

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Adults 18+						
	Unwgt'd	48273	274	243	98	153
	Weighted (000)	240780	1042	1031	370	636
	Horz %	100.00	0.43	0.43	0.15	0.26
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male					*	
	Unwgt'd	24392	144	141	43	64
	Weighted (000)	116178	422	569	146	229
	Horz %	100.00	0.36	0.49	0.13	0.20
	Vert %	48.25	40.52	55.18	39.48	36.00
	Index	100	84	114	82	75
Female						
	Unwgt'd	23881	130	102	55	89
	Weighted (000)	124602	620	462	224	407
	Horz %	100.00	0.50	0.37	0.18	0.33
	Vert %	51.75	59.48	44.82	60.52	64.00
	Index	100	115	87	117	124
Age 18-24			*	*	*	*
	Unwgt'd	3822	12	11	5	16
	Weighted (000)	30214	72	70	39	122
	Horz %	100.00	0.24	0.23	0.13	0.40
	Vert %	12.55	6.93	6.77	10.45	19.21
	Index	100	55	54	83	153
Age 25-34			*		*	*
	Unwgt'd	8153	36	53	16	28
	Weighted (000)	42657	155	220	48	124
	Horz %	100.00	0.36	0.52	0.11	0.29
	Vert %	17.72	14.90	21.38	13.10	19.48
	Index	100	84	121	74	110
Age 35-44					*	*
	Unwgt'd	8482	82	68	28	24
	Weighted (000)	40077	266	331	113	89
	Horz %	100.00	0.66	0.83	0.28	0.22
	Vert %	16.64	25.52	32.13	30.65	14.04
	Index	100	153	193	184	84
Age 45-54					*	*
	Unwgt'd	8893	73	51	27	19
	Weighted (000)	43246	232	169	96	80
	Horz %	100.00	0.54	0.39	0.22	0.18
	Vert %	17.96	22.31	16.44	25.81	12.53
	Index	100	124	92	144	70
Age 55-64			*	*	*	*
	Unwgt'd	8384	45	29	17	33
	Weighted (000)	39759	205	120	65	125
	Horz %	100.00	0.52	0.30	0.16	0.31
	Vert %	16.51	19.73	11.64	17.46	19.60
	Index	100	119	70	106	119

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Age 65+			*	*	*	*
	Unwgt'd	10539	26	31	5	33
	Weighted (000)	44827	111	120	9	96
	Horz %	100.00	0.25	0.27	0.02	0.21
	Vert %	18.62	10.62	11.64	2.53	15.13
	Index	100	57	63	14	81
Age 21+						
	Unwgt'd	46843	269	240	97	147
	Weighted (000)	228583	1012	1004	369	604
	Horz %	100.00	0.44	0.44	0.16	0.26
	Vert %	94.93	97.19	97.41	99.64	94.97
	Index	100	102	103	105	100
Age 18-34			*		*	*
	Unwgt'd	11975	48	64	21	44
	Weighted (000)	72871	227	290	87	246
	Horz %	100.00	0.31	0.40	0.12	0.34
	Vert %	30.26	21.82	28.15	23.55	38.70
	Index	100	72	93	78	128
Age 18-49						
	Unwgt'd	24725	164	153	64	74
	Weighted (000)	133805	602	685	248	370
	Horz %	100.00	0.45	0.51	0.19	0.28
	Vert %	55.57	57.80	66.43	67.11	58.14
	Index	100	104	120	121	105
Age 25-54						
	Unwgt'd	25528	191	172	71	71
	Weighted (000)	125979	653	721	257	293
	Horz %	100.00	0.52	0.57	0.20	0.23
	Vert %	52.32	62.73	69.95	69.56	46.05
	Index	100	120	134	133	88
Age 35-64						
	Unwgt'd	25759	200	148	72	76
	Weighted (000)	123081	704	621	274	294
	Horz %	100.00	0.57	0.50	0.22	0.24
	Vert %	51.12	67.56	60.21	73.92	46.17
	Index	100	132	118	145	90
Age 50+					*	
	Unwgt'd	23548	110	90	34	79
	Weighted (000)	106974	440	346	122	266
	Horz %	100.00	0.41	0.32	0.11	0.25
	Vert %	44.43	42.20	33.57	32.89	41.86
	Index	100	95	76	74	94
Median Age						
	Unwgt'd					
	Weighted (000)	46.80	46.30	41.50	43.70	43.60
	Horz %					
	Vert %					
	Index	100	99	89	93	93
Race: White Only						
	Unwgt'd	34938	176	150	79	98
	Weighted (000)	177950	695	674	313	427
	Horz %	100.00	0.39	0.38	0.18	0.24
	Vert %	73.91	66.77	65.39	84.71	67.15
	Index	100	90	88	115	91

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Race: Black/African-American Only			*	*	*	*
	Unwgt'd	5766	17	39	10	21
	Weighted (000)	29089	56	135	29	74
	Horz %	100.00	0.19	0.46	0.10	0.25
	Vert %	12.08	5.38	13.08	7.90	11.65
	Index	100	45	108	65	96
Race: Asian			*	*	*	*
	Unwgt'd	2336	48	18	3	10
	Weighted (000)	8427	159	54	6	37
	Horz %	100.00	1.89	0.65	0.07	0.43
	Vert %	3.50	15.26	5.28	1.56	5.75
	Index	100	436	151	44	164
Race: Other Race/Multi-Racial			*	*	*	*
	Unwgt'd	7569	81	54	9	34
	Weighted (000)	33741	290	222	27	135
	Horz %	100.00	0.86	0.66	0.08	0.40
	Vert %	14.01	27.85	21.53	7.39	21.20
	Index	100	199	154	53	151
Hispanic, Latino, Spanish Origin or Descent			*	*	*	*
	Unwgt'd	6274	29	33	6	24
	Weighted (000)	36640	122	191	24	112
	Horz %	100.00	0.33	0.52	0.07	0.31
	Vert %	15.22	11.67	18.56	6.52	17.61
	Index	100	77	122	43	116
Hispanic, Personally Speak Only English at Home			*	*	*	*
	Unwgt'd	1651	11	9	2	5
	Weighted (000)	5719	37	43	4	17
	Horz %	100.00	0.64	0.74	0.07	0.30
	Vert %	2.38	3.53	4.13	1.04	2.66
	Index	100	148	174	44	112
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*	*	*
	Unwgt'd	1862	9	14	3	8
	Weighted (000)	9417	36	38	8	12
	Horz %	100.00	0.38	0.40	0.08	0.12
	Vert %	3.91	3.47	3.66	2.12	1.85
	Index	100	89	94	54	47
Hispanic, Personally Speak Only Spanish at Home			*	*	*	*
	Unwgt'd	1118	4	5	0	4
	Weighted (000)	10393	31	77	0	48
	Horz %	100.00	0.30	0.74	0.00	0.46
	Vert %	4.32	3.00	7.47	0.00	7.48
	Index	100	69	173	0	173
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*	*	*
	Unwgt'd	1522	5	5	1	7
	Weighted (000)	8987	18	34	12	36
	Horz %	100.00	0.19	0.38	0.14	0.40
	Vert %	3.73	1.68	3.30	3.36	5.62
	Index	100	45	88	90	151
Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*
	Unwgt'd	95	0	0	0	0
	Weighted (000)	1661	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.69	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree				*	*	*
	Unwgt'd	6767	67	46	24	27
	Weighted (000)	25246	178	171	92	76
	Horz %	100.00	0.70	0.68	0.36	0.30
	Vert %	10.49	17.07	16.57	24.80	11.89
	Index	100	163	158	237	113
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree					*	
	Unwgt'd	11007	105	87	36	51
	Weighted (000)	45336	344	312	145	222
	Horz %	100.00	0.76	0.69	0.32	0.49
	Vert %	18.83	33.01	30.29	39.23	34.93
	Index	100	175	161	208	186
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic			*	*	*	*
	Unwgt'd	2525	13	12	7	10
	Weighted (000)	10486	61	49	25	33
	Horz %	100.00	0.58	0.47	0.24	0.31
	Vert %	4.36	5.85	4.78	6.86	5.13
	Index	100	134	110	158	118
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational			*	*	*	*
	Unwgt'd	3281	19	14	8	12
	Weighted (000)	13387	92	59	23	40
	Horz %	100.00	0.68	0.44	0.17	0.30
	Vert %	5.56	8.80	5.70	6.24	6.35
	Index	100	158	102	112	114
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree			*	*	*	*
	Unwgt'd	10114	31	42	13	23
	Weighted (000)	45271	116	180	39	106
	Horz %	100.00	0.26	0.40	0.09	0.24
	Vert %	18.80	11.12	17.48	10.43	16.73
	Index	100	59	93	55	89
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)			*	*	*	*
	Unwgt'd	10354	31	30	9	23
	Weighted (000)	71224	204	140	44	111
	Horz %	100.00	0.29	0.20	0.06	0.16
	Vert %	29.58	19.56	13.57	11.96	17.46
	Index	100	66	46	40	59
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma			*	*	*	*
	Unwgt'd	4225	8	12	1	7
	Weighted (000)	29828	48	120	2	48
	Horz %	100.00	0.16	0.40	0.01	0.16
	Vert %	12.39	4.58	11.61	0.47	7.51
	Index	100	37	94	4	61
Currently Attending College or University			*	*	*	*
	Unwgt'd	3453	19	19	15	13
	Weighted (000)	19367	51	112	32	62
	Horz %	100.00	0.26	0.58	0.16	0.32
	Vert %	8.04	4.85	10.90	8.62	9.81
	Index	100	60	136	107	122
Employed Full Time						
	Unwgt'd	24928	191	160	72	80
	Weighted (000)	116486	653	643	256	305
	Horz %	100.00	0.56	0.55	0.22	0.26
	Vert %	48.38	62.69	62.43	69.21	47.96
	Index	100	130	129	143	99

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Employed Part Time			*	*	*	*
	Unwgt'd	5673	27	23	11	19
	Weighted (000)	29663	113	120	43	79
	Horz %	100.00	0.38	0.41	0.14	0.27
	Vert %	12.32	10.86	11.67	11.50	12.39
	Index	100	88	95	93	101
Not Employed					*	
	Unwgt'd	17672	56	60	15	54
	Weighted (000)	94631	275	267	71	252
	Horz %	100.00	0.29	0.28	0.08	0.27
	Vert %	39.30	26.45	25.90	19.29	39.65
	Index	100	67	66	49	101
Temporarily Unemployed			*	*	*	*
	Unwgt'd	1992	4	6	3	4
	Weighted (000)	13071	15	29	18	44
	Horz %	100.00	0.11	0.22	0.14	0.33
	Vert %	5.43	1.44	2.82	4.94	6.88
	Index	100	27	52	91	127
Retired from Employment			*	*	*	*
	Unwgt'd	10157	23	26	4	31
	Weighted (000)	45370	105	90	8	84
	Horz %	100.00	0.23	0.20	0.02	0.19
	Vert %	18.84	10.12	8.71	2.07	13.28
	Index	100	54	46	11	70
Not Employed, Principal Shopper for Household			*	*	*	*
	Unwgt'd	2514	22	17	5	11
	Weighted (000)	16486	128	86	26	74
	Horz %	100.00	0.78	0.52	0.16	0.45
	Vert %	6.85	12.31	8.34	6.95	11.60
	Index	100	180	122	102	169
Occupation: Professional and Related Occupations					*	*
	Unwgt'd	7447	71	54	34	22
	Weighted (000)	33261	222	267	145	71
	Horz %	100.00	0.67	0.80	0.44	0.21
	Vert %	13.81	21.30	25.87	39.20	11.14
	Index	100	154	187	284	81
Occupation: Management, Business and Financial Operations					*	*
	Unwgt'd	6565	67	54	28	26
	Weighted (000)	24062	213	150	97	81
	Horz %	100.00	0.88	0.63	0.40	0.34
	Vert %	9.99	20.43	14.59	26.32	12.74
	Index	100	204	146	263	127
Occupation: Sales and Office Occupations			*	*	*	*
	Unwgt'd	5945	39	34	11	20
	Weighted (000)	32600	135	156	39	102
	Horz %	100.00	0.41	0.48	0.12	0.31
	Vert %	13.54	12.94	15.17	10.60	16.10
	Index	100	96	112	78	119
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*
	Unwgt'd	2586	12	10	0	7
	Weighted (000)	13486	51	60	0	35
	Horz %	100.00	0.38	0.45	0.00	0.26
	Vert %	5.60	4.91	5.85	0.00	5.46
	Index	100	88	104	0	98

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Occupation: Other Employed			*	*	*	*
	Unwgt'd	8058	29	31	10	24
	Weighted (000)	42740	145	130	17	95
	Horz %	100.00	0.34	0.30	0.04	0.22
	Vert %	17.75	13.97	12.62	4.60	14.90
	Index	100	79	71	26	84
Household Income: \$250,000+			*	*	*	*
	Unwgt'd	1862	36	24	8	10
	Weighted (000)	7072	120	90	26	32
	Horz %	100.00	1.70	1.27	0.37	0.45
	Vert %	2.94	11.52	8.70	7.11	4.97
	Index	100	392	296	242	169
Household Income: \$200,000-\$249,999			*	*	*	*
	Unwgt'd	1511	29	19	7	9
	Weighted (000)	6244	91	52	23	28
	Horz %	100.00	1.46	0.83	0.37	0.45
	Vert %	2.59	8.77	5.01	6.18	4.43
	Index	100	338	193	238	171
Household Income: \$150,000-\$199,999				*	*	*
	Unwgt'd	3595	51	30	17	11
	Weighted (000)	16937	156	152	87	37
	Horz %	100.00	0.92	0.90	0.52	0.22
	Vert %	7.03	14.99	14.73	23.60	5.88
	Index	100	213	209	336	84
Household Income: \$100,000-\$149,999					*	*
	Unwgt'd	7160	58	60	26	26
	Weighted (000)	37688	229	292	128	157
	Horz %	100.00	0.61	0.78	0.34	0.42
	Vert %	15.65	22.00	28.35	34.70	24.62
	Index	100	141	181	222	157
Household Income: \$75,000-\$99,999				*	*	*
	Unwgt'd	6228	53	43	16	17
	Weighted (000)	32225	236	160	52	49
	Horz %	100.00	0.73	0.50	0.16	0.15
	Vert %	13.38	22.69	15.55	14.02	7.75
	Index	100	170	116	105	58
Household Income: \$60,000-\$74,999			*	*	*	*
	Unwgt'd	4977	13	21	7	24
	Weighted (000)	25163	92	82	14	101
	Horz %	100.00	0.37	0.33	0.05	0.40
	Vert %	10.45	8.88	7.96	3.66	15.95
	Index	100	85	76	35	153
Household Income: \$50,000-\$59,999			*	*	*	*
	Unwgt'd	3803	16	17	10	16
	Weighted (000)	18770	47	72	29	46
	Horz %	100.00	0.25	0.38	0.15	0.25
	Vert %	7.80	4.48	7.00	7.81	7.30
	Index	100	57	90	100	94
Household Income: \$40,000-\$49,999			*	*	*	*
	Unwgt'd	4778	8	13	0	20
	Weighted (000)	20586	36	52	0	82
	Horz %	100.00	0.18	0.25	0.00	0.40
	Vert %	8.55	3.47	5.06	0.00	12.90
	Index	100	41	59	0	151

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Household Income: \$30,000-\$39,999			*	*	*	*
	Unwgt'd	4643	4	7	5	14
	Weighted (000)	22039	12	24	8	77
	Horz %	100.00	0.05	0.11	0.04	0.35
	Vert %	9.15	1.11	2.29	2.29	12.09
	Index	100	12	25	25	132
Household Income: \$20,000-\$29,999			*	*	*	*
	Unwgt'd	4346	4	3	1	3
	Weighted (000)	21849	7	13	1	4
	Horz %	100.00	0.03	0.06	0.01	0.02
	Vert %	9.07	0.70	1.30	0.39	0.57
	Index	100	8	14	4	6
Household Income: Under \$20,000			*	*	*	*
	Unwgt'd	5370	2	6	1	3
	Weighted (000)	32207	15	42	1	23
	Horz %	100.00	0.05	0.13	0.00	0.07
	Vert %	13.38	1.40	4.05	0.25	3.55
	Index	100	11	30	2	27
Median Household Income						
	Unwgt'd					
	Weighted (000)	62.90	116.50	112.00	131.10	72.80
	Horz %					
	Vert %					
	Index	100	185	178	208	116
Marital Status: Single, Never Married			*	*	*	*
	Unwgt'd	11890	29	51	23	34
	Weighted (000)	67363	114	267	75	175
	Horz %	100.00	0.17	0.40	0.11	0.26
	Vert %	27.98	10.97	25.91	20.29	27.48
	Index	100	39	93	73	98
Marital Status: Currently Married						
	Unwgt'd	24640	218	161	55	81
	Weighted (000)	127911	820	620	252	343
	Horz %	100.00	0.64	0.49	0.20	0.27
	Vert %	53.12	78.71	60.20	68.06	53.92
	Index	100	148	113	128	101
Marital Status: Divorced or Legally Separated			*	*	*	*
	Unwgt'd	7948	21	22	17	25
	Weighted (000)	30646	73	82	35	86
	Horz %	100.00	0.24	0.27	0.11	0.28
	Vert %	12.73	6.99	7.94	9.43	13.55
	Index	100	55	62	74	106
Marital Status: Widowed			*	*	*	*
	Unwgt'd	3795	6	9	3	13
	Weighted (000)	14859	35	61	8	32
	Horz %	100.00	0.23	0.41	0.06	0.22
	Vert %	6.17	3.34	5.96	2.22	5.04
	Index	100	54	97	36	82
Marital Status: Engaged to Be Married			*	*	*	*
	Unwgt'd	1949	5	17	4	5
	Weighted (000)	10768	21	73	6	20
	Horz %	100.00	0.19	0.68	0.05	0.18
	Vert %	4.47	1.99	7.12	1.53	3.10
	Index	100	45	159	34	69

