

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
Adults 18+			*			*
	Unwgt'd	48273	36	144	65	28
	Weighted (000)	240780	126	511	246	141
	Horz %	100.00	0.05	0.21	0.10	0.06
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male			*		*	*
	Unwgt'd	24392	18	85	38	10
	Weighted (000)	116178	46	293	122	29
	Horz %	100.00	0.04	0.25	0.10	0.02
	Vert %	48.25	36.24	57.40	49.30	20.35
	Index	100	75	119	102	42
Female			*		*	*
	Unwgt'd	23881	18	59	27	18
	Weighted (000)	124602	81	218	125	112
	Horz %	100.00	0.06	0.17	0.10	0.09
	Vert %	51.75	63.76	42.60	50.70	79.65
	Index	100	123	82	98	154
Age 18-24			*	*	*	*
	Unwgt'd	3822	4	4	5	3
	Weighted (000)	30214	30	39	32	45
	Horz %	100.00	0.10	0.13	0.11	0.15
	Vert %	12.55	23.52	7.69	13.02	32.15
	Index	100	187	61	104	256
Age 25-34			*	*	*	*
	Unwgt'd	8153	2	19	4	11
	Weighted (000)	42657	10	90	37	30
	Horz %	100.00	0.02	0.21	0.09	0.07
	Vert %	17.72	7.54	17.65	14.82	21.62
	Index	100	43	100	84	122
Age 35-44			*	*	*	*
	Unwgt'd	8482	3	23	13	7
	Weighted (000)	40077	12	85	39	25
	Horz %	100.00	0.03	0.21	0.10	0.06
	Vert %	16.64	9.50	16.57	15.71	17.58
	Index	100	57	100	94	106
Age 45-54			*	*	*	*
	Unwgt'd	8893	9	51	29	6
	Weighted (000)	43246	26	155	100	31
	Horz %	100.00	0.06	0.36	0.23	0.07
	Vert %	17.96	20.18	30.44	40.74	22.39
	Index	100	112	169	227	125
Age 55-64			*	*	*	*
	Unwgt'd	8384	9	22	7	1
	Weighted (000)	39759	35	86	14	9
	Horz %	100.00	0.09	0.22	0.03	0.02
	Vert %	16.51	27.63	16.77	5.51	6.27
	Index	100	167	102	33	38
Age 65+			*	*	*	*
	Unwgt'd	10539	9	25	7	0
	Weighted (000)	44827	15	56	25	0
	Horz %	100.00	0.03	0.12	0.06	0.00
	Vert %	18.62	11.63	10.89	10.19	0.00
	Index	100	62	58	55	0

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		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
Age 21+			*			*
	Unwgt'd	46843	33	143	63	27
	Weighted (000)	228583	98	506	244	125
	Horz %	100.00	0.04	0.22	0.11	0.05
	Vert %	94.93	77.76	98.98	98.90	88.61
	Index	100	82	104	104	93
Age 18-34			*	*	*	*
	Unwgt'd	11975	6	23	9	14
	Weighted (000)	72871	39	129	69	76
	Horz %	100.00	0.05	0.18	0.09	0.10
	Vert %	30.26	31.06	25.34	27.85	53.77
	Index	100	103	84	92	178
Age 18-49			*		*	*
	Unwgt'd	24725	15	71	34	27
	Weighted (000)	133805	68	289	132	132
	Horz %	100.00	0.05	0.22	0.10	0.10
	Vert %	55.57	53.63	56.59	53.73	93.73
	Index	100	97	102	97	169
Age 25-54			*		*	*
	Unwgt'd	25528	14	93	46	24
	Weighted (000)	125979	47	330	176	87
	Horz %	100.00	0.04	0.26	0.14	0.07
	Vert %	52.32	37.22	64.66	71.27	61.58
	Index	100	71	124	136	118
Age 35-64			*		*	*
	Unwgt'd	25759	21	96	49	14
	Weighted (000)	123081	72	326	153	65
	Horz %	100.00	0.06	0.26	0.12	0.05
	Vert %	51.12	57.31	63.77	61.96	46.23
	Index	100	112	125	121	90
Age 50+			*		*	*
	Unwgt'd	23548	21	73	31	1
	Weighted (000)	106974	59	222	114	9
	Horz %	100.00	0.05	0.21	0.11	0.01
	Vert %	44.43	46.37	43.41	46.27	6.27
	Index	100	104	98	104	14
Median Age	Unwgt'd					
	Weighted (000)	46.80	48.60	47.80	48.20	33.60
	Horz %					
	Vert %					
	Index	100	104	102	103	72
Race: White Only			*			*
	Unwgt'd	34938	30	121	52	13
	Weighted (000)	177950	101	423	205	60
	Horz %	100.00	0.06	0.24	0.12	0.03
	Vert %	73.91	80.31	82.86	83.24	42.88
	Index	100	109	112	113	58
Race: Black/African-American Only			*	*	*	*
	Unwgt'd	5766	2	7	0	2
	Weighted (000)	29089	11	25	0	5
	Horz %	100.00	0.04	0.09	0.00	0.02
	Vert %	12.08	8.74	4.96	0.00	3.59
	Index	100	72	41	0	30

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		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Race: Asian	Unwgted	2336	1	10	7	8
	Weighted (000)	8427	2	30	28	25
	Horz %	100.00	0.02	0.35	0.33	0.30
	Vert %	3.50	1.28	5.80	11.17	18.13
	Index	100	37	166	319	518
			*	*	*	*
Race: Other Race/Multi-Racial	Unwgted	7569	4	16	13	13
	Weighted (000)	33741	14	62	41	75
	Horz %	100.00	0.04	0.18	0.12	0.22
	Vert %	14.01	10.95	12.19	16.76	53.54
	Index	100	78	87	120	382
			*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6274	3	7	6	4
	Weighted (000)	36640	12	30	25	25
	Horz %	100.00	0.03	0.08	0.07	0.07
	Vert %	15.22	9.67	5.84	10.30	17.86
	Index	100	64	38	68	117
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1651	0	3	1	1
	Weighted (000)	5719	0	7	2	2
	Horz %	100.00	0.00	0.13	0.03	0.04
	Vert %	2.38	0.00	1.44	0.72	1.62
	Index	100	0	61	30	68
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1862	3	3	2	3
	Weighted (000)	9417	12	8	7	23
	Horz %	100.00	0.13	0.09	0.07	0.24
	Vert %	3.91	9.67	1.60	2.85	16.23
	Index	100	247	41	73	415
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1118	0	0	1	0
	Weighted (000)	10393	0	0	14	0
	Horz %	100.00	0.00	0.00	0.13	0.00
	Vert %	4.32	0.00	0.00	5.55	0.00
	Index	100	0	0	128	0
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1522	0	0	2	0
	Weighted (000)	8987	0	0	3	0
	Horz %	100.00	0.00	0.00	0.03	0.00
	Vert %	3.73	0.00	0.00	1.18	0.00
	Index	100	0	0	32	0
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	95	0	1	0	0
	Weighted (000)	1661	0	14	0	0
	Horz %	100.00	0.00	0.86	0.00	0.00
	Vert %	0.69	0.00	2.81	0.00	0.00
	Index	100	0	407	0	0
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6767	7	50	17	6
	Weighted (000)	25246	12	125	37	19
	Horz %	100.00	0.05	0.50	0.15	0.08
	Vert %	10.49	9.76	24.48	15.12	13.66
	Index	100	93	234	144	130

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
				*	*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	10	57	27	14
	Weighted (000)	45336	31	191	109	61
	Horz %	100.00	0.07	0.42	0.24	0.13
	Vert %	18.83	24.42	37.31	44.26	43.37
	Index	100	130	198	235	230
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	1	3	2	1
	Weighted (000)	10486	1	15	12	1
	Horz %	100.00	0.01	0.14	0.12	0.01
	Vert %	4.36	0.79	2.87	4.93	0.62
	Index	100	18	66	113	14
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	3	4	1	0
	Weighted (000)	13387	6	18	2	0
	Horz %	100.00	0.04	0.14	0.02	0.00
	Vert %	5.56	4.76	3.56	0.94	0.00
	Index	100	86	64	17	0
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	10	15	10	4
	Weighted (000)	45271	51	70	28	18
	Horz %	100.00	0.11	0.15	0.06	0.04
	Vert %	18.80	40.42	13.61	11.53	12.78
	Index	100	215	72	61	68
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	5	10	6	1
	Weighted (000)	71224	25	53	35	23
	Horz %	100.00	0.04	0.07	0.05	0.03
	Vert %	29.58	19.84	10.39	14.35	16.21
	Index	100	67	35	48	55
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	0	5	2	2
	Weighted (000)	29828	0	40	22	19
	Horz %	100.00	0.00	0.13	0.07	0.06
	Vert %	12.39	0.00	7.78	8.88	13.35
	Index	100	0	63	72	108
			*	*	*	*
Currently Attending College or University	Unwgt'd	3453	2	10	4	2
	Weighted (000)	19367	25	34	5	8
	Horz %	100.00	0.13	0.17	0.03	0.04
	Vert %	8.04	19.77	6.62	2.12	5.46
	Index	100	246	82	26	68
			*	*	*	*
Employed Full Time	Unwgt'd	24928	18	93	45	20
	Weighted (000)	116486	63	301	157	80
	Horz %	100.00	0.05	0.26	0.14	0.07
	Vert %	48.38	49.77	58.85	63.84	57.05
	Index	100	103	122	132	118
			*	*	*	*
Employed Part Time	Unwgt'd	5673	3	13	6	1
	Weighted (000)	29663	9	51	41	2
	Horz %	100.00	0.03	0.17	0.14	0.01
	Vert %	12.32	7.16	10.03	16.51	1.58
	Index	100	58	81	134	13

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		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Not Employed	Unwgted	17672	15	38	14	7
	Weighted (000)	94631	54	159	48	58
	Horz %	100.00	0.06	0.17	0.05	0.06
	Vert %	39.30	43.06	31.12	19.65	41.37
	Index	100	110	79	50	105
			*	*	*	*
Temporarily Unemployed	Unwgted	1992	1	4	1	1
	Weighted (000)	13071	2	24	6	5
	Horz %	100.00	0.01	0.18	0.05	0.04
	Vert %	5.43	1.28	4.71	2.40	3.64
	Index	100	24	87	44	67
			*	*	*	*
Retired from Employment	Unwgted	10157	11	25	8	1
	Weighted (000)	45370	25	75	24	9
	Horz %	100.00	0.06	0.17	0.05	0.02
	Vert %	18.84	20.08	14.71	9.79	6.27
	Index	100	107	78	52	33
			*	*	*	*
Not Employed, Principal Shopper for Household	Unwgted	2514	1	6	4	4
	Weighted (000)	16486	5	47	17	38
	Horz %	100.00	0.03	0.29	0.11	0.23
	Vert %	6.85	3.82	9.24	7.08	26.93
	Index	100	56	135	103	393
			*	*	*	*
Occupation: Professional and Related Occupations	Unwgted	7447	8	32	14	5
	Weighted (000)	33261	30	88	46	19
	Horz %	100.00	0.09	0.27	0.14	0.06
	Vert %	13.81	23.64	17.27	18.61	13.77
	Index	100	171	125	135	100
			*	*	*	*
Occupation: Management, Business and Financial Operations	Unwgted	6565	2	40	21	9
	Weighted (000)	24062	4	112	69	23
	Horz %	100.00	0.01	0.47	0.29	0.10
	Vert %	9.99	2.77	21.95	28.04	16.43
	Index	100	28	220	281	164
			*	*	*	*
Occupation: Sales and Office Occupations	Unwgted	5945	5	21	10	4
	Weighted (000)	32600	16	99	51	14
	Horz %	100.00	0.05	0.30	0.16	0.04
	Vert %	13.54	12.27	19.44	20.56	9.97
	Index	100	91	144	152	74
			*	*	*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2586	3	3	5	2
	Weighted (000)	13486	13	13	32	3
	Horz %	100.00	0.10	0.09	0.23	0.02
	Vert %	5.60	10.39	2.49	12.79	2.24
	Index	100	186	44	228	40
			*	*	*	*
Occupation: Other Employed	Unwgted	8058	3	10	1	1
	Weighted (000)	42740	10	39	1	23
	Horz %	100.00	0.02	0.09	0.00	0.05
	Vert %	17.75	7.87	7.72	0.35	16.21
	Index	100	44	44	2	91

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		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Household Income: \$250,000+	Unwgted	1862	1	11	14	5
	Weighted (000)	7072	1	19	63	25
	Horz %	100.00	0.01	0.27	0.89	0.36
	Vert %	2.94	0.63	3.73	25.53	17.91
	Index	100	21	127	869	610
			*	*	*	*
Household Income: \$200,000-\$249,999	Unwgted	1511	2	6	10	2
	Weighted (000)	6244	5	22	24	5
	Horz %	100.00	0.08	0.35	0.39	0.08
	Vert %	2.59	3.79	4.24	9.76	3.51
	Index	100	146	163	376	136
			*	*	*	*
Household Income: \$150,000-\$199,999	Unwgted	3595	8	25	8	9
	Weighted (000)	16937	27	94	36	48
	Horz %	100.00	0.16	0.56	0.21	0.28
	Vert %	7.03	21.22	18.46	14.65	33.98
	Index	100	302	262	208	483
			*	*	*	*
Household Income: \$100,000-\$149,999	Unwgted	7160	8	44	12	5
	Weighted (000)	37688	26	157	44	36
	Horz %	100.00	0.07	0.42	0.12	0.10
	Vert %	15.65	20.50	30.68	17.83	25.79
	Index	100	131	196	114	165
			*	*	*	*
Household Income: \$75,000-\$99,999	Unwgted	6228	10	30	13	2
	Weighted (000)	32225	34	86	41	4
	Horz %	100.00	0.10	0.27	0.13	0.01
	Vert %	13.38	26.75	16.83	16.75	2.85
	Index	100	200	126	125	21
			*	*	*	*
Household Income: \$60,000-\$74,999	Unwgted	4977	2	11	3	2
	Weighted (000)	25163	4	57	4	5
	Horz %	100.00	0.02	0.23	0.02	0.02
	Vert %	10.45	3.28	11.11	1.66	3.49
	Index	100	31	106	16	33
			*	*	*	*
Household Income: \$50,000-\$59,999	Unwgted	3803	2	5	3	1
	Weighted (000)	18770	26	26	21	9
	Horz %	100.00	0.14	0.14	0.11	0.05
	Vert %	7.80	20.72	5.11	8.44	6.27
	Index	100	266	66	108	80
			*	*	*	*
Household Income: \$40,000-\$49,999	Unwgted	4778	1	6	1	1
	Weighted (000)	20586	2	8	2	5
	Horz %	100.00	0.01	0.04	0.01	0.03
	Vert %	8.55	1.29	1.61	0.94	3.85
	Index	100	15	19	11	45
			*	*	*	*
Household Income: \$30,000-\$39,999	Unwgted	4643	0	2	0	0
	Weighted (000)	22039	0	9	0	0
	Horz %	100.00	0.00	0.04	0.00	0.00
	Vert %	9.15	0.00	1.84	0.00	0.00
	Index	100	0	20	0	0

