % | 0.46 |
| | Vert % | 6.96 |
| Downloaded music - Past Month | | |
| | Unwgttd | 44 |
| | Weighted (000) | 252 |
| | Horz % | 0.47 |
| | Vert % | 22.94 |
| Downloaded or listened to podcasts/podcasting - past month | | |
| | Unwgttd | 11 |
| | Weighted (000) | 45 |
| | Horz % | 0.37 |
| | Vert % | 4.06 |
| Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days) | | |
| | Unwgttd | 14 |
| | Weighted (000) | 60 |
| | Horz % | 0.34 |
| | Vert % | 5.47 |
| | Index | 74 |

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | * |
| Listened to iTunes/last 30 days (measured as website visited/last 30 days) | Unwgt'd | 35 |
| | Weighted (000) | 130 |
| | Horz % | 0.35 |
| | Vert % | 11.82 |
| | Index | 78 |
| | | * |
| Listened to Pandora/last 30 days (measured as website visited/last 30 days) | Unwgt'd | 48 |
| | Weighted (000) | 274 |
| | Horz % | 0.40 |
| | Vert % | 24.92 |
| | Index | 87 |
| | | * |
| Listened to Spotify/last 30 days (measured as website visited/last 30 days) | Unwgt'd | 14 |
| | Weighted (000) | 78 |
| | Horz % | 0.37 |
| | Vert % | 7.10 |
| | Index | 81 |
| | | |
| Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat | Unwgt'd | 61 |
| | Weighted (000) | 301 |
| | Horz % | 0.36 |
| | Vert % | 27.34 |
| | Index | 79 |
| | | |
| Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat | Unwgt'd | 61 |
| | Weighted (000) | 293 |
| | Horz % | 0.43 |
| | Vert % | 26.61 |
| | Index | 93 |
| | | |
| Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat | Unwgt'd | 78 |
| | Weighted (000) | 423 |
| | Horz % | 0.50 |
| | Vert % | 38.45 |
| | Index | 109 |
| | | |
| For me, advertising on radio is amusing. Agree strongly or Agree somewhat | Unwgt'd | 50 |
| | Weighted (000) | 272 |
| | Horz % | 0.41 |
| | Vert % | 24.68 |
| | Index | 90 |
| | | |
| TV Dayparts: Total Week Prime Time Cume Audience | Unwgt'd | 189 |
| | Weighted (000) | 883 |
| | Horz % | 0.47 |
| | Vert % | 80.26 |
| | Index | 102 |
| | | |
| TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain) | Unwgt'd | 150 |
| | Weighted (000) | 716 |
| | Horz % | 0.48 |
| | Vert % | 65.10 |
| | Index | 105 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln 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) | Unwgttd | 124 |
| | Weighted (000) | 523 |
| | Horz % | 0.40 |
| | Vert % | 47.48 |
| | Index | 88 |
| TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain) | Unwgttd | 154 |
| | Weighted (000) | 647 |
| | Horz % | 0.43 |
| | Vert % | 58.81 |
| | Index | 94 |
| TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain) | Unwgttd | 64 |
| | Weighted (000) | 379 |
| | Horz % | 0.53 |
| | Vert % | 34.40 |
| | Index | 116 |
| TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain) | Unwgttd | 119 |
| | Weighted (000) | 584 |
| | Horz % | 0.49 |
| | Vert % | 53.11 |
| | Index | 106 |
| | | * |
| TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain) | Unwgttd | 39 |
| | Weighted (000) | 167 |
| | Horz % | 0.42 |
| | Vert % | 15.18 |
| | Index | 92 |
| TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning | Unwgttd | 97 |
| | Weighted (000) | 471 |
| | Horz % | 0.48 |
| | Vert % | 42.83 |
| | Index | 105 |
| TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon | Unwgttd | 114 |
