

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Adults 18+	Unwgt'd	48273	168	199	1289	708
	Weighted (000)	240780	714	729	5377	2801
	Horz %	100.00	0.30	0.30	2.23	1.16
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgt'd	24392	102	119	744	388
	Weighted (000)	116178	415	353	2798	1359
	Horz %	100.00	0.36	0.30	2.41	1.17
	Vert %	48.25	58.15	48.36	52.03	48.53
	Index	100	121	100	108	101
Female	Unwgt'd	23881	66	80	545	320
	Weighted (000)	124602	299	377	2579	1441
	Horz %	100.00	0.24	0.30	2.07	1.16
	Vert %	51.75	41.85	51.64	47.97	51.47
	Index	100	81	100	93	99
Age 18-24			*	*		
	Unwgt'd	3822	11	10	97	57
	Weighted (000)	30214	41	85	674	394
	Horz %	100.00	0.13	0.28	2.23	1.30
	Vert %	12.55	5.68	11.68	12.54	14.07
Age 25-34	Index	100	45	93	100	112
			*	*		
	Unwgt'd	8153	14	24	158	96
	Weighted (000)	42657	50	107	765	416
	Horz %	100.00	0.12	0.25	1.79	0.98
Age 35-44	Vert %	17.72	6.95	14.73	14.22	14.86
	Index	100	39	83	80	84
			*	*		
	Unwgt'd	8482	47	42	284	157
	Weighted (000)	40077	184	123	1020	579
Age 45-54	Horz %	100.00	0.46	0.31	2.55	1.44
	Vert %	16.64	25.75	16.82	18.97	20.66
	Index	100	155	101	114	124
			*	*		
	Unwgt'd	8893	30	58	308	155
Age 55-64	Weighted (000)	43246	180	200	1296	578
	Horz %	100.00	0.42	0.46	3.00	1.34
	Vert %	17.96	25.23	27.38	24.09	20.65
	Index	100	140	152	134	115
			*	*		
Age 65+	Unwgt'd	8384	41	43	261	145
	Weighted (000)	39759	156	149	989	541
	Horz %	100.00	0.39	0.37	2.49	1.36
	Vert %	16.51	21.90	20.40	18.39	19.33
	Index	100	133	124	111	117
Age 65+			*	*		
	Unwgt'd	10539	25	22	181	98
	Weighted (000)	44827	103	66	634	292
	Horz %	100.00	0.23	0.15	1.41	0.65
	Vert %	18.62	14.48	8.98	11.78	10.43
		100	78	48	63	56

GfK MRI Doublebase - 2016 - Weighted to Population (000);  
 No audit was generated for this report; \*Projections relatively unstable  
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RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Age 21+	Unwgt'd	46843	164	193	1244	685
	Weighted (000)	228583	703	683	5073	2646
	Horz %	100.00	0.31	0.30	2.22	1.16
	Vert %	94.93	98.52	93.72	94.34	94.46
	Index	100	104	99	99	100
Age 18-34			*	*		
	Unwgt'd	11975	25	34	255	153
	Weighted (000)	72871	90	193	1439	810
	Horz %	100.00	0.12	0.26	1.97	1.11
	Vert %	30.26	12.63	26.41	26.76	28.94
Index	100	42	87	88	96	
Age 18-49	Unwgt'd	24725	87	99	687	381
	Weighted (000)	133805	356	402	3049	1626
	Horz %	100.00	0.27	0.30	2.28	1.21
	Vert %	55.57	49.87	55.06	56.71	58.05
	Index	100	90	99	102	104
Age 25-54	Unwgt'd	25528	91	124	750	408
	Weighted (000)	125979	414	430	3080	1573
	Horz %	100.00	0.33	0.34	2.45	1.25
	Vert %	52.32	57.93	58.94	57.29	56.17
	Index	100	111	113	109	107
Age 35-64	Unwgt'd	25759	118	143	853	457
	Weighted (000)	123081	520	471	3304	1698
	Horz %	100.00	0.42	0.38	2.68	1.38
	Vert %	51.12	72.88	64.61	61.45	60.64
	Index	100	143	126	120	119
Age 50+	Unwgt'd	23548	81	100	602	327
	Weighted (000)	106974	358	328	2328	1175
	Horz %	100.00	0.33	0.31	2.18	1.10
	Vert %	44.43	50.13	44.94	43.29	41.95
	Index	100	113	101	97	94
Median Age	Unwgt'd					
	Weighted (000)	46.80	50.00	47.90	46.90	45.20
	Horz %					
	Vert %					
	Index	100	107	102	100	97
Race: White Only	Unwgt'd	34938	113	154	847	476
	Weighted (000)	177950	480	575	3674	1875
	Horz %	100.00	0.27	0.32	2.06	1.05
	Vert %	73.91	67.20	78.85	68.32	66.93
	Index	100	91	107	92	91
Race: Black/African-American Only			*	*		
	Unwgt'd	5766	28	5	157	78
	Weighted (000)	29089	115	13	592	318
	Horz %	100.00	0.39	0.05	2.04	1.09
	Vert %	12.08	16.08	1.84	11.01	11.35
Index	100	133	15	91	94	

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Race: Asian			*	*		
	Unwgt'd	2336	13	17	131	67
	Weighted (000)	8427	54	56	426	216
	Horz %	100.00	0.64	0.67	5.06	2.56
	Vert %	3.50	7.54	7.70	7.93	7.70
Index	100	216	220	226	220	
Race: Other Race/Multi-Racial			*	*		
	Unwgt'd	7569	27	40	285	154
	Weighted (000)	33741	119	141	1111	608
	Horz %	100.00	0.35	0.42	3.29	1.80
	Vert %	14.01	16.72	19.32	20.67	21.72
Index	100	119	138	147	155	
Hispanic, Latino, Spanish Origin or Descent			*	*		
	Unwgt'd	6274	22	26	183	116
	Weighted (000)	36640	99	126	1013	615
	Horz %	100.00	0.27	0.34	2.76	1.68
	Vert %	15.22	13.91	17.30	18.83	21.95
Index	100	91	114	124	144	
Hispanic, Personally Speak Only English at Home			*	*		*
	Unwgt'd	1651	8	9	57	35
	Weighted (000)	5719	21	30	195	111
	Horz %	100.00	0.36	0.52	3.41	1.94
	Vert %	2.38	2.88	4.05	3.62	3.97
Index	100	121	171	152	167	
Hispanic, Personally Speak Mostly English, But Some Spanish at Home			*	*		*
	Unwgt'd	1862	8	7	62	37
	Weighted (000)	9417	24	32	282	168
	Horz %	100.00	0.25	0.34	3.00	1.78
	Vert %	3.91	3.31	4.45	5.25	5.98
Index	100	85	114	134	153	
Hispanic, Personally Speak Only Spanish at Home			*	*	*	*
	Unwgt'd	1118	1	2	16	10
	Weighted (000)	10393	7	13	156	72
	Horz %	100.00	0.07	0.13	1.50	0.69
	Vert %	4.32	1.05	1.81	2.90	2.56
Index	100	24	42	67	59	
Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*	*	*	*
	Unwgt'd	1522	4	8	45	32
	Weighted (000)	8987	28	51	316	220
	Horz %	100.00	0.31	0.57	3.51	2.45
	Vert %	3.73	3.91	6.98	5.87	7.85
Index	100	105	187	157	210	
Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*
	Unwgt'd	95	1	0	2	1
	Weighted (000)	1661	20	0	54	35
	Horz %	100.00	1.19	0.00	3.27	2.08
	Vert %	0.69	2.76	0.00	1.01	1.24
Index	100	401	0	146	179	
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree			*	*		
	Unwgt'd	6767	39	61	318	169
	Weighted (000)	25246	172	175	1039	496
	Horz %	100.00	0.68	0.69	4.12	1.96
	Vert %	10.49	24.12	24.04	19.33	17.70
Index	100	230	229	184	169	

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		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	52	66	415	225
	Weighted (000)	45336	202	204	1582	815
	Horz %	100.00	0.44	0.45	3.49	1.80
	Vert %	18.83	28.23	28.03	29.41	29.10
	Index	100	150	149	156	155
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	8	7	69	41
	Weighted (000)	10486	26	65	310	190
	Horz %	100.00	0.25	0.62	2.96	1.81
	Vert %	4.36	3.70	8.89	5.77	6.77
	Index	100	85	204	132	155
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	16	11	68	44
	Weighted (000)	13387	62	18	248	156
	Horz %	100.00	0.47	0.13	1.85	1.16
	Vert %	5.56	8.73	2.46	4.61	5.56
	Index	100	157	44	83	100
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	33	31	229	127
	Weighted (000)	45271	146	116	907	470
	Horz %	100.00	0.32	0.26	2.00	1.04
	Vert %	18.80	20.47	15.85	16.86	16.79
	Index	100	109	84	90	89
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	14	21	145	80
	Weighted (000)	71224	84	128	921	515
	Horz %	100.00	0.12	0.18	1.29	0.72
	Vert %	29.58	11.83	17.57	17.13	18.40
	Index	100	40	59	58	62
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	6	2	45	22
	Weighted (000)	29828	21	23	370	159
	Horz %	100.00	0.07	0.08	1.24	0.53
	Vert %	12.39	2.92	3.16	6.88	5.68
	Index	100	24	25	56	46
Currently Attending College or University	Unwgt'd	3453	14	13	103	68
	Weighted (000)	19367	69	81	563	381
	Horz %	100.00	0.36	0.42	2.91	1.97
	Vert %	8.04	9.71	11.17	10.47	13.59
	Index	100	121	139	130	169
Employed Full Time	Unwgt'd	24928	118	127	825	448
	Weighted (000)	116486	486	412	3151	1593
	Horz %	100.00	0.42	0.35	2.70	1.37
	Vert %	48.38	68.11	56.51	58.59	56.87
	Index	100	141	117	121	118
Employed Part Time	Unwgt'd	5673	15	31	150	87
	Weighted (000)	29663	66	149	792	450
	Horz %	100.00	0.22	0.50	2.67	1.52
	Vert %	12.32	9.31	20.45	14.73	16.06
	Index	100	76	166	120	130

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Not Employed			*	*		
	Unwgt'd	17672	35	41	314	173
	Weighted (000)	94631	161	168	1434	758
	Horz %	100.00	0.17	0.18	1.52	0.80
	Vert %	39.30	22.57	23.04	26.67	27.07
	Index	100	57	59	68	69
Temporarily Unemployed			*	*	*	*
	Unwgt'd	1992	1	7	36	22
	Weighted (000)	13071	3	41	227	153
	Horz %	100.00	0.02	0.32	1.73	1.17
	Vert %	5.43	0.43	5.68	4.21	5.46
	Index	100	8	105	78	101
Retired from Employment			*	*		
	Unwgt'd	10157	18	24	164	83
	Weighted (000)	45370	79	69	571	251
	Horz %	100.00	0.17	0.15	1.26	0.55
	Vert %	18.84	11.11	9.42	10.61	8.95
	Index	100	59	50	56	47
Not Employed, Principal Shopper for Household			*	*		*
	Unwgt'd	2514	9	4	58	33
	Weighted (000)	16486	35	23	287	137
	Horz %	100.00	0.21	0.14	1.74	0.83
	Vert %	6.85	4.95	3.16	5.34	4.90
	Index	100	72	46	78	72
Occupation: Professional and Related Occupations			*			
	Unwgt'd	7447	40	50	283	151
	Weighted (000)	33261	194	193	1138	566
	Horz %	100.00	0.58	0.58	3.42	1.70
	Vert %	13.81	27.21	26.49	21.16	20.19
	Index	100	197	192	153	146
Occupation: Management, Business and Financial Operations			*			
	Unwgt'd	6565	40	57	301	167
	Weighted (000)	24062	121	161	951	552
	Horz %	100.00	0.50	0.67	3.95	2.30
	Vert %	9.99	16.98	22.08	17.69	19.72
	Index	100	170	221	177	197
Occupation: Sales and Office Occupations			*	*		
	Unwgt'd	5945	26	22	164	87
	Weighted (000)	32600	104	93	800	439
	Horz %	100.00	0.32	0.29	2.45	1.35
	Vert %	13.54	14.50	12.74	14.88	15.67
	Index	100	107	94	110	116
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*		*
	Unwgt'd	2586	9	9	61	30
	Weighted (000)	13486	70	25	309	119
	Horz %	100.00	0.52	0.18	2.29	0.88
	Vert %	5.60	9.86	3.41	5.74	4.26
	Index	100	176	61	102	76
Occupation: Other Employed			*	*		
	Unwgt'd	8058	18	20	166	100
	Weighted (000)	42740	63	89	745	367
	Horz %	100.00	0.15	0.21	1.74	0.86
	Vert %	17.75	8.88	12.24	13.85	13.09
	Index	100	50	69	78	74

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Household Income: \$250,000+			*	*		
	Unwgt'd	1862	21	15	161	73
	Weighted (000)	7072	123	37	543	209
	Horz %	100.00	1.74	0.52	7.68	2.96
	Vert %	2.94	17.25	5.06	10.10	7.46
	Index	100	587	172	344	254
Household Income: \$200,000-\$249,999			*	*		*
	Unwgt'd	1511	15	19	104	47
	Weighted (000)	6244	45	69	397	152
	Horz %	100.00	0.72	1.10	6.37	2.44
	Vert %	2.59	6.28	9.44	7.39	5.44
	Index	100	242	364	285	210
Household Income: \$150,000-\$199,999			*	*		
	Unwgt'd	3595	28	33	178	94
	Weighted (000)	16937	144	121	729	412
	Horz %	100.00	0.85	0.72	4.30	2.43
	Vert %	7.03	20.22	16.63	13.55	14.70
	Index	100	288	236	193	209
Household Income: \$100,000-\$149,999			*	*		
	Unwgt'd	7160	42	56	316	178
	Weighted (000)	37688	155	183	1448	748
	Horz %	100.00	0.41	0.49	3.84	1.99
	Vert %	15.65	21.67	25.10	26.93	26.72
	Index	100	138	160	172	171
Household Income: \$75,000-\$99,999			*	*		
	Unwgt'd	6228	30	34	215	123
	Weighted (000)	32225	132	128	922	498
	Horz %	100.00	0.41	0.40	2.86	1.55
	Vert %	13.38	18.42	17.49	17.14	17.80
	Index	100	138	131	128	133
Household Income: \$60,000-\$74,999			*	*		
	Unwgt'd	4977	8	14	94	53
	Weighted (000)	25163	22	77	411	234
	Horz %	100.00	0.09	0.31	1.63	0.93
	Vert %	10.45	3.15	10.58	7.64	8.35
	Index	100	30	101	73	80
Household Income: \$50,000-\$59,999			*	*		*
	Unwgt'd	3803	8	6	62	41
	Weighted (000)	18770	27	33	240	130
	Horz %	100.00	0.14	0.17	1.28	0.69
	Vert %	7.80	3.73	4.47	4.46	4.66
	Index	100	48	57	57	60
Household Income: \$40,000-\$49,999			*	*		*
	Unwgt'd	4778	8	9	53	35
	Weighted (000)	20586	24	33	142	98
	Horz %	100.00	0.12	0.16	0.69	0.48
	Vert %	8.55	3.37	4.59	2.63	3.51
	Index	100	39	54	31	41
Household Income: \$30,000-\$39,999			*	*		*
	Unwgt'd	4643	1	7	45	29
	Weighted (000)	22039	7	31	233	140
	Horz %	100.00	0.03	0.14	1.06	0.64
	Vert %	9.15	0.97	4.23	4.34	5.01
	Index	100	11	46	47	55