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		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
Household Income: \$20,000-\$29,999			*	*	*	*
	Unwgted	4346	2	4	1	1
	Weighted (000)	21849	2	33	11	3
	Horz %	100.00	0.01	0.15	0.05	0.02
	Vert %	9.07	1.83	6.39	4.43	2.36
	Index	100	20	70	49	26
Household Income: Under \$20,000			*	*	*	*
	Unwgted	5370	0	0	0	0
	Weighted (000)	32207	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	13.38	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
Median Household Income						
	Unwgted					
	Weighted (000)	62.90	96.40	111.60	149.90	157.90
	Horz %					
	Vert %					
	Index	100	153	177	238	251
Marital Status: Single, Never Married			*	*	*	*
	Unwgted	11890	7	24	12	5
	Weighted (000)	67363	43	96	66	49
	Horz %	100.00	0.06	0.14	0.10	0.07
	Vert %	27.98	33.96	18.80	26.88	35.04
	Index	100	121	67	96	125
Marital Status: Currently Married			*	*	*	*
	Unwgted	24640	20	92	46	23
	Weighted (000)	127911	62	332	159	91
	Horz %	100.00	0.05	0.26	0.12	0.07
	Vert %	53.12	49.35	64.98	64.53	64.96
	Index	100	93	122	121	122
Marital Status: Divorced or Legally Separated			*	*	*	*
	Unwgted	7948	8	23	5	0
	Weighted (000)	30646	19	73	15	0
	Horz %	100.00	0.06	0.24	0.05	0.00
	Vert %	12.73	15.41	14.38	6.20	0.00
	Index	100	121	113	49	0
Marital Status: Widowed			*	*	*	*
	Unwgted	3795	1	5	2	0
	Weighted (000)	14859	2	9	6	0
	Horz %	100.00	0.01	0.06	0.04	0.00
	Vert %	6.17	1.29	1.85	2.39	0.00
	Index	100	21	30	39	0
Marital Status: Engaged to Be Married			*	*	*	*
	Unwgted	1949	0	8	1	1
	Weighted (000)	10768	0	32	18	23
	Horz %	100.00	0.00	0.30	0.17	0.21
	Vert %	4.47	0.00	6.27	7.38	16.21
	Index	100	0	140	165	363
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*	*
	Unwgted	3390	1	11	4	1
	Weighted (000)	20609	4	45	31	23
	Horz %	100.00	0.02	0.22	0.15	0.11
	Vert %	8.56	3.36	8.75	12.54	16.21
	Index	100	39	102	146	189

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*		*	*
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	14	62	35	22
	Weighted (000)	95244	56	250	154	119
	Horz %	100.00	0.06	0.26	0.16	0.13
	Vert %	39.56	44.38	48.94	62.32	84.94
	Index	100	112	124	158	215
			*	*	*	*
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7249	9	31	22	5
	Weighted (000)	38782	36	129	101	15
	Horz %	100.00	0.09	0.33	0.26	0.04
	Vert %	16.11	28.18	25.20	40.91	10.55
	Index	100	175	156	254	65
			*	*	*	*
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6875	5	27	12	11
	Weighted (000)	34084	20	103	52	61
	Horz %	100.00	0.06	0.30	0.15	0.18
	Vert %	14.16	16.20	20.13	21.13	43.69
	Index	100	114	142	149	309
			*	*	*	*
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2656	0	2	1	4
	Weighted (000)	14443	0	8	1	18
	Horz %	100.00	0.00	0.05	0.00	0.13
	Vert %	6.00	0.00	1.53	0.28	12.87
	Index	100	0	25	5	215
			*	*	*	*
4 Children Under Age 18 Currently Living at Home	Unwgt'd	917	0	2	0	2
	Weighted (000)	5134	0	11	0	25
	Horz %	100.00	0.00	0.21	0.00	0.49
	Vert %	2.13	0.00	2.08	0.00	17.83
	Index	100	0	98	0	836
			*	*	*	*
5 or More Children Under Age 18 Currently Living at Home	Unwgt'd	413	0	0	0	0
	Weighted (000)	2801	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	1.16	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Own Home/Residence	Unwgt'd	33144	30	126	58	23
	Weighted (000)	160200	99	409	203	126
	Horz %	100.00	0.06	0.26	0.13	0.08
	Vert %	66.53	78.58	80.09	82.29	89.64
	Index	100	118	120	124	135
			*	*	*	*
Rent Home/Residence	Unwgt'd	14554	5	17	7	5
	Weighted (000)	77579	26	101	44	15
	Horz %	100.00	0.03	0.13	0.06	0.02
	Vert %	32.22	20.45	19.74	17.71	10.36
	Index	100	63	61	55	32
			*	*	*	*
Live Rent-Free in Home/Residence	Unwgt'd	575	1	1	0	0
	Weighted (000)	3001	1	1	0	0
	Horz %	100.00	0.04	0.03	0.00	0.00
	Vert %	1.25	0.97	0.17	0.00	0.00
	Index	100	78	14	0	0

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*		*	*
Census Region: North East	Unwgt'd	11292	14	69	18	7
	Weighted (000)	43596	42	237	42	23
	Horz %	100.00	0.10	0.54	0.10	0.05
	Vert %	18.11	33.34	46.34	17.17	16.45
	Index	100	184	256	95	91
			*	*	*	*
Census Region: South	Unwgt'd	16777	5	29	17	4
	Weighted (000)	90561	19	89	74	19
	Horz %	100.00	0.02	0.10	0.08	0.02
	Vert %	37.61	15.41	17.49	29.97	13.25
	Index	100	41	46	80	35
			*	*	*	*
Census Region: Midwest	Unwgt'd	10348	8	24	11	0
	Weighted (000)	51575	14	92	31	0
	Horz %	100.00	0.03	0.18	0.06	0.00
	Vert %	21.42	11.45	17.96	12.45	0.00
	Index	100	53	84	58	0
			*	*	*	*
Census Region: West	Unwgt'd	9856	9	22	19	17
	Weighted (000)	55047	50	93	100	99
	Horz %	100.00	0.09	0.17	0.18	0.18
	Vert %	22.86	39.80	18.21	40.41	70.29
	Index	100	174	80	177	307
			*	*	*	*
Census Sub-Region: New England	Unwgt'd	2902	3	21	7	0
	Weighted (000)	11431	10	96	14	0
	Horz %	100.00	0.09	0.84	0.12	0.00
	Vert %	4.75	8.00	18.71	5.60	0.00
	Index	100	169	394	118	0
			*	*	*	*
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	11	48	11	7
	Weighted (000)	32165	32	141	29	23
	Horz %	100.00	0.10	0.44	0.09	0.07
	Vert %	13.36	25.34	27.63	11.57	16.45
	Index	100	190	207	87	123
			*	*	*	*
Census Sub-Region: South Atlantic	Unwgt'd	9468	3	25	13	3
	Weighted (000)	46537	13	66	50	14
	Horz %	100.00	0.03	0.14	0.11	0.03
	Vert %	19.33	10.03	12.97	20.34	9.62
	Index	100	52	67	105	50
			*	*	*	*
Census Sub-Region: East South Central	Unwgt'd	1936	0	1	0	1
	Weighted (000)	14894	0	13	0	5
	Horz %	100.00	0.00	0.09	0.00	0.03
	Vert %	6.19	0.00	2.53	0.00	3.64
	Index	100	0	41	0	59
			*	*	*	*
Census Sub-Region: West South Central	Unwgt'd	5373	2	3	4	0
	Weighted (000)	29130	7	10	24	0
	Horz %	100.00	0.02	0.03	0.08	0.00
	Vert %	12.10	5.38	1.99	9.63	0.00
	Index	100	44	16	80	0

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Census Sub-Region: East North Central	Unwgt'd	7954	8	18	10	0
	Weighted (000)	35969	14	57	24	0
	Horz %	100.00	0.04	0.16	0.07	0.00
	Vert %	14.94	11.45	11.21	9.91	0.00
	Index	100	77	75	66	0
			*	*	*	*
Census Sub-Region: West North Central	Unwgt'd	2394	0	6	1	0
	Weighted (000)	15607	0	35	6	0
	Horz %	100.00	0.00	0.22	0.04	0.00
	Vert %	6.48	0.00	6.76	2.54	0.00
	Index	100	0	104	39	0
			*	*	*	*
Census Sub-Region: Mountain	Unwgt'd	2516	2	2	2	1
	Weighted (000)	17393	11	11	8	3
	Horz %	100.00	0.06	0.06	0.04	0.02
	Vert %	7.22	8.32	2.21	3.10	1.96
	Index	100	115	31	43	27
			*	*	*	*
Census Sub-Region: Pacific	Unwgt'd	7340	7	20	17	16
	Weighted (000)	37654	40	82	92	96
	Horz %	100.00	0.11	0.22	0.24	0.26
	Vert %	15.64	31.48	16.00	37.31	68.33
	Index	100	201	102	239	437
			*	*	*	*
County Size: A	Unwgt'd	26336	31	92	46	18
	Weighted (000)	101038	110	247	139	97
	Horz %	100.00	0.11	0.24	0.14	0.10
	Vert %	41.96	86.95	48.28	56.22	68.96
	Index	100	207	115	134	164
			*	*	*	*
County Size: B	Unwgt'd	11787	2	41	12	8
	Weighted (000)	70879	8	203	47	32
	Horz %	100.00	0.01	0.29	0.07	0.05
	Vert %	29.44	6.41	39.81	19.04	22.86
	Index	100	22	135	65	78
			*	*	*	*
County Size: C/D	Unwgt'd	10150	3	11	7	2
	Weighted (000)	68862	8	61	61	12
	Horz %	100.00	0.01	0.09	0.09	0.02
	Vert %	28.60	6.64	11.91	24.74	8.18
	Index	100	23	42	87	29
			*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1208	2	9	2	1
	Weighted (000)	4881	3	22	7	2
	Horz %	100.00	0.06	0.45	0.15	0.05
	Vert %	2.03	2.49	4.33	2.99	1.62
	Index	100	123	213	148	80
			*	*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	8156	8	29	17	7
	Weighted (000)	39455	25	123	51	22
	Horz %	100.00	0.06	0.31	0.13	0.06
	Vert %	16.39	19.57	24.08	20.63	15.76
	Index	100	119	147	126	96

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	2	3	4	1
	Weighted (000)	6602	2	18	14	5
	Horz %	100.00	0.03	0.27	0.22	0.08
	Vert %	2.74	1.83	3.49	5.87	3.85
	Index	100	67	127	214	140
			*	*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	1	1	0	0
	Weighted (000)	1442	2	2	0	0
	Horz %	100.00	0.11	0.11	0.00	0.00
	Vert %	0.60	1.29	0.32	0.00	0.00
	Index	100	215	53	0	0
			*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	5	19	8	1
	Weighted (000)	8071	23	42	20	2
	Horz %	100.00	0.28	0.52	0.24	0.03
	Vert %	3.35	17.84	8.26	7.92	1.64
	Index	100	532	247	236	49
			*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	2	14	11	3
	Weighted (000)	12832	8	32	37	6
	Horz %	100.00	0.06	0.25	0.28	0.05
	Vert %	5.33	6.34	6.30	14.84	4.21
	Index	100	119	118	278	79
			*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	1	3	2	0
	Weighted (000)	4021	2	4	5	0
	Horz %	100.00	0.04	0.10	0.12	0.00
	Vert %	1.67	1.30	0.79	2.02	0.00
	Index	100	78	47	121	0
			*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	3	17	5	2
	Weighted (000)	15752	4	55	14	5
	Horz %	100.00	0.03	0.35	0.09	0.03
	Vert %	6.54	3.47	10.73	5.64	3.54
	Index	100	53	164	86	54
			*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	12	30	16	11
	Weighted (000)	45814	41	105	60	62
	Horz %	100.00	0.09	0.23	0.13	0.14
	Vert %	19.03	32.27	20.50	24.22	44.21
	Index	100	170	108	127	232
			*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	1	9	1	1
	Weighted (000)	14188	5	59	4	16
	Horz %	100.00	0.04	0.41	0.02	0.11
	Vert %	5.89	4.10	11.50	1.43	11.39
	Index	100	70	195	24	193
			*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3601	5	13	4	0
	Weighted (000)	18087	20	26	12	0
	Horz %	100.00	0.11	0.15	0.07	0.00
	Vert %	7.51	15.77	5.16	4.82	0.00
	Index	100	210	69	64	0

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1383	2	8	1	0
	Weighted (000)	5415	2	12	11	0
	Horz %	100.00	0.04	0.22	0.20	0.00
	Vert %	2.25	1.54	2.38	4.30	0.00
	Index	100	68	106	191	0
			*	*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	8065	6	23	8	2
	Weighted (000)	46392	37	116	29	9
	Horz %	100.00	0.08	0.25	0.06	0.02
	Vert %	19.27	29.02	22.79	11.60	6.48
	Index	100	151	118	60	34
			*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	289	0	2	0	0
	Weighted (000)	1180	0	3	0	0
	Horz %	100.00	0.00	0.22	0.00	0.00
	Vert %	0.49	0.00	0.50	0.00	0.00
	Index	100	0	101	0	0
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	730	0	0	0	0
	Weighted (000)	4011	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	1.67	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2429	1	3	4	0
	Weighted (000)	15349	5	8	28	0
	Horz %	100.00	0.03	0.05	0.19	0.00
	Vert %	6.37	4.10	1.59	11.54	0.00
	Index	100	64	25	181	0
			*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3507	4	17	7	5
	Weighted (000)	16479	16	61	24	15
	Horz %	100.00	0.09	0.37	0.15	0.09
	Vert %	6.84	12.36	11.99	9.80	10.34
	Index	100	181	175	143	151
			*	*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt'd	702	1	2	0	1
	Weighted (000)	2542	6	5	0	2
	Horz %	100.00	0.25	0.21	0.00	0.07
	Vert %	1.06	5.10	1.03	0.00	1.22
	Index	100	483	98	0	116
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	991	1	2	2	0
	Weighted (000)	6494	5	5	13	0
	Horz %	100.00	0.08	0.08	0.20	0.00
	Vert %	2.70	4.10	0.98	5.33	0.00
	Index	100	152	37	198	0
			*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5900	8	37	12	3
	Weighted (000)	23011	22	131	28	14
	Horz %	100.00	0.10	0.57	0.12	0.06
	Vert %	9.56	17.77	25.67	11.28	9.72
	Index	100	186	269	118	102

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1671	1	7	3	0
	Weighted (000)	8714	2	20	13	0
	Horz %	100.00	0.02	0.22	0.15	0.00
	Vert %	3.62	1.32	3.82	5.33	0.00
	Index	100	37	106	147	0
			*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2634	3	13	6	2
	Weighted (000)	10681	7	30	13	12
	Horz %	100.00	0.06	0.28	0.12	0.11
	Vert %	4.44	5.27	5.91	5.29	8.42
	Index	100	119	133	119	190
			*	*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3953	0	6	3	2
	Weighted (000)	20069	0	19	8	10
	Horz %	100.00	0.00	0.10	0.04	0.05
	Vert %	8.34	0.00	3.81	3.14	7.30
	Index	100	0	46	38	88
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2820	6	7	5	7
	Weighted (000)	14985	24	19	22	50
	Horz %	100.00	0.16	0.13	0.14	0.33
	Vert %	6.22	19.02	3.79	8.74	35.60
	Index	100	306	61	140	572
			*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3771	1	15	8	1
	Weighted (000)	18525	1	59	20	2
	Horz %	100.00	0.01	0.32	0.11	0.01
	Vert %	7.69	0.97	11.57	8.14	1.71
	Index	100	13	150	106	22
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1166	2	3	2	1
	Weighted (000)	6001	13	16	8	5
	Horz %	100.00	0.22	0.27	0.13	0.08
	Vert %	2.49	10.61	3.16	3.21	3.41
	Index	100	426	127	129	137
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	791	0	0	1	0
	Weighted (000)	4990	0	0	14	0
	Horz %	100.00	0.00	0.00	0.27	0.00
	Vert %	2.07	0.00	0.00	5.55	0.00
	Index	100	0	0	268	0
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	315	0	0	0	0
	Weighted (000)	1793	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.74	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5190	4	8	2	1
	Weighted (000)	26664	18	30	7	2
	Horz %	100.00	0.07	0.11	0.03	0.01
	Vert %	11.07	14.63	5.90	2.98	1.64
	Index	100	132	53	27	15

