

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
Adults 18+	Unwgted	48646	1705	1218	242	942	660
	Weighted (000)	244084	8876	5573	1295	4527	3228
	Horz %	100.00	3.64	2.28	0.53	1.85	1.32
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Male	Unwgted	24620	937	654	125	504	362
	Weighted (000)	117785	4587	2822	558	2315	1630
	Horz %	100.00	3.89	2.40	0.47	1.97	1.38
	Vert %	48.26	51.68	50.63	43.07	51.13	50.50
	Index	100	107	105	89	106	105
Female	Unwgted	24026	768	564	117	438	298
	Weighted (000)	126299	4289	2751	738	2212	1598
	Horz %	100.00	3.40	2.18	0.58	1.75	1.27
	Vert %	51.74	48.32	49.37	56.93	48.87	49.50
	Index	100	93	95	110	94	96
Age 18-24					*		*
	Unwgted	3885	195	74	23	56	47
	Weighted (000)	30253	1617	599	145	485	445
	Horz %	100.00	5.34	1.98	0.48	1.60	1.47
	Vert %	12.39	18.22	10.75	11.20	10.72	13.77
	Index	100	147	87	90	87	111
Age 25-34					*		
	Unwgted	8183	366	156	47	141	98
	Weighted (000)	43389	2041	778	260	778	574
	Horz %	100.00	4.70	1.79	0.60	1.79	1.32
	Vert %	17.78	22.99	13.96	20.08	17.19	17.77
	Index	100	129	79	113	97	100
Age 35-44					*		
	Unwgted	8605	359	219	37	303	197
	Weighted (000)	40230	1757	894	158	1254	818
	Horz %	100.00	4.37	2.22	0.39	3.12	2.03
	Vert %	16.48	19.79	16.03	12.17	27.70	25.35
	Index	100	120	97	74	168	154
Age 45-54	Unwgted	8861	321	278	56	263	170
	Weighted (000)	43105	1481	1253	356	1066	762
	Horz %	100.00	3.44	2.91	0.83	2.47	1.77
	Vert %	17.66	16.68	22.48	27.48	23.54	23.60
	Index	100	94	127	156	133	134
Age 55-64					*		
	Unwgted	8498	269	240	39	93	91
	Weighted (000)	40725	1183	1068	196	540	340
	Horz %	100.00	2.90	2.62	0.48	1.33	0.83
	Vert %	16.68	13.32	19.17	15.13	11.93	10.53
	Index	100	80	115	91	71	63
Age 65+					*		
	Unwgted	10614	195	251	40	86	57
	Weighted (000)	46383	799	981	181	404	290
	Horz %	100.00	1.72	2.12	0.39	0.87	0.62
	Vert %	19.00	9.00	17.61	13.94	8.91	8.98
	Index	100	47	93	73	47	47

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Age 21+	Unwgttd	47284	1641	1190	236	912	638
	Weighted (000)	232046	8246	5293	1247	4281	3002
	Horz %	100.00	3.55	2.28	0.54	1.84	1.29
	Vert %	95.07	92.89	94.98	96.23	94.56	93.00
	Index	100	98	100	101	99	98
Age 18-34	Unwgttd	12068	561	230	70	197	145
	Weighted (000)	73642	3658	1377	405	1264	1018
	Horz %	100.00	4.97	1.87	0.55	1.72	1.38
	Vert %	30.17	41.21	24.71	31.29	27.91	31.54
	Index	100	137	82	104	93	105
Age 18-49	Unwgttd	24996	1069	582	133	647	451
	Weighted (000)	134658	6125	2871	767	3143	2346
	Horz %	100.00	4.55	2.13	0.57	2.33	1.74
	Vert %	55.17	69.01	51.52	59.19	69.43	72.68
	Index	100	125	93	107	126	132
Age 25-54	Unwgttd	25649	1046	653	140	707	465
	Weighted (000)	126724	5278	2924	774	3098	2154
	Horz %	100.00	4.17	2.31	0.61	2.44	1.70
	Vert %	51.92	59.46	52.47	59.74	68.44	66.72
	Index	100	115	101	115	132	129
Age 35-64	Unwgttd	25964	949	737	132	659	458
	Weighted (000)	124059	4420	3215	710	2860	1920
	Horz %	100.00	3.56	2.59	0.57	2.31	1.55
	Vert %	50.83	49.80	57.69	54.78	63.17	59.48
	Index	100	98	113	108	124	117
Age 50+	Unwgttd	23650	636	636	109	295	209
	Weighted (000)	109426	2751	2702	529	1384	882
	Horz %	100.00	2.51	2.47	0.48	1.26	0.81
	Vert %	44.83	30.99	48.48	40.81	30.57	27.32
	Index	100	69	108	91	68	61
Median Age	Unwgttd						
	Weighted (000)	47.00	39.00	49.30	47.10	43.10	42.40
	Horz %						
	Vert %						
	Index	100	83	105	100	92	90
Race: White Only	Unwgttd	34564	1189	941	199	685	472
	Weighted (000)	179823	6416	4540	1115	3495	2377
	Horz %	100.00	3.57	2.52	0.62	1.94	1.32
	Vert %	73.67	72.28	81.47	86.11	77.20	73.65
	Index	100	98	111	117	105	100
Race: Black/African-American Only	Unwgttd	5909	110	32	5	59	30
	Weighted (000)	29535	468	124	27	260	139
	Horz %	100.00	1.58	0.42	0.09	0.88	0.47
	Vert %	12.10	5.27	2.22	2.10	5.75	4.31
	Index	100	44	18	17	48	36
Race: Asian	Unwgttd	2388	166	114	15	97	78
	Weighted (000)	8358	694	383	61	305	336
	Horz %	100.00	8.30	4.58	0.73	3.64	4.02
	Vert %	3.42	7.81	6.87	4.73	6.73	10.41
	Index	100	228	201	138	196	304

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						*	
Race: Other Race/Multi-Racial	Unwgted	8173	406	245	38	198	158
	Weighted (000)	34726	1993	909	153	772	712
	Horz %	100.00	5.74	2.62	0.44	2.22	2.05
	Vert %	14.23	22.45	16.31	11.79	17.05	22.04
	Index	100	158	115	83	120	155
						*	
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	277	150	23	135	80
	Weighted (000)	37743	1725	765	129	698	401
	Horz %	100.00	4.57	2.03	0.34	1.85	1.06
	Vert %	15.46	19.44	13.72	9.96	15.42	12.43
	Index	100	126	89	64	100	80
				*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	67	44	5	43	23
	Weighted (000)	6214	267	147	31	146	75
	Horz %	100.00	4.29	2.37	0.51	2.35	1.21
	Vert %	2.55	3.01	2.65	2.43	3.23	2.32
	Index	100	118	104	95	127	91
				*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	109	48	5	45	35
	Weighted (000)	9439	516	239	30	159	178
	Horz %	100.00	5.47	2.53	0.32	1.69	1.89
	Vert %	3.87	5.82	4.28	2.31	3.52	5.51
	Index	100	150	111	60	91	143
			*	*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	27	14	5	11	6
	Weighted (000)	10474	228	112	11	185	69
	Horz %	100.00	2.18	1.07	0.11	1.76	0.66
	Vert %	4.29	2.57	2.00	0.85	4.08	2.13
	Index	100	60	47	20	95	50
			*	*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	68	43	7	35	16
	Weighted (000)	9512	575	265	54	196	80
	Horz %	100.00	6.05	2.78	0.57	2.06	0.84
	Vert %	3.90	6.48	4.75	4.20	4.32	2.47
	Index	100	166	122	108	111	63
			*	*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	4	1	1	1	0
	Weighted (000)	1751	94	2	2	12	0
	Horz %	100.00	5.37	0.12	0.12	0.71	0.00
	Vert %	0.72	1.06	0.04	0.17	0.27	0.00
	Index	100	148	5	23	38	0
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	323	284	62	235	149
	Weighted (000)	26213	1448	1060	315	923	546
	Horz %	100.00	5.52	4.05	1.20	3.52	2.08
	Vert %	10.74	16.31	19.03	24.34	20.38	16.92
	Index	100	152	177	227	190	158
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	480	354	70	299	227
	Weighted (000)	46746	2105	1530	428	1282	971
	Horz %	100.00	4.50	3.27	0.92	2.74	2.08
	Vert %	19.15	23.71	27.45	33.06	28.32	30.09
	Index	100	124	143	173	148	157
					*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	100	77	19	47	35
	Weighted (000)	11210	426	315	62	226	150
	Horz %	100.00	3.80	2.81	0.55	2.02	1.34
	Vert %	4.59	4.80	5.66	4.79	5.00	4.65
	Index	100	105	123	104	109	101

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						*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	103	77	14	60	36
	Weighted (000)	13775	366	263	46	210	147
	Horz %	100.00	2.66	1.91	0.34	1.52	1.07
	Vert %	5.64	4.12	4.72	3.58	4.63	4.55
	Index	100	73	84	63	82	81
						*	
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	340	220	43	145	110
	Weighted (000)	44682	1773	963	228	729	505
	Horz %	100.00	3.97	2.15	0.51	1.63	1.13
	Vert %	18.31	19.97	17.28	17.60	16.11	15.63
	Index	100	109	94	96	88	85
						*	
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	259	160	23	109	84
	Weighted (000)	71816	2025	1131	173	847	696
	Horz %	100.00	2.82	1.57	0.24	1.18	0.97
	Vert %	29.42	22.81	20.29	13.34	18.71	21.57
	Index	100	78	69	45	64	73
				*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	100	46	11	47	19
	Weighted (000)	29641	733	311	43	310	213
	Horz %	100.00	2.47	1.05	0.14	1.05	0.72
	Vert %	12.14	8.26	5.57	3.30	6.85	6.60
	Index	100	68	46	27	56	54
					*		*
Currently Attending College or University	Unwgt'd	3403	171	68	23	63	42
	Weighted (000)	19372	1132	396	156	331	270
	Horz %	100.00	5.84	2.04	0.81	1.71	1.39
	Vert %	7.94	12.75	7.10	12.07	7.32	8.36
	Index	100	161	89	152	92	105
					*		
Employed Full Time	Unwgt'd	25438	1076	709	156	597	434
	Weighted (000)	119890	5331	3066	768	2756	1948
	Horz %	100.00	4.45	2.56	0.64	2.30	1.62
	Vert %	49.12	60.05	55.02	59.26	60.88	60.34
	Index	100	122	112	121	124	123
					*		
Employed Part Time	Unwgt'd	5730	211	145	17	116	91
	Weighted (000)	28854	1154	736	114	572	492
	Horz %	100.00	4.00	2.55	0.39	1.98	1.71
	Vert %	11.82	13.00	13.20	8.78	12.63	15.25
	Index	100	110	112	74	107	129
					*		
Not Employed	Unwgt'd	17478	418	364	69	229	135
	Weighted (000)	95339	2392	1771	414	1199	788
	Horz %	100.00	2.51	1.86	0.43	1.26	0.83
	Vert %	39.06	26.95	31.77	31.96	26.49	24.41
	Index	100	69	81	82	68	62
			*	*	*	*	*
Temporarily Unemployed	Unwgt'd	1886	47	34	7	27	19
	Weighted (000)	12314	407	136	26	144	110
	Horz %	100.00	3.31	1.10	0.21	1.17	0.89
	Vert %	5.05	4.59	2.43	2.02	3.18	3.41
	Index	100	91	48	40	63	68
					*		
Retired from Employment	Unwgt'd	10143	200	241	39	87	61
	Weighted (000)	46820	846	1100	205	427	325
	Horz %	100.00	1.81	2.35	0.44	0.91	0.69
	Vert %	19.18	9.53	19.75	15.84	9.43	10.07
	Index	100	50	103	83	49	53

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		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
					*	*	*
Not Employed, Principal Shopper for Household	Unwgted	2543	88	49	9	84	39
	Weighted (000)	16573	526	207	95	448	226
	Horz %	100.00	3.17	1.25	0.57	2.70	1.36
	Vert %	6.79	5.93	3.71	7.30	9.89	6.99
	Index	100	87	55	107	146	103
Occupation: Professional and Related Occupations	Unwgted	7405	365	265	58	242	172
	Weighted (000)	34142	1808	1185	363	1019	773
	Horz %	100.00	5.30	3.47	1.06	2.99	2.26
	Vert %	13.99	20.37	21.27	28.03	22.51	23.95
	Index	100	146	152	200	161	171
Occupation: Management, Business and Financial Operations	Unwgted	6595	307	220	49	205	147
	Weighted (000)	24720	1285	769	193	752	515
	Horz %	100.00	5.20	3.11	0.78	3.04	2.08
	Vert %	10.13	14.47	13.80	14.92	16.62	15.94
	Index	100	143	136	147	164	157
Occupation: Sales and Office Occupations	Unwgted	5959	206	151	21	111	90
	Weighted (000)	32636	1192	729	140	703	497
	Horz %	100.00	3.65	2.23	0.43	2.16	1.52
	Vert %	13.37	13.43	13.08	10.84	15.54	15.40
	Index	100	100	98	81	116	115
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	98	67	14	40	31
	Weighted (000)	13728	505	263	53	144	139
	Horz %	100.00	3.68	1.92	0.39	1.05	1.02
	Vert %	5.62	5.69	4.72	4.12	3.18	4.32
	Index	100	101	84	73	57	77
Occupation: Other Employed	Unwgted	8453	311	151	31	115	85
	Weighted (000)	43519	1694	856	131	709	516
	Horz %	100.00	3.89	1.97	0.30	1.63	1.19
	Vert %	17.83	19.08	15.35	10.15	15.65	15.98
	Index	100	107	86	57	88	90
Household Income: \$250,000+	Unwgted	1966	95	65	15	74	51
	Weighted (000)	7800	403	315	41	249	199
	Horz %	100.00	5.17	4.04	0.53	3.19	2.55
	Vert %	3.20	4.54	5.65	3.17	5.50	6.17
	Index	100	142	177	99	172	193
Household Income: \$200,000-\$249,999	Unwgted	1583	84	71	15	66	56
	Weighted (000)	7178	388	327	75	282	228
	Horz %	100.00	5.40	4.56	1.05	3.92	3.18
	Vert %	2.94	4.37	5.88	5.81	6.22	7.07
	Index	100	148	200	197	211	241
Household Income: \$150,000-\$199,999	Unwgted	3725	175	153	27	143	120
	Weighted (000)	18847	906	699	224	683	570
	Horz %	100.00	4.81	3.71	1.19	3.63	3.03
	Vert %	7.72	10.20	12.54	17.30	15.10	17.67
	Index	100	132	162	224	196	229
Household Income: \$100,000-\$149,999	Unwgted	7038	362	273	56	232	188
	Weighted (000)	39997	2172	1501	424	1259	1023
	Horz %	100.00	5.43	3.75	1.06	3.15	2.56
	Vert %	16.39	24.47	26.93	32.73	27.81	31.68
	Index	100	149	164	200	170	193

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		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
Household Income: \$75,000-\$99,999					*		
	Unwgted	6168	264	209	39	150	92
	Weighted (000)	32585	1490	913	235	780	454
	Horz %	100.00	4.57	2.80	0.72	2.39	1.39
	Vert %	13.35	16.78	16.39	18.16	17.23	14.07
Index	100	126	123	136	129	105	
Household Income: \$60,000-\$74,999					*		
	Unwgted	4945	175	133	24	89	63
	Weighted (000)	24958	809	624	82	439	255
	Horz %	100.00	3.24	2.50	0.33	1.76	1.02
	Vert %	10.23	9.11	11.19	6.32	9.70	7.88
Index	100	89	109	62	95	77	
Household Income: \$50,000-\$59,999					*		*
	Unwgted	3824	118	73	14	61	30
	Weighted (000)	18483	658	201	38	332	146
	Horz %	100.00	3.56	1.09	0.21	1.79	0.79
	Vert %	7.57	7.42	3.61	2.97	7.32	4.53
Index	100	98	48	39	97	60	
Household Income: \$40,000-\$49,999					*	*	*
	Unwgted	4928	152	86	16	45	18
	Weighted (000)	20001	640	335	54	147	67
	Horz %	100.00	3.20	1.68	0.27	0.74	0.34
	Vert %	8.19	7.21	6.01	4.20	3.25	2.09
Index	100	88	73	51	40	25	
Household Income: \$30,000-\$39,999					*	*	*
	Unwgted	4676	124	67	10	34	15
	Weighted (000)	21673	598	260	24	127	72
	Horz %	100.00	2.76	1.20	0.11	0.59	0.33
	Vert %	8.88	6.73	4.67	1.89	2.80	2.24
Index	100	76	53	21	32	25	
Household Income: \$20,000-\$29,999					*	*	*
	Unwgted	4378	79	55	11	21	13
	Weighted (000)	21286	336	210	30	97	62
	Horz %	100.00	1.58	0.98	0.14	0.46	0.29
	Vert %	8.72	3.79	3.76	2.31	2.15	1.93
Index	100	43	43	27	25	22	
Household Income: Under \$20,000					*	*	*
	Unwgted	5415	77	33	15	27	14
	Weighted (000)	31275	477	188	67	132	151
	Horz %	100.00	1.53	0.60	0.21	0.42	0.48
	Vert %	12.81	5.38	3.37	5.15	2.91	4.67
Index	100	42	26	40	23	36	
Median Household Income	Unwgted						
	Weighted (000)	65.60	90.40	101.90	113.80	108.30	119.90
	Horz %						
	Vert %						
Index	100	138	155	173	165	183	
Marital Status: Single, Never Married	Unwgted	12107	482	224	74	110	93
	Weighted (000)	69105	3112	1327	378	824	643
	Horz %	100.00	4.50	1.92	0.55	1.19	0.93
	Vert %	28.31	35.06	23.81	29.22	18.20	19.93
	Index	100	124	84	103	64	70
Marital Status: Currently Married	Unwgted	24506	954	782	124	745	498
	Weighted (000)	129071	4774	3517	751	3418	2347
	Horz %	100.00	3.70	2.73	0.58	2.65	1.82
	Vert %	52.88	53.78	63.12	58.00	75.51	72.70
	Index	100	102	119	110	143	137

