

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 Lincoln	Decision maker for any Lincoln bought\leased new
Adults 18+	Unwgted	48646	61	75	550	294	114
	Weighted (000)	244084	349	318	2874	1433	576
	Horz %	100.00	0.14	0.13	1.18	0.59	0.24
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male			*	*			
	Unwgted	24620	39	37	295	162	58
	Weighted (000)	117785	195	166	1357	685	254
	Horz %	100.00	0.17	0.14	1.15	0.58	0.22
	Vert %	48.26	55.83	52.06	47.20	47.80	44.22
Female	Index	100	116	108	98	99	92
			*	*			
	Unwgted	24026	22	38	255	132	56
	Weighted (000)	126299	154	152	1518	748	321
	Horz %	100.00	0.12	0.12	1.20	0.59	0.25
Age 18-24	Vert %	51.74	44.17	47.94	52.80	52.20	55.78
	Index	100	85	93	102	101	108
			*	*	*	*	*
	Unwgted	3885	5	6	43	27	0
	Weighted (000)	30253	36	55	420	233	0
Age 25-34	Horz %	100.00	0.12	0.18	1.39	0.77	0.00
	Vert %	12.39	10.25	17.29	14.61	16.24	0.00
	Index	100	83	139	118	131	0
			*	*		*	*
	Unwgted	8183	5	16	60	33	6
Age 35-44	Weighted (000)	43389	18	71	333	179	34
	Horz %	100.00	0.04	0.16	0.77	0.41	0.08
	Vert %	17.78	5.25	22.33	11.58	12.48	5.91
	Index	100	30	126	65	70	33
			*	*		*	*
Age 45-54	Unwgted	8605	7	17	72	37	6
	Weighted (000)	40230	66	80	351	168	33
	Horz %	100.00	0.16	0.20	0.87	0.42	0.08
	Vert %	16.48	18.99	25.01	12.21	11.69	5.68
	Index	100	115	152	74	71	34
Age 55-64			*	*		*	*
	Unwgted	8861	8	16	88	37	7
	Weighted (000)	43105	51	45	410	162	32
	Horz %	100.00	0.12	0.10	0.95	0.38	0.08
	Vert %	17.66	14.62	13.99	14.27	11.31	5.62
Age 55-64	Index	100	83	79	81	64	32
			*	*			*
	Unwgted	8498	13	14	116	61	34
	Weighted (000)	40725	77	43	565	243	167
	Horz %	100.00	0.19	0.11	1.39	0.60	0.41
Age 55-64	Vert %	16.68	22.17	13.65	19.64	16.94	29.04
	Index	100	133	82	118	102	174

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			*	*			
Age 65+	Unwgttd	10614	23	6	171	99	61
	Weighted (000)	46383	100	25	796	449	309
	Horz %	100.00	0.22	0.05	1.72	0.97	0.67
	Vert %	19.00	28.72	7.73	27.69	31.35	53.74
	Index	100	151	41	146	165	283
Age 21+	Unwgttd	47284	59	70	532	281	114
	Weighted (000)	232046	339	272	2697	1318	576
	Horz %	100.00	0.15	0.12	1.16	0.57	0.25
	Vert %	95.07	97.16	85.36	93.84	91.98	100.00
	Index	100	102	90	99	97	105
Age 18-34			*	*			*
	Unwgttd	12068	10	22	103	60	6
	Weighted (000)	73642	54	126	753	412	34
	Horz %	100.00	0.07	0.17	1.02	0.56	0.05
	Index	100	51	131	87	95	20
Age 18-49			*	*			*
	Unwgttd	24996	20	47	217	116	17
	Weighted (000)	134658	137	227	1307	659	93
	Horz %	100.00	0.10	0.17	0.97	0.49	0.07
	Index	100	71	130	82	83	29
Age 25-54			*	*			*
	Unwgttd	25649	20	49	220	107	19
	Weighted (000)	126724	136	195	1094	509	99
	Horz %	100.00	0.11	0.15	0.86	0.40	0.08
	Index	100	75	118	73	68	33
Age 35-64			*	*			*
	Unwgttd	25964	28	47	276	135	47
	Weighted (000)	124059	195	167	1326	572	232
	Horz %	100.00	0.16	0.13	1.07	0.46	0.19
	Index	100	110	104	91	79	79
Age 50+			*	*			*
	Unwgttd	23650	41	28	333	178	97
	Weighted (000)	109426	213	91	1568	774	483
	Horz %	100.00	0.19	0.08	1.43	0.71	0.44
	Index	100	136	64	122	120	187
Median Age	Unwgttd						
	Weighted (000)	47.00	55.40	38.50	53.20	53.50	66.70
	Horz %						
	Vert %						
	Index	100	118	82	113	114	142

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Race: White Only					*		
	Unwgttd	34564	58	44	425	233	104
	Weighted (000)	179823	341	175	2403	1206	548
	Horz %	100.00	0.19	0.10	1.34	0.67	0.30
	Vert %	73.67	97.53	54.95	83.61	84.12	95.14
Index	100	132	75	113	114	129	
Race: Black/African-American Only			*	*		*	*
	Unwgttd	5909	1	14	58	22	3
	Weighted (000)	29535	4	63	217	86	6
	Horz %	100.00	0.01	0.21	0.73	0.29	0.02
	Vert %	12.10	1.15	19.83	7.54	5.97	1.04
Index	100	10	164	62	49	9	
Race: Asian			*	*	*	*	*
	Unwgttd	2388	0	3	12	8	0
	Weighted (000)	8358	0	15	40	29	0
	Horz %	100.00	0.00	0.18	0.48	0.35	0.00
	Vert %	3.42	0.00	4.71	1.39	2.02	0.00
Index	100	0	138	41	59	0	
Race: Other Race/Multi-Racial			*	*		*	*
	Unwgttd	8173	2	17	67	39	7
	Weighted (000)	34726	5	80	254	142	22
	Horz %	100.00	0.01	0.23	0.73	0.41	0.06
	Vert %	14.23	1.32	25.22	8.85	9.91	3.82
Index	100	9	177	62	70	27	
Hispanic, Latino, Spanish Origin or Descent			*	*		*	*
	Unwgttd	6851	5	15	57	25	9
	Weighted (000)	37743	45	68	325	154	18
	Horz %	100.00	0.12	0.18	0.86	0.41	0.05
	Vert %	15.46	12.93	21.52	11.30	10.73	3.14
Index	100	84	139	73	69	20	
Hispanic, Personally Speak Only English at Home			*	*	*	*	*
	Unwgttd	1739	3	2	18	6	4
	Weighted (000)	6214	9	11	85	17	11
	Horz %	100.00	0.15	0.17	1.37	0.28	0.17
	Vert %	2.55	2.68	3.35	2.96	1.20	1.86
Index	100	105	132	116	47	73	
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*	*	*	*
	Unwgttd	2047	0	7	17	11	1
	Weighted (000)	9439	0	23	76	65	1
	Horz %	100.00	0.00	0.25	0.81	0.69	0.01
	Vert %	3.87	0.00	7.30	2.65	4.53	0.13
Index	100	0	189	69	117	3	
Hispanic, Personally Speak Only Spanish at Home			*	*	*	*	*
	Unwgttd	1280	1	3	12	3	3
	Weighted (000)	10474	4	26	91	23	6
	Horz %	100.00	0.04	0.25	0.87	0.22	0.06
	Vert %	4.29	1.12	8.19	3.16	1.59	1.03
Index	100	26	191	74	37	24	
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*	*	*	*
	Unwgttd	1668	1	3	10	5	1
	Weighted (000)	9512	32	9	73	49	1
	Horz %	100.00	0.34	0.09	0.77	0.52	0.01
	Vert %	3.90	9.13	2.69	2.53	3.42	0.12
Index	100	234	69	65	88	3	

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			*	*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgttd	99	0	0	0	0	0
	Weighted (000)	1751	0	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.72	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	Unwgttd	6825	6	13	81	42	19
	Weighted (000)	26213	32	52	324	165	70
	Horz %	100.00	0.12	0.20	1.23	0.63	0.27
	Vert %	10.74	9.28	16.21	11.26	11.48	12.12
	Index	100	86	151	105	107	113
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgttd	10965	16	18	122	66	30
	Weighted (000)	46746	88	55	592	300	151
	Horz %	100.00	0.19	0.12	1.27	0.64	0.32
	Vert %	19.15	25.19	17.37	20.60	20.93	26.28
	Index	100	132	91	108	109	137
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgttd	2649	4	5	33	19	5
	Weighted (000)	11210	16	17	136	71	23
	Horz %	100.00	0.14	0.15	1.21	0.63	0.20
	Vert %	4.59	4.60	5.41	4.72	4.94	3.98
	Index	100	100	118	103	107	87
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgttd	3407	10	2	33	17	6
	Weighted (000)	13775	59	2	147	60	12
	Horz %	100.00	0.43	0.02	1.07	0.44	0.09
	Vert %	5.64	16.91	0.65	5.10	4.20	2.09
	Index	100	300	12	90	74	37
			*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgttd	10089	11	18	125	64	23
	Weighted (000)	44682	40	86	608	326	123
	Horz %	100.00	0.09	0.19	1.36	0.73	0.27
	Vert %	18.31	11.35	27.12	21.17	22.71	21.31
	Index	100	62	148	116	124	116
			*	*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgttd	10356	12	16	127	73	27
	Weighted (000)	71816	105	74	885	447	189
	Horz %	100.00	0.15	0.10	1.23	0.62	0.26
	Vert %	29.42	30.12	23.17	30.79	31.17	32.83
	Index	100	102	79	105	106	112
			*	*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgttd	4355	2	3	29	13	4
	Weighted (000)	29641	9	32	183	66	8
	Horz %	100.00	0.03	0.11	0.62	0.22	0.03
	Vert %	12.14	2.54	10.07	6.36	4.57	1.39
	Index	100	21	83	52	38	11
			*	*	*	*	*
Currently Attending College or University	Unwgttd	3403	3	9	41	24	3
	Weighted (000)	19372	8	67	281	139	8
	Horz %	100.00	0.04	0.35	1.45	0.72	0.04
	Vert %	7.94	2.41	21.03	9.79	9.69	1.46
	Index	100	30	265	123	122	18

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			*	*			*
Employed Full Time	Unwgttd	25438	31	47	251	128	40
	Weighted (000)	119890	192	207	1255	568	208
	Horz %	100.00	0.16	0.17	1.05	0.47	0.17
	Vert %	49.12	54.96	65.03	43.66	39.64	36.09
	Index	100	112	132	89	81	73
			*	*		*	*
Employed Part Time	Unwgttd	5730	5	9	72	38	11
	Weighted (000)	28854	18	48	397	194	59
	Horz %	100.00	0.06	0.17	1.38	0.67	0.21
	Vert %	11.82	5.02	15.20	13.81	13.51	10.33
	Index	100	42	129	117	114	87
			*	*			
Not Employed	Unwgttd	17478	25	19	227	128	63
	Weighted (000)	95339	140	63	1223	672	308
	Horz %	100.00	0.15	0.07	1.28	0.70	0.32
	Vert %	39.06	40.01	19.77	42.53	46.85	53.58
	Index	100	102	51	109	120	137
			*	*	*	*	*
Temporarily Unemployed	Unwgttd	1886	1	4	21	11	1
	Weighted (000)	12314	8	11	165	96	1
	Horz %	100.00	0.07	0.09	1.34	0.78	0.01
	Vert %	5.05	2.42	3.39	5.74	6.68	0.12
	Index	100	48	67	114	132	2
			*	*			
Retired from Employment	Unwgttd	10143	23	9	160	93	58
	Weighted (000)	46820	126	18	759	424	289
	Horz %	100.00	0.27	0.04	1.62	0.91	0.62
	Vert %	19.18	36.03	5.71	26.39	29.58	50.17
	Index	100	188	30	138	154	262
			*	*	*	*	*
Not Employed, Principal Shopper for Household	Unwgttd	2543	1	4	24	10	4
	Weighted (000)	16573	5	25	159	56	19
	Horz %	100.00	0.03	0.15	0.96	0.34	0.11
	Vert %	6.79	1.56	7.97	5.54	3.91	3.29
	Index	100	23	117	82	58	48
			*	*		*	*
Occupation: Professional and Related Occupations	Unwgttd	7405	9	14	77	35	11
	Weighted (000)	34142	77	69	401	175	67
	Horz %	100.00	0.22	0.20	1.18	0.51	0.20
	Vert %	13.99	21.95	21.82	13.96	12.19	11.59
	Index	100	157	156	100	87	83
			*	*		*	*
Occupation: Management, Business and Financial Operations	Unwgttd	6595	15	13	75	39	18
	Weighted (000)	24720	58	35	308	144	86
	Horz %	100.00	0.23	0.14	1.24	0.58	0.35
	Vert %	10.13	16.62	10.97	10.70	10.05	14.99
	Index	100	164	108	106	99	148
			*	*		*	*
Occupation: Sales and Office Occupations	Unwgttd	5959	4	10	62	31	7
	Weighted (000)	32636	34	50	349	156	45
	Horz %	100.00	0.10	0.15	1.07	0.48	0.14
	Vert %	13.37	9.71	15.57	12.16	10.91	7.82
	Index	100	73	116	91	82	58

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			*	*	*	*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	2	7	27	12	4
	Weighted (000)	13728	9	40	133	29	16
	Horz %	100.00	0.06	0.29	0.97	0.21	0.12
	Vert %	5.62	2.54	12.49	4.63	2.05	2.79
	Index	100	45	222	82	37	50
			*	*	*	*	*
Occupation: Other Employed	Unwgted	8453	6	12	82	49	11
	Weighted (000)	43519	32	62	460	257	53
	Horz %	100.00	0.07	0.14	1.06	0.59	0.12
	Vert %	17.83	9.18	19.39	16.02	17.94	9.24
	Index	100	51	109	90	101	52
			*	*	*	*	*
Household Income: \$250,000+	Unwgted	1966	2	4	25	10	8
	Weighted (000)	7800	13	15	96	43	24
	Horz %	100.00	0.17	0.19	1.23	0.56	0.31
	Vert %	3.20	3.83	4.75	3.35	3.03	4.20
	Index	100	120	149	105	95	131
			*	*	*	*	*
Household Income: \$200,000-\$249,999	Unwgted	1583	3	2	21	11	4
	Weighted (000)	7178	21	8	143	56	34
	Horz %	100.00	0.29	0.11	1.99	0.77	0.47
	Vert %	2.94	5.95	2.38	4.97	3.87	5.92
	Index	100	202	81	169	132	201
			*	*	*	*	*
Household Income: \$150,000-\$199,999	Unwgted	3725	9	8	50	20	11
	Weighted (000)	18847	49	53	293	97	45
	Horz %	100.00	0.26	0.28	1.55	0.52	0.24
	Vert %	7.72	13.95	16.60	10.18	6.79	7.88
	Index	100	181	215	132	88	102
			*	*	*	*	*
Household Income: \$100,000-\$149,999	Unwgted	7038	16	13	85	43	18
	Weighted (000)	39997	120	50	578	265	156
	Horz %	100.00	0.30	0.12	1.45	0.66	0.39
	Vert %	16.39	34.37	15.57	20.12	18.51	27.04
	Index	100	210	95	123	113	165
			*	*	*	*	*
Household Income: \$75,000-\$99,999	Unwgted	6168	8	11	77	45	17
	Weighted (000)	32585	56	45	370	208	93
	Horz %	100.00	0.17	0.14	1.13	0.64	0.28
	Vert %	13.35	15.99	14.23	12.86	14.51	16.11
	Index	100	120	107	96	109	121
			*	*	*	*	*
Household Income: \$60,000-\$74,999	Unwgted	4945	10	11	78	47	19
	Weighted (000)	24958	27	39	353	219	73
	Horz %	100.00	0.11	0.15	1.41	0.88	0.29
	Vert %	10.23	7.74	12.14	12.28	15.30	12.77
	Index	100	76	119	120	150	125
			*	*	*	*	*
Household Income: \$50,000-\$59,999	Unwgted	3824	2	6	46	28	11
	Weighted (000)	18483	5	22	238	105	43
	Horz %	100.00	0.03	0.12	1.29	0.57	0.23
	Vert %	7.57	1.54	6.96	8.27	7.35	7.50
	Index	100	20	92	109	97	99