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2379	2	2	1	1
	Weighted (000)	11083	11	8	2	2
	Horz %	100.00	0.10	0.07	0.02	0.02
	Vert %	4.60	8.52	1.54	0.72	1.64
	Index	100	185	33	16	36
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1939	2	1	0	0
	Weighted (000)	11362	8	3	0	0
	Horz %	100.00	0.07	0.03	0.00	0.00
	Vert %	4.72	6.11	0.56	0.00	0.00
	Index	100	129	12	0	0
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1269	0	6	0	0
	Weighted (000)	7051	0	21	0	0
	Horz %	100.00	0.00	0.29	0.00	0.00
	Vert %	2.93	0.00	4.06	0.00	0.00
	Index	100	0	138	0	0
			*	*	*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40314	31	135	58	25
	Weighted (000)	198598	118	482	226	130
	Horz %	100.00	0.06	0.24	0.11	0.07
	Vert %	82.48	93.49	94.31	91.72	92.23
	Index	100	113	114	111	112
			*	*	*	*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	24949	18	98	38	19
	Weighted (000)	119900	88	350	143	92
	Horz %	100.00	0.07	0.29	0.12	0.08
	Vert %	49.80	69.34	68.47	57.99	65.42
	Index	100	139	137	116	131
			*	*	*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18085	16	60	19	15
	Weighted (000)	89896	69	230	75	90
	Horz %	100.00	0.08	0.26	0.08	0.10
	Vert %	37.34	54.32	45.07	30.48	63.78
	Index	100	145	121	82	171
			*	*	*	*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21647	21	81	41	15
	Weighted (000)	104254	89	298	153	86
	Horz %	100.00	0.09	0.29	0.15	0.08
	Vert %	43.30	70.63	58.40	61.92	61.50
	Index	100	163	135	143	142
			*	*	*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7445	5	23	14	8
	Weighted (000)	38037	16	66	72	47
	Horz %	100.00	0.04	0.17	0.19	0.12
	Vert %	15.80	12.84	12.82	29.23	33.49
	Index	100	81	81	185	212
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2311	1	6	3	1
	Weighted (000)	11829	5	21	9	23
	Horz %	100.00	0.04	0.18	0.07	0.19
	Vert %	4.91	4.10	4.17	3.57	16.21
	Index	100	83	85	73	330

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
				*	*	*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	11	56	25	8
	Weighted (000)	75340	39	199	65	48
	Horz %	100.00	0.05	0.26	0.09	0.06
	Vert %	31.29	30.93	38.88	26.30	34.38
	Index	100	99	124	84	110
				*	*	*
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	20	81	32	16
	Weighted (000)	103236	82	306	99	102
	Horz %	100.00	0.08	0.30	0.10	0.10
	Vert %	42.88	65.11	59.87	40.35	72.44
	Index	100	152	140	94	169
				*	*	*
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	10	57	23	15
	Weighted (000)	81300	46	218	59	94
	Horz %	100.00	0.06	0.27	0.07	0.12
	Vert %	33.77	36.29	42.74	24.01	67.06
	Index	100	107	127	71	199
				*	*	*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	10	21	14	4
	Weighted (000)	39381	46	84	69	37
	Horz %	100.00	0.12	0.21	0.17	0.09
	Vert %	16.36	36.09	16.50	27.92	26.24
	Index	100	221	101	171	160
				*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	0	6	1	1
	Weighted (000)	9954	0	16	2	2
	Horz %	100.00	0.00	0.16	0.02	0.02
	Vert %	4.13	0.00	3.14	0.99	1.22
	Index	100	0	76	24	30
				*	*	*
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	10	43	16	2
	Weighted (000)	62580	21	169	68	6
	Horz %	100.00	0.03	0.27	0.11	0.01
	Vert %	25.99	16.44	33.03	27.74	4.06
	Index	100	63	127	107	16
				*	*	*
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	30	126	58	27
	Weighted (000)	181109	119	415	229	138
	Horz %	100.00	0.07	0.23	0.13	0.08
	Vert %	75.22	93.81	81.15	92.75	98.22
	Index	100	125	108	123	131
				*	*	*
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	4	16	10	3
	Weighted (000)	29668	11	70	46	28
	Horz %	100.00	0.04	0.23	0.15	0.09
	Vert %	12.32	8.59	13.61	18.54	20.00
	Index	100	70	110	150	162
				*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	1	6	0	0
	Weighted (000)	6331	2	23	0	0
	Horz %	100.00	0.03	0.36	0.00	0.00
	Vert %	2.63	1.30	4.45	0.00	0.00
	Index	100	49	169	0	0

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	10	43	24	4
	Weighted (000)	72174	22	161	95	28
	Horz %	100.00	0.03	0.22	0.13	0.04
	Vert %	29.97	17.72	31.58	38.72	19.73
	Index	100	59	105	129	66
			*	*	*	*
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	25	117	53	23
	Weighted (000)	166202	100	380	189	129
	Horz %	100.00	0.06	0.23	0.11	0.08
	Vert %	69.03	78.74	74.36	76.47	91.44
	Index	100	114	108	111	132
			*	*	*	*
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	1	3	4	0
	Weighted (000)	11015	5	25	23	0
	Horz %	100.00	0.05	0.22	0.21	0.00
	Vert %	4.57	4.10	4.84	9.33	0.00
	Index	100	90	106	204	0
			*	*	*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	0	4	0	0
	Weighted (000)	6306	0	14	0	0
	Horz %	100.00	0.00	0.23	0.00	0.00
	Vert %	2.62	0.00	2.81	0.00	0.00
	Index	100	0	107	0	0
			*	*	*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	9	37	17	4
	Weighted (000)	37690	33	112	48	16
	Horz %	100.00	0.09	0.30	0.13	0.04
	Vert %	15.65	26.23	22.01	19.63	11.67
	Index	100	168	141	125	75
			*	*	*	*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	29	117	53	22
	Weighted (000)	181675	109	430	204	105
	Horz %	100.00	0.06	0.24	0.11	0.06
	Vert %	75.45	86.17	84.12	82.57	74.97
	Index	100	114	111	109	99
			*	*	*	*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	30	127	57	22
	Weighted (000)	193871	111	452	211	105
	Horz %	100.00	0.06	0.23	0.11	0.05
	Vert %	80.52	87.47	88.44	85.66	74.97
	Index	100	109	110	106	93
			*	*	*	*
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	5	26	15	8
	Weighted (000)	28450	10	93	53	45
	Horz %	100.00	0.03	0.33	0.18	0.16
	Vert %	11.82	7.79	18.19	21.34	31.76
	Index	100	66	154	181	269
			*	*	*	*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	13	37	22	11
	Weighted (000)	41160	32	127	72	53
	Horz %	100.00	0.08	0.31	0.17	0.13
	Vert %	17.09	25.05	24.88	29.11	37.97
	Index	100	147	146	170	222

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
Any Vehicle Currently Owned/Leased Has Satellite Radio			*			*
	Unwgted	14712	17	76	54	16
	Weighted (000)	71398	67	242	208	83
	Horz %	100.00	0.09	0.34	0.29	0.12
	Vert %	29.65	52.94	47.37	84.28	59.20
Index	100	179	160	284	200	
Any Vehicle Currently Owned/Leased Has MP3 Player Connection			*		*	*
	Unwgted	12557	17	76	49	12
	Weighted (000)	62882	75	297	178	69
	Horz %	100.00	0.12	0.47	0.28	0.11
	Vert %	26.12	59.17	58.19	72.02	48.94
Index	100	227	223	276	187	
listened online to streaming AM/FM broadcast radio stations			*	*	*	*
	Unwgted	7450	7	32	14	5
	Weighted (000)	36486	18	113	57	13
	Horz %	100.00	0.05	0.31	0.16	0.04
	Vert %	15.15	14.39	22.14	23.18	9.48
Index	100	95	146	153	63	
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)			*	*	*	*
	Unwgted	14104	16	46	20	11
	Weighted (000)	70596	62	147	73	51
	Horz %	100.00	0.09	0.21	0.10	0.07
	Vert %	29.32	49.04	28.83	29.79	36.45
Index	100	167	98	102	124	
Listened to Any Radio on the Internet/Online-Past Month			*	*	*	*
	Unwgted	20341	20	68	40	13
	Weighted (000)	101859	83	263	156	67
	Horz %	100.00	0.08	0.26	0.15	0.07
	Vert %	42.30	65.31	51.51	63.46	47.57
Index	100	154	122	150	112	
Visited a radio station, radio program or radio personality's website			*	*	*	*
	Unwgted	3495	4	15	8	2
	Weighted (000)	16642	10	53	34	6
	Horz %	100.00	0.06	0.32	0.20	0.03
	Vert %	6.91	8.19	10.45	13.69	4.08
Index	100	118	151	198	59	
Downloaded music - Past Month			*	*	*	*
	Unwgted	10131	10	26	17	9
	Weighted (000)	53361	26	98	71	47
	Horz %	100.00	0.05	0.18	0.13	0.09
	Vert %	22.16	20.87	19.11	28.65	33.16
Index	100	94	86	129	150	
Downloaded or listened to podcasts/podcasting - past month			*	*	*	*
	Unwgted	2692	5	15	5	4
	Weighted (000)	11952	12	44	23	14
	Horz %	100.00	0.10	0.37	0.19	0.12
	Vert %	4.96	9.58	8.62	9.31	10.04
Index	100	193	174	188	202	
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)			*	*	*	*
	Unwgted	3490	1	8	4	1
	Weighted (000)	17709	5	24	15	1
	Horz %	100.00	0.03	0.13	0.09	0.00
	Vert %	7.36	4.10	4.61	6.25	0.62
Index	100	56	63	85	8	

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgted	7650	10	41	18	7
	Weighted (000)	36645	22	155	69	24
	Horz %	100.00	0.06	0.42	0.19	0.06
	Vert %	15.22	17.18	30.29	28.19	16.87
	Index	100	113	199	185	111
			*	*	*	*
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgted	13348	16	44	21	9
	Weighted (000)	68670	75	158	80	54
	Horz %	100.00	0.11	0.23	0.12	0.08
	Vert %	28.52	59.20	30.84	32.42	38.09
	Index	100	208	108	114	134
			*	*	*	*
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgted	4026	2	12	8	3
	Weighted (000)	21138	6	47	25	18
	Horz %	100.00	0.03	0.22	0.12	0.09
	Vert %	8.78	5.00	9.23	10.02	12.87
	Index	100	57	105	114	147
			*	*	*	*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16441	11	49	19	12
	Weighted (000)	83247	39	163	83	35
	Horz %	100.00	0.05	0.20	0.10	0.04
	Vert %	34.57	30.61	32.00	33.58	24.81
	Index	100	89	93	97	72
			*	*	*	*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13568	11	38	13	13
	Weighted (000)	68583	35	162	54	48
	Horz %	100.00	0.05	0.24	0.08	0.07
	Vert %	28.48	28.04	31.70	22.08	34.22
	Index	100	98	111	78	120
			*	*	*	*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16787	13	50	18	12
	Weighted (000)	84735	38	202	72	42
	Horz %	100.00	0.05	0.24	0.09	0.05
	Vert %	35.19	30.18	39.57	29.28	29.84
	Index	100	86	112	83	85
			*	*	*	*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12871	7	36	13	9
	Weighted (000)	66195	20	126	54	32
	Horz %	100.00	0.03	0.19	0.08	0.05
	Vert %	27.49	15.72	24.64	21.94	22.44
	Index	100	57	90	80	82
			*	*	*	*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38660	31	116	49	21
	Weighted (000)	189912	119	423	203	123
	Horz %	100.00	0.06	0.22	0.11	0.06
	Vert %	78.87	94.30	82.90	82.23	87.44
	Index	100	120	105	104	111
			*	*	*	*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30696	26	76	41	17
	Weighted (000)	149196	100	300	169	103
	Horz %	100.00	0.07	0.20	0.11	0.07
	Vert %	61.96	78.81	58.75	68.53	73.20
	Index	100	127	95	111	118

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
				*	*	*
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26491	25	75	30	13
	Weighted (000)	129997	102	282	124	67
	Horz %	100.00	0.08	0.22	0.10	0.05
	Vert %	53.99	80.73	55.25	50.27	47.85
	Index	100	150	102	93	89
				*	*	*
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30904	23	88	37	14
	Weighted (000)	150311	95	317	162	63
	Horz %	100.00	0.06	0.21	0.11	0.04
	Vert %	62.43	75.26	61.96	65.90	44.95
	Index	100	121	99	106	72
				*	*	*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13385	8	23	9	5
	Weighted (000)	71448	26	81	49	16
	Horz %	100.00	0.04	0.11	0.07	0.02
	Vert %	29.67	20.24	15.80	20.04	11.06
	Index	100	68	53	68	37
				*	*	*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	23966	19	65	23	11
	Weighted (000)	120410	75	216	107	74
	Horz %	100.00	0.06	0.18	0.09	0.06
	Vert %	50.01	59.64	42.27	43.25	52.44
	Index	100	119	85	86	105
				*	*	*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	7819	6	14	8	3
	Weighted (000)	39930	18	58	26	23
	Horz %	100.00	0.04	0.15	0.06	0.06
	Vert %	16.58	13.97	11.42	10.52	16.44
	Index	100	84	69	63	99
				*	*	*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19776	13	64	19	8
	Weighted (000)	98663	54	216	84	31
	Horz %	100.00	0.05	0.22	0.09	0.03
	Vert %	40.98	42.36	42.27	34.11	22.17
	Index	100	103	103	83	54
				*	*	*
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23713	14	63	32	9
	Weighted (000)	118404	52	219	155	48
	Horz %	100.00	0.04	0.19	0.13	0.04
	Vert %	49.18	41.47	42.96	62.91	33.90
	Index	100	84	87	128	69
				*	*	*
Downloaded a TV Program - Past Month	Unwgted	2546	2	4	6	3
	Weighted (000)	12316	6	6	48	9
	Horz %	100.00	0.05	0.05	0.39	0.07
	Vert %	5.11	4.57	1.24	19.29	6.29
	Index	100	89	24	377	123
				*	*	*
Watched a TV Program Online Past Month	Unwgted	8662	9	27	18	7
	Weighted (000)	42288	46	83	91	22
	Horz %	100.00	0.11	0.20	0.22	0.05
	Vert %	17.56	36.58	16.20	36.98	15.50
	Index	100	208	92	211	88

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	8	36	13	10
	Weighted (000)	49642	21	144	75	30
	Horz %	100.00	0.04	0.29	0.15	0.06
	Vert %	20.62	16.29	28.19	30.39	21.05
	Index	100	79	137	147	102
			*	*	*	*
Looked at TV Listings Online - Past Month	Unwgt'd	5556	3	17	11	4
	Weighted (000)	25739	8	43	49	16
	Horz %	100.00	0.03	0.17	0.19	0.06
	Vert %	10.69	6.21	8.48	19.70	11.55
	Index	100	58	79	184	108
			*	*	*	*
Household Subscribes to Cable TV	Unwgt'd	22719	22	80	35	15
	Weighted (000)	108255	62	292	111	80
	Horz %	100.00	0.06	0.27	0.10	0.07
	Vert %	44.96	48.93	57.07	45.10	56.78
	Index	100	109	127	100	126
			*	*	*	*
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	33	130	54	23
	Weighted (000)	191150	116	456	219	118
	Horz %	100.00	0.06	0.24	0.11	0.06
	Vert %	79.39	91.79	89.26	88.79	84.26
	Index	100	116	112	112	106
			*	*	*	*
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	32	128	53	22
	Weighted (000)	184440	113	440	216	116
	Horz %	100.00	0.06	0.24	0.12	0.06
	Vert %	76.60	89.32	86.18	87.75	82.54
	Index	100	117	112	115	108
			*	*	*	*
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	25	84	33	18
	Weighted (000)	137528	103	308	139	69
	Horz %	100.00	0.08	0.22	0.10	0.05
	Vert %	57.12	81.84	60.39	56.57	49.14
	Index	100	143	106	99	86
			*	*	*	*
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	20	69	29	10
	Weighted (000)	77280	85	251	102	34
	Horz %	100.00	0.11	0.33	0.13	0.04
	Vert %	32.10	67.61	49.18	41.20	24.26
	Index	100	211	153	128	76
			*	*	*	*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	6244	8	23	13	5
	Weighted (000)	29338	48	76	62	24
	Horz %	100.00	0.16	0.26	0.21	0.08
	Vert %	12.18	37.90	14.93	25.25	17.31
	Index	100	311	122	207	142
			*	*	*	*
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	13	63	29	12
	Weighted (000)	59903	56	206	111	57
	Horz %	100.00	0.09	0.34	0.19	0.09
	Vert %	24.88	44.58	40.41	45.15	40.34
	Index	100	179	162	181	162