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Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*	*
	Unwgt'd	3390	12	19	8	8
	Weighted (000)	20609	49	62	30	27
	Horz %	100.00	0.24	0.30	0.14	0.13
	Vert %	8.56	4.66	5.97	8.06	4.23
	Index	100	54	70	94	49
Any Child(ren) Under Age 18 Living at Home					*	*
	Unwgt'd	18110	167	121	45	46
	Weighted (000)	95244	592	502	171	207
	Horz %	100.00	0.62	0.53	0.18	0.22
	Vert %	39.56	56.82	48.67	46.34	32.52
	Index	100	144	123	117	82
1 Child Under Age 18 Currently Living at Home					*	*
	Unwgt'd	7249	51	38	24	23
	Weighted (000)	38782	196	139	77	101
	Horz %	100.00	0.50	0.36	0.20	0.26
	Vert %	16.11	18.79	13.52	20.84	15.85
	Index	100	117	84	129	98
2 Children Under Age 18 Currently Living at Home					*	*
	Unwgt'd	6875	84	56	14	14
	Weighted (000)	34084	308	235	71	60
	Horz %	100.00	0.90	0.69	0.21	0.18
	Vert %	14.16	29.54	22.78	19.30	9.50
	Index	100	209	161	136	67
3 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	2656	23	20	7	7
	Weighted (000)	14443	65	90	23	17
	Horz %	100.00	0.45	0.62	0.16	0.12
	Vert %	6.00	6.26	8.73	6.20	2.74
	Index	100	104	146	103	46
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	917	7	5	0	1
	Weighted (000)	5134	18	26	0	26
	Horz %	100.00	0.36	0.50	0.00	0.51
	Vert %	2.13	1.75	2.49	0.00	4.14
	Index	100	82	117	0	194
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	413	2	2	0	1
	Weighted (000)	2801	5	12	0	2
	Horz %	100.00	0.17	0.43	0.00	0.06
	Vert %	1.16	0.47	1.16	0.00	0.28
	Index	100	40	100	0	24
Own Home/Residence						
	Unwgt'd	33144	229	194	83	107
	Weighted (000)	160200	838	796	335	415
	Horz %	100.00	0.52	0.50	0.21	0.26
	Vert %	66.53	80.41	77.21	90.58	65.21
	Index	100	121	116	136	98
Rent Home/Residence			*	*	*	*
	Unwgt'd	14554	45	47	14	45
	Weighted (000)	77579	204	230	34	220
	Horz %	100.00	0.26	0.30	0.04	0.28
	Vert %	32.22	19.59	22.33	9.18	34.63
	Index	100	61	69	28	107



		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Live Rent-Free in Home/Residence			*	*	*	*
	Unwgt'd	575	0	2	1	1
	Weighted (000)	3001	0	5	1	1
	Horz %	100.00	0.00	0.16	0.03	0.03
	Vert %	1.25	0.00	0.47	0.25	0.17
Index	100	0	37	20	13	
Census Region: North East				*	*	*
	Unwgt'd	11292	73	44	26	39
	Weighted (000)	43596	199	118	66	144
	Horz %	100.00	0.46	0.27	0.15	0.33
	Vert %	18.11	19.12	11.41	17.95	22.56
Index	100	106	63	99	125	
Census Region: South					*	
	Unwgt'd	16777	89	96	34	66
	Weighted (000)	90561	360	429	135	248
	Horz %	100.00	0.40	0.47	0.15	0.27
	Vert %	37.61	34.55	41.59	36.54	39.03
Index	100	92	111	97	104	
Census Region: Midwest			*	*	*	*
	Unwgt'd	10348	38	43	26	7
	Weighted (000)	51575	118	174	94	16
	Horz %	100.00	0.23	0.34	0.18	0.03
	Vert %	21.42	11.35	16.87	25.34	2.46
Index	100	53	79	118	11	
Census Region: West					*	*
	Unwgt'd	9856	74	60	12	41
	Weighted (000)	55047	364	310	75	229
	Horz %	100.00	0.66	0.56	0.14	0.42
	Vert %	22.86	34.98	30.12	20.17	35.95
Index	100	153	132	88	157	
Census Sub-Region: New England			*	*	*	*
	Unwgt'd	2902	10	10	5	9
	Weighted (000)	11431	41	32	9	29
	Horz %	100.00	0.36	0.28	0.08	0.25
	Vert %	4.75	3.91	3.10	2.36	4.57
Index	100	82	65	50	96	
Census Sub-Region: Mid Atlantic				*	*	*
	Unwgt'd	8390	63	34	21	30
	Weighted (000)	32165	158	86	58	114
	Horz %	100.00	0.49	0.27	0.18	0.36
	Vert %	13.36	15.21	8.32	15.59	17.99
Index	100	114	62	117	135	
Census Sub-Region: South Atlantic					*	*
	Unwgt'd	9468	62	65	20	45
	Weighted (000)	46537	206	254	78	172
	Horz %	100.00	0.44	0.55	0.17	0.37
	Vert %	19.33	19.82	24.65	21.15	27.08
Index	100	103	128	109	140	
Census Sub-Region: East South Central			*	*	*	*
	Unwgt'd	1936	9	5	3	4
	Weighted (000)	14894	65	39	15	8
	Horz %	100.00	0.44	0.26	0.10	0.05
	Vert %	6.19	6.25	3.75	4.09	1.24
Index	100	101	61	66	20	

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		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Census Sub-Region: West South Central			*	*	*	*
	Unwgt'd	5373	18	26	11	17
	Weighted (000)	29130	88	136	42	68
	Horz %	100.00	0.30	0.47	0.14	0.23
	Vert %	12.10	8.48	13.18	11.30	10.71
Index	100	70	109	93	89	
Census Sub-Region: East North Central			*	*	*	*
	Unwgt'd	7954	36	34	18	5
	Weighted (000)	35969	108	128	54	11
	Horz %	100.00	0.30	0.36	0.15	0.03
	Vert %	14.94	10.36	12.40	14.72	1.67
Index	100	69	83	99	11	
Census Sub-Region: West North Central			*	*	*	*
	Unwgt'd	2394	2	9	8	2
	Weighted (000)	15607	10	46	39	5
	Horz %	100.00	0.07	0.30	0.25	0.03
	Vert %	6.48	1.00	4.47	10.62	0.79
Index	100	15	69	164	12	
Census Sub-Region: Mountain			*	*	*	*
	Unwgt'd	2516	13	13	5	11
	Weighted (000)	17393	90	73	45	93
	Horz %	100.00	0.52	0.42	0.26	0.53
	Vert %	7.22	8.66	7.06	12.21	14.61
Index	100	120	98	169	202	
Census Sub-Region: Pacific			*	*	*	*
	Unwgt'd	7340	61	47	7	30
	Weighted (000)	37654	274	238	29	136
	Horz %	100.00	0.73	0.63	0.08	0.36
	Vert %	15.64	26.32	23.06	7.96	21.33
Index	100	168	147	51	136	
County Size: A			*	*	*	*
	Unwgt'd	26336	194	163	67	99
	Weighted (000)	101038	643	601	191	335
	Horz %	100.00	0.64	0.59	0.19	0.33
	Vert %	41.96	61.78	58.27	51.53	52.69
Index	100	147	139	123	126	
County Size: B			*	*	*	*
	Unwgt'd	11787	45	62	19	37
	Weighted (000)	70879	224	312	103	183
	Horz %	100.00	0.32	0.44	0.14	0.26
	Vert %	29.44	21.55	30.28	27.76	28.73
Index	100	73	103	94	98	
County Size: C/D			*	*	*	*
	Unwgt'd	10150	35	18	12	17
	Weighted (000)	68862	174	118	77	118
	Horz %	100.00	0.25	0.17	0.11	0.17
	Vert %	28.60	16.67	11.44	20.70	18.58
Index	100	58	40	72	65	
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1208	15	10	6	3
	Weighted (000)	4881	46	44	41	14
	Horz %	100.00	0.95	0.89	0.85	0.28
	Vert %	2.03	4.44	4.23	11.19	2.18
Index	100	219	209	552	107	

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		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)				*	*	*
	Unwgt'd	8156	51	40	22	30
	Weighted (000)	39455	148	190	70	118
	Horz %	100.00	0.38	0.48	0.18	0.30
	Vert %	16.39	14.23	18.44	18.80	18.53
	Index	100	87	113	115	113
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1202	7	7	3	4
	Weighted (000)	6602	21	44	9	14
	Horz %	100.00	0.33	0.66	0.13	0.22
	Vert %	2.74	2.06	4.25	2.32	2.25
	Index	100	75	155	85	82
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	287	0	1	0	0
	Weighted (000)	1442	0	27	0	0
	Horz %	100.00	0.00	1.89	0.00	0.00
	Vert %	0.60	0.00	2.65	0.00	0.00
	Index	100	0	442	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2864	30	21	10	11
	Weighted (000)	8071	77	47	29	36
	Horz %	100.00	0.96	0.58	0.36	0.44
	Vert %	3.35	7.40	4.52	7.83	5.59
	Index	100	221	135	233	167
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	3437	30	20	9	12
	Weighted (000)	12832	82	45	18	40
	Horz %	100.00	0.64	0.35	0.14	0.31
	Vert %	5.33	7.84	4.38	4.74	6.33
	Index	100	147	82	89	119
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	884	10	4	2	1
	Weighted (000)	4021	30	8	15	2
	Horz %	100.00	0.75	0.20	0.38	0.04
	Vert %	1.67	2.89	0.79	4.17	0.25
	Index	100	173	47	250	15
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	3316	32	28	9	10
	Weighted (000)	15752	123	121	47	40
	Horz %	100.00	0.78	0.77	0.30	0.25
	Vert %	6.54	11.82	11.77	12.62	6.21
	Index	100	181	180	193	95
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)					*	*
	Unwgt'd	8653	59	64	17	28
	Weighted (000)	45814	236	253	63	129
	Horz %	100.00	0.52	0.55	0.14	0.28
	Vert %	19.03	22.68	24.58	17.08	20.23
	Index	100	119	129	90	106
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2973	14	14	7	8
	Weighted (000)	14188	45	47	20	22
	Horz %	100.00	0.32	0.33	0.14	0.15
	Vert %	5.89	4.30	4.56	5.34	3.44
	Index	100	73	77	91	58

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		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	3601	23	14	10	10
	Weighted (000)	18087	102	38	28	35
	Horz %	100.00	0.56	0.21	0.16	0.20
	Vert %	7.51	9.81	3.70	7.64	5.55
	Index	100	131	49	102	74
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1383	5	8	3	7
	Weighted (000)	5415	16	20	17	18
	Horz %	100.00	0.29	0.37	0.31	0.33
	Vert %	2.25	1.52	1.96	4.48	2.83
	Index	100	68	87	199	126
Radio Formats: Country (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	8065	30	33	15	14
	Weighted (000)	46392	144	138	59	74
	Horz %	100.00	0.31	0.30	0.13	0.16
	Vert %	19.27	13.86	13.38	15.81	11.66
	Index	100	72	69	82	61
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	289	1	2	0	2
	Weighted (000)	1180	1	15	0	2
	Horz %	100.00	0.08	1.27	0.00	0.19
	Vert %	0.49	0.10	1.45	0.00	0.35
	Index	100	19	296	0	72
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	730	4	2	1	4
	Weighted (000)	4011	8	5	1	20
	Horz %	100.00	0.21	0.12	0.02	0.50
	Vert %	1.67	0.81	0.45	0.19	3.17
	Index	100	49	27	11	190
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2429	11	10	2	12
	Weighted (000)	15349	36	82	13	67
	Horz %	100.00	0.24	0.53	0.09	0.44
	Vert %	6.37	3.47	7.94	3.55	10.60
	Index	100	54	125	56	166
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	3507	22	18	11	11
	Weighted (000)	16479	73	95	28	68
	Horz %	100.00	0.45	0.58	0.17	0.41
	Vert %	6.84	7.05	9.20	7.51	10.69
	Index	100	103	134	110	156
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	702	3	6	2	4
	Weighted (000)	2542	20	31	7	26
	Horz %	100.00	0.80	1.21	0.29	1.03
	Vert %	1.06	1.95	3.00	1.98	4.13
	Index	100	184	284	187	391
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	991	6	5	1	3
	Weighted (000)	6494	20	56	12	32
	Horz %	100.00	0.31	0.86	0.19	0.49
	Vert %	2.70	1.94	5.40	3.36	4.95
	Index	100	72	200	124	184

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		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	5900	40	36	20	21
	Weighted (000)	23011	117	94	80	71
	Horz %	100.00	0.51	0.41	0.35	0.31
	Vert %	9.56	11.19	9.09	21.68	11.13
	Index	100	117	95	227	116
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1671	11	5	0	8
	Weighted (000)	8714	34	15	0	54
	Horz %	100.00	0.39	0.17	0.00	0.62
	Vert %	3.62	3.24	1.42	0.00	8.49
	Index	100	90	39	0	235
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2634	22	19	5	8
	Weighted (000)	10681	55	65	14	29
	Horz %	100.00	0.51	0.61	0.13	0.27
	Vert %	4.44	5.25	6.35	3.83	4.53
	Index	100	118	143	86	102
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	3953	21	20	10	10
	Weighted (000)	20069	127	78	47	40
	Horz %	100.00	0.63	0.39	0.24	0.20
	Vert %	8.34	12.15	7.60	12.77	6.31
	Index	100	146	91	153	76
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2820	15	20	6	12
	Weighted (000)	14985	61	112	13	98
	Horz %	100.00	0.41	0.75	0.08	0.66
	Vert %	6.22	5.85	10.88	3.42	15.46
	Index	100	94	175	55	248
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	3771	23	16	6	12
	Weighted (000)	18525	72	44	16	71
	Horz %	100.00	0.39	0.24	0.09	0.38
	Vert %	7.69	6.93	4.28	4.42	11.09
	Index	100	90	56	57	144
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1166	7	5	3	0
	Weighted (000)	6001	50	27	17	0
	Horz %	100.00	0.83	0.45	0.27	0.00
	Vert %	2.49	4.77	2.64	4.46	0.00
	Index	100	191	106	179	0
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	791	5	5	1	5
	Weighted (000)	4990	16	41	1	12
	Horz %	100.00	0.31	0.83	0.01	0.25
	Vert %	2.07	1.50	4.00	0.19	1.94
	Index	100	73	193	9	94
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	315	1	0	0	2
	Weighted (000)	1793	4	0	0	5
	Horz %	100.00	0.24	0.00	0.00	0.30
	Vert %	0.74	0.41	0.00	0.00	0.85
	Index	100	55	0	0	114

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		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	5190	27	35	10	21
	Weighted (000)	26664	97	160	27	83
	Horz %	100.00	0.37	0.60	0.10	0.31
	Vert %	11.07	9.35	15.51	7.20	13.11
	Index	100	84	140	65	118
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	2379	12	17	4	7
	Weighted (000)	11083	33	101	9	19
	Horz %	100.00	0.30	0.91	0.08	0.17
	Vert %	4.60	3.18	9.80	2.46	2.94
	Index	100	69	213	53	64
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1939	9	15	5	10
	Weighted (000)	11362	42	52	13	57
	Horz %	100.00	0.37	0.45	0.11	0.50
	Vert %	4.72	4.07	5.02	3.48	8.93
	Index	100	86	106	74	189
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1269	8	8	5	7
	Weighted (000)	7051	27	50	17	23
	Horz %	100.00	0.39	0.70	0.24	0.33
	Vert %	2.93	2.61	4.82	4.56	3.64
	Index	100	89	165	156	124
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours						
	Unwgt'd	40314	241	213	90	126
	Weighted (000)	198598	908	890	350	540
	Horz %	100.00	0.46	0.45	0.18	0.27
	Vert %	82.48	87.13	86.38	94.70	84.83
	Index	100	106	105	115	103
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am						
	Unwgt'd	24949	163	148	58	79
	Weighted (000)	119900	583	637	234	297
	Horz %	100.00	0.49	0.53	0.20	0.25
	Vert %	49.80	56.01	61.83	63.25	46.65
	Index	100	112	124	127	94
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm					*	
	Unwgt'd	18085	88	86	35	50
	Weighted (000)	89896	313	397	125	253
	Horz %	100.00	0.35	0.44	0.14	0.28
	Vert %	37.34	30.01	38.53	33.71	39.70
	Index	100	80	103	90	106
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm						
	Unwgt'd	21647	140	145	53	77
	Weighted (000)	104254	537	635	205	338
	Horz %	100.00	0.52	0.61	0.20	0.32
	Vert %	43.30	51.57	61.59	55.34	53.18
	Index	100	119	142	128	123
Radio Daypart Cumes: Weekday 7:00 pm - Midnight			*	*	*	*
	Unwgt'd	7445	42	45	14	20
	Weighted (000)	38037	202	211	64	76
	Horz %	100.00	0.53	0.56	0.17	0.20
	Vert %	15.80	19.41	20.52	17.30	12.01
	Index	100	123	130	109	76

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Radio Daypart Cumes: Weekday Midnight - 6:00 am			*	*	*	*
	Unwgt'd	2311	10	11	2	9
	Weighted (000)	11829	52	54	6	23
	Horz %	100.00	0.44	0.45	0.05	0.19
	Vert %	4.91	4.97	5.20	1.69	3.55
	Index	100	101	106	34	72
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am					*	
	Unwgt'd	15558	86	69	36	55
	Weighted (000)	75340	345	301	118	200
	Horz %	100.00	0.46	0.40	0.16	0.27
	Vert %	31.29	33.16	29.22	31.88	31.40
	Index	100	106	93	102	100
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm					*	
	Unwgt'd	21529	117	108	48	72
	Weighted (000)	103236	429	426	164	300
	Horz %	100.00	0.42	0.41	0.16	0.29
	Vert %	42.88	41.21	41.35	44.25	47.23
	Index	100	96	96	103	110
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm					*	*
	Unwgt'd	16365	92	87	39	49
	Weighted (000)	81300	386	367	157	206
	Horz %	100.00	0.47	0.45	0.19	0.25
	Vert %	33.77	37.05	35.57	42.53	32.45
	Index	100	110	105	126	96
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*	*	*	*
	Unwgt'd	7820	39	38	16	26
	Weighted (000)	39381	147	153	99	83
	Horz %	100.00	0.37	0.39	0.25	0.21
	Vert %	16.36	14.08	14.84	26.65	13.06
	Index	100	86	91	163	80
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*	*
	Unwgt'd	1948	7	5	3	9
	Weighted (000)	9954	21	43	23	22
	Horz %	100.00	0.21	0.43	0.23	0.22
	Vert %	4.13	1.98	4.16	6.29	3.41
	Index	100	48	101	152	83
Where Listen to Radio on Typical Weekday: Home					*	*
	Unwgt'd	12806	51	50	24	34
	Weighted (000)	62580	224	218	115	152
	Horz %	100.00	0.36	0.35	0.18	0.24
	Vert %	25.99	21.50	21.17	31.18	23.90
	Index	100	83	81	120	92
Where Listen to Radio on Typical Weekday: Car						
	Unwgt'd	37001	245	207	91	117
	Weighted (000)	181109	906	869	337	486
	Horz %	100.00	0.50	0.48	0.19	0.27
	Vert %	75.22	86.99	84.33	91.12	76.46
	Index	100	116	112	121	102
Where Listen to Radio on Typical Weekday: Work			*	*	*	*
	Unwgt'd	5690	25	39	9	11
	Weighted (000)	29668	101	155	32	60
	Horz %	100.00	0.34	0.52	0.11	0.20
	Vert %	12.32	9.71	15.02	8.67	9.36
	Index	100	79	122	70	76