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			*	*	*	*	*
Household Income: \$40,000-\$49,999	Unwgted	4928	3	4	42	16	7
	Weighted (000)	20001	17	16	173	82	24
	Horz %	100.00	0.08	0.08	0.87	0.41	0.12
	Vert %	8.19	4.85	5.09	6.02	5.75	4.17
	Index	100	59	62	73	70	51
			*	*	*	*	*
Household Income: \$30,000-\$39,999	Unwgted	4676	3	3	50	25	9
	Weighted (000)	21673	5	12	223	108	27
	Horz %	100.00	0.02	0.06	1.03	0.50	0.12
	Vert %	8.88	1.34	3.89	7.76	7.53	4.61
	Index	100	15	44	87	85	52
			*	*	*	*	*
Household Income: \$20,000-\$29,999	Unwgted	4378	4	6	39	23	9
	Weighted (000)	21286	35	13	198	116	51
	Horz %	100.00	0.17	0.06	0.93	0.54	0.24
	Vert %	8.72	10.07	3.95	6.87	8.08	8.93
	Index	100	115	45	79	93	102
			*	*	*	*	*
Household Income: Under \$20,000	Unwgted	5415	1	7	37	26	1
	Weighted (000)	31275	1	46	210	133	5
	Horz %	100.00	0.00	0.15	0.67	0.42	0.02
	Vert %	12.81	0.37	14.43	7.31	9.27	0.87
	Index	100	3	113	57	72	7
			*	*	*	*	*
Median Household Income	Unwgted						
	Weighted (000)	65.60	111.80	81.20	77.90	71.80	92.30
	Horz %						
	Vert %						
	Index	100	170	124	119	109	141
			*	*	*	*	*
Marital Status: Single, Never Married	Unwgted	12107	12	15	94	59	6
	Weighted (000)	69105	75	94	601	335	20
	Horz %	100.00	0.11	0.14	0.87	0.48	0.03
	Vert %	28.31	21.44	29.62	20.90	23.37	3.42
	Index	100	76	105	74	83	12
			*	*	*	*	*
Marital Status: Currently Married	Unwgted	24506	32	47	328	158	72
	Weighted (000)	129071	208	188	1786	831	424
	Horz %	100.00	0.16	0.15	1.38	0.64	0.33
	Vert %	52.88	59.43	59.07	62.14	57.98	73.65
	Index	100	112	112	118	110	139
			*	*	*	*	*
Marital Status: Divorced or Legally Separated	Unwgted	8229	11	7	81	45	19
	Weighted (000)	31030	36	11	294	149	75
	Horz %	100.00	0.12	0.04	0.95	0.48	0.24
	Vert %	12.71	10.33	3.58	10.24	10.42	13.07
	Index	100	81	28	81	82	103
			*	*	*	*	*
Marital Status: Widowed	Unwgted	3804	6	6	47	32	17
	Weighted (000)	14879	31	25	193	118	57
	Horz %	100.00	0.21	0.17	1.30	0.79	0.38
	Vert %	6.10	8.79	7.73	6.72	8.23	9.86
	Index	100	144	127	110	135	162

		Adults 18+	Own\Lease Lincoln MKZ	Own\Lease Lincoln Navigator	Own\Lease any Lincoln	Most recent vehicle bought/leased Lincoln	Decision maker for any Lincoln bought/leased new
			*	*	*	*	*
Marital Status: Engaged to Be Married	Unwgted	2120	4	1	16	13	1
	Weighted (000)	11812	38	2	96	80	1
	Horz %	100.00	0.32	0.02	0.82	0.68	0.01
	Vert %	4.84	10.80	0.58	3.35	5.60	0.12
	Index	100	223	12	69	116	3
			*	*	*	*	*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	1	4	25	16	1
	Weighted (000)	21557	5	13	116	87	1
	Horz %	100.00	0.02	0.06	0.54	0.40	0.01
	Vert %	8.83	1.41	4.20	4.05	6.07	0.23
	Index	100	16	48	46	69	3
			*	*	*	*	*
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	7	46	169	79	11
	Weighted (000)	94932	110	206	939	453	74
	Horz %	100.00	0.12	0.22	0.99	0.48	0.08
	Vert %	38.89	31.52	64.80	32.66	31.59	12.80
	Index	100	81	167	84	81	33
			*	*	*	*	*
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	5	21	78	38	6
	Weighted (000)	38013	51	69	443	204	49
	Horz %	100.00	0.13	0.18	1.16	0.54	0.13
	Vert %	15.57	14.62	21.80	15.40	14.26	8.57
	Index	100	94	140	99	92	55
			*	*	*	*	*
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	2	9	47	22	2
	Weighted (000)	34366	59	53	240	135	7
	Horz %	100.00	0.17	0.15	0.70	0.39	0.02
	Vert %	14.08	16.90	16.55	8.35	9.42	1.28
	Index	100	120	118	59	67	9
			*	*	*	*	*
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	0	6	27	12	3
	Weighted (000)	14813	0	35	160	71	17
	Horz %	100.00	0.00	0.24	1.08	0.48	0.11
	Vert %	6.07	0.00	11.13	5.58	4.98	2.96
	Index	100	0	183	92	82	49
			*	*	*	*	*
4 Children Under Age 18 Currently Living at Home	Unwgted	872	0	6	11	5	0
	Weighted (000)	4873	0	30	66	23	0
	Horz %	100.00	0.00	0.62	1.34	0.46	0.00
	Vert %	2.00	0.00	9.54	2.28	1.57	0.00
	Index	100	0	478	114	79	0
			*	*	*	*	*
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	0	4	6	2	0
	Weighted (000)	2867	0	18	30	19	0
	Horz %	100.00	0.00	0.64	1.05	0.68	0.00
	Vert %	1.17	0.00	5.77	1.05	1.36	0.00
	Index	100	0	491	89	115	0
			*	*	*	*	*
Own Home/Residence	Unwgted	32775	54	55	445	236	103
	Weighted (000)	160976	328	225	2351	1186	553
	Horz %	100.00	0.20	0.14	1.46	0.74	0.34
	Vert %	65.95	93.89	70.75	81.79	82.77	96.10
	Index	100	142	107	124	126	146

		Adults 18+	Own\Lease Lincoln MKZ	Own\Lease Lincoln Navigator	Own\Lease any Lincoln	Most recent vehicle bought/leased Lincoln	Decision maker for any Lincoln bought\leased new
			*	*			*
Rent Home/Residence	Unwgttd	15306	6	20	101	55	11
	Weighted (000)	80205	20	93	516	242	22
	Horz %	100.00	0.02	0.12	0.64	0.30	0.03
	Vert %	32.86	5.73	29.25	17.94	16.88	3.90
	Index	100	17	89	55	51	12
			*	*	*	*	*
Live Rent-Free in Home/Residence	Unwgttd	565	1	0	4	3	0
	Weighted (000)	2903	1	0	8	5	0
	Horz %	100.00	0.05	0.00	0.27	0.17	0.00
	Vert %	1.19	0.37	0.00	0.27	0.34	0.00
	Index	100	32	0	23	29	0
			*	*			*
Census Region: North East	Unwgttd	11000	26	18	120	60	24
	Weighted (000)	44018	134	81	547	224	136
	Horz %	100.00	0.30	0.18	1.24	0.51	0.31
	Vert %	18.03	38.35	25.37	19.04	15.63	23.55
	Index	100	213	141	106	87	131
			*	*			*
Census Region: South	Unwgttd	17645	14	37	232	126	50
	Weighted (000)	92016	111	140	1165	642	257
	Horz %	100.00	0.12	0.15	1.27	0.70	0.28
	Vert %	37.70	31.89	44.16	40.53	44.76	44.61
	Index	100	85	117	108	119	118
			*	*			*
Census Region: Midwest	Unwgttd	9880	19	6	119	76	25
	Weighted (000)	52062	92	34	615	383	92
	Horz %	100.00	0.18	0.06	1.18	0.73	0.18
	Vert %	21.33	26.41	10.62	21.39	26.69	16.04
	Index	100	124	50	100	125	75
			*	*		*	*
Census Region: West	Unwgttd	10121	2	14	79	32	15
	Weighted (000)	55988	12	63	547	185	91
	Horz %	100.00	0.02	0.11	0.98	0.33	0.16
	Vert %	22.94	3.35	19.85	19.04	12.91	15.81
	Index	100	15	87	83	56	69
			*	*	*	*	*
Census Sub-Region: New England	Unwgttd	2748	7	1	35	13	5
	Weighted (000)	11567	38	6	157	55	15
	Horz %	100.00	0.33	0.05	1.35	0.48	0.13
	Vert %	4.74	10.95	1.87	5.45	3.87	2.56
	Index	100	231	39	115	82	54
			*	*		*	*
Census Sub-Region: Mid Atlantic	Unwgttd	8252	19	17	85	47	19
	Weighted (000)	32451	96	75	391	169	121
	Horz %	100.00	0.30	0.23	1.20	0.52	0.37
	Vert %	13.30	27.40	23.50	13.59	11.76	20.98
	Index	100	206	177	102	88	158
			*	*			*
Census Sub-Region: South Atlantic	Unwgttd	9812	8	19	112	60	21
	Weighted (000)	48740	81	58	536	320	104
	Horz %	100.00	0.17	0.12	1.10	0.66	0.21
	Vert %	19.97	23.21	18.12	18.66	22.32	18.01
	Index	100	116	91	93	112	90

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 Lincoln	Decision maker for any Lincoln bought/leased new
			*	*	*	*	*
Census Sub-Region: East South Central	Unwgted	1890	0	1	21	12	6
	Weighted (000)	14067	0	17	140	63	43
	Horz %	100.00	0.00	0.12	1.00	0.44	0.31
	Vert %	5.76	0.00	5.48	4.88	4.36	7.55
	Index	100	0	95	85	76	131
			*	*			*
Census Sub-Region: West South Central	Unwgted	5943	6	17	99	54	23
	Weighted (000)	29209	30	65	488	259	110
	Horz %	100.00	0.10	0.22	1.67	0.89	0.38
	Vert %	11.97	8.68	20.56	16.99	18.08	19.04
	Index	100	73	172	142	151	159
			*	*			*
Census Sub-Region: East North Central	Unwgted	7303	14	4	87	58	19
	Weighted (000)	36089	70	16	437	276	68
	Horz %	100.00	0.19	0.05	1.21	0.76	0.19
	Vert %	14.79	20.01	5.17	15.19	19.26	11.84
	Index	100	135	35	103	130	80
			*	*	*	*	*
Census Sub-Region: West North Central	Unwgted	2577	5	2	32	18	6
	Weighted (000)	15973	22	17	178	107	24
	Horz %	100.00	0.14	0.11	1.12	0.67	0.15
	Vert %	6.54	6.41	5.45	6.21	7.43	4.20
	Index	100	98	83	95	114	64
			*	*	*	*	*
Census Sub-Region: Mountain	Unwgted	2752	1	7	41	22	10
	Weighted (000)	18482	2	32	326	139	71
	Horz %	100.00	0.01	0.17	1.76	0.75	0.39
	Vert %	7.57	0.58	10.13	11.33	9.71	12.40
	Index	100	8	134	150	128	164
			*	*	*	*	*
Census Sub-Region: Pacific	Unwgted	7369	1	7	38	10	5
	Weighted (000)	37506	10	31	222	46	20
	Horz %	100.00	0.03	0.08	0.59	0.12	0.05
	Vert %	15.37	2.76	9.72	7.71	3.21	3.41
	Index	100	18	63	50	21	22
			*	*			*
County Size: A	Unwgted	26326	38	51	284	155	58
	Weighted (000)	102649	178	169	1108	567	179
	Horz %	100.00	0.17	0.17	1.08	0.55	0.17
	Vert %	42.05	50.89	53.28	38.55	39.57	31.04
	Index	100	121	127	92	94	74
			*	*			*
County Size: B	Unwgted	11709	11	10	130	61	27
	Weighted (000)	72000	100	53	827	375	207
	Horz %	100.00	0.14	0.07	1.15	0.52	0.29
	Vert %	29.50	28.59	16.58	28.76	26.19	35.89
	Index	100	97	56	98	89	122
			*	*			*
County Size: C/D	Unwgted	10611	12	14	136	78	29
	Weighted (000)	69435	72	96	940	491	190
	Horz %	100.00	0.10	0.14	1.35	0.71	0.27
	Vert %	28.45	20.52	30.15	32.69	34.24	33.07
	Index	100	72	106	115	120	116

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 Lincoln	Decision maker for any Lincoln bought/leased new
			*	*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	1	2	12	7	0
	Weighted (000)	4719	1	9	77	54	0
	Horz %	100.00	0.03	0.19	1.64	1.15	0.00
	Vert %	1.93	0.37	2.87	2.69	3.78	0.00
	Index	100	19	149	139	195	0
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	7893	10	11	84	39	14
	Weighted (000)	38375	80	43	375	180	32
	Horz %	100.00	0.21	0.11	0.98	0.47	0.08
	Vert %	15.72	22.80	13.66	13.05	12.58	5.53
Index	100	145	87	83	80	35	
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	1220	2	2	9	4	4
	Weighted (000)	6399	13	8	37	17	6
	Horz %	100.00	0.21	0.13	0.58	0.26	0.10
	Vert %	2.62	3.79	2.67	1.29	1.17	1.07
Index	100	145	102	49	45	41	
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
Radio Formats: All News (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	2726	7	2	30	19	14
	Weighted (000)	7983	25	8	94	51	34
	Horz %	100.00	0.32	0.10	1.17	0.63	0.42
	Vert %	3.27	7.28	2.55	3.26	3.53	5.84
Index	100	223	78	100	108	179	
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	3232	3	3	40	21	9
	Weighted (000)	12837	5	7	112	49	21
	Horz %	100.00	0.04	0.05	0.88	0.38	0.16
	Vert %	5.26	1.53	2.16	3.91	3.43	3.57
Index	100	29	41	74	65	68	
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	850	1	1	11	8	2
	Weighted (000)	3908	13	1	45	35	13
	Horz %	100.00	0.32	0.02	1.15	0.89	0.34
	Vert %	1.60	3.62	0.22	1.57	2.44	2.32
Index	100	226	14	98	152	145	
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	3051	1	5	36	17	1
	Weighted (000)	14357	1	18	185	103	2
	Horz %	100.00	0.01	0.12	1.29	0.72	0.01
	Vert %	5.88	0.37	5.51	6.43	7.20	0.37
Index	100	6	94	109	122	6	
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	8136	10	19	86	47	8
	Weighted (000)	42891	79	89	499	254	28
	Horz %	100.00	0.18	0.21	1.16	0.59	0.06
	Vert %	17.57	22.64	27.98	17.35	17.71	4.82
Index	100	129	159	99	101	27	