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Household Has a Satellite Dish	Unwgted	10901	3	19	12	5
	Weighted (000)	62972	11	89	90	31
	Horz %	100.00	0.02	0.14	0.14	0.05
	Vert %	26.15	8.89	17.45	36.37	22.15
	Index	100	34	67	139	85
			*	*	*	*
Household Has a Digital Video Recorder (DVR)	Unwgted	24213	19	90	46	18
	Weighted (000)	117400	45	301	184	95
	Horz %	100.00	0.04	0.26	0.16	0.08
	Vert %	48.76	35.85	58.90	74.46	67.68
	Index	100	74	121	153	139
			*	*	*	*
Any Internet/Online Activity - Past Month	Unwgted	41735	33	138	64	28
	Weighted (000)	203627	112	488	243	141
	Horz %	100.00	0.06	0.24	0.12	0.07
	Vert %	84.57	88.85	95.56	98.39	100.00
	Index	100	105	113	116	118
			*	*	*	*
Played Games Online - Past Month	Unwgted	13858	6	33	18	7
	Weighted (000)	73582	24	116	62	32
	Horz %	100.00	0.03	0.16	0.08	0.04
	Vert %	30.56	18.71	22.79	25.15	22.79
	Index	100	61	75	82	75
			*	*	*	*
Downloaded a Video Game - Past Month	Unwgted	5181	3	11	9	5
	Weighted (000)	29277	7	55	33	37
	Horz %	100.00	0.02	0.19	0.11	0.13
	Vert %	12.16	5.54	10.77	13.24	26.66
	Index	100	46	89	109	219
			*	*	*	*
Downloaded a Movie - Past Month	Unwgted	4298	2	13	12	7
	Weighted (000)	21411	4	40	58	21
	Horz %	100.00	0.02	0.18	0.27	0.10
	Vert %	8.89	3.15	7.73	23.34	14.66
	Index	100	35	87	262	165
			*	*	*	*
Watched a Movie Online - Past Month	Unwgted	10210	10	39	20	11
	Weighted (000)	51231	54	137	83	54
	Horz %	100.00	0.10	0.27	0.16	0.11
	Vert %	21.28	42.54	26.74	33.72	38.71
	Index	100	200	126	158	182
			*	*	*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	8994	6	28	16	8
	Weighted (000)	44949	16	93	70	27
	Horz %	100.00	0.04	0.21	0.15	0.06
	Vert %	18.67	12.50	18.18	28.22	19.52
	Index	100	67	97	151	105
			*	*	*	*
Visited a Chat Room - Past Month	Unwgted	2241	0	6	5	2
	Weighted (000)	11411	0	17	28	5
	Horz %	100.00	0.00	0.15	0.25	0.05
	Vert %	4.74	0.00	3.34	11.43	3.71
	Index	100	0	71	241	78

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
				*		*
Used e-Mail - Past Month	Unwgt'd	36995	29	129	60	26
	Weighted (000)	174261	95	443	225	122
	Horz %	100.00	0.05	0.25	0.13	0.07
	Vert %	72.37	75.08	86.66	91.35	86.87
	Index	100	104	120	126	120
			*		*	*
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	21	87	47	20
	Weighted (000)	135807	66	308	196	80
	Horz %	100.00	0.05	0.23	0.14	0.06
	Vert %	56.40	52.20	60.32	79.71	56.93
	Index	100	93	107	141	101
			*	*	*	*
Visited Online Blogs - Past Month	Unwgt'd	6524	5	26	17	9
	Weighted (000)	31710	13	81	71	29
	Horz %	100.00	0.04	0.25	0.22	0.09
	Vert %	13.17	9.96	15.83	28.68	20.84
	Index	100	76	120	218	158
			*	*	*	*
Wrote an Online Blog - Past Month	Unwgt'd	1311	2	7	4	0
	Weighted (000)	6536	5	24	13	0
	Horz %	100.00	0.08	0.37	0.19	0.00
	Vert %	2.71	4.07	4.75	5.16	0.00
	Index	100	150	175	190	0
			*	*	*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	7	15	6	2
	Weighted (000)	19478	24	59	16	8
	Horz %	100.00	0.12	0.30	0.08	0.04
	Vert %	8.09	19.07	11.50	6.58	5.78
	Index	100	236	142	81	71
			*			*
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	24	118	56	25
	Weighted (000)	177442	63	434	214	133
	Horz %	100.00	0.04	0.24	0.12	0.08
	Vert %	73.69	49.58	85.01	86.67	94.75
	Index	100	67	115	118	129
			*		*	*
Accessed Facebook.com - Past Month	Unwgt'd	28781	19	94	44	21
	Weighted (000)	145748	50	346	178	114
	Horz %	100.00	0.03	0.24	0.12	0.08
	Vert %	60.53	39.64	67.73	72.20	81.00
	Index	100	65	112	119	134
			*	*	*	*
Accessed Foursquare - Past Month	Unwgt'd	326	0	0	0	1
	Weighted (000)	1536	0	0	0	5
	Horz %	100.00	0.00	0.00	0.00	0.31
	Vert %	0.64	0.00	0.00	0.00	3.41
	Index	100	0	0	0	535
			*	*	*	*
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	4	29	7	6
	Weighted (000)	41531	15	122	37	44
	Horz %	100.00	0.04	0.29	0.09	0.11
	Vert %	17.25	12.19	23.88	15.09	31.17
	Index	100	71	138	87	181

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	10	48	17	7
	Weighted (000)	30933	22	144	54	20
	Horz %	100.00	0.07	0.47	0.17	0.07
	Vert %	12.85	17.67	28.24	21.74	14.51
	Index	100	138	220	169	113
			*	*	*	*
Accessed Pinterest - Past Month	Unwgt'd	8547	6	34	15	9
	Weighted (000)	45015	18	159	55	37
	Horz %	100.00	0.04	0.35	0.12	0.08
	Vert %	18.70	13.96	31.18	22.37	26.58
	Index	100	75	167	120	142
			*	*	*	*
Accessed Tumblr - Past Month	Unwgt'd	1746	2	8	2	0
	Weighted (000)	9399	5	35	7	0
	Horz %	100.00	0.05	0.37	0.08	0.00
	Vert %	3.90	4.07	6.77	2.98	0.00
	Index	100	104	173	76	0
			*	*	*	*
Accessed Twitter.com - Past Month	Unwgt'd	6090	4	22	11	7
	Weighted (000)	30973	7	78	29	55
	Horz %	100.00	0.02	0.25	0.09	0.18
	Vert %	12.86	5.48	15.18	11.65	39.18
	Index	100	43	118	91	305
			*	*	*	*
Accessed Yelp - Past Month	Unwgt'd	3922	3	22	9	5
	Weighted (000)	15511	9	80	38	15
	Horz %	100.00	0.06	0.52	0.24	0.10
	Vert %	6.44	6.85	15.74	15.33	10.81
	Index	100	106	244	238	168
			*	*	*	*
Accessed YouTube.com - Past Month	Unwgt'd	24628	15	82	39	17
	Weighted (000)	123561	43	319	154	86
	Horz %	100.00	0.03	0.26	0.12	0.07
	Vert %	51.32	33.88	62.35	62.36	61.46
	Index	100	66	121	122	120
			*	*	*	*
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	18	69	29	13
	Weighted (000)	93304	48	250	102	57
	Horz %	100.00	0.05	0.27	0.11	0.06
	Vert %	38.75	37.82	48.85	41.52	40.86
	Index	100	98	126	107	105
			*	*	*	*
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	7	31	13	8
	Weighted (000)	47933	18	133	47	37
	Horz %	100.00	0.04	0.28	0.10	0.08
	Vert %	19.91	14.20	25.99	18.95	26.03
	Index	100	71	131	95	131
			*	*	*	*
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	5	26	10	5
	Weighted (000)	29666	10	96	33	16
	Horz %	100.00	0.03	0.32	0.11	0.05
	Vert %	12.32	8.17	18.73	13.29	11.10
	Index	100	66	152	108	90

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
				*	*	*
Watched a Video on Social Network - Past Month	Unwgt'd	22534	15	70	35	18
	Weighted (000)	114114	42	286	130	95
	Horz %	100.00	0.04	0.25	0.11	0.08
	Vert %	47.39	33.05	55.91	52.78	67.58
	Index	100	70	118	111	143
				*	*	*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	32	125	61	28
	Weighted (000)	190804	115	468	226	141
	Horz %	100.00	0.06	0.25	0.12	0.07
	Vert %	79.24	91.20	91.68	91.68	100.00
	Index	100	115	116	116	126
				*	*	*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	16	72	38	14
	Weighted (000)	90847	49	280	151	55
	Horz %	100.00	0.05	0.31	0.17	0.06
	Vert %	37.73	39.09	54.73	61.21	38.86
	Index	100	104	145	162	103
				*	*	*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	14	63	34	17
	Weighted (000)	87270	50	231	118	83
	Horz %	100.00	0.06	0.27	0.14	0.09
	Vert %	36.24	39.33	45.29	47.84	58.92
	Index	100	109	125	132	163
				*	*	*
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	23	78	38	18
	Weighted (000)	113761	95	292	145	81
	Horz %	100.00	0.08	0.26	0.13	0.07
	Vert %	47.25	75.28	57.24	58.90	57.55
	Index	100	159	121	125	122
				*	*	*
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	13	39	23	12
	Weighted (000)	79489	39	125	91	53
	Horz %	100.00	0.05	0.16	0.11	0.07
	Vert %	33.01	31.17	24.44	37.03	37.67
	Index	100	94	74	112	114
				*	*	*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	3	29	15	12
	Weighted (000)	51013	8	128	85	47
	Horz %	100.00	0.02	0.25	0.17	0.09
	Vert %	21.19	6.07	25.10	34.30	33.33
	Index	100	29	118	162	157
				*	*	*
Used a Mobile "App" - Past Month	Unwgt'd	23794	27	85	46	24
	Weighted (000)	116054	98	303	176	110
	Horz %	100.00	0.08	0.26	0.15	0.09
	Vert %	48.20	77.73	59.40	71.30	78.11
	Index	100	161	123	148	162
				*	*	*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	11	35	17	5
	Weighted (000)	53679	32	99	50	18
	Horz %	100.00	0.06	0.19	0.09	0.03
	Vert %	22.29	25.29	19.46	20.30	12.69
	Index	100	113	87	91	57

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	16	45	21	9
	Weighted (000)	70866	51	144	56	46
	Horz %	100.00	0.07	0.20	0.08	0.07
	Vert %	29.43	40.02	28.11	22.91	32.88
	Index	100	136	96	78	112
			*	*	*	*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	18	86	34	17
	Weighted (000)	84280	40	271	117	70
	Horz %	100.00	0.05	0.32	0.14	0.08
	Vert %	35.00	32.03	53.02	47.49	50.08
	Index	100	91	151	136	143
			*	*	*	*
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3903	2	6	3	0
	Weighted (000)	21071	2	25	4	0
	Horz %	100.00	0.01	0.12	0.02	0.00
	Vert %	8.75	1.42	4.94	1.69	0.00
	Index	100	16	56	19	0
			*	*	*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	4115	1	11	5	0
	Weighted (000)	21628	2	43	16	0
	Horz %	100.00	0.01	0.20	0.07	0.00
	Vert %	8.98	1.29	8.49	6.32	0.00
	Index	100	14	95	70	0
			*	*	*	*
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	4	5	3	0
	Weighted (000)	19673	16	12	23	0
	Horz %	100.00	0.08	0.06	0.12	0.00
	Vert %	8.17	12.33	2.42	9.38	0.00
	Index	100	151	30	115	0
			*	*	*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	6	9	6	1
	Weighted (000)	24675	18	19	34	2
	Horz %	100.00	0.07	0.08	0.14	0.01
	Vert %	10.25	14.60	3.75	13.93	1.58
	Index	100	142	37	136	15
			*	*	*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	5	12	9	2
	Weighted (000)	25536	22	44	32	12
	Horz %	100.00	0.09	0.17	0.12	0.05
	Vert %	10.61	17.20	8.68	12.84	8.18
	Index	100	162	82	121	77
			*	*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	6	23	12	2
	Weighted (000)	36955	23	84	47	8
	Horz %	100.00	0.06	0.23	0.13	0.02
	Vert %	15.35	18.17	16.43	19.09	5.55
	Index	100	118	107	124	36
			*	*	*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	3	13	5	4
	Weighted (000)	22586	5	43	12	13
	Horz %	100.00	0.02	0.19	0.05	0.06
	Vert %	9.38	4.07	8.34	4.93	9.06
	Index	100	43	89	53	97

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	5	32	10	6
	Weighted (000)	52963	13	109	24	20
	Horz %	100.00	0.02	0.21	0.05	0.04
	Vert %	22.00	10.42	21.36	9.74	14.26
	Index	100	47	97	44	65
			*	*	*	*
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	1	3	1	1
	Weighted (000)	15401	2	6	3	4
	Horz %	100.00	0.01	0.04	0.02	0.03
	Vert %	6.40	1.29	1.17	1.16	2.75
	Index	100	20	18	18	43
			*	*	*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	2	6	3	1
	Weighted (000)	13074	11	12	9	4
	Horz %	100.00	0.09	0.09	0.07	0.03
	Vert %	5.43	8.96	2.43	3.47	2.75
	Index	100	165	45	64	51
			*	*	*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	2	9	4	1
	Weighted (000)	26513	11	18	11	4
	Horz %	100.00	0.04	0.07	0.04	0.01
	Vert %	11.01	8.96	3.60	4.62	2.75
	Index	100	81	33	42	25
			*	*	*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	1	7	2	0
	Weighted (000)	12079	10	28	4	0
	Horz %	100.00	0.08	0.23	0.03	0.00
	Vert %	5.02	7.67	5.48	1.48	0.00
	Index	100	153	109	30	0
			*	*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	4	17	10	7
	Weighted (000)	46737	13	55	57	41
	Horz %	100.00	0.03	0.12	0.12	0.09
	Vert %	19.41	10.17	10.70	23.15	29.23
	Index	100	52	55	119	151
			*	*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	3	19	8	4
	Weighted (000)	31131	31	72	51	33
	Horz %	100.00	0.10	0.23	0.17	0.11
	Vert %	12.93	24.26	14.05	20.88	23.56
	Index	100	188	109	162	182
			*	*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	3	18	7	3
	Weighted (000)	31417	31	65	34	28
	Horz %	100.00	0.10	0.21	0.11	0.09
	Vert %	13.05	24.26	12.79	13.62	19.63
	Index	100	186	98	104	150
			*	*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	4	12	7	3
	Weighted (000)	33490	18	45	47	28
	Horz %	100.00	0.05	0.13	0.14	0.08
	Vert %	13.91	14.44	8.80	19.17	19.90
	Index	100	104	63	138	143

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	2	8	4	5
	Weighted (000)	26008	11	29	6	37
	Horz %	100.00	0.04	0.11	0.02	0.14
	Vert %	10.80	9.08	5.68	2.43	26.14
	Index	100	84	53	23	242
			*	*	*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	3	10	5	2
	Weighted (000)	25254	9	39	23	25
	Horz %	100.00	0.04	0.16	0.09	0.10
	Vert %	10.49	7.10	7.71	9.46	17.99
	Index	100	68	73	90	172
			*	*	*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	3	27	7	6
	Weighted (000)	34124	13	81	46	38
	Horz %	100.00	0.04	0.24	0.13	0.11
	Vert %	14.17	10.30	15.87	18.52	27.32
	Index	100	73	112	131	193
			*	*	*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	3	17	10	3
	Weighted (000)	21507	11	45	41	31
	Horz %	100.00	0.05	0.21	0.19	0.14
	Vert %	8.93	8.68	8.80	16.46	22.02
	Index	100	97	98	184	247
			*	*	*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	3	16	5	5
	Weighted (000)	33395	14	77	43	51
	Horz %	100.00	0.04	0.23	0.13	0.15
	Vert %	13.87	10.86	14.99	17.50	35.98
	Index	100	78	108	126	259
			*	*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	2	13	6	3
	Weighted (000)	23645	28	39	41	31
	Horz %	100.00	0.12	0.17	0.17	0.13
	Vert %	9.82	22.34	7.67	16.73	21.84
	Index	100	227	78	170	222
			*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	2	21	8	4
	Weighted (000)	19616	8	81	22	35
	Horz %	100.00	0.04	0.41	0.11	0.18
	Vert %	8.15	6.29	15.85	9.10	24.56
	Index	100	77	195	112	302
			*	*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	3	17	6	5
	Weighted (000)	27802	11	56	17	38
	Horz %	100.00	0.04	0.20	0.06	0.14
	Vert %	11.55	8.68	10.90	6.80	27.37
	Index	100	75	94	59	237
			*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	2	15	8	5
	Weighted (000)	18664	9	38	38	42
	Horz %	100.00	0.05	0.20	0.20	0.22
	Vert %	7.75	6.91	7.46	15.25	29.86
	Index	100	89	96	197	385