RAB / GfK MRI AUTO PROFILE: BMW

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Household Income: \$20,000-\$29,999			*	*	*	*
	Unwgt'd	4346	3	3	33	16
	Weighted (000)	21849	7	9	166	89
	Horz %	100.00	0.03	0.04	0.76	0.41
	Vert %	9.07	1.05	1.27	3.09	3.18
	Index	100	12	14	34	35
Household Income: Under \$20,000			*	*	*	*
	Unwgt'd	5370	4	3	28	19
	Weighted (000)	32207	28	8	146	89
	Horz %	100.00	0.09	0.03	0.45	0.28
	Vert %	13.38	3.89	1.14	2.71	3.16
	Index	100	29	8	20	24
Median Household Income						
	Unwgt'd					
	Weighted (000)	62.90	135.60	112.40	114.80	108.10
	Horz %					
	Vert %					
	Index	100	215	179	182	172
Marital Status: Single, Never Married			*	*		
	Unwgt'd	11890	24	43	278	177
	Weighted (000)	67363	91	208	1341	821
	Horz %	100.00	0.13	0.31	1.99	1.22
	Vert %	27.98	12.69	28.56	24.94	29.33
	Index	100	45	102	89	105
Marital Status: Currently Married						
	Unwgt'd	24640	125	116	791	375
	Weighted (000)	127911	563	416	3326	1512
	Horz %	100.00	0.44	0.33	2.60	1.18
	Vert %	53.12	78.93	57.03	61.85	53.98
	Index	100	149	107	116	102
Marital Status: Divorced or Legally Separated			*	*		
	Unwgt'd	7948	16	34	171	129
	Weighted (000)	30646	46	89	499	377
	Horz %	100.00	0.15	0.29	1.63	1.23
	Vert %	12.73	6.46	12.16	9.28	13.46
	Index	100	51	96	73	106
Marital Status: Widowed			*	*	*	*
	Unwgt'd	3795	3	6	49	27
	Weighted (000)	14859	14	16	211	91
	Horz %	100.00	0.09	0.11	1.42	0.61
	Vert %	6.17	1.92	2.25	3.93	3.23
	Index	100	31	37	64	52
Marital Status: Engaged to Be Married			*	*		*
	Unwgt'd	1949	9	8	65	47
	Weighted (000)	10768	40	16	269	204
	Horz %	100.00	0.37	0.15	2.50	1.89
	Vert %	4.47	5.64	2.15	5.00	7.28
	Index	100	126	48	112	163
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*		*
	Unwgt'd	3390	9	18	93	60
	Weighted (000)	20609	44	60	374	238
	Horz %	100.00	0.21	0.29	1.82	1.16
	Vert %	8.56	6.20	8.17	6.96	8.50
	Index	100	72	95	81	99

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Any Child(ren) Under Age 18 Living at Home						
	Unwgt'd	18110	80	61	533	274
	Weighted (000)	95244	310	221	2324	1163
	Horz %	100.00	0.33	0.23	2.44	1.22
	Vert %	39.56	43.37	30.30	43.22	41.54
	Index	100	110	77	109	105
1 Child Under Age 18 Currently Living at Home			*	*		
	Unwgt'd	7249	41	23	247	136
	Weighted (000)	38782	175	89	1211	612
	Horz %	100.00	0.45	0.23	3.12	1.58
	Vert %	16.11	24.57	12.23	22.53	21.84
	Index	100	153	76	140	136
2 Children Under Age 18 Currently Living at Home			*	*		
	Unwgt'd	6875	25	28	192	91
	Weighted (000)	34084	88	90	698	354
	Horz %	100.00	0.26	0.26	2.05	1.04
	Vert %	14.16	12.28	12.39	12.98	12.66
	Index	100	87	87	92	89
3 Children Under Age 18 Currently Living at Home			*	*		*
	Unwgt'd	2656	13	7	68	32
	Weighted (000)	14443	44	32	296	124
	Horz %	100.00	0.30	0.22	2.05	0.86
	Vert %	6.00	6.12	4.39	5.51	4.41
	Index	100	102	73	92	74
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	917	1	2	20	12
	Weighted (000)	5134	3	8	84	48
	Horz %	100.00	0.06	0.15	1.63	0.94
	Vert %	2.13	0.40	1.05	1.56	1.73
	Index	100	19	49	73	81
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	413	0	1	6	3
	Weighted (000)	2801	0	2	34	25
	Horz %	100.00	0.00	0.06	1.22	0.91
	Vert %	1.16	0.00	0.24	0.64	0.91
	Index	100	0	20	55	78
Own Home/Residence						
	Unwgt'd	33144	141	154	1018	532
	Weighted (000)	160200	614	587	4233	2075
	Horz %	100.00	0.38	0.37	2.64	1.30
	Vert %	66.53	85.96	80.46	78.72	74.08
	Index	100	129	121	118	111
Rent Home/Residence			*	*		
	Unwgt'd	14554	27	45	265	172
	Weighted (000)	77579	100	142	1117	704
	Horz %	100.00	0.13	0.18	1.44	0.91
	Vert %	32.22	14.04	19.54	20.78	25.13
	Index	100	44	61	65	78
Live Rent-Free in Home/Residence			*	*	*	*
	Unwgt'd	575	0	0	6	4
	Weighted (000)	3001	0	0	26	22
	Horz %	100.00	0.00	0.00	0.88	0.74
	Vert %	1.25	0.00	0.00	0.49	0.80
	Index	100	0	0	40	64

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Census Region: North East				*	*	
	Unwgt'd	11292	42	49	312	183
	Weighted (000)	43596	133	144	1009	565
	Horz %	100.00	0.30	0.33	2.31	1.30
	Vert %	18.11	18.62	19.71	18.76	20.17
	Index	100	103	109	104	111
Census Region: South				*		
	Unwgt'd	16777	61	43	433	231
	Weighted (000)	90561	279	180	1829	924
	Horz %	100.00	0.31	0.20	2.02	1.02
	Vert %	37.61	39.13	24.74	34.02	33.00
	Index	100	104	66	90	88
Census Region: Midwest				*		
	Unwgt'd	10348	19	16	125	64
	Weighted (000)	51575	78	86	598	328
	Horz %	100.00	0.15	0.17	1.16	0.64
	Vert %	21.42	10.94	11.76	11.13	11.69
	Index	100	51	55	52	55
Census Region: West				*		
	Unwgt'd	9856	46	91	419	230
	Weighted (000)	55047	224	319	1941	984
	Horz %	100.00	0.41	0.58	3.53	1.79
	Vert %	22.86	31.31	43.79	36.10	35.14
	Index	100	137	192	158	154
Census Sub-Region: New England				*		*
	Unwgt'd	2902	8	14	82	48
	Weighted (000)	11431	43	43	297	188
	Horz %	100.00	0.38	0.38	2.60	1.65
	Vert %	4.75	6.05	5.90	5.53	6.72
	Index	100	127	124	116	142
Census Sub-Region: Mid Atlantic				*		*
	Unwgt'd	8390	34	35	230	135
	Weighted (000)	32165	90	101	712	377
	Horz %	100.00	0.28	0.31	2.21	1.17
	Vert %	13.36	12.57	13.82	13.23	13.45
	Index	100	94	103	99	101
Census Sub-Region: South Atlantic				*		*
	Unwgt'd	9468	41	32	278	137
	Weighted (000)	46537	184	113	1096	532
	Horz %	100.00	0.40	0.24	2.36	1.14
	Vert %	19.33	25.81	15.49	20.39	18.99
	Index	100	134	80	106	98
Census Sub-Region: East South Central				*	*	*
	Unwgt'd	1936	2	0	20	11
	Weighted (000)	14894	13	0	132	45
	Horz %	100.00	0.08	0.00	0.88	0.30
	Vert %	6.19	1.75	0.00	2.45	1.60
	Index	100	28	0	40	26
Census Sub-Region: West South Central				*	*	
	Unwgt'd	5373	18	11	135	83
	Weighted (000)	29130	83	67	601	348
	Horz %	100.00	0.28	0.23	2.06	1.19
	Vert %	12.10	11.57	9.25	11.17	12.41
	Index	100	96	76	92	103

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Census Sub-Region: East North Central			*	*		
	Unwgt'd	7954	13	12	96	52
	Weighted (000)	35969	47	39	388	255
	Horz %	100.00	0.13	0.11	1.08	0.71
	Vert %	14.94	6.53	5.42	7.22	9.12
	Index	100	44	36	48	61
Census Sub-Region: West North Central			*	*	*	*
	Unwgt'd	2394	6	4	29	12
	Weighted (000)	15607	31	46	210	72
	Horz %	100.00	0.20	0.30	1.35	0.46
	Vert %	6.48	4.41	6.34	3.91	2.58
	Index	100	68	98	60	40
Census Sub-Region: Mountain			*	*		*
	Unwgt'd	2516	7	16	72	39
	Weighted (000)	17393	51	77	440	227
	Horz %	100.00	0.29	0.44	2.53	1.31
	Vert %	7.22	7.17	10.49	8.19	8.11
	Index	100	99	145	113	112
Census Sub-Region: Pacific			*			
	Unwgt'd	7340	39	75	347	191
	Weighted (000)	37654	172	243	1501	757
	Horz %	100.00	0.46	0.64	3.99	2.01
	Vert %	15.64	24.14	33.30	27.91	27.03
	Index	100	154	213	178	173
County Size: A						
	Unwgt'd	26336	105	133	848	458
	Weighted (000)	101038	374	452	3129	1628
	Horz %	100.00	0.37	0.45	3.10	1.61
	Vert %	41.96	52.42	61.93	58.20	58.13
	Index	100	125	148	139	139
County Size: B			*	*		
	Unwgt'd	11787	39	43	298	164
	Weighted (000)	70879	184	181	1424	740
	Horz %	100.00	0.26	0.26	2.01	1.04
	Vert %	29.44	25.80	24.88	26.48	26.41
	Index	100	88	85	90	90
County Size: C/D			*	*		
	Unwgt'd	10150	24	23	143	86
	Weighted (000)	68862	155	96	824	433
	Horz %	100.00	0.23	0.14	1.20	0.63
	Vert %	28.60	21.78	13.19	15.32	15.46
	Index	100	76	46	54	54
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1208	4	13	39	14
	Weighted (000)	4881	25	29	148	47
	Horz %	100.00	0.52	0.59	3.03	0.95
	Vert %	2.03	3.54	3.95	2.75	1.66
	Index	100	175	195	136	82
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgt'd	8156	38	42	261	135
	Weighted (000)	39455	186	182	1143	498
	Horz %	100.00	0.47	0.46	2.90	1.26
	Vert %	16.39	26.00	25.00	21.25	17.80
	Index	100	159	153	130	109

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1202	5	3	38	21
	Weighted (000)	6602	34	7	172	72
	Horz %	100.00	0.51	0.11	2.60	1.09
	Vert %	2.74	4.71	0.99	3.19	2.56
	Index	100	172	36	116	93
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	287	0	1	4	1
	Weighted (000)	1442	0	4	13	4
	Horz %	100.00	0.00	0.30	0.90	0.29
	Vert %	0.60	0.00	0.59	0.24	0.15
	Index	100	0	98	40	25
Radio Formats: All News (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgted	2864	17	26	117	56
	Weighted (000)	8071	54	66	341	152
	Horz %	100.00	0.66	0.81	4.23	1.88
	Vert %	3.35	7.50	9.01	6.35	5.41
	Index	100	224	269	189	162
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgted	3437	15	22	112	60
	Weighted (000)	12832	47	35	364	214
	Horz %	100.00	0.37	0.27	2.83	1.67
	Vert %	5.33	6.57	4.80	6.76	7.63
	Index	100	123	90	127	143
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	884	8	2	33	16
	Weighted (000)	4021	33	5	124	46
	Horz %	100.00	0.82	0.13	3.07	1.14
	Vert %	1.67	4.60	0.70	2.30	1.64
	Index	100	276	42	138	98
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgted	3316	11	28	108	50
	Weighted (000)	15752	39	79	405	190
	Horz %	100.00	0.25	0.50	2.57	1.20
	Vert %	6.54	5.44	10.78	7.54	6.78
	Index	100	83	165	115	104
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgted	8653	47	33	275	154
	Weighted (000)	45814	168	129	1097	550
	Horz %	100.00	0.37	0.28	2.39	1.20
	Vert %	19.03	23.51	17.64	20.40	19.63
	Index	100	124	93	107	103
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)			*	*		*
	Unwgted	2973	11	11	61	28
	Weighted (000)	14188	34	48	246	117
	Horz %	100.00	0.24	0.34	1.73	0.82
	Vert %	5.89	4.76	6.55	4.58	4.17
	Index	100	81	111	78	71
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)			*	*		*
	Unwgted	3601	10	19	95	47
	Weighted (000)	18087	43	50	351	186
	Horz %	100.00	0.24	0.28	1.94	1.03
	Vert %	7.51	6.01	6.87	6.52	6.62
	Index	100	80	91	87	88

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)			*	*		*
	Unwgt'd	1383	5	10	55	31
	Weighted (000)	5415	19	31	197	84
	Horz %	100.00	0.36	0.56	3.64	1.56
	Vert %	2.25	2.72	4.18	3.67	3.02
	Index	100	121	186	163	134
Radio Formats: Country (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgt'd	8065	20	23	148	67
	Weighted (000)	46392	128	101	776	323
	Horz %	100.00	0.28	0.22	1.67	0.70
	Vert %	19.27	17.95	13.79	14.44	11.53
	Index	100	93	72	75	60
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	289	1	1	12	6
	Weighted (000)	1180	2	10	37	17
	Horz %	100.00	0.13	0.81	3.15	1.41
	Vert %	0.49	0.21	1.31	0.69	0.59
	Index	100	43	267	141	121
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	730	2	0	15	8
	Weighted (000)	4011	12	0	62	29
	Horz %	100.00	0.30	0.00	1.55	0.74
	Vert %	1.67	1.68	0.00	1.16	1.05
	Index	100	101	0	69	63
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*	*		*
	Unwgt'd	2429	5	9	54	31
	Weighted (000)	15349	29	45	327	143
	Horz %	100.00	0.19	0.29	2.13	0.93
	Vert %	6.37	4.11	6.14	6.08	5.10
	Index	100	64	96	95	80
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgt'd	3507	14	21	116	64
	Weighted (000)	16479	37	77	471	252
	Horz %	100.00	0.23	0.46	2.86	1.53
	Vert %	6.84	5.25	10.50	8.77	8.98
	Index	100	77	153	128	131
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	702	4	8	35	18
	Weighted (000)	2542	12	31	130	61
	Horz %	100.00	0.49	1.22	5.11	2.42
	Vert %	1.06	1.73	4.24	2.41	2.19
	Index	100	164	402	229	208
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	991	1	3	22	14
	Weighted (000)	6494	3	10	130	68
	Horz %	100.00	0.04	0.15	2.00	1.05
	Vert %	2.70	0.37	1.32	2.41	2.43
	Index	100	14	49	89	90
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgt'd	5900	25	30	199	96
	Weighted (000)	23011	108	88	705	290
	Horz %	100.00	0.47	0.38	3.06	1.26
	Vert %	9.56	15.08	12.12	13.11	10.36
	Index	100	158	127	137	108

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1671	6	10	45	19
	Weighted (000)	8714	15	44	193	75
	Horz %	100.00	0.17	0.51	2.22	0.86
	Vert %	3.62	2.10	6.08	3.59	2.68
	Index	100	58	168	99	74
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgted	2634	12	26	119	66
	Weighted (000)	10681	52	80	438	205
	Horz %	100.00	0.49	0.75	4.10	1.92
	Vert %	4.44	7.29	11.04	8.14	7.31
	Index	100	164	249	183	165
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)			*	*		*
	Unwgted	3953	7	7	78	37
	Weighted (000)	20069	31	25	349	203
	Horz %	100.00	0.15	0.13	1.74	1.01
	Vert %	8.34	4.32	3.47	6.50	7.25
	Index	100	52	42	78	87
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgted	2820	13	12	97	56
	Weighted (000)	14985	54	60	427	244
	Horz %	100.00	0.36	0.40	2.85	1.63
	Vert %	6.22	7.52	8.28	7.95	8.69
	Index	100	121	133	128	140
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgted	3771	10	19	100	56
	Weighted (000)	18525	24	76	385	237
	Horz %	100.00	0.13	0.41	2.08	1.28
	Vert %	7.69	3.35	10.44	7.16	8.47
	Index	100	44	136	93	110
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	1166	5	8	41	24
	Weighted (000)	6001	10	29	175	87
	Horz %	100.00	0.17	0.49	2.92	1.45
	Vert %	2.49	1.46	4.03	3.25	3.11
	Index	100	59	162	131	125
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	791	1	3	18	12
	Weighted (000)	4990	2	29	96	57
	Horz %	100.00	0.03	0.57	1.92	1.14
	Vert %	2.07	0.23	3.92	1.78	2.04
	Index	100	11	189	86	98
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgted	315	1	1	8	2
	Weighted (000)	1793	13	1	44	7
	Horz %	100.00	0.71	0.08	2.45	0.37
	Vert %	0.74	1.78	0.20	0.82	0.24
	Index	100	239	27	110	32
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)			*	*		
	Unwgted	5190	31	8	156	84
	Weighted (000)	26664	130	76	728	392
	Horz %	100.00	0.49	0.28	2.73	1.47
	Vert %	11.07	18.19	10.41	13.54	13.99
	Index	100	164	94	122	126