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		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
Marital Status: Divorced or Legally Separated					*		
	Unwgted	8229	199	144	32	74	56
	Weighted (000)	31030	769	539	120	243	182
	Horz %	100.00	2.48	1.74	0.39	0.78	0.59
	Vert %	12.71	8.66	9.67	9.24	5.37	5.63
Index	100	68	76	73	42	44	
Marital Status: Widowed					*	*	*
	Unwgted	3804	70	68	12	13	13
	Weighted (000)	14879	222	190	46	42	56
	Horz %	100.00	1.49	1.28	0.31	0.28	0.38
	Vert %	6.10	2.50	3.41	3.54	0.92	1.75
Index	100	41	56	58	15	29	
Marital Status: Engaged to Be Married				*	*	*	*
	Unwgted	2120	90	35	14	25	9
	Weighted (000)	11812	517	176	61	130	75
	Horz %	100.00	4.38	1.49	0.52	1.10	0.63
	Vert %	4.84	5.83	3.15	4.74	2.86	2.32
Index	100	120	65	98	59	48	
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)					*	*	*
	Unwgted	3596	162	66	34	44	24
	Weighted (000)	21557	993	368	189	248	151
	Horz %	100.00	4.61	1.71	0.87	1.15	0.70
	Vert %	8.83	11.19	6.60	14.56	5.49	4.69
Index	100	127	75	165	62	53	
Any Child(ren) Under Age 18 Living at Home					*	*	*
	Unwgted	18201	730	488	75	748	442
	Weighted (000)	94932	4007	2153	422	3485	2140
	Horz %	100.00	4.22	2.27	0.45	3.67	2.25
	Vert %	38.89	45.14	38.62	32.61	76.99	66.30
Index	100	116	99	84	198	170	
1 Child Under Age 18 Currently Living at Home					*	*	*
	Unwgted	7127	291	211	43	140	111
	Weighted (000)	38013	1472	1057	229	723	626
	Horz %	100.00	3.87	2.78	0.60	1.90	1.65
	Vert %	15.57	16.58	18.96	17.67	15.96	19.40
Index	100	106	122	113	102	125	
2 Children Under Age 18 Currently Living at Home					*	*	*
	Unwgted	6935	288	197	21	327	205
	Weighted (000)	34366	1493	744	132	1556	899
	Horz %	100.00	4.34	2.17	0.38	4.53	2.62
	Vert %	14.08	16.82	13.36	10.19	34.38	27.84
Index	100	119	95	72	244	198	
3 Children Under Age 18 Currently Living at Home					*	*	*
	Unwgted	2804	98	52	6	200	91
	Weighted (000)	14813	665	223	19	832	424
	Horz %	100.00	4.49	1.50	0.13	5.62	2.86
	Vert %	6.07	7.49	4.00	1.44	18.38	13.13
Index	100	123	66	24	303	216	
4 Children Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgted	872	38	23	5	62	22
	Weighted (000)	4873	292	93	43	313	109
	Horz %	100.00	5.98	1.90	0.88	6.43	2.23
	Vert %	2.00	3.28	1.66	3.31	6.92	3.37
Index	100	165	83	166	347	169	
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*	*
	Unwgted	463	15	5	0	19	13
	Weighted (000)	2867	85	36	0	61	82
	Horz %	100.00	2.98	1.26	0.00	2.12	2.87
	Vert %	1.17	0.96	0.65	0.00	1.35	2.55
Index	100	82	55	0	114	217	

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
Own Home/Residence	Unwgted	32775	1198	984	176	773	571
	Weighted (000)	160976	6304	4426	1027	3603	2756
	Horz %	100.00	3.92	2.75	0.64	2.24	1.71
	Vert %	65.95	71.02	79.42	79.24	79.60	85.38
	Index	100	108	120	120	121	129
Rent Home/Residence	Unwgted	15306	493	226	65	167	88
	Weighted (000)	80205	2489	1111	264	908	468
	Horz %	100.00	3.10	1.39	0.33	1.13	0.58
	Vert %	32.86	28.04	19.94	20.41	20.07	14.50
	Index	100	85	61	62	61	44
Live Rent-Free in Home/Residence			*	*	*	*	*
	Unwgted	565	14	8	1	2	1
	Weighted (000)	2903	83	36	5	15	4
	Horz %	100.00	2.87	1.23	0.16	0.53	0.13
	Vert %	1.19	0.94	0.64	0.35	0.34	0.12
Index	100	79	54	30	28	10	
Census Region: North East	Unwgted	11000	385	334	56	204	205
	Weighted (000)	44018	1706	1411	211	742	809
	Horz %	100.00	3.88	3.21	0.48	1.69	1.84
	Vert %	18.03	19.22	25.32	16.26	16.39	25.06
	Index	100	107	140	90	91	139
Census Region: South	Unwgted	17645	565	372	82	320	215
	Weighted (000)	92016	2873	1732	490	1664	1036
	Horz %	100.00	3.12	1.88	0.53	1.81	1.13
	Vert %	37.70	32.37	31.08	37.83	36.75	32.09
	Index	100	86	82	100	97	85
Census Region: Midwest					*		
	Unwgted	9880	264	225	41	207	85
	Weighted (000)	52062	1393	1011	221	985	395
	Horz %	100.00	2.68	1.94	0.42	1.89	0.76
	Vert %	21.33	15.70	18.14	17.04	21.75	12.24
Index	100	74	85	80	102	57	
Census Region: West	Unwgted	10121	491	287	63	211	155
	Weighted (000)	55988	2904	1419	374	1137	988
	Horz %	100.00	5.19	2.53	0.67	2.03	1.76
	Vert %	22.94	32.72	25.46	28.87	25.12	30.60
	Index	100	143	111	126	110	133
Census Sub-Region: New England					*	*	
	Unwgted	2748	109	86	32	45	69
	Weighted (000)	11567	490	315	132	209	292
	Horz %	100.00	4.24	2.72	1.14	1.81	2.53
	Vert %	4.74	5.52	5.65	10.18	4.61	9.06
Index	100	116	119	215	97	191	
Census Sub-Region: Mid Atlantic					*		
	Unwgted	8252	276	248	24	159	136
	Weighted (000)	32451	1216	1096	79	533	517
	Horz %	100.00	3.75	3.38	0.24	1.64	1.59
	Vert %	13.30	13.70	19.67	6.08	11.77	16.00
Index	100	103	148	46	89	120	
Census Sub-Region: South Atlantic	Unwgted	9812	360	231	51	209	125
	Weighted (000)	48740	1654	1051	256	1104	555
	Horz %	100.00	3.39	2.16	0.53	2.27	1.14
	Vert %	19.97	18.63	18.85	19.77	24.39	17.20
	Index	100	93	94	99	122	86

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
					*	*	*
Census Sub-Region: East South Central	Unwgted	1890	50	27	6	29	21
	Weighted (000)	14067	409	213	46	212	176
	Horz %	100.00	2.91	1.52	0.33	1.51	1.25
	Vert %	5.76	4.61	3.83	3.56	4.69	5.46
	Index	100	80	66	62	81	95
Census Sub-Region: West South Central					*		
	Unwgted	5943	155	114	25	82	69
	Weighted (000)	29209	810	468	188	347	305
	Horz %	100.00	2.77	1.60	0.64	1.19	1.04
	Vert %	11.97	9.13	8.40	14.49	7.66	9.43
Index	100	76	70	121	64	79	
Census Sub-Region: East North Central					*		
	Unwgted	7303	210	171	35	159	64
	Weighted (000)	36089	1032	748	192	639	291
	Horz %	100.00	2.86	2.07	0.53	1.77	0.81
	Vert %	14.79	11.62	13.43	14.79	14.11	9.03
Index	100	79	91	100	95	61	
Census Sub-Region: West North Central					*	*	*
	Unwgted	2577	54	54	6	48	21
	Weighted (000)	15973	362	263	29	346	104
	Horz %	100.00	2.26	1.64	0.18	2.16	0.65
	Vert %	6.54	4.07	4.71	2.25	7.64	3.21
Index	100	62	72	34	117	49	
Census Sub-Region: Mountain					*	*	
	Unwgted	2752	90	68	11	49	51
	Weighted (000)	18482	705	427	100	337	357
	Horz %	100.00	3.82	2.31	0.54	1.82	1.93
	Vert %	7.57	7.94	7.67	7.75	7.45	11.06
Index	100	105	101	102	98	146	
Census Sub-Region: Pacific							
	Unwgted	7369	401	219	52	162	104
	Weighted (000)	37506	2199	992	274	800	631
	Horz %	100.00	5.86	2.64	0.73	2.13	1.68
	Vert %	15.37	24.77	17.79	21.12	17.67	19.54
Index	100	161	116	137	115	127	
County Size: A							
	Unwgted	26326	1021	742	141	563	410
	Weighted (000)	102649	4237	2852	550	2083	1606
	Horz %	100.00	4.13	2.78	0.54	2.03	1.56
	Vert %	42.05	47.74	51.18	42.45	46.02	49.75
Index	100	114	122	101	109	118	
County Size: B							
	Unwgted	11709	437	290	63	253	166
	Weighted (000)	72000	2951	1637	454	1573	1033
	Horz %	100.00	4.10	2.27	0.63	2.18	1.43
	Vert %	29.50	33.25	29.37	35.08	34.74	31.99
Index	100	113	100	119	118	108	
County Size: C/D					*		
	Unwgted	10611	247	186	38	126	84
	Weighted (000)	69435	1688	1084	291	871	589
	Horz %	100.00	2.43	1.56	0.42	1.25	0.85
	Vert %	28.45	19.01	19.45	22.47	19.24	18.26
Index	100	67	68	79	68	64	
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)					*	*	*
	Unwgted	1128	54	34	5	33	21
	Weighted (000)	4719	220	142	22	118	88
	Horz %	100.00	4.65	3.01	0.46	2.50	1.87
	Vert %	1.93	2.47	2.55	1.68	2.60	2.73
Index	100	128	132	87	135	141	

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
						*	
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	346	264	44	237	167
	Weighted (000)	38375	1782	1226	291	1111	832
	Horz %	100.00	4.64	3.20	0.76	2.90	2.17
	Vert %	15.72	20.07	22.00	22.49	24.55	25.78
	Index	100	128	140	143	156	164
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)				*	*	*	*
	Unwgted	1220	50	31	4	34	21
	Weighted (000)	6399	286	148	32	163	139
	Horz %	100.00	4.47	2.30	0.50	2.54	2.17
	Vert %	2.62	3.22	2.65	2.49	3.59	4.30
Index	100	123	101	95	137	164	
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)		*	*	*	*	*	*
	Unwgted	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	0	
Radio Formats: All News (Monday-Sunday 24-Hour Cume)						*	
	Unwgted	2726	141	92	17	80	59
	Weighted (000)	7983	427	240	66	224	145
	Horz %	100.00	5.35	3.00	0.82	2.80	1.81
	Vert %	3.27	4.81	4.30	5.07	4.94	4.49
Index	100	147	132	155	151	137	
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)					*		
	Unwgted	3232	156	123	15	89	64
	Weighted (000)	12837	656	455	63	306	265
	Horz %	100.00	5.11	3.55	0.49	2.38	2.07
	Vert %	5.26	7.40	8.17	4.86	6.76	8.22
Index	100	141	155	92	128	156	
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	850	39	27	4	19	9
	Weighted (000)	3908	153	78	13	62	24
	Horz %	100.00	3.92	2.01	0.33	1.58	0.61
	Vert %	1.60	1.72	1.41	0.98	1.36	0.74
Index	100	108	88	61	85	46	
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)					*		*
	Unwgted	3051	151	91	20	85	43
	Weighted (000)	14357	691	430	97	321	208
	Horz %	100.00	4.82	3.00	0.67	2.23	1.45
	Vert %	5.88	7.79	7.72	7.45	7.08	6.44
Index	100	132	131	127	120	109	
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)					*		*
	Unwgted	8136	396	226	39	198	168
	Weighted (000)	42891	2215	1149	250	951	810
	Horz %	100.00	5.16	2.68	0.58	2.22	1.89
	Vert %	17.57	24.95	20.61	19.27	21.00	25.09
Index	100	142	117	110	120	143	
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)					*		*
	Unwgted	2864	102	82	19	61	43
	Weighted (000)	14285	527	350	92	376	215
	Horz %	100.00	3.69	2.45	0.64	2.63	1.50
	Vert %	5.85	5.93	6.28	7.07	8.31	6.65
Index	100	101	107	121	142	114	
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)					*		*
	Unwgted	3360	128	89	14	59	54
	Weighted (000)	16987	648	450	71	225	276
	Horz %	100.00	3.81	2.65	0.42	1.32	1.62
	Vert %	6.96	7.30	8.07	5.46	4.96	8.54
Index	100	105	116	78	71	123	

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
					*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	62	43	12	34	15
	Weighted (000)	5307	300	156	57	117	56
	Horz %	100.00	5.66	2.93	1.07	2.20	1.06
	Vert %	2.17	3.38	2.79	4.36	2.58	1.74
	Index	100	156	128	201	119	80
Radio Formats: Country (Monday-Sunday 24-Hour Cume)					*		
	Unwgted	7757	234	190	29	135	116
	Weighted (000)	44958	1403	1090	213	739	651
	Horz %	100.00	3.12	2.43	0.47	1.64	1.45
	Vert %	18.42	15.81	19.57	16.47	16.32	20.18
Index	100	86	106	89	89	110	
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	310	16	10	0	14	11
	Weighted (000)	1196	53	35	0	30	67
	Horz %	100.00	4.40	2.92	0.00	2.51	5.57
	Vert %	0.49	0.59	0.63	0.00	0.66	2.06
Index	100	121	128	0	135	421	
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	642	12	3	1	7	3
	Weighted (000)	3662	60	14	2	38	14
	Horz %	100.00	1.63	0.39	0.06	1.05	0.39
	Vert %	1.50	0.67	0.26	0.18	0.85	0.44
Index	100	45	17	12	57	30	
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)					*	*	*
	Unwgted	2577	93	54	14	45	23
	Weighted (000)	15181	628	309	80	259	173
	Horz %	100.00	4.14	2.03	0.52	1.71	1.14
	Vert %	6.22	7.08	5.54	6.14	5.72	5.35
Index	100	114	89	99	92	86	
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)					*		
	Unwgted	3551	176	132	22	112	95
	Weighted (000)	17450	854	593	127	515	450
	Horz %	100.00	4.90	3.40	0.73	2.95	2.58
	Vert %	7.15	9.63	10.65	9.77	11.38	13.93
Index	100	135	149	137	159	195	
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	631	26	19	6	14	4
	Weighted (000)	2496	108	59	52	44	12
	Horz %	100.00	4.31	2.38	2.10	1.76	0.48
	Vert %	1.02	1.21	1.07	4.05	0.97	0.37
Index	100	119	104	396	95	36	
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	1108	40	20	5	19	8
	Weighted (000)	6328	222	126	22	90	75
	Horz %	100.00	3.51	1.99	0.35	1.42	1.19
	Vert %	2.59	2.51	2.26	1.72	1.98	2.33
Index	100	97	87	66	76	90	
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)					*		
	Unwgted	5806	226	212	33	154	95
	Weighted (000)	23554	1009	746	161	613	332
	Horz %	100.00	4.28	3.17	0.68	2.60	1.41
	Vert %	9.65	11.36	13.39	12.41	13.54	10.27
Index	100	118	139	129	140	106	
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)			*	*	*	*	*
	Unwgted	1456	40	43	8	22	14
	Weighted (000)	7376	201	150	26	85	93
	Horz %	100.00	2.72	2.04	0.35	1.15	1.25
	Vert %	3.02	2.26	2.70	1.98	1.88	2.87
Index	100	75	89	65	62	95	

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
					*		*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	120	94	38	81	49
	Weighted (000)	10677	549	342	211	335	192
	Horz %	100.00	5.15	3.20	1.98	3.13	1.80
	Vert %	4.37	6.19	6.14	16.28	7.39	5.95
	Index	100	142	140	372	169	136
					*		*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	140	119	11	106	50
	Weighted (000)	20120	741	526	74	485	193
	Horz %	100.00	3.68	2.61	0.37	2.41	0.96
	Vert %	8.24	8.34	9.44	5.69	10.72	5.97
	Index	100	101	115	69	130	72
					*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	127	73	6	37	45
	Weighted (000)	13480	706	346	22	174	252
	Horz %	100.00	5.24	2.57	0.16	1.29	1.87
	Vert %	5.52	7.95	6.21	1.69	3.84	7.79
	Index	100	144	112	31	69	141
					*		*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	142	79	15	61	55
	Weighted (000)	16260	803	286	58	288	294
	Horz %	100.00	4.94	1.76	0.36	1.77	1.81
	Vert %	6.66	9.04	5.13	4.48	6.36	9.09
	Index	100	136	77	67	96	136
					*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	51	32	5	28	37
	Weighted (000)	5735	324	170	12	181	167
	Horz %	100.00	5.66	2.97	0.21	3.16	2.91
	Vert %	2.35	3.65	3.06	0.94	4.00	5.17
	Index	100	156	130	40	170	220
			*	*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	40	17	6	13	8
	Weighted (000)	5268	228	86	14	82	33
	Horz %	100.00	4.32	1.64	0.26	1.55	0.62
	Vert %	2.16	2.56	1.55	1.04	1.81	1.01
	Index	100	119	72	48	84	47
			*	*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	13	7	1	10	4
	Weighted (000)	1893	82	36	32	87	10
	Horz %	100.00	4.31	1.88	1.68	4.57	0.52
	Vert %	0.78	0.92	0.64	2.46	1.91	0.30
	Index	100	119	82	317	247	39
					*		*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	156	65	6	75	34
	Weighted (000)	26008	921	311	29	353	163
	Horz %	100.00	3.54	1.20	0.11	1.36	0.63
	Vert %	10.66	10.38	5.58	2.24	7.79	5.05
	Index	100	97	52	21	73	47
				*	*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	62	31	4	29	10
	Weighted (000)	10077	288	122	22	115	45
	Horz %	100.00	2.85	1.21	0.22	1.14	0.45
	Vert %	4.13	3.24	2.20	1.71	2.54	1.41
	Index	100	78	53	42	62	34
				*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	63	26	4	30	18
	Weighted (000)	11746	473	147	19	180	113
	Horz %	100.00	4.03	1.25	0.16	1.53	0.96
	Vert %	4.81	5.33	2.64	1.46	3.98	3.50
	Index	100	111	55	30	83	73

