

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
					*	*
Adults 18+	Unwgt'd	48273	142	80	37	45
	Weighted (000)	240780	571	330	84	164
	Horz %	100.00	0.24	0.14	0.03	0.07
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
				*	*	*
Male	Unwgt'd	24392	70	37	15	21
	Weighted (000)	116178	285	188	37	54
	Horz %	100.00	0.25	0.16	0.03	0.05
	Vert %	48.25	49.92	57.03	44.02	32.98
	Index	100	103	118	91	68
				*	*	*
Female	Unwgt'd	23881	72	43	22	24
	Weighted (000)	124602	286	142	47	110
	Horz %	100.00	0.23	0.11	0.04	0.09
	Vert %	51.75	50.08	42.97	55.98	67.02
	Index	100	97	83	108	130
			*	*	*	*
Age 18-24	Unwgt'd	3822	11	4	1	2
	Weighted (000)	30214	91	31	16	34
	Horz %	100.00	0.30	0.10	0.05	0.11
	Vert %	12.55	16.00	9.46	18.48	20.80
	Index	100	128	75	147	166
			*	*	*	*
Age 25-34	Unwgt'd	8153	14	7	1	5
	Weighted (000)	42657	63	36	1	26
	Horz %	100.00	0.15	0.08	0.00	0.06
	Vert %	17.72	11.11	10.90	0.95	15.90
	Index	100	63	62	5	90
			*	*	*	*
Age 35-44	Unwgt'd	8482	32	17	7	10
	Weighted (000)	40077	112	35	10	25
	Horz %	100.00	0.28	0.09	0.03	0.06
	Vert %	16.64	19.61	10.74	12.43	15.46
	Index	100	118	65	75	93
			*	*	*	*
Age 45-54	Unwgt'd	8893	37	16	13	3
	Weighted (000)	43246	120	74	20	3
	Horz %	100.00	0.28	0.17	0.05	0.01
	Vert %	17.96	21.03	22.28	23.98	1.99
	Index	100	117	124	134	11
			*	*	*	*
Age 55-64	Unwgt'd	8384	29	21	9	15
	Weighted (000)	39759	106	94	21	57
	Horz %	100.00	0.27	0.24	0.05	0.14
	Vert %	16.51	18.56	28.35	24.91	34.83
	Index	100	112	172	151	211
			*	*	*	*
Age 65+	Unwgt'd	10539	19	15	6	10
	Weighted (000)	44827	78	60	16	18
	Horz %	100.00	0.17	0.13	0.04	0.04
	Vert %	18.62	13.68	18.27	19.25	11.02
	Index	100	73	98	103	59

GfK MRI Doublebase - 2016 - Weighted to Population (000);
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					*	*
Age 21+	Unwgt'd	46843	137	78	37	43
	Weighted (000)	228583	538	312	84	130
	Horz %	100.00	0.24	0.14	0.04	0.06
	Vert %	94.93	94.24	94.38	100.00	79.20
	Index	100	99	99	105	83
			*	*	*	*
Age 18-34	Unwgt'd	11975	25	11	2	7
	Weighted (000)	72871	155	67	16	60
	Horz %	100.00	0.21	0.09	0.02	0.08
	Vert %	30.26	27.11	20.36	19.43	36.70
	Index	100	90	67	64	121
				*	*	*
Age 18-49	Unwgt'd	24725	76	36	18	18
	Weighted (000)	133805	330	146	41	87
	Horz %	100.00	0.25	0.11	0.03	0.07
	Vert %	55.57	57.83	44.17	49.16	52.94
	Index	100	104	79	88	95
				*	*	*
Age 25-54	Unwgt'd	25528	83	40	21	18
	Weighted (000)	125979	296	145	31	55
	Horz %	100.00	0.23	0.12	0.02	0.04
	Vert %	52.32	51.76	43.92	37.37	33.35
	Index	100	99	84	71	64
				*	*	*
Age 35-64	Unwgt'd	25759	98	54	29	28
	Weighted (000)	123081	338	203	52	86
	Horz %	100.00	0.27	0.16	0.04	0.07
	Vert %	51.12	59.21	61.37	61.33	52.29
	Index	100	116	120	120	102
				*	*	*
Age 50+	Unwgt'd	23548	66	44	19	27
	Weighted (000)	106974	241	184	43	77
	Horz %	100.00	0.23	0.17	0.04	0.07
	Vert %	44.43	42.17	55.83	50.84	47.06
	Index	100	95	126	114	106
Median Age	Unwgt'd					
	Weighted (000)	46.80	46.50	53.20	50.60	44.20
	Horz %					
	Vert %					
				*	*	*
Race: White Only	Unwgt'd	34938	88	42	28	26
	Weighted (000)	177950	322	171	55	97
	Horz %	100.00	0.18	0.10	0.03	0.05
	Vert %	73.91	56.42	51.86	65.65	58.74
	Index	100	76	70	89	79
			*	*	*	*
Race: Black/African-American Only	Unwgt'd	5766	28	21	4	8
	Weighted (000)	29089	147	101	7	34
	Horz %	100.00	0.51	0.35	0.02	0.12
	Vert %	12.08	25.77	30.57	8.49	20.51
	Index	100	213	253	70	170

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			*	*	*	*
Race: Asian	Unwgted	2336	7	4	2	3
	Weighted (000)	8427	17	6	2	7
	Horz %	100.00	0.21	0.07	0.03	0.08
	Vert %	3.50	3.05	1.81	2.74	4.32
	Index	100	87	52	78	123
			*	*	*	*
Race: Other Race/Multi-Racial	Unwgted	7569	26	17	5	11
	Weighted (000)	33741	102	58	22	34
	Horz %	100.00	0.30	0.17	0.06	0.10
	Vert %	14.01	17.81	17.56	25.86	20.76
	Index	100	127	125	185	148
			*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6274	21	11	4	8
	Weighted (000)	36640	109	68	22	51
	Horz %	100.00	0.30	0.18	0.06	0.14
	Vert %	15.22	19.12	20.51	26.24	31.19
	Index	100	126	135	172	205
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1651	7	3	2	2
	Weighted (000)	5719	16	8	3	3
	Horz %	100.00	0.29	0.13	0.06	0.05
	Vert %	2.38	2.88	2.28	4.07	1.85
	Index	100	121	96	171	78
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1862	6	3	1	4
	Weighted (000)	9417	21	10	3	23
	Horz %	100.00	0.23	0.11	0.03	0.25
	Vert %	3.91	3.72	3.09	3.69	14.18
	Index	100	95	79	94	363
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1118	2	2	0	0
	Weighted (000)	10393	35	35	0	0
	Horz %	100.00	0.34	0.34	0.00	0.00
	Vert %	4.32	6.11	10.57	0.00	0.00
	Index	100	142	245	0	0
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1522	6	3	1	2
	Weighted (000)	8987	37	15	16	25
	Horz %	100.00	0.41	0.17	0.17	0.28
	Vert %	3.73	6.41	4.57	18.48	15.16
	Index	100	172	122	495	406
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	95	0	0	0	0
	Weighted (000)	1661	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.69	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6767	36	24	15	8
	Weighted (000)	25246	99	80	27	37
	Horz %	100.00	0.39	0.32	0.11	0.15
	Vert %	10.49	17.35	24.13	32.26	22.63
	Index	100	165	230	308	216

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			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	38	15	8	16
	Weighted (000)	45336	142	55	12	42
	Horz %	100.00	0.31	0.12	0.03	0.09
	Vert %	18.83	24.79	16.55	14.13	25.26
	Index	100	132	88	75	134
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	4	0	2	4
	Weighted (000)	10486	9	0	2	11
	Horz %	100.00	0.09	0.00	0.02	0.10
	Vert %	4.36	1.63	0.00	1.92	6.49
	Index	100	37	0	44	149
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	9	5	5	1
	Weighted (000)	13387	39	10	8	1
	Horz %	100.00	0.29	0.08	0.06	0.01
	Vert %	5.56	6.83	3.16	9.44	0.43
	Index	100	123	57	170	8
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	29	17	4	8
	Weighted (000)	45271	131	70	22	33
	Horz %	100.00	0.29	0.15	0.05	0.07
	Vert %	18.80	22.92	21.09	26.50	19.76
	Index	100	122	112	141	105
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	20	15	3	4
	Weighted (000)	71224	113	86	13	15
	Horz %	100.00	0.16	0.12	0.02	0.02
	Vert %	29.58	19.83	26.07	15.74	8.93
	Index	100	67	88	53	30
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	6	4	0	4
	Weighted (000)	29828	38	30	0	27
	Horz %	100.00	0.13	0.10	0.00	0.09
	Vert %	12.39	6.66	9.00	0.00	16.51
	Index	100	54	73	0	133
			*	*	*	*
Currently Attending College or University	Unwgt'd	3453	12	4	1	5
	Weighted (000)	19367	68	10	16	28
	Horz %	100.00	0.35	0.05	0.08	0.14
	Vert %	8.04	11.87	3.06	18.48	17.06
	Index	100	148	38	230	212
			*	*	*	*
Employed Full Time	Unwgt'd	24928	84	42	21	28
	Weighted (000)	116486	326	177	29	115
	Horz %	100.00	0.28	0.15	0.02	0.10
	Vert %	48.38	57.13	53.55	34.30	69.81
	Index	100	118	111	71	144
			*	*	*	*
Employed Part Time	Unwgt'd	5673	17	9	2	7
	Weighted (000)	29663	73	38	2	19
	Horz %	100.00	0.25	0.13	0.01	0.06
	Vert %	12.32	12.74	11.51	2.92	11.71
	Index	100	103	93	24	95