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*		*
	Unwgt'd	2379	16	3	70	40
	Weighted (000)	11083	77	16	253	162
	Horz %	100.00	0.70	0.15	2.29	1.46
	Vert %	4.60	10.80	2.25	4.71	5.78
	Index	100	235	49	102	126
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)			*	*		*
	Unwgt'd	1939	9	3	66	38
	Weighted (000)	11362	31	27	377	208
	Horz %	100.00	0.27	0.24	3.32	1.83
	Vert %	4.72	4.33	3.72	7.01	7.44
	Index	100	92	79	149	158
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)			*	*	*	*
	Unwgt'd	1269	3	9	41	24
	Weighted (000)	7051	16	45	236	110
	Horz %	100.00	0.23	0.64	3.34	1.56
	Vert %	2.93	2.24	6.14	4.38	3.94
	Index	100	77	210	150	135
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours						
	Unwgt'd	40314	143	177	1134	620
	Weighted (000)	198598	594	646	4698	2429
	Horz %	100.00	0.30	0.33	2.37	1.22
	Vert %	82.48	83.26	88.61	87.38	86.72
	Index	100	101	107	106	105
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am						
	Unwgt'd	24949	98	119	756	404
	Weighted (000)	119900	405	421	2977	1469
	Horz %	100.00	0.34	0.35	2.48	1.22
	Vert %	49.80	56.74	57.66	55.36	52.43
	Index	100	114	116	111	105
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm						
	Unwgt'd	18085	58	76	498	281
	Weighted (000)	89896	222	269	2110	1169
	Horz %	100.00	0.25	0.30	2.35	1.30
	Vert %	37.34	31.11	36.89	39.24	41.73
	Index	100	83	99	105	112
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm						
	Unwgt'd	21647	83	107	666	348
	Weighted (000)	104254	312	365	2663	1263
	Horz %	100.00	0.30	0.35	2.55	1.21
	Vert %	43.30	43.65	50.03	49.53	45.10
	Index	100	101	116	114	104
Radio Daypart Cumes: Weekday 7:00 pm - Midnight			*	*		
	Unwgt'd	7445	23	38	200	103
	Weighted (000)	38037	118	109	790	391
	Horz %	100.00	0.31	0.29	2.08	1.03
	Vert %	15.80	16.48	14.96	14.70	13.95
	Index	100	104	95	93	88
Radio Daypart Cumes: Weekday Midnight - 6:00 am			*	*		*
	Unwgt'd	2311	9	9	54	26
	Weighted (000)	11829	30	27	194	96
	Horz %	100.00	0.25	0.23	1.64	0.81
	Vert %	4.91	4.18	3.68	3.61	3.42
	Index	100	85	75	74	70

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	56	64	419	223
	Weighted (000)	75340	223	230	1711	766
	Horz %	100.00	0.30	0.30	2.27	1.02
	Vert %	31.29	31.19	31.48	31.82	27.36
	Index	100	100	101	102	87
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	76	100	598	326
	Weighted (000)	103236	303	324	2276	1150
	Horz %	100.00	0.29	0.31	2.20	1.11
	Vert %	42.88	42.49	44.44	42.33	41.06
	Index	100	99	104	99	96
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	58	74	467	245
	Weighted (000)	81300	246	233	1821	869
	Horz %	100.00	0.30	0.29	2.24	1.07
	Vert %	33.77	34.44	32.00	33.87	31.01
	Index	100	102	95	100	92
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*	*		
	Unwgt'd	7820	30	37	212	110
	Weighted (000)	39381	130	129	927	409
	Horz %	100.00	0.33	0.33	2.35	1.04
	Vert %	16.36	18.24	17.65	17.23	14.61
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*		*
	Unwgt'd	1948	8	12	50	22
	Weighted (000)	9954	45	51	232	76
	Horz %	100.00	0.45	0.51	2.33	0.77
	Vert %	4.13	6.27	6.95	4.31	2.73
Where Listen to Radio on Typical Weekday: Home			*	*		*
	Unwgt'd	12806	37	52	293	154
	Weighted (000)	62580	165	150	1177	550
	Horz %	100.00	0.26	0.24	1.88	0.88
	Vert %	25.99	23.15	20.63	21.89	19.64
Where Listen to Radio on Typical Weekday: Car						
	Unwgt'd	37001	143	171	1090	594
	Weighted (000)	181109	591	599	4418	2280
	Horz %	100.00	0.33	0.33	2.44	1.26
	Vert %	75.22	82.82	82.13	82.16	81.40
Where Listen to Radio on Typical Weekday: Work			*	*		
	Unwgt'd	5690	22	24	149	86
	Weighted (000)	29668	81	85	610	311
	Horz %	100.00	0.27	0.28	2.05	1.05
	Vert %	12.32	11.38	11.59	11.34	11.10
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgt'd	1158	5	3	29	19
	Weighted (000)	6331	25	8	136	82
	Horz %	100.00	0.39	0.13	2.15	1.30
	Vert %	2.63	3.48	1.09	2.53	2.94
	Index	100	132	41	96	112

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Where Listen to Radio on Typical Weekend: Home				*		
	Unwgt'd	14791	46	63	353	177
	Weighted (000)	72174	207	197	1450	680
	Horz %	100.00	0.29	0.27	2.01	0.94
	Vert %	29.97	29.03	27.07	26.97	24.28
Index	100	97	90	90	81	
Where Listen to Radio on Typical Weekend: Car						
	Unwgt'd	33975	136	155	1015	561
	Weighted (000)	166202	591	520	4128	2126
	Horz %	100.00	0.36	0.31	2.48	1.28
	Vert %	69.03	82.86	71.36	76.78	75.91
Index	100	120	103	111	110	
Where Listen to Radio on Typical Weekend: Work				*	*	*
	Unwgt'd	2031	9	4	50	24
	Weighted (000)	11015	31	13	210	90
	Horz %	100.00	0.28	0.12	1.90	0.82
	Vert %	4.57	4.32	1.81	3.90	3.21
Index	100	94	40	85	70	
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work				*	*	*
	Unwgt'd	1137	5	3	29	18
	Weighted (000)	6306	28	6	122	69
	Horz %	100.00	0.44	0.09	1.94	1.10
	Vert %	2.62	3.91	0.79	2.27	2.48
Index	100	149	30	87	95	
Ever Listen to AM Radio (Terrestrial Radio)				*	*	
	Unwgt'd	9226	37	45	270	136
	Weighted (000)	37690	132	133	926	418
	Horz %	100.00	0.35	0.35	2.46	1.11
	Vert %	15.65	18.50	18.21	17.22	14.93
Index	100	118	116	110	95	
Ever Listen to FM Radio (Terrestrial Radio)						
	Unwgt'd	36061	138	157	997	534
	Weighted (000)	181675	589	581	4150	2117
	Horz %	100.00	0.32	0.32	2.28	1.17
	Vert %	75.45	82.53	79.72	77.17	75.60
Index	100	109	106	102	100	
Ever Listen to Any Terrestrial Radio (AM/FM)						
	Unwgt'd	39115	151	166	1073	580
	Weighted (000)	193871	640	606	4483	2269
	Horz %	100.00	0.33	0.31	2.31	1.17
	Vert %	80.52	89.58	83.15	83.37	81.02
Index	100	111	103	104	101	
Ever Listen to Satellite Radio (SiriusXM)				*	*	
	Unwgt'd	6485	35	35	259	127
	Weighted (000)	28450	144	77	960	416
	Horz %	100.00	0.51	0.27	3.37	1.46
	Vert %	11.82	20.14	10.58	17.84	14.85
Index	100	170	90	151	126	
Household Subscribes to Satellite (SiriusXM) Radio						
	Unwgt'd	8939	53	52	367	162
	Weighted (000)	41160	212	145	1338	531
	Horz %	100.00	0.52	0.35	3.25	1.29
	Vert %	17.09	29.72	19.95	24.88	18.97
Index	100	174	117	146	111	

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	91	92	606	293
	Weighted (000)	71398	407	264	2376	1134
	Horz %	100.00	0.57	0.37	3.33	1.59
	Vert %	29.65	57.01	36.20	44.18	40.47
	Index	100	192	122	149	136
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	84	96	577	299
	Weighted (000)	62882	360	328	2368	1149
	Horz %	100.00	0.57	0.52	3.77	1.83
	Vert %	26.12	50.43	45.03	44.04	41.02
	Index	100	193	172	169	157
listened online to streaming AM/FM broadcast radio stations	Unwgt'd	7450	33	46	273	140
	Weighted (000)	36486	119	171	1117	538
	Horz %	100.00	0.32	0.47	3.06	1.47
	Vert %	15.15	16.60	23.47	20.77	19.20
	Index	100	110	155	137	127
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgt'd	14104	63	81	470	247
	Weighted (000)	70596	283	311	2014	1005
	Horz %	100.00	0.40	0.44	2.85	1.42
	Vert %	29.32	39.67	42.71	37.46	35.88
	Index	100	135	146	128	122
Listened to Any Radio on the Internet/Online-Past Month	Unwgt'd	20341	90	107	676	376
	Weighted (000)	101859	354	386	2814	1505
	Horz %	100.00	0.35	0.38	2.76	1.48
	Vert %	42.30	49.66	52.87	52.34	53.73
	Index	100	117	125	124	127
Visited a radio station, radio program or radio personality's website	Unwgt'd	3495	16	18	114	63
	Weighted (000)	16642	49	73	438	236
	Horz %	100.00	0.29	0.44	2.63	1.42
	Vert %	6.91	6.84	9.99	8.14	8.42
	Index	100	99	145	118	122
Downloaded music - Past Month	Unwgt'd	10131	43	47	329	180
	Weighted (000)	53361	166	162	1387	701
	Horz %	100.00	0.31	0.30	2.60	1.31
	Vert %	22.16	23.28	22.16	25.80	25.05
	Index	100	105	100	116	113
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	13	22	116	57
	Weighted (000)	11952	53	72	426	208
	Horz %	100.00	0.44	0.60	3.57	1.74
	Vert %	4.96	7.44	9.85	7.93	7.43
	Index	100	150	198	160	150
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgt'd	3490	20	10	105	55
	Weighted (000)	17709	69	39	441	264
	Horz %	100.00	0.39	0.22	2.49	1.49
	Vert %	7.36	9.71	5.33	8.20	9.41
	Index	100	132	73	111	128

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Listened to iTunes/last 30 days (measured as website visited/last 30 days)				*		
	Unwgt'd	7650	44	52	308	169
	Weighted (000)	36645	170	197	1351	690
	Horz %	100.00	0.46	0.54	3.69	1.88
	Vert %	15.22	23.83	26.98	25.13	24.62
	Index	100	157	177	165	162
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgt'd	13348	52	68	417	233
	Weighted (000)	68670	203	283	1805	955
	Horz %	100.00	0.30	0.41	2.63	1.39
	Vert %	28.52	28.42	38.83	33.57	34.09
	Index	100	100	136	118	120
Listened to Spotify/last 30 days (measured as website visited/last 30 days)			*	*		
	Unwgt'd	4026	20	23	150	86
	Weighted (000)	21138	101	88	621	303
	Horz %	100.00	0.48	0.42	2.94	1.43
	Vert %	8.78	14.16	12.09	11.56	10.81
	Index	100	161	138	132	123
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16441	63	54	416	225
	Weighted (000)	83247	277	178	1858	941
	Horz %	100.00	0.33	0.21	2.23	1.13
	Vert %	34.57	38.81	24.39	34.55	33.60
	Index	100	112	71	100	97
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13568	56	51	354	184
	Weighted (000)	68583	250	165	1490	709
	Horz %	100.00	0.36	0.24	2.17	1.03
	Vert %	28.48	34.97	22.61	27.70	25.32
	Index	100	123	79	97	89
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	16787	67	62	430	234
	Weighted (000)	84735	289	211	1790	911
	Horz %	100.00	0.34	0.25	2.11	1.07
	Vert %	35.19	40.43	28.89	33.28	32.51
	Index	100	115	82	95	92
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12871	56	51	340	178
	Weighted (000)	66195	212	197	1320	632
	Horz %	100.00	0.32	0.30	1.99	0.96
	Vert %	27.49	29.65	27.02	24.56	22.58
	Index	100	108	98	89	82
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38660	131	154	1005	541
	Weighted (000)	189912	569	546	4016	1999
	Horz %	100.00	0.30	0.29	2.11	1.05
	Vert %	78.87	79.69	74.89	74.68	71.38
	Index	100	101	95	95	91
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30696	116	121	812	439
	Weighted (000)	149196	474	430	3270	1639
	Horz %	100.00	0.32	0.29	2.19	1.10
	Vert %	61.96	66.39	59.01	60.81	58.52
	Index	100	107	95	98	94

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26491	86	105	660	351
	Weighted (000)	129997	380	362	2707	1332
	Horz %	100.00	0.29	0.28	2.08	1.02
	Vert %	53.99	53.27	49.63	50.34	47.55
	Index	100	99	92	93	88
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30904	96	114	782	427
	Weighted (000)	150311	393	391	3040	1519
	Horz %	100.00	0.26	0.26	2.02	1.01
	Vert %	62.43	55.04	53.66	56.54	54.25
	Index	100	88	86	91	87
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13385	29	36	271	142
	Weighted (000)	71448	110	153	1210	655
	Horz %	100.00	0.15	0.21	1.69	0.92
	Vert %	29.67	15.42	21.04	22.50	23.40
	Index	100	52	71	76	79
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	23966	94	83	591	330
	Weighted (000)	120410	387	320	2359	1257
	Horz %	100.00	0.32	0.27	1.96	1.04
	Vert %	50.01	54.15	43.84	43.88	44.87
	Index	100	108	88	88	90
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	7819	26	26	180	100
	Weighted (000)	39930	108	103	746	382
	Horz %	100.00	0.27	0.26	1.87	0.96
	Vert %	16.58	15.19	14.18	13.87	13.65
	Index	100	92	86	84	82
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	19776	58	69	470	260
	Weighted (000)	98663	262	258	1893	1009
	Horz %	100.00	0.27	0.26	1.92	1.02
	Vert %	40.98	36.76	35.40	35.21	36.03
	Index	100	90	86	86	88
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23713	69	72	558	289
	Weighted (000)	118404	281	248	2331	1174
	Horz %	100.00	0.24	0.21	1.97	0.99
	Vert %	49.18	39.41	33.99	43.35	41.91
	Index	100	80	69	88	85
Downloaded a TV Program - Past Month	Unwgted	2546	10	18	91	56
	Weighted (000)	12316	35	62	345	221
	Horz %	100.00	0.29	0.51	2.80	1.80
	Vert %	5.11	4.97	8.57	6.41	7.90
	Index	100	97	168	125	154
Watched a TV Program Online Past Month	Unwgted	8662	34	55	297	171
	Weighted (000)	42288	130	204	1259	694
	Horz %	100.00	0.31	0.48	2.98	1.64
	Vert %	17.56	18.20	28.02	23.42	24.78
	Index	100	104	160	133	141
			*			