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 Lincoln	Decision maker for any Lincoln bought\leased new
			*	*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	1	7	43	24	6
	Weighted (000)	14285	5	33	192	89	20
	Horz %	100.00	0.04	0.23	1.34	0.63	0.14
	Vert %	5.85	1.45	10.22	6.68	6.24	3.49
	Index	100	25	175	114	107	60
			*	*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	7	3	40	26	7
	Weighted (000)	16987	52	21	241	160	20
	Horz %	100.00	0.30	0.12	1.42	0.94	0.12
	Vert %	6.96	14.77	6.51	8.37	11.19	3.54
	Index	100	212	93	120	161	51
			*	*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	4	0	7	5	4
	Weighted (000)	5307	13	0	17	15	6
	Horz %	100.00	0.25	0.00	0.32	0.28	0.12
	Vert %	2.17	3.73	0.00	0.59	1.02	1.07
	Index	100	172	0	27	47	49
			*	*	*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	10	14	100	54	17
	Weighted (000)	44958	40	52	548	305	67
	Horz %	100.00	0.09	0.12	1.22	0.68	0.15
	Vert %	18.42	11.46	16.35	19.05	21.26	11.72
	Index	100	62	89	103	115	64
			*	*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	0	1	3	2	0
	Weighted (000)	1196	0	5	15	9	0
	Horz %	100.00	0.00	0.38	1.27	0.76	0.00
	Vert %	0.49	0.00	1.45	0.53	0.63	0.00
	Index	100	0	295	108	129	0
			*	*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	1	1	7	0	0
	Weighted (000)	3662	4	5	32	0	0
	Horz %	100.00	0.11	0.14	0.88	0.00	0.00
	Vert %	1.50	1.15	1.65	1.12	0.00	0.00
	Index	100	77	110	75	0	0
			*	*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	2	8	19	9	4
	Weighted (000)	15181	36	43	117	71	9
	Horz %	100.00	0.24	0.28	0.77	0.47	0.06
	Vert %	6.22	10.25	13.51	4.07	4.96	1.54
	Index	100	165	217	65	80	25
			*	*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	6	6	40	19	6
	Weighted (000)	17450	29	26	180	73	17
	Horz %	100.00	0.16	0.15	1.03	0.42	0.10
	Vert %	7.15	8.19	8.12	6.25	5.06	2.95
	Index	100	115	114	87	71	41
			*	*	*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	1	1	7	2	2
	Weighted (000)	2496	4	3	15	2	4
	Horz %	100.00	0.16	0.11	0.59	0.07	0.15
	Vert %	1.02	1.15	0.88	0.51	0.12	0.64
	Index	100	112	86	50	12	63

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 Lincoln	Decision maker for any Lincoln bought\leased new
			*	*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgttd	302	1	1	3	3	0
	Weighted (000)	1893	32	6	42	42	0
	Horz %	100.00	1.68	0.31	2.21	2.21	0.00
	Vert %	0.78	9.13	1.87	1.46	2.92	0.00
	Index	100	1177	241	188	376	0
			*	*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgttd	5121	4	13	59	23	4
	Weighted (000)	26008	28	51	260	126	7
	Horz %	100.00	0.11	0.19	1.00	0.49	0.03
	Vert %	10.66	7.90	15.90	9.06	8.83	1.16
	Index	100	74	149	85	83	11
			*	*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgttd	2133	1	8	27	8	2
	Weighted (000)	10077	1	35	109	43	2
	Horz %	100.00	0.01	0.35	1.08	0.43	0.02
	Vert %	4.13	0.20	11.14	3.78	3.03	0.38
	Index	100	5	270	92	73	9
			*	*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgttd	1989	0	1	17	8	0
	Weighted (000)	11746	0	4	115	77	0
	Horz %	100.00	0.00	0.03	0.98	0.65	0.00
	Vert %	4.81	0.00	1.25	3.99	5.35	0.00
	Index	100	0	26	83	111	0
			*	*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgttd	1303	0	2	15	5	1
	Weighted (000)	6945	0	15	90	24	6
	Horz %	100.00	0.00	0.21	1.29	0.34	0.08
	Vert %	2.85	0.00	4.64	3.12	1.66	1.03
	Index	100	0	163	110	58	36
			*	*	*	*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgttd	41037	54	67	470	246	96
	Weighted (000)	204462	317	273	2415	1210	442
	Horz %	100.00	0.16	0.13	1.18	0.59	0.22
	Vert %	83.77	90.71	85.87	84.03	84.41	76.71
	Index	100	108	103	100	101	92
			*	*	*	*	*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgttd	25278	36	44	287	146	59
	Weighted (000)	122460	223	143	1347	657	287
	Horz %	100.00	0.18	0.12	1.10	0.54	0.23
	Vert %	50.17	63.76	44.99	46.85	45.87	49.79
	Index	100	127	90	93	91	99
			*	*	*	*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgttd	18835	23	29	213	116	49
	Weighted (000)	94930	140	106	1078	567	213
	Horz %	100.00	0.15	0.11	1.14	0.60	0.22
	Vert %	38.89	39.93	33.25	37.50	39.59	37.07
	Index	100	103	86	96	102	95
			*	*	*	*	*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgttd	22339	28	42	252	126	42
	Weighted (000)	109527	123	188	1215	560	224
	Horz %	100.00	0.11	0.17	1.11	0.51	0.20
	Vert %	44.87	35.21	59.19	42.25	39.05	38.97
	Index	100	78	132	94	87	87

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 Lincoln	Decision maker for any Lincoln bought/leased new
			*	*			*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgttd	8087	7	21	112	57	21
	Weighted (000)	41055	36	90	606	297	98
	Horz %	100.00	0.09	0.22	1.48	0.72	0.24
	Vert %	16.82	10.34	28.15	21.10	20.74	17.00
	Index	100	61	167	125	123	101
			*	*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgttd	2418	3	5	36	22	6
	Weighted (000)	12268	5	22	190	80	26
	Horz %	100.00	0.04	0.18	1.55	0.65	0.21
	Vert %	5.03	1.30	6.95	6.62	5.55	4.45
	Index	100	26	138	132	110	88
			*	*			*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgttd	16140	24	23	189	94	42
	Weighted (000)	79167	107	93	784	360	187
	Horz %	100.00	0.14	0.12	0.99	0.45	0.24
	Vert %	32.43	30.67	29.30	27.29	25.11	32.45
	Index	100	95	90	84	77	100
			*	*			*
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgttd	21592	28	27	236	124	53
	Weighted (000)	106532	160	112	1156	610	190
	Horz %	100.00	0.15	0.10	1.09	0.57	0.18
	Vert %	43.65	45.74	35.15	40.22	42.54	33.03
	Index	100	105	81	92	97	76
			*	*			*
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgttd	16960	18	20	174	79	32
	Weighted (000)	85146	92	78	839	375	107
	Horz %	100.00	0.11	0.09	0.99	0.44	0.13
	Vert %	34.88	26.30	24.38	29.18	26.14	18.52
	Index	100	75	70	84	75	53
			*	*			*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgttd	8346	13	11	87	50	17
	Weighted (000)	42195	86	29	477	281	67
	Horz %	100.00	0.20	0.07	1.13	0.67	0.16
	Vert %	17.29	24.49	9.17	16.59	19.62	11.64
	Index	100	142	53	96	114	67
			*	*	*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgttd	2161	5	2	29	18	6
	Weighted (000)	10847	26	3	118	79	8
	Horz %	100.00	0.24	0.03	1.09	0.73	0.07
	Vert %	4.44	7.43	0.86	4.11	5.52	1.39
	Index	100	167	19	92	124	31
			*	*			*
Where Listen to Radio on Typical Weekday: Home	Unwgttd	13605	25	17	165	86	41
	Weighted (000)	66444	116	66	855	431	192
	Horz %	100.00	0.17	0.10	1.29	0.65	0.29
	Vert %	27.22	33.25	20.85	29.75	30.05	33.28
	Index	100	122	77	109	110	122
Where Listen to Radio on Typical Weekday: Car	Unwgttd	37582	50	61	454	233	93
	Weighted (000)	186198	295	256	2381	1170	446
	Horz %	100.00	0.16	0.14	1.28	0.63	0.24
	Vert %	76.28	84.37	80.38	82.83	81.63	77.58
	Index	100	111	105	109	107	102

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 Lincoln	Decision maker for any Lincoln bought/leased new
				*	*	*	*
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	7	10	79	40	12
	Weighted (000)	32708	24	40	370	141	69
	Horz %	100.00	0.07	0.12	1.13	0.43	0.21
	Vert %	13.40	6.86	12.66	12.86	9.86	11.96
	Index	100	51	94	96	74	89
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*	*
	Unwgted	1490	3	1	13	6	2
	Weighted (000)	7844	10	2	84	19	3
	Horz %	100.00	0.13	0.02	1.07	0.24	0.03
	Vert %	3.21	2.85	0.58	2.93	1.32	0.46
Where Listen to Radio on Typical Weekend: Home	Index	100	89	18	91	41	14
			*	*			*
	Unwgted	16122	29	17	187	106	42
	Weighted (000)	79216	147	65	936	489	190
	Horz %	100.00	0.19	0.08	1.18	0.62	0.24
Where Listen to Radio on Typical Weekend: Car	Vert %	32.45	41.94	20.36	32.56	34.15	32.94
	Index	100	129	63	100	105	102
			*				
	Unwgted	34584	42	58	411	207	84
	Weighted (000)	172300	228	241	2086	995	369
Where Listen to Radio on Typical Weekend: Work	Horz %	100.00	0.13	0.14	1.21	0.58	0.21
	Vert %	70.59	65.14	75.82	72.59	69.40	64.13
	Index	100	92	107	103	98	91
			*	*	*	*	*
	Unwgted	2377	4	4	28	19	6
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	13032	11	20	148	77	23
	Horz %	100.00	0.09	0.15	1.13	0.59	0.17
	Vert %	5.34	3.23	6.17	5.14	5.37	3.93
	Index	100	61	115	96	101	74
			*	*	*	*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	1550	3	0	19	10	3
	Weighted (000)	8439	8	0	108	31	23
	Horz %	100.00	0.10	0.00	1.27	0.37	0.28
	Vert %	3.46	2.36	0.00	3.74	2.18	4.05
	Index	100	68	0	108	63	117
Ever Listen to FM Radio (Terrestrial Radio)			*	*			*
	Unwgted	8872	19	9	121	67	37
	Weighted (000)	37216	100	26	528	248	173
	Horz %	100.00	0.27	0.07	1.42	0.67	0.46
	Vert %	15.25	28.59	8.17	18.35	17.32	29.99
Ever Listen to Any Terrestrial Radio (AM/FM)	Index	100	187	54	120	114	197
			*				
	Unwgted	35648	43	58	394	199	72
	Weighted (000)	180517	269	234	1999	976	329
	Horz %	100.00	0.15	0.13	1.11	0.54	0.18
Ever Listen to Any Terrestrial Radio (AM/FM)	Vert %	73.96	76.96	73.48	69.55	68.09	57.11
	Index	100	104	99	94	92	77
	Unwgted	38624	50	60	442	224	87
	Weighted (000)	192537	297	242	2221	1066	392
Ever Listen to Any Terrestrial Radio (AM/FM)	Horz %	100.00	0.15	0.13	1.15	0.55	0.20
	Vert %	78.88	84.95	76.17	77.27	74.35	68.19
	Index	100	108	97	98	94	86

		Adults 18+	Own\Lease Lincoln MKZ	Own\Lease Lincoln Navigator	Own\Lease any Lincoln	Most recent vehicle bought/leased Lincoln	Decision maker for any Lincoln bought\leased new
			*	*		*	*
Ever Listen to Satellite Radio (SiriusXM)	Unwgttd	6808	14	14	91	48	32
	Weighted (000)	31804	45	59	482	270	153
	Horz %	100.00	0.14	0.19	1.52	0.85	0.48
	Vert %	13.03	12.79	18.55	16.78	18.85	26.56
	Index	100	98	142	129	145	204
Household Subscribes to Satellite (SiriusXM) Radio			*	*			*
	Unwgttd	9333	23	20	134	70	40
	Weighted (000)	45323	101	85	818	411	226
	Horz %	100.00	0.22	0.19	1.80	0.91	0.50
	Vert %	18.57	28.88	26.83	28.45	28.66	39.34
Any Vehicle Currently Owned/Leased Has Satellite Radio	Index	100	156	145	153	154	212
			*	*			*
	Unwgttd	15153	46	36	255	122	74
	Weighted (000)	76621	284	157	1511	722	438
	Horz %	100.00	0.37	0.20	1.97	0.94	0.57
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Vert %	31.39	81.21	49.32	52.57	50.41	76.06
	Index	100	259	157	167	161	242
			*	*			*
	Unwgttd	12633	32	22	168	92	29
	Weighted (000)	64670	205	110	1085	523	194
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Horz %	100.00	0.32	0.17	1.68	0.81	0.30
	Vert %	26.49	58.53	34.59	37.76	36.49	33.64
	Index	100	221	131	143	138	127
			*	*		*	*
	Unwgttd	7343	5	13	70	36	5
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Weighted (000)	36346	59	33	354	193	29
	Horz %	100.00	0.16	0.09	0.97	0.53	0.08
	Vert %	14.89	16.96	10.32	12.32	13.44	5.08
	Index	100	114	69	83	90	34
			*	*			*
Listening to Any Radio on the Internet/Online - Past Month	Unwgttd	19242	22	38	196	100	23
	Weighted (000)	97996	102	167	1077	545	106
	Horz %	100.00	0.10	0.17	1.10	0.56	0.11
	Vert %	40.15	29.11	52.55	37.46	38.02	18.46
	Index	100	72	131	93	95	46
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*	*	*	*	*
	Unwgttd	21921	24	40	219	110	25
	Weighted (000)	110983	140	171	1193	606	129
	Horz %	100.00	0.13	0.15	1.08	0.55	0.12
	Vert %	45.47	40.02	53.83	41.51	42.27	22.36
Downloaded Music - Past Month	Index	100	88	118	91	93	49
			*	*	*	*	*
	Unwgttd	3452	4	7	41	22	6
	Weighted (000)	17001	7	21	172	81	18
	Horz %	100.00	0.04	0.12	1.01	0.48	0.11
Downloaded Music - Past Month	Vert %	6.97	1.90	6.56	5.98	5.67	3.14
	Index	100	27	94	86	81	45
			*	*			*
	Unwgttd	9054	5	16	99	53	11
	Weighted (000)	47933	17	75	566	302	46
Downloaded Music - Past Month	Horz %	100.00	0.04	0.16	1.18	0.63	0.10
	Vert %	19.64	4.82	23.64	19.70	21.08	8.00
	Index	100	25	120	100	107	41