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1158	6	7	2	3
	Weighted (000)	6331	39	41	3	25
	Horz %	100.00	0.61	0.65	0.05	0.39
	Vert %	2.63	3.71	4.01	0.79	3.85
	Index	100	141	153	30	146
Where Listen to Radio on Typical Weekend: Home					*	*
	Unwgt'd	14791	67	68	35	42
	Weighted (000)	72174	277	281	162	179
	Horz %	100.00	0.38	0.39	0.23	0.25
	Vert %	29.97	26.60	27.29	43.90	28.09
	Index	100	89	91	146	94
Where Listen to Radio on Typical Weekend: Car						
	Unwgt'd	33975	212	190	77	111
	Weighted (000)	166202	789	753	253	447
	Horz %	100.00	0.47	0.45	0.15	0.27
	Vert %	69.03	75.74	73.03	68.27	70.26
	Index	100	110	106	99	102
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgt'd	2031	6	14	4	7
	Weighted (000)	11015	29	83	32	42
	Horz %	100.00	0.26	0.75	0.29	0.38
	Vert %	4.57	2.78	8.06	8.56	6.57
	Index	100	61	176	187	144
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1137	5	6	1	2
	Weighted (000)	6306	22	29	1	6
	Horz %	100.00	0.35	0.46	0.02	0.09
	Vert %	2.62	2.10	2.82	0.40	0.91
	Index	100	80	108	15	35
Ever Listen to AM Radio (Terrestrial Radio)				*	*	*
	Unwgt'd	9226	60	49	25	31
	Weighted (000)	37690	174	154	77	98
	Horz %	100.00	0.46	0.41	0.20	0.26
	Vert %	15.65	16.67	14.97	20.81	15.34
	Index	100	107	96	133	98
Ever Listen to FM Radio (Terrestrial Radio)						
	Unwgt'd	36061	207	189	75	108
	Weighted (000)	181675	796	778	271	452
	Horz %	100.00	0.44	0.43	0.15	0.25
	Vert %	75.45	76.39	75.48	73.24	71.00
	Index	100	101	100	97	94
Ever Listen to Any Terrestrial Radio (AM/FM)						
	Unwgt'd	39115	223	204	83	122
	Weighted (000)	193871	841	817	315	495
	Horz %	100.00	0.43	0.42	0.16	0.26
	Vert %	80.52	80.78	79.30	85.18	77.85
	Index	100	100	98	106	97
Ever Listen to Satellite Radio (SiriusXM)					*	*
	Unwgt'd	6485	56	56	23	20
	Weighted (000)	28450	197	222	96	49
	Horz %	100.00	0.69	0.78	0.34	0.17
	Vert %	11.82	18.89	21.58	26.00	7.74
	Index	100	160	183	220	65



		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Household Subscribes to Satellite (SiriusXM) Radio					*	*
	Unwgt'd	8939	77	72	33	31
	Weighted (000)	41160	278	288	119	102
	Horz %	100.00	0.68	0.70	0.29	0.25
	Vert %	17.09	26.69	27.93	32.28	16.08
	Index	100	156	163	189	94
Any Vehicle Currently Owned/Leased Has Satellite Radio						
	Unwgt'd	14712	169	146	74	65
	Weighted (000)	71398	645	645	288	241
	Horz %	100.00	0.90	0.90	0.40	0.34
	Vert %	29.65	61.92	62.60	77.86	37.86
	Index	100	209	211	263	128
Any Vehicle Currently Owned/Leased Has MP3 Player Connection						*
	Unwgt'd	12557	147	105	52	48
	Weighted (000)	62882	491	415	158	243
	Horz %	100.00	0.78	0.66	0.25	0.39
	Vert %	26.12	47.13	40.24	42.63	38.14
	Index	100	180	154	163	146
listened online to streaming AM/FM broadcast radio stations					*	*
	Unwgt'd	7450	51	50	20	21
	Weighted (000)	36486	142	169	69	126
	Horz %	100.00	0.39	0.46	0.19	0.35
	Vert %	15.15	13.61	16.35	18.75	19.81
	Index	100	90	108	124	131
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)					*	*
	Unwgt'd	14104	103	90	44	40
	Weighted (000)	70596	374	408	164	176
	Horz %	100.00	0.53	0.58	0.23	0.25
	Vert %	29.32	35.87	39.56	44.21	27.65
	Index	100	122	135	151	94
Listened to Any Radio on the Internet/Online-Past Month						
	Unwgt'd	20341	150	137	53	68
	Weighted (000)	101859	572	603	206	315
	Horz %	100.00	0.56	0.59	0.20	0.31
	Vert %	42.30	54.89	58.47	55.54	49.57
	Index	100	130	138	131	117
Visited a radio station, radio program or radio personality's website			*	*	*	*
	Unwgt'd	3495	24	22	11	7
	Weighted (000)	16642	83	82	44	39
	Horz %	100.00	0.50	0.49	0.26	0.24
	Vert %	6.91	7.93	7.93	11.78	6.19
	Index	100	115	115	170	90
Downloaded music - Past Month					*	*
	Unwgt'd	10131	61	67	20	33
	Weighted (000)	53361	243	361	63	132
	Horz %	100.00	0.46	0.68	0.12	0.25
	Vert %	22.16	23.37	35.01	17.14	20.79
	Index	100	105	158	77	94
Downloaded or listened to podcasts/podcasting - past month			*	*	*	*
	Unwgt'd	2692	26	20	6	8
	Weighted (000)	11952	112	100	26	38
	Horz %	100.00	0.94	0.84	0.22	0.32
	Vert %	4.96	10.77	9.74	7.11	6.05
	Index	100	217	196	143	122

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)			*	*	*	*
	Unwgt'd	3490	15	18	10	8
	Weighted (000)	17709	56	70	22	33
	Horz %	100.00	0.32	0.40	0.12	0.19
	Vert %	7.36	5.40	6.82	5.82	5.20
	Index	100	73	93	79	71
Listened to iTunes/last 30 days (measured as website visited/last 30 days)					*	*
	Unwgt'd	7650	63	67	19	23
	Weighted (000)	36645	247	272	67	97
	Horz %	100.00	0.67	0.74	0.18	0.27
	Vert %	15.22	23.72	26.42	18.07	15.29
	Index	100	156	174	119	100
Listened to Pandora/last 30 days (measured as website visited/last 30 days)					*	*
	Unwgt'd	13348	102	87	35	44
	Weighted (000)	68670	346	358	142	211
	Horz %	100.00	0.50	0.52	0.21	0.31
	Vert %	28.52	33.26	34.72	38.25	33.16
	Index	100	117	122	134	116
Listened to Spotify/last 30 days (measured as website visited/last 30 days)			*	*	*	*
	Unwgt'd	4026	29	26	10	14
	Weighted (000)	21138	119	142	45	86
	Horz %	100.00	0.56	0.67	0.21	0.41
	Vert %	8.78	11.40	13.82	12.22	13.52
	Index	100	130	157	139	154
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat					*	*
	Unwgt'd	16441	95	85	37	53
	Weighted (000)	83247	380	413	150	210
	Horz %	100.00	0.46	0.50	0.18	0.25
	Vert %	34.57	36.45	40.03	40.47	33.08
	Index	100	105	116	117	96
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat					*	*
	Unwgt'd	13568	74	66	23	36
	Weighted (000)	68583	285	290	67	147
	Horz %	100.00	0.42	0.42	0.10	0.21
	Vert %	28.48	27.34	28.13	18.21	23.15
	Index	100	96	99	64	81
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat					*	*
	Unwgt'd	16787	96	86	28	47
	Weighted (000)	84735	346	358	90	210
	Horz %	100.00	0.41	0.42	0.11	0.25
	Vert %	35.19	33.22	34.69	24.38	32.97
	Index	100	94	99	69	94
For me, advertising on radio is amusing. Agree strongly or Agree somewhat					*	*
	Unwgt'd	12871	76	63	24	40
	Weighted (000)	66195	277	229	89	144
	Horz %	100.00	0.42	0.35	0.13	0.22
	Vert %	27.49	26.56	22.22	24.05	22.63
	Index	100	97	81	87	82
TV Dayparts: Total Week Prime Time Cume Audience						
	Unwgt'd	38660	211	204	80	128
	Weighted (000)	189912	743	837	297	510
	Horz %	100.00	0.39	0.44	0.16	0.27
	Vert %	78.87	71.31	81.17	80.31	80.21
	Index	100	90	103	102	102

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30696	171	154	63	98
	Weighted (000)	149196	594	593	245	398
	Horz %	100.00	0.40	0.40	0.16	0.27
	Vert %	61.96	57.02	57.57	66.17	62.58
	Index	100	92	93	107	101
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26491	142	134	54	82
	Weighted (000)	129997	516	544	194	283
	Horz %	100.00	0.40	0.42	0.15	0.22
	Vert %	53.99	49.58	52.81	52.52	44.45
	Index	100	92	98	97	82
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30904	159	167	58	97
	Weighted (000)	150311	543	608	208	343
	Horz %	100.00	0.36	0.40	0.14	0.23
	Vert %	62.43	52.12	58.99	56.11	53.92
	Index	100	83	94	90	86
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13385	47	58	14	41
	Weighted (000)	71448	208	258	71	183
	Horz %	100.00	0.29	0.36	0.10	0.26
	Vert %	29.67	19.99	24.99	19.17	28.73
	Index	100	67	84	65	97
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	23966	115	121	35	88
	Weighted (000)	120410	427	452	124	352
	Horz %	100.00	0.35	0.38	0.10	0.29
	Vert %	50.01	40.98	43.86	33.38	55.39
	Index	100	82	88	67	111
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	7819	32	26	13	27
	Weighted (000)	39930	132	107	57	118
	Horz %	100.00	0.33	0.27	0.14	0.30
	Vert %	16.58	12.67	10.36	15.37	18.58
	Index	100	76	62	93	112
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	19776	88	102	35	56
	Weighted (000)	98663	348	444	159	185
	Horz %	100.00	0.35	0.45	0.16	0.19
	Vert %	40.98	33.42	43.12	42.95	29.09
	Index	100	82	105	105	71
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23713	120	122	43	72
	Weighted (000)	118404	386	484	159	280
	Horz %	100.00	0.33	0.41	0.13	0.24
	Vert %	49.18	37.03	47.00	42.97	43.99
	Index	100	75	96	87	89
Downloaded a TV Program - Past Month	Unwgt'd	2546	13	12	5	2
	Weighted (000)	12316	33	54	9	8
	Horz %	100.00	0.27	0.44	0.07	0.06
	Vert %	5.11	3.17	5.28	2.31	1.18
	Index	100	62	103	45	23

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Watched a TV Program Online - Past Month					*	*
	Unwgt'd	8662	61	55	18	24
	Weighted (000)	42288	211	213	41	107
	Horz %	100.00	0.50	0.50	0.10	0.25
	Vert %	17.56	20.24	20.63	11.20	16.89
	Index	100	115	117	64	96
Visited a TV Network or TV Show's Web Site - Past Month					*	*
	Unwgt'd	10361	66	52	26	29
	Weighted (000)	49642	195	206	89	136
	Horz %	100.00	0.39	0.41	0.18	0.27
	Vert %	20.62	18.71	19.97	23.96	21.44
	Index	100	91	97	116	104
Looked at TV Listings Online - Past Month			*	*	*	*
	Unwgt'd	5556	30	39	13	19
	Weighted (000)	25739	84	118	40	71
	Horz %	100.00	0.33	0.46	0.15	0.28
	Vert %	10.69	8.10	11.46	10.70	11.21
	Index	100	76	107	100	105
Household Subscribes to Cable TV						
	Unwgt'd	22719	140	110	53	86
	Weighted (000)	108255	565	451	204	350
	Horz %	100.00	0.52	0.42	0.19	0.32
	Vert %	44.96	54.20	43.79	55.18	55.08
	Index	100	121	97	123	123
Household Subscribes to Cable, Satellite or Fiber Optic TV						
	Unwgt'd	39029	244	212	89	129
	Weighted (000)	191150	937	872	343	503
	Horz %	100.00	0.49	0.46	0.18	0.26
	Vert %	79.39	89.93	84.56	92.67	78.99
	Index	100	113	107	117	100
Viewed Any Cable TV (Including Pay) - Past Week						
	Unwgt'd	37639	231	199	86	125
	Weighted (000)	184440	878	815	337	486
	Horz %	100.00	0.48	0.44	0.18	0.26
	Vert %	76.60	84.34	79.03	90.95	76.41
	Index	100	110	103	119	100
Heavy Cable TV Viewer (Including Pay) - Past Week						
	Unwgt'd	27789	143	149	56	87
	Weighted (000)	137528	561	561	233	314
	Horz %	100.00	0.41	0.41	0.17	0.23
	Vert %	57.12	53.86	54.42	62.89	49.36
	Index	100	94	95	110	86
Viewed Any Premium Cable Channels - Past Month					*	*
	Unwgt'd	16374	119	119	37	62
	Weighted (000)	77280	407	457	124	199
	Horz %	100.00	0.53	0.59	0.16	0.26
	Vert %	32.10	39.08	44.33	33.46	31.23
	Index	100	122	138	104	97
Viewed Any Pay-Per-View Programs or Events - Past Year					*	*
	Unwgt'd	6244	54	59	17	32
	Weighted (000)	29338	182	220	73	105
	Horz %	100.00	0.62	0.75	0.25	0.36
	Vert %	12.18	17.50	21.37	19.75	16.56
	Index	100	144	175	162	136

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Viewed Any Video-On-Demand Programs or Events - Past Year					*	*
	Unwgt'd	13643	117	99	47	48
	Weighted (000)	59903	401	316	156	204
	Horz %	100.00	0.67	0.53	0.26	0.34
	Vert %	24.88	38.54	30.67	42.21	32.00
Index	100	155	123	170	129	
Household Has a Satellite Dish					*	*
	Unwgt'd	10901	57	54	21	23
	Weighted (000)	62972	245	272	103	100
	Horz %	100.00	0.39	0.43	0.16	0.16
	Vert %	26.15	23.55	26.38	27.86	15.67
Index	100	90	101	107	60	
Household Has a Digital Video Recorder (DVR)						
	Unwgt'd	24213	170	150	66	84
	Weighted (000)	117400	597	610	253	350
	Horz %	100.00	0.51	0.52	0.22	0.30
	Vert %	48.76	57.28	59.19	68.30	54.97
Index	100	117	121	140	113	
Any Internet/Online Activity - Past Month						
	Unwgt'd	41735	264	231	97	142
	Weighted (000)	203627	989	930	352	602
	Horz %	100.00	0.49	0.46	0.17	0.30
	Vert %	84.57	94.95	90.27	95.11	94.67
Index	100	112	107	112	112	
Played Games Online - Past Month					*	*
	Unwgt'd	13858	55	71	20	39
	Weighted (000)	73582	192	294	72	221
	Horz %	100.00	0.26	0.40	0.10	0.30
	Vert %	30.56	18.40	28.57	19.50	34.73
Index	100	60	93	64	114	
Downloaded a Video Game - Past Month			*	*	*	*
	Unwgt'd	5181	20	22	9	12
	Weighted (000)	29277	76	119	36	47
	Horz %	100.00	0.26	0.41	0.12	0.16
	Vert %	12.16	7.29	11.56	9.80	7.35
Index	100	60	95	81	60	
Downloaded a Movie - Past Month			*	*	*	*
	Unwgt'd	4298	30	28	13	8
	Weighted (000)	21411	85	111	33	42
	Horz %	100.00	0.40	0.52	0.15	0.20
	Vert %	8.89	8.12	10.80	8.90	6.58
Index	100	91	121	100	74	
Watched a Movie Online - Past Month					*	*
	Unwgt'd	10210	65	62	18	30
	Weighted (000)	51231	203	251	76	127
	Horz %	100.00	0.40	0.49	0.15	0.25
	Vert %	21.28	19.51	24.38	20.65	19.94
Index	100	92	115	97	94	
Watched Online Video (Not Movie, TV) - Past Month					*	*
	Unwgt'd	8994	64	51	24	25
	Weighted (000)	44949	190	225	93	128
	Horz %	100.00	0.42	0.50	0.21	0.28
	Vert %	18.67	18.24	21.78	25.09	20.08
Index	100	98	117	134	108	

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Visited a Chat Room - Past Month			*	*	*	*
	Unwgt'd	2241	13	9	5	6
	Weighted (000)	11411	37	29	26	41
	Horz %	100.00	0.33	0.26	0.23	0.36
	Vert %	4.74	3.59	2.83	7.14	6.39
	Index	100	76	60	151	135
Used e-Mail - Past Month						
	Unwgt'd	36995	254	212	92	125
	Weighted (000)	174261	949	798	317	495
	Horz %	100.00	0.54	0.46	0.18	0.28
	Vert %	72.37	91.08	77.46	85.66	77.84
	Index	100	126	107	118	108
Used Instant Messenger/IM Online - Past Month						
	Unwgt'd	26705	184	158	58	90
	Weighted (000)	135807	686	638	213	406
	Horz %	100.00	0.51	0.47	0.16	0.30
	Vert %	56.40	65.89	61.88	57.62	63.83
	Index	100	117	110	102	113
Visited Online Blogs - Past Month				*	*	*
	Unwgt'd	6524	54	41	16	23
	Weighted (000)	31710	167	200	48	92
	Horz %	100.00	0.53	0.63	0.15	0.29
	Vert %	13.17	16.06	19.39	13.10	14.52
	Index	100	122	147	99	110
Wrote an Online Blog - Past Month			*	*	*	*
	Unwgt'd	1311	8	9	5	3
	Weighted (000)	6536	43	40	18	7
	Horz %	100.00	0.65	0.61	0.27	0.10
	Vert %	2.71	4.09	3.88	4.82	1.03
	Index	100	151	143	177	38
Uploaded or Added Video to a Web Site - Past Month			*	*	*	*
	Unwgt'd	3852	22	27	11	12
	Weighted (000)	19478	84	103	39	67
	Horz %	100.00	0.43	0.53	0.20	0.34
	Vert %	8.09	8.11	10.00	10.45	10.46
	Index	100	100	124	129	129
Accessed Any Social/Networking/Photo/Video Web Site - Past Month						
	Unwgt'd	35665	242	193	87	104
	Weighted (000)	177442	911	775	337	442
	Horz %	100.00	0.51	0.44	0.19	0.25
	Vert %	73.69	87.49	75.16	90.99	69.49
	Index	100	119	102	123	94
Accessed Facebook.com - Past Month						
	Unwgt'd	28781	187	151	70	89
	Weighted (000)	145748	717	605	277	378
	Horz %	100.00	0.49	0.41	0.19	0.26
	Vert %	60.53	68.81	58.66	74.83	59.35
	Index	100	114	97	124	98
Accessed Foursquare - Past Month			*	*	*	*
	Unwgt'd	326	0	3	2	2
	Weighted (000)	1536	0	9	4	8
	Horz %	100.00	0.00	0.60	0.25	0.55
	Vert %	0.64	0.00	0.89	1.03	1.32
	Index	100	0	140	162	207