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	44	66	347	202
	Weighted (000)	49642	158	248	1450	833
	Horz %	100.00	0.32	0.50	2.92	1.68
	Vert %	20.62	22.08	33.94	26.97	29.75
	Index	100	107	165	131	144
Looked at TV Listings Online - Past Month			*	*		
	Unwgt'd	5556	23	35	184	100
	Weighted (000)	25739	99	139	768	442
	Horz %	100.00	0.39	0.54	2.98	1.72
	Vert %	10.69	13.88	19.05	14.27	15.79
Index	100	130	178	134	148	
Household Subscribes to Cable TV	Unwgt'd	22719	81	97	615	346
	Weighted (000)	108255	320	328	2470	1319
	Horz %	100.00	0.30	0.30	2.28	1.22
	Vert %	44.96	44.76	45.04	45.93	47.10
	Index	100	100	100	102	105
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	151	168	1115	618
	Weighted (000)	191150	633	578	4523	2399
	Horz %	100.00	0.33	0.30	2.37	1.26
	Vert %	79.39	88.70	79.22	84.13	85.67
	Index	100	112	100	106	108
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	148	160	1077	596
	Weighted (000)	184440	622	561	4424	2339
	Horz %	100.00	0.34	0.30	2.40	1.27
	Vert %	76.60	87.10	76.96	82.28	83.51
	Index	100	114	100	107	109
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	103	99	751	420
	Weighted (000)	137528	400	350	3093	1577
	Horz %	100.00	0.29	0.25	2.25	1.15
	Vert %	57.12	56.07	48.02	57.53	56.29
	Index	100	98	84	101	99
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	74	80	536	291
	Weighted (000)	77280	248	219	1977	1049
	Horz %	100.00	0.32	0.28	2.56	1.36
	Vert %	32.10	34.78	29.97	36.76	37.46
	Index	100	108	93	115	117
Viewed Any Pay-Per-View Programs or Events - Past Year			*	*		
	Unwgt'd	6244	30	31	227	115
	Weighted (000)	29338	123	97	929	426
	Horz %	100.00	0.42	0.33	3.17	1.45
	Vert %	12.18	17.20	13.32	17.27	15.22
Index	100	141	109	142	125	
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	65	69	472	240
	Weighted (000)	59903	186	175	1748	822
	Horz %	100.00	0.31	0.29	2.92	1.37
	Vert %	24.88	26.08	23.93	32.50	29.34
	Index	100	105	96	131	118

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Household Has a Satellite Dish			*	*		
	Unwgt'd	10901	42	37	297	165
	Weighted (000)	62972	230	155	1405	757
	Horz %	100.00	0.37	0.25	2.23	1.20
	Vert %	26.15	32.22	21.22	26.12	27.03
	Index	100	123	81	100	103
Household Has a Digital Video Recorder (DVR)						
	Unwgt'd	24213	107	115	797	428
	Weighted (000)	117400	425	393	3122	1564
	Horz %	100.00	0.36	0.33	2.66	1.33
	Vert %	48.76	59.54	53.83	58.06	55.84
	Index	100	122	110	119	115
Any Internet/Online Activity - Past Month						
	Unwgt'd	41735	159	197	1246	689
	Weighted (000)	203627	666	717	5142	2725
	Horz %	100.00	0.33	0.35	2.53	1.34
	Vert %	84.57	93.32	98.38	95.64	97.28
	Index	100	110	116	113	115
Played Games Online - Past Month			*	*		
	Unwgt'd	13858	49	46	338	200
	Weighted (000)	73582	152	165	1386	861
	Horz %	100.00	0.21	0.22	1.88	1.17
	Vert %	30.56	21.25	22.69	25.78	30.73
	Index	100	70	74	84	101
Downloaded a Video Game - Past Month			*	*		
	Unwgt'd	5181	14	15	137	87
	Weighted (000)	29277	38	54	602	402
	Horz %	100.00	0.13	0.18	2.06	1.37
	Vert %	12.16	5.32	7.42	11.20	14.36
	Index	100	44	61	92	118
Downloaded a Movie - Past Month			*	*		
	Unwgt'd	4298	18	20	160	93
	Weighted (000)	21411	59	67	702	385
	Horz %	100.00	0.27	0.31	3.28	1.80
	Vert %	8.89	8.21	9.20	13.06	13.74
	Index	100	92	104	147	154
Watched a Movie Online - Past Month			*			
	Unwgt'd	10210	45	58	365	204
	Weighted (000)	51231	163	230	1585	836
	Horz %	100.00	0.32	0.45	3.09	1.63
	Vert %	21.28	22.85	31.57	29.47	29.84
	Index	100	107	148	139	140
Watched Online Video (Not Movie, TV) - Past Month			*			
	Unwgt'd	8994	33	52	313	185
	Weighted (000)	44949	117	162	1209	669
	Horz %	100.00	0.26	0.36	2.69	1.49
	Vert %	18.67	16.36	22.18	22.49	23.89
	Index	100	88	119	120	128
Visited a Chat Room - Past Month			*	*		*
	Unwgt'd	2241	7	11	69	37
	Weighted (000)	11411	16	35	222	146
	Horz %	100.00	0.14	0.31	1.95	1.28
	Vert %	4.74	2.18	4.80	4.13	5.21
	Index	100	46	101	87	110

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Used e-Mail - Past Month	Unwgt'd	36995	147	190	1168	641
	Weighted (000)	174261	587	673	4718	2508
	Horz %	100.00	0.34	0.39	2.71	1.44
	Vert %	72.37	82.29	92.27	87.75	89.54
	Index	100	114	127	121	124
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	101	138	833	473
	Weighted (000)	135807	405	529	3481	1894
	Horz %	100.00	0.30	0.39	2.56	1.39
	Vert %	56.40	56.69	72.60	64.75	67.64
	Index	100	101	129	115	120
Visited Online Blogs - Past Month	Unwgt'd	6524	33	39	248	137
	Weighted (000)	31710	146	186	1046	527
	Horz %	100.00	0.46	0.59	3.30	1.66
	Vert %	13.17	20.51	25.54	19.46	18.83
	Index	100	156	194	148	143
Wrote an Online Blog - Past Month	Unwgt'd	1311	6	9	43	23
	Weighted (000)	6536	31	30	163	74
	Horz %	100.00	0.48	0.46	2.49	1.14
	Vert %	2.71	4.38	4.16	3.03	2.65
	Index	100	161	153	112	98
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	22	18	134	72
	Weighted (000)	19478	61	64	486	264
	Horz %	100.00	0.31	0.33	2.49	1.36
	Vert %	8.09	8.58	8.78	9.03	9.43
	Index	100	106	109	112	117
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	141	181	1093	605
	Weighted (000)	177442	585	651	4552	2426
	Horz %	100.00	0.33	0.37	2.57	1.37
	Vert %	73.69	81.90	89.21	84.66	86.61
	Index	100	111	121	115	118
Accessed Facebook.com - Past Month	Unwgt'd	28781	111	140	827	467
	Weighted (000)	145748	467	528	3506	1907
	Horz %	100.00	0.32	0.36	2.41	1.31
	Vert %	60.53	65.46	72.35	65.21	68.10
	Index	100	108	120	108	113
Accessed Foursquare - Past Month	Unwgt'd	326	0	2	8	5
	Weighted (000)	1536	0	7	19	11
	Horz %	100.00	0.00	0.47	1.26	0.71
	Vert %	0.64	0.00	0.98	0.36	0.39
	Index	100	0	154	57	61
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	28	40	258	158
	Weighted (000)	41531	95	136	985	574
	Horz %	100.00	0.23	0.33	2.37	1.38
	Vert %	17.25	13.31	18.66	18.33	20.48
	Index	100	77	108	106	119

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Accessed LinkedIn.com - Past Month				*		
	Unwgt'd	7880	43	63	372	203
	Weighted (000)	30933	145	167	1300	673
	Horz %	100.00	0.47	0.54	4.20	2.17
	Vert %	12.85	20.34	22.92	24.18	24.01
	Index	100	158	178	188	187
Accessed Pinterest - Past Month				*		
	Unwgt'd	8547	29	40	243	133
	Weighted (000)	45015	119	214	1119	543
	Horz %	100.00	0.27	0.47	2.49	1.21
	Vert %	18.70	16.71	29.29	20.81	19.38
	Index	100	89	157	111	104
Accessed Tumblr - Past Month				*		*
	Unwgt'd	1746	9	14	59	33
	Weighted (000)	9399	27	60	247	106
	Horz %	100.00	0.28	0.64	2.62	1.13
	Vert %	3.90	3.72	8.23	4.59	3.79
	Index	100	95	211	117	97
Accessed Twitter.com - Past Month				*		*
	Unwgt'd	6090	29	34	223	121
	Weighted (000)	30973	111	120	919	479
	Horz %	100.00	0.36	0.39	2.97	1.55
	Vert %	12.86	15.48	16.45	17.09	17.09
	Index	100	120	128	133	133
Accessed Yelp - Past Month				*		*
	Unwgt'd	3922	21	37	196	107
	Weighted (000)	15511	94	136	758	354
	Horz %	100.00	0.61	0.87	4.89	2.28
	Vert %	6.44	13.17	18.59	14.10	12.65
	Index	100	204	289	219	196
Accessed YouTube.com - Past Month						
	Unwgt'd	24628	102	132	804	439
	Weighted (000)	123561	458	501	3433	1757
	Horz %	100.00	0.37	0.41	2.78	1.42
	Vert %	51.32	64.18	68.65	63.85	62.75
	Index	100	125	134	124	122
Posted "Like" on Social Network - Past Month						
	Unwgt'd	18263	70	97	565	311
	Weighted (000)	93304	304	392	2481	1275
	Horz %	100.00	0.33	0.42	2.66	1.37
	Vert %	38.75	42.65	53.70	46.14	45.52
	Index	100	110	139	119	117
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month				*		*
	Unwgt'd	9077	35	48	280	151
	Weighted (000)	47933	175	157	1278	647
	Horz %	100.00	0.36	0.33	2.67	1.35
	Vert %	19.91	24.48	21.57	23.77	23.10
	Index	100	123	108	119	116
Clicked on an Advertisement on Social Network - Past Month				*		*
	Unwgt'd	6212	35	39	240	121
	Weighted (000)	29666	137	120	971	463
	Horz %	100.00	0.46	0.40	3.27	1.56
	Vert %	12.32	19.21	16.39	18.05	16.52
	Index	100	156	133	147	134

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Watched a Video on Social Network - Past Month	Unwgt'd	22534	93	115	715	388
	Weighted (000)	114114	401	413	2999	1507
	Horz %	100.00	0.35	0.36	2.63	1.32
	Vert %	47.39	56.21	56.69	55.77	53.83
	Index	100	119	120	118	114
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	149	181	1160	641
	Weighted (000)	190804	608	659	4811	2559
	Horz %	100.00	0.32	0.35	2.52	1.34
	Vert %	79.24	85.16	90.38	89.48	91.38
	Index	100	107	114	113	115
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	75	94	619	352
	Weighted (000)	90847	320	346	2560	1367
	Horz %	100.00	0.35	0.38	2.82	1.50
	Vert %	37.73	44.78	47.44	47.61	48.81
	Index	100	119	126	126	129
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	85	79	583	316
	Weighted (000)	87270	326	281	2421	1220
	Horz %	100.00	0.37	0.32	2.77	1.40
	Vert %	36.24	45.64	38.47	45.02	43.56
	Index	100	126	106	124	120
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	94	103	732	399
	Weighted (000)	113761	344	352	3140	1663
	Horz %	100.00	0.30	0.31	2.76	1.46
	Vert %	47.25	48.19	48.30	58.40	59.39
	Index	100	102	102	124	126
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	50	62	416	235
	Weighted (000)	79489	176	191	1710	978
	Horz %	100.00	0.22	0.24	2.15	1.23
	Vert %	33.01	24.70	26.14	31.81	34.94
	Index	100	75	79	96	106
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month			*			
	Unwgt'd	9852	38	50	329	191
	Weighted (000)	51013	139	206	1427	809
	Horz %	100.00	0.27	0.40	2.80	1.59
	Vert %	21.19	19.45	28.19	26.53	28.90
Index	100	92	133	125	136	
Used a Mobile "App" - Past Month	Unwgt'd	23794	111	141	835	462
	Weighted (000)	116054	406	481	3362	1776
	Horz %	100.00	0.35	0.41	2.90	1.53
	Vert %	48.20	56.82	65.97	62.53	63.40
	Index	100	118	137	130	132
Read Any Daily Newspaper (Print/Paper/Hard Copy)			*	*		
	Unwgt'd	11920	44	40	315	162
	Weighted (000)	53679	232	132	1217	547
	Horz %	100.00	0.43	0.25	2.27	1.02
	Vert %	22.29	32.46	18.08	22.64	19.55
Index	100	146	81	102	88	

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	54	65	399	209
	Weighted (000)	70866	275	227	1584	740
	Horz %	100.00	0.39	0.32	2.23	1.04
	Vert %	29.43	38.52	31.16	29.45	26.43
	Index	100	131	106	100	90
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	79	117	654	343
	Weighted (000)	84280	322	412	2621	1320
	Horz %	100.00	0.38	0.49	3.11	1.57
	Vert %	35.00	45.17	56.51	48.75	47.13
	Index	100	129	161	139	135
Read Classified Advertising in Weekday Newspaper			*	*		*
	Unwgt'd	3903	11	10	79	37
	Weighted (000)	21071	88	19	359	98
	Horz %	100.00	0.42	0.09	1.71	0.47
	Vert %	8.75	12.33	2.58	6.68	3.51
Read Classified Advertising in Sunda/Weekend Newspaper	Index	100	141	29	76	40
			*	*		*
	Unwgt'd	4115	15	11	84	39
	Weighted (000)	21628	74	35	359	117
	Horz %	100.00	0.34	0.16	1.66	0.54
Read Advertisements in Weekday Newspaper	Vert %	8.98	10.37	4.75	6.68	4.19
	Index	100	115	53	74	47
			*	*		
	Unwgt'd	4150	11	23	95	54
	Weighted (000)	19673	47	67	409	223
Read Advertisements in Sunday/Weekend Newspaper	Horz %	100.00	0.24	0.34	2.08	1.13
	Vert %	8.17	6.65	9.17	7.61	7.95
	Index	100	81	112	93	97
			*	*		
	Unwgt'd	5230	18	26	120	59
Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	24675	90	100	591	287
	Horz %	100.00	0.36	0.40	2.39	1.16
	Vert %	10.25	12.61	13.68	10.99	10.24
	Index	100	123	134	107	100
			*	*		
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	5482	16	17	107	57
	Weighted (000)	25536	67	45	491	236
	Horz %	100.00	0.26	0.17	1.92	0.92
	Vert %	10.61	9.41	6.12	9.13	8.41
	Index	100	89	58	86	79
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*	*		
	Unwgt'd	8125	23	34	178	89
	Weighted (000)	36955	106	129	771	375
	Horz %	100.00	0.29	0.35	2.09	1.01
	Vert %	15.35	14.88	17.74	14.34	13.39
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Index	100	97	116	93	87
			*	*		*
	Unwgt'd	4605	12	18	105	36
	Weighted (000)	22586	35	80	466	127
	Horz %	100.00	0.15	0.36	2.06	0.56
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Vert %	9.38	4.90	11.01	8.66	4.52
	Index	100	52	117	92	48

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: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year			*	*		
	Unwgt'd	10890	37	47	234	101
	Weighted (000)	52963	129	216	961	406
	Horz %	100.00	0.24	0.41	1.81	0.77
	Vert %	22.00	18.03	29.58	17.87	14.48
	Index	100	82	134	81	66
Personally Referred to Paper Yellow Pages - Past Week			*	*		*
	Unwgt'd	3183	7	8	57	28
	Weighted (000)	15401	28	26	217	100
	Horz %	100.00	0.18	0.17	1.41	0.65
	Vert %	6.40	3.99	3.61	4.03	3.59
	Index	100	62	56	63	56
Personally Referred to Internet Yellow Pages - Past Week			*	*		*
	Unwgt'd	2624	11	9	73	41
	Weighted (000)	13074	44	29	356	205
	Horz %	100.00	0.34	0.22	2.72	1.57
	Vert %	5.43	6.19	3.92	6.62	7.31
	Index	100	114	72	122	135
Personally Referred to Paper or Internet Yellow Pages - Past Week			*	*		
	Unwgt'd	5381	16	15	115	62
	Weighted (000)	26513	63	50	512	271
	Horz %	100.00	0.24	0.19	1.93	1.02
	Vert %	11.01	8.89	6.87	9.53	9.66
	Index	100	81	62	87	88
Accessed Yellowpages.com (YP.com) - Past Month			*	*		*
	Unwgt'd	2490	12	7	73	34
	Weighted (000)	12079	26	14	263	143
	Horz %	100.00	0.21	0.12	2.18	1.19
	Vert %	5.02	3.58	1.98	4.90	5.12
	Index	100	71	39	98	102
Have Seen Video Ads in Grocery Stores - Past Month			*	*		
	Unwgt'd	8982	31	33	246	126
	Weighted (000)	46737	123	112	966	464
	Horz %	100.00	0.26	0.24	2.07	0.99
	Vert %	19.41	17.19	15.30	17.96	16.57
	Index	100	89	79	93	85
Have Seen Video Ads in Drug Stores - Past Month			*	*		
	Unwgt'd	5976	17	27	166	83
	Weighted (000)	31131	64	97	685	291
	Horz %	100.00	0.21	0.31	2.20	0.93
	Vert %	12.93	8.96	13.32	12.73	10.39
	Index	100	69	103	98	80
Have Seen Video Ads in Convenience Stores - Past Month			*	*		
	Unwgt'd	5902	20	29	163	90
	Weighted (000)	31417	97	86	627	300
	Horz %	100.00	0.31	0.28	2.00	0.95
	Vert %	13.05	13.54	11.86	11.66	10.70
	Index	100	104	91	89	82
Have Seen Video Ads in Large Discount/Department Stores - Past Month			*	*		
	Unwgt'd	6287	22	20	158	75
	Weighted (000)	33490	73	60	615	266
	Horz %	100.00	0.22	0.18	1.83	0.79
	Vert %	13.91	10.24	8.24	11.43	9.50
	Index	100	74	59	82	68