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			*	*	*	*
Not Employed	Unwgt'd	17672	41	29	14	10
	Weighted (000)	94631	172	115	53	30
	Horz %	100.00	0.18	0.12	0.06	0.03
	Vert %	39.30	30.13	34.95	62.78	18.48
	Index	100	77	89	160	47
			*	*	*	*
Temporarily Unemployed	Unwgt'd	1992	5	3	1	0
	Weighted (000)	13071	17	7	2	0
	Horz %	100.00	0.13	0.05	0.01	0.00
	Vert %	5.43	3.00	2.14	1.82	0.00
	Index	100	55	39	33	0
			*	*	*	*
Retired from Employment	Unwgt'd	10157	26	21	10	8
	Weighted (000)	45370	109	96	31	20
	Horz %	100.00	0.24	0.21	0.07	0.04
	Vert %	18.84	19.01	29.02	36.99	12.06
	Index	100	101	154	196	64
			*	*	*	*
Not Employed, Principal Shopper for Household	Unwgt'd	2514	5	3	2	1
	Weighted (000)	16486	19	10	5	10
	Horz %	100.00	0.12	0.06	0.03	0.06
	Vert %	6.85	3.40	2.93	5.50	5.85
	Index	100	50	43	80	85
			*	*	*	*
Occupation: Professional and Related Occupations	Unwgt'd	7447	28	12	4	8
	Weighted (000)	33261	103	32	5	16
	Horz %	100.00	0.31	0.10	0.01	0.05
	Vert %	13.81	18.08	9.71	5.73	9.87
	Index	100	131	70	42	71
			*	*	*	*
Occupation: Management, Business and Financial Operations	Unwgt'd	6565	30	15	12	8
	Weighted (000)	24062	86	62	13	21
	Horz %	100.00	0.36	0.26	0.05	0.09
	Vert %	9.99	15.13	18.77	15.32	12.64
	Index	100	151	188	153	126
			*	*	*	*
Occupation: Sales and Office Occupations	Unwgt'd	5945	21	11	5	10
	Weighted (000)	32600	87	35	11	56
	Horz %	100.00	0.27	0.11	0.03	0.17
	Vert %	13.54	15.28	10.51	12.75	34.08
	Index	100	113	78	94	252
			*	*	*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgt'd	2586	7	4	0	1
	Weighted (000)	13486	47	38	0	15
	Horz %	100.00	0.35	0.28	0.00	0.11
	Vert %	5.60	8.17	11.53	0.00	9.00
	Index	100	146	206	0	161
			*	*	*	*
Occupation: Other Employed	Unwgt'd	8058	15	9	2	8
	Weighted (000)	42740	75	48	3	26
	Horz %	100.00	0.18	0.11	0.01	0.06
	Vert %	17.75	13.21	14.53	3.42	15.93
	Index	100	74	82	19	90

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			*	*	*	*
Household Income: \$250,000+	Unwgt'd	1862	17	7	7	3
	Weighted (000)	7072	73	47	10	9
	Horz %	100.00	1.03	0.66	0.14	0.12
	Vert %	2.94	12.81	14.23	12.04	5.17
	Index	100	436	485	410	176
			*	*	*	*
Household Income: \$200,000-\$249,999	Unwgt'd	1511	3	1	2	4
	Weighted (000)	6244	5	3	4	11
	Horz %	100.00	0.08	0.05	0.06	0.18
	Vert %	2.59	0.92	0.90	4.71	6.91
	Index	100	35	35	182	266
			*	*	*	*
Household Income: \$150,000-\$199,999	Unwgt'd	3595	15	7	6	5
	Weighted (000)	16937	47	27	8	12
	Horz %	100.00	0.28	0.16	0.05	0.07
	Vert %	7.03	8.21	8.18	9.46	7.33
	Index	100	117	116	135	104
			*	*	*	*
Household Income: \$100,000-\$149,999	Unwgt'd	7160	39	18	6	11
	Weighted (000)	37688	188	68	23	40
	Horz %	100.00	0.50	0.18	0.06	0.11
	Vert %	15.65	32.98	20.61	26.80	24.50
	Index	100	211	132	171	157
			*	*	*	*
Household Income: \$75,000-\$99,999	Unwgt'd	6228	17	10	7	7
	Weighted (000)	32225	57	30	13	62
	Horz %	100.00	0.18	0.09	0.04	0.19
	Vert %	13.38	10.01	9.17	14.97	37.58
	Index	100	75	68	112	281
			*	*	*	*
Household Income: \$60,000-\$74,999	Unwgt'd	4977	17	9	4	4
	Weighted (000)	25163	57	34	14	8
	Horz %	100.00	0.23	0.14	0.06	0.03
	Vert %	10.45	10.06	10.40	16.75	5.05
	Index	100	96	100	160	48
			*	*	*	*
Household Income: \$50,000-\$59,999	Unwgt'd	3803	10	8	2	1
	Weighted (000)	18770	42	29	4	2
	Horz %	100.00	0.23	0.15	0.02	0.01
	Vert %	7.80	7.42	8.66	4.26	1.33
	Index	100	95	111	55	17
			*	*	*	*
Household Income: \$40,000-\$49,999	Unwgt'd	4778	9	8	2	3
	Weighted (000)	20586	40	40	7	3
	Horz %	100.00	0.20	0.19	0.03	0.01
	Vert %	8.55	7.09	11.97	8.10	1.57
	Index	100	83	140	95	18
			*	*	*	*
Household Income: \$30,000-\$39,999	Unwgt'd	4643	8	6	1	5
	Weighted (000)	22039	31	25	2	8
	Horz %	100.00	0.14	0.11	0.01	0.03
	Vert %	9.15	5.42	7.43	2.90	4.68
	Index	100	59	81	32	51

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				*	*	*
Household Income: \$20,000-\$29,999	Unwgt'd	4346	5	4	0	0
	Weighted (000)	21849	21	20	0	0
	Horz %	100.00	0.10	0.09	0.00	0.00
	Vert %	9.07	3.66	5.96	0.00	0.00
	Index	100	40	66	0	0
			*	*	*	*
Household Income: Under \$20,000	Unwgt'd	5370	2	2	0	2
	Weighted (000)	32207	8	8	0	10
	Horz %	100.00	0.03	0.03	0.00	0.03
	Vert %	13.38	1.43	2.47	0.00	5.89
	Index	100	11	18	0	44
Median Household Income	Unwgt'd					
	Weighted (000)	62.90	107.50	83.50	105.60	95.90
	Horz %					
	Vert %					
	Index	100	171	133	168	152
			*	*	*	*
Marital Status: Single, Never Married	Unwgt'd	11890	30	15	3	5
	Weighted (000)	67363	166	75	20	42
	Horz %	100.00	0.25	0.11	0.03	0.06
	Vert %	27.98	29.13	22.72	23.97	25.58
	Index	100	104	81	86	91
				*	*	*
Marital Status: Currently Married	Unwgt'd	24640	75	39	21	22
	Weighted (000)	127911	301	182	35	89
	Horz %	100.00	0.24	0.14	0.03	0.07
	Vert %	53.12	52.77	55.02	41.44	53.81
	Index	100	99	104	78	101
			*	*	*	*
Marital Status: Divorced or Legally Separated	Unwgt'd	7948	30	19	11	15
	Weighted (000)	30646	83	53	24	24
	Horz %	100.00	0.27	0.17	0.08	0.08
	Vert %	12.73	14.47	15.98	28.98	14.80
	Index	100	114	126	228	116
			*	*	*	*
Marital Status: Widowed	Unwgt'd	3795	7	7	2	3
	Weighted (000)	14859	21	21	5	10
	Horz %	100.00	0.14	0.14	0.03	0.06
	Vert %	6.17	3.63	6.28	5.60	5.81
	Index	100	59	102	91	94
			*	*	*	*
Marital Status: Engaged to Be Married	Unwgt'd	1949	7	4	0	3
	Weighted (000)	10768	46	30	0	23
	Horz %	100.00	0.42	0.28	0.00	0.21
	Vert %	4.47	8.01	9.06	0.00	13.92
	Index	100	179	203	0	311
			*	*	*	*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3390	9	5	0	2
	Weighted (000)	20609	63	37	0	5
	Horz %	100.00	0.31	0.18	0.00	0.03
	Vert %	8.56	11.04	11.23	0.00	3.32
	Index	100	129	131	0	39