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
					*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	50	26	9	22	16
	Weighted (000)	6945	311	131	58	160	80
	Horz %	100.00	4.48	1.89	0.83	2.31	1.15
	Vert %	2.85	3.51	2.35	4.46	3.54	2.47
	Index	100	123	83	157	124	87
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	1500	1066	213	838	585
	Weighted (000)	204462	7746	4807	1156	3935	2803
	Horz %	100.00	3.79	2.35	0.57	1.92	1.37
	Vert %	83.77	87.26	86.25	89.26	86.93	86.84
	Index	100	104	103	107	104	104
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	974	696	146	566	388
	Weighted (000)	122460	4829	3073	770	2480	1735
	Horz %	100.00	3.94	2.51	0.63	2.03	1.42
	Vert %	50.17	54.41	55.15	59.46	54.78	53.73
	Index	100	108	110	119	109	107
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	656	491	97	342	244
	Weighted (000)	94930	3584	2257	551	1640	1258
	Horz %	100.00	3.78	2.38	0.58	1.73	1.33
	Vert %	38.89	40.38	40.50	42.56	36.24	38.97
	Index	100	104	104	109	93	100
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	878	631	122	486	363
	Weighted (000)	109527	4378	2943	674	2245	1685
	Horz %	100.00	4.00	2.69	0.62	2.05	1.54
	Vert %	44.87	49.32	52.81	52.01	49.59	52.21
	Index	100	110	118	116	111	116
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	321	189	48	154	109
	Weighted (000)	41055	1604	912	254	659	542
	Horz %	100.00	3.91	2.22	0.62	1.60	1.32
	Vert %	16.82	18.08	16.36	19.60	14.55	16.80
	Index	100	107	97	117	87	100
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	73	41	7	33	29
	Weighted (000)	12268	452	176	28	195	173
	Horz %	100.00	3.68	1.44	0.22	1.59	1.41
	Vert %	5.03	5.09	3.17	2.13	4.32	5.36
	Index	100	101	63	42	86	107
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	570	407	73	321	219
	Weighted (000)	79167	2845	1830	419	1506	1014
	Horz %	100.00	3.59	2.31	0.53	1.90	1.28
	Vert %	32.43	32.05	32.84	32.33	33.27	31.40
	Index	100	99	101	100	103	97
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	829	578	116	434	308
	Weighted (000)	106532	4045	2597	646	1932	1494
	Horz %	100.00	3.80	2.44	0.61	1.81	1.40
	Vert %	43.65	45.57	46.60	49.89	42.68	46.28
	Index	100	104	107	114	98	106
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	633	444	95	333	238
	Weighted (000)	85146	3309	2230	481	1537	1155
	Horz %	100.00	3.89	2.62	0.56	1.80	1.36
	Vert %	34.88	37.28	40.01	37.13	33.95	35.78
	Index	100	107	115	106	97	103

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
					*		
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	330	189	36	146	107
	Weighted (000)	42195	1846	912	233	717	488
	Horz %	100.00	4.38	2.16	0.55	1.70	1.16
	Vert %	17.29	20.80	16.36	18.01	15.84	15.11
	Index	100	120	95	104	92	87
				*	*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	78	37	7	29	26
	Weighted (000)	10847	522	259	22	128	160
	Horz %	100.00	4.81	2.39	0.20	1.18	1.47
	Vert %	4.44	5.88	4.65	1.69	2.82	4.95
	Index	100	132	105	38	63	111
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	422	324	68	215	143
	Weighted (000)	66444	2206	1630	411	1037	752
	Horz %	100.00	3.32	2.45	0.62	1.56	1.13
	Vert %	27.22	24.85	29.25	31.69	22.90	23.29
	Index	100	91	107	116	84	86
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	1459	1032	208	803	572
	Weighted (000)	186198	7536	4678	1129	3750	2705
	Horz %	100.00	4.05	2.51	0.61	2.01	1.45
	Vert %	76.28	84.90	83.95	87.15	82.84	83.80
	Index	100	111	110	114	109	110
					*		
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	247	158	32	114	91
	Weighted (000)	32708	1359	790	181	556	414
	Horz %	100.00	4.16	2.41	0.55	1.70	1.27
	Vert %	13.40	15.31	14.17	13.94	12.29	12.83
	Index	100	114	106	104	92	96
				*	*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	56	33	10	34	19
	Weighted (000)	7844	327	234	71	161	117
	Horz %	100.00	4.17	2.98	0.90	2.05	1.49
	Vert %	3.21	3.69	4.19	5.45	3.56	3.61
	Index	100	115	130	170	111	112
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	529	388	84	270	200
	Weighted (000)	79216	2680	1896	491	1239	956
	Horz %	100.00	3.38	2.39	0.62	1.56	1.21
	Vert %	32.45	30.19	34.03	37.89	27.36	29.61
	Index	100	93	105	117	84	91
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	1329	933	189	713	508
	Weighted (000)	172300	6841	4155	947	3298	2471
	Horz %	100.00	3.97	2.41	0.55	1.91	1.43
	Vert %	70.59	77.06	74.56	73.08	72.86	76.55
	Index	100	109	106	104	103	108
				*	*	*	*
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	85	45	7	34	32
	Weighted (000)	13032	426	252	33	205	178
	Horz %	100.00	3.27	1.93	0.25	1.57	1.37
	Vert %	5.34	4.80	4.52	2.53	4.53	5.52
	Index	100	90	85	47	85	103
				*	*	*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	65	34	15	33	26
	Weighted (000)	8439	371	269	102	181	188
	Horz %	100.00	4.40	3.19	1.21	2.14	2.22
	Vert %	3.46	4.18	4.82	7.88	3.99	5.81
	Index	100	121	140	228	115	168

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
						*	
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	322	276	39	206	127
	Weighted (000)	37216	1461	1020	150	817	466
	Horz %	100.00	3.93	2.74	0.40	2.20	1.25
	Vert %	15.25	16.46	18.30	11.57	18.05	14.42
	Index	100	108	120	76	118	95
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	1326	936	183	726	500
	Weighted (000)	180517	6942	4252	995	3437	2403
	Horz %	100.00	3.85	2.36	0.55	1.90	1.33
	Vert %	73.96	78.21	76.29	76.78	75.93	74.43
	Index	100	106	103	104	103	101
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	1418	1026	195	786	539
	Weighted (000)	192537	7357	4543	1032	3664	2510
	Horz %	100.00	3.82	2.36	0.54	1.90	1.30
	Vert %	78.88	82.88	81.51	79.68	80.95	77.76
	Index	100	105	103	101	103	99
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	231	199	33	142	120
	Weighted (000)	31804	943	907	244	687	541
	Horz %	100.00	2.97	2.85	0.77	2.16	1.70
	Vert %	13.03	10.63	16.28	18.83	15.18	16.75
	Index	100	82	125	145	117	129
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	9333	314	275	44	205	177
	Weighted (000)	45323	1468	1291	325	972	870
	Horz %	100.00	3.24	2.85	0.72	2.14	1.92
	Vert %	18.57	16.54	23.16	25.11	21.46	26.94
	Index	100	89	125	135	116	145
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	15153	510	427	53	386	351
	Weighted (000)	76621	2883	2062	364	1893	1767
	Horz %	100.00	3.76	2.69	0.48	2.47	2.31
	Vert %	31.39	32.47	36.99	28.13	41.81	54.73
	Index	100	103	118	90	133	174
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12633	655	437	95	362	268
	Weighted (000)	64670	3494	2017	616	1822	1388
	Horz %	100.00	5.40	3.12	0.95	2.82	2.15
	Vert %	26.49	39.36	36.19	47.52	40.24	42.98
	Index	100	149	137	179	152	162
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt'd	7343	317	201	47	176	129
	Weighted (000)	36346	1651	959	313	878	558
	Horz %	100.00	4.54	2.64	0.86	2.41	1.54
	Vert %	14.89	18.59	17.22	24.18	19.39	17.30
	Index	100	125	116	162	130	116
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt'd	19242	804	510	117	464	323
	Weighted (000)	97996	4289	2324	651	2212	1591
	Horz %	100.00	4.38	2.37	0.66	2.26	1.62
	Vert %	40.15	48.32	41.71	50.29	48.86	49.28
	Index	100	120	104	125	122	123
Listening to Any Radio on the Internet/Online - Past Month	Unwgt'd	21921	909	587	138	526	368
	Weighted (000)	110983	4922	2751	780	2583	1810
	Horz %	100.00	4.44	2.48	0.70	2.33	1.63
	Vert %	45.47	55.45	49.36	60.23	57.05	56.07
	Index	100	122	109	132	125	123

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
						*	
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	142	97	23	96	56
	Weighted (000)	17001	736	507	195	404	224
	Horz %	100.00	4.33	2.98	1.15	2.37	1.32
	Vert %	6.97	8.30	9.10	15.05	8.92	6.95
	Index	100	119	131	216	128	100
						*	
Downloaded Music - Past Month	Unwgted	9054	413	243	37	200	166
	Weighted (000)	47933	2361	1189	239	1049	772
	Horz %	100.00	4.93	2.48	0.50	2.19	1.61
	Vert %	19.64	26.60	21.33	18.47	23.18	23.92
	Index	100	135	109	94	118	122
						*	
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	194	116	25	115	77
	Weighted (000)	17081	840	517	139	500	375
	Horz %	100.00	4.92	3.03	0.81	2.93	2.20
	Vert %	7.00	9.47	9.28	10.72	11.04	11.62
	Index	100	135	133	153	158	166
						*	
Visited iHeartRadio site - Past Month	Unwgted	4412	148	100	16	92	75
	Weighted (000)	21989	652	504	76	423	314
	Horz %	100.00	2.96	2.29	0.35	1.92	1.43
	Vert %	9.01	7.34	9.05	5.86	9.34	9.72
	Index	100	81	100	65	104	108
						*	
Visited iTunes.com site - Past Month	Unwgted	8331	369	251	56	233	184
	Weighted (000)	40212	1760	1195	348	1103	851
	Horz %	100.00	4.38	2.97	0.86	2.74	2.12
	Vert %	16.47	19.83	21.44	26.84	24.36	26.37
	Index	100	120	130	163	148	160
						*	
Visited Pandora.com site - Past Month	Unwgted	16996	703	446	102	393	263
	Weighted (000)	87700	3935	2164	545	1923	1342
	Horz %	100.00	4.49	2.47	0.62	2.19	1.53
	Vert %	35.93	44.33	38.84	42.08	42.47	41.57
	Index	100	123	108	117	118	116
						*	
Visited Spotify site - Past Month	Unwgted	6074	307	165	47	129	93
	Weighted (000)	32588	1766	786	302	730	514
	Horz %	100.00	5.42	2.41	0.93	2.24	1.58
	Vert %	13.35	19.90	14.10	23.32	16.13	15.92
	Index	100	149	106	175	121	119
						*	
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	537	381	74	325	210
	Weighted (000)	83844	2858	1743	312	1646	1040
	Horz %	100.00	3.41	2.08	0.37	1.96	1.24
	Vert %	34.35	32.20	31.27	24.05	36.36	32.23
	Index	100	94	91	70	106	94
						*	
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	464	296	62	259	173
	Weighted (000)	70343	2382	1343	256	1230	850
	Horz %	100.00	3.39	1.91	0.36	1.75	1.21
	Vert %	28.82	26.83	24.11	19.79	27.18	26.32
	Index	100	93	84	69	94	91
						*	
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	568	391	83	329	210
	Weighted (000)	86850	2916	1807	423	1582	1045
	Horz %	100.00	3.36	2.08	0.49	1.82	1.20
	Vert %	35.58	32.85	32.42	32.67	34.96	32.36
	Index	100	92	91	92	98	91

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	425	303	53	249	160
	Weighted (000)	65189	2267	1413	320	1179	733
	Horz %	100.00	3.48	2.17	0.49	1.81	1.12
	Vert %	26.71	25.54	25.35	24.69	26.04	22.72
	Index	100	96	95	92	97	85
Most trusted media: Radio					*		
	Unwgted	4143	170	106	34	72	58
	Weighted (000)	21056	954	533	198	332	294
	Horz %	100.00	4.53	2.53	0.94	1.58	1.40
	Vert %	8.63	10.74	9.57	15.25	7.34	9.11
	Index	100	125	111	177	85	106
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	1298	979	175	701	530
	Weighted (000)	190885	6593	4413	893	3391	2502
	Horz %	100.00	3.45	2.31	0.47	1.78	1.31
	Vert %	78.20	74.28	79.19	68.93	74.92	77.50
	Index	100	95	101	88	96	99
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	1021	781	132	548	427
	Weighted (000)	150599	5027	3491	671	2649	1952
	Horz %	100.00	3.34	2.32	0.45	1.76	1.30
	Vert %	61.70	56.63	62.65	51.77	58.51	60.46
	Index	100	92	102	84	95	98
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	863	683	113	463	351
	Weighted (000)	129573	4105	3016	550	2192	1583
	Horz %	100.00	3.17	2.33	0.42	1.69	1.22
	Vert %	53.09	46.24	54.12	42.44	48.41	49.04
	Index	100	87	102	80	91	92
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	1007	800	131	546	405
	Weighted (000)	150356	5002	3617	693	2624	1869
	Horz %	100.00	3.33	2.41	0.46	1.75	1.24
	Vert %	61.60	56.36	64.90	53.49	57.97	57.90
	Index	100	91	105	87	94	94
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)					*		
	Unwgted	13588	345	270	41	164	140
	Weighted (000)	72467	1879	1314	230	880	743
	Horz %	100.00	2.59	1.81	0.32	1.21	1.03
	Vert %	29.69	21.17	23.58	17.78	19.43	23.02
	Index	100	71	79	60	65	78
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	719	589	107	354	267
	Weighted (000)	122899	3682	2756	500	1816	1305
	Horz %	100.00	3.00	2.24	0.41	1.48	1.06
	Vert %	50.35	41.48	49.45	38.62	40.12	40.44
	Index	100	82	98	77	80	80
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)					*		
	Unwgted	8203	264	178	33	144	86
	Weighted (000)	41009	1295	928	141	682	440
	Horz %	100.00	3.16	2.26	0.34	1.66	1.07
	Vert %	16.80	14.59	16.64	10.87	15.05	13.62
	Index	100	87	99	65	90	81
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	645	460	85	310	254
	Weighted (000)	102185	3264	2049	430	1521	1290
	Horz %	100.00	3.19	2.01	0.42	1.49	1.26
	Vert %	41.86	36.77	36.77	33.20	33.59	39.96
	Index	100	88	88	79	80	95

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	754	549	102	389	298
	Weighted (000)	120635	3838	2586	519	1931	1390
	Horz %	100.00	3.18	2.14	0.43	1.60	1.15
	Vert %	49.42	43.24	46.40	40.03	42.65	43.07
	Index	100	87	94	81	86	87
Downloaded a TV Program - Past Month					*		*
	Unwgted	2514	119	63	12	50	40
	Weighted (000)	11768	505	254	81	274	177
	Horz %	100.00	4.29	2.16	0.69	2.33	1.50
	Index	100	118	95	130	126	113
Watched a TV Program Online - Past Month	Unwgted	8915	404	253	66	229	165
	Weighted (000)	43431	2057	1198	383	1105	717
	Horz %	100.00	4.74	2.76	0.88	2.54	1.65
	Vert %	17.79	23.18	21.50	29.53	24.41	22.20
	Index	100	130	121	166	137	125
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	428	283	55	223	160
	Weighted (000)	47213	2177	1284	307	1034	772
	Horz %	100.00	4.61	2.72	0.65	2.19	1.64
	Vert %	19.34	24.53	23.04	23.73	22.83	23.92
	Index	100	127	119	123	118	124
Looked at TV Listings Online - Past Month					*		
	Unwgted	5331	239	171	29	126	89
	Weighted (000)	24808	1176	705	152	572	454
	Horz %	100.00	4.74	2.84	0.61	2.30	1.83
	Index	100	130	124	116	124	138
Household Subscribes to Cable TV	Unwgted	22534	796	613	117	429	305
	Weighted (000)	109088	3971	2755	612	1949	1411
	Horz %	100.00	3.64	2.53	0.56	1.79	1.29
	Vert %	44.69	44.74	49.44	47.27	43.05	43.72
	Index	100	100	111	106	96	98
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	1316	1010	181	764	547
	Weighted (000)	188357	6705	4725	963	3651	2654
	Horz %	100.00	3.56	2.51	0.51	1.94	1.41
	Vert %	77.17	75.54	84.78	74.31	80.65	82.20
	Index	100	98	110	96	105	107
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	1253	979	163	737	519
	Weighted (000)	180739	6211	4569	877	3524	2506
	Horz %	100.00	3.44	2.53	0.49	1.95	1.39
	Vert %	74.05	69.97	81.98	67.71	77.85	77.63
	Index	100	94	111	91	105	105
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	844	676	94	444	340
	Weighted (000)	131456	4086	3197	510	2131	1677
	Horz %	100.00	3.11	2.43	0.39	1.62	1.28
	Vert %	53.86	46.03	57.37	39.40	47.08	51.94
	Index	100	85	107	73	87	96
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	549	410	80	308	248
	Weighted (000)	75868	2668	1835	422	1335	1116
	Horz %	100.00	3.52	2.42	0.56	1.76	1.47
	Vert %	31.08	30.05	32.93	32.60	29.49	34.56
	Index	100	97	106	105	95	111

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
Viewed Any Pay-Per-View Programs or Events - Past Year					*		
	Unwgted	5693	233	167	35	130	93
	Weighted (000)	27121	1124	762	176	663	491
	Horz %	100.00	4.14	2.81	0.65	2.45	1.81
	Vert %	11.11	12.66	13.68	13.58	14.65	15.20
Index	100	114	123	122	132	137	
Viewed Any Video-On-Demand Programs or Events - Past Year							
	Unwgted	13030	536	416	76	326	254
	Weighted (000)	59121	2322	1773	364	1459	1140
	Horz %	100.00	3.93	3.00	0.62	2.47	1.93
	Vert %	24.22	26.16	31.82	28.11	32.23	35.30
Index	100	108	131	116	133	146	
Household Has a Satellite Dish					*		
	Unwgted	10843	329	243	39	200	141
	Weighted (000)	61939	1939	1366	246	1204	871
	Horz %	100.00	3.13	2.21	0.40	1.94	1.41
	Vert %	25.38	21.84	24.51	18.98	26.60	26.98
Index	100	86	97	75	105	106	
Household Has a Digital Video Recorder (DVR)							
	Unwgted	23728	879	678	121	554	406
	Weighted (000)	116768	4373	3065	647	2683	1886
	Horz %	100.00	3.74	2.62	0.55	2.30	1.62
	Vert %	47.84	49.26	54.99	49.91	59.26	58.43
Index	100	103	115	104	124	122	
Any Internet/Online Activity - Past Month							
	Unwgted	42373	1610	1154	231	908	638
	Weighted (000)	208554	8330	5229	1231	4276	3045
	Horz %	100.00	3.99	2.51	0.59	2.05	1.46
	Vert %	85.44	93.84	93.83	95.07	94.46	94.34
Index	100	110	110	111	111	110	
Played Games Online - Past Month							
	Unwgted	13852	529	346	78	247	184
	Weighted (000)	73850	2962	1822	407	1351	1008
	Horz %	100.00	4.01	2.47	0.55	1.83	1.37
	Vert %	30.26	33.37	32.69	31.38	29.85	31.23
Index	100	110	108	104	99	103	
Downloaded a Video Game - Past Month					*		
	Unwgted	5083	201	118	31	99	71
	Weighted (000)	28601	1149	635	151	581	338
	Horz %	100.00	4.02	2.22	0.53	2.03	1.18
	Vert %	11.72	12.94	11.40	11.69	12.83	10.48
Index	100	110	97	100	109	89	
Downloaded a Movie - Past Month					*		
	Unwgted	4447	212	108	24	104	78
	Weighted (000)	21989	1159	493	128	524	328
	Horz %	100.00	5.27	2.24	0.58	2.38	1.49
	Vert %	9.01	13.06	8.84	9.86	11.58	10.15
Index	100	145	98	109	128	113	
Watched a Movie Online - Past Month							
	Unwgted	11540	544	307	75	275	184
	Weighted (000)	58047	2973	1387	433	1354	841
	Horz %	100.00	5.12	2.39	0.75	2.33	1.45
	Vert %	23.78	33.50	24.88	33.46	29.90	26.06
Index	100	141	105	141	126	110	
Watched Online Video (Not Movie, TV) - Past Month							
	Unwgted	10029	455	286	67	253	163
	Weighted (000)	50248	2357	1399	401	1224	775
	Horz %	100.00	4.69	2.78	0.80	2.44	1.54
	Vert %	20.59	26.55	25.11	30.97	27.04	24.02
Index	100	129	122	150	131	117	