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Accessed Google+ (Google Plus) - Past Month					*	*
	Unwgt'd	8327	52	54	21	31
	Weighted (000)	41531	143	220	54	116
	Horz %	100.00	0.34	0.53	0.13	0.28
	Vert %	17.25	13.71	21.36	14.72	18.23
Index	100	79	124	85	106	
Accessed LinkedIn.com - Past Month					*	*
	Unwgt'd	7880	85	69	28	21
	Weighted (000)	30933	252	296	80	74
	Horz %	100.00	0.82	0.96	0.26	0.24
	Vert %	12.85	24.21	28.68	21.57	11.64
Index	100	188	223	168	91	
Accessed Pinterest - Past Month					*	*
	Unwgt'd	8547	62	51	30	22
	Weighted (000)	45015	302	181	100	72
	Horz %	100.00	0.67	0.40	0.22	0.16
	Vert %	18.70	29.01	17.60	27.10	11.26
Index	100	155	94	145	60	
Accessed Tumblr - Past Month			*	*	*	*
	Unwgt'd	1746	9	11	3	6
	Weighted (000)	9399	19	39	6	51
	Horz %	100.00	0.21	0.41	0.07	0.54
	Vert %	3.90	1.86	3.77	1.68	8.05
Index	100	48	97	43	206	
Accessed Twitter.com - Past Month					*	*
	Unwgt'd	6090	51	43	15	16
	Weighted (000)	30973	160	184	54	84
	Horz %	100.00	0.52	0.59	0.17	0.27
	Vert %	12.86	15.36	17.82	14.64	13.22
Index	100	119	138	114	103	
Accessed Yelp - Past Month			*	*	*	*
	Unwgt'd	3922	47	37	16	13
	Weighted (000)	15511	157	184	65	57
	Horz %	100.00	1.01	1.18	0.42	0.37
	Vert %	6.44	15.08	17.83	17.63	8.97
Index	100	234	277	274	139	
Accessed YouTube.com - Past Month						
	Unwgt'd	24628	176	134	66	67
	Weighted (000)	123561	646	526	246	295
	Horz %	100.00	0.52	0.43	0.20	0.24
	Vert %	51.32	62.05	51.04	66.41	46.44
Index	100	121	99	129	90	
Posted "Like" on Social Network - Past Month					*	*
	Unwgt'd	18263	114	98	47	57
	Weighted (000)	93304	447	426	174	234
	Horz %	100.00	0.48	0.46	0.19	0.25
	Vert %	38.75	42.92	41.31	46.90	36.81
Index	100	111	107	121	95	
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month			*		*	*
	Unwgt'd	9077	43	53	26	24
	Weighted (000)	47933	191	252	105	133
	Horz %	100.00	0.40	0.52	0.22	0.28
	Vert %	19.91	18.31	24.41	28.43	20.87
Index	100	92	123	143	105	

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Clicked on an Advertisement on Social Network - Past Month			*	*	*	*
	Unwgt'd	6212	36	42	26	20
	Weighted (000)	29666	127	155	99	88
	Horz %	100.00	0.43	0.52	0.33	0.30
	Vert %	12.32	12.22	15.08	26.64	13.79
	Index	100	99	122	216	112
Watched a Video on Social Network - Past Month						
	Unwgt'd	22534	151	126	55	70
	Weighted (000)	114114	568	513	193	315
	Horz %	100.00	0.50	0.45	0.17	0.28
	Vert %	47.39	54.57	49.73	52.09	49.58
	Index	100	115	105	110	105
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month						
	Unwgt'd	38445	259	226	90	125
	Weighted (000)	190804	971	918	324	486
	Horz %	100.00	0.51	0.48	0.17	0.25
	Vert %	79.24	93.26	89.04	87.59	76.40
	Index	100	118	112	111	96
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month					*	
	Unwgt'd	18075	138	124	46	60
	Weighted (000)	90847	516	512	146	262
	Horz %	100.00	0.57	0.56	0.16	0.29
	Vert %	37.73	49.56	49.72	39.57	41.15
	Index	100	131	132	105	109
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month					*	
	Unwgt'd	17311	136	126	43	55
	Weighted (000)	87270	467	510	173	265
	Horz %	100.00	0.54	0.58	0.20	0.30
	Vert %	36.24	44.85	49.43	46.83	41.58
	Index	100	124	136	129	115
Played Music on Cellular Phone/Mobile/Smartphone - Past Month						
	Unwgt'd	22282	163	152	56	65
	Weighted (000)	113761	593	640	198	277
	Horz %	100.00	0.52	0.56	0.17	0.24
	Vert %	47.25	56.96	62.12	53.52	43.53
	Index	100	121	131	113	92
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month					*	*
	Unwgt'd	15000	86	90	31	43
	Weighted (000)	79489	326	426	123	184
	Horz %	100.00	0.41	0.54	0.15	0.23
	Vert %	33.01	31.32	41.35	33.10	28.86
	Index	100	95	125	100	87
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month					*	*
	Unwgt'd	9852	73	71	18	30
	Weighted (000)	51013	249	296	64	128
	Horz %	100.00	0.49	0.58	0.12	0.25
	Vert %	21.19	23.94	28.71	17.23	20.10
	Index	100	113	136	81	95
Used a Mobile "App" - Past Month						
	Unwgt'd	23794	191	163	63	74
	Weighted (000)	116054	694	655	232	311
	Horz %	100.00	0.60	0.56	0.20	0.27
	Vert %	48.20	66.66	63.58	62.68	48.87
	Index	100	138	132	130	101



RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Read Any Daily Newspaper (Print/Paper/Hard Copy)					*	*
	Unwgt'd	11920	66	62	20	36
	Weighted (000)	53679	232	217	88	89
	Horz %	100.00	0.43	0.40	0.16	0.16
	Vert %	22.29	22.31	21.05	23.65	13.92
	Index	100	100	94	106	62
Read Any Sunday Newspaper (Print/Paper/Hard Copy)					*	
	Unwgt'd	15332	80	71	33	50
	Weighted (000)	70866	306	256	118	164
	Horz %	100.00	0.43	0.36	0.17	0.23
	Vert %	29.43	29.37	24.80	31.89	25.84
	Index	100	100	84	108	88
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month						*
	Unwgt'd	18436	138	115	52	45
	Weighted (000)	84280	427	441	157	156
	Horz %	100.00	0.51	0.52	0.19	0.18
	Vert %	35.00	41.03	42.81	42.50	24.50
	Index	100	117	122	121	70
Read Classified Advertising in Weekday Newspaper			*	*	*	*
	Unwgt'd	3903	15	9	4	7
	Weighted (000)	21071	48	33	22	32
	Horz %	100.00	0.23	0.16	0.10	0.15
	Vert %	8.75	4.65	3.21	5.96	5.05
	Index	100	53	37	68	58
Read Classified Advertising in Sunda/Weekend Newspaper			*	*	*	*
	Unwgt'd	4115	22	16	6	11
	Weighted (000)	21628	84	70	34	54
	Horz %	100.00	0.39	0.33	0.16	0.25
	Vert %	8.98	8.05	6.82	9.21	8.44
	Index	100	90	76	103	94
Read Advertisements in Weekday Newspaper			*	*	*	*
	Unwgt'd	4150	14	13	8	8
	Weighted (000)	19673	34	68	30	35
	Horz %	100.00	0.17	0.35	0.15	0.18
	Vert %	8.17	3.22	6.59	8.19	5.45
	Index	100	39	81	100	67
Read Advertisements in Sunday/Weekend Newspaper			*	*	*	*
	Unwgt'd	5230	24	23	14	14
	Weighted (000)	24675	129	100	36	49
	Horz %	100.00	0.52	0.41	0.15	0.20
	Vert %	10.25	12.38	9.74	9.83	7.76
	Index	100	121	95	96	76
Read Circulars/Inserts/Fliers in Weekday Newspaper			*	*	*	*
	Unwgt'd	5482	16	17	8	19
	Weighted (000)	25536	52	54	36	56
	Horz %	100.00	0.20	0.21	0.14	0.22
	Vert %	10.61	4.95	5.21	9.64	8.75
	Index	100	47	49	91	82
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*	*	*	*
	Unwgt'd	8125	38	38	20	28
	Weighted (000)	36955	179	143	87	80
	Horz %	100.00	0.48	0.39	0.23	0.22
	Vert %	15.35	17.17	13.89	23.44	12.50
	Index	100	112	91	153	81

GfK MRI Doublebase - 2016 - Weighted to Population (000);  
 No audit was generated for this report; \*Projections relatively unstable  
 Radio Advertising Bureau / www.rab.com

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Received and/or Clipped Coupons from Weekday Newspaper - Past Year			*	*	*	*
	Unwgt'd	4605	32	29	6	10
	Weighted (000)	22586	99	95	12	35
	Horz %	100.00	0.44	0.42	0.06	0.16
	Vert %	9.38	9.50	9.18	3.37	5.51
	Index	100	101	98	36	59
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year					*	*
	Unwgt'd	10890	52	53	26	44
	Weighted (000)	52963	138	212	117	176
	Horz %	100.00	0.26	0.40	0.22	0.33
	Vert %	22.00	13.28	20.59	31.51	27.72
	Index	100	60	94	143	126
Personally Referred to Paper Yellow Pages - Past Week			*	*	*	*
	Unwgt'd	3183	4	11	1	5
	Weighted (000)	15401	24	31	1	26
	Horz %	100.00	0.16	0.20	0.01	0.17
	Vert %	6.40	2.30	2.98	0.36	4.16
	Index	100	36	47	6	65
Personally Referred to Internet Yellow Pages - Past Week			*	*	*	*
	Unwgt'd	2624	11	11	5	7
	Weighted (000)	13074	53	39	21	32
	Horz %	100.00	0.41	0.30	0.16	0.24
	Vert %	5.43	5.11	3.79	5.56	5.00
	Index	100	94	70	102	92
Personally Referred to Paper or Internet Yellow Pages - Past Week			*	*	*	*
	Unwgt'd	5381	14	20	6	11
	Weighted (000)	26513	74	67	22	57
	Horz %	100.00	0.28	0.25	0.08	0.21
	Vert %	11.01	7.08	6.53	5.91	8.91
	Index	100	64	59	54	81
Accessed Yellowpages.com (YP.com) - Past Month			*	*	*	*
	Unwgt'd	2490	7	9	8	7
	Weighted (000)	12079	20	29	25	25
	Horz %	100.00	0.16	0.24	0.21	0.20
	Vert %	5.02	1.89	2.79	6.70	3.88
	Index	100	38	56	134	77
Have Seen Video Ads in Grocery Stores - Past Month				*	*	*
	Unwgt'd	8982	55	42	17	36
	Weighted (000)	46737	214	148	52	178
	Horz %	100.00	0.46	0.32	0.11	0.38
	Vert %	19.41	20.53	14.38	14.09	28.05
	Index	100	106	74	73	144
Have Seen Video Ads in Drug Stores - Past Month			*	*	*	*
	Unwgt'd	5976	41	23	14	19
	Weighted (000)	31131	128	74	47	78
	Horz %	100.00	0.41	0.24	0.15	0.25
	Vert %	12.93	12.25	7.20	12.66	12.25
	Index	100	95	56	98	95
Have Seen Video Ads in Convenience Stores - Past Month			*	*	*	*
	Unwgt'd	5902	36	27	17	16
	Weighted (000)	31417	112	87	51	83
	Horz %	100.00	0.36	0.28	0.16	0.26
	Vert %	13.05	10.78	8.41	13.89	13.01
	Index	100	83	64	106	100

GfK MRI Doublebase - 2016 - Weighted to Population (000);  
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RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Have Seen Video Ads in Large Discount/Department Stores - Past Month			*	*	*	*
	Unwgt'd	6287	35	27	15	21
	Weighted (000)	33490	105	94	48	87
	Horz %	100.00	0.31	0.28	0.14	0.26
	Vert %	13.91	10.08	9.08	12.98	13.72
	Index	100	72	65	93	99
Have Seen Video Ads in Warehouse/Club Stores - Past Month			*	*	*	*
	Unwgt'd	5223	40	27	10	16
	Weighted (000)	26008	131	90	27	59
	Horz %	100.00	0.50	0.35	0.10	0.23
	Vert %	10.80	12.58	8.76	7.37	9.33
	Index	100	116	81	68	86
Have Seen Video Ads in Other Stores - Past Month			*	*	*	*
	Unwgt'd	4855	36	23	12	20
	Weighted (000)	25254	153	77	39	108
	Horz %	100.00	0.61	0.30	0.15	0.43
	Vert %	10.49	14.72	7.45	10.42	17.00
	Index	100	140	71	99	162
Have Seen Video Ads in Shopping Malls - Past Month			*	*	*	*
	Unwgt'd	6785	50	36	12	21
	Weighted (000)	34124	199	110	41	90
	Horz %	100.00	0.58	0.32	0.12	0.26
	Vert %	14.17	19.07	10.64	11.18	14.10
	Index	100	135	75	79	99
Have Seen Video Ads in Bars/Pubs - Past Month			*	*	*	*
	Unwgt'd	4286	29	21	10	9
	Weighted (000)	21507	112	68	29	36
	Horz %	100.00	0.52	0.32	0.14	0.17
	Vert %	8.93	10.78	6.63	7.92	5.61
	Index	100	121	74	89	63
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month			*	*	*	*
	Unwgt'd	6264	42	34	14	16
	Weighted (000)	33395	134	118	48	66
	Horz %	100.00	0.40	0.35	0.14	0.20
	Vert %	13.87	12.89	11.44	12.87	10.34
	Index	100	93	82	93	75
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month			*	*	*	*
	Unwgt'd	4657	40	23	9	12
	Weighted (000)	23645	125	68	21	58
	Horz %	100.00	0.53	0.29	0.09	0.24
	Vert %	9.82	12.04	6.61	5.59	9.09
	Index	100	123	67	57	93
Have Seen Video Ads in Gym/Health Clubs - Past Month			*	*	*	*
	Unwgt'd	3958	29	23	12	20
	Weighted (000)	19616	123	89	27	81
	Horz %	100.00	0.63	0.45	0.14	0.41
	Vert %	8.15	11.80	8.63	7.35	12.65
	Index	100	145	106	90	155
Have Seen Video Ads in Medical Offices - Past Month			*	*	*	*
	Unwgt'd	5541	34	24	19	15
	Weighted (000)	27802	155	86	45	60
	Horz %	100.00	0.56	0.31	0.16	0.22
	Vert %	11.55	14.84	8.30	12.10	9.45
	Index	100	128	72	105	82

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Have Seen Video Ads in Airports - Past Month			*	*	*	*
	Unwgt'd	4033	39	27	13	14
	Weighted (000)	18664	122	96	47	51
	Horz %	100.00	0.65	0.51	0.25	0.28
	Vert %	7.75	11.71	9.28	12.75	8.08
	Index	100	151	120	165	104
Have Seen Video Ads at Gas Stations - Past Month				*	*	*
	Unwgt'd	8262	57	36	19	19
	Weighted (000)	40582	184	99	58	90
	Horz %	100.00	0.45	0.24	0.14	0.22
	Vert %	16.85	17.63	9.58	15.56	14.13
	Index	100	105	57	92	84
Have Seen Video Ads in Office Building Lobbies - Past Month			*	*	*	*
	Unwgt'd	3589	24	15	10	8
	Weighted (000)	18074	93	55	33	17
	Horz %	100.00	0.51	0.30	0.18	0.10
	Vert %	7.51	8.92	5.30	8.91	2.74
	Index	100	119	71	119	36
Have Seen Video Ads in Office Building Elevators - Past Month			*	*	*	*
	Unwgt'd	3463	29	18	11	8
	Weighted (000)	16741	81	65	35	30
	Horz %	100.00	0.49	0.39	0.21	0.18
	Vert %	6.95	7.82	6.32	9.43	4.78
	Index	100	112	91	136	69
Have Seen Video Ads in Movie Theater Lobbies - Past Month			*	*	*	*
	Unwgt'd	5006	32	29	10	18
	Weighted (000)	25416	117	128	35	68
	Horz %	100.00	0.46	0.50	0.14	0.27
	Vert %	10.56	11.21	12.45	9.45	10.70
	Index	100	106	118	90	101
Have Seen Ads on Billboards - Past Month						
	Unwgt'd	24747	159	139	66	79
	Weighted (000)	122681	569	551	268	379
	Horz %	100.00	0.46	0.45	0.22	0.31
	Vert %	50.95	54.62	53.44	72.53	59.64
	Index	100	107	105	142	117
Have Seen Ads on Buses/Trains - Past Month					*	*
	Unwgt'd	11300	77	82	22	28
	Weighted (000)	52460	250	313	81	156
	Horz %	100.00	0.48	0.60	0.15	0.30
	Vert %	21.79	24.05	30.41	21.90	24.49
	Index	100	110	140	100	112
Have Seen Ads at Bus Stops or Train Stations - Past Month					*	*
	Unwgt'd	7513	62	51	18	25
	Weighted (000)	33802	203	194	57	120
	Horz %	100.00	0.60	0.57	0.17	0.36
	Vert %	14.04	19.52	18.84	15.53	18.88
	Index	100	139	134	111	135
Have Seen Ads Inside Taxis - Past Month			*	*	*	*
	Unwgt'd	3860	32	23	10	14
	Weighted (000)	17253	112	86	23	57
	Horz %	100.00	0.65	0.50	0.13	0.33
	Vert %	7.17	10.79	8.37	6.29	8.92
	Index	100	151	117	88	124