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	4	26	14	6
	Weighted (000)	40582	30	79	53	42
	Horz %	100.00	0.07	0.20	0.13	0.10
	Vert %	16.85	24.00	15.53	21.46	29.93
	Index	100	142	92	127	178
			*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	2	10	5	3
	Weighted (000)	18074	11	33	12	31
	Horz %	100.00	0.06	0.18	0.06	0.17
	Vert %	7.51	8.88	6.50	4.67	22.02
	Index	100	118	87	62	293
			*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	3	8	7	4
	Weighted (000)	16741	8	29	28	34
	Horz %	100.00	0.05	0.17	0.17	0.20
	Vert %	6.95	6.66	5.72	11.30	24.14
	Index	100	96	82	163	347
			*	*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	3	13	10	3
	Weighted (000)	25416	29	63	65	28
	Horz %	100.00	0.11	0.25	0.26	0.11
	Vert %	10.56	22.84	12.41	26.49	19.76
	Index	100	216	118	251	187
			*	*	*	*
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	23	74	39	17
	Weighted (000)	122681	91	238	138	111
	Horz %	100.00	0.07	0.19	0.11	0.09
	Vert %	50.95	72.22	46.63	55.95	78.61
	Index	100	142	92	110	154
			*	*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	11	40	19	12
	Weighted (000)	52460	31	129	66	81
	Horz %	100.00	0.06	0.25	0.13	0.15
	Vert %	21.79	24.38	25.21	26.79	57.47
	Index	100	112	116	123	264
			*	*	*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	11	26	17	8
	Weighted (000)	33802	31	71	48	65
	Horz %	100.00	0.09	0.21	0.14	0.19
	Vert %	14.04	24.56	13.98	19.50	46.28
	Index	100	175	100	139	330
			*	*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	4	15	13	5
	Weighted (000)	17253	10	48	45	40
	Horz %	100.00	0.06	0.28	0.26	0.23
	Vert %	7.17	8.26	9.47	18.32	28.32
	Index	100	115	132	256	395
			*	*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	5	19	12	9
	Weighted (000)	27714	22	60	29	50
	Horz %	100.00	0.08	0.21	0.10	0.18
	Vert %	11.51	17.08	11.66	11.72	35.89
	Index	100	148	101	102	312

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	2	8	5	5
	Weighted (000)	14322	9	29	13	40
	Horz %	100.00	0.06	0.20	0.09	0.28
	Vert %	5.95	7.36	5.73	5.19	28.32
	Index	100	124	96	87	476
			*	*	*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	4	26	12	6
	Weighted (000)	38266	16	96	59	38
	Horz %	100.00	0.04	0.25	0.15	0.10
	Vert %	15.89	12.38	18.87	23.82	26.97
	Index	100	78	119	150	170
			*	*	*	*
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	3	16	9	7
	Weighted (000)	27321	17	44	23	61
	Horz %	100.00	0.06	0.16	0.08	0.22
	Vert %	11.35	13.18	8.55	9.37	43.31
	Index	100	116	75	83	382
			*	*	*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	7	36	18	10
	Weighted (000)	62134	27	160	56	79
	Horz %	100.00	0.04	0.26	0.09	0.13
	Vert %	25.81	21.62	31.25	22.76	56.31
	Index	100	84	121	88	218
			*	*	*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	10	23	12	8
	Weighted (000)	43591	54	90	74	61
	Horz %	100.00	0.12	0.21	0.17	0.14
	Vert %	18.10	43.06	17.57	29.84	43.34
	Index	100	238	97	165	239
			*	*	*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	13	34	19	8
	Weighted (000)	55588	37	143	96	46
	Horz %	100.00	0.07	0.26	0.17	0.08
	Vert %	23.09	28.92	28.09	38.83	32.59
	Index	100	125	122	168	141
			*	*	*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	14	46	19	13
	Weighted (000)	79810	59	166	96	70
	Horz %	100.00	0.07	0.21	0.12	0.09
	Vert %	33.15	46.54	32.50	39.13	50.13
	Index	100	140	98	118	151
			*	*	*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	12	42	13	14
	Weighted (000)	57496	54	138	75	88
	Horz %	100.00	0.09	0.24	0.13	0.15
	Vert %	23.88	42.39	27.04	30.33	62.35
	Index	100	178	113	127	261
			*	*	*	*
Have Seen Infomercials - Past Month	Unwgt'd	9980	7	35	11	11
	Weighted (000)	49971	45	106	31	60
	Horz %	100.00	0.09	0.21	0.06	0.12
	Vert %	20.75	35.54	20.78	12.64	42.89
	Index	100	171	100	61	207

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease Audi A3	Own/Lease Audi A4	Own/Lease Audi Q5	Own/Lease Audi Q7
			*		*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	15	73	26	14
	Weighted (000)	99869	40	217	104	83
	Horz %	100.00	0.04	0.22	0.10	0.08
	Vert %	41.48	31.96	42.48	42.05	58.74
	Index	100	77	102	101	142
			*	*	*	*
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	3	14	6	1
	Weighted (000)	24118	6	47	49	23
	Horz %	100.00	0.03	0.20	0.20	0.09
	Vert %	10.02	4.86	9.26	19.68	16.21
	Index	100	49	92	196	162
			*	*	*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	15	54	25	11
	Weighted (000)	91632	49	177	114	62
	Horz %	100.00	0.05	0.19	0.12	0.07
	Vert %	38.06	38.51	34.55	46.40	43.86
	Index	100	101	91	122	115
			*	*	*	*
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	11	38	15	9
	Weighted (000)	58165	44	124	80	51
	Horz %	100.00	0.08	0.21	0.14	0.09
	Vert %	24.16	34.55	24.36	32.37	36.55
	Index	100	143	101	134	151

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Age 21+	Unwgt'd	46843	461	224	444
	Weighted (000)	228583	1754	807	1799
	Horz %	100.00	0.77	0.35	0.79
	Vert %	94.93	92.60	92.35	96.24
	Index	100	98	97	101
Age 18-34				*	
	Unwgt'd	11975	89	37	130
	Weighted (000)	72871	522	202	703
	Horz %	100.00	0.72	0.28	0.96
	Vert %	30.26	27.56	23.13	37.59
Age 18-49	Index	100	91	76	124
	Unwgt'd	24725	250	123	290
	Weighted (000)	133805	1107	494	1306
	Horz %	100.00	0.83	0.37	0.98
	Vert %	55.57	58.47	56.60	69.88
Age 25-54	Index	100	105	102	126
	Unwgt'd	25528	288	145	291
	Weighted (000)	125979	1079	515	1132
	Horz %	100.00	0.86	0.41	0.90
	Vert %	52.32	56.96	59.00	60.54
Age 35-64	Index	100	109	113	116
	Unwgt'd	25759	318	160	277
	Weighted (000)	123081	1146	554	982
	Horz %	100.00	0.93	0.45	0.80
	Vert %	51.12	60.49	63.39	52.52
Age 50+	Index	100	118	124	103
	Unwgt'd	23548	226	109	165
	Weighted (000)	106974	787	379	563
	Horz %	100.00	0.74	0.35	0.53
	Vert %	44.43	41.53	43.40	30.12
Median Age	Index	100	93	98	68
	Unwgt'd				
	Weighted (000)	46.80	46.60	47.80	40.50
	Horz %				
	Vert %				
Race: White Only	Index	100	100	102	86
	Unwgt'd	34938	380	187	323
	Weighted (000)	177950	1547	721	1347
	Horz %	100.00	0.87	0.41	0.76
	Vert %	73.91	81.66	82.58	72.08
Race: Black/African-American Only	Index	100	110	112	98
	Unwgt'd	5766	22	3	35
	Weighted (000)	29089	76	10	157
	Horz %	100.00	0.26	0.03	0.54
	Vert %	12.08	4.01	1.09	8.42
	Index	100	33	9	70

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	*
Race: Asian	Unwgted	2336	42	24	36
	Weighted (000)	8427	126	66	125
	Horz %	100.00	1.49	0.79	1.49
	Vert %	3.50	6.63	7.61	6.70
	Index	100	189	217	191
				*	*
Race: Other Race/Multi-Racial	Unwgted	7569	74	42	97
	Weighted (000)	33741	271	143	364
	Horz %	100.00	0.80	0.42	1.08
	Vert %	14.01	14.33	16.32	19.50
	Index	100	102	116	139
				*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6274	39	19	65
	Weighted (000)	36640	187	88	224
	Horz %	100.00	0.51	0.24	0.61
	Vert %	15.22	9.85	10.09	11.98
	Index	100	65	66	79
				*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1651	12	5	22
	Weighted (000)	5719	31	12	53
	Horz %	100.00	0.54	0.21	0.92
	Vert %	2.38	1.64	1.35	2.83
	Index	100	69	57	119
				*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1862	22	12	28
	Weighted (000)	9417	94	62	111
	Horz %	100.00	1.00	0.66	1.18
	Vert %	3.91	4.99	7.09	5.92
	Index	100	127	181	151
				*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1118	1	1	3
	Weighted (000)	10393	14	14	11
	Horz %	100.00	0.13	0.13	0.10
	Vert %	4.32	0.72	1.56	0.58
	Index	100	17	36	13
				*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1522	3	1	11
	Weighted (000)	8987	33	1	34
	Horz %	100.00	0.37	0.01	0.38
	Vert %	3.73	1.74	0.08	1.82
	Index	100	47	2	49
				*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	95	1	0	1
	Weighted (000)	1661	14	0	15
	Horz %	100.00	0.86	0.00	0.93
	Vert %	0.69	0.76	0.00	0.82
	Index	100	110	0	120
				*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6767	126	67	104
	Weighted (000)	25246	331	161	304
	Horz %	100.00	1.31	0.64	1.21
	Vert %	10.49	17.50	18.48	16.28
	Index	100	167	176	155

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	171	91	161
	Weighted (000)	45336	615	310	600
	Horz %	100.00	1.36	0.68	1.32
	Vert %	18.83	32.46	35.52	32.08
	Index	100	172	189	170
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	17	9	15
	Weighted (000)	10486	64	39	53
	Horz %	100.00	0.61	0.37	0.50
	Vert %	4.36	3.38	4.44	2.83
	Index	100	78	102	65
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	17	6	24
	Weighted (000)	13387	53	23	82
	Horz %	100.00	0.40	0.17	0.61
	Vert %	5.56	2.81	2.65	4.38
	Index	100	51	48	79
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	83	37	88
	Weighted (000)	45271	385	137	361
	Horz %	100.00	0.85	0.30	0.80
	Vert %	18.80	20.32	15.72	19.29
	Index	100	108	84	103
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	51	18	48
	Weighted (000)	71224	326	159	383
	Horz %	100.00	0.46	0.22	0.54
	Vert %	29.58	17.20	18.25	20.47
	Index	100	58	62	69
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	11	4	15
	Weighted (000)	29828	120	43	87
	Horz %	100.00	0.40	0.14	0.29
	Vert %	12.39	6.33	4.93	4.67
	Index	100	51	40	38
Currently Attending College or University	Unwgt'd	3453	27	13	41
	Weighted (000)	19367	136	71	208
	Horz %	100.00	0.70	0.37	1.08
	Vert %	8.04	7.19	8.15	11.14
	Index	100	89	101	139
Employed Full Time	Unwgt'd	24928	298	135	303
	Weighted (000)	116486	1043	443	1107
	Horz %	100.00	0.90	0.38	0.95
	Vert %	48.38	55.08	50.67	59.24
	Index	100	114	105	122
Employed Part Time	Unwgt'd	5673	46	23	50
	Weighted (000)	29663	257	87	206
	Horz %	100.00	0.87	0.29	0.70
	Vert %	12.32	13.55	9.92	11.04
	Index	100	110	81	90

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Not Employed					
	Unwgt'd	17672	132	74	102
	Weighted (000)	94631	594	344	555
	Horz %	100.00	0.63	0.36	0.59
	Vert %	39.30	31.37	39.41	29.72
	Index	100	80	100	76
Temporarily Unemployed			*	*	*
	Unwgt'd	1992	16	7	12
	Weighted (000)	13071	76	35	72
	Horz %	100.00	0.58	0.26	0.55
	Vert %	5.43	4.00	3.96	3.86
	Index	100	74	73	71
Retired from Employment				*	*
	Unwgt'd	10157	73	41	47
	Weighted (000)	45370	268	147	218
	Horz %	100.00	0.59	0.32	0.48
	Vert %	18.84	14.14	16.81	11.64
	Index	100	75	89	62
Not Employed, Principal Shopper for Household			*	*	*
	Unwgt'd	2514	28	16	24
	Weighted (000)	16486	157	94	117
	Horz %	100.00	0.95	0.57	0.71
	Vert %	6.85	8.29	10.76	6.24
	Index	100	121	157	91
Occupation: Professional and Related Occupations				*	*
	Unwgt'd	7447	96	46	107
	Weighted (000)	33261	290	137	350
	Horz %	100.00	0.87	0.41	1.05
	Vert %	13.81	15.31	15.66	18.72
	Index	100	111	113	136
Occupation: Management, Business and Financial Operations				*	*
	Unwgt'd	6565	117	66	121
	Weighted (000)	24062	333	197	353
	Horz %	100.00	1.38	0.82	1.47
	Vert %	9.99	17.59	22.59	18.87
	Index	100	176	226	189
Occupation: Sales and Office Occupations				*	*
	Unwgt'd	5945	69	26	51
	Weighted (000)	32600	397	128	226
	Horz %	100.00	1.22	0.39	0.69
	Vert %	13.54	20.96	14.64	12.07
	Index	100	155	108	89
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*
	Unwgt'd	2586	20	9	20
	Weighted (000)	13486	87	44	124
	Horz %	100.00	0.64	0.32	0.92
	Vert %	5.60	4.59	5.01	6.64
	Index	100	82	89	118
Occupation: Other Employed			*	*	*
	Unwgt'd	8058	42	11	54
	Weighted (000)	42740	193	24	261
	Horz %	100.00	0.45	0.06	0.61
	Vert %	17.75	10.18	2.69	13.99
	Index	100	57	15	79

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	*
Household Income: \$250,000+	Unwgt'd	1862	69	48	44
	Weighted (000)	7072	225	162	128
	Horz %	100.00	3.19	2.29	1.81
	Vert %	2.94	11.90	18.51	6.84
	Index	100	405	630	233
			*	*	*
Household Income: \$200,000-\$249,999	Unwgt'd	1511	36	20	28
	Weighted (000)	6244	108	46	76
	Horz %	100.00	1.72	0.74	1.21
	Vert %	2.59	5.68	5.29	4.05
	Index	100	219	204	156
				*	*
Household Income: \$150,000-\$199,999	Unwgt'd	3595	78	42	47
	Weighted (000)	16937	332	175	218
	Horz %	100.00	1.96	1.03	1.29
	Vert %	7.03	17.51	20.06	11.68
	Index	100	249	285	166
Household Income: \$100,000-\$149,999	Unwgt'd	7160	127	62	99
	Weighted (000)	37688	549	242	399
	Horz %	100.00	1.46	0.64	1.06
	Vert %	15.65	28.97	27.66	21.33
	Index	100	185	177	136
				*	*
Household Income: \$75,000-\$99,999	Unwgt'd	6228	82	35	96
	Weighted (000)	32225	251	105	388
	Horz %	100.00	0.78	0.32	1.20
	Vert %	13.38	13.26	11.98	20.75
	Index	100	99	90	155
			*	*	*
Household Income: \$60,000-\$74,999	Unwgt'd	4977	31	11	36
	Weighted (000)	25163	144	58	191
	Horz %	100.00	0.57	0.23	0.76
	Vert %	10.45	7.59	6.59	10.20
	Index	100	73	63	98
			*	*	*
Household Income: \$50,000-\$59,999	Unwgt'd	3803	16	6	22
	Weighted (000)	18770	103	35	90
	Horz %	100.00	0.55	0.19	0.48
	Vert %	7.80	5.43	4.06	4.80
	Index	100	70	52	62
			*	*	*
Household Income: \$40,000-\$49,999	Unwgt'd	4778	14	1	27
	Weighted (000)	20586	58	2	79
	Horz %	100.00	0.28	0.01	0.38
	Vert %	8.55	3.04	0.26	4.21
	Index	100	36	3	49
			*	*	*
Household Income: \$30,000-\$39,999	Unwgt'd	4643	8	3	21
	Weighted (000)	22039	49	33	125
	Horz %	100.00	0.22	0.15	0.57
	Vert %	9.15	2.60	3.76	6.69
	Index	100	28	41	73