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Have Seen Video Ads in Warehouse/Club Stores - Past Month			*	*		
	Unwgt'd	5223	30	21	162	76
	Weighted (000)	26008	101	63	613	255
	Horz %	100.00	0.39	0.24	2.36	0.98
	Vert %	10.80	14.12	8.70	11.40	9.11
	Index	100	131	81	106	84
Have Seen Video Ads in Other Stores - Past Month			*	*		
	Unwgt'd	4855	20	22	147	78
	Weighted (000)	25254	63	73	592	277
	Horz %	100.00	0.25	0.29	2.34	1.10
	Vert %	10.49	8.76	9.98	11.01	9.88
	Index	100	83	95	105	94
Have Seen Video Ads in Shopping Malls - Past Month			*	*		
	Unwgt'd	6785	36	28	227	115
	Weighted (000)	34124	126	64	918	460
	Horz %	100.00	0.37	0.19	2.69	1.35
	Vert %	14.17	17.58	8.81	17.07	16.44
	Index	100	124	62	120	116
Have Seen Video Ads in Bars/Pubs - Past Month			*	*		
	Unwgt'd	4286	20	22	131	64
	Weighted (000)	21507	61	63	469	207
	Horz %	100.00	0.28	0.29	2.18	0.96
	Vert %	8.93	8.57	8.70	8.73	7.39
	Index	100	96	97	98	83
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month			*	*		
	Unwgt'd	6264	28	25	173	85
	Weighted (000)	33395	114	70	743	342
	Horz %	100.00	0.34	0.21	2.23	1.02
	Vert %	13.87	16.01	9.56	13.83	12.20
	Index	100	115	69	100	88
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month			*	*		
	Unwgt'd	4657	25	29	161	82
	Weighted (000)	23645	93	89	626	297
	Horz %	100.00	0.39	0.38	2.65	1.26
	Vert %	9.82	12.98	12.19	11.64	10.60
	Index	100	132	124	119	108
Have Seen Video Ads in Gym/Health Clubs - Past Month			*	*		
	Unwgt'd	3958	24	21	140	71
	Weighted (000)	19616	106	71	556	271
	Horz %	100.00	0.54	0.36	2.84	1.38
	Vert %	8.15	14.81	9.68	10.35	9.68
	Index	100	182	119	127	119
Have Seen Video Ads in Medical Offices - Past Month			*	*		
	Unwgt'd	5541	26	23	158	79
	Weighted (000)	27802	95	67	563	250
	Horz %	100.00	0.34	0.24	2.03	0.90
	Vert %	11.55	13.34	9.16	10.47	8.94
	Index	100	115	79	91	77
Have Seen Video Ads in Airports - Past Month			*	*		
	Unwgt'd	4033	29	29	174	90
	Weighted (000)	18664	103	76	611	302
	Horz %	100.00	0.55	0.41	3.27	1.62
	Vert %	7.75	14.42	10.44	11.37	10.77
	Index	100	186	135	147	139

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Have Seen Video Ads at Gas Stations - Past Month			*	*		
	Unwgt'd	8262	45	49	273	134
	Weighted (000)	40582	189	189	1137	564
	Horz %	100.00	0.46	0.47	2.80	1.39
	Vert %	16.85	26.41	25.94	21.15	20.13
Index	100	157	154	125	119	
Have Seen Video Ads in Office Building Lobbies - Past Month			*	*		
	Unwgt'd	3589	17	20	113	55
	Weighted (000)	18074	59	64	413	180
	Horz %	100.00	0.33	0.35	2.28	0.99
	Vert %	7.51	8.24	8.79	7.68	6.42
Index	100	110	117	102	86	
Have Seen Video Ads in Office Building Elevators - Past Month			*	*		
	Unwgt'd	3463	16	23	124	63
	Weighted (000)	16741	45	71	437	211
	Horz %	100.00	0.27	0.43	2.61	1.26
	Vert %	6.95	6.31	9.77	8.12	7.52
Index	100	91	141	117	108	
Have Seen Video Ads in Movie Theater Lobbies - Past Month			*	*		
	Unwgt'd	5006	24	26	158	80
	Weighted (000)	25416	79	80	642	323
	Horz %	100.00	0.31	0.32	2.52	1.27
	Vert %	10.56	11.07	11.01	11.93	11.53
Index	100	105	104	113	109	
Have Seen Ads on Billboards - Past Month						
	Unwgt'd	24747	101	108	715	378
	Weighted (000)	122681	412	414	2878	1473
	Horz %	100.00	0.34	0.34	2.35	1.20
	Vert %	50.95	57.66	56.72	53.53	52.61
Index	100	113	111	105	103	
Have Seen Ads on Buses/Trains - Past Month						
	Unwgt'd	11300	65	71	389	206
	Weighted (000)	52460	207	253	1392	718
	Horz %	100.00	0.40	0.48	2.65	1.37
	Vert %	21.79	29.05	34.74	25.89	25.64
Index	100	133	159	119	118	
Have Seen Ads at Bus Stops or Train Stations - Past Month			*	*		
	Unwgt'd	7513	47	42	274	147
	Weighted (000)	33802	139	113	938	493
	Horz %	100.00	0.41	0.34	2.78	1.46
	Vert %	14.04	19.45	15.55	17.45	17.60
Index	100	139	111	124	125	
Have Seen Ads Inside Taxis - Past Month			*	*		
	Unwgt'd	3860	24	20	143	73
	Weighted (000)	17253	71	46	432	197
	Horz %	100.00	0.41	0.27	2.51	1.14
	Vert %	7.17	9.90	6.38	8.04	7.03
Index	100	138	89	112	98	
Have Seen Ads on Top of Taxis - Past Month			*	*		
	Unwgt'd	6144	31	33	227	121
	Weighted (000)	27714	120	104	777	353
	Horz %	100.00	0.43	0.37	2.80	1.27
	Vert %	11.51	16.80	14.22	14.45	12.60
Index	100	146	124	126	110	

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Have Seen Ads on Phone Booths - Past Month			*	*		*
	Unwgt'd	2895	14	13	95	48
	Weighted (000)	14322	49	52	352	156
	Horz %	100.00	0.34	0.36	2.46	1.09
	Vert %	5.95	6.82	7.13	6.55	5.57
	Index	100	115	120	110	94
Have Seen Ads at Sports or Entertainment Events - Past Month			*	*		
	Unwgt'd	7781	38	38	246	126
	Weighted (000)	38266	190	121	984	458
	Horz %	100.00	0.50	0.32	2.57	1.20
	Vert %	15.89	26.62	16.53	18.29	16.34
	Index	100	167	104	115	103
Have Seen Ads on Postcards - Past Month			*	*		
	Unwgt'd	5833	29	33	185	94
	Weighted (000)	27321	141	138	701	305
	Horz %	100.00	0.51	0.51	2.57	1.12
	Vert %	11.35	19.70	18.93	13.03	10.88
	Index	100	174	167	115	96
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month			*	*		
	Unwgt'd	12452	53	53	372	191
	Weighted (000)	62134	239	183	1429	656
	Horz %	100.00	0.38	0.30	2.30	1.06
	Vert %	25.81	33.43	25.16	26.58	23.42
	Index	100	130	98	103	91
Have Seen Ads on Posters at Movie Theaters - Past Month			*	*		
	Unwgt'd	8769	40	47	277	131
	Weighted (000)	43591	154	155	1228	508
	Horz %	100.00	0.35	0.36	2.82	1.17
	Vert %	18.10	21.57	21.24	22.83	18.14
	Index	100	119	117	126	100
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month			*	*		
	Unwgt'd	11245	48	55	346	180
	Weighted (000)	55588	167	178	1365	668
	Horz %	100.00	0.30	0.32	2.46	1.20
	Vert %	23.09	23.45	24.46	25.39	23.85
	Index	100	102	106	110	103
Have Seen Ads in Stores (Not Video Ads) - Past Month			*	*		
	Unwgt'd	15945	61	79	469	248
	Weighted (000)	79810	270	294	1856	896
	Horz %	100.00	0.34	0.37	2.33	1.12
	Vert %	33.15	37.87	40.29	34.51	31.99
	Index	100	114	122	104	97
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month			*	*		
	Unwgt'd	11680	51	58	384	202
	Weighted (000)	57496	207	204	1513	729
	Horz %	100.00	0.36	0.35	2.63	1.27
	Vert %	23.88	28.93	27.98	28.15	26.03
	Index	100	121	117	118	109
Have Seen Infomercials - Past Month			*	*		
	Unwgt'd	9980	44	42	270	134
	Weighted (000)	49971	161	158	1128	470
	Horz %	100.00	0.32	0.32	2.26	0.94
	Vert %	20.75	22.57	21.69	20.99	16.80
	Index	100	109	105	101	81

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

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Own/Lease BMW 500 Series	Own/Lease any BMW Mini Cooper	Own/Lease any BMW	Most Recent Vehicle Bought/Leased BMW
Have Seen Offers or Ads Sent to Home by Mail - Past Month						
	Unwgt'd	20473	76	90	574	299
	Weighted (000)	99869	336	343	2510	1201
	Horz %	100.00	0.34	0.34	2.51	1.20
	Vert %	41.48	47.11	47.08	46.68	42.89
	Index	100	114	114	113	103
Have Seen Product Placement in Video Games - Past Month			*	*		
	Unwgt'd	4438	21	21	129	69
	Weighted (000)	24118	77	92	531	253
	Horz %	100.00	0.32	0.38	2.20	1.05
	Vert %	10.02	10.72	12.61	9.87	9.02
	Index	100	107	126	99	90
Have Seen Product Placement in TV Shows - Past Month						
	Unwgt'd	18649	67	69	509	276
	Weighted (000)	91632	237	252	2151	1114
	Horz %	100.00	0.26	0.27	2.35	1.22
	Vert %	38.06	33.22	34.51	40.00	39.79
	Index	100	87	91	105	105
Have Seen Product Placement in Movies - Past Month			*			
	Unwgt'd	11567	46	53	365	199
	Weighted (000)	58165	141	214	1523	809
	Horz %	100.00	0.24	0.37	2.62	1.39
	Vert %	24.16	19.78	29.32	28.32	28.87
	Index	100	82	121	117	120

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Adults 18+	Unwgt'd	48273	413	732
	Weighted (000)	240780	1547	2836
	Horz %	100.00	0.64	1.18
	Vert %	100.00	100.00	100.00
	Index	100	100	100
Male	Unwgt'd	24392	245	369
	Weighted (000)	116178	825	1307
	Horz %	100.00	0.71	1.12
	Vert %	48.25	53.36	46.07
	Index	100	111	95
Female	Unwgt'd	23881	168	363
	Weighted (000)	124602	721	1529
	Horz %	100.00	0.58	1.23
	Vert %	51.75	46.64	53.93
	Index	100	90	104
Age 18-24			*	*
	Unwgt'd	3822	17	44
	Weighted (000)	30214	112	318
	Horz %	100.00	0.37	1.05
	Vert %	12.55	7.22	11.21
Age 25-34			*	
	Unwgt'd	8153	41	137
	Weighted (000)	42657	171	559
	Horz %	100.00	0.40	1.31
	Vert %	17.72	11.05	19.71
Age 35-44				
	Unwgt'd	8482	99	156
	Weighted (000)	40077	348	492
	Horz %	100.00	0.87	1.23
	Vert %	16.64	22.52	17.35
Age 45-54				
	Unwgt'd	8893	108	165
	Weighted (000)	43246	431	716
	Horz %	100.00	1.00	1.66
	Vert %	17.96	27.88	25.26
Age 55-64				
	Unwgt'd	8384	82	127
	Weighted (000)	39759	279	401
	Horz %	100.00	0.70	1.01
	Vert %	16.51	18.01	14.15
Age 65+				
	Unwgt'd	10539	66	103
	Weighted (000)	44827	206	349
	Horz %	100.00	0.46	0.78
	Vert %	18.62	13.31	12.31
	Index	100	72	66

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: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Age 21+	Unwgt'd	46843	403	714
	Weighted (000)	228583	1480	2669
	Horz %	100.00	0.65	1.17
	Vert %	94.93	95.71	94.11
	Index	100	101	99
Age 18-34	Unwgt'd	11975	58	181
	Weighted (000)	72871	283	877
	Horz %	100.00	0.39	1.20
	Vert %	30.26	18.27	30.92
	Index	100	60	102
Age 18-49	Unwgt'd	24725	208	417
	Weighted (000)	133805	828	1727
	Horz %	100.00	0.62	1.29
	Vert %	55.57	53.52	60.90
	Index	100	96	110
Age 25-54	Unwgt'd	25528	248	458
	Weighted (000)	125979	951	1768
	Horz %	100.00	0.75	1.40
	Vert %	52.32	61.46	62.32
	Index	100	117	119
Age 35-64	Unwgt'd	25759	289	448
	Weighted (000)	123081	1058	1610
	Horz %	100.00	0.86	1.31
	Vert %	51.12	68.41	56.76
	Index	100	134	111
Age 50+	Unwgt'd	23548	205	315
	Weighted (000)	106974	719	1109
	Horz %	100.00	0.67	1.04
	Vert %	44.43	46.48	39.10
	Index	100	105	88
Median Age	Unwgt'd			
	Weighted (000)	46.80	48.60	45.70
	Horz %			
	Vert %			
	Index	100	104	98
Race: White Only	Unwgt'd	34938	294	463
	Weighted (000)	177950	1136	1880
	Horz %	100.00	0.64	1.06
	Vert %	73.91	73.47	66.29
	Index	100	99	90
Race: Black/African-American Only	Unwgt'd	5766	34	98
	Weighted (000)	29089	117	372
	Horz %	100.00	0.40	1.28
	Vert %	12.08	7.56	13.13
	Index	100	63	109

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Race: Asian	Unwgt'd	2336	52	87
	Weighted (000)	8427	166	275
	Horz %	100.00	1.97	3.27
	Vert %	3.50	10.71	9.71
	Index	100	306	278
Race: Other Race/Multi-Racial	Unwgt'd	7569	85	171
	Weighted (000)	33741	294	584
	Horz %	100.00	0.87	1.73
	Vert %	14.01	18.98	20.58
	Index	100	135	147
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	41	96
	Weighted (000)	36640	243	466
	Horz %	100.00	0.66	1.27
	Vert %	15.22	15.69	16.41
	Index	100	103	108
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	14	29
	Weighted (000)	5719	38	100
	Horz %	100.00	0.66	1.74
	Vert %	2.38	2.44	3.51
	Index	100	103	148
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	1862	14	33
	Weighted (000)	9417	79	112
	Horz %	100.00	0.84	1.19
	Vert %	3.91	5.10	3.96
	Index	100	130	101
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1118	2	13
	Weighted (000)	10393	14	97
	Horz %	100.00	0.13	0.93
	Vert %	4.32	0.90	3.41
	Index	100	21	79
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1522	9	19
	Weighted (000)	8987	68	132
	Horz %	100.00	0.76	1.46
	Vert %	3.73	4.39	4.64
	Index	100	118	124
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	95	1	1
	Weighted (000)	1661	35	20
	Horz %	100.00	2.08	1.19
	Vert %	0.69	2.24	0.70
	Index	100	324	101
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6767	117	153
	Weighted (000)	25246	356	439
	Horz %	100.00	1.41	1.74
	Vert %	10.49	23.03	15.48
	Index	100	220	148