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	70	38	23	19
	Weighted (000)	95244	247	122	40	95
	Horz %	100.00	0.26	0.13	0.04	0.10
	Vert %	39.56	43.26	37.09	47.00	57.64
	Index	100	109	94	119	146
1 Child Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	7249	38	20	12	8
	Weighted (000)	38782	134	80	24	38
	Horz %	100.00	0.34	0.21	0.06	0.10
	Vert %	16.11	23.42	24.08	28.46	23.00
2 Children Under Age 18 Currently Living at Home	Index	100	145	150	177	143
			*	*	*	*
	Unwgt'd	6875	22	15	8	6
	Weighted (000)	34084	75	37	11	31
	Horz %	100.00	0.22	0.11	0.03	0.09
3 Children Under Age 18 Currently Living at Home	Vert %	14.16	13.12	11.23	12.70	18.85
	Index	100	93	79	90	133
			*	*	*	*
	Unwgt'd	2656	4	1	1	5
	Weighted (000)	14443	10	1	1	26
4 Children Under Age 18 Currently Living at Home	Horz %	100.00	0.07	0.01	0.01	0.18
	Vert %	6.00	1.68	0.25	1.39	15.78
	Index	100	28	4	23	263
			*	*	*	*
	Unwgt'd	917	5	2	2	0
5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	5134	12	5	4	0
	Horz %	100.00	0.24	0.10	0.07	0.00
	Vert %	2.13	2.14	1.53	4.44	0.00
	Index	100	101	72	208	0
			*	*	*	*
Own Home/Residence	Unwgt'd	413	1	0	0	0
	Weighted (000)	2801	16	0	0	0
	Horz %	100.00	0.59	0.00	0.00	0.00
	Vert %	1.16	2.89	0.00	0.00	0.00
	Index	100	248	0	0	0
Rent Home/Residence			*	*	*	*
	Unwgt'd	33144	118	60	31	30
	Weighted (000)	160200	487	259	77	103
	Horz %	100.00	0.30	0.16	0.05	0.06
	Vert %	66.53	85.24	78.51	91.83	62.80
Live Rent-Free in Home/Residence	Index	100	128	118	138	94
			*	*	*	*
	Unwgt'd	14554	23	20	5	15
	Weighted (000)	77579	84	71	6	61
	Horz %	100.00	0.11	0.09	0.01	0.08
Live Rent-Free in Home/Residence	Vert %	32.22	14.62	21.49	7.21	37.20
	Index	100	45	67	22	115
			*	*	*	*
	Unwgt'd	575	1	0	1	0
	Weighted (000)	3001	1	0	1	0
Live Rent-Free in Home/Residence	Horz %	100.00	0.03	0.00	0.03	0.00
	Vert %	1.25	0.14	0.00	0.96	0.00
	Index	100	11	0	77	0

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
			*	*	*	*
Census Region: North East	Unwgt'd	11292	38	22	15	14
	Weighted (000)	43596	122	67	30	68
	Horz %	100.00	0.28	0.15	0.07	0.16
	Vert %	18.11	21.33	20.32	35.43	41.13
	Index	100	118	112	196	227
			*	*	*	*
Census Region: South	Unwgt'd	16777	43	17	9	21
	Weighted (000)	90561	171	69	19	66
	Horz %	100.00	0.19	0.08	0.02	0.07
	Vert %	37.61	29.91	20.92	22.00	40.42
	Index	100	80	56	58	107
			*	*	*	*
Census Region: Midwest	Unwgt'd	10348	20	14	7	1
	Weighted (000)	51575	75	53	11	1
	Horz %	100.00	0.15	0.10	0.02	0.00
	Vert %	21.42	13.17	15.96	12.59	0.43
	Index	100	61	75	59	2
			*	*	*	*
Census Region: West	Unwgt'd	9856	41	27	6	9
	Weighted (000)	55047	203	141	25	30
	Horz %	100.00	0.37	0.26	0.05	0.05
	Vert %	22.86	35.59	42.80	29.98	18.02
	Index	100	156	187	131	79
			*	*	*	*
Census Sub-Region: New England	Unwgt'd	2902	14	9	2	4
	Weighted (000)	11431	60	35	2	9
	Horz %	100.00	0.52	0.31	0.02	0.08
	Vert %	4.75	10.49	10.65	2.66	5.73
	Index	100	221	224	56	121
			*	*	*	*
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	24	13	13	10
	Weighted (000)	32165	62	32	28	58
	Horz %	100.00	0.19	0.10	0.09	0.18
	Vert %	13.36	10.84	9.67	32.77	35.40
	Index	100	81	72	245	265
			*	*	*	*
Census Sub-Region: South Atlantic	Unwgt'd	9468	29	13	4	9
	Weighted (000)	46537	124	45	5	41
	Horz %	100.00	0.27	0.10	0.01	0.09
	Vert %	19.33	21.67	13.72	5.83	24.78
	Index	100	112	71	30	128
			*	*	*	*
Census Sub-Region: East South Central	Unwgt'd	1936	2	2	1	0
	Weighted (000)	14894	13	13	3	0
	Horz %	100.00	0.09	0.09	0.02	0.00
	Vert %	6.19	2.24	3.87	3.55	0.00
	Index	100	36	63	57	0
			*	*	*	*
Census Sub-Region: West South Central	Unwgt'd	5373	12	2	4	12
	Weighted (000)	29130	34	11	11	26
	Horz %	100.00	0.12	0.04	0.04	0.09
	Vert %	12.10	6.01	3.33	12.62	15.64
	Index	100	50	28	104	129

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
			*	*	*	*
Census Sub-Region: East North Central	Unwgt'd	7954	16	11	7	1
	Weighted (000)	35969	60	42	11	1
	Horz %	100.00	0.17	0.12	0.03	0.00
	Vert %	14.94	10.53	12.72	12.59	0.43
	Index	100	70	85	84	3
			*	*	*	*
Census Sub-Region: West North Central	Unwgt'd	2394	4	3	0	0
	Weighted (000)	15607	15	11	0	0
	Horz %	100.00	0.10	0.07	0.00	0.00
	Vert %	6.48	2.64	3.24	0.00	0.00
	Index	100	41	50	0	0
			*	*	*	*
Census Sub-Region: Mountain	Unwgt'd	2516	10	9	0	0
	Weighted (000)	17393	61	56	0	0
	Horz %	100.00	0.35	0.32	0.00	0.00
	Vert %	7.22	10.69	16.95	0.00	0.00
	Index	100	148	235	0	0
			*	*	*	*
Census Sub-Region: Pacific	Unwgt'd	7340	31	18	6	9
	Weighted (000)	37654	142	85	25	30
	Horz %	100.00	0.38	0.23	0.07	0.08
	Vert %	15.64	24.90	25.85	29.98	18.02
	Index	100	159	165	192	115
			*	*	*	*
County Size: A	Unwgt'd	26336	98	51	33	34
	Weighted (000)	101038	335	180	75	110
	Horz %	100.00	0.33	0.18	0.07	0.11
	Vert %	41.96	58.59	54.40	89.29	66.87
	Index	100	140	130	213	159
			*	*	*	*
County Size: B	Unwgt'd	11787	34	22	2	9
	Weighted (000)	70879	177	110	4	48
	Horz %	100.00	0.25	0.16	0.01	0.07
	Vert %	29.44	31.03	33.31	5.20	29.12
	Index	100	105	113	18	99
			*	*	*	*
County Size: C/D	Unwgt'd	10150	10	7	2	2
	Weighted (000)	68862	59	41	5	7
	Horz %	100.00	0.09	0.06	0.01	0.01
	Vert %	28.60	10.38	12.29	5.51	4.01
	Index	100	36	43	19	14
			*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1208	5	3	1	0
	Weighted (000)	4881	18	13	1	0
	Horz %	100.00	0.37	0.26	0.03	0.00
	Vert %	2.03	3.20	3.80	1.65	0.00
	Index	100	158	187	81	0
			*	*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	8156	27	14	4	7
	Weighted (000)	39455	148	64	14	21
	Horz %	100.00	0.37	0.16	0.04	0.05
	Vert %	16.39	25.88	19.53	17.16	12.58
	Index	100	158	119	105	77

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	4	0	1	1
	Weighted (000)	6602	12	0	3	1
	Horz %	100.00	0.18	0.00	0.05	0.01
	Vert %	2.74	2.06	0.00	3.59	0.60
	Index	100	75	0	131	22
				*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	0	0	0	0
	Weighted (000)	1442	0	0	0	0
	Horz %	100.00	0.00	0.00	0.00	0.00
	Vert %	0.60	0.00	0.00	0.00	0.00
	Index	100	0	0	0	0
				*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	8	4	4	0
	Weighted (000)	8071	11	6	4	0
	Horz %	100.00	0.13	0.08	0.05	0.00
	Vert %	3.35	1.88	1.96	4.49	0.00
	Index	100	56	58	134	0
				*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	11	6	3	2
	Weighted (000)	12832	30	16	6	6
	Horz %	100.00	0.23	0.12	0.04	0.05
	Vert %	5.33	5.26	4.70	6.63	3.85
	Index	100	99	88	124	72
				*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	2	1	0	4
	Weighted (000)	4021	3	1	0	10
	Horz %	100.00	0.06	0.03	0.00	0.25
	Vert %	1.67	0.45	0.37	0.00	6.22
	Index	100	27	22	0	372
				*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	15	8	2	2
	Weighted (000)	15752	46	29	3	2
	Horz %	100.00	0.29	0.19	0.02	0.01
	Vert %	6.54	8.14	8.83	3.98	0.99
	Index	100	124	135	61	15
				*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	29	13	3	10
	Weighted (000)	45814	114	38	8	53
	Horz %	100.00	0.25	0.08	0.02	0.12
	Vert %	19.03	19.96	11.59	9.02	32.40
	Index	100	105	61	47	170
				*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2973	10	5	3	2
	Weighted (000)	14188	18	11	4	4
	Horz %	100.00	0.13	0.07	0.03	0.03
	Vert %	5.89	3.14	3.19	4.29	2.52
	Index	100	53	54	73	43
				*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3601	11	3	4	2
	Weighted (000)	18087	52	10	9	8
	Horz %	100.00	0.29	0.06	0.05	0.04
	Vert %	7.51	9.16	3.18	11.03	4.70
	Index	100	122	42	147	63