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

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Household Income: \$20,000-\$29,999			*	*	*
	Unwgt'd	4346	11	4	21
	Weighted (000)	21849	57	16	85
	Horz %	100.00	0.26	0.07	0.39
	Vert %	9.07	3.03	1.81	4.55
	Index	100	33	20	50
Household Income: Under \$20,000			*	*	*
	Unwgt'd	5370	4	0	14
	Weighted (000)	32207	19	0	91
	Horz %	100.00	0.06	0.00	0.28
	Vert %	13.38	0.99	0.00	4.89
	Index	100	7	0	37
Median Household Income	Unwgt'd				
	Weighted (000)	62.90	124.30	138.90	92.70
	Horz %				
	Vert %				
	Index	100	197	221	147
Marital Status: Single, Never Married				*	
	Unwgt'd	11890	103	47	128
	Weighted (000)	67363	517	208	639
	Horz %	100.00	0.77	0.31	0.95
	Vert %	27.98	27.32	23.83	34.19
	Index	100	98	85	122
Marital Status: Currently Married					
	Unwgt'd	24640	309	160	250
	Weighted (000)	127911	1177	582	992
	Horz %	100.00	0.92	0.45	0.78
	Vert %	53.12	62.13	66.60	53.04
	Index	100	117	125	100
Marital Status: Divorced or Legally Separated				*	
	Unwgt'd	7948	51	19	65
	Weighted (000)	30646	162	63	214
	Horz %	100.00	0.53	0.20	0.70
	Vert %	12.73	8.53	7.17	11.44
	Index	100	67	56	90
Marital Status: Widowed			*	*	*
	Unwgt'd	3795	13	6	12
	Weighted (000)	14859	38	21	25
	Horz %	100.00	0.26	0.14	0.17
	Vert %	6.17	2.01	2.41	1.32
	Index	100	33	39	21
Marital Status: Engaged to Be Married			*	*	*
	Unwgt'd	1949	15	5	22
	Weighted (000)	10768	87	18	147
	Horz %	100.00	0.81	0.17	1.37
	Vert %	4.47	4.60	2.12	7.88
	Index	100	103	47	176
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*
	Unwgt'd	3390	31	12	36
	Weighted (000)	20609	148	43	252
	Horz %	100.00	0.72	0.21	1.22
	Vert %	8.56	7.80	4.87	13.50
	Index	100	91	57	158

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	225	103	188
	Weighted (000)	95244	976	431	852
	Horz %	100.00	1.02	0.45	0.89
	Vert %	39.56	51.52	49.33	45.59
	Index	100	130	125	115
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7249	118	56	103
	Weighted (000)	38782	487	236	424
	Horz %	100.00	1.26	0.61	1.09
	Vert %	16.11	25.72	26.98	22.69
	Index	100	160	168	141
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6875	79	35	50
	Weighted (000)	34084	328	160	258
	Horz %	100.00	0.96	0.47	0.76
	Vert %	14.16	17.34	18.31	13.79
	Index	100	123	129	97
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2656	19	10	26
	Weighted (000)	14443	93	31	111
	Horz %	100.00	0.64	0.22	0.77
	Vert %	6.00	4.90	3.56	5.94
	Index	100	82	59	99
4 Children Under Age 18 Currently Living at Home	Unwgt'd	917	9	2	6
	Weighted (000)	5134	68	4	45
	Horz %	100.00	1.32	0.08	0.88
	Vert %	2.13	3.57	0.48	2.42
	Index	100	167	22	114
5 or More Children Under Age 18 Currently Living at Home	Unwgt'd	413	0	0	3
	Weighted (000)	2801	0	0	14
	Horz %	100.00	0.00	0.00	0.49
	Vert %	1.16	0.00	0.00	0.74
	Index	100	0	0	64
Own Home/Residence	Unwgt'd	33144	411	210	323
	Weighted (000)	160200	1574	768	1242
	Horz %	100.00	0.98	0.48	0.78
	Vert %	66.53	83.09	87.90	66.46
	Index	100	125	132	100
Rent Home/Residence	Unwgt'd	14554	63	21	128
	Weighted (000)	77579	318	105	587
	Horz %	100.00	0.41	0.13	0.76
	Vert %	32.22	16.79	11.96	31.42
	Index	100	52	37	98
Live Rent-Free in Home/Residence	Unwgt'd	575	2	1	4
	Weighted (000)	3001	2	1	40
	Horz %	100.00	0.07	0.04	1.32
	Vert %	1.25	0.11	0.14	2.12
	Index	100	9	11	170

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Census Region: North East	Unwgt'd	11292	190	96	134
	Weighted (000)	43596	641	286	420
	Horz %	100.00	1.47	0.66	0.96
	Vert %	18.11	33.87	32.79	22.49
	Index	100	187	181	124
Census Region: South				*	
	Unwgt'd	16777	87	43	121
	Weighted (000)	90561	348	176	553
	Horz %	100.00	0.38	0.19	0.61
	Vert %	37.61	18.37	20.09	29.60
Census Region: Midwest	Index	100	49	53	79
				*	
	Unwgt'd	10348	92	35	63
	Weighted (000)	51575	348	106	261
	Horz %	100.00	0.68	0.21	0.51
Census Region: West	Vert %	21.42	18.39	12.11	13.98
	Index	100	86	57	65
				*	*
	Unwgt'd	9856	107	58	137
	Weighted (000)	55047	556	306	634
Census Sub-Region: New England	Horz %	100.00	1.01	0.56	1.15
	Vert %	22.86	29.37	35.00	33.93
	Index	100	128	153	148
				*	*
	Unwgt'd	2902	59	25	31
Census Sub-Region: Mid Atlantic	Weighted (000)	11431	240	75	109
	Horz %	100.00	2.10	0.65	0.95
	Vert %	4.75	12.68	8.56	5.83
	Index	100	267	180	123
				*	*
Census Sub-Region: South Atlantic	Unwgt'd	8390	131	71	103
	Weighted (000)	32165	401	212	311
	Horz %	100.00	1.25	0.66	0.97
	Vert %	13.36	21.19	24.23	16.66
	Index	100	159	181	125
Census Sub-Region: East South Central				*	*
	Unwgt'd	9468	64	29	69
	Weighted (000)	46537	231	104	241
	Horz %	100.00	0.50	0.22	0.52
	Vert %	19.33	12.20	11.93	12.90
Census Sub-Region: West South Central	Index	100	63	62	67
				*	*
	Unwgt'd	1936	2	0	13
	Weighted (000)	14894	18	0	110
	Horz %	100.00	0.12	0.00	0.74
Census Sub-Region: West South Central	Vert %	6.19	0.95	0.00	5.89
	Index	100	15	0	95
				*	*
	Unwgt'd	5373	21	14	39
	Weighted (000)	29130	99	71	202
Census Sub-Region: West South Central	Horz %	100.00	0.34	0.24	0.69
	Vert %	12.10	5.22	8.16	10.82
	Index	100	43	67	89

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	*
Census Sub-Region: East North Central	Unwgted	7954	72	30	46
	Weighted (000)	35969	252	80	161
	Horz %	100.00	0.70	0.22	0.45
	Vert %	14.94	13.33	9.20	8.63
	Index	100	89	62	58
Census Sub-Region: West North Central			*	*	*
	Unwgted	2394	20	5	17
	Weighted (000)	15607	96	25	100
	Horz %	100.00	0.61	0.16	0.64
	Vert %	6.48	5.07	2.92	5.35
Census Sub-Region: Mountain	Index	100	78	45	83
			*	*	*
	Unwgted	2516	15	6	39
	Weighted (000)	17393	89	50	245
	Horz %	100.00	0.51	0.29	1.41
Census Sub-Region: Pacific	Vert %	7.22	4.68	5.74	13.09
	Index	100	65	79	181
	Unwgted	7340	92	52	98
	Weighted (000)	37654	468	256	390
	Horz %	100.00	1.24	0.68	1.03
County Size: A	Vert %	15.64	24.69	29.26	20.84
	Index	100	158	187	133
	Unwgted	26336	320	172	296
	Weighted (000)	101038	1061	572	1037
	Horz %	100.00	1.05	0.57	1.03
County Size: B	Vert %	41.96	56.01	65.50	55.49
	Index	100	133	156	132
				*	*
	Unwgted	11787	112	41	107
	Weighted (000)	70879	542	152	536
County Size: C/D	Horz %	100.00	0.77	0.21	0.76
	Vert %	29.44	28.64	17.39	28.65
	Index	100	97	59	97
			*	*	*
	Unwgted	10150	44	19	52
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	68862	291	149	296
	Horz %	100.00	0.42	0.22	0.43
	Vert %	28.60	15.35	17.11	15.86
	Index	100	54	60	55
			*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	1208	18	7	17
	Weighted (000)	4881	46	16	44
	Horz %	100.00	0.94	0.34	0.90
	Vert %	2.03	2.42	1.88	2.36
	Index	100	119	93	116
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	8156	105	55	92
	Weighted (000)	39455	408	211	351
	Horz %	100.00	1.03	0.54	0.89
	Vert %	16.39	21.55	24.21	18.78
	Index	100	132	148	115

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	14	9	10
	Weighted (000)	6602	64	39	53
	Horz %	100.00	0.98	0.59	0.80
	Vert %	2.74	3.40	4.45	2.84
	Index	100	124	162	103
			*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	2	0	2
	Weighted (000)	1442	3	0	14
	Horz %	100.00	0.22	0.00	0.95
	Vert %	0.60	0.17	0.00	0.73
	Index	100	29	0	122
				*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	52	28	36
	Weighted (000)	8071	134	63	86
	Horz %	100.00	1.66	0.77	1.07
	Vert %	3.35	7.07	7.16	4.63
	Index	100	211	213	138
			*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	46	26	43
	Weighted (000)	12832	119	55	122
	Horz %	100.00	0.93	0.43	0.95
	Vert %	5.33	6.31	6.28	6.51
	Index	100	118	118	122
			*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	11	4	7
	Weighted (000)	4021	24	11	17
	Horz %	100.00	0.61	0.28	0.42
	Vert %	1.67	1.29	1.28	0.91
	Index	100	77	77	54
			*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	43	18	43
	Weighted (000)	15752	162	58	151
	Horz %	100.00	1.03	0.37	0.96
	Vert %	6.54	8.58	6.68	8.07
	Index	100	131	102	123
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	104	57	116
	Weighted (000)	45814	455	213	492
	Horz %	100.00	0.99	0.47	1.07
	Vert %	19.03	24.04	24.39	26.34
	Index	100	126	128	138
			*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	20	11	20
	Weighted (000)	14188	127	65	94
	Horz %	100.00	0.90	0.46	0.67
	Vert %	5.89	6.72	7.50	5.05
	Index	100	114	127	86
			*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3601	33	14	35
	Weighted (000)	18087	101	37	112
	Horz %	100.00	0.56	0.20	0.62
	Vert %	7.51	5.34	4.19	5.98
	Index	100	71	56	80

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1383	20	7	14
	Weighted (000)	5415	53	15	51
	Horz %	100.00	0.97	0.27	0.94
	Vert %	2.25	2.78	1.68	2.71
	Index	100	124	75	121
				*	
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8065	62	25	61
	Weighted (000)	46392	355	145	312
	Horz %	100.00	0.77	0.31	0.67
	Vert %	19.27	18.76	16.64	16.71
	Index	100	97	86	87
				*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	289	5	3	2
	Weighted (000)	1180	9	6	6
	Horz %	100.00	0.79	0.53	0.55
	Vert %	0.49	0.49	0.71	0.35
	Index	100	100	145	70
				*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	730	0	0	5
	Weighted (000)	4011	0	0	9
	Horz %	100.00	0.00	0.00	0.22
	Vert %	1.67	0.00	0.00	0.48
	Index	100	0	0	29
				*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2429	10	6	27
	Weighted (000)	15349	44	36	100
	Horz %	100.00	0.29	0.24	0.65
	Vert %	6.37	2.34	4.17	5.33
	Index	100	37	65	84
				*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3507	55	25	43
	Weighted (000)	16479	215	95	162
	Horz %	100.00	1.30	0.57	0.98
	Vert %	6.84	11.34	10.85	8.65
	Index	100	166	158	126
				*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	702	7	3	6
	Weighted (000)	2542	25	10	17
	Horz %	100.00	0.97	0.39	0.65
	Vert %	1.06	1.31	1.13	0.89
	Index	100	124	107	84
				*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	991	6	4	9
	Weighted (000)	6494	25	21	23
	Horz %	100.00	0.38	0.33	0.35
	Vert %	2.70	1.30	2.42	1.21
	Index	100	48	90	45
				*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5900	91	39	64
	Weighted (000)	23011	295	113	184
	Horz %	100.00	1.28	0.49	0.80
	Vert %	9.56	15.59	12.99	9.83
	Index	100	163	136	103

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1671	16	8	17
	Weighted (000)	8714	52	33	77
	Horz %	100.00	0.60	0.38	0.89
	Vert %	3.62	2.75	3.81	4.14
	Index	100	76	105	114
			*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2634	40	22	36
	Weighted (000)	10681	122	52	108
	Horz %	100.00	1.14	0.49	1.01
	Vert %	4.44	6.45	6.00	5.76
	Index	100	145	135	130
			*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3953	17	11	32
	Weighted (000)	20069	66	41	118
	Horz %	100.00	0.33	0.20	0.59
	Vert %	8.34	3.47	4.66	6.34
	Index	100	42	56	76
			*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2820	36	16	50
	Weighted (000)	14985	176	69	228
	Horz %	100.00	1.18	0.46	1.52
	Vert %	6.22	9.32	7.93	12.21
	Index	100	150	127	196
			*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3771	39	16	45
	Weighted (000)	18525	133	50	176
	Horz %	100.00	0.72	0.27	0.95
	Vert %	7.69	7.03	5.68	9.39
	Index	100	91	74	122
			*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1166	13	7	13
	Weighted (000)	6001	78	43	60
	Horz %	100.00	1.29	0.71	0.99
	Vert %	2.49	4.10	4.89	3.19
	Index	100	164	196	128
			*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	791	2	1	9
	Weighted (000)	4990	15	14	31
	Horz %	100.00	0.30	0.27	0.62
	Vert %	2.07	0.80	1.56	1.66
	Index	100	39	76	80
			*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	315	0	0	3
	Weighted (000)	1793	0	0	11
	Horz %	100.00	0.00	0.00	0.59
	Vert %	0.74	0.00	0.00	0.56
	Index	100	0	0	75
			*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5190	21	6	53
	Weighted (000)	26664	76	19	225
	Horz %	100.00	0.28	0.07	0.84
	Vert %	11.07	3.99	2.18	12.05
	Index	100	36	20	109

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2379	6	3	22
	Weighted (000)	11083	23	5	68
	Horz %	100.00	0.20	0.05	0.61
	Vert %	4.60	1.20	0.59	3.62
	Index	100	26	13	79
			*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1939	8	1	26
	Weighted (000)	11362	23	3	128
	Horz %	100.00	0.20	0.03	1.13
	Vert %	4.72	1.20	0.36	6.87
	Index	100	25	8	146
			*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1269	11	3	14
	Weighted (000)	7051	36	7	87
	Horz %	100.00	0.51	0.10	1.23
	Vert %	2.93	1.89	0.84	4.63
	Index	100	64	29	158
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40314	428	213	400
	Weighted (000)	198598	1722	805	1592
	Horz %	100.00	0.87	0.41	0.80
	Vert %	82.48	90.91	92.10	85.16
	Index	100	110	112	103
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	24949	296	143	268
	Weighted (000)	119900	1206	556	1097
	Horz %	100.00	1.01	0.46	0.91
	Vert %	49.80	63.69	63.71	58.67
	Index	100	128	128	118
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18085	191	90	181
	Weighted (000)	89896	777	365	738
	Horz %	100.00	0.86	0.41	0.82
	Vert %	37.34	41.02	41.79	39.47
	Index	100	110	112	106
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21647	256	128	251
	Weighted (000)	104254	1019	505	1035
	Horz %	100.00	0.98	0.48	0.99
	Vert %	43.30	53.81	57.76	55.36
	Index	100	124	133	128
				*	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7445	74	37	75
	Weighted (000)	38037	322	149	327
	Horz %	100.00	0.85	0.39	0.86
	Vert %	15.80	17.01	17.01	17.47
	Index	100	108	108	111
			*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2311	21	8	16
	Weighted (000)	11829	102	42	99
	Horz %	100.00	0.86	0.36	0.84
	Vert %	4.91	5.38	4.84	5.30
	Index	100	110	99	108