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree				
	Unwgt'd	11007	139	233
	Weighted (000)	45336	499	784
	Horz %	100.00	1.10	1.73
	Vert %	18.83	32.28	27.63
	Index	100	171	147
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic			*	*
	Unwgt'd	2525	19	35
	Weighted (000)	10486	96	159
	Horz %	100.00	0.92	1.51
	Vert %	4.36	6.21	5.60
	Index	100	142	129
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational			*	*
	Unwgt'd	3281	19	45
	Weighted (000)	13387	77	164
	Horz %	100.00	0.58	1.22
	Vert %	5.56	5.00	5.78
	Index	100	90	104
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree				
	Unwgt'd	10114	70	150
	Weighted (000)	45271	250	613
	Horz %	100.00	0.55	1.35
	Vert %	18.80	16.16	21.63
	Index	100	86	115
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)			*	*
	Unwgt'd	10354	39	87
	Weighted (000)	71224	181	490
	Horz %	100.00	0.25	0.69
	Vert %	29.58	11.72	17.28
	Index	100	40	58
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma			*	*
	Unwgt'd	4225	10	29
	Weighted (000)	29828	87	187
	Horz %	100.00	0.29	0.63
	Vert %	12.39	5.59	6.61
	Index	100	45	53
Currently Attending College or University			*	*
	Unwgt'd	3453	20	59
	Weighted (000)	19367	95	246
	Horz %	100.00	0.49	1.27
	Vert %	8.04	6.17	8.67
	Index	100	77	108
Employed Full Time				
	Unwgt'd	24928	278	443
	Weighted (000)	116486	1051	1530
	Horz %	100.00	0.90	1.31
	Vert %	48.38	67.96	53.95
	Index	100	140	112
Employed Part Time			*	*
	Unwgt'd	5673	36	99
	Weighted (000)	29663	128	491
	Horz %	100.00	0.43	1.65
	Vert %	12.32	8.30	17.30
	Index	100	67	140

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Not Employed				
	Unwgt'd	17672	99	190
	Weighted (000)	94631	367	815
	Horz %	100.00	0.39	0.86
	Vert %	39.30	23.74	28.75
	Index	100	60	73
Temporarily Unemployed			*	*
	Unwgt'd	1992	8	27
	Weighted (000)	13071	24	120
	Horz %	100.00	0.18	0.92
	Vert %	5.43	1.54	4.25
	Index	100	28	78
Retired from Employment				
	Unwgt'd	10157	58	100
	Weighted (000)	45370	177	334
	Horz %	100.00	0.39	0.74
	Vert %	18.84	11.46	11.79
	Index	100	61	63
Not Employed, Principal Shopper for Household			*	*
	Unwgt'd	2514	23	28
	Weighted (000)	16486	103	132
	Horz %	100.00	0.62	0.80
	Vert %	6.85	6.66	4.64
	Index	100	97	68
Occupation: Professional and Related Occupations				
	Unwgt'd	7447	104	175
	Weighted (000)	33261	440	665
	Horz %	100.00	1.32	2.00
	Vert %	13.81	28.44	23.46
	Index	100	206	170
Occupation: Management, Business and Financial Operations				
	Unwgt'd	6565	110	142
	Weighted (000)	24062	316	413
	Horz %	100.00	1.31	1.72
	Vert %	9.99	20.42	14.56
	Index	100	204	146
Occupation: Sales and Office Occupations			*	*
	Unwgt'd	5945	48	95
	Weighted (000)	32600	225	395
	Horz %	100.00	0.69	1.21
	Vert %	13.54	14.57	13.94
	Index	100	108	103
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*
	Unwgt'd	2586	14	29
	Weighted (000)	13486	52	140
	Horz %	100.00	0.39	1.04
	Vert %	5.60	3.39	4.95
	Index	100	61	88
Occupation: Other Employed			*	*
	Unwgt'd	8058	38	101
	Weighted (000)	42740	146	407
	Horz %	100.00	0.34	0.95
	Vert %	17.75	9.45	14.34
	Index	100	53	81

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Household Income: \$250,000+				
	Unwgt'd	1862	74	53
	Weighted (000)	7072	251	167
	Horz %	100.00	3.55	2.37
	Vert %	2.94	16.23	5.91
	Index	100	553	201
Household Income: \$200,000-\$249,999			*	*
	Unwgt'd	1511	30	41
	Weighted (000)	6244	71	122
	Horz %	100.00	1.14	1.96
	Vert %	2.59	4.61	4.32
	Index	100	178	167
Household Income: \$150,000-\$199,999				
	Unwgt'd	3595	63	97
	Weighted (000)	16937	264	416
	Horz %	100.00	1.56	2.45
	Vert %	7.03	17.05	14.65
	Index	100	242	208
Household Income: \$100,000-\$149,999				
	Unwgt'd	7160	108	160
	Weighted (000)	37688	423	625
	Horz %	100.00	1.12	1.66
	Vert %	15.65	27.35	22.05
	Index	100	175	141
Household Income: \$75,000-\$99,999				
	Unwgt'd	6228	71	113
	Weighted (000)	32225	312	485
	Horz %	100.00	0.97	1.50
	Vert %	13.38	20.15	17.09
	Index	100	151	128
Household Income: \$60,000-\$74,999			*	*
	Unwgt'd	4977	24	66
	Weighted (000)	25163	85	244
	Horz %	100.00	0.34	0.97
	Vert %	10.45	5.49	8.61
	Index	100	53	82
Household Income: \$50,000-\$59,999			*	*
	Unwgt'd	3803	13	44
	Weighted (000)	18770	40	197
	Horz %	100.00	0.22	1.05
	Vert %	7.80	2.61	6.93
	Index	100	34	89
Household Income: \$40,000-\$49,999			*	*
	Unwgt'd	4778	12	52
	Weighted (000)	20586	26	188
	Horz %	100.00	0.12	0.91
	Vert %	8.55	1.65	6.64
	Index	100	19	78
Household Income: \$30,000-\$39,999			*	*
	Unwgt'd	4643	8	36
	Weighted (000)	22039	32	123
	Horz %	100.00	0.15	0.56
	Vert %	9.15	2.10	4.34
	Index	100	23	47

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Household Income: \$20,000-\$29,999			*	*
	Unwgt'd	4346	6	42
	Weighted (000)	21849	25	122
	Horz %	100.00	0.12	0.56
	Vert %	9.07	1.65	4.29
Household Income: Under \$20,000	Index	100	18	47
			*	*
	Unwgt'd	5370	4	28
	Weighted (000)	32207	17	147
	Horz %	100.00	0.05	0.46
Median Household Income	Vert %	13.38	1.11	5.18
	Index	100	8	39
	Unwgt'd			
	Weighted (000)	62.90	127.90	95.50
Marital Status: Single, Never Married	Horz %			
	Vert %			
	Index	100	203	152
	Unwgt'd	11890	69	201
Marital Status: Currently Married	Weighted (000)	67363	289	872
	Horz %	100.00	0.43	1.29
	Vert %	27.98	18.66	30.74
	Index	100	67	110
Marital Status: Divorced or Legally Separated	Unwgt'd	24640	275	373
	Weighted (000)	127911	1047	1544
	Horz %	100.00	0.82	1.21
	Vert %	53.12	67.68	54.44
	Index	100	127	102
Marital Status: Widowed				
	Unwgt'd	7948	54	118
	Weighted (000)	30646	156	288
	Horz %	100.00	0.51	0.94
	Vert %	12.73	10.07	10.17
Marital Status: Engaged to Be Married	Index	100	79	80
			*	*
	Unwgt'd	3795	15	40
	Weighted (000)	14859	56	132
	Horz %	100.00	0.37	0.89
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Vert %	6.17	3.60	4.65
	Index	100	58	75
			*	*
	Unwgt'd	1949	14	30
	Weighted (000)	10768	65	118
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Horz %	100.00	0.60	1.10
	Vert %	4.47	4.21	4.18
	Index	100	94	93
			*	*
	Unwgt'd	3390	20	49
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20609	85	215
	Horz %	100.00	0.41	1.04
	Vert %	8.56	5.52	7.57
	Index	100	64	88

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	167	266
	Weighted (000)	95244	585	1085
	Horz %	100.00	0.61	1.14
	Vert %	39.56	37.82	38.25
	Index	100	96	97
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7249	71	119
	Weighted (000)	38782	251	505
	Horz %	100.00	0.65	1.30
	Vert %	16.11	16.24	17.81
	Index	100	101	111
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6875	63	108
	Weighted (000)	34084	222	425
	Horz %	100.00	0.65	1.25
	Vert %	14.16	14.35	14.97
	Index	100	101	106
3 Children Under Age 18 Currently Living at Home			*	*
	Unwgt'd	2656	23	26
	Weighted (000)	14443	55	86
	Horz %	100.00	0.38	0.59
	Vert %	6.00	3.54	3.02
4 Children Under Age 18 Currently Living at Home			*	*
	Unwgt'd	917	7	9
	Weighted (000)	5134	33	39
	Horz %	100.00	0.64	0.77
	Vert %	2.13	2.12	1.39
5 or More Children Under Age 18 Currently Living at Home			*	*
	Unwgt'd	413	3	4
	Weighted (000)	2801	24	30
	Horz %	100.00	0.86	1.07
	Vert %	1.16	1.56	1.06
Own Home/Residence				
	Unwgt'd	33144	344	502
	Weighted (000)	160200	1306	1894
	Horz %	100.00	0.82	1.18
	Vert %	66.53	84.43	66.77
Rent Home/Residence				
	Unwgt'd	14554	67	226
	Weighted (000)	77579	233	936
	Horz %	100.00	0.30	1.21
	Vert %	32.22	15.08	33.00
Live Rent-Free in Home/Residence			*	*
	Unwgt'd	575	2	4
	Weighted (000)	3001	8	7
	Horz %	100.00	0.25	0.22
	Vert %	1.25	0.49	0.23
	Index	100	39	19

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Census Region: North East	Unwgt'd	11292	115	216
	Weighted (000)	43596	369	731
	Horz %	100.00	0.85	1.68
	Vert %	18.11	23.85	25.78
	Index	100	132	142
Census Region: South	Unwgt'd	16777	124	227
	Weighted (000)	90561	495	868
	Horz %	100.00	0.55	0.96
	Vert %	37.61	31.98	30.62
	Index	100	85	81
Census Region: Midwest	Unwgt'd	10348	45	93
	Weighted (000)	51575	216	431
	Horz %	100.00	0.42	0.84
	Vert %	21.42	13.99	15.19
	Index	100	65	71
Census Region: West	Unwgt'd	9856	129	196
	Weighted (000)	55047	467	806
	Horz %	100.00	0.85	1.46
	Vert %	22.86	30.18	28.41
	Index	100	132	124
Census Sub-Region: New England	Unwgt'd	2902	22	47
	Weighted (000)	11431	69	206
	Horz %	100.00	0.61	1.80
	Vert %	4.75	4.49	7.25
	Index	100	95	153
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	93	169
	Weighted (000)	32165	299	525
	Horz %	100.00	0.93	1.63
	Vert %	13.36	19.36	18.53
	Index	100	145	139
Census Sub-Region: South Atlantic	Unwgt'd	9468	75	132
	Weighted (000)	46537	260	461
	Horz %	100.00	0.56	0.99
	Vert %	19.33	16.82	16.25
	Index	100	87	84
Census Sub-Region: East South Central	Unwgt'd	1936	8	15
	Weighted (000)	14894	62	81
	Horz %	100.00	0.42	0.54
	Vert %	6.19	4.00	2.86
	Index	100	65	46
Census Sub-Region: West South Central	Unwgt'd	5373	41	80
	Weighted (000)	29130	173	326
	Horz %	100.00	0.59	1.12
	Vert %	12.10	11.16	11.51
	Index	100	92	95

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Census Sub-Region: East North Central			*	*
	Unwgted	7954	33	68
	Weighted (000)	35969	156	292
	Horz %	100.00	0.43	0.81
	Vert %	14.94	10.06	10.30
	Index	100	67	69
Census Sub-Region: West North Central			*	*
	Unwgted	2394	12	25
	Weighted (000)	15607	61	139
	Horz %	100.00	0.39	0.89
	Vert %	6.48	3.93	4.89
	Index	100	61	75
Census Sub-Region: Mountain			*	*
	Unwgted	2516	18	29
	Weighted (000)	17393	109	151
	Horz %	100.00	0.63	0.87
	Vert %	7.22	7.07	5.31
	Index	100	98	74
Census Sub-Region: Pacific				
	Unwgted	7340	111	167
	Weighted (000)	37654	357	655
	Horz %	100.00	0.95	1.74
	Vert %	15.64	23.10	23.10
	Index	100	148	148
County Size: A				
	Unwgted	26336	284	498
	Weighted (000)	101038	911	1679
	Horz %	100.00	0.90	1.66
	Vert %	41.96	58.89	59.22
	Index	100	140	141
County Size: B				
	Unwgted	11787	86	162
	Weighted (000)	70879	367	763
	Horz %	100.00	0.52	1.08
	Vert %	29.44	23.76	26.91
	Index	100	81	91
County Size: C/D			*	*
	Unwgted	10150	43	72
	Weighted (000)	68862	268	393
	Horz %	100.00	0.39	0.57
	Vert %	28.60	17.35	13.87
	Index	100	61	49
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	1208	8	25
	Weighted (000)	4881	33	69
	Horz %	100.00	0.68	1.41
	Vert %	2.03	2.16	2.43
	Index	100	106	120
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)				
	Unwgted	8156	78	155
	Weighted (000)	39455	296	569
	Horz %	100.00	0.75	1.44
	Vert %	16.39	19.16	20.05
	Index	100	117	122

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	1202	16	11
	Weighted (000)	6602	50	55
	Horz %	100.00	0.76	0.84
	Vert %	2.74	3.23	1.95
	Index	100	118	71
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	287	3	3
	Weighted (000)	1442	9	8
	Horz %	100.00	0.65	0.54
	Vert %	0.60	0.60	0.28
	Index	100	101	46
Radio Formats: All News (Monday-Sunday 24-Hour Cume)				
	Unwgted	2864	53	65
	Weighted (000)	8071	138	169
	Horz %	100.00	1.71	2.10
	Vert %	3.35	8.94	5.97
	Index	100	267	178
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	3437	40	57
	Weighted (000)	12832	133	224
	Horz %	100.00	1.04	1.75
	Vert %	5.33	8.59	7.90
	Index	100	161	148
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	884	6	12
	Weighted (000)	4021	12	35
	Horz %	100.00	0.29	0.86
	Vert %	1.67	0.76	1.22
	Index	100	45	73
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	3316	37	57
	Weighted (000)	15752	141	220
	Horz %	100.00	0.89	1.40
	Vert %	6.54	9.09	7.76
	Index	100	139	119
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)				
	Unwgted	8653	88	165
	Weighted (000)	45814	295	664
	Horz %	100.00	0.64	1.45
	Vert %	19.03	19.05	23.42
	Index	100	100	123
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	2973	22	37
	Weighted (000)	14188	77	158
	Horz %	100.00	0.54	1.12
	Vert %	5.89	4.99	5.59
	Index	100	85	95
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	3601	36	58
	Weighted (000)	18087	124	238
	Horz %	100.00	0.68	1.32
	Vert %	7.51	8.01	8.39
	Index	100	107	112

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	1383	25	30
	Weighted (000)	5415	73	92
	Horz %	100.00	1.35	1.70
	Vert %	2.25	4.73	3.25
	Index	100	210	145
Radio Formats: Country (Monday-Sunday 24-Hour Cume)			*	
	Unwgted	8065	40	83
	Weighted (000)	46392	172	316
	Horz %	100.00	0.37	0.68
	Vert %	19.27	11.14	11.15
	Index	100	58	58
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	289	4	6
	Weighted (000)	1180	7	28
	Horz %	100.00	0.62	2.38
	Vert %	0.49	0.47	0.99
	Index	100	97	202
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	730	5	9
	Weighted (000)	4011	17	28
	Horz %	100.00	0.42	0.69
	Vert %	1.67	1.08	0.97
	Index	100	65	58
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	2429	13	31
	Weighted (000)	15349	63	175
	Horz %	100.00	0.41	1.14
	Vert %	6.37	4.08	6.16
	Index	100	64	97
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	3507	34	76
	Weighted (000)	16479	105	240
	Horz %	100.00	0.64	1.45
	Vert %	6.84	6.80	8.45
	Index	100	99	123
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	702	10	20
	Weighted (000)	2542	19	69
	Horz %	100.00	0.76	2.73
	Vert %	1.06	1.25	2.45
	Index	100	119	232
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*	*
	Unwgted	991	5	16
	Weighted (000)	6494	12	69
	Horz %	100.00	0.18	1.07
	Vert %	2.70	0.77	2.45
	Index	100	29	91
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)				
	Unwgted	5900	68	94
	Weighted (000)	23011	174	277
	Horz %	100.00	0.76	1.20
	Vert %	9.56	11.24	9.76
	Index	100	118	102