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
			*	*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1383	7	6	2	2
	Weighted (000)	5415	21	19	5	2
	Horz %	100.00	0.38	0.35	0.09	0.04
	Vert %	2.25	3.63	5.71	5.56	1.20
	Index	100	161	254	247	53
			*	*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	8065	20	7	3	6
	Weighted (000)	46392	91	24	5	31
	Horz %	100.00	0.20	0.05	0.01	0.07
	Vert %	19.27	15.86	7.17	6.49	18.80
	Index	100	82	37	34	98
			*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	289	4	3	0	1
	Weighted (000)	1180	19	18	0	1
	Horz %	100.00	1.61	1.49	0.00	0.11
	Vert %	0.49	3.32	5.33	0.00	0.78
	Index	100	677	1087	0	160
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	730	1	1	0	1
	Weighted (000)	4011	6	6	0	1
	Horz %	100.00	0.14	0.14	0.00	0.03
	Vert %	1.67	0.98	1.69	0.00	0.64
	Index	100	59	102	0	38
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2429	8	4	1	3
	Weighted (000)	15349	43	30	3	12
	Horz %	100.00	0.28	0.20	0.02	0.08
	Vert %	6.37	7.60	9.22	3.69	7.31
	Index	100	119	145	58	115
			*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3507	11	7	2	3
	Weighted (000)	16479	63	27	4	13
	Horz %	100.00	0.38	0.16	0.02	0.08
	Vert %	6.84	11.05	8.16	4.52	7.67
	Index	100	161	119	66	112
			*	*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt'd	702	4	2	1	3
	Weighted (000)	2542	16	9	1	4
	Horz %	100.00	0.63	0.36	0.03	0.14
	Vert %	1.06	2.81	2.76	1.01	2.23
	Index	100	266	261	96	211
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	991	3	3	0	0
	Weighted (000)	6494	27	27	0	0
	Horz %	100.00	0.42	0.42	0.00	0.00
	Vert %	2.70	4.79	8.28	0.00	0.00
	Index	100	178	307	0	0
			*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5900	17	11	4	6
	Weighted (000)	23011	38	30	5	15
	Horz %	100.00	0.17	0.13	0.02	0.06
	Vert %	9.56	6.70	8.95	6.52	8.85
	Index	100	70	94	68	93

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1671	3	3	1	2
	Weighted (000)	8714	23	23	8	4
	Horz %	100.00	0.26	0.26	0.09	0.05
	Vert %	3.62	4.02	6.96	9.05	2.63
	Index	100	111	192	250	73
			*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2634	9	4	3	2
	Weighted (000)	10681	26	19	4	3
	Horz %	100.00	0.25	0.17	0.04	0.03
	Vert %	4.44	4.59	5.63	4.99	1.63
	Index	100	104	127	112	37
			*	*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3953	13	6	3	7
	Weighted (000)	20069	59	18	6	16
	Horz %	100.00	0.30	0.09	0.03	0.08
	Vert %	8.34	10.39	5.60	7.29	9.68
	Index	100	125	67	87	116
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2820	14	8	1	2
	Weighted (000)	14985	63	34	3	9
	Horz %	100.00	0.42	0.22	0.02	0.06
	Vert %	6.22	11.00	10.17	3.69	5.37
	Index	100	177	163	59	86
			*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3771	10	6	2	3
	Weighted (000)	18525	41	13	2	5
	Horz %	100.00	0.22	0.07	0.01	0.03
	Vert %	7.69	7.17	3.87	2.10	3.06
	Index	100	93	50	27	40
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1166	5	4	3	3
	Weighted (000)	6001	18	16	7	7
	Horz %	100.00	0.30	0.27	0.11	0.11
	Vert %	2.49	3.15	4.97	8.19	4.11
	Index	100	127	199	329	165
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	791	4	1	1	1
	Weighted (000)	4990	11	3	3	1
	Horz %	100.00	0.22	0.06	0.06	0.02
	Vert %	2.07	1.94	0.94	3.69	0.60
	Index	100	93	45	178	29
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	315	2	1	1	1
	Weighted (000)	1793	8	3	3	1
	Horz %	100.00	0.45	0.17	0.17	0.05
	Vert %	0.74	1.42	0.94	3.69	0.55
	Index	100	190	126	496	74
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5190	21	15	6	9
	Weighted (000)	26664	83	58	11	36
	Horz %	100.00	0.31	0.22	0.04	0.14
	Vert %	11.07	14.61	17.69	12.93	22.11
	Index	100	132	160	117	200

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2379	6	6	0	6
	Weighted (000)	11083	26	26	0	13
	Horz %	100.00	0.23	0.23	0.00	0.12
	Vert %	4.60	4.49	7.78	0.00	7.75
	Index	100	98	169	0	168
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1939	8	6	3	2
	Weighted (000)	11362	26	23	6	23
	Horz %	100.00	0.23	0.20	0.05	0.20
	Vert %	4.72	4.59	6.89	6.85	13.79
	Index	100	97	146	145	292
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1269	5	3	0	2
	Weighted (000)	7051	35	25	0	2
	Horz %	100.00	0.50	0.35	0.00	0.03
	Vert %	2.93	6.16	7.42	0.00	1.11
	Index	100	210	253	0	38
					*	*
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	40314	123	65	30	38
	Weighted (000)	198598	469	261	57	137
	Horz %	100.00	0.24	0.13	0.03	0.07
	Vert %	82.48	82.16	78.93	67.60	83.07
	Index	100	100	96	82	101
				*	*	*
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	82	41	22	22
	Weighted (000)	119900	302	166	33	45
	Horz %	100.00	0.25	0.14	0.03	0.04
	Vert %	49.80	52.90	50.31	39.24	27.11
	Index	100	106	101	79	54
				*	*	*
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	53	30	8	10
	Weighted (000)	89896	230	126	13	58
	Horz %	100.00	0.26	0.14	0.01	0.06
	Vert %	37.34	40.24	38.09	15.82	35.32
	Index	100	108	102	42	95
				*	*	*
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	74	33	21	19
	Weighted (000)	104254	234	108	40	77
	Horz %	100.00	0.22	0.10	0.04	0.07
	Vert %	43.30	40.93	32.82	47.48	47.04
	Index	100	95	76	110	109
			*	*	*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	23	13	4	8
	Weighted (000)	38037	75	36	7	35
	Horz %	100.00	0.20	0.10	0.02	0.09
	Vert %	15.80	13.16	11.03	8.09	21.45
	Index	100	83	70	51	136
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	4	1	0	3
	Weighted (000)	11829	8	1	0	4
	Horz %	100.00	0.07	0.01	0.00	0.04
	Vert %	4.91	1.36	0.25	0.00	2.57
	Index	100	28	5	0	52

GfK MRI Doublebase - 2016 - Weighted to Population (000);
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 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	46	25	11	12
	Weighted (000)	75340	159	95	17	25
	Horz %	100.00	0.21	0.13	0.02	0.03
	Vert %	31.29	27.88	28.63	20.34	14.96
	Index	100	89	91	65	48
				*	*	*
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	67	35	17	20
	Weighted (000)	103236	234	115	27	67
	Horz %	100.00	0.23	0.11	0.03	0.06
	Vert %	42.88	40.99	34.74	32.18	40.75
	Index	100	96	81	75	95
				*	*	*
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	44	22	11	19
	Weighted (000)	81300	183	97	19	60
	Horz %	100.00	0.22	0.12	0.02	0.07
	Vert %	33.77	32.01	29.33	21.98	36.25
	Index	100	95	87	65	107
				*	*	*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	19	9	6	7
	Weighted (000)	39381	63	29	17	9
	Horz %	100.00	0.16	0.07	0.04	0.02
	Vert %	16.36	10.99	8.63	20.62	5.50
	Index	100	67	53	126	34
				*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	4	2	0	4
	Weighted (000)	9954	8	3	0	5
	Horz %	100.00	0.08	0.03	0.00	0.05
	Vert %	4.13	1.32	0.76	0.00	3.09
	Index	100	32	18	0	75
				*	*	*
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	24	16	5	9
	Weighted (000)	62580	72	57	9	24
	Horz %	100.00	0.11	0.09	0.02	0.04
	Vert %	25.99	12.56	17.19	11.20	14.48
	Index	100	48	66	43	56
				*	*	*
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	120	62	29	35
	Weighted (000)	181109	460	243	54	103
	Horz %	100.00	0.25	0.13	0.03	0.06
	Vert %	75.22	80.58	73.60	64.68	62.33
	Index	100	107	98	86	83
				*	*	*
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	13	5	4	5
	Weighted (000)	29668	34	16	5	31
	Horz %	100.00	0.11	0.06	0.02	0.10
	Vert %	12.32	5.96	4.96	5.78	18.62
	Index	100	48	40	47	151
				*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	2	0	1	0
	Weighted (000)	6331	4	0	2	0
	Horz %	100.00	0.06	0.00	0.03	0.00
	Vert %	2.63	0.64	0.00	2.53	0.00
	Index	100	24	0	96	0