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
					*	*	*
Visited a Chat Room - Past Month	Unwgt'd	2194	89	46	13	41	31
	Weighted (000)	10601	371	200	69	220	152
	Horz %	100.00	3.50	1.88	0.65	2.07	1.43
	Vert %	4.34	4.18	3.58	5.34	4.85	4.70
	Index	100	96	82	123	112	108
Used e-Mail - Past Month	Unwgt'd	37148	1461	1060	213	848	604
	Weighted (000)	177506	7449	4654	1162	3886	2845
	Horz %	100.00	4.20	2.62	0.65	2.19	1.60
	Vert %	72.72	83.92	83.50	89.67	85.84	88.14
	Index	100	115	115	123	118	121
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	1158	788	154	661	458
	Weighted (000)	148723	6209	3647	900	3162	2209
	Horz %	100.00	4.17	2.45	0.61	2.13	1.49
	Vert %	60.93	69.95	65.43	69.50	69.85	68.43
	Index	100	115	107	114	115	112
Visited Online Blogs - Past Month	Unwgt'd	6650	332	204	47	198	126
	Weighted (000)	32542	1533	898	363	932	566
	Horz %	100.00	4.71	2.76	1.12	2.86	1.74
	Vert %	13.33	17.28	16.12	28.04	20.58	17.53
	Index	100	130	121	210	154	131
Wrote an Online Blog - Past Month	Unwgt'd	1215	44	30	6	33	29
	Weighted (000)	5810	182	128	23	165	115
	Horz %	100.00	3.13	2.20	0.39	2.84	1.98
	Vert %	2.38	2.05	2.30	1.75	3.64	3.56
	Index	100	86	97	73	153	150
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	4085	167	107	26	116	70
	Weighted (000)	20569	791	540	171	603	317
	Horz %	100.00	3.85	2.62	0.83	2.93	1.54
	Vert %	8.43	8.91	9.68	13.21	13.32	9.82
	Index	100	106	115	157	158	116
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgt'd	36787	1457	1014	209	827	587
	Weighted (000)	184180	7708	4589	1146	3965	2858
	Horz %	100.00	4.18	2.49	0.62	2.15	1.55
	Vert %	75.46	86.83	82.34	88.45	87.59	88.52
	Index	100	115	109	117	116	117
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	1148	797	176	657	462
	Weighted (000)	152016	6071	3718	957	3240	2275
	Horz %	100.00	3.99	2.45	0.63	2.13	1.50
	Vert %	62.28	68.40	66.72	73.91	71.56	70.48
	Index	100	110	107	119	115	113
Foursquare	Unwgt'd	259	8	5	2	5	2
	Weighted (000)	1096	40	9	13	41	9
	Horz %	100.00	3.62	0.85	1.21	3.70	0.78
	Vert %	0.45	0.45	0.17	1.03	0.90	0.26
	Index	100	100	37	228	200	59
Google + (Google Plus)	Unwgt'd	7523	267	188	36	149	121
	Weighted (000)	37002	1288	832	252	750	561
	Horz %	100.00	3.48	2.25	0.68	2.03	1.52
	Vert %	15.16	14.51	14.93	19.42	16.56	17.39
	Index	100	96	98	128	109	115

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
Instagram	Unwgted	11180	527	278	72	250	195
	Weighted (000)	59923	2932	1387	462	1398	997
	Horz %	100.00	4.89	2.31	0.77	2.33	1.66
	Vert %	24.55	33.03	24.89	35.68	30.88	30.87
	Index	100	135	101	145	126	126
LinkedIn	Unwgted	7899	364	278	72	243	172
	Weighted (000)	31599	1546	1044	362	919	709
	Horz %	100.00	4.89	3.30	1.15	2.91	2.24
	Vert %	12.95	17.42	18.73	27.94	20.30	21.97
	Index	100	135	145	216	157	170
Pinterest	Unwgted	9299	361	251	58	224	172
	Weighted (000)	49108	2082	1163	373	1131	896
	Horz %	100.00	4.24	2.37	0.76	2.30	1.82
	Vert %	20.12	23.46	20.86	28.80	24.98	27.76
	Index	100	117	104	143	124	138
Tumblr	Unwgted	1737	80	42	14	38	22
	Weighted (000)	9309	438	263	110	174	142
	Horz %	100.00	4.70	2.82	1.19	1.87	1.52
	Vert %	3.81	4.93	4.71	8.52	3.85	4.39
	Index	100	129	124	223	101	115
Twitter	Unwgted	6507	288	187	41	156	114
	Weighted (000)	32509	1473	992	251	705	555
	Horz %	100.00	4.53	3.05	0.77	2.17	1.71
	Vert %	13.32	16.59	17.81	19.40	15.58	17.18
	Index	100	125	134	146	117	129
Yelp	Unwgted	4238	247	138	37	116	77
	Weighted (000)	17049	1041	522	166	442	367
	Horz %	100.00	6.10	3.06	0.97	2.59	2.16
	Vert %	6.98	11.72	9.37	12.80	9.76	11.38
	Index	100	168	134	183	140	163
YouTube	Unwgted	24878	1040	716	151	585	400
	Weighted (000)	125197	5424	3263	862	2789	1886
	Horz %	100.00	4.33	2.61	0.69	2.23	1.51
	Vert %	51.29	61.11	58.54	66.56	61.61	58.41
	Index	100	119	114	130	120	114
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	787	552	119	450	312
	Weighted (000)	98998	4201	2674	632	2139	1600
	Horz %	100.00	4.24	2.70	0.64	2.16	1.62
	Vert %	40.56	47.33	47.99	48.78	47.26	49.58
	Index	100	117	118	120	117	122
"Follow" or become a "fan of" something or someone	Unwgted	9880	455	270	63	242	157
	Weighted (000)	51999	2547	1347	416	1253	761
	Horz %	100.00	4.90	2.59	0.80	2.41	1.46
	Vert %	21.30	28.69	24.17	32.15	27.67	23.57
	Index	100	135	113	151	130	111
Clicked on an advertisement	Unwgted	7250	335	222	40	183	127
	Weighted (000)	34609	1658	970	288	905	562
	Horz %	100.00	4.79	2.80	0.83	2.62	1.62
	Vert %	14.18	18.68	17.40	22.23	20.00	17.40
	Index	100	132	123	157	141	123

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
Watched a video	Unwgt'd	23931	1011	658	131	578	392
	Weighted (000)	121821	5369	3047	741	2826	1897
	Horz %	100.00	4.41	2.50	0.61	2.32	1.56
	Vert %	49.91	60.48	54.68	57.17	62.44	58.77
	Index	100	121	110	115	125	118
Websites or apps visited or used in the last 30 days: Coupons				*	*	*	*
	Unwgt'd	1642	64	41	6	39	27
	Weighted (000)	7736	309	193	43	193	128
	Horz %	100.00	3.99	2.49	0.56	2.49	1.66
	Vert %	3.17	3.48	3.46	3.33	4.26	3.98
Index	100	110	109	105	134	126	
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	40180	1546	1084	220	891	627
	Weighted (000)	200974	8090	4951	1196	4182	3012
	Horz %	100.00	4.03	2.46	0.60	2.08	1.50
	Vert %	82.34	91.14	88.84	92.33	92.38	93.29
	Index	100	111	108	112	112	113
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	20952	863	539	122	500	344
	Weighted (000)	106707	4453	2487	728	2327	1552
	Horz %	100.00	4.17	2.33	0.68	2.18	1.45
	Vert %	43.72	50.17	44.62	56.16	51.40	48.08
	Index	100	115	102	128	118	110
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19339	873	533	124	555	365
	Weighted (000)	97935	4578	2462	713	2550	1737
	Horz %	100.00	4.67	2.51	0.73	2.60	1.77
	Vert %	40.12	51.57	44.17	55.03	56.32	53.80
	Index	100	129	110	137	140	134
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	24725	1044	638	155	584	421
	Weighted (000)	126500	5618	2971	838	2789	1975
	Horz %	100.00	4.44	2.35	0.66	2.20	1.56
	Vert %	51.83	63.29	53.31	64.68	61.61	61.17
	Index	100	122	103	125	119	118
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15697	650	415	90	358	266
	Weighted (000)	84080	3484	2135	472	1803	1376
	Horz %	100.00	4.14	2.54	0.56	2.14	1.64
	Vert %	34.45	39.25	38.31	36.40	39.82	42.63
	Index	100	114	111	106	116	124
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	539	274	79	296	181
	Weighted (000)	61092	2887	1280	406	1586	851
	Horz %	100.00	4.73	2.10	0.66	2.60	1.39
	Vert %	25.03	32.52	22.97	31.34	35.03	26.35
	Index	100	130	92	125	140	105
Used a Mobile "App" - Past Month	Unwgt'd	25794	1110	734	158	659	459
	Weighted (000)	128777	5771	3435	878	3172	2253
	Horz %	100.00	4.48	2.67	0.68	2.46	1.75
	Vert %	52.76	65.02	61.64	67.82	70.06	69.78
	Index	100	123	117	129	133	132
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	318	307	55	185	130
	Weighted (000)	50128	1545	1318	285	849	563
	Horz %	100.00	3.08	2.63	0.57	1.69	1.12
	Vert %	20.54	17.41	23.66	22.04	18.76	17.45
	Index	100	85	115	107	91	85

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	416	406	72	246	179
	Weighted (000)	67106	1878	1842	402	1183	774
	Horz %	100.00	2.80	2.74	0.60	1.76	1.15
	Vert %	27.49	21.15	33.05	31.01	26.13	23.98
	Index	100	77	120	113	95	87
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	843	580	124	506	348
	Weighted (000)	91290	3993	2506	693	2200	1553
	Horz %	100.00	4.37	2.75	0.76	2.41	1.70
	Vert %	37.40	44.98	44.97	53.51	48.59	48.12
	Index	100	120	120	143	130	129
Read Classified Advertising in Weekday Newspaper					*	*	*
	Unwgted	3772	93	81	14	44	29
	Weighted (000)	20084	467	423	58	181	165
	Horz %	100.00	2.33	2.11	0.29	0.90	0.82
	Index	100	64	92	54	49	62
Read Classified Advertising in Sunda/Weekend Newspaper					*		*
	Unwgted	3758	104	95	19	55	41
	Weighted (000)	19510	556	493	108	269	215
	Horz %	100.00	2.85	2.53	0.56	1.38	1.10
	Index	100	78	111	105	74	83
Read Advertisements in Weekday Newspaper					*		*
	Unwgted	3812	96	108	13	66	37
	Weighted (000)	17916	394	478	28	264	205
	Horz %	100.00	2.20	2.67	0.16	1.47	1.15
	Index	100	60	117	30	79	87
Read Advertisements in Sunday/Weekend Newspaper					*		*
	Unwgted	4633	136	150	21	80	56
	Weighted (000)	22092	582	718	95	312	348
	Horz %	100.00	2.63	3.25	0.43	1.41	1.57
	Index	100	72	142	81	76	119
Read Circulars/Inserts/Fliers in Weekday Newspaper					*		*
	Unwgted	5068	144	155	27	92	49
	Weighted (000)	23852	688	705	129	388	224
	Horz %	100.00	2.88	2.96	0.54	1.63	0.94
	Index	100	79	130	102	88	71
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper					*		*
	Unwgted	7203	220	240	44	156	89
	Weighted (000)	34013	1022	1109	271	616	421
	Horz %	100.00	3.00	3.26	0.80	1.81	1.24
	Index	100	83	143	150	98	93
Received and/or Clipped Coupons from Weekday Newspaper - Past Year					*		*
	Unwgted	4191	133	132	23	96	63
	Weighted (000)	20652	631	583	190	431	319
	Horz %	100.00	3.05	2.82	0.92	2.09	1.55
	Index	100	84	124	173	113	117
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year					*		*
	Unwgted	9539	288	304	48	198	151
	Weighted (000)	47372	1391	1423	215	915	816
	Horz %	100.00	2.94	3.00	0.45	1.93	1.72
	Index	100	81	132	86	104	130

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgt	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgt	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
		*	*	*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
		*	*	*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgt	0	0	0	0	0	0
	Weighted (000)	0	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0	0
					*		
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt	8175	297	197	37	147	93
	Weighted (000)	42062	1491	1000	279	845	481
	Horz %	100.00	3.54	2.38	0.66	2.01	1.14
	Vert %	17.23	16.79	17.94	21.57	18.66	14.90
	Index	100	97	104	125	108	86
					*		
Have Seen Video Ads in Drug Stores - Past Month	Unwgt	5434	206	118	23	90	51
	Weighted (000)	27750	1011	586	173	511	288
	Horz %	100.00	3.64	2.11	0.62	1.84	1.04
	Vert %	11.37	11.38	10.51	13.32	11.28	8.93
	Index	100	100	92	117	99	79
					*		
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt	5425	215	111	24	89	65
	Weighted (000)	27941	1092	580	189	503	377
	Horz %	100.00	3.91	2.08	0.67	1.80	1.35
	Vert %	11.45	12.30	10.41	14.55	11.11	11.68
	Index	100	107	91	127	97	102
					*		
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt	5807	205	146	20	90	60
	Weighted (000)	30170	1091	810	182	496	324
	Horz %	100.00	3.62	2.69	0.60	1.64	1.07
	Vert %	12.36	12.30	14.54	14.08	10.95	10.04
	Index	100	99	118	114	89	81
					*		
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt	5047	189	136	20	93	62
	Weighted (000)	24469	987	622	165	473	332
	Horz %	100.00	4.03	2.54	0.67	1.93	1.36
	Vert %	10.02	11.11	11.16	12.74	10.45	10.29
	Index	100	111	111	127	104	103
					*		
Have Seen Video Ads in Other Stores - Past Month	Unwgt	4572	168	100	15	75	50
	Weighted (000)	23484	890	543	136	453	297
	Horz %	100.00	3.79	2.31	0.58	1.93	1.26
	Vert %	9.62	10.03	9.75	10.48	10.00	9.19
	Index	100	104	101	109	104	96

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
Have Seen Video Ads in Shopping Malls - Past Month						*	
	Unwgted	6133	264	157	30	136	90
	Weighted (000)	30556	1312	804	230	736	437
	Horz %	100.00	4.29	2.63	0.75	2.41	1.43
	Vert %	12.52	14.78	14.43	17.72	16.27	13.55
Index	100	118	115	142	130	108	
Have Seen Video Ads in Bars/Pubs - Past Month						*	*
	Unwgted	4212	162	105	23	78	41
	Weighted (000)	21008	788	597	188	387	234
	Horz %	100.00	3.75	2.84	0.89	1.84	1.11
	Vert %	8.61	8.88	10.70	14.50	8.55	7.24
Index	100	103	124	169	99	84	
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month						*	
	Unwgted	6034	234	139	27	113	79
	Weighted (000)	31175	1247	761	218	588	410
	Horz %	100.00	4.00	2.44	0.70	1.89	1.31
	Vert %	12.77	14.05	13.65	16.80	12.99	12.70
Index	100	110	107	132	102	99	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month						*	
	Unwgted	4611	193	110	18	85	58
	Weighted (000)	23019	929	533	119	402	320
	Horz %	100.00	4.04	2.32	0.52	1.75	1.39
	Vert %	9.43	10.47	9.57	9.19	8.89	9.90
Index	100	111	101	97	94	105	
Have Seen Video Ads in Gym/Health Clubs - Past Month						*	
	Unwgted	4016	188	104	12	79	52
	Weighted (000)	19382	924	541	90	361	261
	Horz %	100.00	4.77	2.79	0.46	1.86	1.35
	Vert %	7.94	10.41	9.70	6.91	7.97	8.08
Index	100	131	122	87	100	102	
Have Seen Video Ads in Medical Offices - Past Month						*	
	Unwgted	5499	221	129	27	87	60
	Weighted (000)	27407	1108	549	183	389	322
	Horz %	100.00	4.04	2.00	0.67	1.42	1.17
	Vert %	11.23	12.49	9.85	14.11	8.60	9.97
Index	100	111	88	126	77	89	
Have Seen Video Ads in Airports - Past Month						*	
	Unwgted	3929	186	121	21	89	56
	Weighted (000)	17909	909	585	150	451	273
	Horz %	100.00	5.08	3.26	0.84	2.52	1.52
	Vert %	7.34	10.25	10.49	11.59	9.96	8.45
Index	100	140	143	158	136	115	
Have Seen Video Ads at Gas Stations - Past Month						*	
	Unwgted	8390	384	236	49	212	120
	Weighted (000)	41042	1972	1028	309	1003	599
	Horz %	100.00	4.81	2.51	0.75	2.44	1.46
	Vert %	16.81	22.22	18.45	23.87	22.16	18.55
Index	100	132	110	142	132	110	
Have Seen Video Ads in Office Building Lobbies - Past Month						*	*
	Unwgted	3669	158	80	17	74	46
	Weighted (000)	18065	806	476	124	400	190
	Horz %	100.00	4.46	2.63	0.69	2.21	1.05
	Vert %	7.40	9.08	8.53	9.57	8.83	5.88
Index	100	123	115	129	119	79	
Have Seen Video Ads in Office Building Elevators - Past Month						*	*
	Unwgted	3552	147	75	16	68	44
	Weighted (000)	16785	712	367	121	344	196
	Horz %	100.00	4.24	2.19	0.72	2.05	1.17
	Vert %	6.88	8.02	6.59	9.32	7.61	6.06
Index	100	117	96	136	111	88	