| | Weighted (000) | 508 |
| | Horz % | 0.43 |
| | Vert % | 46.15 |
| | Index | 94 |
| | | * |
| Downloaded a TV Program - Past Month | Unwgttd | 12 |
| | Weighted (000) | 63 |
| | Horz % | 0.51 |
| | Vert % | 5.71 |
| | Index | 112 |
| | | * |
| Watched a TV Program Online Past Month | Unwgttd | 34 |
| | Weighted (000) | 185 |
| | Horz % | 0.44 |
| | Vert % | 16.79 |
| | Index | 96 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|--|
| | | * |
| Visited a TV Network or TV Show's Web Site - Past Month | Unwgt'd | 47 |
| | Weighted (000) | 236 |
| | Horz % | 0.47 |
| | Vert % | 21.42 |
| | Index | 104 |
| | | * |
| Looked at TV Listings Online - Past Month | Unwgt'd | 25 |
| | Weighted (000) | 148 |
| | Horz % | 0.57 |
| | Vert % | 13.41 |
| | Index | 125 |
| Household Subscribes to Cable TV | Unwgt'd | 108 |
| | Weighted (000) | 525 |
| | Horz % | 0.48 |
| | Vert % | 47.68 |
| | Index | 106 |
| Household Subscribes to Cable, Satellite or Fiber Optic TV | Unwgt'd | 192 |
| | Weighted (000) | 974 |
| | Horz % | 0.51 |
| | Vert % | 88.55 |
| | Index | 112 |
| Viewed Any Cable TV (Including Pay) - Past Week | Unwgt'd | 187 |
| | Weighted (000) | 938 |
| | Horz % | 0.51 |
| | Vert % | 85.24 |
| | Index | 111 |
| Heavy Cable TV Viewer (Including Pay) - Past Week | Unwgt'd | 144 |
| | Weighted (000) | 709 |
| | Horz % | 0.52 |
| | Vert % | 64.43 |
| | Index | 113 |
| Viewed Any Premium Cable Channels - Past Month | Unwgt'd | 76 |
| | Weighted (000) | 365 |
| | Horz % | 0.47 |
| | Vert % | 33.20 |
| | Index | 103 |
| | | * |
| Viewed Any Pay-Per-View Programs or Events - Past Year | Unwgt'd | 35 |
| | Weighted (000) | 197 |
| | Horz % | 0.67 |
| | Vert % | 17.86 |
| | Index | 147 |
| Viewed Any Video-On-Demand Programs or Events - Past Year | Unwgt'd | 69 |
| | Weighted (000) | 296 |
| | Horz % | 0.49 |
| | Vert % | 26.86 |
| | Index | 108 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | |
| Household Has a Satellite Dish | Unwgttd | 55 |
| | Weighted (000) | 338 |
| | Horz % | 0.54 |
| | Vert % | 30.72 |
| | Index | 117 |
| Household Has a Digital Video Recorder (DVR) | Unwgttd | 134 |
| | Weighted (000) | 629 |
| | Horz % | 0.54 |
| | Vert % | 57.17 |
| | Index | 117 |
| Any Internet/Online Activity - Past Month | Unwgttd | 197 |
| | Weighted (000) | 947 |
| | Horz % | 0.46 |
| | Vert % | 86.03 |
| | Index | 102 |
| Played Games Online - Past Month | Unwgttd | 73 |
| | Weighted (000) | 386 |
| | Horz % | 0.52 |
| | Vert % | 35.10 |
| | Index | 115 |
| Downloaded a Video Game - Past Month | | * |
| | Unwgttd | 22 |
| | Weighted (000) | 140 |
| | Horz % | 0.48 |
| | Vert % | 12.69 |
| Downloaded a Movie - Past Month | | * |
| | Unwgttd | 20 |
| | Weighted (000) | 112 |
| | Horz % | 0.52 |
| | Vert % | 10.14 |
| Watched a Movie Online - Past Month | | * |
| | Unwgttd | 36 |
| | Weighted (000) | 208 |
| | Horz % | 0.41 |
| | Vert % | 18.92 |
| Watched Online Video (Not Movie, TV) - Past Month | | * |
| | Unwgttd | 37 |
| | Weighted (000) | 193 |
| | Horz % | 0.43 |
| | Vert % | 17.56 |
| Visited a Chat Room - Past Month | | * |
| | Unwgttd | 11 |
| | Weighted (000) | 99 |
| | Horz % | 0.87 |
| | Vert % | 8.99 |