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Have Seen Ads on Top of Taxis - Past Month			*	*	*	*
	Unwgt'd	6144	49	39	18	21
	Weighted (000)	27714	167	157	74	73
	Horz %	100.00	0.60	0.57	0.27	0.26
	Vert %	11.51	15.99	15.23	20.08	11.47
	Index	100	139	132	174	100
Have Seen Ads on Phone Booths - Past Month			*	*	*	*
	Unwgt'd	2895	22	14	6	9
	Weighted (000)	14322	60	60	13	29
	Horz %	100.00	0.42	0.42	0.09	0.20
	Vert %	5.95	5.76	5.79	3.63	4.59
	Index	100	97	97	61	77
Have Seen Ads at Sports or Entertainment Events - Past Month			*	*	*	*
	Unwgt'd	7781	61	50	19	23
	Weighted (000)	38266	200	217	47	136
	Horz %	100.00	0.52	0.57	0.12	0.36
	Vert %	15.89	19.21	21.09	12.68	21.40
	Index	100	121	133	80	135
Have Seen Ads on Postcards - Past Month			*	*	*	*
	Unwgt'd	5833	37	37	13	17
	Weighted (000)	27321	146	177	47	78
	Horz %	100.00	0.54	0.65	0.17	0.29
	Vert %	11.35	14.06	17.13	12.70	12.26
	Index	100	124	151	112	108
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month			*	*	*	*
	Unwgt'd	12452	86	69	35	35
	Weighted (000)	62134	290	291	136	143
	Horz %	100.00	0.47	0.47	0.22	0.23
	Vert %	25.81	27.86	28.23	36.87	22.50
	Index	100	108	109	143	87
Have Seen Ads on Posters at Movie Theaters - Past Month			*	*	*	*
	Unwgt'd	8769	54	53	16	39
	Weighted (000)	43591	198	210	61	202
	Horz %	100.00	0.45	0.48	0.14	0.46
	Vert %	18.10	18.97	20.39	16.53	31.75
	Index	100	105	113	91	175
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month			*	*	*	*
	Unwgt'd	11245	72	72	21	39
	Weighted (000)	55588	254	264	81	201
	Horz %	100.00	0.46	0.48	0.15	0.36
	Vert %	23.09	24.38	25.66	21.96	31.56
	Index	100	106	111	95	137
Have Seen Ads in Stores (Not Video Ads) - Past Month			*	*	*	*
	Unwgt'd	15945	94	90	32	43
	Weighted (000)	79810	369	398	128	210
	Horz %	100.00	0.46	0.50	0.16	0.26
	Vert %	33.15	35.44	38.65	34.70	33.05
	Index	100	107	117	105	100
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month			*	*	*	*
	Unwgt'd	11680	89	79	26	34
	Weighted (000)	57496	350	322	73	142
	Horz %	100.00	0.61	0.56	0.13	0.25
	Vert %	23.88	33.60	31.23	19.82	22.40
	Index	100	141	131	83	94

		Adults 18+	Own/Lease Acura MDX	Own/Lease Acura TL	Own/Lease Acura TSX	Own/Lease any Acura
Have Seen Infomercials - Past Month				*	*	*
	Unwgt'd	9980	61	44	16	28
	Weighted (000)	49971	212	141	62	157
	Horz %	100.00	0.42	0.28	0.12	0.31
	Vert %	20.75	20.37	13.66	16.69	24.71
	Index	100	98	66	80	119
Have Seen Offers or Ads Sent to Home by Mail - Past Month					*	
	Unwgt'd	20473	133	110	46	67
	Weighted (000)	99869	464	424	170	296
	Horz %	100.00	0.46	0.42	0.17	0.30
	Vert %	41.48	44.51	41.15	45.95	46.53
	Index	100	107	99	111	112
Have Seen Product Placement in Video Games - Past Month			*	*	*	*
	Unwgt'd	4438	21	24	5	13
	Weighted (000)	24118	96	81	10	63
	Horz %	100.00	0.40	0.34	0.04	0.26
	Vert %	10.02	9.17	7.86	2.58	9.92
	Index	100	92	78	26	99
Have Seen Product Placement in TV Shows - Past Month					*	
	Unwgt'd	18649	124	108	40	59
	Weighted (000)	91632	426	385	160	291
	Horz %	100.00	0.47	0.42	0.18	0.32
	Vert %	38.06	40.91	37.39	43.34	45.82
	Index	100	108	98	114	120
Have Seen Product Placement in Movies - Past Month					*	*
	Unwgt'd	11567	72	77	22	37
	Weighted (000)	58165	230	285	77	188
	Horz %	100.00	0.39	0.49	0.13	0.32
	Vert %	24.16	22.04	27.63	20.73	29.50
	Index	100	91	114	86	122

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Adults 18+				*	
	Unwgttd	48273	0	611	283
	Weighted (000)	240780	0	2314	1086
	Horz %	100.00	0.00	0.96	0.45
	Vert %	100.00	0.00	100.00	100.00
	Index	100	0	100	100
Male				*	
	Unwgttd	24392	0	329	132
	Weighted (000)	116178	0	1103	465
	Horz %	100.00	0.00	0.95	0.40
	Vert %	48.25	0.00	47.64	42.79
	Index	100	0	99	89
Female				*	
	Unwgttd	23881	0	282	151
	Weighted (000)	124602	0	1212	621
	Horz %	100.00	0.00	0.97	0.50
	Vert %	51.75	0.00	52.36	57.21
	Index	100	0	101	111
Age 18-24				*	*
	Unwgttd	3822	0	30	20
	Weighted (000)	30214	0	223	86
	Horz %	100.00	0.00	0.74	0.28
	Vert %	12.55	0.00	9.64	7.91
	Index	100	0	77	63
Age 25-34				*	
	Unwgttd	8153	0	74	54
	Weighted (000)	42657	0	319	264
	Horz %	100.00	0.00	0.75	0.62
	Vert %	17.72	0.00	13.79	24.33
	Index	100	0	78	137
Age 35-44				*	
	Unwgttd	8482	0	143	65
	Weighted (000)	40077	0	563	219
	Horz %	100.00	0.00	1.41	0.55
	Vert %	16.64	0.00	24.34	20.13
	Index	100	0	146	121
Age 45-54				*	
	Unwgttd	8893	0	147	58
	Weighted (000)	43246	0	474	225
	Horz %	100.00	0.00	1.09	0.52
	Vert %	17.96	0.00	20.46	20.75
	Index	100	0	114	116
Age 55-64				*	*
	Unwgttd	8384	0	113	48
	Weighted (000)	39759	0	409	182
	Horz %	100.00	0.00	1.03	0.46
	Vert %	16.51	0.00	17.67	16.78
	Index	100	0	107	102

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Age 65+				*	*
	Unwgttd	10539	0	104	38
	Weighted (000)	44827	0	326	110
	Horz %	100.00	0.00	0.73	0.24
	Vert %	18.62	0.00	14.10	10.09
	Index	100	0	76	54
Age 21+				*	
	Unwgttd	46843	0	600	276
	Weighted (000)	228583	0	2238	1051
	Horz %	100.00	0.00	0.98	0.46
	Vert %	94.93	0.00	96.72	96.75
	Index	100	0	102	102
Age 18-34				*	
	Unwgttd	11975	0	104	74
	Weighted (000)	72871	0	542	350
	Horz %	100.00	0.00	0.74	0.48
	Vert %	30.26	0.00	23.42	32.24
	Index	100	0	77	107
Age 18-49				*	
	Unwgttd	24725	0	319	166
	Weighted (000)	133805	0	1335	681
	Horz %	100.00	0.00	1.00	0.51
	Vert %	55.57	0.00	57.70	62.68
	Index	100	0	104	113
Age 25-54				*	
	Unwgttd	25528	0	364	177
	Weighted (000)	125979	0	1356	708
	Horz %	100.00	0.00	1.08	0.56
	Vert %	52.32	0.00	58.59	65.22
	Index	100	0	112	125
Age 35-64				*	
	Unwgttd	25759	0	403	171
	Weighted (000)	123081	0	1446	626
	Horz %	100.00	0.00	1.17	0.51
	Vert %	51.12	0.00	62.47	57.67
	Index	100	0	122	113
Age 50+				*	
	Unwgttd	23548	0	292	117
	Weighted (000)	106974	0	979	405
	Horz %	100.00	0.00	0.91	0.38
	Vert %	44.43	0.00	42.30	37.32
	Index	100	0	95	84
Median Age					
	Unwgttd				
	Weighted (000)	46.80	0.00	46.10	43.80
	Horz %				
	Vert %				
	Index	100	0	99	94
Race: White Only				*	
	Unwgttd	34938	0	435	215
	Weighted (000)	177950	0	1649	878
	Horz %	100.00	0.00	0.93	0.49
	Vert %	73.91	0.00	71.24	80.80
	Index	100	0	96	109



RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Race: Black/African-American Only				*	*
	Unwgted	5766	0	55	22
	Weighted (000)	29089	0	212	101
	Horz %	100.00	0.00	0.73	0.35
	Vert %	12.08	0.00	9.17	9.26
	Index	100	0	76	77
Race: Asian				*	*
	Unwgted	2336	0	59	15
	Weighted (000)	8427	0	180	27
	Horz %	100.00	0.00	2.14	0.32
	Vert %	3.50	0.00	7.79	2.49
	Index	100	0	223	71
Race: Other Race/Multi-Racial				*	*
	Unwgted	7569	0	121	46
	Weighted (000)	33741	0	453	108
	Horz %	100.00	0.00	1.34	0.32
	Vert %	14.01	0.00	19.58	9.93
	Index	100	0	140	71
Hispanic, Latino, Spanish Origin or Descent				*	*
	Unwgted	6274	0	67	34
	Weighted (000)	36640	0	366	132
	Horz %	100.00	0.00	1.00	0.36
	Vert %	15.22	0.00	15.82	12.15
	Index	100	0	104	80
Hispanic, Personally Speak Only English at Home				*	*
	Unwgted	1651	0	14	10
	Weighted (000)	5719	0	52	19
	Horz %	100.00	0.00	0.90	0.33
	Vert %	2.38	0.00	2.24	1.72
	Index	100	0	94	73
Hispanic, Personally Speak Mostly English, But Some Spanish at Home				*	*
	Unwgted	1862	0	25	15
	Weighted (000)	9417	0	92	45
	Horz %	100.00	0.00	0.97	0.47
	Vert %	3.91	0.00	3.96	4.11
	Index	100	0	101	105
Hispanic, Personally Speak Only Spanish at Home				*	*
	Unwgted	1118	0	7	3
	Weighted (000)	10393	0	80	23
	Horz %	100.00	0.00	0.77	0.22
	Vert %	4.32	0.00	3.44	2.14
	Index	100	0	80	50
Hispanic, Personally Speak Mostly Spanish, But Some English at Home				*	*
	Unwgted	1522	0	21	6
	Weighted (000)	8987	0	143	45
	Horz %	100.00	0.00	1.59	0.50
	Vert %	3.73	0.00	6.18	4.18
	Index	100	0	166	112
Hispanic, Personally Speak Spanish and English Equally at Home				*	*
	Unwgted	95	0	0	0
	Weighted (000)	1661	0	0	0
	Horz %	100.00	0.00	0.00	0.00
	Vert %	0.69	0.00	0.00	0.00
	Index	100	0	0	0

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree				*	
	Unwgted	6767	0	141	55
	Weighted (000)	25246	0	460	183
	Horz %	100.00	0.00	1.82	0.72
	Vert %	10.49	0.00	19.86	16.82
	Index	100	0	189	160
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree				*	
	Unwgted	11007	0	223	97
	Weighted (000)	45336	0	803	343
	Horz %	100.00	0.00	1.77	0.76
	Vert %	18.83	0.00	34.70	31.58
	Index	100	0	184	168
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic				*	*
	Unwgted	2525	0	33	17
	Weighted (000)	10486	0	118	90
	Horz %	100.00	0.00	1.12	0.86
	Vert %	4.36	0.00	5.08	8.33
	Index	100	0	117	191
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational				*	*
	Unwgted	3281	0	38	22
	Weighted (000)	13387	0	139	92
	Horz %	100.00	0.00	1.04	0.68
	Vert %	5.56	0.00	6.02	8.43
	Index	100	0	108	152
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree				*	*
	Unwgted	10114	0	96	49
	Weighted (000)	45271	0	378	166
	Horz %	100.00	0.00	0.83	0.37
	Vert %	18.80	0.00	16.33	15.32
	Index	100	0	87	81
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)				*	*
	Unwgted	10354	0	66	37
	Weighted (000)	71224	0	323	182
	Horz %	100.00	0.00	0.45	0.26
	Vert %	29.58	0.00	13.94	16.72
	Index	100	0	47	57
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma				*	*
	Unwgted	4225	0	14	6
	Weighted (000)	29828	0	94	31
	Horz %	100.00	0.00	0.32	0.10
	Vert %	12.39	0.00	4.07	2.81
	Index	100	0	33	23
Currently Attending College or University				*	*
	Unwgted	3453	0	42	21
	Weighted (000)	19367	0	177	81
	Horz %	100.00	0.00	0.92	0.42
	Vert %	8.04	0.00	7.66	7.49
	Index	100	0	95	93
Employed Full Time				*	*
	Unwgted	24928	0	390	190
	Weighted (000)	116486	0	1394	711
	Horz %	100.00	0.00	1.20	0.61
	Vert %	48.38	0.00	60.25	65.44
	Index	100	0	125	135

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Employed Part Time				*	*
	Unwgttd	5673	0	60	26
	Weighted (000)	29663	0	248	92
	Horz %	100.00	0.00	0.84	0.31
	Vert %	12.32	0.00	10.71	8.47
	Index	100	0	87	69
Not Employed				*	
	Unwgttd	17672	0	161	67
	Weighted (000)	94631	0	672	283
	Horz %	100.00	0.00	0.71	0.30
	Vert %	39.30	0.00	29.04	26.09
	Index	100	0	74	66
Temporarily Unemployed				*	*
	Unwgttd	1992	0	15	7
	Weighted (000)	13071	0	83	31
	Horz %	100.00	0.00	0.64	0.24
	Vert %	5.43	0.00	3.59	2.84
	Index	100	0	66	52
Retired from Employment				*	*
	Unwgttd	10157	0	95	39
	Weighted (000)	45370	0	301	118
	Horz %	100.00	0.00	0.66	0.26
	Vert %	18.84	0.00	13.00	10.87
	Index	100	0	69	58
Not Employed, Principal Shopper for Household				*	*
	Unwgttd	2514	0	32	15
	Weighted (000)	16486	0	188	103
	Horz %	100.00	0.00	1.14	0.63
	Vert %	6.85	0.00	8.10	9.52
	Index	100	0	118	139
Occupation: Professional and Related Occupations				*	
	Unwgttd	7447	0	152	71
	Weighted (000)	33261	0	540	242
	Horz %	100.00	0.00	1.62	0.73
	Vert %	13.81	0.00	23.33	22.25
	Index	100	0	169	161
Occupation: Management, Business and Financial Operations				*	
	Unwgttd	6565	0	135	59
	Weighted (000)	24062	0	390	171
	Horz %	100.00	0.00	1.62	0.71
	Vert %	9.99	0.00	16.84	15.73
	Index	100	0	169	157
Occupation: Sales and Office Occupations				*	*
	Unwgttd	5945	0	78	41
	Weighted (000)	32600	0	359	179
	Horz %	100.00	0.00	1.10	0.55
	Vert %	13.54	0.00	15.51	16.46
	Index	100	0	115	122
Occupation: Natural Resources, Construction and Maintenance Occupations				*	*
	Unwgttd	2586	0	23	11
	Weighted (000)	13486	0	90	54
	Horz %	100.00	0.00	0.67	0.40
	Vert %	5.60	0.00	3.91	4.99
	Index	100	0	70	89

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Occupation: Other Employed				*	*
	Unwgted	8058	0	62	34
	Weighted (000)	42740	0	263	157
	Horz %	100.00	0.00	0.62	0.37
	Vert %	17.75	0.00	11.38	14.49
	Index	100	0	64	82
Household Income: \$250,000+				*	*
	Unwgted	1862	0	62	22
	Weighted (000)	7072	0	201	87
	Horz %	100.00	0.00	2.84	1.23
	Vert %	2.94	0.00	8.68	7.98
	Index	100	0	295	272
Household Income: \$200,000-\$249,999				*	*
	Unwgted	1511	0	63	19
	Weighted (000)	6244	0	191	72
	Horz %	100.00	0.00	3.06	1.16
	Vert %	2.59	0.00	8.26	6.65
	Index	100	0	318	256
Household Income: \$150,000-\$199,999				*	*
	Unwgted	3595	0	100	38
	Weighted (000)	16937	0	402	146
	Horz %	100.00	0.00	2.37	0.86
	Vert %	7.03	0.00	17.36	13.43
	Index	100	0	247	191
Household Income: \$100,000-\$149,999				*	*
	Unwgted	7160	0	147	61
	Weighted (000)	37688	0	636	308
	Horz %	100.00	0.00	1.69	0.82
	Vert %	15.65	0.00	27.48	28.35
	Index	100	0	176	181
Household Income: \$75,000-\$99,999				*	*
	Unwgted	6228	0	110	47
	Weighted (000)	32225	0	355	181
	Horz %	100.00	0.00	1.10	0.56
	Vert %	13.38	0.00	15.33	16.68
	Index	100	0	115	125
Household Income: \$60,000-\$74,999				*	*
	Unwgted	4977	0	40	28
	Weighted (000)	25163	0	198	99
	Horz %	100.00	0.00	0.79	0.39
	Vert %	10.45	0.00	8.57	9.07
	Index	100	0	82	87
Household Income: \$50,000-\$59,999				*	*
	Unwgted	3803	0	34	15
	Weighted (000)	18770	0	126	23
	Horz %	100.00	0.00	0.67	0.12
	Vert %	7.80	0.00	5.44	2.14
	Index	100	0	70	28
Household Income: \$40,000-\$49,999				*	*
	Unwgted	4778	0	21	24
	Weighted (000)	20586	0	96	66
	Horz %	100.00	0.00	0.46	0.32
	Vert %	8.55	0.00	4.13	6.11
	Index	100	0	48	71