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	164	87	154
	Weighted (000)	75340	589	328	586
	Horz %	100.00	0.78	0.44	0.78
	Vert %	31.29	31.09	37.58	31.36
	Index	100	99	120	100
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	247	130	224
	Weighted (000)	103236	1004	484	784
	Horz %	100.00	0.97	0.47	0.76
	Vert %	42.88	53.01	55.40	41.95
	Index	100	124	129	98
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	178	90	182
	Weighted (000)	81300	717	330	718
	Horz %	100.00	0.88	0.41	0.88
	Vert %	33.77	37.86	37.79	38.43
	Index	100	112	112	114
Radio Daypart Cumes: Weekend 7:00 pm - Midnight				*	*
	Unwgt'd	7820	81	46	87
	Weighted (000)	39381	389	213	359
	Horz %	100.00	0.99	0.54	0.91
	Vert %	16.36	20.53	24.40	19.20
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Index	100	126	149	117
			*	*	*
	Unwgt'd	1948	14	2	20
	Weighted (000)	9954	34	4	98
	Horz %	100.00	0.34	0.04	0.98
Where Listen to Radio on Typical Weekday: Home	Vert %	4.13	1.80	0.48	5.22
	Index	100	44	12	126
	Unwgt'd	12806	124	63	96
	Weighted (000)	62580	513	262	396
	Horz %	100.00	0.82	0.42	0.63
Where Listen to Radio on Typical Weekday: Car	Vert %	25.99	27.10	30.04	21.19
	Index	100	104	116	82
	Unwgt'd	37001	409	202	381
	Weighted (000)	181109	1634	787	1489
	Horz %	100.00	0.90	0.43	0.82
Where Listen to Radio on Typical Weekday: Work	Vert %	75.22	86.29	90.07	79.64
	Index	100	115	120	106
	Unwgt'd	5690	53	25	71
	Weighted (000)	29668	260	104	338
	Horz %	100.00	0.88	0.35	1.14
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Vert %	12.32	13.72	11.91	18.07
	Index	100	111	97	147
	Unwgt'd	1158	7	4	16
	Weighted (000)	6331	24	9	76
	Horz %	100.00	0.38	0.14	1.20
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Vert %	2.63	1.27	1.01	4.06
	Index	100	48	38	155

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	141	76	129
	Weighted (000)	72174	572	320	460
	Horz %	100.00	0.79	0.44	0.64
	Vert %	29.97	30.20	36.58	24.59
	Index	100	101	122	82
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	373	179	351
	Weighted (000)	166202	1444	681	1386
	Horz %	100.00	0.87	0.41	0.83
	Vert %	69.03	76.26	77.95	74.13
	Index	100	110	113	107
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	16	9	27
	Weighted (000)	11015	83	39	120
	Horz %	100.00	0.75	0.35	1.09
	Vert %	4.57	4.39	4.45	6.43
	Index	100	96	97	140
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	7	4	16
	Weighted (000)	6306	29	13	54
	Horz %	100.00	0.47	0.21	0.86
	Vert %	2.62	1.55	1.49	2.90
	Index	100	59	57	111
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	107	53	82
	Weighted (000)	37690	333	135	241
	Horz %	100.00	0.88	0.36	0.64
	Vert %	15.65	17.56	15.50	12.90
	Index	100	112	99	82
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	368	175	355
	Weighted (000)	181675	1472	672	1422
	Horz %	100.00	0.81	0.37	0.78
	Vert %	75.45	77.71	76.96	76.09
	Index	100	103	102	101
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	399	191	376
	Weighted (000)	193871	1554	703	1483
	Horz %	100.00	0.80	0.36	0.76
	Vert %	80.52	82.07	80.53	79.33
	Index	100	102	100	99
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	105	68	83
	Weighted (000)	28450	414	278	316
	Horz %	100.00	1.45	0.98	1.11
	Vert %	11.82	21.84	31.79	16.93
	Index	100	185	269	143
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	152	90	107
	Weighted (000)	41160	590	328	411
	Horz %	100.00	1.43	0.80	1.00
	Vert %	17.09	31.17	37.54	21.97
	Index	100	182	220	129

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	260	164	200
	Weighted (000)	71398	1011	612	784
	Horz %	100.00	1.42	0.86	1.10
	Vert %	29.65	53.37	70.02	41.92
	Index	100	180	236	141
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	245	133	193
	Weighted (000)	62882	940	474	780
	Horz %	100.00	1.49	0.75	1.24
	Vert %	26.12	49.62	54.22	41.70
	Index	100	190	208	160
listened online to streaming AM/FM broadcast radio stations	Unwgt'd	7450	93	46	102
	Weighted (000)	36486	311	156	379
	Horz %	100.00	0.85	0.43	1.04
	Vert %	15.15	16.43	17.83	20.29
	Index	100	108	118	134
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgt'd	14104	173	85	181
	Weighted (000)	70596	668	302	674
	Horz %	100.00	0.95	0.43	0.95
	Vert %	29.32	35.28	34.54	36.04
	Index	100	120	118	123
Listened to Any Radio on the Internet/Online-Past Month	Unwgt'd	20341	248	131	261
	Weighted (000)	101859	1016	492	1011
	Horz %	100.00	1.00	0.48	0.99
	Vert %	42.30	53.65	56.28	54.08
	Index	100	127	133	128
Visited a radio station, radio program or radio personality's website	Unwgt'd	3495	47	25	53
	Weighted (000)	16642	162	91	187
	Horz %	100.00	0.97	0.54	1.12
	Vert %	6.91	8.54	10.38	10.00
	Index	100	124	150	145
Downloaded music - Past Month	Unwgt'd	10131	120	61	128
	Weighted (000)	53361	494	190	503
	Horz %	100.00	0.93	0.36	0.94
	Vert %	22.16	26.07	21.71	26.93
	Index	100	118	98	122
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	46	21	48
	Weighted (000)	11952	136	70	161
	Horz %	100.00	1.14	0.59	1.35
	Vert %	4.96	7.18	8.03	8.60
	Index	100	145	162	173
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgt'd	3490	24	10	39
	Weighted (000)	17709	91	33	120
	Horz %	100.00	0.51	0.18	0.68
	Vert %	7.36	4.78	3.73	6.41
	Index	100	65	51	87

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgt'd	7650	126	71	105
	Weighted (000)	36645	469	235	409
	Horz %	100.00	1.28	0.64	1.12
	Vert %	15.22	24.74	26.90	21.87
	Index	100	163	177	144
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgt'd	13348	155	80	179
	Weighted (000)	68670	645	313	682
	Horz %	100.00	0.94	0.46	0.99
	Vert %	28.52	34.04	35.83	36.46
	Index	100	119	126	128
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgt'd	4026	50	23	55
	Weighted (000)	21138	197	102	236
	Horz %	100.00	0.93	0.48	1.11
	Vert %	8.78	10.41	11.68	12.60
	Index	100	119	133	144
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16441	159	79	151
	Weighted (000)	83247	669	324	634
	Horz %	100.00	0.80	0.39	0.76
	Vert %	34.57	35.30	37.11	33.91
	Index	100	102	107	98
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13568	123	60	127
	Weighted (000)	68583	550	244	583
	Horz %	100.00	0.80	0.36	0.85
	Vert %	28.48	29.06	27.93	31.21
	Index	100	102	98	110
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	16787	144	72	155
	Weighted (000)	84735	621	294	671
	Horz %	100.00	0.73	0.35	0.79
	Vert %	35.19	32.78	33.71	35.91
	Index	100	93	96	102
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12871	104	50	130
	Weighted (000)	66195	412	190	529
	Horz %	100.00	0.62	0.29	0.80
	Vert %	27.49	21.75	21.80	28.31
	Index	100	79	79	103
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38660	380	187	350
	Weighted (000)	189912	1541	725	1463
	Horz %	100.00	0.81	0.38	0.77
	Vert %	78.87	81.36	83.04	78.28
	Index	100	103	105	99
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30696	285	152	279
	Weighted (000)	149196	1215	600	1251
	Horz %	100.00	0.81	0.40	0.84
	Vert %	61.96	64.16	68.74	66.92
	Index	100	104	111	108

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26491	248	118	223
	Weighted (000)	129997	1037	494	964
	Horz %	100.00	0.80	0.38	0.74
	Vert %	53.99	54.77	56.50	51.58
	Index	100	101	105	96
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30904	288	138	275
	Weighted (000)	150311	1141	530	1140
	Horz %	100.00	0.76	0.35	0.76
	Vert %	62.43	60.23	60.65	60.99
	Index	100	96	97	98
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13385	86	52	85
	Weighted (000)	71448	449	260	439
	Horz %	100.00	0.63	0.36	0.61
	Vert %	29.67	23.68	29.74	23.50
	Index	100	80	100	79
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	23966	209	92	195
	Weighted (000)	120410	929	413	861
	Horz %	100.00	0.77	0.34	0.72
	Vert %	50.01	49.05	47.25	46.06
	Index	100	98	94	92
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	7819	52	27	79
	Weighted (000)	39930	230	119	396
	Horz %	100.00	0.58	0.30	0.99
	Vert %	16.58	12.16	13.58	21.17
	Index	100	73	82	128
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	19776	173	86	162
	Weighted (000)	98663	716	361	733
	Horz %	100.00	0.73	0.37	0.74
	Vert %	40.98	37.82	41.37	39.24
	Index	100	92	101	96
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23713	188	95	201
	Weighted (000)	118404	823	411	869
	Horz %	100.00	0.70	0.35	0.73
	Vert %	49.18	43.45	47.05	46.47
	Index	100	88	96	95
Downloaded a TV Program - Past Month	Unwgt'd	2546	31	12	36
	Weighted (000)	12316	159	54	131
	Horz %	100.00	1.29	0.44	1.06
	Vert %	5.11	8.41	6.19	6.98
	Index	100	164	121	136
Watched a TV Program Online Past Month	Unwgt'd	8662	98	53	110
	Weighted (000)	42288	388	208	466
	Horz %	100.00	0.92	0.49	1.10
	Vert %	17.56	20.49	23.81	24.94
	Index	100	117	136	142

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	117	59	131
	Weighted (000)	49642	422	202	547
	Horz %	100.00	0.85	0.41	1.10
	Vert %	20.62	22.30	23.13	29.26
	Index	100	108	112	142
				*	
Looked at TV Listings Online - Past Month	Unwgt'd	5556	60	33	73
	Weighted (000)	25739	198	107	274
	Horz %	100.00	0.77	0.41	1.06
	Vert %	10.69	10.48	12.20	14.64
	Index	100	98	114	137
Household Subscribes to Cable TV	Unwgt'd	22719	270	129	220
	Weighted (000)	108255	1021	451	906
	Horz %	100.00	0.94	0.42	0.84
	Vert %	44.96	53.90	51.60	48.48
	Index	100	120	115	108
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	419	208	378
	Weighted (000)	191150	1670	793	1564
	Horz %	100.00	0.87	0.41	0.82
	Vert %	79.39	88.20	90.80	83.68
	Index	100	111	114	105
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	411	204	361
	Weighted (000)	184440	1659	784	1516
	Horz %	100.00	0.90	0.43	0.82
	Vert %	76.60	87.60	89.79	81.08
	Index	100	114	117	106
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	276	130	250
	Weighted (000)	137528	1141	538	1061
	Horz %	100.00	0.83	0.39	0.77
	Vert %	57.12	60.24	61.56	56.79
	Index	100	105	108	99
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	221	114	195
	Weighted (000)	77280	808	401	758
	Horz %	100.00	1.05	0.52	0.98
	Vert %	32.10	42.65	45.90	40.55
	Index	100	133	143	126
				*	
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	6244	85	41	80
	Weighted (000)	29338	348	165	294
	Horz %	100.00	1.19	0.56	1.00
	Vert %	12.18	18.36	18.94	15.72
	Index	100	151	155	129
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	202	111	184
	Weighted (000)	59903	714	383	702
	Horz %	100.00	1.19	0.64	1.17
	Vert %	24.88	37.69	43.86	37.55
	Index	100	151	176	151

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	
Household Has a Satellite Dish	Unwgt'd	10901	73	35	84
	Weighted (000)	62972	436	222	378
	Horz %	100.00	0.69	0.35	0.60
	Vert %	26.15	23.00	25.36	20.21
	Index	100	88	97	77
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	308	157	260
	Weighted (000)	117400	1212	594	1068
	Horz %	100.00	1.03	0.51	0.91
	Vert %	48.76	64.00	67.99	57.14
	Index	100	131	139	117
Any Internet/Online Activity - Past Month	Unwgt'd	41735	457	227	435
	Weighted (000)	203627	1802	837	1739
	Horz %	100.00	0.89	0.41	0.85
	Vert %	84.57	95.17	95.87	93.05
	Index	100	113	113	110
				*	
Played Games Online - Past Month	Unwgt'd	13858	109	47	142
	Weighted (000)	73582	443	144	551
	Horz %	100.00	0.60	0.20	0.75
	Vert %	30.56	23.37	16.48	29.47
	Index	100	76	54	96
			*	*	*
Downloaded a Video Game - Past Month	Unwgt'd	5181	44	23	48
	Weighted (000)	29277	237	76	222
	Horz %	100.00	0.81	0.26	0.76
	Vert %	12.16	12.49	8.69	11.87
	Index	100	103	71	98
				*	
Downloaded a Movie - Past Month	Unwgt'd	4298	58	30	64
	Weighted (000)	21411	214	81	224
	Horz %	100.00	1.00	0.38	1.05
	Vert %	8.89	11.28	9.27	12.00
	Index	100	127	104	135
Watched a Movie Online - Past Month	Unwgt'd	10210	117	56	128
	Weighted (000)	51231	444	202	561
	Horz %	100.00	0.87	0.39	1.10
	Vert %	21.28	23.43	23.13	30.01
	Index	100	110	109	141
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	104	55	115
	Weighted (000)	44949	418	176	407
	Horz %	100.00	0.93	0.39	0.91
	Vert %	18.67	22.06	20.13	21.77
	Index	100	118	108	117
			*	*	*
Visited a Chat Room - Past Month	Unwgt'd	2241	22	12	27
	Weighted (000)	11411	113	58	81
	Horz %	100.00	0.99	0.50	0.71
	Vert %	4.74	5.97	6.59	4.35
	Index	100	126	139	92

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Used e-Mail - Past Month	Unwgt'd	36995	426	212	414
	Weighted (000)	174261	1607	726	1618
	Horz %	100.00	0.92	0.42	0.93
	Vert %	72.37	84.84	83.12	86.58
	Index	100	117	115	120
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	298	150	318
	Weighted (000)	135807	1169	548	1233
	Horz %	100.00	0.86	0.40	0.91
	Vert %	56.40	61.73	62.70	65.96
	Index	100	109	111	117
Visited Online Blogs - Past Month	Unwgt'd	6524	86	41	99
	Weighted (000)	31710	306	125	400
	Horz %	100.00	0.96	0.39	1.26
	Vert %	13.17	16.13	14.30	21.38
	Index	100	122	109	162
Wrote an Online Blog - Past Month	Unwgt'd	1311	19	7	22
	Weighted (000)	6536	67	23	82
	Horz %	100.00	1.02	0.35	1.25
	Vert %	2.71	3.52	2.60	4.37
	Index	100	130	96	161
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	48	22	59
	Weighted (000)	19478	170	64	259
	Horz %	100.00	0.88	0.33	1.33
	Vert %	8.09	9.00	7.34	13.83
	Index	100	111	91	171
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	391	191	398
	Weighted (000)	177442	1557	686	1582
	Horz %	100.00	0.88	0.39	0.89
	Vert %	73.69	82.21	78.50	84.65
	Index	100	112	107	115
Accessed Facebook.com - Past Month	Unwgt'd	28781	301	146	330
	Weighted (000)	145748	1234	539	1292
	Horz %	100.00	0.85	0.37	0.89
	Vert %	60.53	65.13	61.72	69.14
	Index	100	108	102	114
Accessed Foursquare - Past Month	Unwgt'd	326	1	1	6
	Weighted (000)	1536	5	5	25
	Horz %	100.00	0.31	0.31	1.64
	Vert %	0.64	0.25	0.55	1.34
	Index	100	40	86	211
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	82	33	104
	Weighted (000)	41531	373	144	439
	Horz %	100.00	0.90	0.35	1.06
	Vert %	17.25	19.71	16.44	23.46
	Index	100	114	95	136