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*	*
	Unwgt'd	1671	16	20
	Weighted (000)	8714	60	89
	Horz %	100.00	0.68	1.02
	Vert %	3.62	3.85	3.14
	Index	100	106	87
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)			*	
	Unwgt'd	2634	39	59
	Weighted (000)	10681	111	175
	Horz %	100.00	1.04	1.64
	Vert %	4.44	7.19	6.18
	Index	100	162	139
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)			*	*
	Unwgt'd	3953	23	36
	Weighted (000)	20069	103	126
	Horz %	100.00	0.51	0.63
	Vert %	8.34	6.66	4.44
	Index	100	80	53
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)			*	
	Unwgt'd	2820	25	53
	Weighted (000)	14985	76	209
	Horz %	100.00	0.51	1.40
	Vert %	6.22	4.94	7.38
	Index	100	79	119
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)			*	
	Unwgt'd	3771	36	61
	Weighted (000)	18525	106	232
	Horz %	100.00	0.57	1.25
	Vert %	7.69	6.85	8.18
	Index	100	89	106
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)			*	*
	Unwgt'd	1166	18	31
	Weighted (000)	6001	64	172
	Horz %	100.00	1.07	2.87
	Vert %	2.49	4.14	6.07
	Index	100	166	244
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*
	Unwgt'd	791	5	14
	Weighted (000)	4990	25	91
	Horz %	100.00	0.50	1.82
	Vert %	2.07	1.60	3.21
	Index	100	77	155
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)			*	*
	Unwgt'd	315	2	3
	Weighted (000)	1793	23	12
	Horz %	100.00	1.30	0.67
	Vert %	0.74	1.50	0.42
	Index	100	202	57
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)			*	
	Unwgt'd	5190	32	94
	Weighted (000)	26664	114	335
	Horz %	100.00	0.43	1.26
	Vert %	11.07	7.34	11.82
	Index	100	66	107

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
			*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2379	17	54
	Weighted (000)	11083	60	205
	Horz %	100.00	0.54	1.85
	Vert %	4.60	3.87	7.22
	Index	100	84	157
			*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1939	15	26
	Weighted (000)	11362	66	75
	Horz %	100.00	0.58	0.66
	Vert %	4.72	4.25	2.63
	Index	100	90	56
			*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1269	13	24
	Weighted (000)	7051	51	88
	Horz %	100.00	0.73	1.25
	Vert %	2.93	3.31	3.10
	Index	100	113	106
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	40314	359	636
	Weighted (000)	198598	1295	2451
	Horz %	100.00	0.65	1.23
	Vert %	82.48	83.72	86.42
	Index	100	101	105
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	246	414
	Weighted (000)	119900	901	1608
	Horz %	100.00	0.75	1.34
	Vert %	49.80	58.22	56.71
	Index	100	117	114
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	145	295
	Weighted (000)	89896	465	1191
	Horz %	100.00	0.52	1.32
	Vert %	37.34	30.06	41.99
	Index	100	81	112
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	202	352
	Weighted (000)	104254	739	1335
	Horz %	100.00	0.71	1.28
	Vert %	43.30	47.80	47.08
	Index	100	110	109
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	54	110
	Weighted (000)	38037	212	509
	Horz %	100.00	0.56	1.34
	Vert %	15.80	13.69	17.93
	Index	100	87	114
			*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	21	40
	Weighted (000)	11829	68	126
	Horz %	100.00	0.58	1.07
	Vert %	4.91	4.41	4.44
	Index	100	90	90

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	128	266
	Weighted (000)	75340	475	1054
	Horz %	100.00	0.63	1.40
	Vert %	31.29	30.74	37.17
	Index	100	98	119
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	210	360
	Weighted (000)	103236	708	1291
	Horz %	100.00	0.69	1.25
	Vert %	42.88	45.76	45.52
	Index	100	107	106
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	143	277
	Weighted (000)	81300	473	1039
	Horz %	100.00	0.58	1.28
	Vert %	33.77	30.56	36.64
	Index	100	91	109
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	60	127
	Weighted (000)	39381	239	479
	Horz %	100.00	0.61	1.22
	Vert %	16.36	15.45	16.90
	Index	100	94	103
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*
	Unwgt'd	1948	22	38
	Weighted (000)	9954	100	124
	Horz %	100.00	1.00	1.24
	Vert %	4.13	6.46	4.36
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	98	172
	Weighted (000)	62580	318	546
	Horz %	100.00	0.51	0.87
	Vert %	25.99	20.57	19.26
	Index	100	79	74
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	346	591
	Weighted (000)	181109	1252	2276
	Horz %	100.00	0.69	1.26
	Vert %	75.22	80.97	80.25
	Index	100	108	107
Where Listen to Radio on Typical Weekday: Work			*	*
	Unwgt'd	5690	47	94
	Weighted (000)	29668	154	354
	Horz %	100.00	0.52	1.19
	Vert %	12.32	9.97	12.47
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*
	Unwgt'd	1158	5	22
	Weighted (000)	6331	26	83
	Horz %	100.00	0.41	1.31
	Vert %	2.63	1.68	2.93
	Index	100	64	111

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	106	215
	Weighted (000)	72174	355	776
	Horz %	100.00	0.49	1.08
	Vert %	29.97	22.98	27.36
	Index	100	77	91
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	327	547
	Weighted (000)	166202	1203	2142
	Horz %	100.00	0.72	1.29
	Vert %	69.03	77.80	75.51
	Index	100	113	109
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	14	26
	Weighted (000)	11015	66	89
	Horz %	100.00	0.60	0.81
	Vert %	4.57	4.25	3.16
	Index	100	93	69
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	10	24
	Weighted (000)	6306	43	89
	Horz %	100.00	0.68	1.42
	Vert %	2.62	2.79	3.15
	Index	100	107	120
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	100	143
	Weighted (000)	37690	275	475
	Horz %	100.00	0.73	1.26
	Vert %	15.65	17.78	16.74
	Index	100	114	107
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	309	566
	Weighted (000)	181675	1114	2172
	Horz %	100.00	0.61	1.20
	Vert %	75.45	72.05	76.58
	Index	100	95	101
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	333	610
	Weighted (000)	193871	1192	2345
	Horz %	100.00	0.61	1.21
	Vert %	80.52	77.09	82.67
	Index	100	96	103
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	106	137
	Weighted (000)	28450	382	488
	Horz %	100.00	1.34	1.72
	Vert %	11.82	24.67	17.22
	Index	100	209	146
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	154	174
	Weighted (000)	41160	548	616
	Horz %	100.00	1.33	1.50
	Vert %	17.09	35.43	21.73
	Index	100	207	127

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	256	312
	Weighted (000)	71398	986	1277
	Horz %	100.00	1.38	1.79
	Vert %	29.65	63.78	45.03
	Index	100	215	152
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	213	291
	Weighted (000)	62882	763	1201
	Horz %	100.00	1.21	1.91
	Vert %	26.12	49.36	42.33
	Index	100	189	162
listened online to streaming AM/FM broadcast radio stations	Unwgt'd	7450	77	147
	Weighted (000)	36486	228	533
	Horz %	100.00	0.62	1.46
	Vert %	15.15	14.72	18.80
	Index	100	97	124
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgt'd	14104	138	250
	Weighted (000)	70596	577	1000
	Horz %	100.00	0.82	1.42
	Vert %	29.32	37.29	35.27
	Index	100	127	120
Listened to Any Radio on the Internet/Online-Past Month	Unwgt'd	20341	221	360
	Weighted (000)	101859	810	1450
	Horz %	100.00	0.80	1.42
	Vert %	42.30	52.40	51.14
	Index	100	124	121
Visited a radio station, radio program or radio personality's website	Unwgt'd	3495	35	64
	Weighted (000)	16642	99	262
	Horz %	100.00	0.60	1.58
	Vert %	6.91	6.41	9.25
	Index	100	93	134
Downloaded music - Past Month	Unwgt'd	10131	107	175
	Weighted (000)	53361	362	778
	Horz %	100.00	0.68	1.46
	Vert %	22.16	23.39	27.45
	Index	100	106	124
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	33	48
	Weighted (000)	11952	108	182
	Horz %	100.00	0.90	1.52
	Vert %	4.96	6.97	6.41
	Index	100	140	129
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgt'd	3490	35	54
	Weighted (000)	17709	145	215
	Horz %	100.00	0.82	1.21
	Vert %	7.36	9.35	7.57
	Index	100	127	103

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgt'd	7650	101	152
	Weighted (000)	36645	399	635
	Horz %	100.00	1.09	1.73
	Vert %	15.22	25.77	22.40
	Index	100	169	147
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgt'd	13348	124	223
	Weighted (000)	68670	508	928
	Horz %	100.00	0.74	1.35
	Vert %	28.52	32.88	32.74
	Index	100	115	115
Listened to Spotify/last 30 days (measured as website visited/last 30 days)			*	
	Unwgt'd	4026	49	74
	Weighted (000)	21138	212	278
	Horz %	100.00	1.00	1.31
	Vert %	8.78	13.70	9.79
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Index	100	156	112
	Unwgt'd	16441	128	246
	Weighted (000)	83247	462	988
	Horz %	100.00	0.55	1.19
	Vert %	34.57	29.85	34.85
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Index	100	86	101
	Unwgt'd	13568	121	202
	Weighted (000)	68583	417	767
	Horz %	100.00	0.61	1.12
	Vert %	28.48	26.99	27.05
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Index	100	95	95
	Unwgt'd	16787	152	252
	Weighted (000)	84735	546	955
	Horz %	100.00	0.64	1.13
	Vert %	35.19	35.29	33.66
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Index	100	100	96
	Unwgt'd	12871	109	184
	Weighted (000)	66195	399	724
	Horz %	100.00	0.60	1.09
	Vert %	27.49	25.77	25.54
TV Dayparts: Total Week Prime Time Cume Audience	Index	100	94	93
	Unwgt'd	38660	331	571
	Weighted (000)	189912	1156	2189
	Horz %	100.00	0.61	1.15
	Vert %	78.87	74.77	77.18
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Index	100	95	98
	Unwgt'd	30696	267	454
	Weighted (000)	149196	952	1646
	Horz %	100.00	0.64	1.10
	Vert %	61.96	61.55	58.04
	Index	100	99	94

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW 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	219	367
	Weighted (000)	129997	736	1459
	Horz %	100.00	0.57	1.12
	Vert %	53.99	47.59	51.44
	Index	100	88	95
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30904	261	441
	Weighted (000)	150311	858	1644
	Horz %	100.00	0.57	1.09
	Vert %	62.43	55.47	57.96
	Index	100	89	93
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13385	70	152
	Weighted (000)	71448	259	588
	Horz %	100.00	0.36	0.82
	Vert %	29.67	16.77	20.73
	Index	100	57	70
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	23966	187	346
	Weighted (000)	120410	641	1300
	Horz %	100.00	0.53	1.08
	Vert %	50.01	41.43	45.85
	Index	100	83	92
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	7819	56	124
	Weighted (000)	39930	212	524
	Horz %	100.00	0.53	1.31
	Vert %	16.58	13.71	18.48
	Index	100	83	111
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	19776	139	260
	Weighted (000)	98663	507	939
	Horz %	100.00	0.51	0.95
	Vert %	40.98	32.77	33.12
	Index	100	80	81
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23713	168	326
	Weighted (000)	118404	629	1285
	Horz %	100.00	0.53	1.09
	Vert %	49.18	40.70	45.30
	Index	100	83	92
Downloaded a TV Program - Past Month			*	*
	Unwgt'd	2546	28	47
	Weighted (000)	12316	80	194
	Horz %	100.00	0.65	1.57
	Vert %	5.11	5.20	6.82
Watched a TV Program Online - Past Month	Unwgt'd	8662	89	173
	Weighted (000)	42288	283	669
	Horz %	100.00	0.67	1.58
	Vert %	17.56	18.31	23.60
	Index	100	104	134

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	114	212
	Weighted (000)	49642	405	779
	Horz %	100.00	0.82	1.57
	Vert %	20.62	26.19	27.46
	Index	100	127	133
Looked at TV Listings Online - Past Month	Unwgt'd	5556	57	115
	Weighted (000)	25739	205	360
	Horz %	100.00	0.80	1.40
	Vert %	10.69	13.24	12.71
	Index	100	124	119
Household Subscribes to Cable TV	Unwgt'd	22719	211	363
	Weighted (000)	108255	748	1344
	Horz %	100.00	0.69	1.24
	Vert %	44.96	48.35	47.41
	Index	100	108	105
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	369	610
	Weighted (000)	191150	1350	2322
	Horz %	100.00	0.71	1.21
	Vert %	79.39	87.29	81.86
	Index	100	110	103
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	355	586
	Weighted (000)	184440	1311	2227
	Horz %	100.00	0.71	1.21
	Vert %	76.60	84.76	78.54
	Index	100	111	103
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	244	414
	Weighted (000)	137528	866	1592
	Horz %	100.00	0.63	1.16
	Vert %	57.12	56.01	56.14
	Index	100	98	98
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	162	303
	Weighted (000)	77280	574	1095
	Horz %	100.00	0.74	1.42
	Vert %	32.10	37.12	38.60
	Index	100	116	120
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	6244	62	102
	Weighted (000)	29338	239	394
	Horz %	100.00	0.82	1.34
	Vert %	12.18	15.47	13.89
	Index	100	127	114
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	155	260
	Weighted (000)	59903	482	845
	Horz %	100.00	0.80	1.41
	Vert %	24.88	31.15	29.81
	Index	100	125	120

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Household Has a Satellite Dish				
	Unwgt'd	10901	101	141
	Weighted (000)	62972	456	675
	Horz %	100.00	0.72	1.07
	Vert %	26.15	29.48	23.79
	Index	100	113	91
Household Has a Digital Video Recorder (DVR)				
	Unwgt'd	24213	266	416
	Weighted (000)	117400	957	1572
	Horz %	100.00	0.82	1.34
	Vert %	48.76	61.89	55.42
	Index	100	127	114
Any Internet/Online Activity - Past Month				
	Unwgt'd	41735	400	687
	Weighted (000)	203627	1487	2633
	Horz %	100.00	0.73	1.29
	Vert %	84.57	96.11	92.83
	Index	100	114	110
Played Games Online - Past Month				
	Unwgt'd	13858	97	193
	Weighted (000)	73582	348	824
	Horz %	100.00	0.47	1.12
	Vert %	30.56	22.50	29.04
	Index	100	74	95
Downloaded a Video Game - Past Month			*	
	Unwgt'd	5181	38	80
	Weighted (000)	29277	104	316
	Horz %	100.00	0.35	1.08
	Vert %	12.16	6.69	11.14
	Index	100	55	92
Downloaded a Movie - Past Month			*	
	Unwgt'd	4298	47	77
	Weighted (000)	21411	175	332
	Horz %	100.00	0.82	1.55
	Vert %	8.89	11.34	11.69
	Index	100	128	131
Watched a Movie Online - Past Month				
	Unwgt'd	10210	116	201
	Weighted (000)	51231	400	790
	Horz %	100.00	0.78	1.54
	Vert %	21.28	25.89	27.87
	Index	100	122	131
Watched Online Video (Not Movie, TV) - Past Month				
	Unwgt'd	8994	99	181
	Weighted (000)	44949	329	760
	Horz %	100.00	0.73	1.69
	Vert %	18.67	21.25	26.78
	Index	100	114	143
Visited a Chat Room - Past Month			*	*
	Unwgt'd	2241	15	31
	Weighted (000)	11411	41	113
	Horz %	100.00	0.36	0.99
	Vert %	4.74	2.65	3.98
	Index	100	56	84