| | Index | 190 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|---|
| | | |
| Used e-Mail - Past Month | Unwgt'd | 181 |
| | Weighted (000) | 850 |
| | Horz % | 0.49 |
| | Vert % | 77.24 |
| | Index | 107 |
| Used Instant Messenger/IM Online - Past Month | Unwgt'd | 124 |
| | Weighted (000) | 614 |
| | Horz % | 0.45 |
| | Vert % | 55.82 |
| | Index | 99 |
| Visited Online Blogs - Past Month | | * |
| | Unwgt'd | 28 |
| | Weighted (000) | 116 |
| | Horz % | 0.37 |
| | Vert % | 10.52 |
| Wrote an Online Blog - Past Month | Index | 80 |
| | | * |
| | Unwgt'd | 3 |
| | Weighted (000) | 6 |
| | Horz % | 0.09 |
| Uploaded or Added Video to a Web Site - Past Month | Vert % | 0.52 |
| | Index | 19 |
| | | * |
| | Unwgt'd | 15 |
| | Weighted (000) | 81 |
| Accessed Any Social/Networking/Photo/Vide o Web Site - Past Month | Horz % | 0.42 |
| | Vert % | 7.37 |
| | Index | 91 |
| | | * |
| | Unwgt'd | 166 |
| Accessed Facebook.com - Past Month | Weighted (000) | 755 |
| | Horz % | 0.43 |
| | Vert % | 68.59 |
| | Index | 93 |
| | | * |
| Accessed Foursquare - Past Month | Unwgt'd | 126 |
| | Weighted (000) | 616 |
| | Horz % | 0.42 |
| | Vert % | 56.00 |
| | Index | 93 |
| Accessed Google+ (Google Plus) - Past Month | | * |
| | Unwgt'd | 3 |
| | Weighted (000) | 26 |
| | Horz % | 1.66 |
| | Vert % | 2.32 |
| Accessed Google+ (Google Plus) - Past Month | Index | 364 |
| | | * |
| | Unwgt'd | 31 |
| | Weighted (000) | 165 |
| | Horz % | 0.40 |
| Accessed Google+ (Google Plus) - Past Month | Vert % | 14.95 |
| | Index | 87 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | |
| Accessed LinkedIn.com - Past Month | Unwgttd | 52 |
| | Weighted (000) | 193 |
| | Horz % | 0.62 |
| | Vert % | 17.52 |
| | Index | 136 |
| | | * |
| Accessed Pinterest - Past Month | Unwgttd | 34 |
| | Weighted (000) | 172 |
| | Horz % | 0.38 |
| | Vert % | 15.60 |
| | Index | 83 |
| | | * |
| Accessed Tumblr - Past Month | Unwgttd | 2 |
| | Weighted (000) | 4 |
| | Horz % | 0.04 |
| | Vert % | 0.36 |
| | Index | 9 |
| | | * |
| Accessed Twitter.com - Past Month | Unwgttd | 22 |
| | Weighted (000) | 123 |
| | Horz % | 0.40 |
| | Vert % | 11.17 |
| | Index | 87 |
| | | * |
| Accessed Yelp - Past Month | Unwgttd | 14 |
| | Weighted (000) | 54 |
| | Horz % | 0.35 |
| | Vert % | 4.87 |
| | Index | 76 |
| | | |
| Accessed YouTube.com - Past Month | Unwgttd | 114 |
| | Weighted (000) | 469 |
| | Horz % | 0.38 |
| | Vert % | 42.62 |
| | Index | 83 |
| | | |
| Posted "Like" on Social Network - Past Month | Unwgttd | 97 |
| | Weighted (000) | 494 |
| | Horz % | 0.53 |
| | Vert % | 44.91 |
| | Index | 116 |
| | | * |
| "Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month | Unwgttd | 49 |
| | Weighted (000) | 205 |
| | Horz % | 0.43 |
| | Vert % | 18.60 |
| | Index | 93 |
| | | * |
| Clicked on an Advertisement on Social Network - Past Month | Unwgttd | 30 |
| | Weighted (000) | 114 |
| | Horz % | 0.39 |
| | Vert % | 10.40 |
| | Index | 84 |

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | |
| Watched a Video on Social Network - Past Month | Unwgt'd | 98 |
| | Weighted (000) | 476 |
| | Horz % | 0.42 |
| | Vert % | 43.30 |
| | Index | 91 |
| Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 173 |
| | Weighted (000) | 839 |
| | Horz % | 0.44 |
| | Vert % | 76.25 |
| | Index | 96 |
| Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 81 |
| | Weighted (000) | 407 |
| | Horz % | 0.45 |
| | Vert % | 36.97 |
| | Index | 98 |
| Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 72 |
| | Weighted (000) | 321 |
| | Horz % | 0.37 |
| | Vert % | 29.16 |
| | Index | 80 |
| Played Music on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 79 |
| | Weighted (000) | 364 |
| | Horz % | 0.32 |
| | Vert % | 33.09 |
| | Index | 70 |
| Played a Game on Cellular Phone/Mobile/Smartphone - Past Month | Unwgt'd | 60 |
| | Weighted (000) | 313 |
| | Horz % | 0.39 |
| | Vert % | 28.41 |
| | Index | 86 |
| Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month | | * |
| | Unwgt'd | 33 |
| | Weighted (000) | 158 |
| | Horz % | 0.31 |
| | Vert % | 14.34 |
| Used a Mobile "App" - Past Month | Unwgt'd | 99 |
| | Weighted (000) | 468 |
| | Horz % | 0.40 |
| | Vert % | 42.51 |
| | Index | 88 |
| Read Any Daily Newspaper (Print/Paper/Hard Copy) | Unwgt'd | 81 |
| | Weighted (000) | 439 |
| | Horz % | 0.82 |
| | Vert % | 39.92 |
| | Index | 179 |

| | | Would buy/lease new Lincoln if making decision today |
|--|----------------|--|
| | | |
| Read Any Sunday Newspaper (Print/Paper/Hard Copy) | Unwgttd | 92 |
| | Weighted (000) | 441 |
| | Horz % | 0.62 |
| | Vert % | 40.12 |
| | Index | 136 |
| Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month | Unwgttd | 87 |
| | Weighted (000) | 346 |
| | Horz % | 0.41 |
| | Vert % | 31.49 |
| | Index | 90 |
| Read Classified Advertising in Weekday Newspaper | | * |
| | Unwgttd | 22 |
| | Weighted (000) | 125 |
| | Horz % | 0.60 |
| | Vert % | 11.40 |
| Read Classified Advertising in Sunda/Weekend Newspaper | | * |
| | Unwgttd | 33 |
| | Weighted (000) | 180 |
| | Horz % | 0.83 |
| | Vert % | 16.38 |
| Read Advertisements in Weekday Newspaper | | * |
| | Unwgttd | 30 |
| | Weighted (000) | 149 |
| | Horz % | 0.76 |
| | Vert % | 13.54 |
| Read Advertisements in Sunday/Weekend Newspaper | | * |
| | Unwgttd | 42 |
| | Weighted (000) | 206 |
| | Horz % | 0.83 |
| | Vert % | 18.69 |
| Read Circulars/Inserts/Fliers in Weekday Newspaper | | * |
| | Unwgttd | 45 |
| | Weighted (000) | 204 |
| | Horz % | 0.80 |
| | Vert % | 18.56 |
| Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper | | * |
| | Unwgttd | 62 |
| | Weighted (000) | 285 |
| | Horz % | 0.77 |
| | Vert % | 25.91 |
| Received and/or Clipped Coupons from Weekday Newspaper - Past Year | | * |
| | Unwgttd | 44 |
| | Weighted (000) | 194 |
| | Horz % | 0.86 |
| | Vert % | 17.58 |
| | Index | 187 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | |
| Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year | Unwgt'd | 79 |
| | Weighted (000) | 415 |
| | Horz % | 0.78 |
| | Vert % | 37.76 |
| | Index | 172 |
| | | * |
| Personally Referred to Paper Yellow Pages - Past Week | Unwgt'd | 15 |
| | Weighted (000) | 88 |
| | Horz % | 0.57 |
| | Vert % | 7.96 |
| | Index | 124 |
| | | * |
| Personally Referred to Internet Yellow Pages - Past Week | Unwgt'd | 14 |
| | Weighted (000) | 76 |
| | Horz % | 0.58 |
| | Vert % | 6.89 |
| | Index | 127 |