		Adults 18+	Own\Lease Lincoln MKZ	Own\Lease Lincoln Navigator	Own\Lease any Lincoln	Most recent vehicle bought/leased Lincoln	Decision maker for any Lincoln bought\leased new
			*	*	*	*	*
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgttd	3700	4	9	38	19	1
	Weighted (000)	17081	26	21	258	131	1
	Horz %	100.00	0.15	0.12	1.51	0.77	0.00
	Vert %	7.00	7.34	6.67	8.97	9.17	0.12
	Index	100	105	95	128	131	2
			*	*		*	*
Visited iHeartRadio site - Past Month	Unwgttd	4412	3	11	55	23	8
	Weighted (000)	21989	21	31	255	91	35
	Horz %	100.00	0.09	0.14	1.16	0.41	0.16
	Vert %	9.01	5.94	9.88	8.87	6.36	6.14
	Index	100	66	110	98	71	68
			*	*		*	*
Visited iTunes.com site - Past Month	Unwgttd	8331	6	16	89	48	10
	Weighted (000)	40212	10	52	459	256	21
	Horz %	100.00	0.03	0.13	1.14	0.64	0.05
	Vert %	16.47	2.94	16.47	15.97	17.88	3.61
	Index	100	18	100	97	109	22
			*	*		*	*
Visited Pandora.com site - Past Month	Unwgttd	16996	16	30	165	89	18
	Weighted (000)	87700	71	115	876	493	61
	Horz %	100.00	0.08	0.13	1.00	0.56	0.07
	Vert %	35.93	20.46	36.18	30.49	34.40	10.67
	Index	100	57	101	85	96	30
			*	*		*	*
Visited Spotify site - Past Month	Unwgttd	6074	10	9	53	25	5
	Weighted (000)	32588	37	51	316	103	21
	Horz %	100.00	0.11	0.16	0.97	0.31	0.06
	Vert %	13.35	10.47	16.10	11.01	7.16	3.62
	Index	100	78	121	82	54	27
			*	*		*	*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgttd	16507	19	27	189	92	33
	Weighted (000)	83844	124	115	961	422	177
	Horz %	100.00	0.15	0.14	1.15	0.50	0.21
	Vert %	34.35	35.42	36.27	33.42	29.47	30.72
	Index	100	103	106	97	86	89
			*	*		*	*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgttd	13908	13	22	171	81	36
	Weighted (000)	70343	77	93	876	391	207
	Horz %	100.00	0.11	0.13	1.24	0.56	0.29
	Vert %	28.82	22.09	29.34	30.46	27.30	35.97
	Index	100	77	102	106	95	125
			*	*		*	*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgttd	17125	23	26	210	104	44
	Weighted (000)	86850	133	116	1051	466	219
	Horz %	100.00	0.15	0.13	1.21	0.54	0.25
	Vert %	35.58	37.96	36.51	36.57	32.52	37.97
	Index	100	107	103	103	91	107
			*	*		*	*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgttd	12845	17	23	152	85	31
	Weighted (000)	65189	123	111	815	409	167
	Horz %	100.00	0.19	0.17	1.25	0.63	0.26
	Vert %	26.71	35.12	34.97	28.36	28.51	28.98
	Index	100	131	131	106	107	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 Lincoln	Decision maker for any Lincoln bought/leased new
			*	*	*	*	*
Most trusted media: Radio	Unwgted	4143	2	7	43	27	9
	Weighted (000)	21056	7	46	204	127	32
	Horz %	100.00	0.03	0.22	0.97	0.60	0.15
	Vert %	8.63	1.93	14.39	7.09	8.88	5.61
	Index	100	22	167	82	103	65
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	54	61	456	244	96
	Weighted (000)	190885	313	226	2286	1194	477
	Horz %	100.00	0.16	0.12	1.20	0.63	0.25
	Vert %	78.20	89.50	71.01	79.52	83.30	82.80
	Index	100	114	91	102	107	106
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	44	49	369	198	80
	Weighted (000)	150599	237	183	1813	935	386
	Horz %	100.00	0.16	0.12	1.20	0.62	0.26
	Vert %	61.70	67.93	57.63	63.07	65.24	67.13
	Index	100	110	93	102	106	109
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	34	38	313	165	67
	Weighted (000)	129573	204	136	1573	839	317
	Horz %	100.00	0.16	0.10	1.21	0.65	0.24
	Vert %	53.09	58.32	42.68	54.71	58.51	55.12
	Index	100	110	80	103	110	104
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	40	45	364	190	81
	Weighted (000)	150356	227	175	1829	959	381
	Horz %	100.00	0.15	0.12	1.22	0.64	0.25
	Vert %	61.60	65.08	55.14	63.62	66.91	66.12
	Index	100	106	90	103	109	107
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	19	19	168	95	44
	Weighted (000)	72467	161	75	937	560	242
	Horz %	100.00	0.22	0.10	1.29	0.77	0.33
	Vert %	29.69	46.09	23.66	32.61	39.06	42.10
	Index	100	155	80	110	132	142
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	32	36	309	163	71
	Weighted (000)	122899	220	134	1574	840	355
	Horz %	100.00	0.18	0.11	1.28	0.68	0.29
	Vert %	50.35	62.91	42.28	54.74	58.63	61.67
	Index	100	125	84	109	116	122
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	9	16	108	64	16
	Weighted (000)	41009	69	46	523	338	74
	Horz %	100.00	0.17	0.11	1.27	0.82	0.18
	Vert %	16.80	19.81	14.44	18.18	23.58	12.82
	Index	100	118	86	108	140	76
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	30	36	252	137	53
	Weighted (000)	102185	198	132	1304	670	267
	Horz %	100.00	0.19	0.13	1.28	0.66	0.26
	Vert %	41.86	56.71	41.46	45.38	46.75	46.32
	Index	100	135	99	108	112	111

		Adults 18+	Own\Lease Lincoln MKZ	Own\Lease Lincoln Navigator	Own\Lease any Lincoln	Most recent vehicle bought/leased Lincoln	Decision maker for any Lincoln bought\leased new
			*	*			
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgttd	23818	36	39	296	157	64
	Weighted (000)	120635	213	176	1552	809	319
	Horz %	100.00	0.18	0.15	1.29	0.67	0.26
	Vert %	49.42	60.83	55.42	54.01	56.45	55.41
	Index	100	123	112	109	114	112
			*	*	*	*	*
Downloaded a TV Program - Past Month	Unwgttd	2514	3	6	40	22	6
	Weighted (000)	11768	10	17	248	133	24
	Horz %	100.00	0.08	0.14	2.11	1.13	0.21
	Vert %	4.82	2.77	5.19	8.63	9.29	4.25
	Index	100	58	108	179	193	88
			*	*	*	*	*
Watched a TV Program Online - Past Month	Unwgttd	8915	5	15	88	46	7
	Weighted (000)	43431	23	76	525	232	40
	Horz %	100.00	0.05	0.17	1.21	0.53	0.09
	Vert %	17.79	6.46	23.84	18.25	16.18	6.98
	Index	100	36	134	103	91	39
			*	*	*	*	*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgttd	9786	11	19	98	52	13
	Weighted (000)	47213	41	81	457	209	35
	Horz %	100.00	0.09	0.17	0.97	0.44	0.08
	Vert %	19.34	11.79	25.46	15.90	14.61	6.15
	Index	100	61	132	82	76	32
			*	*	*	*	*
Looked at TV Listings Online - Past Month	Unwgttd	5331	8	9	60	32	12
	Weighted (000)	24808	27	32	245	124	66
	Horz %	100.00	0.11	0.13	0.99	0.50	0.27
	Vert %	10.16	7.84	10.18	8.52	8.68	11.49
	Index	100	77	100	84	85	113
			*	*	*	*	*
Household Subscribes to Cable TV	Unwgttd	22534	36	32	273	151	62
	Weighted (000)	109088	215	151	1326	719	288
	Horz %	100.00	0.20	0.14	1.22	0.66	0.26
	Vert %	44.69	61.64	47.58	46.14	50.15	50.09
	Index	100	138	106	103	112	112
			*	*	*	*	*
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgttd	37894	55	65	467	245	101
	Weighted (000)	188357	328	263	2398	1170	524
	Horz %	100.00	0.17	0.14	1.27	0.62	0.28
	Vert %	77.17	93.99	82.53	83.41	81.66	91.06
	Index	100	122	107	108	106	118
			*	*	*	*	*
Viewed Any Cable TV (Including Pay) - Past Week	Unwgttd	36344	52	62	449	234	98
	Weighted (000)	180739	304	242	2277	1111	476
	Horz %	100.00	0.17	0.13	1.26	0.61	0.26
	Vert %	74.05	87.07	76.02	79.20	77.52	82.64
	Index	100	118	103	107	105	112
			*	*	*	*	*
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgttd	26301	38	45	347	188	73
	Weighted (000)	131456	209	175	1812	875	403
	Horz %	100.00	0.16	0.13	1.38	0.67	0.31
	Vert %	53.86	59.69	54.87	63.05	61.06	69.99
	Index	100	111	102	117	113	130

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 Lincoln	Decision maker for any Lincoln bought\leased new
			*	*			*
Viewed Any Premium Cable Channels - Past Month	Unwgttd	15801	21	33	186	97	40
	Weighted (000)	75868	140	124	960	503	198
	Horz %	100.00	0.18	0.16	1.26	0.66	0.26
	Vert %	31.08	40.04	39.12	33.38	35.06	34.32
	Index	100	129	126	107	113	110
			*	*		*	*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgttd	5693	11	8	67	37	12
	Weighted (000)	27121	50	17	322	159	47
	Horz %	100.00	0.19	0.06	1.19	0.59	0.17
	Vert %	11.11	14.40	5.22	11.21	11.07	8.19
	Index	100	130	47	101	100	74
			*	*			*
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgttd	13030	26	29	160	85	27
	Weighted (000)	59121	132	121	735	381	79
	Horz %	100.00	0.22	0.21	1.24	0.65	0.13
	Vert %	24.22	37.85	38.18	25.58	26.61	13.71
	Index	100	156	158	106	110	57
			*	*			*
Household Has a Satellite Dish	Unwgttd	10843	11	17	137	61	30
	Weighted (000)	61939	94	62	889	341	222
	Horz %	100.00	0.15	0.10	1.44	0.55	0.36
	Vert %	25.38	26.97	19.51	30.94	23.77	38.64
	Index	100	106	77	122	94	152
			*	*			*
Household Has a Digital Video Recorder (DVR)	Unwgttd	23728	38	47	326	168	73
	Weighted (000)	116768	221	186	1738	827	393
	Horz %	100.00	0.19	0.16	1.49	0.71	0.34
	Vert %	47.84	63.15	58.37	60.45	57.71	68.36
	Index	100	132	122	126	121	143
			*	*			*
Any Internet/Online Activity - Past Month	Unwgttd	42373	58	70	491	261	101
	Weighted (000)	208554	325	281	2527	1266	487
	Horz %	100.00	0.16	0.13	1.21	0.61	0.23
	Vert %	85.44	93.01	88.40	87.90	88.35	84.60
	Index	100	109	103	103	103	99
			*	*			*
Played Games Online - Past Month	Unwgttd	13852	23	28	168	89	31
	Weighted (000)	73850	132	131	1040	551	190
	Horz %	100.00	0.18	0.18	1.41	0.75	0.26
	Vert %	30.26	37.69	41.30	36.18	38.44	33.06
	Index	100	125	137	120	127	109
			*	*		*	*
Downloaded a Video Game - Past Month	Unwgttd	5083	5	10	52	30	6
	Weighted (000)	28601	17	59	319	206	19
	Horz %	100.00	0.06	0.21	1.12	0.72	0.07
	Vert %	11.72	4.99	18.70	11.10	14.37	3.36
	Index	100	43	160	95	123	29
			*	*	*	*	*
Downloaded a Movie - Past Month	Unwgttd	4447	6	7	44	23	5
	Weighted (000)	21989	22	33	271	158	20
	Horz %	100.00	0.10	0.15	1.23	0.72	0.09
	Vert %	9.01	6.25	10.41	9.44	11.06	3.52
	Index	100	69	116	105	123	39

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 Lincoln	Decision maker for any Lincoln bought/leased new
				*	*		*
Watched a Movie Online - Past Month	Unwgted	11540	15	22	119	63	13
	Weighted (000)	58047	79	94	655	338	39
	Horz %	100.00	0.14	0.16	1.13	0.58	0.07
	Vert %	23.78	22.54	29.59	22.79	23.59	6.74
	Index	100	95	124	96	99	28
			*	*			*
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	12	21	111	55	10
	Weighted (000)	50248	59	89	546	295	23
	Horz %	100.00	0.12	0.18	1.09	0.59	0.05
	Vert %	20.59	16.81	27.88	19.00	20.58	4.00
	Index	100	82	135	92	100	19
			*	*	*	*	*
Visited a Chat Room - Past Month	Unwgted	2194	1	5	24	13	5
	Weighted (000)	10601	5	24	105	63	17
	Horz %	100.00	0.04	0.23	0.99	0.59	0.16
	Vert %	4.34	1.34	7.69	3.67	4.40	3.01
	Index	100	31	177	84	101	69
Used e-Mail - Past Month	Unwgted	37148	55	60	433	234	91
	Weighted (000)	177506	283	240	2180	1117	453
	Horz %	100.00	0.16	0.14	1.23	0.63	0.26
	Vert %	72.72	80.90	75.55	75.86	77.91	78.73
	Index	100	111	104	104	107	108
			*				*
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	28	55	325	177	49
	Weighted (000)	148723	186	228	1698	890	227
	Horz %	100.00	0.12	0.15	1.14	0.60	0.15
	Vert %	60.93	53.11	71.55	59.06	62.11	39.46
	Index	100	87	117	97	102	65
			*	*		*	*
Visited Online Blogs - Past Month	Unwgted	6650	4	12	57	31	4
	Weighted (000)	32542	6	52	284	162	20
	Horz %	100.00	0.02	0.16	0.87	0.50	0.06
	Vert %	13.33	1.75	16.20	9.88	11.31	3.48
	Index	100	13	122	74	85	26
			*	*	*	*	*
Wrote an Online Blog - Past Month	Unwgted	1215	0	3	14	6	0
	Weighted (000)	5810	0	13	97	68	0
	Horz %	100.00	0.00	0.23	1.66	1.17	0.00
	Vert %	2.38	0.00	4.21	3.36	4.74	0.00
	Index	100	0	177	141	199	0
			*	*		*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	3	10	50	24	5
	Weighted (000)	20569	5	51	255	117	34
	Horz %	100.00	0.03	0.25	1.24	0.57	0.16
	Vert %	8.43	1.57	15.97	8.87	8.17	5.86
	Index	100	19	190	105	97	70
			*				*
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	40	65	409	219	72
	Weighted (000)	184180	248	265	2081	1106	310
	Horz %	100.00	0.13	0.14	1.13	0.60	0.17
	Vert %	75.46	70.91	83.32	72.39	77.17	53.95
	Index	100	94	110	96	102	71