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
						*	
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	238	125	26	103	68
	Weighted (000)	25878	1270	736	146	555	337
	Horz %	100.00	4.91	2.85	0.56	2.15	1.30
	Vert %	10.60	14.30	13.21	11.24	12.27	10.45
	Index	100	135	125	106	116	99
Have Seen Ads on Billboards - Past Month	Unwgted	23703	903	677	135	563	369
	Weighted (000)	117973	4740	3331	811	2741	1847
	Horz %	100.00	4.02	2.82	0.69	2.32	1.57
	Vert %	48.33	53.39	59.78	62.62	60.55	57.21
	Index	100	110	124	130	125	118
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	440	318	52	236	154
	Weighted (000)	50330	2088	1407	310	1058	695
	Horz %	100.00	4.15	2.80	0.62	2.10	1.38
	Vert %	20.62	23.52	25.25	23.90	23.37	21.52
	Index	100	114	122	116	113	104
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	325	217	39	160	98
	Weighted (000)	32843	1589	930	242	714	372
	Horz %	100.00	4.84	2.83	0.74	2.17	1.13
	Vert %	13.46	17.90	16.68	18.68	15.78	11.52
	Index	100	133	124	139	117	86
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	161	94	21	70	44
	Weighted (000)	17102	706	382	136	356	182
	Horz %	100.00	4.13	2.23	0.79	2.08	1.06
	Vert %	7.01	7.95	6.85	10.48	7.87	5.63
	Index	100	113	98	150	112	80
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	259	149	33	114	87
	Weighted (000)	26219	1188	614	182	602	346
	Horz %	100.00	4.53	2.34	0.69	2.30	1.32
	Vert %	10.74	13.38	11.02	14.02	13.30	10.72
	Index	100	125	103	131	124	100
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	122	65	11	58	34
	Weighted (000)	14451	649	295	71	260	165
	Horz %	100.00	4.49	2.04	0.49	1.80	1.14
	Vert %	5.92	7.31	5.30	5.51	5.74	5.12
	Index	100	124	89	93	97	86
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	305	218	29	157	117
	Weighted (000)	36191	1479	1065	194	757	582
	Horz %	100.00	4.09	2.94	0.54	2.09	1.61
	Vert %	14.83	16.67	19.12	14.96	16.72	18.02
	Index	100	112	129	101	113	122
Have Seen Ads on Postcards - Past Month	Unwgted	5576	230	180	18	134	86
	Weighted (000)	26312	1050	742	130	634	336
	Horz %	100.00	3.99	2.82	0.49	2.41	1.28
	Vert %	10.78	11.83	13.32	10.02	13.99	10.40
	Index	100	110	124	93	130	97
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	537	392	69	323	211
	Weighted (000)	66442	2761	1892	381	1580	1037
	Horz %	100.00	4.16	2.85	0.57	2.38	1.56
	Vert %	27.22	31.10	33.94	29.43	34.91	32.13
	Index	100	114	125	108	128	118

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda Civic	Own/Lease Honda CRV	Own/Lease Honda Fit	Own/Lease Honda Odyssey	Own/Lease Honda Pilot
						*	
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	370	258	39	201	129
	Weighted (000)	42087	1895	1384	212	966	721
	Horz %	100.00	4.50	3.29	0.50	2.30	1.71
	Vert %	17.24	21.35	24.83	16.33	21.34	22.33
	Index	100	124	144	95	124	130
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	468	335	64	268	171
	Weighted (000)	53139	2281	1651	335	1328	869
	Horz %	100.00	4.29	3.11	0.63	2.50	1.64
	Vert %	21.77	25.70	29.63	25.88	29.34	26.92
	Index	100	118	136	119	135	124
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	597	427	80	341	237
	Weighted (000)	76102	3133	2174	528	1564	1233
	Horz %	100.00	4.12	2.86	0.69	2.06	1.62
	Vert %	31.18	35.30	39.01	40.79	34.55	38.20
	Index	100	113	125	131	111	123
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	441	302	61	252	158
	Weighted (000)	52205	2316	1439	402	1169	843
	Horz %	100.00	4.44	2.76	0.77	2.24	1.61
	Vert %	21.39	26.09	25.81	31.01	25.83	26.11
	Index	100	122	121	145	121	122
Have Seen Infomercials - Past Month	Unwgted	9871	406	276	56	197	142
	Weighted (000)	49119	2235	1280	326	971	760
	Horz %	100.00	4.55	2.61	0.66	1.98	1.55
	Vert %	20.12	25.18	22.97	25.13	21.45	23.53
	Index	100	125	114	125	107	117
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	759	568	108	452	291
	Weighted (000)	96299	3996	2588	589	2196	1414
	Horz %	100.00	4.15	2.69	0.61	2.28	1.47
	Vert %	39.45	45.02	46.44	45.43	48.51	43.80
	Index	100	114	118	115	123	111
Have Seen Product Placement in Video Games - Past Month					*		
	Unwgted	4596	197	98	23	73	52
	Weighted (000)	24167	1134	465	134	418	242
	Horz %	100.00	4.69	1.92	0.55	1.73	1.00
	Vert %	9.90	12.78	8.35	10.35	9.23	7.50
Have Seen Product Placement in TV Shows - Past Month	Index	100	129	84	105	93	76
	Unwgted	17823	668	499	93	369	246
	Weighted (000)	88092	3555	2429	522	1865	1242
	Horz %	100.00	4.04	2.76	0.59	2.12	1.41
	Vert %	36.09	40.05	43.58	40.26	41.19	38.47
Have Seen Product Placement in Movies - Past Month	Index	100	111	121	112	114	107
	Unwgted	11248	475	307	62	264	168
	Weighted (000)	56256	2592	1484	384	1352	833
	Horz %	100.00	4.61	2.64	0.68	2.40	1.48
	Vert %	23.05	29.20	26.63	29.68	29.86	25.79
	Index	100	127	116	129	130	112

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Adults 18+	Unwgted	48646	7139	4561	3279	2416
	Weighted (000)	244084	35331	21532	14721	11300
	Horz %	100.00	14.47	8.82	6.03	4.63
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgted	24620	3755	2305	1706	1090
	Weighted (000)	117785	17565	10381	7141	4826
	Horz %	100.00	14.91	8.81	6.06	4.10
	Vert %	48.26	49.71	48.21	48.51	42.71
	Index	100	103	100	101	89
Female	Unwgted	24026	3384	2256	1573	1326
	Weighted (000)	126299	17766	11152	7579	6474
	Horz %	100.00	14.07	8.83	6.00	5.13
	Vert %	51.74	50.29	51.79	51.49	57.29
	Index	100	97	100	100	111
Age 18-24	Unwgted	3885	583	349	142	184
	Weighted (000)	30253	4848	2710	989	1575
	Horz %	100.00	16.03	8.96	3.27	5.20
	Vert %	12.39	13.72	12.59	6.72	13.94
	Index	100	111	102	54	112
Age 25-34	Unwgted	8183	1222	747	423	375
	Weighted (000)	43389	6800	3967	2089	1848
	Horz %	100.00	15.67	9.14	4.81	4.26
	Vert %	17.78	19.25	18.43	14.19	16.35
	Index	100	108	104	80	92
Age 35-44	Unwgted	8605	1526	965	683	513
	Weighted (000)	40230	6788	4075	2743	2149
	Horz %	100.00	16.87	10.13	6.82	5.34
	Vert %	16.48	19.21	18.93	18.63	19.02
	Index	100	117	115	113	115
Age 45-54	Unwgted	8861	1490	897	731	463
	Weighted (000)	43105	6823	3972	3223	2024
	Horz %	100.00	15.83	9.21	7.48	4.70
	Vert %	17.66	19.31	18.45	21.89	17.92
	Index	100	109	104	124	101
Age 55-64	Unwgted	8498	1137	725	589	412
	Weighted (000)	40725	5165	3299	2687	1725
	Horz %	100.00	12.68	8.10	6.60	4.24
	Vert %	16.68	14.62	15.32	18.25	15.27
	Index	100	88	92	109	92
Age 65+	Unwgted	10614	1181	878	711	469
	Weighted (000)	46383	4908	3508	2991	1979
	Horz %	100.00	10.58	7.56	6.45	4.27
	Vert %	19.00	13.89	16.29	20.32	17.51
	Index	100	73	86	107	92

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Age 21+	Unwgted	47284	6927	4431	3234	2350
	Weighted (000)	232046	33318	20374	14367	10633
	Horz %	100.00	14.36	8.78	6.19	4.58
	Vert %	95.07	94.30	94.62	97.60	94.10
	Index	100	99	100	103	99
Age 18-34	Unwgted	12068	1805	1096	565	559
	Weighted (000)	73642	11648	6678	3078	3423
	Horz %	100.00	15.82	9.07	4.18	4.65
	Vert %	30.17	32.97	31.01	20.91	30.29
	Index	100	109	103	69	100
Age 18-49	Unwgted	24996	4092	2518	1622	1294
	Weighted (000)	134658	21958	12856	7553	6572
	Horz %	100.00	16.31	9.55	5.61	4.88
	Vert %	55.17	62.15	59.71	51.31	58.16
	Index	100	113	108	93	105
Age 25-54	Unwgted	25649	4238	2609	1837	1351
	Weighted (000)	126724	20410	12015	8054	6021
	Horz %	100.00	16.11	9.48	6.36	4.75
	Vert %	51.92	57.77	55.80	54.71	53.29
	Index	100	111	107	105	103
Age 35-64	Unwgted	25964	4153	2587	2003	1388
	Weighted (000)	124059	18775	11346	8652	5898
	Horz %	100.00	15.13	9.15	6.97	4.75
	Vert %	50.83	53.14	52.69	58.77	52.20
	Index	100	105	104	116	103
Age 50+	Unwgted	23650	3047	2043	1657	1122
	Weighted (000)	109426	13373	8676	7168	4728
	Horz %	100.00	12.22	7.93	6.55	4.32
	Vert %	44.83	37.85	40.29	48.69	41.84
	Index	100	84	90	109	93
Median Age	Unwgted					
	Weighted (000)	47.00	43.80	45.00	49.40	45.40
	Horz %					
	Vert %					
	Index	100	93	96	105	97
Race: White Only	Unwgted	34564	4927	3131	2392	1787
	Weighted (000)	179823	25428	15382	11262	8439
	Horz %	100.00	14.14	8.55	6.26	4.69
	Vert %	73.67	71.97	71.44	76.50	74.69
	Index	100	98	97	104	101
Race: Black/African-American Only	Unwgted	5909	605	400	173	184
	Weighted (000)	29535	3002	1828	777	1036
	Horz %	100.00	10.16	6.19	2.63	3.51
	Vert %	12.10	8.50	8.49	5.28	9.17
	Index	100	70	70	44	76
Race: Asian	Unwgted	2388	667	423	348	151
	Weighted (000)	8358	2308	1400	1112	461
	Horz %	100.00	27.61	16.75	13.30	5.51
	Vert %	3.42	6.53	6.50	7.55	4.08
	Index	100	191	190	221	119

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Race: Other Race/Multi-Racial	Unwgted	8173	1607	1030	714	445
	Weighted (000)	34726	6901	4322	2681	1824
	Horz %	100.00	19.87	12.45	7.72	5.25
	Vert %	14.23	19.53	20.07	18.21	16.14
	Index	100	137	141	128	113
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	1085	702	416	365
	Weighted (000)	37743	6102	3905	2106	1943
	Horz %	100.00	16.17	10.35	5.58	5.15
	Vert %	15.46	17.27	18.14	14.30	17.19
	Index	100	112	117	93	111
Hispanic, Personally Speak Only English at Home	Unwgted	1739	286	173	135	95
	Weighted (000)	6214	1043	615	494	302
	Horz %	100.00	16.78	9.90	7.95	4.86
	Vert %	2.55	2.95	2.86	3.36	2.67
	Index	100	116	112	132	105
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	348	227	134	110
	Weighted (000)	9439	1574	996	524	475
	Horz %	100.00	16.67	10.56	5.56	5.04
	Vert %	3.87	4.45	4.63	3.56	4.21
	Index	100	115	120	92	109
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	151	109	39	51
	Weighted (000)	10474	1431	1067	343	463
	Horz %	100.00	13.66	10.19	3.27	4.42
	Vert %	4.29	4.05	4.95	2.33	4.09
	Index	100	94	115	54	95
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	283	183	102	101
	Weighted (000)	9512	1743	1065	611	568
	Horz %	100.00	18.32	11.20	6.43	5.97
	Vert %	3.90	4.93	4.95	4.15	5.03
	Index	100	127	127	107	129
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	15	9	5	7
	Weighted (000)	1751	267	125	97	123
	Horz %	100.00	15.25	7.15	5.53	7.04
	Vert %	0.72	0.76	0.58	0.66	1.09
	Index	100	105	81	92	152
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	1443	925	831	515
	Weighted (000)	26213	5629	3503	3121	1875
	Horz %	100.00	21.48	13.36	11.91	7.15
	Vert %	10.74	15.93	16.27	21.20	16.60
	Index	100	148	151	197	155
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	1977	1235	1014	611
	Weighted (000)	46746	8751	5135	4212	2442
	Horz %	100.00	18.72	10.99	9.01	5.22
	Vert %	19.15	24.77	23.85	28.62	21.61
	Index	100	129	125	149	113
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	417	255	178	152
	Weighted (000)	11210	1720	1031	727	586
	Horz %	100.00	15.35	9.20	6.48	5.23
	Vert %	4.59	4.87	4.79	4.94	5.19
	Index	100	106	104	108	113

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	443	270	172	165
	Weighted (000)	13775	1742	1034	666	635
	Horz %	100.00	12.65	7.50	4.84	4.61
	Vert %	5.64	4.93	4.80	4.53	5.62
	Index	100	87	85	80	99
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	1350	871	524	432
	Weighted (000)	44682	6194	3772	2217	1961
	Horz %	100.00	13.86	8.44	4.96	4.39
	Vert %	18.31	17.53	17.52	15.06	17.35
	Index	100	96	96	82	95
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	1083	715	438	394
	Weighted (000)	71816	8130	5085	3029	2792
	Horz %	100.00	11.32	7.08	4.22	3.89
	Vert %	29.42	23.01	23.61	20.58	24.71
	Index	100	78	80	70	84
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	426	290	122	147
	Weighted (000)	29641	3165	1973	749	1009
	Horz %	100.00	10.68	6.66	2.53	3.40
	Vert %	12.14	8.96	9.16	5.09	8.93
	Index	100	74	75	42	74
Currently Attending College or University	Unwgt'd	3403	550	331	180	167
	Weighted (000)	19372	3423	1996	954	1080
	Horz %	100.00	17.67	10.30	4.93	5.58
	Vert %	7.94	9.69	9.27	6.48	9.56
	Index	100	122	117	82	120
Employed Full Time	Unwgt'd	25438	4268	2622	1946	1311
	Weighted (000)	119890	20118	11683	8335	5832
	Horz %	100.00	16.78	9.74	6.95	4.86
	Vert %	49.12	56.94	54.26	56.62	51.61
	Index	100	116	110	115	105
Employed Part Time	Unwgt'd	5730	857	522	348	295
	Weighted (000)	28854	4345	2519	1567	1472
	Horz %	100.00	15.06	8.73	5.43	5.10
	Vert %	11.82	12.30	11.70	10.64	13.02
	Index	100	104	99	90	110
Not Employed	Unwgt'd	17478	2014	1417	985	810
	Weighted (000)	95339	10868	7330	4819	3996
	Horz %	100.00	11.40	7.69	5.05	4.19
	Vert %	39.06	30.76	34.04	32.73	35.36
	Index	100	79	87	84	91
Temporarily Unemployed	Unwgt'd	1886	224	157	74	91
	Weighted (000)	12314	1488	933	393	508
	Horz %	100.00	12.09	7.58	3.19	4.12
	Vert %	5.05	4.21	4.33	2.67	4.49
	Index	100	83	86	53	89
Retired from Employment	Unwgt'd	10143	1110	829	667	457
	Weighted (000)	46820	4973	3594	3019	2001
	Horz %	100.00	10.62	7.68	6.45	4.27
	Vert %	19.18	14.08	16.69	20.51	17.71
	Index	100	73	87	107	92

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Not Employed, Principal Shopper for Household	Unwgted	2543	382	223	151	161
	Weighted (000)	16573	2327	1473	801	863
	Horz %	100.00	14.04	8.89	4.83	5.21
	Vert %	6.79	6.59	6.84	5.44	7.64
	Index	100	97	101	80	113
Occupation: Professional and Related Occupations	Unwgted	7405	1478	908	743	518
	Weighted (000)	34142	6823	3986	3147	2226
	Horz %	100.00	19.98	11.67	9.22	6.52
	Vert %	13.99	19.31	18.51	21.38	19.70
	Index	100	138	132	153	141
Occupation: Management, Business and Financial Operations	Unwgted	6595	1245	749	660	381
	Weighted (000)	24720	4675	2698	2339	1325
	Horz %	100.00	18.91	10.92	9.46	5.36
	Vert %	10.13	13.23	12.53	15.89	11.73
	Index	100	131	124	157	116
Occupation: Sales and Office Occupations	Unwgted	5959	920	566	384	286
	Weighted (000)	32636	5163	2908	1991	1567
	Horz %	100.00	15.82	8.91	6.10	4.80
	Vert %	13.37	14.61	13.50	13.52	13.87
	Index	100	109	101	101	104
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	389	230	132	93
	Weighted (000)	13728	1877	1053	575	439
	Horz %	100.00	13.68	7.67	4.19	3.20
	Vert %	5.62	5.31	4.89	3.91	3.88
	Index	100	94	87	69	69
Occupation: Other Employed	Unwgted	8453	1093	691	375	328
	Weighted (000)	43519	5925	3557	1850	1747
	Horz %	100.00	13.61	8.17	4.25	4.01
	Vert %	17.83	16.77	16.52	12.57	15.46
	Index	100	94	93	70	87
Household Income: \$250,000+	Unwgted	1966	396	206	224	102
	Weighted (000)	7800	1508	768	778	376
	Horz %	100.00	19.34	9.84	9.97	4.82
	Vert %	3.20	4.27	3.56	5.28	3.32
	Index	100	134	112	165	104
Household Income: \$200,000-\$249,999	Unwgted	1583	367	196	203	96
	Weighted (000)	7178	1674	887	942	410
	Horz %	100.00	23.33	12.35	13.12	5.71
	Vert %	2.94	4.74	4.12	6.40	3.63
	Index	100	161	140	218	123
Household Income: \$150,000-\$199,999	Unwgted	3725	831	469	462	224
	Weighted (000)	18847	4111	2186	2217	1033
	Horz %	100.00	21.81	11.60	11.77	5.48
	Vert %	7.72	11.64	10.15	15.06	9.14
	Index	100	151	131	195	118
Household Income: \$100,000-\$149,999	Unwgted	7038	1474	864	769	450
	Weighted (000)	39997	8430	4881	4109	2401
	Horz %	100.00	21.08	12.20	10.27	6.00
	Vert %	16.39	23.86	22.67	27.91	21.24
	Index	100	146	138	170	130