| | | * |
| Personally Referred to Paper or Internet Yellow Pages - Past Week | Unwgt'd | 24 |
| | Weighted (000) | 139 |
| | Horz % | 0.53 |
| | Vert % | 12.65 |
| | Index | 115 |
| | | * |
| Accessed Yellowpages.com (YP.com) - Past Month | Unwgt'd | 16 |
| | Weighted (000) | 63 |
| | Horz % | 0.52 |
| | Vert % | 5.70 |
| | Index | 114 |
| | | * |
| Have Seen Video Ads in Grocery Stores - Past Month | Unwgt'd | 37 |
| | Weighted (000) | 151 |
| | Horz % | 0.32 |
| | Vert % | 13.75 |
| | Index | 71 |
| | | * |
| Have Seen Video Ads in Drug Stores - Past Month | Unwgt'd | 33 |
| | Weighted (000) | 167 |
| | Horz % | 0.54 |
| | Vert % | 15.21 |
| | Index | 118 |
| | | * |
| Have Seen Video Ads in Convenience Stores - Past Month | Unwgt'd | 30 |
| | Weighted (000) | 139 |
| | Horz % | 0.44 |
| | Vert % | 12.67 |
| | Index | 97 |
| | | * |
| Have Seen Video Ads in Large Discount/Department Stores - Past Month | Unwgt'd | 26 |
| | Weighted (000) | 113 |
| | Horz % | 0.34 |
| | Vert % | 10.30 |
| | Index | 74 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | * |
| Have Seen Video Ads in Warehouse/Club Stores - Past Month | Unwgttd | 27 |
| | Weighted (000) | 107 |
| | Horz % | 0.41 |
| | Vert % | 9.74 |
| | Index | 90 |
| | | * |
| Have Seen Video Ads in Other Stores - Past Month | Unwgttd | 22 |
| | Weighted (000) | 92 |
| | Horz % | 0.37 |
| | Vert % | 8.40 |
| | Index | 80 |
| | | * |
| Have Seen Video Ads in Shopping Malls - Past Month | Unwgttd | 26 |
| | Weighted (000) | 142 |
| | Horz % | 0.42 |
| | Vert % | 12.89 |
| | Index | 91 |
| | | * |
| Have Seen Video Ads in Bars/Pubs - Past Month | Unwgttd | 15 |
| | Weighted (000) | 54 |
| | Horz % | 0.25 |
| | Vert % | 4.94 |
| | Index | 55 |
| | | * |
| Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month | Unwgttd | 20 |
| | Weighted (000) | 129 |
| | Horz % | 0.39 |
| | Vert % | 11.75 |
| | Index | 85 |
| | | * |
| Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month | Unwgttd | 19 |
| | Weighted (000) | 120 |
| | Horz % | 0.51 |
| | Vert % | 10.88 |
| | Index | 111 |
| | | * |
| Have Seen Video Ads in Gym/Health Clubs - Past Month | Unwgttd | 19 |
| | Weighted (000) | 70 |
| | Horz % | 0.36 |
| | Vert % | 6.39 |
| | Index | 78 |
| | | * |
| Have Seen Video Ads in Medical Offices - Past Month | Unwgttd | 24 |
| | Weighted (000) | 80 |
| | Horz % | 0.29 |
| | Vert % | 7.24 |
| | Index | 63 |
| | | * |
| Have Seen Video Ads in Airports - Past Month | Unwgttd | 20 |
| | Weighted (000) | 82 |
| | Horz % | 0.44 |
| | Vert % | 7.50 |
| | Index | 97 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | * |
| Have Seen Video Ads at Gas Stations - Past Month | Unwgt'd | 43 |
| | Weighted (000) | 193 |
| | Horz % | 0.47 |
| | Vert % | 17.50 |
| | Index | 104 |
| | | * |
| Have Seen Video Ads in Office Building Lobbies - Past Month | Unwgt'd | 11 |
| | Weighted (000) | 51 |
| | Horz % | 0.28 |
| | Vert % | 4.67 |
| | Index | 62 |
| | | * |
| Have Seen Video Ads in Office Building Elevators - Past Month | Unwgt'd | 12 |
| | Weighted (000) | 53 |
| | Horz % | 0.32 |
| | Vert % | 4.81 |
| | Index | 69 |
| | | * |
| Have Seen Video Ads in Movie Theater Lobbies - Past Month | Unwgt'd | 23 |