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Household Income: \$30,000-\$39,999				*	*
	Unwgttd	4643	0	22	15
	Weighted (000)	22039	0	76	41
	Horz %	100.00	0.00	0.35	0.19
	Vert %	9.15	0.00	3.30	3.80
	Index	100	0	36	42
Household Income: \$20,000-\$29,999				*	*
	Unwgttd	4346	0	8	3
	Weighted (000)	21849	0	17	10
	Horz %	100.00	0.00	0.08	0.04
	Vert %	9.07	0.00	0.73	0.90
	Index	100	0	8	10
Household Income: Under \$20,000				*	*
	Unwgttd	5370	0	4	11
	Weighted (000)	32207	0	17	53
	Horz %	100.00	0.00	0.05	0.16
	Vert %	13.38	0.00	0.72	4.88
	Index	100	0	5	37
Median Household Income					
	Unwgttd				
	Weighted (000)	62.90	0.00	121.40	111.30
	Horz %				
	Vert %				
	Index	100	0	193	177
Marital Status: Single, Never Married				*	*
	Unwgttd	11890	0	92	71
	Weighted (000)	67363	0	437	317
	Horz %	100.00	0.00	0.65	0.47
	Vert %	27.98	0.00	18.90	29.18
	Index	100	0	68	104
Marital Status: Currently Married				*	*
	Unwgttd	24640	0	423	162
	Weighted (000)	127911	0	1574	662
	Horz %	100.00	0.00	1.23	0.52
	Vert %	53.12	0.00	68.00	60.95
	Index	100	0	128	115
Marital Status: Divorced or Legally Separated				*	*
	Unwgttd	7948	0	68	37
	Weighted (000)	30646	0	201	91
	Horz %	100.00	0.00	0.66	0.30
	Vert %	12.73	0.00	8.68	8.37
	Index	100	0	68	66
Marital Status: Widowed				*	*
	Unwgttd	3795	0	28	13
	Weighted (000)	14859	0	102	16
	Horz %	100.00	0.00	0.69	0.11
	Vert %	6.17	0.00	4.41	1.49
	Index	100	0	72	24
Marital Status: Engaged to Be Married				*	*
	Unwgttd	1949	0	18	10
	Weighted (000)	10768	0	98	66
	Horz %	100.00	0.00	0.91	0.61
	Vert %	4.47	0.00	4.22	6.07
	Index	100	0	94	136

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)				*	*
	Unwgttd	3390	0	34	17
	Weighted (000)	20609	0	144	106
	Horz %	100.00	0.00	0.70	0.52
	Vert %	8.56	0.00	6.22	9.80
	Index	100	0	73	114
Any Child(ren) Under Age 18 Living at Home				*	
	Unwgttd	18110	0	271	106
	Weighted (000)	95244	0	997	442
	Horz %	100.00	0.00	1.05	0.46
	Vert %	39.56	0.00	43.09	40.71
	Index	100	0	109	103
1 Child Under Age 18 Currently Living at Home				*	*
	Unwgttd	7249	0	94	45
	Weighted (000)	38782	0	338	175
	Horz %	100.00	0.00	0.87	0.45
	Vert %	16.11	0.00	14.59	16.13
	Index	100	0	91	100
2 Children Under Age 18 Currently Living at Home				*	*
	Unwgttd	6875	0	125	39
	Weighted (000)	34084	0	478	150
	Horz %	100.00	0.00	1.40	0.44
	Vert %	14.16	0.00	20.67	13.77
	Index	100	0	146	97
3 Children Under Age 18 Currently Living at Home				*	*
	Unwgttd	2656	0	41	17
	Weighted (000)	14443	0	119	96
	Horz %	100.00	0.00	0.83	0.67
	Vert %	6.00	0.00	5.15	8.87
	Index	100	0	86	148
4 Children Under Age 18 Currently Living at Home				*	*
	Unwgttd	917	0	10	3
	Weighted (000)	5134	0	58	15
	Horz %	100.00	0.00	1.14	0.30
	Vert %	2.13	0.00	2.52	1.42
	Index	100	0	118	67
5 or More Children Under Age 18 Currently Living at Home				*	*
	Unwgttd	413	0	1	2
	Weighted (000)	2801	0	4	6
	Horz %	100.00	0.00	0.14	0.20
	Vert %	1.16	0.00	0.17	0.52
	Index	100	0	14	45
Own Home/Residence				*	
	Unwgttd	33144	0	515	220
	Weighted (000)	160200	0	1874	832
	Horz %	100.00	0.00	1.17	0.52
	Vert %	66.53	0.00	80.99	76.59
	Index	100	0	122	115
Rent Home/Residence				*	
	Unwgttd	14554	0	94	60
	Weighted (000)	77579	0	430	241
	Horz %	100.00	0.00	0.55	0.31
	Vert %	32.22	0.00	18.58	22.19
	Index	100	0	58	69

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Live Rent-Free in Home/Residence				*	*
	Unwgted	575	0	2	3
	Weighted (000)	3001	0	10	13
	Horz %	100.00	0.00	0.33	0.44
	Vert %	1.25	0.00	0.43	1.22
	Index	100	0	35	98
Census Region: North East				*	
	Unwgted	11292	0	156	71
	Weighted (000)	43596	0	433	233
	Horz %	100.00	0.00	0.99	0.53
	Vert %	18.11	0.00	18.73	21.45
	Index	100	0	103	118
Census Region: South				*	
	Unwgted	16777	0	202	88
	Weighted (000)	90561	0	838	361
	Horz %	100.00	0.00	0.93	0.40
	Vert %	37.61	0.00	36.22	33.26
	Index	100	0	96	88
Census Region: Midwest				*	
	Unwgted	10348	0	87	57
	Weighted (000)	51575	0	262	184
	Horz %	100.00	0.00	0.51	0.36
	Vert %	21.42	0.00	11.31	16.93
	Index	100	0	53	79
Census Region: West				*	
	Unwgted	9856	0	166	67
	Weighted (000)	55047	0	781	308
	Horz %	100.00	0.00	1.42	0.56
	Vert %	22.86	0.00	33.74	28.36
	Index	100	0	148	124
Census Sub-Region: New England				*	*
	Unwgted	2902	0	25	17
	Weighted (000)	11431	0	79	87
	Horz %	100.00	0.00	0.69	0.77
	Vert %	4.75	0.00	3.41	8.05
	Index	100	0	72	170
Census Sub-Region: Mid Atlantic				*	
	Unwgted	8390	0	131	54
	Weighted (000)	32165	0	354	146
	Horz %	100.00	0.00	1.10	0.45
	Vert %	13.36	0.00	15.32	13.40
	Index	100	0	115	100
Census Sub-Region: South Atlantic				*	
	Unwgted	9468	0	141	66
	Weighted (000)	46537	0	515	270
	Horz %	100.00	0.00	1.11	0.58
	Vert %	19.33	0.00	22.27	24.88
	Index	100	0	115	129
Census Sub-Region: East South Central				*	*
	Unwgted	1936	0	14	6
	Weighted (000)	14894	0	113	44
	Horz %	100.00	0.00	0.76	0.29
	Vert %	6.19	0.00	4.90	4.04
	Index	100	0	79	65

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Census Sub-Region: West South Central				*	*
	Unwgttd	5373	0	47	16
	Weighted (000)	29130	0	209	47
	Horz %	100.00	0.00	0.72	0.16
	Vert %	12.10	0.00	9.05	4.34
	Index	100	0	75	36
Census Sub-Region: East North Central				*	*
	Unwgttd	7954	0	72	45
	Weighted (000)	35969	0	209	109
	Horz %	100.00	0.00	0.58	0.30
	Vert %	14.94	0.00	9.04	10.04
	Index	100	0	61	67
Census Sub-Region: West North Central				*	*
	Unwgttd	2394	0	15	12
	Weighted (000)	15607	0	53	75
	Horz %	100.00	0.00	0.34	0.48
	Vert %	6.48	0.00	2.27	6.89
	Index	100	0	35	106
Census Sub-Region: Mountain				*	*
	Unwgttd	2516	0	37	12
	Weighted (000)	17393	0	248	91
	Horz %	100.00	0.00	1.43	0.53
	Vert %	7.22	0.00	10.72	8.42
	Index	100	0	148	117
Census Sub-Region: Pacific				*	*
	Unwgttd	7340	0	129	55
	Weighted (000)	37654	0	533	217
	Horz %	100.00	0.00	1.41	0.58
	Vert %	15.64	0.00	23.02	19.95
	Index	100	0	147	128
County Size: A				*	*
	Unwgttd	26336	0	438	206
	Weighted (000)	101038	0	1409	652
	Horz %	100.00	0.00	1.39	0.65
	Vert %	41.96	0.00	60.87	60.02
	Index	100	0	145	143
County Size: B				*	*
	Unwgttd	11787	0	117	54
	Weighted (000)	70879	0	564	316
	Horz %	100.00	0.00	0.80	0.45
	Vert %	29.44	0.00	24.36	29.12
	Index	100	0	83	99
County Size: C/D				*	*
	Unwgttd	10150	0	56	23
	Weighted (000)	68862	0	342	118
	Horz %	100.00	0.00	0.50	0.17
	Vert %	28.60	0.00	14.78	10.87
	Index	100	0	52	38
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	1208	0	22	9
	Weighted (000)	4881	0	97	19
	Horz %	100.00	0.00	1.98	0.39
	Vert %	2.03	0.00	4.18	1.76
	Index	100	0	206	87



RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)				*	
	Unwgted	8156	0	118	57
	Weighted (000)	39455	0	396	280
	Horz %	100.00	0.00	1.00	0.71
	Vert %	16.39	0.00	17.12	25.82
	Index	100	0	104	158
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	1202	0	16	8
	Weighted (000)	6602	0	56	34
	Horz %	100.00	0.00	0.84	0.52
	Vert %	2.74	0.00	2.40	3.15
	Index	100	0	88	115
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	287	0	1	1
	Weighted (000)	1442	0	27	3
	Horz %	100.00	0.00	1.89	0.23
	Vert %	0.60	0.00	1.18	0.31
	Index	100	0	197	51
Radio Formats: All News (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	2864	0	76	28
	Weighted (000)	8071	0	208	70
	Horz %	100.00	0.00	2.58	0.86
	Vert %	3.35	0.00	8.98	6.42
	Index	100	0	268	192
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	3437	0	56	22
	Weighted (000)	12832	0	168	50
	Horz %	100.00	0.00	1.31	0.39
	Vert %	5.33	0.00	7.26	4.56
	Index	100	0	136	86
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	884	0	14	3
	Weighted (000)	4021	0	31	7
	Horz %	100.00	0.00	0.78	0.18
	Vert %	1.67	0.00	1.35	0.67
	Index	100	0	81	40
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	3316	0	57	20
	Weighted (000)	15752	0	269	49
	Horz %	100.00	0.00	1.71	0.31
	Vert %	6.54	0.00	11.62	4.50
	Index	100	0	178	69
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	8653	0	117	47
	Weighted (000)	45814	0	496	183
	Horz %	100.00	0.00	1.08	0.40
	Vert %	19.03	0.00	21.42	16.87
	Index	100	0	113	89
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	2973	0	28	21
	Weighted (000)	14188	0	74	83
	Horz %	100.00	0.00	0.52	0.58
	Vert %	5.89	0.00	3.21	7.62
	Index	100	0	55	129

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	3601	0	47	17
	Weighted (000)	18087	0	198	78
	Horz %	100.00	0.00	1.10	0.43
	Vert %	7.51	0.00	8.57	7.21
	Index	100	0	114	96
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	1383	0	21	7
	Weighted (000)	5415	0	67	16
	Horz %	100.00	0.00	1.24	0.29
	Vert %	2.25	0.00	2.89	1.46
	Index	100	0	129	65
Radio Formats: Country (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	8065	0	82	41
	Weighted (000)	46392	0	326	190
	Horz %	100.00	0.00	0.70	0.41
	Vert %	19.27	0.00	14.11	17.49
	Index	100	0	73	91
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	289	0	4	3
	Weighted (000)	1180	0	16	3
	Horz %	100.00	0.00	1.35	0.28
	Vert %	0.49	0.00	0.69	0.30
	Index	100	0	140	61
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	730	0	7	1
	Weighted (000)	4011	0	12	1
	Horz %	100.00	0.00	0.29	0.02
	Vert %	1.67	0.00	0.50	0.06
	Index	100	0	30	4
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	2429	0	29	8
	Weighted (000)	15349	0	185	46
	Horz %	100.00	0.00	1.21	0.30
	Vert %	6.37	0.00	8.02	4.19
	Index	100	0	126	66
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	3507	0	51	21
	Weighted (000)	16479	0	192	98
	Horz %	100.00	0.00	1.16	0.59
	Vert %	6.84	0.00	8.29	8.99
	Index	100	0	121	131
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	702	0	11	6
	Weighted (000)	2542	0	49	36
	Horz %	100.00	0.00	1.92	1.43
	Vert %	1.06	0.00	2.11	3.34
	Index	100	0	200	316
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)				*	*
	Unwgted	991	0	11	2
	Weighted (000)	6494	0	70	19
	Horz %	100.00	0.00	1.08	0.30
	Vert %	2.70	0.00	3.04	1.77
	Index	100	0	113	66

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	5900	0	107	44
	Weighted (000)	23011	0	301	148
	Horz %	100.00	0.00	1.31	0.64
	Vert %	9.56	0.00	12.99	13.65
	Index	100	0	136	143
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	1671	0	15	7
	Weighted (000)	8714	0	52	31
	Horz %	100.00	0.00	0.60	0.36
	Vert %	3.62	0.00	2.26	2.86
	Index	100	0	62	79
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	2634	0	41	18
	Weighted (000)	10681	0	126	46
	Horz %	100.00	0.00	1.18	0.43
	Vert %	4.44	0.00	5.46	4.20
	Index	100	0	123	95
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	3953	0	44	22
	Weighted (000)	20069	0	178	103
	Horz %	100.00	0.00	0.89	0.51
	Vert %	8.34	0.00	7.71	9.46
	Index	100	0	92	113
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	2820	0	45	19
	Weighted (000)	14985	0	243	152
	Horz %	100.00	0.00	1.62	1.01
	Vert %	6.22	0.00	10.51	13.97
	Index	100	0	169	225
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	3771	0	43	25
	Weighted (000)	18525	0	156	111
	Horz %	100.00	0.00	0.84	0.60
	Vert %	7.69	0.00	6.76	10.22
	Index	100	0	88	133
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	1166	0	10	7
	Weighted (000)	6001	0	55	33
	Horz %	100.00	0.00	0.91	0.54
	Vert %	2.49	0.00	2.37	3.01
	Index	100	0	95	121
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	791	0	11	3
	Weighted (000)	4990	0	41	11
	Horz %	100.00	0.00	0.82	0.23
	Vert %	2.07	0.00	1.76	1.05
	Index	100	0	85	51
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	315	0	3	1
	Weighted (000)	1793	0	11	1
	Horz %	100.00	0.00	0.63	0.07
	Vert %	0.74	0.00	0.49	0.11
	Index	100	0	66	15

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	5190	0	62	22
	Weighted (000)	26664	0	239	114
	Horz %	100.00	0.00	0.90	0.43
	Vert %	11.07	0.00	10.33	10.53
	Index	100	0	93	95
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	2379	0	28	8
	Weighted (000)	11083	0	107	43
	Horz %	100.00	0.00	0.96	0.39
	Vert %	4.60	0.00	4.60	3.97
	Index	100	0	100	86
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	1939	0	26	12
	Weighted (000)	11362	0	105	88
	Horz %	100.00	0.00	0.92	0.77
	Vert %	4.72	0.00	4.53	8.06
	Index	100	0	96	171
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)				*	*
	Unwgttd	1269	0	25	4
	Weighted (000)	7051	0	110	21
	Horz %	100.00	0.00	1.56	0.29
	Vert %	2.93	0.00	4.75	1.91
	Index	100	0	162	65
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours				*	*
	Unwgttd	40314	0	545	244
	Weighted (000)	198598	0	2068	930
	Horz %	100.00	0.00	1.04	0.47
	Vert %	82.48	0.00	89.39	85.62
	Index	100	0	108	104
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am				*	*
	Unwgttd	24949	0	365	157
	Weighted (000)	119900	0	1348	594
	Horz %	100.00	0.00	1.12	0.50
	Vert %	49.80	0.00	58.24	54.66
	Index	100	0	117	110
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm				*	*
	Unwgttd	18085	0	214	106
	Weighted (000)	89896	0	827	390
	Horz %	100.00	0.00	0.92	0.43
	Vert %	37.34	0.00	35.72	35.89
	Index	100	0	96	96
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm				*	*
	Unwgttd	21647	0	336	145
	Weighted (000)	104254	0	1319	542
	Horz %	100.00	0.00	1.27	0.52
	Vert %	43.30	0.00	56.99	49.91
	Index	100	0	132	115
Radio Daypart Cumes: Weekday 7:00 pm - Midnight				*	*
	Unwgttd	7445	0	98	47
	Weighted (000)	38037	0	400	180
	Horz %	100.00	0.00	1.05	0.47
	Vert %	15.80	0.00	17.29	16.59
	Index	100	0	109	105

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Radio Daypart Cumes: Weekday Midnight - 6:00 am				*	*
	Unwgttd	2311	0	25	9
	Weighted (000)	11829	0	117	36
	Horz %	100.00	0.00	0.99	0.31
	Vert %	4.91	0.00	5.06	3.34
	Index	100	0	103	68
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am				*	
	Unwgttd	15558	0	204	86
	Weighted (000)	75340	0	719	360
	Horz %	100.00	0.00	0.95	0.48
	Vert %	31.29	0.00	31.06	33.12
	Index	100	0	99	106
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm				*	
	Unwgttd	21529	0	292	129
	Weighted (000)	103236	0	1026	507
	Horz %	100.00	0.00	0.99	0.49
	Vert %	42.88	0.00	44.34	46.64
	Index	100	0	103	109
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm				*	
	Unwgttd	16365	0	221	105
	Weighted (000)	81300	0	843	414
	Horz %	100.00	0.00	1.04	0.51
	Vert %	33.77	0.00	36.41	38.14
	Index	100	0	108	113
Radio Daypart Cumes: Weekend 7:00 pm - Midnight				*	*
	Unwgttd	7820	0	91	39
	Weighted (000)	39381	0	349	161
	Horz %	100.00	0.00	0.89	0.41
	Vert %	16.36	0.00	15.09	14.79
	Index	100	0	92	90
Radio Daypart Cumes: Weekend Midnight - 6:00 am				*	*
	Unwgttd	1948	0	17	3
	Weighted (000)	9954	0	73	7
	Horz %	100.00	0.00	0.73	0.07
	Vert %	4.13	0.00	3.14	0.62
	Index	100	0	76	15
Where Listen to Radio on Typical Weekday: Home				*	
	Unwgttd	12806	0	120	65
	Weighted (000)	62580	0	498	224
	Horz %	100.00	0.00	0.80	0.36
	Vert %	25.99	0.00	21.53	20.66
	Index	100	0	83	79
Where Listen to Radio on Typical Weekday: Car				*	
	Unwgttd	37001	0	531	236
	Weighted (000)	181109	0	1981	934
	Horz %	100.00	0.00	1.09	0.52
	Vert %	75.22	0.00	85.62	85.95
	Index	100	0	114	114
Where Listen to Radio on Typical Weekday: Work				*	*
	Unwgttd	5690	0	62	32
	Weighted (000)	29668	0	244	119
	Horz %	100.00	0.00	0.82	0.40
	Vert %	12.32	0.00	10.53	10.96
	Index	100	0	85	89