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Household Income: \$75,000-\$99,999	Unwgted	6168	1088	687	495	333
	Weighted (000)	32585	5784	3471	2301	1584
	Horz %	100.00	17.75	10.65	7.06	4.86
	Vert %	13.35	16.37	16.12	15.63	14.02
	Index	100	123	121	117	105
Household Income: \$60,000-\$74,999	Unwgted	4945	725	448	320	234
	Weighted (000)	24958	3399	1926	1290	1001
	Horz %	100.00	13.62	7.72	5.17	4.01
	Vert %	10.23	9.62	8.95	8.76	8.86
	Index	100	94	87	86	87
Household Income: \$50,000-\$59,999	Unwgted	3824	514	333	213	197
	Weighted (000)	18483	2408	1413	869	876
	Horz %	100.00	13.03	7.65	4.70	4.74
	Vert %	7.57	6.81	6.56	5.90	7.75
	Index	100	90	87	78	102
Household Income: \$40,000-\$49,999	Unwgted	4928	545	396	218	229
	Weighted (000)	20001	2064	1414	620	920
	Horz %	100.00	10.32	7.07	3.10	4.60
	Vert %	8.19	5.84	6.57	4.21	8.14
	Index	100	71	80	51	99
Household Income: \$30,000-\$39,999	Unwgted	4676	472	366	159	196
	Weighted (000)	21673	2123	1484	616	901
	Horz %	100.00	9.80	6.85	2.84	4.16
	Vert %	8.88	6.01	6.89	4.18	7.97
	Index	100	68	78	47	90
Household Income: \$20,000-\$29,999	Unwgted	4378	365	297	119	194
	Weighted (000)	21286	1695	1315	489	903
	Horz %	100.00	7.96	6.18	2.30	4.24
	Vert %	8.72	4.80	6.11	3.32	7.99
	Index	100	55	70	38	92
Household Income: Under \$20,000	Unwgted	5415	362	299	97	161
	Weighted (000)	31275	2133	1787	491	897
	Horz %	100.00	6.82	5.72	1.57	2.87
	Vert %	12.81	6.04	8.30	3.33	7.93
	Index	100	47	65	26	62
Median Household Income	Unwgted					
	Weighted (000)	65.60	91.60	85.30	108.30	77.40
	Horz %					
	Vert %					
	Index	100	140	130	165	118
Marital Status: Single, Never Married	Unwgted	12107	1560	1049	546	537
	Weighted (000)	69105	9627	5801	2595	2966
	Horz %	100.00	13.93	8.39	3.76	4.29
	Vert %	28.31	27.25	26.94	17.63	26.25
	Index	100	96	95	62	93
Marital Status: Currently Married	Unwgted	24506	4369	2602	2178	1335
	Weighted (000)	129071	21391	12635	10245	6470
	Horz %	100.00	16.57	9.79	7.94	5.01
	Vert %	52.88	60.54	58.68	69.59	57.25
	Index	100	114	111	132	108

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Marital Status: Divorced or Legally Separated	Unwgted	8229	871	634	372	376
	Weighted (000)	31030	3138	2189	1262	1323
	Horz %	100.00	10.11	7.05	4.07	4.26
	Vert %	12.71	8.88	10.17	8.57	11.71
	Index	100	70	80	67	92
Marital Status: Widowed	Unwgted	3804	339	276	183	168
	Weighted (000)	14879	1175	907	618	542
	Horz %	100.00	7.90	6.10	4.16	3.64
	Vert %	6.10	3.33	4.21	4.20	4.79
	Index	100	55	69	69	79
Marital Status: Engaged to Be Married	Unwgted	2120	284	180	93	82
	Weighted (000)	11812	1664	1004	480	385
	Horz %	100.00	14.09	8.50	4.07	3.26
	Vert %	4.84	4.71	4.66	3.26	3.41
	Index	100	97	96	67	70
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	518	333	171	179
	Weighted (000)	21557	3043	1914	895	906
	Horz %	100.00	14.12	8.88	4.15	4.20
	Vert %	8.83	8.61	8.89	6.08	8.01
	Index	100	98	101	69	91
Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	3334	1972	1434	1055
	Weighted (000)	94932	16751	9510	6483	5107
	Horz %	100.00	17.65	10.02	6.83	5.38
	Vert %	38.89	47.41	44.16	44.04	45.19
	Index	100	122	114	113	116
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	1166	682	464	370
	Weighted (000)	38013	6103	3335	2325	1886
	Horz %	100.00	16.06	8.77	6.12	4.96
	Vert %	15.57	17.27	15.49	15.79	16.69
	Index	100	111	99	101	107
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	1349	806	654	447
	Weighted (000)	34366	6475	3783	2884	2072
	Horz %	100.00	18.84	11.01	8.39	6.03
	Vert %	14.08	18.33	17.57	19.59	18.34
	Index	100	130	125	139	130
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	560	323	224	168
	Weighted (000)	14813	2689	1489	845	802
	Horz %	100.00	18.15	10.05	5.70	5.42
	Vert %	6.07	7.61	6.92	5.74	7.10
	Index	100	125	114	95	117
4 Children Under Age 18 Currently Living at Home						*
	Unwgted	872	181	112	70	45
	Weighted (000)	4873	1052	638	333	210
	Horz %	100.00	21.60	13.09	6.83	4.30
	Vert %	2.00	2.98	2.96	2.26	1.85
Index	100	149	148	113	93	
5 or More Children Under Age 18 Currently Living at Home				*	*	*
	Unwgted	463	78	49	22	25
	Weighted (000)	2867	431	264	96	137
	Horz %	100.00	15.05	9.20	3.35	4.76
	Vert %	1.17	1.22	1.23	0.65	1.21
Index	100	104	104	56	103	

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Own Home/Residence	Unwgted	32775	5332	3274	2683	1750
	Weighted (000)	160976	25892	15026	12003	7845
	Horz %	100.00	16.08	9.33	7.46	4.87
	Vert %	65.95	73.29	69.79	81.54	69.42
	Index	100	111	106	124	105
Rent Home/Residence	Unwgted	15306	1754	1250	580	642
	Weighted (000)	80205	9139	6359	2608	3352
	Horz %	100.00	11.40	7.93	3.25	4.18
	Vert %	32.86	25.87	29.53	17.72	29.66
	Index	100	79	90	54	90
Live Rent-Free in Home/Residence	Unwgted	565	53	37	16	24
	Weighted (000)	2903	299	146	110	104
	Horz %	100.00	10.31	5.04	3.77	3.57
	Vert %	1.19	0.85	0.68	0.74	0.92
	Index	100	71	57	63	77
Census Region: North East	Unwgted	11000	1640	1070	824	599
	Weighted (000)	44018	6488	4045	2899	2152
	Horz %	100.00	14.74	9.19	6.59	4.89
	Vert %	18.03	18.36	18.78	19.69	19.04
	Index	100	102	104	109	106
Census Region: South	Unwgted	17645	2480	1579	1092	811
	Weighted (000)	92016	12635	7695	5109	4095
	Horz %	100.00	13.73	8.36	5.55	4.45
	Vert %	37.70	35.76	35.74	34.71	36.24
	Index	100	95	95	92	96
Census Region: Midwest	Unwgted	9880	1120	731	516	412
	Weighted (000)	52062	5656	3566	2296	1940
	Horz %	100.00	10.86	6.85	4.41	3.73
	Vert %	21.33	16.01	16.56	15.60	17.17
	Index	100	75	78	73	81
Census Region: West	Unwgted	10121	1899	1181	847	594
	Weighted (000)	55988	10552	6226	4417	3112
	Horz %	100.00	18.85	11.12	7.89	5.56
	Vert %	22.94	29.87	28.91	30.00	27.54
	Index	100	130	126	131	120
Census Sub-Region: New England	Unwgted	2748	437	259	200	167
	Weighted (000)	11567	1835	1045	780	606
	Horz %	100.00	15.87	9.04	6.74	5.24
	Vert %	4.74	5.19	4.85	5.30	5.36
	Index	100	110	102	112	113
Census Sub-Region: Mid Atlantic	Unwgted	8252	1203	811	624	432
	Weighted (000)	32451	4653	2999	2119	1546
	Horz %	100.00	14.34	9.24	6.53	4.77
	Vert %	13.30	13.17	13.93	14.39	13.68
	Index	100	99	105	108	103
Census Sub-Region: South Atlantic	Unwgted	9812	1505	967	675	524
	Weighted (000)	48740	7209	4414	2969	2517
	Horz %	100.00	14.79	9.06	6.09	5.17
	Vert %	19.97	20.40	20.50	20.17	22.28
	Index	100	102	103	101	112

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Census Sub-Region: East South Central	Unwgted	1890	236	159	105	83
	Weighted (000)	14067	1810	1163	797	650
	Horz %	100.00	12.87	8.26	5.67	4.62
	Vert %	5.76	5.12	5.40	5.42	5.75
	Index	100	89	94	94	100
Census Sub-Region: West South Central	Unwgted	5943	739	453	312	204
	Weighted (000)	29209	3616	2119	1343	927
	Horz %	100.00	12.38	7.25	4.60	3.17
	Vert %	11.97	10.23	9.84	9.13	8.21
	Index	100	86	82	76	69
Census Sub-Region: East North Central	Unwgted	7303	852	558	410	328
	Weighted (000)	36089	3975	2547	1702	1433
	Horz %	100.00	11.01	7.06	4.71	3.97
	Vert %	14.79	11.25	11.83	11.56	12.68
	Index	100	76	80	78	86
Census Sub-Region: West North Central	Unwgted	2577	268	173	106	84
	Weighted (000)	15973	1681	1019	594	507
	Horz %	100.00	10.52	6.38	3.72	3.18
	Vert %	6.54	4.76	4.73	4.04	4.49
	Index	100	73	72	62	69
Census Sub-Region: Mountain	Unwgted	2752	421	250	162	119
	Weighted (000)	18482	2885	1594	1167	769
	Horz %	100.00	15.61	8.63	6.31	4.16
	Vert %	7.57	8.17	7.40	7.93	6.81
	Index	100	108	98	105	90
Census Sub-Region: Pacific	Unwgted	7369	1478	931	685	475
	Weighted (000)	37506	7667	4631	3249	2343
	Horz %	100.00	20.44	12.35	8.66	6.25
	Vert %	15.37	21.70	21.51	22.07	20.74
	Index	100	141	140	144	135
County Size: A	Unwgted	26326	4183	2668	2059	1420
	Weighted (000)	102649	16427	10058	7340	5190
	Horz %	100.00	16.00	9.80	7.15	5.06
	Vert %	42.05	46.49	46.71	49.86	45.93
	Index	100	111	111	119	109
County Size: B	Unwgted	11709	1802	1141	782	622
	Weighted (000)	72000	11133	6703	4681	3705
	Horz %	100.00	15.46	9.31	6.50	5.15
	Vert %	29.50	31.51	31.13	31.80	32.79
	Index	100	107	106	108	111
County Size: C/D	Unwgted	10611	1154	752	438	374
	Weighted (000)	69435	7772	4771	2700	2405
	Horz %	100.00	11.19	6.87	3.89	3.46
	Vert %	28.45	22.00	22.16	18.34	21.28
	Index	100	77	78	64	75
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	194	98	93	69
	Weighted (000)	4719	838	409	349	304
	Horz %	100.00	17.75	8.68	7.39	6.44
	Vert %	1.93	2.37	1.90	2.37	2.69
	Index	100	123	98	123	139

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	1417	893	670	506
	Weighted (000)	38375	6943	4099	2902	2259
	Horz %	100.00	18.09	10.68	7.56	5.89
	Vert %	15.72	19.65	19.04	19.72	19.99
	Index	100	125	121	125	127
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	200	125	84	78
	Weighted (000)	6399	1076	691	411	400
	Horz %	100.00	16.81	10.80	6.42	6.24
	Vert %	2.62	3.04	3.21	2.79	3.54
	Index	100	116	122	106	135
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	553	331	313	161
	Weighted (000)	7983	1545	934	932	405
	Horz %	100.00	19.35	11.70	11.68	5.08
	Vert %	3.27	4.37	4.34	6.33	3.59
	Index	100	134	133	194	110
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	601	367	325	197
	Weighted (000)	12837	2372	1429	1183	712
	Horz %	100.00	18.48	11.13	9.21	5.54
	Vert %	5.26	6.71	6.63	8.04	6.30
	Index	100	128	126	153	120
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)						*
	Unwgted	850	150	102	78	49
	Weighted (000)	3908	589	412	307	200
	Horz %	100.00	15.06	10.55	7.86	5.12
	Vert %	1.60	1.67	1.91	2.09	1.77
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	542	313	220	179
	Weighted (000)	14357	2562	1336	931	784
	Horz %	100.00	17.85	9.30	6.48	5.46
	Vert %	5.88	7.25	6.20	6.32	6.94
	Index	100	123	105	107	118
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	1388	860	598	452
	Weighted (000)	42891	7357	4303	2882	2106
	Horz %	100.00	17.15	10.03	6.72	4.91
	Vert %	17.57	20.82	19.99	19.58	18.64
	Index	100	119	114	111	106
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	419	247	187	154
	Weighted (000)	14285	2153	1127	920	706
	Horz %	100.00	15.07	7.89	6.44	4.94
	Vert %	5.85	6.09	5.23	6.25	6.25
	Index	100	104	89	107	107
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	475	292	229	162
	Weighted (000)	16987	2345	1401	991	766
	Horz %	100.00	13.81	8.25	5.83	4.51
	Vert %	6.96	6.64	6.51	6.73	6.78
	Index	100	95	94	97	97

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	261	176	141	90
	Weighted (000)	5307	1003	616	474	285
	Horz %	100.00	18.90	11.61	8.94	5.37
	Vert %	2.17	2.84	2.86	3.22	2.52
	Index	100	131	132	148	116
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	987	610	424	303
	Weighted (000)	44958	5746	3348	2273	1608
	Horz %	100.00	12.78	7.45	5.06	3.58
	Vert %	18.42	16.26	15.55	15.44	14.23
	Index	100	88	84	84	77
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)				*	*	*
	Unwgted	310	70	49	34	10
	Weighted (000)	1196	215	134	104	29
	Horz %	100.00	18.00	11.20	8.66	2.39
	Vert %	0.49	0.61	0.62	0.70	0.25
	Index	100	124	127	144	52
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)				*	*	*
	Unwgted	642	71	47	33	18
	Weighted (000)	3662	371	216	160	80
	Horz %	100.00	10.13	5.91	4.36	2.18
	Vert %	1.50	1.05	1.00	1.08	0.71
	Index	100	70	67	72	47
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	405	263	133	130
	Weighted (000)	15181	2622	1587	709	801
	Horz %	100.00	17.27	10.45	4.67	5.28
	Vert %	6.22	7.42	7.37	4.81	7.09
	Index	100	119	118	77	114
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	665	419	328	231
	Weighted (000)	17450	3165	1863	1334	978
	Horz %	100.00	18.14	10.68	7.65	5.60
	Vert %	7.15	8.96	8.65	9.07	8.65
	Index	100	125	121	127	121
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)						*
	Unwgted	631	111	80	55	35
	Weighted (000)	2496	455	309	192	104
	Horz %	100.00	18.23	12.39	7.68	4.17
	Vert %	1.02	1.29	1.44	1.30	0.92
	Index	100	126	140	127	90
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)					*	
	Unwgted	1108	173	116	48	62
	Weighted (000)	6328	1094	684	263	359
	Horz %	100.00	17.29	10.81	4.16	5.68
	Vert %	2.59	3.10	3.18	1.79	3.18
	Index	100	119	123	69	123
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	1005	654	531	345
	Weighted (000)	23554	4068	2593	2059	1204
	Horz %	100.00	17.27	11.01	8.74	5.11
	Vert %	9.65	11.52	12.04	13.99	10.66
	Index	100	119	125	145	110
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	204	121	99	75
	Weighted (000)	7376	1043	596	482	396
	Horz %	100.00	14.14	8.08	6.54	5.37
	Vert %	3.02	2.95	2.77	3.28	3.50
	Index	100	98	92	108	116

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	537	341	266	177
	Weighted (000)	10677	2218	1373	1058	658
	Horz %	100.00	20.78	12.86	9.91	6.17
	Vert %	4.37	6.28	6.38	7.19	5.83
	Index	100	144	146	164	133
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	660	407	280	227
	Weighted (000)	20120	3198	1919	1220	1164
	Horz %	100.00	15.90	9.54	6.06	5.79
	Vert %	8.24	9.05	8.91	8.29	10.30
	Index	100	110	108	101	125
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	424	270	179	131
	Weighted (000)	13480	2323	1407	870	590
	Horz %	100.00	17.23	10.44	6.45	4.37
	Vert %	5.52	6.58	6.53	5.91	5.22
	Index	100	119	118	107	94
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	494	285	217	154
	Weighted (000)	16260	2381	1308	840	632
	Horz %	100.00	14.64	8.05	5.17	3.89
	Vert %	6.66	6.74	6.08	5.71	5.59
	Index	100	101	91	86	84
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	205	133	102	61
	Weighted (000)	5735	1052	614	480	282
	Horz %	100.00	18.35	10.70	8.37	4.92
	Vert %	2.35	2.98	2.85	3.26	2.50
	Index	100	127	121	139	106
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	146	105	56	52
	Weighted (000)	5268	877	595	249	355
	Horz %	100.00	16.64	11.30	4.72	6.74
	Vert %	2.16	2.48	2.76	1.69	3.14
	Index	100	115	128	78	145
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	47	28	14	11
	Weighted (000)	1893	299	172	79	80
	Horz %	100.00	15.81	9.07	4.19	4.25
	Vert %	0.78	0.85	0.80	0.54	0.71
	Index	100	109	103	70	92
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	652	412	218	193
	Weighted (000)	26008	3399	1962	952	951
	Horz %	100.00	13.07	7.55	3.66	3.66
	Vert %	10.66	9.62	9.11	6.47	8.42
	Index	100	90	86	61	79
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	289	179	103	87
	Weighted (000)	10077	1358	725	395	397
	Horz %	100.00	13.47	7.20	3.92	3.94
	Vert %	4.13	3.84	3.37	2.69	3.51
	Index	100	93	82	65	85
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	267	173	80	63
	Weighted (000)	11746	1720	979	410	376
	Horz %	100.00	14.64	8.33	3.49	3.20
	Vert %	4.81	4.87	4.54	2.79	3.33
	Index	100	101	94	58	69