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	34	25	11	13
	Weighted (000)	72174	123	95	22	51
	Horz %	100.00	0.17	0.13	0.03	0.07
	Vert %	29.97	21.58	28.85	25.53	31.21
	Index	100	72	96	85	104
					*	*
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	110	56	27	32
	Weighted (000)	166202	414	206	53	104
	Horz %	100.00	0.25	0.12	0.03	0.06
	Vert %	69.03	72.42	62.44	63.36	63.05
	Index	100	105	90	92	91
					*	*
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	4	0	0	3
	Weighted (000)	11015	7	0	0	24
	Horz %	100.00	0.06	0.00	0.00	0.22
	Vert %	4.57	1.22	0.00	0.00	14.41
	Index	100	27	0	0	315
					*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	4	1	2	0
	Weighted (000)	6306	15	10	4	0
	Horz %	100.00	0.24	0.15	0.06	0.00
	Vert %	2.62	2.62	2.96	4.35	0.00
	Index	100	100	113	166	0
					*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	32	22	10	10
	Weighted (000)	37690	90	71	23	27
	Horz %	100.00	0.24	0.19	0.06	0.07
	Vert %	15.65	15.68	21.50	27.38	16.27
	Index	100	100	137	175	104
					*	*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	106	56	23	33
	Weighted (000)	181675	428	230	46	107
	Horz %	100.00	0.24	0.13	0.03	0.06
	Vert %	75.45	75.00	69.58	54.95	65.32
	Index	100	99	92	73	87
					*	*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	118	65	27	36
	Weighted (000)	193871	457	255	54	114
	Horz %	100.00	0.24	0.13	0.03	0.06
	Vert %	80.52	80.04	77.35	64.30	69.37
	Index	100	99	96	80	86
					*	*
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	25	11	11	9
	Weighted (000)	28450	84	40	16	22
	Horz %	100.00	0.30	0.14	0.06	0.08
	Vert %	11.82	14.76	12.22	19.29	13.14
	Index	100	125	103	163	111
					*	*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	36	14	15	10
	Weighted (000)	41160	143	51	23	23
	Horz %	100.00	0.35	0.12	0.05	0.06
	Vert %	17.09	25.09	15.37	26.78	13.83
	Index	100	147	90	157	81

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RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	65	33	24	17
	Weighted (000)	71398	226	113	43	46
	Horz %	100.00	0.32	0.16	0.06	0.06
	Vert %	29.65	39.49	34.16	50.61	27.70
	Index	100	133	115	171	93
			*	*	*	*
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	43	15	11	18
	Weighted (000)	62882	134	42	17	54
	Horz %	100.00	0.21	0.07	0.03	0.09
	Vert %	26.12	23.40	12.85	20.21	33.02
	Index	100	90	49	77	126
			*	*	*	*
Listened online to streaming AM/FM broadcast radio stations - Past Month	Unwgt'd	7450	23	12	7	9
	Weighted (000)	36486	55	33	12	25
	Horz %	100.00	0.15	0.09	0.03	0.07
	Vert %	15.15	9.67	9.87	14.22	15.20
	Index	100	64	65	94	100
			*	*	*	*
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month	Unwgt'd	14104	47	22	11	12
	Weighted (000)	70596	194	99	28	57
	Horz %	100.00	0.27	0.14	0.04	0.08
	Vert %	29.32	33.98	29.92	33.19	34.43
	Index	100	116	102	113	117
			*	*	*	*
Visited a radio station, radio program or radio personality's website - Past Month	Unwgt'd	3495	6	3	0	2
	Weighted (000)	16642	10	4	0	4
	Horz %	100.00	0.06	0.02	0.00	0.02
	Vert %	6.91	1.80	1.20	0.00	2.42
	Index	100	26	17	0	35
			*	*	*	*
Downloaded music - past month	Unwgt'd	10131	41	23	10	10
	Weighted (000)	53361	138	64	14	15
	Horz %	100.00	0.26	0.12	0.03	0.03
	Vert %	22.16	24.20	19.51	16.72	9.23
	Index	100	109	88	75	42
			*	*	*	*
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	12	7	3	1
	Weighted (000)	11952	29	22	4	2
	Horz %	100.00	0.24	0.18	0.03	0.01
	Vert %	4.96	5.05	6.51	4.30	0.97
	Index	100	102	131	87	20
			*	*	*	*
Listened to iHeartRadio/visited website - past month	Unwgt'd	3490	8	5	1	3
	Weighted (000)	17709	44	10	1	6
	Horz %	100.00	0.25	0.06	0.01	0.04
	Vert %	7.36	7.64	3.17	1.67	3.95
	Index	100	104	43	23	54
			*	*	*	*
Listened to iTunes/visited website - past month	Unwgt'd	7650	31	16	5	9
	Weighted (000)	36645	94	53	6	15
	Horz %	100.00	0.26	0.14	0.02	0.04
	Vert %	15.22	16.38	15.91	7.16	9.13
	Index	100	108	105	47	60

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Listened to Pandora/visited website - past month	Unwgt'd	13348	47	25	10	17
	Weighted (000)	68670	176	100	15	69
	Horz %	100.00	0.26	0.15	0.02	0.10
	Vert %	28.52	30.83	30.21	17.91	41.66
	Index	100	108	106	63	146
			*	*	*	*
Listened to Spotify/visited website - past month	Unwgt'd	4026	11	5	2	3
	Weighted (000)	21138	38	22	3	7
	Horz %	100.00	0.18	0.10	0.02	0.03
	Vert %	8.78	6.66	6.70	3.81	3.98
	Index	100	76	76	43	45
			*	*	*	*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16441	60	38	18	18
	Weighted (000)	83247	265	179	47	70
	Horz %	100.00	0.32	0.21	0.06	0.08
	Vert %	34.57	46.36	54.19	56.27	42.82
	Index	100	134	157	163	124
			*	*	*	*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13568	46	29	15	16
	Weighted (000)	68583	199	142	29	60
	Horz %	100.00	0.29	0.21	0.04	0.09
	Vert %	28.48	34.82	42.97	34.37	36.29
	Index	100	122	151	121	127
			*	*	*	*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	16787	57	34	17	15
	Weighted (000)	84735	244	173	36	63
	Horz %	100.00	0.29	0.20	0.04	0.07
	Vert %	35.19	42.68	52.33	42.53	38.12
	Index	100	121	149	121	108
			*	*	*	*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12871	38	23	16	15
	Weighted (000)	66195	102	61	32	81
	Horz %	100.00	0.15	0.09	0.05	0.12
	Vert %	27.49	17.91	18.62	37.94	49.16
	Index	100	65	68	138	179
			*	*	*	*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38660	113	69	30	38
	Weighted (000)	189912	446	301	59	132
	Horz %	100.00	0.24	0.16	0.03	0.07
	Vert %	78.87	78.17	91.32	69.78	80.24
	Index	100	99	116	88	102
			*	*	*	*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30696	85	53	23	33
	Weighted (000)	149196	347	233	48	116
	Horz %	100.00	0.23	0.16	0.03	0.08
	Vert %	61.96	60.70	70.70	57.34	70.28
	Index	100	98	114	93	113
			*	*	*	*
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26491	78	49	19	23
	Weighted (000)	129997	312	227	41	97
	Horz %	100.00	0.24	0.17	0.03	0.07
	Vert %	53.99	54.69	68.76	49.19	58.85
	Index	100	101	127	91	109