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 Lincoln	Decision maker for any Lincoln bought/leased new
				*			
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	29	57	329	178	56
	Weighted (000)	152016	186	218	1691	884	251
	Horz %	100.00	0.12	0.14	1.11	0.58	0.17
	Vert %	62.28	53.33	68.51	58.84	61.69	43.69
	Index	100	86	110	94	99	70
			*	*	*	*	*
Foursquare	Unwgted	259	0	2	2	1	0
	Weighted (000)	1096	0	5	5	2	0
	Horz %	100.00	0.00	0.49	0.49	0.22	0.00
	Vert %	0.45	0.00	1.70	0.19	0.17	0.00
	Index	100	0	380	42	37	0
			*	*		*	*
Google + (Google Plus)	Unwgted	7523	10	14	80	46	17
	Weighted (000)	37002	102	51	418	266	86
	Horz %	100.00	0.28	0.14	1.13	0.72	0.23
	Vert %	15.16	29.14	16.12	14.55	18.56	14.94
	Index	100	192	106	96	122	99
			*	*		*	*
Instagram	Unwgted	11180	13	29	118	70	11
	Weighted (000)	59923	74	133	733	416	33
	Horz %	100.00	0.12	0.22	1.22	0.69	0.05
	Vert %	24.55	21.20	41.85	25.50	29.05	5.72
	Index	100	86	170	104	118	23
			*	*		*	*
LinkedIn	Unwgted	7899	12	13	79	46	15
	Weighted (000)	31599	45	31	298	158	62
	Horz %	100.00	0.14	0.10	0.94	0.50	0.20
	Vert %	12.95	13.01	9.66	10.38	11.06	10.74
	Index	100	101	75	80	85	83
			*	*		*	*
Pinterest	Unwgted	9299	6	16	101	50	17
	Weighted (000)	49108	27	64	563	288	84
	Horz %	100.00	0.05	0.13	1.15	0.59	0.17
	Vert %	20.12	7.68	20.16	19.59	20.06	14.65
	Index	100	38	100	97	100	73
			*	*	*	*	*
Tumblr	Unwgted	1737	1	4	14	6	0
	Weighted (000)	9309	1	31	76	17	0
	Horz %	100.00	0.01	0.33	0.81	0.18	0.00
	Vert %	3.81	0.37	9.60	2.63	1.17	0.00
	Index	100	10	252	69	31	0
			*	*		*	*
Twitter	Unwgted	6507	9	15	63	39	10
	Weighted (000)	32509	34	69	339	167	47
	Horz %	100.00	0.11	0.21	1.04	0.51	0.14
	Vert %	13.32	9.79	21.79	11.79	11.62	8.09
	Index	100	74	164	89	87	61
			*	*	*	*	*
Yelp	Unwgted	4238	5	6	36	21	7
	Weighted (000)	17049	18	18	142	78	14
	Horz %	100.00	0.11	0.10	0.83	0.46	0.08
	Vert %	6.98	5.21	5.55	4.93	5.42	2.37
	Index	100	75	79	71	78	34

		Adults 18+	Own\Lease Lincoln MKZ	Own\Lease Lincoln Navigator	Own\Lease any Lincoln	Most recent vehicle bought/leased Lincoln	Decision maker for any Lincoln bought\leased new
			*	*			*
YouTube	Unwgttd	24878	28	45	270	143	37
	Weighted (000)	125197	156	210	1369	720	166
	Horz %	100.00	0.12	0.17	1.09	0.58	0.13
	Vert %	51.29	44.60	65.92	47.64	50.23	28.83
	Index	100	87	129	93	98	56
			*	*			*
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgttd	19391	20	33	211	123	39
	Weighted (000)	98998	118	135	1168	663	204
	Horz %	100.00	0.12	0.14	1.18	0.67	0.21
	Vert %	40.56	33.79	42.59	40.63	46.27	35.39
	Index	100	83	105	100	114	87
			*	*			*
"Follow" or become a "fan of" something or someone	Unwgttd	9880	9	21	95	57	15
	Weighted (000)	51999	32	75	468	281	77
	Horz %	100.00	0.06	0.14	0.90	0.54	0.15
	Vert %	21.30	9.10	23.60	16.28	19.62	13.39
	Index	100	43	111	76	92	63
			*	*		*	*
Clicked on an advertisement	Unwgttd	7250	6	8	71	39	5
	Weighted (000)	34609	57	22	395	214	32
	Horz %	100.00	0.17	0.06	1.14	0.62	0.09
	Vert %	14.18	16.39	6.81	13.73	14.92	5.53
	Index	100	116	48	97	105	39
			*	*			*
Watched a video	Unwgttd	23931	24	44	250	140	28
	Weighted (000)	121821	118	175	1226	687	126
	Horz %	100.00	0.10	0.14	1.01	0.56	0.10
	Vert %	49.91	33.72	55.13	42.65	47.95	21.86
	Index	100	68	110	85	96	44
			*	*	*	*	*
Websites or apps visited or used in the last 30 days: Coupons	Unwgttd	1642	2	6	24	14	4
	Weighted (000)	7736	2	24	111	46	7
	Horz %	100.00	0.03	0.31	1.44	0.59	0.09
	Vert %	3.17	0.57	7.47	3.87	3.21	1.27
	Index	100	18	236	122	101	40
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	40180	50	68	444	236	84
	Weighted (000)	200974	304	288	2311	1160	414
	Horz %	100.00	0.15	0.14	1.15	0.58	0.21
	Vert %	82.34	86.91	90.40	80.40	80.96	71.87
	Index	100	106	110	98	98	87
			*	*			*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	20952	21	43	223	116	30
	Weighted (000)	106707	135	180	1234	632	160
	Horz %	100.00	0.13	0.17	1.16	0.59	0.15
	Vert %	43.72	38.64	56.75	42.93	44.07	27.87
	Index	100	88	130	98	101	64
			*	*			*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	19339	20	39	193	97	25
	Weighted (000)	97935	74	176	981	449	136
	Horz %	100.00	0.08	0.18	1.00	0.46	0.14
	Vert %	40.12	21.14	55.26	34.14	31.29	23.59
	Index	100	53	138	85	78	59

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 Lincoln	Decision maker for any Lincoln bought\leased new
			*	*			*
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	29	49	248	130	28
	Weighted (000)	126500	176	215	1330	702	102
	Horz %	100.00	0.14	0.17	1.05	0.56	0.08
	Vert %	51.83	50.38	67.73	46.25	49.01	17.79
	Index	100	97	131	89	95	34
			*	*			*
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	14	31	166	95	25
	Weighted (000)	84080	65	138	822	498	101
	Horz %	100.00	0.08	0.16	0.98	0.59	0.12
	Vert %	34.45	18.58	43.41	28.59	34.78	17.56
	Index	100	54	126	83	101	51
			*	*			*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	10	28	110	60	11
	Weighted (000)	61092	51	148	553	258	54
	Horz %	100.00	0.08	0.24	0.91	0.42	0.09
	Vert %	25.03	14.52	46.53	19.25	18.01	9.42
	Index	100	58	186	77	72	38
			*	*			*
Used a Mobile "App" - Past Month	Unwgted	25794	27	49	271	140	42
	Weighted (000)	128777	116	224	1383	664	203
	Horz %	100.00	0.09	0.17	1.07	0.52	0.16
	Vert %	52.76	33.30	70.50	48.12	46.32	35.30
	Index	100	63	134	91	88	67
			*	*			*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	24	19	168	91	56
	Weighted (000)	50128	151	72	855	434	257
	Horz %	100.00	0.30	0.14	1.71	0.87	0.51
	Vert %	20.54	43.24	22.52	29.76	30.28	44.65
	Index	100	211	110	145	147	217
			*	*			*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	29	14	203	119	66
	Weighted (000)	67106	149	54	960	517	314
	Horz %	100.00	0.22	0.08	1.43	0.77	0.47
	Vert %	27.49	42.78	16.94	33.38	36.05	54.52
	Index	100	156	62	121	131	198
			*	*			*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	23	32	212	113	34
	Weighted (000)	91290	104	119	1037	531	145
	Horz %	100.00	0.11	0.13	1.14	0.58	0.16
	Vert %	37.40	29.64	37.43	36.09	37.07	25.28
	Index	100	79	100	96	99	68
			*	*			*
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	7	4	53	29	10
	Weighted (000)	20084	28	13	276	148	50
	Horz %	100.00	0.14	0.07	1.37	0.74	0.25
	Vert %	8.23	8.07	4.23	9.60	10.35	8.71
	Index	100	98	51	117	126	106
			*	*			*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	4	2	54	30	9
	Weighted (000)	19510	20	9	250	117	50
	Horz %	100.00	0.10	0.05	1.28	0.60	0.25
	Vert %	7.99	5.75	2.77	8.69	8.19	8.61
	Index	100	72	35	109	102	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 Lincoln	Decision maker for any Lincoln bought/leased new
			*	*		*	*
Read Advertisements in Weekday Newspaper	Unwgttd	3812	8	5	72	38	20
	Weighted (000)	17916	33	22	329	173	97
	Horz %	100.00	0.19	0.13	1.84	0.96	0.54
	Vert %	7.34	9.50	7.06	11.45	12.05	16.83
	Index	100	129	96	156	164	229
			*	*		*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgttd	4633	10	8	85	45	22
	Weighted (000)	22092	46	32	339	189	97
	Horz %	100.00	0.21	0.15	1.53	0.85	0.44
	Vert %	9.05	13.08	10.09	11.78	13.16	16.91
	Index	100	145	112	130	145	187
			*	*		*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgttd	5068	16	5	96	55	24
	Weighted (000)	23852	75	24	469	249	108
	Horz %	100.00	0.31	0.10	1.97	1.05	0.45
	Vert %	9.77	21.49	7.42	16.32	17.41	18.82
	Index	100	220	76	167	178	193
			*	*		*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgttd	7203	19	8	116	62	29
	Weighted (000)	34013	117	40	594	308	162
	Horz %	100.00	0.34	0.12	1.75	0.91	0.47
	Vert %	13.93	33.52	12.50	20.67	21.48	28.07
	Index	100	241	90	148	154	201
			*	*		*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgttd	4191	7	9	71	37	20
	Weighted (000)	20652	26	35	399	201	111
	Horz %	100.00	0.12	0.17	1.93	0.97	0.54
	Vert %	8.46	7.32	10.88	13.89	14.05	19.25
	Index	100	87	129	164	166	228
			*	*		*	*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgttd	9539	15	13	127	70	35
	Weighted (000)	47372	80	40	638	347	191
	Horz %	100.00	0.17	0.08	1.35	0.73	0.40
	Vert %	19.41	22.83	12.63	22.18	24.24	33.21
	Index	100	118	65	114	125	171
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0

		Adults 18+	Own\Lease Lincoln MKZ	Own\Lease Lincoln Navigator	Own\Lease any Lincoln	Most recent vehicle bought/leased Lincoln	Decision maker for any Lincoln bought/leased new
		*	*	*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgttd	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
			*	*		*	*
Have Seen Video Ads in Grocery Storees - Past Month	Unwgttd	8175	10	16	96	46	20
	Weighted (000)	42062	77	91	546	244	99
	Horz %	100.00	0.18	0.22	1.30	0.58	0.24
	Vert %	17.23	22.16	28.52	18.98	17.06	17.20
	Index	100	129	165	110	99	100
			*	*		*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgttd	5434	12	8	72	32	13
	Weighted (000)	27750	89	32	382	175	53
	Horz %	100.00	0.32	0.11	1.37	0.63	0.19
	Vert %	11.37	25.42	9.99	13.27	12.23	9.22
	Index	100	224	88	117	108	81
			*	*		*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgttd	5425	11	6	66	34	12
	Weighted (000)	27941	89	23	377	165	69
	Horz %	100.00	0.32	0.08	1.35	0.59	0.25
	Vert %	11.45	25.45	7.38	13.13	11.54	11.91
	Index	100	222	64	115	101	104
			*	*		*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgttd	5807	7	8	70	33	11
	Weighted (000)	30170	65	38	384	169	47
	Horz %	100.00	0.22	0.13	1.27	0.56	0.16
	Vert %	12.36	18.66	12.04	13.36	11.79	8.21
	Index	100	151	97	108	95	66
			*	*		*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgttd	5047	8	5	67	30	13
	Weighted (000)	24469	68	24	325	175	52
	Horz %	100.00	0.28	0.10	1.33	0.72	0.21
	Vert %	10.02	19.40	7.49	11.31	12.24	9.01
	Index	100	194	75	113	122	90
			*	*		*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgttd	4572	11	6	56	26	9
	Weighted (000)	23484	86	16	298	154	52
	Horz %	100.00	0.37	0.07	1.27	0.65	0.22
	Vert %	9.62	24.67	4.96	10.37	10.72	8.99
	Index	100	256	52	108	111	93
			*	*		*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgttd	6133	8	10	70	34	11
	Weighted (000)	30556	66	75	435	193	46
	Horz %	100.00	0.22	0.25	1.42	0.63	0.15
	Vert %	12.52	18.97	23.58	15.14	13.50	8.04
	Index	100	152	188	121	108	64
			*	*		*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgttd	4212	10	4	55	32	10
	Weighted (000)	21008	64	21	295	182	43
	Horz %	100.00	0.31	0.10	1.41	0.87	0.21
	Vert %	8.61	18.43	6.64	10.28	12.68	7.52
	Index	100	214	77	119	147	87

		Adults 18+	Own\Lease Lincoln MKZ	Own\Lease Lincoln Navigator	Own\Lease any Lincoln	Most recent vehicle bought/leased Lincoln	Decision maker for any Lincoln bought/leased new
			*	*		*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgttd	6034	6	7	69	37	10
	Weighted (000)	31175	55	21	398	212	53
	Horz %	100.00	0.18	0.07	1.28	0.68	0.17
	Vert %	12.77	15.74	6.58	13.85	14.79	9.14
	Index	100	123	52	108	116	72
			*	*		*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgttd	4611	6	6	52	25	6
	Weighted (000)	23019	54	24	314	155	23
	Horz %	100.00	0.23	0.10	1.36	0.67	0.10
	Vert %	9.43	15.37	7.40	10.93	10.84	3.96
	Index	100	163	78	116	115	42
			*	*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgttd	4016	5	9	42	25	4
	Weighted (000)	19382	47	42	231	129	6
	Horz %	100.00	0.24	0.22	1.19	0.67	0.03
	Vert %	7.94	13.55	13.25	8.04	9.00	1.11
	Index	100	171	167	101	113	14
			*	*		*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgttd	5499	10	10	74	31	11
	Weighted (000)	27407	93	55	427	165	68
	Horz %	100.00	0.34	0.20	1.56	0.60	0.25
	Vert %	11.23	26.73	17.22	14.84	11.48	11.81
	Index	100	238	153	132	102	105
			*	*		*	*
Have Seen Video Ads in Airports - Past Month	Unwgttd	3929	5	9	50	26	6
	Weighted (000)	17909	53	19	217	115	11
	Horz %	100.00	0.29	0.11	1.21	0.64	0.06
	Vert %	7.34	15.05	5.96	7.54	8.05	1.83
	Index	100	205	81	103	110	25
			*	*		*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgttd	8390	14	9	104	47	18
	Weighted (000)	41042	93	45	544	217	85
	Horz %	100.00	0.23	0.11	1.33	0.53	0.21
	Vert %	16.81	26.63	14.04	18.92	15.15	14.74
	Index	100	158	83	113	90	88
			*	*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgttd	3669	2	6	43	19	5
	Weighted (000)	18065	36	25	264	103	25
	Horz %	100.00	0.20	0.14	1.46	0.57	0.14
	Vert %	7.40	10.27	7.76	9.17	7.17	4.35
	Index	100	139	105	124	97	59
			*	*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgttd	3552	3	4	44	20	5
	Weighted (000)	16785	41	12	186	100	12
	Horz %	100.00	0.24	0.07	1.11	0.60	0.07
	Vert %	6.88	11.69	3.67	6.48	7.00	2.00
	Index	100	170	53	94	102	29
			*	*		*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgttd	5092	5	6	61	35	4
	Weighted (000)	25878	45	34	335	210	9
	Horz %	100.00	0.18	0.13	1.29	0.81	0.04
	Vert %	10.60	12.98	10.57	11.64	14.62	1.61
	Index	100	122	100	110	138	15