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	207	143	84	68
	Weighted (000)	6945	1302	755	445	384
	Horz %	100.00	18.75	10.88	6.41	5.53
	Vert %	2.85	3.69	3.51	3.02	3.40
	Index	100	130	123	106	120
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	6229	3940	2878	2065
	Weighted (000)	204462	30605	18436	12882	9549
	Horz %	100.00	14.97	9.02	6.30	4.67
	Vert %	83.77	86.62	85.62	87.51	84.51
	Index	100	103	102	104	101
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	4041	2525	1885	1275
	Weighted (000)	122460	19044	11136	8273	5653
	Horz %	100.00	15.55	9.09	6.76	4.62
	Vert %	50.17	53.90	51.72	56.20	50.03
	Index	100	107	103	112	100
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	2722	1711	1214	897
	Weighted (000)	94930	13733	8052	5671	4165
	Horz %	100.00	14.47	8.48	5.97	4.39
	Vert %	38.89	38.87	37.40	38.52	36.86
	Index	100	100	96	99	95
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	3549	2217	1639	1143
	Weighted (000)	109527	16988	10165	7126	5233
	Horz %	100.00	15.51	9.28	6.51	4.78
	Vert %	44.87	48.08	47.21	48.41	46.31
	Index	100	107	105	108	103
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	1212	775	530	393
	Weighted (000)	41055	5878	3532	2203	1905
	Horz %	100.00	14.32	8.60	5.37	4.64
	Vert %	16.82	16.64	16.40	14.96	16.86
	Index	100	99	98	89	100
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	277	174	127	82
	Weighted (000)	12268	1398	853	623	456
	Horz %	100.00	11.39	6.96	5.08	3.71
	Vert %	5.03	3.96	3.96	4.23	4.03
	Index	100	79	79	84	80
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	2413	1524	1093	780
	Weighted (000)	79167	11771	7138	4800	3577
	Horz %	100.00	14.87	9.02	6.06	4.52
	Vert %	32.43	33.32	33.15	32.61	31.65
	Index	100	103	102	101	98
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	3305	2091	1532	1091
	Weighted (000)	106532	15794	9598	6468	4870
	Horz %	100.00	14.83	9.01	6.07	4.57
	Vert %	43.65	44.70	44.58	43.94	43.10
	Index	100	102	102	101	99
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	2549	1608	1140	801
	Weighted (000)	85146	12900	7880	4954	3777
	Horz %	100.00	15.15	9.25	5.82	4.44
	Vert %	34.88	36.51	36.60	33.65	33.43
	Index	100	105	105	96	96

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	1239	775	515	395
	Weighted (000)	42195	6398	3696	2274	1906
	Horz %	100.00	15.16	8.76	5.39	4.52
	Vert %	17.29	18.11	17.17	15.45	16.87
	Index	100	105	99	89	98
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgted	2161	285	183	102	78
	Weighted (000)	10847	1611	984	474	341
	Horz %	100.00	14.85	9.07	4.37	3.14
	Vert %	4.44	4.56	4.57	3.22	3.01
	Index	100	103	103	72	68
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	1811	1207	867	668
	Weighted (000)	66444	8829	5488	3826	3036
	Horz %	100.00	13.29	8.26	5.76	4.57
	Vert %	27.22	24.99	25.49	25.99	26.87
	Index	100	92	94	95	99
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	5940	3743	2750	1941
	Weighted (000)	186198	29049	17471	12257	9000
	Horz %	100.00	15.60	9.38	6.58	4.83
	Vert %	76.28	82.22	81.14	83.27	79.65
	Index	100	108	106	109	104
Where Listen to Radio on Typical Weekday: Work	Unwgted	6358	983	585	370	264
	Weighted (000)	32708	5080	2825	1780	1193
	Horz %	100.00	15.53	8.64	5.44	3.65
	Vert %	13.40	14.38	13.12	12.09	10.56
	Index	100	107	98	90	79
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgted	1490	208	135	83	64
	Weighted (000)	7844	1136	624	368	308
	Horz %	100.00	14.48	7.95	4.69	3.92
	Vert %	3.21	3.21	2.90	2.50	2.72
	Index	100	100	90	78	85
Where Listen to Radio on Typical Weekend: Home	Unwgted	16122	2200	1427	1010	761
	Weighted (000)	79216	10579	6530	4347	3414
	Horz %	100.00	13.35	8.24	5.49	4.31
	Vert %	32.45	29.94	30.32	29.53	30.21
	Index	100	92	93	91	93
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	5418	3427	2537	1780
	Weighted (000)	172300	26467	15981	11223	8279
	Horz %	100.00	15.36	9.28	6.51	4.80
	Vert %	70.59	74.91	74.22	76.24	73.27
	Index	100	106	105	108	104
Where Listen to Radio on Typical Weekend: Work	Unwgted	2377	302	186	112	80
	Weighted (000)	13032	1672	887	547	436
	Horz %	100.00	12.83	6.81	4.19	3.35
	Vert %	5.34	4.73	4.12	3.71	3.86
	Index	100	89	77	70	72
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	1550	226	131	96	64
	Weighted (000)	8439	1362	672	551	336
	Horz %	100.00	16.14	7.97	6.53	3.98
	Vert %	3.46	3.86	3.12	3.74	2.97
	Index	100	112	90	108	86

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	8872	1451	924	764	467
	Weighted (000)	37216	5859	3692	2980	1767
	Horz %	100.00	15.74	9.92	8.01	4.75
	Vert %	15.25	16.58	17.15	20.24	15.64
	Index	100	109	112	133	103
Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	35648	5429	3441	2451	1811
	Weighted (000)	180517	26870	16099	10928	8398
	Horz %	100.00	14.88	8.92	6.05	4.65
	Vert %	73.96	76.05	74.77	74.24	74.32
	Index	100	103	101	100	100
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	38624	5875	3731	2693	1952
	Weighted (000)	192537	28639	17269	11889	8916
	Horz %	100.00	14.87	8.97	6.17	4.63
	Vert %	78.88	81.06	80.20	80.76	78.90
	Index	100	103	102	102	100
Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6808	1041	613	575	304
	Weighted (000)	31804	4805	2762	2530	1370
	Horz %	100.00	15.11	8.69	7.96	4.31
	Vert %	13.03	13.60	12.83	17.19	12.13
	Index	100	104	98	132	93
Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	9333	1500	835	796	441
	Weighted (000)	45323	7348	3889	3634	2105
	Horz %	100.00	16.21	8.58	8.02	4.65
	Vert %	18.57	20.80	18.06	24.68	18.63
	Index	100	112	97	133	100
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	2470	1362	1265	769
	Weighted (000)	76621	12654	6722	6069	3766
	Horz %	100.00	16.52	8.77	7.92	4.91
	Vert %	31.39	35.82	31.22	41.22	33.33
	Index	100	114	99	131	106
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	2533	1478	1279	733
	Weighted (000)	64670	12877	7377	5980	3458
	Horz %	100.00	19.91	11.41	9.25	5.35
	Vert %	26.49	36.45	34.26	40.62	30.60
	Index	100	138	129	153	116
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	1260	772	552	398
	Weighted (000)	36346	6309	3632	2372	1882
	Horz %	100.00	17.36	9.99	6.53	5.18
	Vert %	14.89	17.86	16.87	16.12	16.65
	Index	100	120	113	108	112
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	3180	1992	1357	1050
	Weighted (000)	97996	16164	9544	6218	5049
	Horz %	100.00	16.49	9.74	6.34	5.15
	Vert %	40.15	45.75	44.32	42.24	44.69
	Index	100	114	110	105	111
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	3633	2251	1565	1188
	Weighted (000)	110983	18555	10809	7203	5718
	Horz %	100.00	16.72	9.74	6.49	5.15
	Vert %	45.47	52.52	50.20	48.93	50.60
	Index	100	116	110	108	111

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	604	378	269	191
	Weighted (000)	17001	3019	1763	1228	806
	Horz %	100.00	17.76	10.37	7.22	4.74
	Vert %	6.97	8.54	8.19	8.34	7.14
	Index	100	123	118	120	102
Downloaded Music - Past Month	Unwgted	9054	1519	948	634	453
	Weighted (000)	47933	8066	4689	2879	2283
	Horz %	100.00	16.83	9.78	6.01	4.76
	Vert %	19.64	22.83	21.78	19.55	20.20
	Index	100	116	111	100	103
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	710	427	305	247
	Weighted (000)	17081	3225	1763	1226	1035
	Horz %	100.00	18.88	10.32	7.18	6.06
	Vert %	7.00	9.13	8.19	8.33	9.16
	Index	100	130	117	119	131
Visited iHeartRadio site - Past Month	Unwgted	4412	647	410	282	209
	Weighted (000)	21989	3104	1782	1174	957
	Horz %	100.00	14.12	8.10	5.34	4.35
	Vert %	9.01	8.79	8.27	7.97	8.47
	Index	100	98	92	89	94
Visited iTunes.com site - Past Month	Unwgted	8331	1494	905	713	466
	Weighted (000)	40212	7324	4082	3103	2032
	Horz %	100.00	18.21	10.15	7.72	5.05
	Vert %	16.47	20.73	18.96	21.08	17.98
	Index	100	126	115	128	109
Visited Pandora.com site - Past Month	Unwgted	16996	2767	1718	1191	915
	Weighted (000)	87700	14107	8390	5227	4542
	Horz %	100.00	16.09	9.57	5.96	5.18
	Vert %	35.93	39.93	38.97	35.51	40.20
	Index	100	111	108	99	112
Visited Spotify site - Past Month	Unwgted	6074	1038	640	389	334
	Weighted (000)	32588	5769	3264	1854	1743
	Horz %	100.00	17.70	10.02	5.69	5.35
	Vert %	13.35	16.33	15.16	12.60	15.42
	Index	100	122	114	94	116
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	2325	1552	1015	780
	Weighted (000)	83844	11563	7610	4646	3724
	Horz %	100.00	13.79	9.08	5.54	4.44
	Vert %	34.35	32.73	35.34	31.56	32.96
	Index	100	95	103	92	96
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	1909	1271	842	620
	Weighted (000)	70343	9184	6057	3704	2907
	Horz %	100.00	13.06	8.61	5.27	4.13
	Vert %	28.82	25.99	28.13	25.16	25.73
	Index	100	90	98	87	89
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	2402	1585	1067	805
	Weighted (000)	86850	11885	7539	4770	3724
	Horz %	100.00	13.68	8.68	5.49	4.29
	Vert %	35.58	33.64	35.01	32.40	32.95
	Index	100	95	98	91	93

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	1853	1202	793	569
	Weighted (000)	65189	9105	5644	3441	2578
	Horz %	100.00	13.97	8.66	5.28	3.95
	Vert %	26.71	25.77	26.21	23.37	22.81
	Index	100	96	98	88	85
Most trusted media: Radio	Unwgted	4143	641	402	289	213
	Weighted (000)	21056	3393	1967	1489	1065
	Horz %	100.00	16.12	9.34	7.07	5.06
	Vert %	8.63	9.60	9.14	10.11	9.43
	Index	100	111	106	117	109
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	5531	3538	2615	1888
	Weighted (000)	190885	26802	16397	11633	8606
	Horz %	100.00	14.04	8.59	6.09	4.51
	Vert %	78.20	75.86	76.15	79.03	76.16
	Index	100	97	97	101	97
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	4385	2800	2103	1493
	Weighted (000)	150599	20920	12748	9153	6681
	Horz %	100.00	13.89	8.46	6.08	4.44
	Vert %	61.70	59.21	59.20	62.17	59.13
	Index	100	96	96	101	96
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	3760	2420	1825	1313
	Weighted (000)	129573	17805	10969	7991	5826
	Horz %	100.00	13.74	8.47	6.17	4.50
	Vert %	53.09	50.39	50.94	54.28	51.56
	Index	100	95	96	102	97
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	4350	2769	2084	1485
	Weighted (000)	150356	20781	12703	9069	6698
	Horz %	100.00	13.82	8.45	6.03	4.45
	Vert %	61.60	58.82	58.99	61.61	59.27
	Index	100	95	96	100	96
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	1609	1103	732	597
	Weighted (000)	72467	8594	5654	3566	3202
	Horz %	100.00	11.86	7.80	4.92	4.42
	Vert %	29.69	24.32	26.26	24.23	28.34
	Index	100	82	88	82	95
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	3255	2148	1509	1131
	Weighted (000)	122899	16340	10223	6892	5155
	Horz %	100.00	13.30	8.32	5.61	4.19
	Vert %	50.35	46.25	47.48	46.82	45.62
	Index	100	92	94	93	91
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	1094	703	487	386
	Weighted (000)	41009	5494	3381	2101	1828
	Horz %	100.00	13.40	8.25	5.12	4.46
	Vert %	16.80	15.55	15.70	14.27	16.17
	Index	100	93	93	85	96
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	2744	1791	1270	922
	Weighted (000)	102185	13164	8055	5623	4183
	Horz %	100.00	12.88	7.88	5.50	4.09
	Vert %	41.86	37.26	37.41	38.20	37.02
	Index	100	89	89	91	88

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	3243	2105	1484	1072
	Weighted (000)	120635	15983	9878	6601	5040
	Horz %	100.00	13.25	8.19	5.47	4.18
	Vert %	49.42	45.24	45.88	44.84	44.60
	Index	100	92	93	91	90
Downloaded a TV Program - Past Month	Unwgted	2514	403	239	185	121
	Weighted (000)	11768	1804	1009	752	513
	Horz %	100.00	15.33	8.58	6.39	4.36
	Vert %	4.82	5.11	4.69	5.11	4.54
	Index	100	106	97	106	94
Watched a TV Program Online - Past Month	Unwgted	8915	1582	988	653	530
	Weighted (000)	43431	7787	4483	2860	2325
	Horz %	100.00	17.93	10.32	6.58	5.35
	Vert %	17.79	22.04	20.82	19.43	20.57
	Index	100	124	117	109	116
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	1648	1035	731	547
	Weighted (000)	47213	7866	4667	3134	2496
	Horz %	100.00	16.66	9.88	6.64	5.29
	Vert %	19.34	22.26	21.67	21.29	22.09
	Index	100	115	112	110	114
Looked at TV Listings Online - Past Month	Unwgted	5331	925	589	422	307
	Weighted (000)	24808	4287	2621	1772	1307
	Horz %	100.00	17.28	10.56	7.14	5.27
	Vert %	10.16	12.13	12.17	12.04	11.57
	Index	100	119	120	118	114
Household Subscribes to Cable TV	Unwgted	22534	3384	2194	1656	1145
	Weighted (000)	109088	16362	10036	7322	5191
	Horz %	100.00	15.00	9.20	6.71	4.76
	Vert %	44.69	46.31	46.61	49.74	45.94
	Index	100	104	104	111	103
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	5713	3594	2749	1897
	Weighted (000)	188357	28230	16864	12356	8812
	Horz %	100.00	14.99	8.95	6.56	4.68
	Vert %	77.17	79.90	78.32	83.94	77.98
	Index	100	104	101	109	101
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	5457	3437	2639	1806
	Weighted (000)	180739	26831	16079	11870	8372
	Horz %	100.00	14.84	8.90	6.57	4.63
	Vert %	74.05	75.94	74.68	80.64	74.09
	Index	100	103	101	109	100
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	3720	2385	1797	1268
	Weighted (000)	131456	18328	11342	8160	5896
	Horz %	100.00	13.94	8.63	6.21	4.49
	Vert %	53.86	51.87	52.68	55.43	52.18
	Index	100	96	98	103	97
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	2440	1532	1174	781
	Weighted (000)	75868	11464	7027	5086	3281
	Horz %	100.00	15.11	9.26	6.70	4.32
	Vert %	31.08	32.45	32.63	34.55	29.03
	Index	100	104	105	111	93

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	955	549	448	274
	Weighted (000)	27121	4692	2563	1992	1199
	Horz %	100.00	17.30	9.45	7.34	4.42
	Vert %	11.11	13.28	11.90	13.53	10.61
	Index	100	120	107	122	95
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	2225	1354	1105	782
	Weighted (000)	59121	9994	5834	4380	3191
	Horz %	100.00	16.90	9.87	7.41	5.40
	Vert %	24.22	28.29	27.09	29.76	28.24
	Index	100	117	112	123	117
Household Has a Satellite Dish	Unwgted	10843	1489	883	674	473
	Weighted (000)	61939	8624	4906	3502	2638
	Horz %	100.00	13.92	7.92	5.65	4.26
	Vert %	25.38	24.41	22.79	23.79	23.34
	Index	100	96	90	94	92
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	3821	2337	1894	1244
	Weighted (000)	116768	18475	10851	8445	5665
	Horz %	100.00	15.82	9.29	7.23	4.85
	Vert %	47.84	52.29	50.39	57.37	50.13
	Index	100	109	105	120	105
Any Internet/Online Activity - Past Month	Unwgted	42373	6668	4211	3076	2232
	Weighted (000)	208554	32531	19577	13589	10271
	Horz %	100.00	15.60	9.39	6.52	4.92
	Vert %	85.44	92.07	90.92	92.31	90.90
	Index	100	108	106	108	106
Played Games Online - Past Month	Unwgted	13852	2018	1286	848	681
	Weighted (000)	73850	10709	6443	4046	3346
	Horz %	100.00	14.50	8.72	5.48	4.53
	Vert %	30.26	30.31	29.92	27.49	29.61
	Index	100	100	99	91	98
Downloaded a Video Game - Past Month	Unwgted	5083	759	478	286	243
	Weighted (000)	28601	4079	2475	1187	1347
	Horz %	100.00	14.26	8.65	4.15	4.71
	Vert %	11.72	11.55	11.50	8.06	11.92
	Index	100	99	98	69	102
Downloaded a Movie - Past Month	Unwgted	4447	777	491	326	239
	Weighted (000)	21989	3660	2241	1313	1226
	Horz %	100.00	16.64	10.19	5.97	5.58
	Vert %	9.01	10.36	10.41	8.92	10.85
	Index	100	115	116	99	120
Watched a Movie Online - Past Month	Unwgted	11540	1989	1241	807	630
	Weighted (000)	58047	9908	5840	3424	3172
	Horz %	100.00	17.07	10.06	5.90	5.46
	Vert %	23.78	28.04	27.12	23.26	28.07
	Index	100	118	114	98	118
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	1723	1061	715	552
	Weighted (000)	50248	8519	5094	3122	2727
	Horz %	100.00	16.95	10.14	6.21	5.43
	Vert %	20.59	24.11	23.66	21.21	24.13
	Index	100	117	115	103	117