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		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work				*	*
	Unwgted	1158	0	14	7
	Weighted (000)	6331	0	73	13
	Horz %	100.00	0.00	1.15	0.21
	Vert %	2.63	0.00	3.16	1.24
	Index	100	0	120	47
Where Listen to Radio on Typical Weekend: Home				*	
	Unwgted	14791	0	160	71
	Weighted (000)	72174	0	667	296
	Horz %	100.00	0.00	0.92	0.41
	Vert %	29.97	0.00	28.84	27.21
	Index	100	0	96	91
Where Listen to Radio on Typical Weekend: Car				*	
	Unwgted	33975	0	491	214
	Weighted (000)	166202	0	1824	849
	Horz %	100.00	0.00	1.10	0.51
	Vert %	69.03	0.00	78.81	78.14
	Index	100	0	114	113
Where Listen to Radio on Typical Weekend: Work				*	*
	Unwgted	2031	0	21	16
	Weighted (000)	11015	0	107	88
	Horz %	100.00	0.00	0.97	0.79
	Vert %	4.57	0.00	4.60	8.06
	Index	100	0	101	176
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work				*	*
	Unwgted	1137	0	14	7
	Weighted (000)	6306	0	71	20
	Horz %	100.00	0.00	1.12	0.31
	Vert %	2.62	0.00	3.05	1.81
	Index	100	0	117	69
Ever Listen to AM Radio (Terrestrial Radio)				*	
	Unwgted	9226	0	151	70
	Weighted (000)	37690	0	464	210
	Horz %	100.00	0.00	1.23	0.56
	Vert %	15.65	0.00	20.07	19.35
	Index	100	0	128	124
Ever Listen to FM Radio (Terrestrial Radio)				*	
	Unwgted	36061	0	455	207
	Weighted (000)	181675	0	1715	822
	Horz %	100.00	0.00	0.94	0.45
	Vert %	75.45	0.00	74.11	75.66
	Index	100	0	98	100
Ever Listen to Any Terrestrial Radio (AM/FM)				*	
	Unwgted	39115	0	510	229
	Weighted (000)	193871	0	1877	885
	Horz %	100.00	0.00	0.97	0.46
	Vert %	80.52	0.00	81.11	81.43
	Index	100	0	101	101
Ever Listen to Satellite Radio (SiriusXM)				*	*
	Unwgted	6485	0	156	49
	Weighted (000)	28450	0	573	170
	Horz %	100.00	0.00	2.02	0.60
	Vert %	11.82	0.00	24.78	15.63
	Index	100	0	210	132

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		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Household Subscribes to Satellite (SiriusXM) Radio				*	
	Unwgt'd	8939	0	198	67
	Weighted (000)	41160	0	708	235
	Horz %	100.00	0.00	1.72	0.57
	Vert %	17.09	0.00	30.59	21.62
	Index	100	0	179	126
Any Vehicle Currently Owned/Leased Has Satellite Radio				*	
	Unwgt'd	14712	0	400	139
	Weighted (000)	71398	0	1476	566
	Horz %	100.00	0.00	2.07	0.79
	Vert %	29.65	0.00	63.79	52.12
	Index	100	0	215	176
Any Vehicle Currently Owned/Leased Has MP3 Player Connection				*	
	Unwgt'd	12557	0	300	122
	Weighted (000)	62882	0	1176	491
	Horz %	100.00	0.00	1.87	0.78
	Vert %	26.12	0.00	50.81	45.18
	Index	100	0	195	173
listened online to streaming AM/FM broadcast radio stations				*	*
	Unwgt'd	7450	0	112	44
	Weighted (000)	36486	0	424	213
	Horz %	100.00	0.00	1.16	0.58
	Vert %	15.15	0.00	18.33	19.64
	Index	100	0	121	130
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)				*	
	Unwgt'd	14104	0	210	108
	Weighted (000)	70596	0	870	368
	Horz %	100.00	0.00	1.23	0.52
	Vert %	29.32	0.00	37.59	33.88
	Index	100	0	128	116
Listened to Any Radio on the Internet/Online-Past Month				*	
	Unwgt'd	20341	0	318	156
	Weighted (000)	101859	0	1299	627
	Horz %	100.00	0.00	1.28	0.62
	Vert %	42.30	0.00	56.15	57.69
	Index	100	0	133	136
Visited a radio station, radio program or radio personality's website				*	*
	Unwgt'd	3495	0	42	21
	Weighted (000)	16642	0	176	103
	Horz %	100.00	0.00	1.06	0.62
	Vert %	6.91	0.00	7.62	9.45
	Index	100	0	110	137
Downloaded music - Past Month				*	*
	Unwgt'd	10131	0	138	64
	Weighted (000)	53361	0	595	248
	Horz %	100.00	0.00	1.11	0.47
	Vert %	22.16	0.00	25.69	22.88
	Index	100	0	116	103
Downloaded or listened to podcasts/podcasting - past month				*	*
	Unwgt'd	2692	0	55	21
	Weighted (000)	11952	0	242	86
	Horz %	100.00	0.00	2.03	0.72
	Vert %	4.96	0.00	10.47	7.90
	Index	100	0	211	159

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		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)				*	*
	Unwgttd	3490	0	45	26
	Weighted (000)	17709	0	174	149
	Horz %	100.00	0.00	0.98	0.84
	Vert %	7.36	0.00	7.51	13.74
	Index	100	0	102	187
Listened to iTunes/last 30 days (measured as website visited/last 30 days)				*	
	Unwgttd	7650	0	136	57
	Weighted (000)	36645	0	479	221
	Horz %	100.00	0.00	1.31	0.60
	Vert %	15.22	0.00	20.68	20.35
	Index	100	0	136	134
Listened to Pandora/last 30 days (measured as website visited/last 30 days)				*	
	Unwgttd	13348	0	211	114
	Weighted (000)	68670	0	832	438
	Horz %	100.00	0.00	1.21	0.64
	Vert %	28.52	0.00	35.96	40.30
	Index	100	0	126	141
Listened to Spotify/last 30 days (measured as website visited/last 30 days)				*	*
	Unwgttd	4026	0	55	30
	Weighted (000)	21138	0	277	91
	Horz %	100.00	0.00	1.31	0.43
	Vert %	8.78	0.00	11.96	8.40
	Index	100	0	136	96
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat				*	
	Unwgttd	16441	0	191	110
	Weighted (000)	83247	0	708	444
	Horz %	100.00	0.00	0.85	0.53
	Vert %	34.57	0.00	30.61	40.88
	Index	100	0	89	118
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat				*	
	Unwgttd	13568	0	150	75
	Weighted (000)	68583	0	538	297
	Horz %	100.00	0.00	0.78	0.43
	Vert %	28.48	0.00	23.26	27.38
	Index	100	0	82	96
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat				*	
	Unwgttd	16787	0	190	103
	Weighted (000)	84735	0	691	402
	Horz %	100.00	0.00	0.82	0.47
	Vert %	35.19	0.00	29.85	36.99
	Index	100	0	85	105
For me, advertising on radio is amusing. Agree strongly or Agree somewhat				*	
	Unwgttd	12871	0	151	74
	Weighted (000)	66195	0	540	291
	Horz %	100.00	0.00	0.82	0.44
	Vert %	27.49	0.00	23.32	26.83
	Index	100	0	85	98
TV Dayparts: Total Week Prime Time Cume Audience				*	
	Unwgttd	38660	0	516	221
	Weighted (000)	189912	0	1928	838
	Horz %	100.00	0.00	1.02	0.44
	Vert %	78.87	0.00	83.34	77.13
	Index	100	0	106	98



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		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)				*	
	Unwgted	30696	0	411	183
	Weighted (000)	149196	0	1478	689
	Horz %	100.00	0.00	0.99	0.46
	Vert %	61.96	0.00	63.88	63.42
	Index	100	0	103	102
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)				*	
	Unwgted	26491	0	351	157
	Weighted (000)	129997	0	1273	543
	Horz %	100.00	0.00	0.98	0.42
	Vert %	53.99	0.00	54.99	50.01
	Index	100	0	102	93
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)				*	
	Unwgted	30904	0	404	171
	Weighted (000)	150311	0	1393	627
	Horz %	100.00	0.00	0.93	0.42
	Vert %	62.43	0.00	60.21	57.76
	Index	100	0	96	93
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)				*	
	Unwgted	13385	0	124	50
	Weighted (000)	71448	0	514	204
	Horz %	100.00	0.00	0.72	0.29
	Vert %	29.67	0.00	22.23	18.75
	Index	100	0	75	63
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)				*	
	Unwgted	23966	0	289	120
	Weighted (000)	120410	0	967	453
	Horz %	100.00	0.00	0.80	0.38
	Vert %	50.01	0.00	41.77	41.71
	Index	100	0	84	83
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)				*	*
	Unwgted	7819	0	75	35
	Weighted (000)	39930	0	293	154
	Horz %	100.00	0.00	0.73	0.39
	Vert %	16.58	0.00	12.64	14.20
	Index	100	0	76	86
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning				*	
	Unwgted	19776	0	227	98
	Weighted (000)	98663	0	851	321
	Horz %	100.00	0.00	0.86	0.33
	Vert %	40.98	0.00	36.79	29.54
	Index	100	0	90	72
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon				*	
	Unwgted	23713	0	292	136
	Weighted (000)	118404	0	1012	423
	Horz %	100.00	0.00	0.85	0.36
	Vert %	49.18	0.00	43.74	38.93
	Index	100	0	89	79
Downloaded a TV Program - Past Month				*	*
	Unwgted	2546	0	37	17
	Weighted (000)	12316	0	124	67
	Horz %	100.00	0.00	1.01	0.54
	Vert %	5.11	0.00	5.35	6.15
	Index	100	0	105	120

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		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Watched a TV Program Online - Past Month				*	
	Unwgted	8662	0	114	59
	Weighted (000)	42288	0	428	180
	Horz %	100.00	0.00	1.01	0.43
	Vert %	17.56	0.00	18.49	16.55
	Index	100	0	105	94
Visited a TV Network or TV Show's Web Site - Past Month				*	
	Unwgted	10361	0	143	75
	Weighted (000)	49642	0	556	247
	Horz %	100.00	0.00	1.12	0.50
	Vert %	20.62	0.00	24.02	22.77
	Index	100	0	116	110
Looked at TV Listings Online - Past Month				*	*
	Unwgted	5556	0	86	43
	Weighted (000)	25739	0	304	154
	Horz %	100.00	0.00	1.18	0.60
	Vert %	10.69	0.00	13.15	14.15
	Index	100	0	123	132
Household Subscribes to Cable TV				*	
	Unwgted	22719	0	310	131
	Weighted (000)	108255	0	1162	496
	Horz %	100.00	0.00	1.07	0.46
	Vert %	44.96	0.00	50.21	45.65
	Index	100	0	112	102
Household Subscribes to Cable, Satellite or Fiber Optic TV				*	
	Unwgted	39029	0	555	233
	Weighted (000)	191150	0	2066	906
	Horz %	100.00	0.00	1.08	0.47
	Vert %	79.39	0.00	89.30	83.39
	Index	100	0	112	105
Viewed Any Cable TV (Including Pay) - Past Week				*	
	Unwgted	37639	0	533	229
	Weighted (000)	184440	0	1999	893
	Horz %	100.00	0.00	1.08	0.48
	Vert %	76.60	0.00	86.37	82.23
	Index	100	0	113	107
Heavy Cable TV Viewer (Including Pay) - Past Week				*	
	Unwgted	27789	0	357	154
	Weighted (000)	137528	0	1333	582
	Horz %	100.00	0.00	0.97	0.42
	Vert %	57.12	0.00	57.61	53.56
	Index	100	0	101	94
Viewed Any Premium Cable Channels - Past Month				*	
	Unwgted	16374	0	254	112
	Weighted (000)	77280	0	861	443
	Horz %	100.00	0.00	1.11	0.57
	Vert %	32.10	0.00	37.20	40.79
	Index	100	0	116	127
Viewed Any Pay-Per-View Programs or Events - Past Year				*	
	Unwgted	6244	0	142	54
	Weighted (000)	29338	0	540	223
	Horz %	100.00	0.00	1.84	0.76
	Vert %	12.18	0.00	23.32	20.56
	Index	100	0	191	169

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		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Viewed Any Video-On-Demand Programs or Events - Past Year				*	
	Unwgttd	13643	0	261	106
	Weighted (000)	59903	0	901	355
	Horz %	100.00	0.00	1.50	0.59
	Vert %	24.88	0.00	38.93	32.67
	Index	100	0	156	131
Household Has a Satellite Dish				*	
	Unwgttd	10901	0	132	52
	Weighted (000)	62972	0	578	261
	Horz %	100.00	0.00	0.92	0.42
	Vert %	26.15	0.00	24.99	24.06
	Index	100	0	96	92
Household Has a Digital Video Recorder (DVR)				*	
	Unwgttd	24213	0	407	156
	Weighted (000)	117400	0	1524	591
	Horz %	100.00	0.00	1.30	0.50
	Vert %	48.76	0.00	65.86	54.45
	Index	100	0	135	112
Any Internet/Online Activity - Past Month				*	
	Unwgttd	41735	0	589	273
	Weighted (000)	203627	0	2201	1054
	Horz %	100.00	0.00	1.08	0.52
	Vert %	84.57	0.00	95.12	97.00
	Index	100	0	112	115
Played Games Online - Past Month				*	
	Unwgttd	13858	0	143	76
	Weighted (000)	73582	0	643	319
	Horz %	100.00	0.00	0.87	0.43
	Vert %	30.56	0.00	27.79	29.40
	Index	100	0	91	96
Downloaded a Video Game - Past Month				*	*
	Unwgttd	5181	0	35	28
	Weighted (000)	29277	0	197	109
	Horz %	100.00	0.00	0.67	0.37
	Vert %	12.16	0.00	8.50	10.02
	Index	100	0	70	82
Downloaded a Movie - Past Month				*	*
	Unwgttd	4298	0	58	28
	Weighted (000)	21411	0	198	79
	Horz %	100.00	0.00	0.92	0.37
	Vert %	8.89	0.00	8.55	7.25
	Index	100	0	96	82
Watched a Movie Online - Past Month				*	
	Unwgttd	10210	0	125	62
	Weighted (000)	51231	0	517	220
	Horz %	100.00	0.00	1.01	0.43
	Vert %	21.28	0.00	22.35	20.29
	Index	100	0	105	95
Watched Online Video (Not Movie, TV) - Past Month				*	
	Unwgttd	8994	0	120	59
	Weighted (000)	44949	0	470	218
	Horz %	100.00	0.00	1.05	0.48
	Vert %	18.67	0.00	20.31	20.07
	Index	100	0	109	107

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Visited a Chat Room - Past Month				*	*
	Unwgttd	2241	0	28	14
	Weighted (000)	11411	0	108	51
	Horz %	100.00	0.00	0.95	0.45
	Vert %	4.74	0.00	4.67	4.71
	Index	100	0	99	99
Used e-Mail - Past Month				*	
	Unwgttd	36995	0	546	260
	Weighted (000)	174261	0	1982	1005
	Horz %	100.00	0.00	1.14	0.58
	Vert %	72.37	0.00	85.63	92.53
	Index	100	0	118	128
Used Instant Messenger/IM Online - Past Month				*	
	Unwgttd	26705	0	377	180
	Weighted (000)	135807	0	1482	677
	Horz %	100.00	0.00	1.09	0.50
	Vert %	56.40	0.00	64.05	62.28
	Index	100	0	114	110
Visited Online Blogs - Past Month				*	*
	Unwgttd	6524	0	100	42
	Weighted (000)	31710	0	382	129
	Horz %	100.00	0.00	1.20	0.41
	Vert %	13.17	0.00	16.49	11.87
	Index	100	0	125	90
Wrote an Online Blog - Past Month				*	*
	Unwgttd	1311	0	15	8
	Weighted (000)	6536	0	69	16
	Horz %	100.00	0.00	1.05	0.25
	Vert %	2.71	0.00	2.98	1.49
	Index	100	0	110	55
Uploaded or Added Video to a Web Site - Past Month				*	*
	Unwgttd	3852	0	52	24
	Weighted (000)	19478	0	174	82
	Horz %	100.00	0.00	0.90	0.42
	Vert %	8.09	0.00	7.54	7.54
	Index	100	0	93	93
Accessed Any Social/Networking/Photo/Video Web Site - Past Month				*	
	Unwgttd	35665	0	489	235
	Weighted (000)	177442	0	1871	932
	Horz %	100.00	0.00	1.05	0.53
	Vert %	73.69	0.00	80.84	85.81
	Index	100	0	110	116
Accessed Facebook.com - Past Month				*	
	Unwgttd	28781	0	373	188
	Weighted (000)	145748	0	1437	729
	Horz %	100.00	0.00	0.99	0.50
	Vert %	60.53	0.00	62.11	67.10
	Index	100	0	103	111
Accessed Foursquare - Past Month				*	*
	Unwgttd	326	0	7	2
	Weighted (000)	1536	0	33	5
	Horz %	100.00	0.00	2.12	0.32
	Vert %	0.64	0.00	1.41	0.46
	Index	100	0	221	72