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 Lincoln	Decision maker for any Lincoln bought/leased new
			*	*			
Have Seen Ads on Billboards - Past Month	Unwgttd	23703	33	35	287	147	57
	Weighted (000)	117973	178	166	1499	711	281
	Horz %	100.00	0.15	0.14	1.27	0.60	0.24
	Vert %	48.33	51.05	52.28	52.14	49.63	48.87
	Index	100	106	108	108	103	101
			*	*		*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgttd	10886	16	12	101	47	16
	Weighted (000)	50330	87	67	545	193	84
	Horz %	100.00	0.17	0.13	1.08	0.38	0.17
	Vert %	20.62	24.85	21.18	18.96	13.43	14.62
	Index	100	121	103	92	65	71
			*	*		*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgttd	7328	6	8	70	34	6
	Weighted (000)	32843	51	30	330	137	10
	Horz %	100.00	0.16	0.09	1.01	0.42	0.03
	Vert %	13.46	14.60	9.31	11.49	9.59	1.69
	Index	100	109	69	85	71	13
			*	*	*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgttd	3849	5	4	28	13	3
	Weighted (000)	17102	40	29	137	66	4
	Horz %	100.00	0.23	0.17	0.80	0.39	0.02
	Vert %	7.01	11.44	9.20	4.76	4.60	0.71
	Index	100	163	131	68	66	10
			*	*		*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgttd	5892	10	6	60	30	9
	Weighted (000)	26219	58	31	297	135	17
	Horz %	100.00	0.22	0.12	1.13	0.51	0.06
	Vert %	10.74	16.47	9.61	10.33	9.41	2.89
	Index	100	153	89	96	88	27
			*	*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgttd	3008	4	4	33	17	3
	Weighted (000)	14451	39	20	178	109	6
	Horz %	100.00	0.27	0.14	1.23	0.76	0.04
	Vert %	5.92	11.24	6.38	6.21	7.63	1.00
	Index	100	190	108	105	129	17
			*	*		*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgttd	7405	10	11	90	45	16
	Weighted (000)	36191	82	48	479	220	98
	Horz %	100.00	0.23	0.13	1.32	0.61	0.27
	Vert %	14.83	23.45	15.10	16.68	15.37	17.04
	Index	100	158	102	112	104	115
			*	*		*	*
Have Seen Ads on Postcards - Past Month	Unwgttd	5576	7	5	61	31	12
	Weighted (000)	26312	44	16	322	154	54
	Horz %	100.00	0.17	0.06	1.22	0.58	0.21
	Vert %	10.78	12.58	5.10	11.19	10.73	9.46
	Index	100	117	47	104	100	88
			*	*		*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgttd	13421	11	23	155	71	28
	Weighted (000)	66442	75	99	692	318	112
	Horz %	100.00	0.11	0.15	1.04	0.48	0.17
	Vert %	27.22	21.45	31.02	24.09	22.16	19.50
	Index	100	79	114	89	81	72

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 Lincoln	Decision maker for any Lincoln bought/leased new
			*	*			*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgttd	8606	12	12	95	50	13
	Weighted (000)	42087	74	45	495	266	56
	Horz %	100.00	0.18	0.11	1.18	0.63	0.13
	Vert %	17.24	21.25	14.17	17.23	18.55	9.77
	Index	100	123	82	100	108	57
			*	*			*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgttd	10943	13	16	116	61	21
	Weighted (000)	53139	81	72	583	313	74
	Horz %	100.00	0.15	0.13	1.10	0.59	0.14
	Vert %	21.77	23.13	22.49	20.28	21.86	12.86
	Index	100	106	103	93	100	59
			*	*			*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgttd	15171	24	21	170	85	32
	Weighted (000)	76102	136	91	859	404	171
	Horz %	100.00	0.18	0.12	1.13	0.53	0.22
	Vert %	31.18	38.83	28.48	29.90	28.15	29.64
	Index	100	125	91	96	90	95
			*	*			*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgttd	10587	15	20	132	67	24
	Weighted (000)	52205	79	107	670	332	97
	Horz %	100.00	0.15	0.21	1.28	0.64	0.19
	Vert %	21.39	22.65	33.68	23.31	23.14	16.85
	Index	100	106	157	109	108	79
			*	*			*
Have Seen Infomercials - Past Month	Unwgttd	9871	21	10	134	75	23
	Weighted (000)	49119	118	46	715	366	104
	Horz %	100.00	0.24	0.09	1.46	0.75	0.21
	Vert %	20.12	33.84	14.31	24.87	25.56	18.12
	Index	100	168	71	124	127	90
			*	*			*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgttd	19632	34	30	259	141	57
	Weighted (000)	96299	175	146	1315	681	290
	Horz %	100.00	0.18	0.15	1.37	0.71	0.30
	Vert %	39.45	50.16	45.76	45.76	47.52	50.45
	Index	100	127	116	116	120	128
			*	*			*
Have Seen Product Placement in Video Games - Past Month	Unwgttd	4596	6	8	52	27	6
	Weighted (000)	24167	60	38	302	185	28
	Horz %	100.00	0.25	0.16	1.25	0.76	0.11
	Vert %	9.90	17.04	12.04	10.52	12.89	4.78
	Index	100	172	122	106	130	48
			*	*			*
Have Seen Product Placement in TV Shows - Past Month	Unwgttd	17823	30	29	209	105	47
	Weighted (000)	88092	165	134	1090	517	231
	Horz %	100.00	0.19	0.15	1.24	0.59	0.26
	Vert %	36.09	47.27	42.03	37.90	36.10	40.11
	Index	100	131	116	105	100	111
			*	*			*
Have Seen Product Placement in Movies - Past Month	Unwgttd	11248	16	21	137	75	18
	Weighted (000)	56256	117	112	741	384	84
	Horz %	100.00	0.21	0.20	1.32	0.68	0.15
	Vert %	23.05	33.47	35.20	25.78	26.81	14.58
	Index	100	145	153	112	116	63

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
Adults 18+	Unwgted	48646	222
	Weighted (000)	244084	1071
	Horz %	100.00	0.44
	Vert %	100.00	100.00
	Index	100	100
Male	Unwgted	24620	113
	Weighted (000)	117785	488
	Horz %	100.00	0.41
	Vert %	48.26	45.55
	Index	100	94
Female	Unwgted	24026	109
	Weighted (000)	126299	583
	Horz %	100.00	0.46
	Vert %	51.74	54.45
	Index	100	105
Age 18-24			*
	Unwgted	3885	3
	Weighted (000)	30253	24
	Horz %	100.00	0.08
	Vert %	12.39	2.22
Age 25-34			*
	Unwgted	8183	22
	Weighted (000)	43389	95
	Horz %	100.00	0.22
	Vert %	17.78	8.88
Age 35-44			*
	Unwgted	8605	31
	Weighted (000)	40230	202
	Horz %	100.00	0.50
	Vert %	16.48	18.82
Age 45-54			*
	Unwgted	8861	33
	Weighted (000)	43105	176
	Horz %	100.00	0.41
	Vert %	17.66	16.45
Age 55-64			*
	Unwgted	8498	49
	Weighted (000)	40725	178
	Horz %	100.00	0.44
	Vert %	16.68	16.63
	Index	100	100

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
Age 65+	Unwgt'd	10614	84
	Weighted (000)	46383	396
	Horz %	100.00	0.85
	Vert %	19.00	36.99
	Index	100	195
Age 21+	Unwgt'd	47284	221
	Weighted (000)	232046	1066
	Horz %	100.00	0.46
	Vert %	95.07	99.57
	Index	100	105
Age 18-34			*
	Unwgt'd	12068	25
	Weighted (000)	73642	119
	Horz %	100.00	0.16
	Vert %	30.17	11.10
Age 18-49	Unwgt'd	24996	74
	Weighted (000)	134658	426
	Horz %	100.00	0.32
	Vert %	55.17	39.82
	Index	100	72
Age 25-54	Unwgt'd	25649	86
	Weighted (000)	126724	473
	Horz %	100.00	0.37
	Vert %	51.92	44.15
	Index	100	85
Age 35-64	Unwgt'd	25964	113
	Weighted (000)	124059	556
	Horz %	100.00	0.45
	Vert %	50.83	51.90
	Index	100	102
Age 50+	Unwgt'd	23650	148
	Weighted (000)	109426	644
	Horz %	100.00	0.59
	Vert %	44.83	60.18
	Index	100	134
Median Age	Unwgt'd		
	Weighted (000)	47.00	57.50
	Horz %		
	Vert %		
	Index	100	122

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
Race: White Only	Unwgted	34564	179
	Weighted (000)	179823	894
	Horz %	100.00	0.50
	Vert %	73.67	83.48
	Index	100	113
			*
Race: Black/African-American Only	Unwgted	5909	24
	Weighted (000)	29535	100
	Horz %	100.00	0.34
	Vert %	12.10	9.32
	Index	100	77
			*
Race: Asian	Unwgted	2388	3
	Weighted (000)	8358	9
	Horz %	100.00	0.10
	Vert %	3.42	0.80
	Index	100	23
			*
Race: Other Race/Multi-Racial	Unwgted	8173	19
	Weighted (000)	34726	77
	Horz %	100.00	0.22
	Vert %	14.23	7.20
	Index	100	51
			*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	13
	Weighted (000)	37743	41
	Horz %	100.00	0.11
	Vert %	15.46	3.82
	Index	100	25
			*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	7
	Weighted (000)	6214	22
	Horz %	100.00	0.36
	Vert %	2.55	2.07
	Index	100	81
			*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	4
	Weighted (000)	9439	15
	Horz %	100.00	0.16
	Vert %	3.87	1.38
	Index	100	36
			*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	0
	Weighted (000)	10474	0
	Horz %	100.00	0.00
	Vert %	4.29	0.00
	Index	100	0
			*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	2
	Weighted (000)	9512	4
	Horz %	100.00	0.04
	Vert %	3.90	0.36
	Index	100	9

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	0
	Weighted (000)	1751	0
	Horz %	100.00	0.00
	Vert %	0.72	0.00
	Index	100	0
			*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	28
	Weighted (000)	26213	122
	Horz %	100.00	0.46
	Vert %	10.74	11.37
	Index	100	106
			*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	49
	Weighted (000)	46746	202
	Horz %	100.00	0.43
	Vert %	19.15	18.91
	Index	100	99
			*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	16
	Weighted (000)	11210	83
	Horz %	100.00	0.74
	Vert %	4.59	7.78
	Index	100	169
			*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	18
	Weighted (000)	13775	70
	Horz %	100.00	0.51
	Vert %	5.64	6.57
	Index	100	116
			*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	48
	Weighted (000)	44682	233
	Horz %	100.00	0.52
	Vert %	18.31	21.75
	Index	100	119
			*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	56
	Weighted (000)	71816	326
	Horz %	100.00	0.45
	Vert %	29.42	30.47
	Index	100	104
			*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	7
	Weighted (000)	29641	34
	Horz %	100.00	0.11
	Vert %	12.14	3.15
	Index	100	26
			*
Currently Attending College or University	Unwgted	3403	5
	Weighted (000)	19372	13
	Horz %	100.00	0.07
	Vert %	7.94	1.24
	Index	100	16

		Adults 18+	Would buy/lease new Lincoln if making decision today
Employed Full Time	Unwgted	25438	100
	Weighted (000)	119890	485
	Horz %	100.00	0.40
	Vert %	49.12	45.35
	Index	100	92
			*
Employed Part Time	Unwgted	5730	23
	Weighted (000)	28854	100
	Horz %	100.00	0.35
	Vert %	11.82	9.31
	Index	100	79
Not Employed	Unwgted	17478	99
	Weighted (000)	95339	485
	Horz %	100.00	0.51
	Vert %	39.06	45.35
	Index	100	116
			*
Temporarily Unemployed	Unwgted	1886	4
	Weighted (000)	12314	17
	Horz %	100.00	0.13
	Vert %	5.05	1.55
	Index	100	31
Retired from Employment	Unwgted	10143	83
	Weighted (000)	46820	393
	Horz %	100.00	0.84
	Vert %	19.18	36.72
	Index	100	191
			*
Not Employed, Principal Shopper for Household	Unwgted	2543	4
	Weighted (000)	16573	14
	Horz %	100.00	0.09
	Vert %	6.79	1.34
	Index	100	20
			*
Occupation: Professional and Related Occupations	Unwgted	7405	33
	Weighted (000)	34142	155
	Horz %	100.00	0.46
	Vert %	13.99	14.52
	Index	100	104
			*
Occupation: Management, Business and Financial Operations	Unwgted	6595	34
	Weighted (000)	24720	104
	Horz %	100.00	0.42
	Vert %	10.13	9.71
	Index	100	96
			*
Occupation: Sales and Office Occupations	Unwgted	5959	23
	Weighted (000)	32636	125
	Horz %	100.00	0.38
	Vert %	13.37	11.70
	Index	100	88

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	6
	Weighted (000)	13728	30
	Horz %	100.00	0.22
	Vert %	5.62	2.83
	Index	100	50
			*
Occupation: Other Employed	Unwgted	8453	27
	Weighted (000)	43519	170
	Horz %	100.00	0.39
	Vert %	17.83	15.90
	Index	100	89
			*
Household Income: \$250,000+	Unwgted	1966	10
	Weighted (000)	7800	33
	Horz %	100.00	0.43
	Vert %	3.20	3.10
	Index	100	97
			*
Household Income: \$200,000-\$249,999	Unwgted	1583	11
	Weighted (000)	7178	94
	Horz %	100.00	1.32
	Vert %	2.94	8.83
	Index	100	300
			*
Household Income: \$150,000-\$199,999	Unwgted	3725	19
	Weighted (000)	18847	80
	Horz %	100.00	0.43
	Vert %	7.72	7.51
	Index	100	97
			*
Household Income: \$100,000-\$149,999	Unwgted	7038	24
	Weighted (000)	39997	151
	Horz %	100.00	0.38
	Vert %	16.39	14.11
	Index	100	86
			*
Household Income: \$75,000-\$99,999	Unwgted	6168	35
	Weighted (000)	32585	161
	Horz %	100.00	0.50
	Vert %	13.35	15.09
	Index	100	113
			*
Household Income: \$60,000-\$74,999	Unwgted	4945	26
	Weighted (000)	24958	105
	Horz %	100.00	0.42
	Vert %	10.23	9.76
	Index	100	95
			*
Household Income: \$50,000-\$59,999	Unwgted	3824	24
	Weighted (000)	18483	104
	Horz %	100.00	0.56
	Vert %	7.57	9.74
	Index	100	129

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Household Income: \$40,000-\$49,999	Unwgted	4928	16
	Weighted (000)	20001	50
	Horz %	100.00	0.25
	Vert %	8.19	4.70
	Index	100	57
			*
Household Income: \$30,000-\$39,999	Unwgted	4676	17
	Weighted (000)	21673	70
	Horz %	100.00	0.32
	Vert %	8.88	6.56
	Index	100	74
			*
Household Income: \$20,000-\$29,999	Unwgted	4378	26
	Weighted (000)	21286	132
	Horz %	100.00	0.62
	Vert %	8.72	12.37
	Index	100	142
			*
Household Income: Under \$20,000	Unwgted	5415	14
	Weighted (000)	31275	88
	Horz %	100.00	0.28
	Vert %	12.81	8.24
	Index	100	64
			*
Median Household Income	Unwgted		
	Weighted (000)	65.60	72.90
	Horz %		
	Vert %		
	Index	100	111
			*
Marital Status: Single, Never Married	Unwgted	12107	38
	Weighted (000)	69105	171
	Horz %	100.00	0.25
	Vert %	28.31	15.98
	Index	100	56
			*
Marital Status: Currently Married	Unwgted	24506	130
	Weighted (000)	129071	709
	Horz %	100.00	0.55
	Vert %	52.88	66.22
	Index	100	125
			*
Marital Status: Divorced or Legally Separated	Unwgted	8229	32
	Weighted (000)	31030	116
	Horz %	100.00	0.38
	Vert %	12.71	10.88
	Index	100	86
			*
Marital Status: Widowed	Unwgted	3804	22
	Weighted (000)	14879	74
	Horz %	100.00	0.50
	Vert %	6.10	6.92
	Index	100	114