GfK MRI Doublebase - 2016 - Weighted to Population (000);
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 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
					*	*
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30904	90	59	24	35
	Weighted (000)	150311	361	257	49	124
	Horz %	100.00	0.24	0.17	0.03	0.08
	Vert %	62.43	63.28	77.76	57.81	75.20
	Index	100	101	125	93	120
			*	*	*	*
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13385	28	21	7	8
	Weighted (000)	71448	124	94	21	18
	Horz %	100.00	0.17	0.13	0.03	0.03
	Vert %	29.67	21.80	28.37	25.48	10.97
	Index	100	73	96	86	37
			*	*	*	*
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	23966	59	37	15	25
	Weighted (000)	120410	246	162	35	85
	Horz %	100.00	0.20	0.13	0.03	0.07
	Vert %	50.01	43.02	48.92	41.55	51.50
	Index	100	86	98	83	103
			*	*	*	*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	7819	25	15	9	14
	Weighted (000)	39930	109	80	24	43
	Horz %	100.00	0.27	0.20	0.06	0.11
	Vert %	16.58	19.01	24.13	28.34	26.28
	Index	100	115	145	171	158
			*	*	*	*
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	19776	58	39	14	18
	Weighted (000)	98663	237	163	34	42
	Horz %	100.00	0.24	0.17	0.03	0.04
	Vert %	40.98	41.53	49.50	40.37	25.43
	Index	100	101	121	99	62
			*	*	*	*
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23713	67	42	16	26
	Weighted (000)	118404	266	195	36	94
	Horz %	100.00	0.22	0.16	0.03	0.08
	Vert %	49.18	46.50	59.00	42.97	56.84
	Index	100	95	120	87	116
			*	*	*	*
Downloaded a TV Program - Past Month	Unwgt'd	2546	12	6	3	3
	Weighted (000)	12316	36	14	6	5
	Horz %	100.00	0.29	0.12	0.04	0.04
	Vert %	5.11	6.34	4.31	6.57	2.98
	Index	100	124	84	128	58
			*	*	*	*
Watched a TV Program Online Past Month	Unwgt'd	8662	28	16	5	9
	Weighted (000)	42288	125	69	20	36
	Horz %	100.00	0.30	0.16	0.05	0.08
	Vert %	17.56	21.94	20.97	23.51	21.70
	Index	100	125	119	134	124
			*	*	*	*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	47	26	12	12
	Weighted (000)	49642	180	95	31	24
	Horz %	100.00	0.36	0.19	0.06	0.05
	Vert %	20.62	31.52	28.70	37.35	14.76
	Index	100	153	139	181	72

RAB / GfK MRI AUTO PROFILE: INFINITI

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				*	*	*
Looked at TV Listings Online - Past Month	Unwgt'd	5556	21	12	7	8
	Weighted (000)	25739	54	20	10	18
	Horz %	100.00	0.21	0.08	0.04	0.07
	Vert %	10.69	9.38	6.04	11.67	10.89
	Index	100	88	56	109	102
				*	*	*
Household Subscribes to Cable TV	Unwgt'd	22719	69	47	19	28
	Weighted (000)	108255	283	205	30	128
	Horz %	100.00	0.26	0.19	0.03	0.12
	Vert %	44.96	49.57	62.19	35.42	77.81
	Index	100	110	138	79	173
				*	*	*
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	124	69	33	41
	Weighted (000)	191150	482	281	62	153
	Horz %	100.00	0.25	0.15	0.03	0.08
	Vert %	79.39	84.48	85.04	73.97	92.89
	Index	100	106	107	93	117
				*	*	*
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	121	68	33	39
	Weighted (000)	184440	467	272	63	149
	Horz %	100.00	0.25	0.15	0.03	0.08
	Vert %	76.60	81.73	82.28	74.77	90.68
	Index	100	107	107	98	118
				*	*	*
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	78	49	26	36
	Weighted (000)	137528	273	193	51	122
	Horz %	100.00	0.20	0.14	0.04	0.09
	Vert %	57.12	47.82	58.40	61.11	74.02
	Index	100	84	102	107	130
				*	*	*
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	65	41	19	17
	Weighted (000)	77280	247	162	36	68
	Horz %	100.00	0.32	0.21	0.05	0.09
	Vert %	32.10	43.19	49.05	43.13	41.12
	Index	100	135	153	134	128
				*	*	*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	6244	25	11	7	9
	Weighted (000)	29338	73	26	11	24
	Horz %	100.00	0.25	0.09	0.04	0.08
	Vert %	12.18	12.85	7.82	12.47	14.37
	Index	100	105	64	102	118
				*	*	*
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	59	32	21	17
	Weighted (000)	59903	201	102	39	37
	Horz %	100.00	0.33	0.17	0.07	0.06
	Vert %	24.88	35.13	30.89	46.38	22.23
	Index	100	141	124	186	89
				*	*	*
Household Has a Satellite Dish	Unwgt'd	10901	32	13	7	9
	Weighted (000)	62972	129	46	11	37
	Horz %	100.00	0.20	0.07	0.02	0.06
	Vert %	26.15	22.59	13.88	13.49	22.76
	Index	100	86	53	52	87

GfK MRI Doublebase - 2016 - Weighted to Population (000);
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 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	85	41	26	23
	Weighted (000)	117400	318	159	49	75
	Horz %	100.00	0.27	0.14	0.04	0.06
	Vert %	48.76	55.65	48.10	57.59	45.78
	Index	100	114	99	118	94
					*	*
Any Internet/Online Activity - Past Month	Unwgt'd	41735	132	72	35	42
	Weighted (000)	203627	522	288	78	156
	Horz %	100.00	0.26	0.14	0.04	0.08
	Vert %	84.57	91.37	87.14	92.10	94.92
	Index	100	108	103	109	112
				*	*	*
Played Games Online - Past Month	Unwgt'd	13858	43	25	14	16
	Weighted (000)	73582	157	83	41	73
	Horz %	100.00	0.21	0.11	0.06	0.10
	Vert %	30.56	27.46	25.02	49.15	44.20
	Index	100	90	82	161	145
			*	*	*	*
Downloaded a Video Game - Past Month	Unwgt'd	5181	23	14	6	3
	Weighted (000)	29277	96	56	23	18
	Horz %	100.00	0.33	0.19	0.08	0.06
	Vert %	12.16	16.86	16.90	27.21	11.01
	Index	100	139	139	224	91
			*	*	*	*
Downloaded a Movie - Past Month	Unwgt'd	4298	27	17	5	3
	Weighted (000)	21411	89	64	6	19
	Horz %	100.00	0.42	0.30	0.03	0.09
	Vert %	8.89	15.60	19.48	6.90	11.48
	Index	100	175	219	78	129
			*	*	*	*
Watched a Movie Online - Past Month	Unwgt'd	10210	34	18	8	10
	Weighted (000)	51231	129	60	32	46
	Horz %	100.00	0.25	0.12	0.06	0.09
	Vert %	21.28	22.67	18.22	38.04	28.23
	Index	100	107	86	179	133
			*	*	*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	26	14	4	10
	Weighted (000)	44949	85	39	21	28
	Horz %	100.00	0.19	0.09	0.05	0.06
	Vert %	18.67	14.90	11.70	24.39	17.15
	Index	100	80	63	131	92
			*	*	*	*
Visited a Chat Room - Past Month	Unwgt'd	2241	7	5	2	1
	Weighted (000)	11411	29	12	16	1
	Horz %	100.00	0.26	0.11	0.14	0.01
	Vert %	4.74	5.13	3.71	19.31	0.64
	Index	100	108	78	407	13
			*	*	*	*
Used e-Mail - Past Month	Unwgt'd	36995	122	64	33	38
	Weighted (000)	174261	451	236	60	152
	Horz %	100.00	0.26	0.14	0.03	0.09
	Vert %	72.37	78.91	71.50	71.80	92.11
	Index	100	109	99	99	127

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	88	42	22	25
	Weighted (000)	135807	367	182	52	87
	Horz %	100.00	0.27	0.13	0.04	0.06
	Vert %	56.40	64.26	55.16	61.70	53.19
	Index	100	114	98	109	94
			*	*	*	*
Visited Online Blogs - Past Month	Unwgt'd	6524	25	16	4	6
	Weighted (000)	31710	117	66	21	52
	Horz %	100.00	0.37	0.21	0.06	0.16
	Vert %	13.17	20.57	19.95	24.38	31.49
	Index	100	156	152	185	239
			*	*	*	*
Wrote an Online Blog - Past Month	Unwgt'd	1311	5	3	0	1
	Weighted (000)	6536	22	15	0	1
	Horz %	100.00	0.34	0.23	0.00	0.02
	Vert %	2.71	3.85	4.55	0.00	0.64
	Index	100	142	168	0	24
			*	*	*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	9	4	2	2
	Weighted (000)	19478	20	11	2	21
	Horz %	100.00	0.10	0.06	0.01	0.11
	Vert %	8.09	3.56	3.39	2.65	12.78
	Index	100	44	42	33	158
			*	*	*	*
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	121	63	31	33
	Weighted (000)	177442	484	257	69	136
	Horz %	100.00	0.27	0.14	0.04	0.08
	Vert %	73.69	84.69	77.74	82.36	82.97
	Index	100	115	105	112	113
			*	*	*	*
Accessed Facebook.com - Past Month	Unwgt'd	28781	93	44	23	26
	Weighted (000)	145748	361	165	57	92
	Horz %	100.00	0.25	0.11	0.04	0.06
	Vert %	60.53	63.23	50.12	67.41	56.16
	Index	100	104	83	111	93
			*	*	*	*
Accessed Foursquare - Past Month	Unwgt'd	326	2	1	0	0
	Weighted (000)	1536	8	7	0	0
	Horz %	100.00	0.49	0.43	0.00	0.00
	Vert %	0.64	1.33	2.00	0.00	0.00
	Index	100	208	314	0	0
			*	*	*	*
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	28	19	5	9
	Weighted (000)	41531	110	68	20	35
	Horz %	100.00	0.27	0.16	0.05	0.09
	Vert %	17.25	19.32	20.45	23.56	21.47
	Index	100	112	119	137	124
			*	*	*	*
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	39	21	14	10
	Weighted (000)	30933	116	68	22	29
	Horz %	100.00	0.37	0.22	0.07	0.09
	Vert %	12.85	20.22	20.63	26.30	17.69
	Index	100	157	161	205	138