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Visited a Chat Room - Past Month	Unwgted	2194	332	223	130	114
	Weighted (000)	10601	1490	972	497	509
	Horz %	100.00	14.05	9.17	4.69	4.80
	Vert %	4.34	4.22	4.51	3.38	4.50
	Index	100	97	104	78	104
Used e-Mail - Past Month	Unwgted	37148	6045	3785	2852	2009
	Weighted (000)	177506	28775	17084	12388	8874
	Horz %	100.00	16.21	9.62	6.98	5.00
	Vert %	72.72	81.44	79.34	84.15	78.53
	Index	100	112	109	116	108
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	4700	2958	2090	1536
	Weighted (000)	148723	23634	14259	9269	7354
	Horz %	100.00	15.89	9.59	6.23	4.94
	Vert %	60.93	66.89	66.22	62.97	65.08
	Index	100	110	109	103	107
Visited Online Blogs - Past Month	Unwgted	6650	1279	806	564	433
	Weighted (000)	32542	5977	3532	2314	1769
	Horz %	100.00	18.37	10.86	7.11	5.44
	Vert %	13.33	16.92	16.41	15.72	15.66
	Index	100	127	123	118	117
Wrote an Online Blog - Past Month	Unwgted	1215	204	127	87	77
	Weighted (000)	5810	911	552	323	341
	Horz %	100.00	15.67	9.49	5.57	5.86
	Vert %	2.38	2.58	2.56	2.20	3.01
	Index	100	108	108	92	127
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	697	418	289	211
	Weighted (000)	20569	3591	2004	1302	992
	Horz %	100.00	17.46	9.74	6.33	4.82
	Vert %	8.43	10.16	9.30	8.84	8.78
	Index	100	121	110	105	104
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	5922	3725	2683	1984
	Weighted (000)	184180	29268	17518	11917	9264
	Horz %	100.00	15.89	9.51	6.47	5.03
	Vert %	75.46	82.84	81.36	80.95	81.99
	Index	100	110	108	107	109
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	4724	2999	2099	1593
	Weighted (000)	152016	23793	14440	9443	7633
	Horz %	100.00	15.65	9.50	6.21	5.02
	Vert %	62.28	67.34	67.06	64.15	67.55
	Index	100	108	108	103	108
Foursquare			*	*	*	*
	Unwgted	259	40	21	24	14
	Weighted (000)	1096	157	63	90	44
	Horz %	100.00	14.34	5.79	8.21	4.03
	Vert %	0.45	0.44	0.29	0.61	0.39
Google + (Google Plus)	Index	100	99	66	136	87
	Unwgted	7523	1177	747	547	375
	Weighted (000)	37002	5718	3441	2428	1700
	Horz %	100.00	15.45	9.30	6.56	4.59
	Vert %	15.16	16.18	15.98	16.50	15.04
	Index	100	107	105	109	99

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Instagram	Unwgted	11180	1871	1143	756	583
	Weighted (000)	59923	10207	5769	3587	2906
	Horz %	100.00	17.03	9.63	5.99	4.85
	Vert %	24.55	28.89	26.79	24.37	25.72
	Index	100	118	109	99	105
LinkedIn	Unwgted	7899	1513	939	778	484
	Weighted (000)	31599	6002	3536	2781	1649
	Horz %	100.00	18.99	11.19	8.80	5.22
	Vert %	12.95	16.99	16.42	18.89	14.59
	Index	100	131	127	146	113
Pinterest	Unwgted	9299	1498	908	667	540
	Weighted (000)	49108	7906	4520	3033	2616
	Horz %	100.00	16.10	9.20	6.18	5.33
	Vert %	20.12	22.38	20.99	20.60	23.15
	Index	100	111	104	102	115
Tumblr	Unwgted	1737	274	167	99	88
	Weighted (000)	9309	1552	830	458	425
	Horz %	100.00	16.67	8.92	4.92	4.57
	Vert %	3.81	4.39	3.86	3.11	3.76
	Index	100	115	101	82	99
Twitter	Unwgted	6507	1069	654	439	333
	Weighted (000)	32509	5427	2983	1787	1513
	Horz %	100.00	16.69	9.17	5.50	4.65
	Vert %	13.32	15.36	13.85	12.14	13.39
	Index	100	115	104	91	101
Yelp	Unwgted	4238	841	495	411	257
	Weighted (000)	17049	3434	1951	1490	870
	Horz %	100.00	20.14	11.44	8.74	5.10
	Vert %	6.98	9.72	9.06	10.12	7.70
	Index	100	139	130	145	110
YouTube	Unwgted	24878	4166	2602	1826	1373
	Weighted (000)	125197	20421	12070	7889	6314
	Horz %	100.00	16.31	9.64	6.30	5.04
	Vert %	51.29	57.80	56.06	53.59	55.87
	Index	100	113	109	104	109
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	3127	1981	1353	1096
	Weighted (000)	98998	15796	9512	6078	5124
	Horz %	100.00	15.96	9.61	6.14	5.18
	Vert %	40.56	44.71	44.18	41.29	45.35
	Index	100	110	109	102	112
"Follow" or become a "fan of" something or someone	Unwgted	9880	1648	1019	659	544
	Weighted (000)	51999	8666	5133	3077	2787
	Horz %	100.00	16.67	9.87	5.92	5.36
	Vert %	21.30	24.53	23.84	20.90	24.66
	Index	100	115	112	98	116
Clicked on an advertisement	Unwgted	7250	1261	777	578	427
	Weighted (000)	34609	5957	3411	2433	1811
	Horz %	100.00	17.21	9.86	7.03	5.23
	Vert %	14.18	16.86	15.84	16.53	16.03
	Index	100	119	112	117	113

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Watched a video	Unwgted	23931	3968	2466	1719	1348
	Weighted (000)	121821	19659	11528	7556	6170
	Horz %	100.00	16.14	9.46	6.20	5.07
	Vert %	49.91	55.64	53.54	51.33	54.61
	Index	100	111	107	103	109
Websites or apps visited or used in the last 30 days: Coupons	Unwgted	1642	248	163	116	84
	Weighted (000)	7736	1204	696	569	333
	Horz %	100.00	15.56	9.00	7.36	4.30
	Vert %	3.17	3.41	3.23	3.87	2.94
	Index	100	108	102	122	93
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	6382	3999	2888	2102
	Weighted (000)	200974	31627	18907	12840	9823
	Horz %	100.00	15.74	9.41	6.39	4.89
	Vert %	82.34	89.52	87.81	87.23	86.93
	Index	100	109	107	106	106
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	3420	2133	1510	1082
	Weighted (000)	106707	16946	10062	6513	4970
	Horz %	100.00	15.88	9.43	6.10	4.66
	Vert %	43.72	47.96	46.73	44.24	43.98
	Index	100	110	107	101	101
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	3406	2093	1473	1117
	Weighted (000)	97935	16744	9801	6426	5121
	Horz %	100.00	17.10	10.01	6.56	5.23
	Vert %	40.12	47.39	45.52	43.65	45.32
	Index	100	118	113	109	113
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	4109	2528	1740	1306
	Weighted (000)	126500	20753	12128	7548	6228
	Horz %	100.00	16.41	9.59	5.97	4.92
	Vert %	51.83	58.74	56.33	51.27	55.12
	Index	100	113	109	99	106
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	2504	1553	1074	816
	Weighted (000)	84080	13167	7802	4846	4010
	Horz %	100.00	15.66	9.28	5.76	4.77
	Vert %	34.45	37.27	36.24	32.92	35.49
	Index	100	108	105	96	103
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	1974	1192	778	615
	Weighted (000)	61092	10255	5738	3340	2995
	Horz %	100.00	16.79	9.39	5.47	4.90
	Vert %	25.03	29.03	26.65	22.69	26.51
	Index	100	116	106	91	106
Used a Mobile "App" - Past Month	Unwgted	25794	4379	2657	1969	1401
	Weighted (000)	128777	21883	12627	8653	6470
	Horz %	100.00	16.99	9.81	6.72	5.02
	Vert %	52.76	61.94	58.64	58.78	57.25
	Index	100	117	111	111	109
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	1520	1002	829	543
	Weighted (000)	50128	6980	4392	3678	2322
	Horz %	100.00	13.92	8.76	7.34	4.63
	Vert %	20.54	19.76	20.40	24.98	20.55
	Index	100	96	99	122	100

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	2024	1328	1063	737
	Weighted (000)	67106	9387	5753	4689	3187
	Horz %	100.00	13.99	8.57	6.99	4.75
	Vert %	27.49	26.57	26.72	31.85	28.20
	Index	100	97	97	116	103
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	3397	2107	1628	1120
	Weighted (000)	91290	15439	9100	6814	4743
	Horz %	100.00	16.91	9.97	7.46	5.20
	Vert %	37.40	43.70	42.26	46.29	41.98
	Index	100	117	113	124	112
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	440	290	190	181
	Weighted (000)	20084	2301	1428	857	834
	Horz %	100.00	11.46	7.11	4.27	4.15
	Vert %	8.23	6.51	6.63	5.82	7.38
	Index	100	79	81	71	90
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	498	323	226	188
	Weighted (000)	19510	2696	1733	1094	876
	Horz %	100.00	13.82	8.88	5.61	4.49
	Vert %	7.99	7.63	8.05	7.43	7.75
	Index	100	95	101	93	97
Read Advertisements in Weekday Newspaper	Unwgted	3812	488	337	271	216
	Weighted (000)	17916	2288	1486	1079	884
	Horz %	100.00	12.77	8.30	6.02	4.93
	Vert %	7.34	6.48	6.90	7.33	7.82
	Index	100	88	94	100	107
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	673	457	365	281
	Weighted (000)	22092	3392	2245	1644	1265
	Horz %	100.00	15.35	10.16	7.44	5.73
	Vert %	9.05	9.60	10.42	11.17	11.20
	Index	100	106	115	123	124
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	688	451	382	289
	Weighted (000)	23852	3216	1964	1613	1255
	Horz %	100.00	13.48	8.23	6.76	5.26
	Vert %	9.77	9.10	9.12	10.96	11.10
	Index	100	93	93	112	114
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	1070	700	585	445
	Weighted (000)	34013	5083	3139	2505	1922
	Horz %	100.00	14.94	9.23	7.36	5.65
	Vert %	13.93	14.39	14.58	17.02	17.01
	Index	100	103	105	122	122
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	652	411	346	223
	Weighted (000)	20652	3181	1857	1362	1100
	Horz %	100.00	15.40	8.99	6.60	5.33
	Vert %	8.46	9.00	8.62	9.25	9.74
	Index	100	106	102	109	115
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	1447	909	780	531
	Weighted (000)	47372	7059	4190	3431	2202
	Horz %	100.00	14.90	8.85	7.24	4.65
	Vert %	19.41	19.98	19.46	23.31	19.48
	Index	100	103	100	120	100

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
		*	*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	1193	771	489	427
	Weighted (000)	42062	6128	3853	2210	2190
	Horz %	100.00	14.57	9.16	5.26	5.21
	Vert %	17.23	17.34	17.89	15.02	19.38
	Index	100	101	104	87	112
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	791	500	316	271
	Weighted (000)	27750	3947	2391	1396	1425
	Horz %	100.00	14.22	8.62	5.03	5.14
	Vert %	11.37	11.17	11.11	9.48	12.61
	Index	100	98	98	83	111
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	769	489	298	248
	Weighted (000)	27941	3942	2361	1456	1278
	Horz %	100.00	14.11	8.45	5.21	4.57
	Vert %	11.45	11.16	10.97	9.89	11.31
	Index	100	97	96	86	99
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	850	520	348	281
	Weighted (000)	30170	4354	2553	1618	1384
	Horz %	100.00	14.43	8.46	5.36	4.59
	Vert %	12.36	12.32	11.86	10.99	12.25
	Index	100	100	96	89	99
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	785	490	341	261
	Weighted (000)	24469	3765	2257	1383	1166
	Horz %	100.00	15.39	9.23	5.65	4.77
	Vert %	10.02	10.66	10.48	9.40	10.32
	Index	100	106	105	94	103
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	657	416	256	208
	Weighted (000)	23484	3349	2020	1113	1049
	Horz %	100.00	14.26	8.60	4.74	4.47
	Vert %	9.62	9.48	9.38	7.56	9.29
	Index	100	99	98	79	97

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	1025	635	450	331
	Weighted (000)	30556	5066	3045	2023	1670
	Horz %	100.00	16.58	9.97	6.62	5.46
	Vert %	12.52	14.34	14.14	13.74	14.78
	Index	100	115	113	110	118
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	637	398	266	190
	Weighted (000)	21008	3222	1886	1225	907
	Horz %	100.00	15.34	8.98	5.83	4.32
	Vert %	8.61	9.12	8.76	8.32	8.03
	Index	100	106	102	97	93
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	921	591	383	302
	Weighted (000)	31175	4714	2855	1791	1528
	Horz %	100.00	15.12	9.16	5.74	4.90
	Vert %	12.77	13.34	13.26	12.17	13.52
	Index	100	104	104	95	106
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	705	435	292	221
	Weighted (000)	23019	3325	1879	1258	1110
	Horz %	100.00	14.44	8.16	5.47	4.82
	Vert %	9.43	9.41	8.73	8.55	9.83
	Index	100	100	93	91	104
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	660	426	280	196
	Weighted (000)	19382	3174	2007	1182	920
	Horz %	100.00	16.37	10.35	6.10	4.75
	Vert %	7.94	8.98	9.32	8.03	8.14
	Index	100	113	117	101	103
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	821	536	369	294
	Weighted (000)	27407	3840	2404	1512	1357
	Horz %	100.00	14.01	8.77	5.52	4.95
	Vert %	11.23	10.87	11.16	10.27	12.01
	Index	100	97	99	91	107
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	713	436	325	213
	Weighted (000)	17909	3351	1956	1382	1018
	Horz %	100.00	18.71	10.92	7.71	5.68
	Vert %	7.34	9.49	9.08	9.38	9.01
	Index	100	129	124	128	123
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	1431	888	640	490
	Weighted (000)	41042	6738	3929	2687	2252
	Horz %	100.00	16.42	9.57	6.55	5.49
	Vert %	16.81	19.07	18.25	18.25	19.93
	Index	100	113	109	109	119
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	563	346	220	164
	Weighted (000)	18065	2730	1572	915	815
	Horz %	100.00	15.11	8.70	5.06	4.51
	Vert %	7.40	7.73	7.30	6.21	7.22
	Index	100	104	99	84	98
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	555	344	235	158
	Weighted (000)	16785	2599	1547	980	799
	Horz %	100.00	15.48	9.21	5.84	4.76
	Vert %	6.88	7.35	7.18	6.66	7.07
	Index	100	107	104	97	103

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	836	527	372	263
	Weighted (000)	25878	4392	2472	1671	1302
	Horz %	100.00	16.97	9.55	6.46	5.03
	Vert %	10.60	12.43	11.48	11.35	11.52
	Index	100	117	108	107	109
Have Seen Ads on Billboards - Past Month	Unwgted	23703	3776	2332	1767	1370
	Weighted (000)	117973	18883	11235	8066	6343
	Horz %	100.00	16.01	9.52	6.84	5.38
	Vert %	48.33	53.44	52.18	54.80	56.14
	Index	100	111	108	113	116
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	1764	1108	804	655
	Weighted (000)	50330	8070	4750	3267	2944
	Horz %	100.00	16.04	9.44	6.49	5.85
	Vert %	20.62	22.84	22.06	22.20	26.05
	Index	100	111	107	108	126
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	1217	766	539	448
	Weighted (000)	32843	5393	3236	2081	1917
	Horz %	100.00	16.42	9.85	6.34	5.84
	Vert %	13.46	15.26	15.03	14.14	16.97
	Index	100	113	112	105	126
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	582	372	255	170
	Weighted (000)	17102	2558	1512	855	733
	Horz %	100.00	14.96	8.84	5.00	4.29
	Vert %	7.01	7.24	7.02	5.81	6.49
	Index	100	103	100	83	93
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	955	596	434	327
	Weighted (000)	26219	4218	2501	1620	1403
	Horz %	100.00	16.09	9.54	6.18	5.35
	Vert %	10.74	11.94	11.61	11.00	12.41
	Index	100	111	108	102	116
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	451	292	183	139
	Weighted (000)	14451	2135	1330	740	628
	Horz %	100.00	14.77	9.21	5.12	4.34
	Vert %	5.92	6.04	6.18	5.03	5.56
	Index	100	102	104	85	94
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	1199	757	539	373
	Weighted (000)	36191	5783	3466	2290	1678
	Horz %	100.00	15.98	9.58	6.33	4.64
	Vert %	14.83	16.37	16.10	15.56	14.85
	Index	100	110	109	105	100
Have Seen Ads on Postcards - Past Month	Unwgted	5576	889	532	396	315
	Weighted (000)	26312	3955	2246	1598	1464
	Horz %	100.00	15.03	8.54	6.07	5.56
	Vert %	10.78	11.19	10.43	10.86	12.96
	Index	100	104	97	101	120
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	2178	1362	1008	792
	Weighted (000)	66442	10698	6328	4433	3823
	Horz %	100.00	16.10	9.52	6.67	5.75
	Vert %	27.22	30.28	29.39	30.12	33.84
	Index	100	111	108	111	124

RAB / GfK MRI AUTO PROFILE: Honda

		Adults18+	Own/Lease Honda	Most recent vehicle bought/leased Honda	Decision maker for any Honda	Would buy/lease new Honda if making decision today
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	1462	917	635	496
	Weighted (000)	42087	7411	4293	2840	2327
	Horz %	100.00	17.61	10.20	6.75	5.53
	Vert %	17.24	20.98	19.94	19.29	20.59
	Index	100	122	116	112	119
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	1844	1147	852	642
	Weighted (000)	53139	8908	5149	3675	2925
	Horz %	100.00	16.76	9.69	6.92	5.51
	Vert %	21.77	25.21	23.91	24.97	25.89
	Index	100	116	110	115	119
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	2408	1481	1105	901
	Weighted (000)	76102	12123	7042	5028	4273
	Horz %	100.00	15.93	9.25	6.61	5.62
	Vert %	31.18	34.31	32.71	34.16	37.82
	Index	100	110	105	110	121
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	1756	1099	811	618
	Weighted (000)	52205	8714	5268	3552	2920
	Horz %	100.00	16.69	10.09	6.80	5.59
	Vert %	21.39	24.66	24.47	24.13	25.84
	Index	100	115	114	113	121
Have Seen Infomercials - Past Month	Unwgted	9871	1527	949	709	510
	Weighted (000)	49119	7829	4713	3228	2561
	Horz %	100.00	15.94	9.60	6.57	5.21
	Vert %	20.12	22.16	21.89	21.93	22.66
	Index	100	110	109	109	113
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	3091	1913	1509	1162
	Weighted (000)	96299	15300	9015	6726	5366
	Horz %	100.00	15.89	9.36	6.98	5.57
	Vert %	39.45	43.30	41.87	45.69	47.49
	Index	100	110	106	116	120
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	673	431	260	209
	Weighted (000)	24167	3562	2096	1169	1141
	Horz %	100.00	14.74	8.67	4.84	4.72
	Vert %	9.90	10.08	9.73	7.94	10.10
	Index	100	102	98	80	102
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	2729	1705	1277	1009
	Weighted (000)	88092	13704	8191	5892	4831
	Horz %	100.00	15.56	9.30	6.69	5.48
	Vert %	36.09	38.79	38.04	40.02	42.76
	Index	100	107	105	111	118
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	1833	1145	810	648
	Weighted (000)	56256	9288	5530	3670	3044
	Horz %	100.00	16.51	9.83	6.52	5.41
	Vert %	23.05	26.29	25.68	24.93	26.94
	Index	100	114	111	108	117