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Marital Status: Engaged to Be Married	Unwgted	2120	10
	Weighted (000)	11812	69
	Horz %	100.00	0.58
	Vert %	4.84	6.43
	Index	100	133
			*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	8
	Weighted (000)	21557	42
	Horz %	100.00	0.20
	Vert %	8.83	3.93
	Index	100	44
			*
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	56
	Weighted (000)	94932	339
	Horz %	100.00	0.36
	Vert %	38.89	31.69
	Index	100	81
			*
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	24
	Weighted (000)	38013	169
	Horz %	100.00	0.44
	Vert %	15.57	15.75
	Index	100	101
			*
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	18
	Weighted (000)	34366	90
	Horz %	100.00	0.26
	Vert %	14.08	8.44
	Index	100	60
			*
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	8
	Weighted (000)	14813	57
	Horz %	100.00	0.38
	Vert %	6.07	5.32
	Index	100	88
			*
4 Children Under Age 18 Currently Living at Home	Unwgted	872	4
	Weighted (000)	4873	12
	Horz %	100.00	0.24
	Vert %	2.00	1.09
	Index	100	55
			*
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	2
	Weighted (000)	2867	12
	Horz %	100.00	0.41
	Vert %	1.17	1.10
	Index	100	94
			*
Own Home/Residence	Unwgted	32775	178
	Weighted (000)	160976	831
	Horz %	100.00	0.52
	Vert %	65.95	77.67
	Index	100	118

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Rent Home/Residence	Unwgted	15306	41
	Weighted (000)	80205	212
	Horz %	100.00	0.26
	Vert %	32.86	19.79
	Index	100	60
			*
Live Rent-Free in Home/Residence	Unwgted	565	3
	Weighted (000)	2903	27
	Horz %	100.00	0.94
	Vert %	1.19	2.54
	Index	100	214
			*
Census Region: North East	Unwgted	11000	35
	Weighted (000)	44018	130
	Horz %	100.00	0.29
	Vert %	18.03	12.13
	Index	100	67
			*
Census Region: South	Unwgted	17645	95
	Weighted (000)	92016	464
	Horz %	100.00	0.50
	Vert %	37.70	43.36
	Index	100	115
			*
Census Region: Midwest	Unwgted	9880	63
	Weighted (000)	52062	325
	Horz %	100.00	0.63
	Vert %	21.33	30.40
	Index	100	143
			*
Census Region: West	Unwgted	10121	29
	Weighted (000)	55988	151
	Horz %	100.00	0.27
	Vert %	22.94	14.11
	Index	100	62
			*
Census Sub-Region: New England	Unwgted	2748	7
	Weighted (000)	11567	22
	Horz %	100.00	0.19
	Vert %	4.74	2.06
	Index	100	44
			*
Census Sub-Region: Mid Atlantic	Unwgted	8252	28
	Weighted (000)	32451	108
	Horz %	100.00	0.33
	Vert %	13.30	10.06
	Index	100	76
			*
Census Sub-Region: South Atlantic	Unwgted	9812	46
	Weighted (000)	48740	182
	Horz %	100.00	0.37
	Vert %	19.97	17.01
	Index	100	85

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Census Sub-Region: East South Central	Unwgted	1890	16
	Weighted (000)	14067	114
	Horz %	100.00	0.81
	Vert %	5.76	10.63
	Index	100	184
			*
Census Sub-Region: West South Central	Unwgted	5943	33
	Weighted (000)	29209	168
	Horz %	100.00	0.58
	Vert %	11.97	15.72
	Index	100	131
			*
Census Sub-Region: East North Central	Unwgted	7303	43
	Weighted (000)	36089	206
	Horz %	100.00	0.57
	Vert %	14.79	19.22
	Index	100	130
			*
Census Sub-Region: West North Central	Unwgted	2577	20
	Weighted (000)	15973	120
	Horz %	100.00	0.75
	Vert %	6.54	11.18
	Index	100	171
			*
Census Sub-Region: Mountain	Unwgted	2752	15
	Weighted (000)	18482	95
	Horz %	100.00	0.51
	Vert %	7.57	8.87
	Index	100	117
			*
Census Sub-Region: Pacific	Unwgted	7369	14
	Weighted (000)	37506	56
	Horz %	100.00	0.15
	Vert %	15.37	5.24
	Index	100	34
County Size: A	Unwgted	26326	105
	Weighted (000)	102649	365
	Horz %	100.00	0.36
	Vert %	42.05	34.10
	Index	100	81
County Size: B	Unwgted	11709	55
	Weighted (000)	72000	317
	Horz %	100.00	0.44
	Vert %	29.50	29.58
	Index	100	100
County Size: C/D	Unwgted	10611	62
	Weighted (000)	69435	389
	Horz %	100.00	0.56
	Vert %	28.45	36.32
	Index	100	128

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	6
	Weighted (000)	4719	35
	Horz %	100.00	0.74
	Vert %	1.93	3.26
	Index	100	168
			*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	42
	Weighted (000)	38375	182
	Horz %	100.00	0.48
	Vert %	15.72	17.05
	Index	100	108
			*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	7
	Weighted (000)	6399	32
	Horz %	100.00	0.51
	Vert %	2.62	3.03
	Index	100	116
		*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0
			*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	14
	Weighted (000)	7983	42
	Horz %	100.00	0.53
	Vert %	3.27	3.96
	Index	100	121
			*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	18
	Weighted (000)	12837	50
	Horz %	100.00	0.39
	Vert %	5.26	4.70
	Index	100	89
			*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	4
	Weighted (000)	3908	14
	Horz %	100.00	0.35
	Vert %	1.60	1.27
	Index	100	79
			*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	15
	Weighted (000)	14357	72
	Horz %	100.00	0.50
	Vert %	5.88	6.71
	Index	100	114
			*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	25
	Weighted (000)	42891	130
	Horz %	100.00	0.30
	Vert %	17.57	12.15
	Index	100	69

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	20
	Weighted (000)	14285	87
	Horz %	100.00	0.61
	Vert %	5.85	8.13
	Index	100	139
			*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	14
	Weighted (000)	16987	68
	Horz %	100.00	0.40
	Vert %	6.96	6.31
	Index	100	91
			*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	3
	Weighted (000)	5307	9
	Horz %	100.00	0.18
	Vert %	2.17	0.87
	Index	100	40
			*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	46
	Weighted (000)	44958	229
	Horz %	100.00	0.51
	Vert %	18.42	21.36
	Index	100	116
			*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	1
	Weighted (000)	1196	4
	Horz %	100.00	0.37
	Vert %	0.49	0.42
	Index	100	85
			*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	5
	Weighted (000)	3662	15
	Horz %	100.00	0.42
	Vert %	1.50	1.44
	Index	100	96
			*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	2
	Weighted (000)	15181	2
	Horz %	100.00	0.01
	Vert %	6.22	0.16
	Index	100	3
			*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	19
	Weighted (000)	17450	86
	Horz %	100.00	0.49
	Vert %	7.15	8.04
	Index	100	112
			*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	4
	Weighted (000)	2496	14
	Horz %	100.00	0.55
	Vert %	1.02	1.29
	Index	100	126

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	1
	Weighted (000)	6328	1
	Horz %	100.00	0.01
	Vert %	2.59	0.07
	Index	100	3
			*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	34
	Weighted (000)	23554	129
	Horz %	100.00	0.55
	Vert %	9.65	12.08
	Index	100	125
			*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	3
	Weighted (000)	7376	7
	Horz %	100.00	0.10
	Vert %	3.02	0.69
	Index	100	23
			*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	8
	Weighted (000)	10677	29
	Horz %	100.00	0.27
	Vert %	4.37	2.66
	Index	100	61
			*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	16
	Weighted (000)	20120	79
	Horz %	100.00	0.39
	Vert %	8.24	7.39
	Index	100	90
			*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	4
	Weighted (000)	13480	18
	Horz %	100.00	0.14
	Vert %	5.52	1.70
	Index	100	31
			*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	6
	Weighted (000)	16260	48
	Horz %	100.00	0.30
	Vert %	6.66	4.50
	Index	100	68
			*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	2
	Weighted (000)	5735	8
	Horz %	100.00	0.15
	Vert %	2.35	0.78
	Index	100	33
			*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	1
	Weighted (000)	5268	1
	Horz %	100.00	0.02
	Vert %	2.16	0.10
	Index	100	5

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	1
	Weighted (000)	1893	1
	Horz %	100.00	0.06
	Vert %	0.78	0.10
	Index	100	13
			*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	18
	Weighted (000)	26008	92
	Horz %	100.00	0.35
	Vert %	10.66	8.59
	Index	100	81
			*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	7
	Weighted (000)	10077	22
	Horz %	100.00	0.22
	Vert %	4.13	2.06
	Index	100	50
			*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	1
	Weighted (000)	11746	1
	Horz %	100.00	0.01
	Vert %	4.81	0.08
	Index	100	2
			*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	5
	Weighted (000)	6945	21
	Horz %	100.00	0.31
	Vert %	2.85	1.99
	Index	100	70
			*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	182
	Weighted (000)	204462	891
	Horz %	100.00	0.44
	Vert %	83.77	83.21
	Index	100	99
			*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	105
	Weighted (000)	122460	490
	Horz %	100.00	0.40
	Vert %	50.17	45.80
	Index	100	91
			*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	81
	Weighted (000)	94930	414
	Horz %	100.00	0.44
	Vert %	38.89	38.72
	Index	100	100
			*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	100
	Weighted (000)	109527	471
	Horz %	100.00	0.43
	Vert %	44.87	44.01
	Index	100	98

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	36
	Weighted (000)	41055	182
	Horz %	100.00	0.44
	Vert %	16.82	17.03
	Index	100	101
			*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	10
	Weighted (000)	12268	57
	Horz %	100.00	0.46
	Vert %	5.03	5.30
	Index	100	105
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	71
	Weighted (000)	79167	309
	Horz %	100.00	0.39
	Vert %	32.43	28.87
	Index	100	89
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	94
	Weighted (000)	106532	447
	Horz %	100.00	0.42
	Vert %	43.65	41.73
	Index	100	96
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	77
	Weighted (000)	85146	363
	Horz %	100.00	0.43
	Vert %	34.88	33.90
	Index	100	97
			*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	26
	Weighted (000)	42195	124
	Horz %	100.00	0.29
	Vert %	17.29	11.57
	Index	100	67
			*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	7
	Weighted (000)	10847	43
	Horz %	100.00	0.39
	Vert %	4.44	3.97
	Index	100	89
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	64
	Weighted (000)	66444	324
	Horz %	100.00	0.49
	Vert %	27.22	30.27
	Index	100	111
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	178
	Weighted (000)	186198	838
	Horz %	100.00	0.45
	Vert %	76.28	78.27
	Index	100	103

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	20
	Weighted (000)	32708	128
	Horz %	100.00	0.39
	Vert %	13.40	12.00
	Index	100	90
			*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	3
	Weighted (000)	7844	12
	Horz %	100.00	0.15
	Vert %	3.21	1.13
	Index	100	35
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	67
	Weighted (000)	79216	348
	Horz %	100.00	0.44
	Vert %	32.45	32.49
	Index	100	100
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	162
	Weighted (000)	172300	758
	Horz %	100.00	0.44
	Vert %	70.59	70.77
	Index	100	100
			*
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	9
	Weighted (000)	13032	73
	Horz %	100.00	0.56
	Vert %	5.34	6.81
	Index	100	128
			*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	4
	Weighted (000)	8439	14
	Horz %	100.00	0.16
	Vert %	3.46	1.26
	Index	100	36
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	53
	Weighted (000)	37216	222
	Horz %	100.00	0.60
	Vert %	15.25	20.74
	Index	100	136
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	142
	Weighted (000)	180517	728
	Horz %	100.00	0.40
	Vert %	73.96	68.04
	Index	100	92
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	171
	Weighted (000)	192537	837
	Horz %	100.00	0.43
	Vert %	78.88	78.19
	Index	100	99

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	37
	Weighted (000)	31804	209
	Horz %	100.00	0.66
	Vert %	13.03	19.54
	Index	100	150
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	53
	Weighted (000)	45323	285
	Horz %	100.00	0.63
	Vert %	18.57	26.65
	Index	100	144
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	79
	Weighted (000)	76621	410
	Horz %	100.00	0.54
	Vert %	31.39	38.30
	Index	100	122
Any Vehicle Currently Owned/Leased Has MP3 Player Connection			*
	Unwgted	12633	45
	Weighted (000)	64670	216
	Horz %	100.00	0.33
	Index	100	76
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month			*
	Unwgted	7343	20
	Weighted (000)	36346	92
	Horz %	100.00	0.25
	Index	100	58
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	68
	Weighted (000)	97996	303
	Horz %	100.00	0.31
	Vert %	40.15	28.30
	Index	100	70
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	76
	Weighted (000)	110983	342
	Horz %	100.00	0.31
	Vert %	45.47	31.97
	Index	100	70
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*
	Unwgted	3452	11
	Weighted (000)	17001	58
	Horz %	100.00	0.34
	Index	100	78
Downloaded Music - Past Month			*
	Unwgted	9054	29
	Weighted (000)	47933	150
	Horz %	100.00	0.31
	Index	100	72

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	7
	Weighted (000)	17081	34
	Horz %	100.00	0.20
	Vert %	7.00	3.16
	Index	100	45
			*
Visited iHeartRadio site - Past Month	Unwgted	4412	22
	Weighted (000)	21989	87
	Horz %	100.00	0.40
	Vert %	9.01	8.16
	Index	100	91
			*
Visited iTunes.com site - Past Month	Unwgted	8331	31
	Weighted (000)	40212	103
	Horz %	100.00	0.26
	Vert %	16.47	9.64
	Index	100	59
			*
Visited Pandora.com site - Past Month	Unwgted	16996	62
	Weighted (000)	87700	277
	Horz %	100.00	0.32
	Vert %	35.93	25.91
	Index	100	72
			*
Visited Spotify site - Past Month	Unwgted	6074	14
	Weighted (000)	32588	69
	Horz %	100.00	0.21
	Vert %	13.35	6.47
	Index	100	48
			*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	65
	Weighted (000)	83844	327
	Horz %	100.00	0.39
	Vert %	34.35	30.53
	Index	100	89
			*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	62
	Weighted (000)	70343	297
	Horz %	100.00	0.42
	Vert %	28.82	27.79
	Index	100	96
			*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	85
	Weighted (000)	86850	448
	Horz %	100.00	0.52
	Vert %	35.58	41.81
	Index	100	118
			*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	45
	Weighted (000)	65189	229
	Horz %	100.00	0.35
	Vert %	26.71	21.38
	Index	100	80

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Most trusted media: Radio	Unwgted	4143	23
	Weighted (000)	21056	80
	Horz %	100.00	0.38
	Vert %	8.63	7.46
	Index	100	87
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	189
	Weighted (000)	190885	884
	Horz %	100.00	0.46
	Vert %	78.20	82.57
	Index	100	106
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	154
	Weighted (000)	150599	724
	Horz %	100.00	0.48
	Vert %	61.70	67.59
	Index	100	110
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	125
	Weighted (000)	129573	579
	Horz %	100.00	0.45
	Vert %	53.09	54.06
	Index	100	102
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	155
	Weighted (000)	150356	696
	Horz %	100.00	0.46
	Vert %	61.60	65.05
	Index	100	106
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	83
	Weighted (000)	72467	439
	Horz %	100.00	0.61
	Vert %	29.69	40.96
	Index	100	138
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	121
	Weighted (000)	122899	625
	Horz %	100.00	0.51
	Vert %	50.35	58.39
	Index	100	116
			*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	46
	Weighted (000)	41009	167
	Horz %	100.00	0.41
	Vert %	16.80	15.61
	Index	100	93
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	103
	Weighted (000)	102185	503
	Horz %	100.00	0.49
	Vert %	41.86	47.01
	Index	100	112