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Accessed Pinterest - Past Month	Unwgt'd	8547	34	18	6	4
	Weighted (000)	45015	160	68	29	23
	Horz %	100.00	0.36	0.15	0.07	0.05
	Vert %	18.70	28.06	20.52	34.85	14.06
	Index	100	150	110	186	75
			*	*	*	*
Accessed Tumblr - Past Month	Unwgt'd	1746	6	3	0	2
	Weighted (000)	9399	22	5	0	2
	Horz %	100.00	0.23	0.05	0.00	0.02
	Vert %	3.90	3.82	1.51	0.00	1.40
	Index	100	98	39	0	36
			*	*	*	*
Accessed Twitter.com - Past Month	Unwgt'd	6090	22	10	3	4
	Weighted (000)	30973	95	50	4	25
	Horz %	100.00	0.31	0.16	0.01	0.08
	Vert %	12.86	16.55	15.05	4.39	15.09
	Index	100	129	117	34	117
			*	*	*	*
Accessed Yelp - Past Month	Unwgt'd	3922	24	12	6	6
	Weighted (000)	15511	70	37	17	31
	Horz %	100.00	0.45	0.24	0.11	0.20
	Vert %	6.44	12.26	11.32	20.24	18.68
	Index	100	190	176	314	290
			*	*	*	*
Accessed YouTube.com - Past Month	Unwgt'd	24628	75	42	15	18
	Weighted (000)	123561	315	190	43	91
	Horz %	100.00	0.26	0.15	0.03	0.07
	Vert %	51.32	55.21	57.54	50.88	55.05
	Index	100	108	112	99	107
			*	*	*	*
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	62	31	14	13
	Weighted (000)	93304	246	135	29	58
	Horz %	100.00	0.26	0.15	0.03	0.06
	Vert %	38.75	43.10	41.01	34.01	35.43
	Index	100	111	106	88	91
			*	*	*	*
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	32	18	7	4
	Weighted (000)	47933	114	65	12	42
	Horz %	100.00	0.24	0.14	0.03	0.09
	Vert %	19.91	19.97	19.83	14.72	25.36
	Index	100	100	100	74	127
			*	*	*	*
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	23	14	5	8
	Weighted (000)	29666	69	43	11	39
	Horz %	100.00	0.23	0.14	0.04	0.13
	Vert %	12.32	12.06	13.03	13.19	23.51
	Index	100	98	106	107	191
			*	*	*	*
Watched a Video on Social Network - Past Month	Unwgt'd	22534	78	39	14	20
	Weighted (000)	114114	333	172	36	88
	Horz %	100.00	0.29	0.15	0.03	0.08
	Vert %	47.39	58.35	52.08	42.80	53.39
	Index	100	123	110	90	113

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RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
					*	*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	127	70	32	38
	Weighted (000)	190804	507	283	71	151
	Horz %	100.00	0.27	0.15	0.04	0.08
	Vert %	79.24	88.79	85.59	84.49	91.99
	Index	100	112	108	107	116
				*	*	*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	68	31	19	18
	Weighted (000)	90847	264	117	43	67
	Horz %	100.00	0.29	0.13	0.05	0.07
	Vert %	37.73	46.28	35.40	51.48	40.46
	Index	100	123	94	136	107
				*	*	*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	63	31	13	15
	Weighted (000)	87270	239	130	18	74
	Horz %	100.00	0.27	0.15	0.02	0.08
	Vert %	36.24	41.93	39.51	21.84	44.81
	Index	100	116	109	60	124
				*	*	*
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	75	36	14	23
	Weighted (000)	113761	309	146	34	103
	Horz %	100.00	0.27	0.13	0.03	0.09
	Vert %	47.25	54.19	44.30	39.99	62.76
	Index	100	115	94	85	133
			*	*	*	*
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	48	27	10	10
	Weighted (000)	79489	188	96	35	53
	Horz %	100.00	0.24	0.12	0.04	0.07
	Vert %	33.01	32.94	29.09	41.85	32.01
	Index	100	100	88	127	97
			*	*	*	*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	30	17	3	9
	Weighted (000)	51013	112	60	3	44
	Horz %	100.00	0.22	0.12	0.01	0.09
	Vert %	21.19	19.62	18.21	3.34	26.92
	Index	100	93	86	16	127
				*	*	*
Used a Mobile "App" - Past Month	Unwgt'd	23794	85	42	24	24
	Weighted (000)	116054	294	142	57	90
	Horz %	100.00	0.25	0.12	0.05	0.08
	Vert %	48.20	51.52	42.90	67.50	54.98
	Index	100	107	89	140	114
			*	*	*	*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	29	15	9	17
	Weighted (000)	53679	113	69	17	54
	Horz %	100.00	0.21	0.13	0.03	0.10
	Vert %	22.29	19.80	20.88	20.05	32.77
	Index	100	89	94	90	147
			*	*	*	*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	44	26	13	19
	Weighted (000)	70866	165	109	27	82
	Horz %	100.00	0.23	0.15	0.04	0.12
	Vert %	29.43	28.82	32.92	32.00	50.05
	Index	100	98	112	109	170

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RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	67	32	18	15
	Weighted (000)	84280	234	117	48	54
	Horz %	100.00	0.28	0.14	0.06	0.06
	Vert %	35.00	40.97	35.41	57.05	32.76
	Index	100	117	101	163	94
Read Classified Advertising in Weekday Newspaper			*	*	*	*
	Unwgt'd	3903	11	9	2	7
	Weighted (000)	21071	38	28	4	38
	Horz %	100.00	0.18	0.13	0.02	0.18
	Vert %	8.75	6.65	8.49	4.54	23.30
Read Classified Advertising in Sunda/Weekend Newspaper	Index	100	76	97	52	266
			*	*	*	*
	Unwgt'd	4115	8	5	3	7
	Weighted (000)	21628	21	8	5	54
	Horz %	100.00	0.10	0.04	0.03	0.25
Read Advertisements in Weekday Newspaper	Vert %	8.98	3.60	2.31	6.45	32.87
	Index	100	40	26	72	366
			*	*	*	*
	Unwgt'd	4150	8	5	2	4
	Weighted (000)	19673	44	32	6	13
Read Advertisements in Sunday/Weekend Newspaper	Horz %	100.00	0.22	0.16	0.03	0.07
	Vert %	8.17	7.72	9.72	7.17	8.02
	Index	100	95	119	88	98
			*	*	*	*
	Unwgt'd	5230	13	9	3	5
Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	24675	63	49	8	31
	Horz %	100.00	0.26	0.20	0.03	0.13
	Vert %	10.25	11.10	14.98	9.50	18.88
	Index	100	108	146	93	184
			*	*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	5482	13	11	4	7
	Weighted (000)	25536	65	54	12	25
	Horz %	100.00	0.26	0.21	0.05	0.10
	Vert %	10.61	11.45	16.49	14.07	15.30
	Index	100	108	156	133	144
Received and/or Clipped Coupons from Weekday Newspaper - Past Year			*	*	*	*
	Unwgt'd	8125	21	11	8	11
	Weighted (000)	36955	84	52	18	64
	Horz %	100.00	0.23	0.14	0.05	0.17
	Vert %	15.35	14.66	15.84	21.76	39.08
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Index	100	95	103	142	255
			*	*	*	*
	Unwgt'd	4605	19	11	7	5
	Weighted (000)	22586	78	59	19	36
	Horz %	100.00	0.35	0.26	0.08	0.16
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Vert %	9.38	13.73	17.88	22.31	22.01
	Index	100	146	191	238	235
			*	*	*	*
	Unwgt'd	10890	24	19	8	13
	Weighted (000)	52963	88	78	23	57
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Horz %	100.00	0.17	0.15	0.04	0.11
	Vert %	22.00	15.46	23.48	27.88	34.50
	Index	100	70	107	127	157