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Accessed Google+ (Google Plus) - Past Month				*	
	Unwgted	8327	0	118	64
	Weighted (000)	41531	0	396	279
	Horz %	100.00	0.00	0.95	0.67
	Vert %	17.25	0.00	17.13	25.71
	Index	100	0	99	149
Accessed LinkedIn.com - Past Month				*	
	Unwgted	7880	0	148	86
	Weighted (000)	30933	0	467	293
	Horz %	100.00	0.00	1.51	0.95
	Vert %	12.85	0.00	20.18	26.99
	Index	100	0	157	210
Accessed Pinterest - Past Month				*	
	Unwgted	8547	0	138	82
	Weighted (000)	45015	0	512	353
	Horz %	100.00	0.00	1.14	0.78
	Vert %	18.70	0.00	22.11	32.50
	Index	100	0	118	174
Accessed Tumblr - Past Month				*	*
	Unwgted	1746	0	22	14
	Weighted (000)	9399	0	108	47
	Horz %	100.00	0.00	1.15	0.50
	Vert %	3.90	0.00	4.67	4.31
	Index	100	0	120	110
Accessed Twitter.com - Past Month				*	*
	Unwgted	6090	0	91	38
	Weighted (000)	30973	0	348	146
	Horz %	100.00	0.00	1.12	0.47
	Vert %	12.86	0.00	15.02	13.43
	Index	100	0	117	104
Accessed Yelp - Past Month				*	*
	Unwgted	3922	0	91	34
	Weighted (000)	15511	0	336	110
	Horz %	100.00	0.00	2.16	0.71
	Vert %	6.44	0.00	14.50	10.09
	Index	100	0	225	157
Accessed YouTube.com - Past Month				*	
	Unwgted	24628	0	344	162
	Weighted (000)	123561	0	1335	676
	Horz %	100.00	0.00	1.08	0.55
	Vert %	51.32	0.00	57.69	62.25
	Index	100	0	112	121
Posted "Like" on Social Network - Past Month				*	
	Unwgted	18263	0	234	119
	Weighted (000)	93304	0	886	469
	Horz %	100.00	0.00	0.95	0.50
	Vert %	38.75	0.00	38.27	43.15
	Index	100	0	99	111
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month				*	
	Unwgted	9077	0	104	67
	Weighted (000)	47933	0	482	302
	Horz %	100.00	0.00	1.01	0.63
	Vert %	19.91	0.00	20.83	27.80
	Index	100	0	105	140

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Clicked on an Advertisement on Social Network - Past Month				*	*
	Unwgttd	6212	0	105	49
	Weighted (000)	29666	0	423	207
	Horz %	100.00	0.00	1.42	0.70
	Vert %	12.32	0.00	18.26	19.08
	Index	100	0	148	155
Watched a Video on Social Network - Past Month				*	
	Unwgttd	22534	0	292	153
	Weighted (000)	114114	0	1164	624
	Horz %	100.00	0.00	1.02	0.55
	Vert %	47.39	0.00	50.32	57.42
	Index	100	0	106	121
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month				*	
	Unwgttd	38445	0	544	254
	Weighted (000)	190804	0	2050	1013
	Horz %	100.00	0.00	1.07	0.53
	Vert %	79.24	0.00	88.57	93.29
	Index	100	0	112	118
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month				*	
	Unwgttd	18075	0	273	128
	Weighted (000)	90847	0	1053	455
	Horz %	100.00	0.00	1.16	0.50
	Vert %	37.73	0.00	45.50	41.84
	Index	100	0	121	111
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month				*	
	Unwgttd	17311	0	257	129
	Weighted (000)	87270	0	1022	554
	Horz %	100.00	0.00	1.17	0.64
	Vert %	36.24	0.00	44.16	51.04
	Index	100	0	122	141
Played Music on Cellular Phone/Mobile/Smartphone - Past Month				*	
	Unwgttd	22282	0	323	157
	Weighted (000)	113761	0	1297	639
	Horz %	100.00	0.00	1.14	0.56
	Vert %	47.25	0.00	56.05	58.82
	Index	100	0	119	125
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month				*	
	Unwgttd	15000	0	194	94
	Weighted (000)	79489	0	856	409
	Horz %	100.00	0.00	1.08	0.51
	Vert %	33.01	0.00	37.00	37.68
	Index	100	0	112	114
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month				*	
	Unwgttd	9852	0	129	68
	Weighted (000)	51013	0	499	276
	Horz %	100.00	0.00	0.98	0.54
	Vert %	21.19	0.00	21.57	25.37
	Index	100	0	102	120
Used a Mobile "App" - Past Month				*	
	Unwgttd	23794	0	371	190
	Weighted (000)	116054	0	1398	714
	Horz %	100.00	0.00	1.20	0.61
	Vert %	48.20	0.00	60.42	65.70
	Index	100	0	125	136

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Read Any Daily Newspaper (Print/Paper/Hard Copy)				*	
	Unwgted	11920	0	171	54
	Weighted (000)	53679	0	526	163
	Horz %	100.00	0.00	0.98	0.30
	Vert %	22.29	0.00	22.74	15.00
	Index	100	0	102	67
Read Any Sunday Newspaper (Print/Paper/Hard Copy)				*	
	Unwgted	15332	0	222	86
	Weighted (000)	70866	0	743	275
	Horz %	100.00	0.00	1.05	0.39
	Vert %	29.43	0.00	32.11	25.29
	Index	100	0	109	86
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month				*	
	Unwgted	18436	0	296	130
	Weighted (000)	84280	0	1100	457
	Horz %	100.00	0.00	1.30	0.54
	Vert %	35.00	0.00	47.53	42.06
	Index	100	0	136	120
Read Classified Advertising in Weekday Newspaper				*	*
	Unwgted	3903	0	22	18
	Weighted (000)	21071	0	91	47
	Horz %	100.00	0.00	0.43	0.23
	Vert %	8.75	0.00	3.95	4.37
	Index	100	0	45	50
Read Classified Advertising in Sunda/Weekend Newspaper				*	*
	Unwgted	4115	0	32	21
	Weighted (000)	21628	0	142	56
	Horz %	100.00	0.00	0.66	0.26
	Vert %	8.98	0.00	6.15	5.19
	Index	100	0	68	58
Read Advertisements in Weekday Newspaper				*	*
	Unwgted	4150	0	31	26
	Weighted (000)	19673	0	106	52
	Horz %	100.00	0.00	0.54	0.27
	Vert %	8.17	0.00	4.58	4.81
	Index	100	0	56	59
Read Advertisements in Sunday/Weekend Newspaper				*	*
	Unwgted	5230	0	56	41
	Weighted (000)	24675	0	230	151
	Horz %	100.00	0.00	0.93	0.61
	Vert %	10.25	0.00	9.94	13.93
	Index	100	0	97	136
Read Circulars/Inserts/Fliers in Weekday Newspaper				*	*
	Unwgted	5482	0	50	27
	Weighted (000)	25536	0	170	75
	Horz %	100.00	0.00	0.67	0.29
	Vert %	10.61	0.00	7.35	6.86
	Index	100	0	69	65
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper				*	*
	Unwgted	8125	0	106	53
	Weighted (000)	36955	0	380	212
	Horz %	100.00	0.00	1.03	0.57
	Vert %	15.35	0.00	16.44	19.48
	Index	100	0	107	127

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Received and/or Clipped Coupons from Weekday Newspaper - Past Year				*	*
	Unwgted	4605	0	55	20
	Weighted (000)	22586	0	182	50
	Horz %	100.00	0.00	0.81	0.22
	Vert %	9.38	0.00	7.86	4.56
	Index	100	0	84	49
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year				*	
	Unwgted	10890	0	154	60
	Weighted (000)	52963	0	536	197
	Horz %	100.00	0.00	1.01	0.37
	Vert %	22.00	0.00	23.15	18.16
	Index	100	0	105	83
Personally Referred to Paper Yellow Pages - Past Week				*	*
	Unwgted	3183	0	22	13
	Weighted (000)	15401	0	71	48
	Horz %	100.00	0.00	0.46	0.31
	Vert %	6.40	0.00	3.07	4.39
	Index	100	0	48	69
Personally Referred to Internet Yellow Pages - Past Week				*	*
	Unwgted	2624	0	34	15
	Weighted (000)	13074	0	125	69
	Horz %	100.00	0.00	0.96	0.53
	Vert %	5.43	0.00	5.41	6.36
	Index	100	0	100	117
Personally Referred to Paper or Internet Yellow Pages - Past Week				*	*
	Unwgted	5381	0	50	26
	Weighted (000)	26513	0	184	113
	Horz %	100.00	0.00	0.69	0.42
	Vert %	11.01	0.00	7.94	10.37
	Index	100	0	72	94
Accessed Yellowpages.com (YP.com) - Past Month				*	*
	Unwgted	2490	0	24	11
	Weighted (000)	12079	0	64	40
	Horz %	100.00	0.00	0.53	0.33
	Vert %	5.02	0.00	2.76	3.64
	Index	100	0	55	73
Have Seen Video Ads in Grocery Stores - Past Month				*	*
	Unwgted	8982	0	114	40
	Weighted (000)	46737	0	460	141
	Horz %	100.00	0.00	0.98	0.30
	Vert %	19.41	0.00	19.86	12.94
	Index	100	0	102	67
Have Seen Video Ads in Drug Stores - Past Month				*	*
	Unwgted	5976	0	73	28
	Weighted (000)	31131	0	258	87
	Horz %	100.00	0.00	0.83	0.28
	Vert %	12.93	0.00	11.16	8.03
	Index	100	0	86	62
Have Seen Video Ads in Convenience Stores - Past Month				*	*
	Unwgted	5902	0	69	29
	Weighted (000)	31417	0	255	100
	Horz %	100.00	0.00	0.81	0.32
	Vert %	13.05	0.00	11.02	9.20
	Index	100	0	84	71



RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Have Seen Video Ads in Large Discount/Department Stores - Past Month				*	*
	Unwgted	6287	0	68	26
	Weighted (000)	33490	0	245	97
	Horz %	100.00	0.00	0.73	0.29
	Vert %	13.91	0.00	10.57	8.92
	Index	100	0	76	64
Have Seen Video Ads in Warehouse/Club Stores - Past Month				*	*
	Unwgted	5223	0	75	29
	Weighted (000)	26008	0	265	112
	Horz %	100.00	0.00	1.02	0.43
	Vert %	10.80	0.00	11.46	10.31
	Index	100	0	106	95
Have Seen Video Ads in Other Stores - Past Month				*	*
	Unwgted	4855	0	54	28
	Weighted (000)	25254	0	213	90
	Horz %	100.00	0.00	0.84	0.36
	Vert %	10.49	0.00	9.20	8.28
	Index	100	0	88	79
Have Seen Video Ads in Shopping Malls - Past Month				*	*
	Unwgted	6785	0	96	34
	Weighted (000)	34124	0	366	140
	Horz %	100.00	0.00	1.07	0.41
	Vert %	14.17	0.00	15.79	12.91
	Index	100	0	111	91
Have Seen Video Ads in Bars/Pubs - Past Month				*	*
	Unwgted	4286	0	50	28
	Weighted (000)	21507	0	175	117
	Horz %	100.00	0.00	0.81	0.54
	Vert %	8.93	0.00	7.55	10.74
	Index	100	0	85	120
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month				*	*
	Unwgted	6264	0	75	31
	Weighted (000)	33395	0	262	153
	Horz %	100.00	0.00	0.79	0.46
	Vert %	13.87	0.00	11.34	14.06
	Index	100	0	82	101
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month				*	*
	Unwgted	4657	0	60	28
	Weighted (000)	23645	0	197	87
	Horz %	100.00	0.00	0.83	0.37
	Vert %	9.82	0.00	8.50	8.01
	Index	100	0	87	82
Have Seen Video Ads in Gym/Health Clubs - Past Month				*	*
	Unwgted	3958	0	59	24
	Weighted (000)	19616	0	210	70
	Horz %	100.00	0.00	1.07	0.36
	Vert %	8.15	0.00	9.06	6.44
	Index	100	0	111	79
Have Seen Video Ads in Medical Offices - Past Month				*	*
	Unwgted	5541	0	66	25
	Weighted (000)	27802	0	242	103
	Horz %	100.00	0.00	0.87	0.37
	Vert %	11.55	0.00	10.46	9.52
	Index	100	0	91	82

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Have Seen Video Ads in Airports - Past Month				*	*
	Unwgted	4033	0	76	32
	Weighted (000)	18664	0	256	93
	Horz %	100.00	0.00	1.37	0.50
	Vert %	7.75	0.00	11.06	8.56
	Index	100	0	143	110
Have Seen Video Ads at Gas Stations - Past Month				*	
	Unwgted	8262	0	103	55
	Weighted (000)	40582	0	373	181
	Horz %	100.00	0.00	0.92	0.45
	Vert %	16.85	0.00	16.11	16.65
	Index	100	0	96	99
Have Seen Video Ads in Office Building Lobbies - Past Month				*	*
	Unwgted	3589	0	43	19
	Weighted (000)	18074	0	162	61
	Horz %	100.00	0.00	0.89	0.34
	Vert %	7.51	0.00	6.99	5.59
	Index	100	0	93	75
Have Seen Video Ads in Office Building Elevators - Past Month				*	*
	Unwgted	3463	0	48	21
	Weighted (000)	16741	0	181	68
	Horz %	100.00	0.00	1.08	0.41
	Vert %	6.95	0.00	7.83	6.25
	Index	100	0	113	90
Have Seen Video Ads in Movie Theater Lobbies - Past Month				*	*
	Unwgted	5006	0	72	28
	Weighted (000)	25416	0	307	105
	Horz %	100.00	0.00	1.21	0.41
	Vert %	10.56	0.00	13.29	9.67
	Index	100	0	126	92
Have Seen Ads on Billboards - Past Month				*	
	Unwgted	24747	0	360	171
	Weighted (000)	122681	0	1371	675
	Horz %	100.00	0.00	1.12	0.55
	Vert %	50.95	0.00	59.25	62.18
	Index	100	0	116	122
Have Seen Ads on Buses/Trains - Past Month				*	
	Unwgted	11300	0	153	82
	Weighted (000)	52460	0	551	282
	Horz %	100.00	0.00	1.05	0.54
	Vert %	21.79	0.00	23.83	26.00
	Index	100	0	109	119
Have Seen Ads at Bus Stops or Train Stations - Past Month				*	
	Unwgted	7513	0	112	54
	Weighted (000)	33802	0	336	183
	Horz %	100.00	0.00	0.99	0.54
	Vert %	14.04	0.00	14.50	16.81
	Index	100	0	103	120
Have Seen Ads Inside Taxis - Past Month				*	*
	Unwgted	3860	0	61	24
	Weighted (000)	17253	0	176	74
	Horz %	100.00	0.00	1.02	0.43
	Vert %	7.17	0.00	7.59	6.85
	Index	100	0	106	96

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any Acura Bought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Have Seen Ads on Top of Taxis - Past Month				*	*
	Unwgttd	6144	0	99	38
	Weighted (000)	27714	0	295	124
	Horz %	100.00	0.00	1.07	0.45
	Vert %	11.51	0.00	12.76	11.37
	Index	100	0	111	99
Have Seen Ads on Phone Booths - Past Month				*	*
	Unwgttd	2895	0	39	18
	Weighted (000)	14322	0	126	47
	Horz %	100.00	0.00	0.88	0.33
	Vert %	5.95	0.00	5.45	4.35
	Index	100	0	92	73
Have Seen Ads at Sports or Entertainment Events - Past Month				*	*
	Unwgttd	7781	0	124	47
	Weighted (000)	38266	0	452	147
	Horz %	100.00	0.00	1.18	0.38
	Vert %	15.89	0.00	19.54	13.54
	Index	100	0	123	85
Have Seen Ads on Postcards - Past Month				*	*
	Unwgttd	5833	0	72	33
	Weighted (000)	27321	0	272	128
	Horz %	100.00	0.00	1.00	0.47
	Vert %	11.35	0.00	11.77	11.80
	Index	100	0	104	104
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month				*	*
	Unwgttd	12452	0	186	87
	Weighted (000)	62134	0	703	371
	Horz %	100.00	0.00	1.13	0.60
	Vert %	25.81	0.00	30.38	34.19
	Index	100	0	118	132
Have Seen Ads on Posters at Movie Theaters - Past Month				*	*
	Unwgttd	8769	0	129	60
	Weighted (000)	43591	0	527	255
	Horz %	100.00	0.00	1.21	0.59
	Vert %	18.10	0.00	22.78	23.48
	Index	100	0	126	130
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month				*	*
	Unwgttd	11245	0	167	74
	Weighted (000)	55588	0	663	327
	Horz %	100.00	0.00	1.19	0.59
	Vert %	23.09	0.00	28.64	30.10
	Index	100	0	124	130
Have Seen Ads in Stores (Not Video Ads) - Past Month				*	*
	Unwgttd	15945	0	208	97
	Weighted (000)	79810	0	795	390
	Horz %	100.00	0.00	1.00	0.49
	Vert %	33.15	0.00	34.36	35.86
	Index	100	0	104	108
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month				*	*
	Unwgttd	11680	0	173	77
	Weighted (000)	57496	0	666	279
	Horz %	100.00	0.00	1.16	0.48
	Vert %	23.88	0.00	28.77	25.64
	Index	100	0	120	107

RAB / GfK MRI AUTO PROFILE: ACURA

		Adults 18+	Most Recent Vehicle Bought/Leased Any Acura	Decision Maker for any AcuraBought/Lease New	Would Buy/Lease Acurai If Making Decision Today
Have Seen Infomercials - Past Month				*	
	Unwgttd	9980	0	122	58
	Weighted (000)	49971	0	448	286
	Horz %	100.00	0.00	0.90	0.57
	Vert %	20.75	0.00	19.35	26.36
	Index	100	0	93	127
Have Seen Offers or Ads Sent to Home by Mail - Past Month				*	
	Unwgttd	20473	0	301	139
	Weighted (000)	99869	0	1104	536
	Horz %	100.00	0.00	1.11	0.54
	Vert %	41.48	0.00	47.72	49.37
	Index	100	0	115	119
Have Seen Product Placement in Video Games - Past Month				*	*
	Unwgttd	4438	0	39	24
	Weighted (000)	24118	0	170	89
	Horz %	100.00	0.00	0.70	0.37
	Vert %	10.02	0.00	7.33	8.20
	Index	100	0	73	82
Have Seen Product Placement in TV Shows - Past Month				*	
	Unwgttd	18649	0	260	114
	Weighted (000)	91632	0	1002	401
	Horz %	100.00	0.00	1.09	0.44
	Vert %	38.06	0.00	43.28	36.91
	Index	100	0	114	97
Have Seen Product Placement in Movies - Past Month				*	
	Unwgttd	11567	0	170	79
	Weighted (000)	58165	0	678	308
	Horz %	100.00	0.00	1.17	0.53
	Vert %	24.16	0.00	29.31	28.34
	Index	100	0	121	117