		Adults 18+	Would buy/lease new Lincoln if making decision today
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	115
	Weighted (000)	120635	552
	Horz %	100.00	0.46
	Vert %	49.42	51.54
	Index	100	104
			*
Downloaded a TV Program - Past Month	Unwgted	2514	11
	Weighted (000)	11768	46
	Horz %	100.00	0.39
	Vert %	4.82	4.31
	Index	100	89
			*
Watched a TV Program Online - Past Month	Unwgted	8915	28
	Weighted (000)	43431	137
	Horz %	100.00	0.32
	Vert %	17.79	12.81
	Index	100	72
			*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	36
	Weighted (000)	47213	136
	Horz %	100.00	0.29
	Vert %	19.34	12.72
	Index	100	66
			*
Looked at TV Listings Online - Past Month	Unwgted	5331	20
	Weighted (000)	24808	105
	Horz %	100.00	0.42
	Vert %	10.16	9.82
	Index	100	97
Household Subscribes to Cable TV	Unwgted	22534	96
	Weighted (000)	109088	387
	Horz %	100.00	0.35
	Vert %	44.69	36.17
	Index	100	81
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	187
	Weighted (000)	188357	948
	Horz %	100.00	0.50
	Vert %	77.17	88.52
	Index	100	115
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	180
	Weighted (000)	180739	890
	Horz %	100.00	0.49
	Vert %	74.05	83.12
	Index	100	112
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	139
	Weighted (000)	131456	675
	Horz %	100.00	0.51
	Vert %	53.86	63.07
	Index	100	117

		Adults 18+	Would buy/lease new Lincoln if making decision today
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	73
	Weighted (000)	75868	384
	Horz %	100.00	0.51
	Vert %	31.08	35.83
	Index	100	115
			*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	24
	Weighted (000)	27121	127
	Horz %	100.00	0.47
	Vert %	11.11	11.89
	Index	100	107
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	55
	Weighted (000)	59121	220
	Horz %	100.00	0.37
	Vert %	24.22	20.56
	Index	100	85
Household Has a Satellite Dish	Unwgted	10843	68
	Weighted (000)	61939	478
	Horz %	100.00	0.77
	Vert %	25.38	44.68
	Index	100	176
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	126
	Weighted (000)	116768	686
	Horz %	100.00	0.59
	Vert %	47.84	64.11
	Index	100	134
Any Internet/Online Activity - Past Month	Unwgted	42373	189
	Weighted (000)	208554	874
	Horz %	100.00	0.42
	Vert %	85.44	81.61
	Index	100	96
Played Games Online - Past Month	Unwgted	13852	70
	Weighted (000)	73850	352
	Horz %	100.00	0.48
	Vert %	30.26	32.91
	Index	100	109
			*
Downloaded a Video Game - Past Month	Unwgted	5083	17
	Weighted (000)	28601	62
	Horz %	100.00	0.22
	Vert %	11.72	5.80
	Index	100	49
			*
Downloaded a Movie - Past Month	Unwgted	4447	14
	Weighted (000)	21989	64
	Horz %	100.00	0.29
	Vert %	9.01	5.98
	Index	100	66

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Watched a Movie Online - Past Month	Unwgted	11540	40
	Weighted (000)	58047	175
	Horz %	100.00	0.30
	Vert %	23.78	16.36
	Index	100	69
			*
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	28
	Weighted (000)	50248	96
	Horz %	100.00	0.19
	Vert %	20.59	8.95
	Index	100	43
			*
Visited a Chat Room - Past Month	Unwgted	2194	9
	Weighted (000)	10601	34
	Horz %	100.00	0.32
	Vert %	4.34	3.18
	Index	100	73
			*
Used e-Mail - Past Month	Unwgted	37148	168
	Weighted (000)	177506	748
	Horz %	100.00	0.42
	Vert %	72.72	69.84
	Index	100	96
			*
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	126
	Weighted (000)	148723	577
	Horz %	100.00	0.39
	Vert %	60.93	53.86
	Index	100	88
			*
Visited Online Blogs - Past Month	Unwgted	6650	18
	Weighted (000)	32542	91
	Horz %	100.00	0.28
	Vert %	13.33	8.48
	Index	100	64
			*
Wrote an Online Blog - Past Month	Unwgted	1215	3
	Weighted (000)	5810	18
	Horz %	100.00	0.32
	Vert %	2.38	1.72
	Index	100	72
			*
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	16
	Weighted (000)	20569	75
	Horz %	100.00	0.37
	Vert %	8.43	7.03
	Index	100	83
			*
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	155
	Weighted (000)	184180	672
	Horz %	100.00	0.36
	Vert %	75.46	62.79
	Index	100	83

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	126
	Weighted (000)	152016	580
	Horz %	100.00	0.38
	Vert %	62.28	54.17
	Index	100	87
			*
Foursquare	Unwgted	259	2
	Weighted (000)	1096	8
	Horz %	100.00	0.72
	Vert %	0.45	0.74
	Index	100	165
			*
Google + (Google Plus)	Unwgted	7523	31
	Weighted (000)	37002	137
	Horz %	100.00	0.37
	Vert %	15.16	12.84
	Index	100	85
			*
Instagram	Unwgted	11180	34
	Weighted (000)	59923	152
	Horz %	100.00	0.25
	Vert %	24.55	14.15
	Index	100	58
			*
LinkedIn	Unwgted	7899	43
	Weighted (000)	31599	163
	Horz %	100.00	0.51
	Vert %	12.95	15.19
	Index	100	117
			*
Pinterest	Unwgted	9299	44
	Weighted (000)	49108	198
	Horz %	100.00	0.40
	Vert %	20.12	18.49
	Index	100	92
			*
Tumblr	Unwgted	1737	1
	Weighted (000)	9309	8
	Horz %	100.00	0.08
	Vert %	3.81	0.74
	Index	100	19
			*
Twitter	Unwgted	6507	20
	Weighted (000)	32509	88
	Horz %	100.00	0.27
	Vert %	13.32	8.18
	Index	100	61
			*
Yelp	Unwgted	4238	15
	Weighted (000)	17049	55
	Horz %	100.00	0.32
	Vert %	6.98	5.17
	Index	100	74

		Adults 18+	Would buy/lease new Lincoln if making decision today
YouTube	Unwgted	24878	99
	Weighted (000)	125197	385
	Horz %	100.00	0.31
	Vert %	51.29	35.99
	Index	100	70
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	95
	Weighted (000)	98998	482
	Horz %	100.00	0.49
	Vert %	40.56	45.02
	Index	100	111
"Follow" or become a "fan of" something or someone			*
	Unwgted	9880	41
	Weighted (000)	51999	184
	Horz %	100.00	0.35
	Vert %	21.30	17.20
Clicked on an advertisement	Index	100	81
			*
	Unwgted	7250	32
	Weighted (000)	34609	132
	Horz %	100.00	0.38
Watched a video	Vert %	14.18	12.33
	Index	100	87
			*
	Unwgted	23931	88
	Weighted (000)	121821	387
Websites or apps visited or used in the last 30 days: Coupons	Horz %	100.00	0.32
	Vert %	49.91	36.18
	Index	100	72
			*
	Unwgted	1642	11
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Weighted (000)	7736	32
	Horz %	100.00	0.41
	Vert %	3.17	2.95
	Index	100	93
			*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	166
	Weighted (000)	200974	777
	Horz %	100.00	0.39
	Vert %	82.34	72.61
	Index	100	88
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	81
	Weighted (000)	106707	391
	Horz %	100.00	0.37
	Vert %	43.72	36.57
	Index	100	84
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	72
	Weighted (000)	97935	283
	Horz %	100.00	0.29
	Vert %	40.12	26.43
	Index	100	66

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	78
	Weighted (000)	126500	341
	Horz %	100.00	0.27
	Vert %	51.83	31.89
	Index	100	62
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	62
	Weighted (000)	84080	295
	Horz %	100.00	0.35
	Vert %	34.45	27.57
	Index	100	80
			*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	31
	Weighted (000)	61092	129
	Horz %	100.00	0.21
	Vert %	25.03	12.04
	Index	100	48
Used a Mobile "App" - Past Month	Unwgted	25794	98
	Weighted (000)	128777	431
	Horz %	100.00	0.33
	Vert %	52.76	40.22
	Index	100	76
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	75
	Weighted (000)	50128	385
	Horz %	100.00	0.77
	Vert %	20.54	35.95
	Index	100	175
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	94
	Weighted (000)	67106	464
	Horz %	100.00	0.69
	Vert %	27.49	43.30
	Index	100	157
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	81
	Weighted (000)	91290	329
	Horz %	100.00	0.36
	Vert %	37.40	30.75
	Index	100	82
			*
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	25
	Weighted (000)	20084	146
	Horz %	100.00	0.73
	Vert %	8.23	13.67
	Index	100	166
			*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	33
	Weighted (000)	19510	179
	Horz %	100.00	0.92
	Vert %	7.99	16.70
	Index	100	209

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Read Advertisements in Weekday Newspaper	Unwgted	3812	34
	Weighted (000)	17916	163
	Horz %	100.00	0.91
	Vert %	7.34	15.26
	Index	100	208
			*
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	42
	Weighted (000)	22092	215
	Horz %	100.00	0.97
	Vert %	9.05	20.09
	Index	100	222
			*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	45
	Weighted (000)	23852	214
	Horz %	100.00	0.90
	Vert %	9.77	20.04
	Index	100	205
			*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	56
	Weighted (000)	34013	269
	Horz %	100.00	0.79
	Vert %	13.93	25.17
	Index	100	181
			*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	34
	Weighted (000)	20652	167
	Horz %	100.00	0.81
	Vert %	8.46	15.58
	Index	100	184
			*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	73
	Weighted (000)	47372	392
	Horz %	100.00	0.83
	Vert %	19.41	36.63
	Index	100	189
		*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0
		*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0
		*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	0	0
	Weighted (000)	0	0
	Horz %	0.00	0.00
	Vert %	0.00	0.00
	Index	0	0
			*
Have Seen Video Ads in Grocery Storees - Past Month	Unwgted	8175	37
	Weighted (000)	42062	180
	Horz %	100.00	0.43
	Vert %	17.23	16.80
	Index	100	98
			*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	25
	Weighted (000)	27750	144
	Horz %	100.00	0.52
	Vert %	11.37	13.42
	Index	100	118
			*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	21
	Weighted (000)	27941	127
	Horz %	100.00	0.45
	Vert %	11.45	11.83
	Index	100	103
			*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	18
	Weighted (000)	30170	76
	Horz %	100.00	0.25
	Vert %	12.36	7.05
	Index	100	57
			*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	16
	Weighted (000)	24469	58
	Horz %	100.00	0.24
	Vert %	10.02	5.42
	Index	100	54
			*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	16
	Weighted (000)	23484	93
	Horz %	100.00	0.39
	Vert %	9.62	8.65
	Index	100	90
			*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	20
	Weighted (000)	30556	91
	Horz %	100.00	0.30
	Vert %	12.52	8.47
	Index	100	68
			*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	19
	Weighted (000)	21008	78
	Horz %	100.00	0.37
	Vert %	8.61	7.30
	Index	100	85

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	15
	Weighted (000)	31175	113
	Horz %	100.00	0.36
	Vert %	12.77	10.53
	Index	100	82
			*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	13
	Weighted (000)	23019	98
	Horz %	100.00	0.43
	Vert %	9.43	9.20
	Index	100	98
			*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	14
	Weighted (000)	19382	43
	Horz %	100.00	0.22
	Vert %	7.94	4.05
	Index	100	51
			*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	20
	Weighted (000)	27407	62
	Horz %	100.00	0.23
	Vert %	11.23	5.78
	Index	100	51
			*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	17
	Weighted (000)	17909	65
	Horz %	100.00	0.36
	Vert %	7.34	6.09
	Index	100	83
			*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	38
	Weighted (000)	41042	197
	Horz %	100.00	0.48
	Vert %	16.81	18.42
	Index	100	110
			*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	9
	Weighted (000)	18065	29
	Horz %	100.00	0.16
	Vert %	7.40	2.75
	Index	100	37
			*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	9
	Weighted (000)	16785	29
	Horz %	100.00	0.17
	Vert %	6.88	2.72
	Index	100	40
			*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	21
	Weighted (000)	25878	69
	Horz %	100.00	0.27
	Vert %	10.60	6.46
	Index	100	61

RAB / GfK MRI AUTO PROFILE: Lincoln

		Adults 18+	Would buy/lease new Lincoln if making decision today
Have Seen Ads on Billboards - Past Month	Unwgted	23703	128
	Weighted (000)	117973	619
	Horz %	100.00	0.52
	Vert %	48.33	57.83
	Index	100	120
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	47
	Weighted (000)	50330	182
	Horz %	100.00	0.36
	Vert %	20.62	17.03
	Index	100	83
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	21
	Weighted (000)	32843	64
	Horz %	100.00	0.20
	Vert %	13.46	6.02
	Index	100	45
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	6
	Weighted (000)	17102	18
	Horz %	100.00	0.10
	Vert %	7.01	1.65
	Index	100	24
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	30
	Weighted (000)	26219	123
	Horz %	100.00	0.47
	Vert %	10.74	11.52
	Index	100	107
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	6
	Weighted (000)	14451	24
	Horz %	100.00	0.16
	Vert %	5.92	2.22
	Index	100	37
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	41
	Weighted (000)	36191	186
	Horz %	100.00	0.51
	Vert %	14.83	17.33
	Index	100	117
Have Seen Ads on Postcards - Past Month	Unwgted	5576	29
	Weighted (000)	26312	125
	Horz %	100.00	0.47
	Vert %	10.78	11.66
	Index	100	108
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	64
	Weighted (000)	66442	239
	Horz %	100.00	0.36
	Vert %	27.22	22.31
	Index	100	82

		Adults 18+	Would buy/lease new Lincoln if making decision today
			*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	38
	Weighted (000)	42087	167
	Horz %	100.00	0.40
	Vert %	17.24	15.58
	Index	100	90
			*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	41
	Weighted (000)	53139	152
	Horz %	100.00	0.29
	Vert %	21.77	14.22
	Index	100	65
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	77
	Weighted (000)	76102	395
	Horz %	100.00	0.52
	Vert %	31.18	36.88
	Index	100	118
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	58
	Weighted (000)	52205	258
	Horz %	100.00	0.49
	Vert %	21.39	24.13
	Index	100	113
Have Seen Infomercials - Past Month	Unwgted	9871	52
	Weighted (000)	49119	225
	Horz %	100.00	0.46
	Vert %	20.12	20.98
	Index	100	104
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	115
	Weighted (000)	96299	611
	Horz %	100.00	0.63
	Vert %	39.45	57.12
	Index	100	145
			*
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	13
	Weighted (000)	24167	43
	Horz %	100.00	0.18
	Vert %	9.90	4.05
	Index	100	41
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	101
	Weighted (000)	88092	487
	Horz %	100.00	0.55
	Vert %	36.09	45.53
	Index	100	126
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	61
	Weighted (000)	56256	263
	Horz %	100.00	0.47
	Vert %	23.05	24.61
	Index	100	107