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RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	8	7	3	3
	Weighted (000)	15401	40	38	12	4
	Horz %	100.00	0.26	0.25	0.08	0.03
	Vert %	6.40	7.00	11.55	14.56	2.58
	Index	100	109	181	228	40
			*	*	*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	11	5	4	2
	Weighted (000)	13074	38	19	6	7
	Horz %	100.00	0.29	0.15	0.05	0.05
	Vert %	5.43	6.62	5.89	7.69	4.21
	Index	100	122	109	142	78
			*	*	*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	18	12	6	5
	Weighted (000)	26513	76	58	17	11
	Horz %	100.00	0.29	0.22	0.06	0.04
	Vert %	11.01	13.30	17.44	20.09	6.79
	Index	100	121	158	182	62
			*	*	*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	13	8	3	3
	Weighted (000)	12079	26	14	6	5
	Horz %	100.00	0.22	0.11	0.05	0.04
	Vert %	5.02	4.60	4.16	7.09	2.92
	Index	100	92	83	141	58
			*	*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	26	11	9	7
	Weighted (000)	46737	80	28	19	31
	Horz %	100.00	0.17	0.06	0.04	0.07
	Vert %	19.41	13.98	8.56	23.06	18.59
	Index	100	72	44	119	96
			*	*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	18	9	6	5
	Weighted (000)	31131	50	20	10	29
	Horz %	100.00	0.16	0.06	0.03	0.09
	Vert %	12.93	8.67	6.10	12.03	17.37
	Index	100	67	47	93	134
			*	*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	18	8	4	5
	Weighted (000)	31417	53	19	7	30
	Horz %	100.00	0.17	0.06	0.02	0.10
	Vert %	13.05	9.32	5.61	7.96	18.26
	Index	100	71	43	61	140
			*	*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	15	9	4	5
	Weighted (000)	33490	34	19	7	26
	Horz %	100.00	0.10	0.06	0.02	0.08
	Vert %	13.91	5.94	5.82	7.96	16.08
	Index	100	43	42	57	116
			*	*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	15	9	6	3
	Weighted (000)	26008	40	24	12	22
	Horz %	100.00	0.15	0.09	0.05	0.08
	Vert %	10.80	7.06	7.16	13.96	13.33
	Index	100	65	66	129	123

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			*	*	*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	19	10	5	5
	Weighted (000)	25254	63	29	15	27
	Horz %	100.00	0.25	0.11	0.06	0.11
	Vert %	10.49	11.10	8.70	17.35	16.27
	Index	100	106	83	165	155
			*	*	*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	28	14	8	3
	Weighted (000)	34124	88	42	13	7
	Horz %	100.00	0.26	0.12	0.04	0.02
	Vert %	14.17	15.33	12.62	15.74	4.13
	Index	100	108	89	111	29
			*	*	*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	13	7	3	2
	Weighted (000)	21507	45	20	6	6
	Horz %	100.00	0.21	0.10	0.03	0.03
	Vert %	8.93	7.80	6.20	6.71	3.44
	Index	100	87	69	75	39
			*	*	*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	15	8	3	6
	Weighted (000)	33395	35	15	5	11
	Horz %	100.00	0.11	0.05	0.02	0.03
	Vert %	13.87	6.15	4.68	6.14	6.60
	Index	100	44	34	44	48
			*	*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	19	9	5	6
	Weighted (000)	23645	64	26	27	31
	Horz %	100.00	0.27	0.11	0.11	0.13
	Vert %	9.82	11.16	7.90	31.87	18.61
	Index	100	114	80	325	190
			*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	12	6	4	2
	Weighted (000)	19616	47	22	7	4
	Horz %	100.00	0.24	0.11	0.03	0.02
	Vert %	8.15	8.17	6.71	8.05	2.60
	Index	100	100	82	99	32
			*	*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	12	5	5	6
	Weighted (000)	27802	19	7	6	33
	Horz %	100.00	0.07	0.03	0.02	0.12
	Vert %	11.55	3.40	2.24	6.97	20.02
	Index	100	29	19	60	173
			*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	13	6	5	2
	Weighted (000)	18664	22	12	8	20
	Horz %	100.00	0.12	0.06	0.04	0.11
	Vert %	7.75	3.91	3.57	9.86	12.23
	Index	100	50	46	127	158
			*	*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	27	13	5	7
	Weighted (000)	40582	64	33	8	33
	Horz %	100.00	0.16	0.08	0.02	0.08
	Vert %	16.85	11.24	9.89	9.68	19.85
	Index	100	67	59	57	118

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

		Adults 18+	Own/Lease any Infiniti	Most Recent Vehicle Bought/Leased any Infiniti	Decision Maker for any Infiniti Bought/Leased New	Would Buy/Lease New Infiniti If Making Decision Today:
				*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	11	5	2	5
	Weighted (000)	18074	24	8	3	29
	Horz %	100.00	0.13	0.04	0.02	0.16
	Vert %	7.51	4.13	2.38	3.51	17.62
	Index	100	55	32	47	235
				*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	10	5	3	3
	Weighted (000)	16741	17	6	4	24
	Horz %	100.00	0.10	0.04	0.02	0.14
	Vert %	6.95	2.92	1.84	4.46	14.39
	Index	100	42	26	64	207
				*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	12	5	1	2
	Weighted (000)	25416	42	19	2	22
	Horz %	100.00	0.17	0.07	0.01	0.09
	Vert %	10.56	7.44	5.75	1.91	13.34
	Index	100	70	54	18	126
				*	*	*
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	79	38	24	22
	Weighted (000)	122681	309	153	57	92
	Horz %	100.00	0.25	0.12	0.05	0.08
	Vert %	50.95	54.05	46.35	67.37	56.11
	Index	100	106	91	132	110
				*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	33	16	12	12
	Weighted (000)	52460	112	66	26	61
	Horz %	100.00	0.21	0.13	0.05	0.12
	Vert %	21.79	19.66	19.89	31.13	37.25
	Index	100	90	91	143	171
				*	*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	20	11	5	6
	Weighted (000)	33802	81	49	7	41
	Horz %	100.00	0.24	0.14	0.02	0.12
	Vert %	14.04	14.16	14.79	8.89	25.07
	Index	100	101	105	63	179
				*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	14	9	5	6
	Weighted (000)	17253	57	47	13	44
	Horz %	100.00	0.33	0.27	0.08	0.25
	Vert %	7.17	9.94	14.19	15.65	26.56
	Index	100	139	198	218	371
				*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	20	10	8	5
	Weighted (000)	27714	70	40	17	41
	Horz %	100.00	0.25	0.14	0.06	0.15
	Vert %	11.51	12.30	12.16	20.21	25.10
	Index	100	107	106	176	218
				*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	7	5	1	2
	Weighted (000)	14322	36	34	8	17
	Horz %	100.00	0.25	0.24	0.05	0.12
	Vert %	5.95	6.38	10.33	9.05	10.29
	Index	100	107	174	152	173

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RAB / GfK MRI AUTO PROFILE: INFINITI

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				*	*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	26	16	8	3
	Weighted (000)	38266	83	56	17	7
	Horz %	100.00	0.22	0.15	0.04	0.02
	Vert %	15.89	14.58	16.83	20.22	4.06
	Index	100	92	106	127	26
			*	*	*	*
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	20	10	4	2
	Weighted (000)	27321	74	33	9	7
	Horz %	100.00	0.27	0.12	0.03	0.02
	Vert %	11.35	12.92	9.97	10.18	3.97
	Index	100	114	88	90	35
			*	*	*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	39	24	10	13
	Weighted (000)	62134	136	96	15	52
	Horz %	100.00	0.22	0.15	0.02	0.08
	Vert %	25.81	23.89	28.94	17.86	31.69
	Index	100	93	112	69	123
			*	*	*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	28	18	4	6
	Weighted (000)	43591	103	77	8	24
	Horz %	100.00	0.24	0.18	0.02	0.05
	Vert %	18.10	18.09	23.34	9.19	14.51
	Index	100	100	129	51	80
			*	*	*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	39	25	10	10
	Weighted (000)	55588	134	103	23	31
	Horz %	100.00	0.24	0.18	0.04	0.06
	Vert %	23.09	23.44	31.06	27.12	18.60
	Index	100	102	135	117	81
			*	*	*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	37	20	10	12
	Weighted (000)	79810	134	65	33	46
	Horz %	100.00	0.17	0.08	0.04	0.06
	Vert %	33.15	23.39	19.60	38.91	28.14
	Index	100	71	59	117	85
			*	*	*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	32	19	9	8
	Weighted (000)	57496	109	57	36	29
	Horz %	100.00	0.19	0.10	0.06	0.05
	Vert %	23.88	19.08	17.13	42.77	17.62
	Index	100	80	72	179	74
			*	*	*	*
Have Seen Infomercials - Past Month	Unwgt'd	9980	31	21	8	11
	Weighted (000)	49971	108	70	18	37
	Horz %	100.00	0.22	0.14	0.04	0.07
	Vert %	20.75	19.00	21.09	21.14	22.39
	Index	100	92	102	102	108
			*	*	*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	52	29	16	14
	Weighted (000)	99869	188	112	29	51
	Horz %	100.00	0.19	0.11	0.03	0.05
	Vert %	41.48	33.00	33.78	33.96	31.15
	Index	100	80	81	82	75

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				*	*	*
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	19	16	5	5
	Weighted (000)	24118	80	62	25	28
	Horz %	100.00	0.33	0.26	0.10	0.12
	Vert %	10.02	13.96	18.69	29.13	17.00
	Index	100	139	187	291	170
				*	*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	50	32	14	17
	Weighted (000)	91632	179	126	22	71
	Horz %	100.00	0.20	0.14	0.02	0.08
	Vert %	38.06	31.34	38.17	26.19	43.35
	Index	100	82	100	69	114
			*	*	*	*
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	40	25	11	8
	Weighted (000)	58165	152	93	23	48
	Horz %	100.00	0.26	0.16	0.04	0.08
	Vert %	24.16	26.55	28.27	27.46	29.27
	Index	100	110	117	114	121