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Used e-Mail - Past Month	Unwgt'd	36995	381	637
	Weighted (000)	174261	1403	2407
	Horz %	100.00	0.81	1.38
	Vert %	72.37	90.72	84.85
	Index	100	125	117
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	260	465
	Weighted (000)	135807	979	1842
	Horz %	100.00	0.72	1.36
	Vert %	56.40	63.28	64.96
	Index	100	112	115
Visited Online Blogs - Past Month	Unwgt'd	6524	75	139
	Weighted (000)	31710	264	509
	Horz %	100.00	0.83	1.60
	Vert %	13.17	17.05	17.94
	Index	100	129	136
Wrote an Online Blog - Past Month			*	*
	Unwgt'd	1311	17	32
	Weighted (000)	6536	58	116
	Horz %	100.00	0.88	1.78
	Vert %	2.71	3.72	4.09
Uploaded or Added Video to a Web Site - Past Month			*	
	Unwgt'd	3852	45	73
	Weighted (000)	19478	171	311
	Horz %	100.00	0.88	1.60
	Vert %	8.09	11.08	10.96
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	351	609
	Weighted (000)	177442	1303	2389
	Horz %	100.00	0.73	1.35
	Vert %	73.69	84.25	84.23
	Index	100	114	114
Accessed Facebook.com - Past Month	Unwgt'd	28781	258	476
	Weighted (000)	145748	972	1958
	Horz %	100.00	0.67	1.34
	Vert %	60.53	62.86	69.05
	Index	100	104	114
Accessed Foursquare - Past Month			*	*
	Unwgt'd	326	1	8
	Weighted (000)	1536	2	24
	Horz %	100.00	0.13	1.58
	Vert %	0.64	0.13	0.86
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	74	155
	Weighted (000)	41531	268	617
	Horz %	100.00	0.65	1.49
	Vert %	17.25	17.36	21.77
	Index	100	101	126

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	133	201
	Weighted (000)	30933	437	647
	Horz %	100.00	1.41	2.09
	Vert %	12.85	28.27	22.82
	Index	100	220	178
Accessed Pinterest - Past Month	Unwgt'd	8547	69	120
	Weighted (000)	45015	284	493
	Horz %	100.00	0.63	1.09
	Vert %	18.70	18.37	17.37
	Index	100	98	93
Accessed Tumblr - Past Month			*	*
	Unwgt'd	1746	17	36
	Weighted (000)	9399	57	181
	Horz %	100.00	0.60	1.93
	Vert %	3.90	3.66	6.38
Accessed Twitter.com - Past Month	Index	100	94	163
	Unwgt'd	6090	59	110
	Weighted (000)	30973	191	445
	Horz %	100.00	0.62	1.44
	Vert %	12.86	12.35	15.70
Accessed Yelp - Past Month	Index	100	96	122
	Unwgt'd	3922	62	109
	Weighted (000)	15511	194	369
	Horz %	100.00	1.25	2.38
	Vert %	6.44	12.55	13.02
Accessed YouTube.com - Past Month	Index	100	195	202
	Unwgt'd	24628	250	452
	Weighted (000)	123561	943	1758
	Horz %	100.00	0.76	1.42
	Vert %	51.32	60.96	62.00
Posted "Like" on Social Network - Past Month	Index	100	119	121
	Unwgt'd	18263	174	304
	Weighted (000)	93304	667	1220
	Horz %	100.00	0.71	1.31
	Vert %	38.75	43.11	43.01
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Index	100	111	111
	Unwgt'd	9077	92	155
	Weighted (000)	47933	369	658
	Horz %	100.00	0.77	1.37
	Vert %	19.91	23.85	23.21
Clicked on an Advertisement on Social Network - Past Month	Index	100	120	117
	Unwgt'd	6212	74	110
	Weighted (000)	29666	246	379
	Horz %	100.00	0.83	1.28
	Vert %	12.32	15.93	13.38
	Index	100	129	109

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Watched a Video on Social Network - Past Month	Unwgt'd	22534	223	403
	Weighted (000)	114114	776	1564
	Horz %	100.00	0.68	1.37
	Vert %	47.39	50.19	55.14
	Index	100	106	116
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	369	641
	Weighted (000)	190804	1361	2489
	Horz %	100.00	0.71	1.30
	Vert %	79.24	88.00	87.78
	Index	100	111	111
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	194	326
	Weighted (000)	90847	731	1282
	Horz %	100.00	0.80	1.41
	Vert %	37.73	47.25	45.19
	Index	100	125	120
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	191	319
	Weighted (000)	87270	740	1194
	Horz %	100.00	0.85	1.37
	Vert %	36.24	47.87	42.09
	Index	100	132	116
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	238	396
	Weighted (000)	113761	890	1500
	Horz %	100.00	0.78	1.32
	Vert %	47.25	57.58	52.89
	Index	100	122	112
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	127	249
	Weighted (000)	79489	441	1014
	Horz %	100.00	0.55	1.28
	Vert %	33.01	28.48	35.74
	Index	100	86	108
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	95	187
	Weighted (000)	51013	393	734
	Horz %	100.00	0.77	1.44
	Vert %	21.19	25.38	25.89
	Index	100	120	122
Used a Mobile "App" - Past Month	Unwgt'd	23794	278	456
	Weighted (000)	116054	991	1684
	Horz %	100.00	0.85	1.45
	Vert %	48.20	64.10	59.36
	Index	100	133	123
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	114	166
	Weighted (000)	53679	399	557
	Horz %	100.00	0.74	1.04
	Vert %	22.29	25.77	19.63
	Index	100	116	88

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	143	231
	Weighted (000)	70866	520	870
	Horz %	100.00	0.73	1.23
	Vert %	29.43	33.61	30.68
	Index	100	114	104
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	217	338
	Weighted (000)	84280	730	1194
	Horz %	100.00	0.87	1.42
	Vert %	35.00	47.21	42.09
	Index	100	135	120
Read Classified Advertising in Weekday Newspaper			*	*
	Unwgt'd	3903	25	48
	Weighted (000)	21071	109	179
	Horz %	100.00	0.52	0.85
	Vert %	8.75	7.03	6.31
Read Classified Advertising in Sunda/Weekend Newspaper			*	
	Unwgt'd	4115	38	51
	Weighted (000)	21628	140	184
	Horz %	100.00	0.65	0.85
	Vert %	8.98	9.06	6.48
Read Advertisements in Weekday Newspaper			*	
	Unwgt'd	4150	35	58
	Weighted (000)	19673	117	215
	Horz %	100.00	0.59	1.09
	Vert %	8.17	7.56	7.59
Read Advertisements in Sunday/Weekend Newspaper			*	
	Unwgt'd	5230	48	73
	Weighted (000)	24675	217	316
	Horz %	100.00	0.88	1.28
	Vert %	10.25	14.01	11.15
Read Circulars/Inserts/Fliers in Weekday Newspaper			*	
	Unwgt'd	5482	38	71
	Weighted (000)	25536	161	251
	Horz %	100.00	0.63	0.98
	Vert %	10.61	10.41	8.86
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*	
	Unwgt'd	8125	67	110
	Weighted (000)	36955	255	394
	Horz %	100.00	0.69	1.07
	Vert %	15.35	16.46	13.91
Received and/or Clipped Coupons from Weekday Newspaper - Past Year			*	
	Unwgt'd	4605	30	68
	Weighted (000)	22586	93	255
	Horz %	100.00	0.41	1.13
	Vert %	9.38	5.99	8.98
	Index	100	64	96

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	73	137
	Weighted (000)	52963	231	487
	Horz %	100.00	0.44	0.92
	Vert %	22.00	14.91	17.18
	Index	100	68	78
Personally Referred to Paper Yellow Pages - Past Week			*	*
	Unwgt'd	3183	22	33
	Weighted (000)	15401	67	148
	Horz %	100.00	0.43	0.96
	Vert %	6.40	4.31	5.23
Personally Referred to Internet Yellow Pages - Past Week	Index	100	67	82
			*	*
	Unwgt'd	2624	23	35
	Weighted (000)	13074	119	156
	Horz %	100.00	0.91	1.19
Personally Referred to Paper or Internet Yellow Pages - Past Week	Vert %	5.43	7.70	5.50
	Index	100	142	101
			*	*
	Unwgt'd	5381	40	61
	Weighted (000)	26513	166	275
Accessed Yellowpages.com (YP.com) - Past Month	Horz %	100.00	0.63	1.04
	Vert %	11.01	10.73	9.68
	Index	100	97	88
			*	*
	Unwgt'd	2490	23	30
Have Seen Video Ads in Grocery Storees - Past Month	Weighted (000)	12079	95	113
	Horz %	100.00	0.79	0.94
	Vert %	5.02	6.13	4.00
	Index	100	122	80
			*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	8982	65	154
	Weighted (000)	46737	205	634
	Horz %	100.00	0.44	1.36
	Vert %	19.41	13.27	22.36
	Index	100	68	115
Have Seen Video Ads in Convenience Stores - Past Month			*	*
	Unwgt'd	5976	45	96
	Weighted (000)	31131	137	339
	Horz %	100.00	0.44	1.09
	Vert %	12.93	8.87	11.95
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Index	100	69	92
			*	*
	Unwgt'd	5902	45	112
	Weighted (000)	31417	141	422
	Horz %	100.00	0.45	1.34
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Vert %	13.05	9.10	14.88
	Index	100	70	114
			*	*
	Unwgt'd	6287	39	89
	Weighted (000)	33490	135	336
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Horz %	100.00	0.40	1.00
	Vert %	13.91	8.74	11.83
	Index	100	63	85

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: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Have Seen Video Ads in Warehouse/Club Stores - Past Month			*	
	Unwgt'd	5223	45	89
	Weighted (000)	26008	147	314
	Horz %	100.00	0.56	1.21
	Vert %	10.80	9.48	11.06
	Index	100	88	102
Have Seen Video Ads in Other Stores - Past Month			*	
	Unwgt'd	4855	35	81
	Weighted (000)	25254	113	273
	Horz %	100.00	0.45	1.08
	Vert %	10.49	7.31	9.62
	Index	100	70	92
Have Seen Video Ads in Shopping Malls - Past Month				
	Unwgt'd	6785	70	146
	Weighted (000)	34124	270	575
	Horz %	100.00	0.79	1.68
	Vert %	14.17	17.47	20.26
	Index	100	123	143
Have Seen Video Ads in Bars/Pubs - Past Month			*	
	Unwgt'd	4286	43	78
	Weighted (000)	21507	132	249
	Horz %	100.00	0.62	1.16
	Vert %	8.93	8.56	8.77
	Index	100	96	98
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month				
	Unwgt'd	6264	50	103
	Weighted (000)	33395	177	401
	Horz %	100.00	0.53	1.20
	Vert %	13.87	11.47	14.15
	Index	100	83	102
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month			*	
	Unwgt'd	4657	45	86
	Weighted (000)	23645	145	322
	Horz %	100.00	0.61	1.36
	Vert %	9.82	9.38	11.36
	Index	100	95	116
Have Seen Video Ads in Gym/Health Clubs - Past Month			*	
	Unwgt'd	3958	47	76
	Weighted (000)	19616	180	273
	Horz %	100.00	0.92	1.39
	Vert %	8.15	11.66	9.64
	Index	100	143	118
Have Seen Video Ads in Medical Offices - Past Month			*	
	Unwgt'd	5541	45	91
	Weighted (000)	27802	158	296
	Horz %	100.00	0.57	1.06
	Vert %	11.55	10.19	10.43
	Index	100	88	90
Have Seen Video Ads in Airports - Past Month				
	Unwgt'd	4033	55	91
	Weighted (000)	18664	192	286
	Horz %	100.00	1.03	1.53
	Vert %	7.75	12.41	10.07
	Index	100	160	130

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	80	143
	Weighted (000)	40582	298	548
	Horz %	100.00	0.73	1.35
	Vert %	16.85	19.26	19.31
	Index	100	114	115
Have Seen Video Ads in Office Building Lobbies - Past Month			*	
	Unwgt'd	3589	22	63
	Weighted (000)	18074	58	197
	Horz %	100.00	0.32	1.09
	Vert %	7.51	3.75	6.94
Have Seen Video Ads in Office Building Elevators - Past Month	Index	100	50	93
			*	
	Unwgt'd	3463	36	64
	Weighted (000)	16741	106	203
	Horz %	100.00	0.63	1.21
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Vert %	6.95	6.87	7.15
	Index	100	99	103
			*	
	Unwgt'd	5006	48	99
	Weighted (000)	25416	186	343
Have Seen Ads on Billboards - Past Month	Horz %	100.00	0.73	1.35
	Vert %	10.56	12.00	12.09
	Index	100	114	115
	Unwgt'd	24747	224	426
Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	122681	783	1590
	Horz %	100.00	0.64	1.30
	Vert %	50.95	50.60	56.07
	Index	100	99	110
Have Seen Ads on Bus Stops or Train Stations - Past Month	Unwgt'd	11300	124	254
	Weighted (000)	52460	368	880
	Horz %	100.00	0.70	1.68
	Vert %	21.79	23.79	31.03
	Index	100	109	142
Have Seen Ads Inside Taxis - Past Month				
	Unwgt'd	7513	96	162
	Weighted (000)	33802	278	541
	Horz %	100.00	0.82	1.60
	Vert %	14.04	17.96	19.09
Have Seen Ads on Top of Taxis - Past Month	Index	100	128	136
	Unwgt'd	3860	51	89
	Weighted (000)	17253	129	256
	Horz %	100.00	0.75	1.48
Have Seen Ads on Top of Taxis - Past Month	Vert %	7.17	8.35	9.01
	Index	100	117	126
	Unwgt'd	6144	76	142
	Weighted (000)	27714	211	447
Have Seen Ads on Top of Taxis - Past Month	Horz %	100.00	0.76	1.61
	Vert %	11.51	13.61	15.78
	Index	100	118	137
	Unwgt'd	6144	76	142

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
			*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	27	49
	Weighted (000)	14322	84	148
	Horz %	100.00	0.59	1.03
	Vert %	5.95	5.43	5.22
	Index	100	91	88
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	88	139
	Weighted (000)	38266	311	464
	Horz %	100.00	0.81	1.21
	Vert %	15.89	20.14	16.38
	Index	100	127	103
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	61	96
	Weighted (000)	27321	220	299
	Horz %	100.00	0.81	1.09
	Vert %	11.35	14.25	10.54
	Index	100	126	93
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	117	241
	Weighted (000)	62134	393	854
	Horz %	100.00	0.63	1.37
	Vert %	25.81	25.44	30.10
	Index	100	99	117
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	89	175
	Weighted (000)	43591	339	654
	Horz %	100.00	0.78	1.50
	Vert %	18.10	21.94	23.06
	Index	100	121	127
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	111	206
	Weighted (000)	55588	359	705
	Horz %	100.00	0.65	1.27
	Vert %	23.09	23.23	24.85
	Index	100	101	108
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	152	277
	Weighted (000)	79810	520	1029
	Horz %	100.00	0.65	1.29
	Vert %	33.15	33.64	36.29
	Index	100	101	109
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	119	240
	Weighted (000)	57496	412	900
	Horz %	100.00	0.72	1.56
	Vert %	23.88	26.67	31.72
	Index	100	112	133
Have Seen Infomercials - Past Month	Unwgt'd	9980	84	156
	Weighted (000)	49971	292	462
	Horz %	100.00	0.58	0.92
	Vert %	20.75	18.89	16.29
	Index	100	91	78

RAB / GfK MRI AUTO PROFILE: BMW

		Adults 18+	Decision Maker for any BMW Bought/Lease New	Would Buy/Lease BMW If Making Decision Today
Have Seen Offers or Ads Sent to Home by Mail - Past Month				
	Unwgttd	20473	193	350
	Weighted (000)	99869	699	1221
	Horz %	100.00	0.70	1.22
	Vert %	41.48	45.20	43.05
	Index	100	109	104
Have Seen Product Placement in Video Games - Past Month			*	
	Unwgttd	4438	36	65
	Weighted (000)	24118	107	207
	Horz %	100.00	0.44	0.86
	Vert %	10.02	6.90	7.31
	Index	100	69	73
Have Seen Product Placement in TV Shows - Past Month				
	Unwgttd	18649	143	300
	Weighted (000)	91632	508	1056
	Horz %	100.00	0.55	1.15
	Vert %	38.06	32.83	37.24
	Index	100	86	98
Have Seen Product Placement in Movies - Past Month				
	Unwgttd	11567	108	207
	Weighted (000)	58165	394	757
	Horz %	100.00	0.68	1.30
	Vert %	24.16	25.47	26.71
	Index	100	105	111