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	134	67	133
	Weighted (000)	30933	421	187	397
	Horz %	100.00	1.36	0.60	1.28
	Vert %	12.85	22.22	21.41	21.23
	Index	100	173	167	165
Accessed Pinterest - Past Month				*	
	Unwgt'd	8547	93	40	111
	Weighted (000)	45015	433	154	461
	Horz %	100.00	0.96	0.34	1.02
	Vert %	18.70	22.84	17.67	24.67
Accessed Tumblr - Past Month	Index	100	122	95	132
			*	*	*
	Unwgt'd	1746	23	9	27
	Weighted (000)	9399	131	26	98
	Horz %	100.00	1.39	0.27	1.05
Accessed Twitter.com - Past Month	Vert %	3.90	6.90	2.93	5.26
	Index	100	177	75	135
				*	
	Unwgt'd	6090	81	37	78
	Weighted (000)	30973	278	123	336
Accessed Yelp - Past Month	Horz %	100.00	0.90	0.40	1.08
	Vert %	12.86	14.70	14.05	17.96
	Index	100	114	109	140
				*	
	Unwgt'd	3922	71	36	76
Accessed YouTube.com - Past Month	Weighted (000)	15511	225	105	246
	Horz %	100.00	1.45	0.68	1.59
	Vert %	6.44	11.89	12.00	13.18
	Index	100	185	186	205
Posted "Like" on Social Network - Past Month	Unwgt'd	24628	263	128	280
	Weighted (000)	123561	1076	462	1169
	Horz %	100.00	0.87	0.37	0.95
	Vert %	51.32	56.83	52.94	62.52
	Index	100	111	103	122
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	18263	199	105	223
	Weighted (000)	93304	739	355	863
	Horz %	100.00	0.79	0.38	0.92
	Vert %	38.75	39.02	40.69	46.16
	Index	100	101	105	119
Clicked on an Advertisement on Social Network - Past Month				*	
	Unwgt'd	9077	97	49	128
	Weighted (000)	47933	381	167	520
	Horz %	100.00	0.79	0.35	1.08
	Vert %	19.91	20.11	19.13	27.80
Clicked on an Advertisement on Social Network - Past Month	Index	100	101	96	140
				*	
	Unwgt'd	6212	77	36	87
	Weighted (000)	29666	279	114	295
	Horz %	100.00	0.94	0.39	0.99
Clicked on an Advertisement on Social Network - Past Month	Vert %	12.32	14.72	13.10	15.77
	Index	100	119	106	128

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Watched a Video on Social Network - Past Month	Unwgt'd	22534	236	112	270
	Weighted (000)	114114	952	395	1126
	Horz %	100.00	0.83	0.35	0.99
	Vert %	47.39	50.29	45.20	60.21
	Index	100	106	95	127
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	425	212	417
	Weighted (000)	190804	1685	783	1694
	Horz %	100.00	0.88	0.41	0.89
	Vert %	79.24	88.94	89.66	90.61
	Index	100	112	113	114
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	225	115	225
	Weighted (000)	90847	864	433	839
	Horz %	100.00	0.95	0.48	0.92
	Vert %	37.73	45.63	49.60	44.87
	Index	100	121	131	119
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	211	107	236
	Weighted (000)	87270	864	383	951
	Horz %	100.00	0.99	0.44	1.09
	Vert %	36.24	45.64	43.86	50.88
	Index	100	126	121	140
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	265	134	281
	Weighted (000)	113761	1081	495	1098
	Horz %	100.00	0.95	0.43	0.97
	Vert %	47.25	57.05	56.64	58.76
	Index	100	121	120	124
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	145	72	178
	Weighted (000)	79489	593	244	659
	Horz %	100.00	0.75	0.31	0.83
	Vert %	33.01	31.31	27.96	35.23
	Index	100	95	85	107
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	102	45	132
	Weighted (000)	51013	447	176	504
	Horz %	100.00	0.88	0.35	0.99
	Vert %	21.19	23.59	20.19	26.98
	Index	100	111	95	127
Used a Mobile "App" - Past Month	Unwgt'd	23794	309	165	304
	Weighted (000)	116054	1234	600	1214
	Horz %	100.00	1.06	0.52	1.05
	Vert %	48.20	65.13	68.69	64.95
	Index	100	135	143	135
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	130	66	103
	Weighted (000)	53679	406	170	361
	Horz %	100.00	0.76	0.32	0.67
	Vert %	22.29	21.43	19.44	19.33
	Index	100	96	87	87

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	15332	162	76	136
	Weighted (000)	70866	566	239	525
	Horz %	100.00	0.80	0.34	0.74
	Vert %	29.43	29.86	27.40	28.06
	Index	100	101	93	95
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	18436	244	122	230
	Weighted (000)	84280	862	396	856
	Horz %	100.00	1.02	0.47	1.02
	Vert %	35.00	45.53	45.36	45.79
	Index	100	130	130	131
Read Classified Advertising in Weekday Newspaper			*	*	*
	Unwgted	3903	27	9	18
	Weighted (000)	21071	96	18	65
	Horz %	100.00	0.46	0.09	0.31
	Vert %	8.75	5.08	2.10	3.49
Read Classified Advertising in Sunda/Weekend Newspaper	Index	100	58	24	40
			*	*	*
	Unwgted	4115	34	10	34
	Weighted (000)	21628	138	26	118
	Horz %	100.00	0.64	0.12	0.55
Read Advertisements in Weekday Newspaper	Vert %	8.98	7.30	3.00	6.34
	Index	100	81	33	71
			*	*	*
	Unwgted	4150	23	13	37
	Weighted (000)	19673	124	64	174
Read Advertisements in Sunday/Weekend Newspaper	Horz %	100.00	0.63	0.33	0.89
	Vert %	8.17	6.54	7.32	9.33
	Index	100	80	90	114
			*	*	*
	Unwgted	5230	35	18	57
Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	24675	145	68	224
	Horz %	100.00	0.59	0.28	0.91
	Vert %	10.25	7.67	7.78	11.98
	Index	100	75	76	117
			*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	5482	45	26	49
	Weighted (000)	25536	186	101	200
	Horz %	100.00	0.73	0.40	0.78
	Vert %	10.61	9.84	11.60	10.69
	Index	100	93	109	101
Received and/or Clipped Coupons from Weekday Newspaper - Past Year			*	*	*
	Unwgted	8125	67	32	73
	Weighted (000)	36955	267	106	283
	Horz %	100.00	0.72	0.29	0.77
	Vert %	15.35	14.08	12.19	15.14
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Index	100	92	79	99
			*	*	*
	Unwgted	4605	35	19	47
	Weighted (000)	22586	127	51	235
	Horz %	100.00	0.56	0.23	1.04
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Vert %	9.38	6.70	5.82	12.58
	Index	100	71	62	134

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

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	87	36	112
	Weighted (000)	52963	344	117	451
	Horz %	100.00	0.65	0.22	0.85
	Vert %	22.00	18.18	13.40	24.11
	Index	100	83	61	110
			*	*	*
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	14	8	12
	Weighted (000)	15401	51	22	53
	Horz %	100.00	0.33	0.14	0.34
	Vert %	6.40	2.67	2.50	2.82
	Index	100	42	39	44
			*	*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	30	17	35
	Weighted (000)	13074	89	45	168
	Horz %	100.00	0.68	0.34	1.28
	Vert %	5.43	4.71	5.10	8.99
	Index	100	87	94	165
			*	*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	40	22	45
	Weighted (000)	26513	129	58	214
	Horz %	100.00	0.49	0.22	0.81
	Vert %	11.01	6.84	6.61	11.44
	Index	100	62	60	104
			*	*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	15	8	19
	Weighted (000)	12079	56	23	47
	Horz %	100.00	0.46	0.19	0.39
	Vert %	5.02	2.94	2.66	2.51
	Index	100	59	53	50
			*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	74	35	92
	Weighted (000)	46737	315	163	413
	Horz %	100.00	0.67	0.35	0.88
	Vert %	19.41	16.65	18.61	22.09
	Index	100	86	96	114
			*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	67	30	69
	Weighted (000)	31131	312	161	311
	Horz %	100.00	1.00	0.52	1.00
	Vert %	12.93	16.50	18.44	16.62
	Index	100	128	143	129
			*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	51	23	68
	Weighted (000)	31417	232	100	331
	Horz %	100.00	0.74	0.32	1.05
	Vert %	13.05	12.25	11.43	17.73
	Index	100	94	88	136
			*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	50	19	66
	Weighted (000)	33490	243	72	270
	Horz %	100.00	0.73	0.22	0.81
	Vert %	13.91	12.83	8.24	14.46
	Index	100	92	59	104

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5223	40	16	62
	Weighted (000)	26008	142	50	234
	Horz %	100.00	0.55	0.19	0.90
	Vert %	10.80	7.52	5.72	12.51
	Index	100	70	53	116
				*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4855	39	15	54
	Weighted (000)	25254	151	46	267
	Horz %	100.00	0.60	0.18	1.06
	Vert %	10.49	7.96	5.25	14.27
	Index	100	76	50	136
				*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6785	77	30	81
	Weighted (000)	34124	318	123	298
	Horz %	100.00	0.93	0.36	0.87
	Vert %	14.17	16.77	14.13	15.95
	Index	100	118	100	113
				*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4286	54	21	62
	Weighted (000)	21507	207	62	232
	Horz %	100.00	0.96	0.29	1.08
	Vert %	8.93	10.92	7.12	12.40
	Index	100	122	80	139
				*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6264	49	19	75
	Weighted (000)	33395	254	93	342
	Horz %	100.00	0.76	0.28	1.02
	Vert %	13.87	13.43	10.61	18.30
	Index	100	97	76	132
				*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4657	49	19	57
	Weighted (000)	23645	230	92	225
	Horz %	100.00	0.97	0.39	0.95
	Vert %	9.82	12.16	10.49	12.04
	Index	100	124	107	123
				*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3958	57	28	61
	Weighted (000)	19616	210	94	253
	Horz %	100.00	1.07	0.48	1.29
	Vert %	8.15	11.10	10.72	13.56
	Index	100	136	132	166
				*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5541	54	21	56
	Weighted (000)	27802	195	64	251
	Horz %	100.00	0.70	0.23	0.90
	Vert %	11.55	10.30	7.33	13.42
	Index	100	89	64	116
				*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	4033	57	28	59
	Weighted (000)	18664	215	84	225
	Horz %	100.00	1.15	0.45	1.20
	Vert %	7.75	11.33	9.67	12.03
	Index	100	146	125	155

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	91	43	109
	Weighted (000)	40582	358	174	439
	Horz %	100.00	0.88	0.43	1.08
	Vert %	16.85	18.88	19.91	23.51
	Index	100	112	118	139
			*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	39	13	47
	Weighted (000)	18074	135	45	200
	Horz %	100.00	0.75	0.25	1.11
	Vert %	7.51	7.13	5.20	10.69
	Index	100	95	69	142
			*	*	
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	47	20	55
	Weighted (000)	16741	177	70	226
	Horz %	100.00	1.06	0.42	1.35
	Vert %	6.95	9.35	8.03	12.09
	Index	100	134	115	174
				*	
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	52	22	61
	Weighted (000)	25416	275	120	259
	Horz %	100.00	1.08	0.47	1.02
	Vert %	10.56	14.50	13.73	13.86
	Index	100	137	130	131
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	267	137	282
	Weighted (000)	122681	1038	506	1111
	Horz %	100.00	0.85	0.41	0.91
	Vert %	50.95	54.81	57.95	59.44
	Index	100	108	114	117
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	140	65	144
	Weighted (000)	52460	516	210	486
	Horz %	100.00	0.98	0.40	0.93
	Vert %	21.79	27.23	24.03	25.99
	Index	100	125	110	119
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	107	54	104
	Weighted (000)	33802	377	174	325
	Horz %	100.00	1.12	0.51	0.96
	Vert %	14.04	19.91	19.86	17.39
	Index	100	142	141	124
				*	
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	67	34	61
	Weighted (000)	17253	253	131	218
	Horz %	100.00	1.46	0.76	1.27
	Vert %	7.17	13.34	14.98	11.68
	Index	100	186	209	163
				*	
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	84	43	96
	Weighted (000)	27714	296	141	366
	Horz %	100.00	1.07	0.51	1.32
	Vert %	11.51	15.65	16.12	19.56
	Index	100	136	140	170

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
				*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	35	15	41
	Weighted (000)	14322	175	58	154
	Horz %	100.00	1.22	0.40	1.08
	Vert %	5.95	9.21	6.61	8.26
	Index	100	155	111	139
				*	
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	93	42	107
	Weighted (000)	38266	362	134	453
	Horz %	100.00	0.95	0.35	1.18
	Vert %	15.89	19.11	15.34	24.26
	Index	100	120	96	153
				*	
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	68	31	76
	Weighted (000)	27321	266	120	275
	Horz %	100.00	0.97	0.44	1.01
	Vert %	11.35	14.04	13.77	14.69
	Index	100	124	121	129
				*	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	137	77	133
	Weighted (000)	62134	557	285	592
	Horz %	100.00	0.90	0.46	0.95
	Vert %	25.81	29.40	32.57	31.66
	Index	100	114	126	123
				*	
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	106	52	113
	Weighted (000)	43591	485	226	470
	Horz %	100.00	1.11	0.52	1.08
	Vert %	18.10	25.59	25.91	25.16
	Index	100	141	143	139
				*	
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	139	69	131
	Weighted (000)	55588	604	272	503
	Horz %	100.00	1.09	0.49	0.90
	Vert %	23.09	31.89	31.10	26.89
	Index	100	138	135	116
				*	
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	151	77	173
	Weighted (000)	79810	583	294	687
	Horz %	100.00	0.73	0.37	0.86
	Vert %	33.15	30.78	33.60	36.74
	Index	100	93	101	111
				*	
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	135	65	148
	Weighted (000)	57496	538	276	547
	Horz %	100.00	0.94	0.48	0.95
	Vert %	23.88	28.42	31.57	29.27
	Index	100	119	132	123
				*	
Have Seen Infomercials - Past Month	Unwgt'd	9980	107	55	137
	Weighted (000)	49971	415	221	571
	Horz %	100.00	0.83	0.44	1.14
	Vert %	20.75	21.89	25.30	30.52
	Index	100	105	122	147

RAB / GfK MRI AUTO PROFILE: AUDI

		Adults 18+	Own/Lease any Audi	Decision Maker for any Audi Bought/Lease New	Would Buy/Lease Audi If Making Decision Today
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	220	111	249
	Weighted (000)	99869	826	424	989
	Horz %	100.00	0.83	0.42	0.99
	Vert %	41.48	43.62	48.56	52.89
	Index	100	105	117	128
			*	*	
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	40	16	60
	Weighted (000)	24118	212	68	277
	Horz %	100.00	0.88	0.28	1.15
	Vert %	10.02	11.20	7.83	14.81
	Index	100	112	78	148
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	200	90	207
	Weighted (000)	91632	852	374	812
	Horz %	100.00	0.93	0.41	0.89
	Vert %	38.06	44.99	42.82	43.43
	Index	100	118	113	114
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	134	62	151
	Weighted (000)	58165	569	264	588
	Horz %	100.00	0.98	0.45	1.01
	Vert %	24.16	30.02	30.23	31.43
	Index	100	124	125	130