| | Weighted (000) | 105 |
| | Horz % | 0.41 |
| | Vert % | 9.56 |
| | Index | 91 |
| | | |
| Have Seen Ads on Billboards - Past Month | Unwgt'd | 128 |
| | Weighted (000) | 631 |
| | Horz % | 0.51 |
| | Vert % | 57.31 |
| | Index | 112 |
| | | |
| Have Seen Ads on Buses/Trains - Past Month | Unwgt'd | 58 |
| | Weighted (000) | 266 |
| | Horz % | 0.51 |
| | Vert % | 24.22 |
| | Index | 111 |
| | | * |
| Have Seen Ads at Bus Stops or Train Stations - Past Month | Unwgt'd | 35 |
| | Weighted (000) | 147 |
| | Horz % | 0.43 |
| | Vert % | 13.34 |
| | Index | 95 |
| | | * |
| Have Seen Ads Inside Taxis - Past Month | Unwgt'd | 17 |
| | Weighted (000) | 56 |
| | Horz % | 0.33 |
| | Vert % | 5.11 |
| | Index | 71 |
| | | * |
| Have Seen Ads on Top of Taxis - Past Month | Unwgt'd | 28 |
| | Weighted (000) | 121 |
| | Horz % | 0.44 |
| | Vert % | 10.98 |
| | Index | 95 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | * |
| Have Seen Ads on Phone Booths - Past Month | Unwgttd | 6 |
| | Weighted (000) | 29 |
| | Horz % | 0.20 |
| | Vert % | 2.63 |
| | Index | 44 |
| | | * |
| Have Seen Ads at Sports or Entertainment Events - Past Month | Unwgttd | 40 |
| | Weighted (000) | 142 |
| | Horz % | 0.37 |
| | Vert % | 12.90 |
| | Index | 81 |
| | | * |
| Have Seen Ads on Postcards - Past Month | Unwgttd | 28 |
| | Weighted (000) | 113 |
| | Horz % | 0.41 |
| | Vert % | 10.26 |
| | Index | 90 |
| | | * |
| Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month | Unwgttd | 63 |
| | Weighted (000) | 307 |
| | Horz % | 0.49 |
| | Vert % | 27.87 |
| | Index | 108 |
| | | * |
| Have Seen Ads on Posters at Movie Theaters - Past Month | Unwgttd | 34 |
| | Weighted (000) | 152 |
| | Horz % | 0.35 |
| | Vert % | 13.82 |
| | Index | 76 |
| | | * |
| Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month | Unwgttd | 43 |
| | Weighted (000) | 203 |
| | Horz % | 0.37 |
| | Vert % | 18.47 |
| | Index | 80 |
| | | * |
| Have Seen Ads in Stores (Not Video Ads) - Past Month | Unwgttd | 82 |
| | Weighted (000) | 416 |
| | Horz % | 0.52 |
| | Vert % | 37.77 |
| | Index | 114 |
| | | * |
| Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month | Unwgttd | 67 |
| | Weighted (000) | 327 |
| | Horz % | 0.57 |
| | Vert % | 29.68 |
| | Index | 124 |
| | | * |
| Have Seen Infomercials - Past Month | Unwgttd | 56 |
| | Weighted (000) | 288 |
| | Horz % | 0.58 |
| | Vert % | 26.21 |
| | Index | 126 |

RAB / GfK MRI AUTO PROFILE: LINCOLN

| | | Would buy/lease new Lincoln if making decision today |
|---|----------------|--|
| | | |
| Have Seen Offers or Ads Sent to Home by Mail - Past Month | Unwgt'd | 114 |
| | Weighted (000) | 604 |
| | Horz % | 0.61 |
| | Vert % | 54.92 |
| | Index | 132 |
| | | * |
| Have Seen Product Placement in Video Games - Past Month | Unwgt'd | 16 |
| | Weighted (000) | 61 |
| | Horz % | 0.25 |
| | Vert % | 5.59 |
| | Index | 56 |
| Have Seen Product Placement in TV Shows - Past Month | Unwgt'd | 95 |
| | Weighted (000) | 450 |
| | Horz % | 0.49 |
| | Vert % | 40.93 |
| | Index | 108 |
| Have Seen Product Placement in Movies - Past Month | Unwgt'd | 53 |
| | Weighted (000) | 256 |
| | Horz % | 0.44 |
| | Vert % | 23.25 |
| | Index | 96 |
| | | |