

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought/leased new	Would buy/lease new Infiniti if making decision today
Adults 18+	Unwgted	48646	555	264	162	155
	Weighted (000)	244084	2472	1275	628	652
	Horz %	100.00	1.01	0.52	0.26	0.27
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Male	Unwgted	24620	322	152	96	80
	Weighted (000)	117785	1332	707	326	291
	Horz %	100.00	1.13	0.60	0.28	0.25
	Vert %	48.26	53.88	55.44	51.83	44.65
	Index	100	112	115	107	93
Female	Unwgted	24026	233	112	66	75
	Weighted (000)	126299	1140	568	303	361
	Horz %	100.00	0.90	0.45	0.24	0.29
	Vert %	51.74	46.12	44.56	48.17	55.35
	Index	100	89	86	93	107
Age 18-24				*	*	*
	Unwgted	3885	54	30	11	9
	Weighted (000)	30253	405	250	91	91
	Horz %	100.00	1.34	0.83	0.30	0.30
	Vert %	12.39	16.37	19.62	14.47	13.97
Age 25-34				*	*	*
	Unwgted	8183	90	44	16	25
	Weighted (000)	43389	486	254	85	116
	Horz %	100.00	1.12	0.59	0.19	0.27
	Vert %	17.78	19.65	19.92	13.45	17.79
Age 35-44					*	*
	Unwgted	8605	109	55	28	35
	Weighted (000)	40230	420	214	80	115
	Horz %	100.00	1.04	0.53	0.20	0.29
	Vert %	16.48	16.99	16.77	12.73	17.66
Age 45-54					*	*
	Unwgted	8861	121	52	33	29
	Weighted (000)	43105	567	291	159	116
	Horz %	100.00	1.31	0.67	0.37	0.27
	Vert %	17.66	22.93	22.82	25.26	17.82
Age 55-64				*	*	*
	Unwgted	8498	99	48	37	31
	Weighted (000)	40725	315	158	106	146
	Horz %	100.00	0.77	0.39	0.26	0.36
	Vert %	16.68	12.75	12.42	16.81	22.45
Age 65+				*	*	*
	Unwgted	10614	82	35	37	26
	Weighted (000)	46383	279	108	109	67
	Horz %	100.00	0.60	0.23	0.23	0.14
	Vert %	19.00	11.31	8.45	17.28	10.32
	Index	100	59	44	91	54

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Age 21+	Unwgted	47284	534	252	159	150
	Weighted (000)	232046	2281	1144	609	585
	Horz %	100.00	0.98	0.49	0.26	0.25
	Vert %	95.07	92.29	89.79	96.96	89.70
	Index	100	97	94	102	94
Age 18-34					*	*
	Unwgted	12068	144	74	27	34
	Weighted (000)	73642	890	504	175	207
	Horz %	100.00	1.21	0.68	0.24	0.28
	Vert %	30.17	36.03	39.54	27.92	31.76
Age 18-49	Index	100	119	131	93	105
	Unwgted	24996	312	157	72	84
	Weighted (000)	134658	1585	892	349	388
	Horz %	100.00	1.18	0.66	0.26	0.29
	Vert %	55.17	64.13	69.97	55.59	59.55
Age 25-54	Index	100	116	127	101	108
	Unwgted	25649	320	151	77	89
	Weighted (000)	126724	1472	759	323	347
	Horz %	100.00	1.16	0.60	0.25	0.27
	Vert %	51.92	59.57	59.51	51.44	53.27
Age 35-64	Index	100	115	115	99	103
	Unwgted	25964	329	155	98	95
	Weighted (000)	124059	1302	663	344	378
	Horz %	100.00	1.05	0.53	0.28	0.30
	Vert %	50.83	52.67	52.01	54.80	57.93
Age 50+	Index	100	104	102	108	114
	Unwgted	23650	243	107	90	71
	Weighted (000)	109426	887	383	279	264
	Horz %	100.00	0.81	0.35	0.25	0.24
	Vert %	44.83	35.87	30.03	44.41	40.45
Median Age	Index	100	80	67	99	90
	Unwgted	47.00	43.30	41.30	48.10	45.30
	Weighted (000)					
	Horz %					
	Vert %					
Race: White Only	Index	100	92	88	102	96
	Unwgted	34564	394	181	124	99
	Weighted (000)	179823	1807	917	479	438
	Horz %	100.00	1.01	0.51	0.27	0.24
	Vert %	73.67	73.13	71.98	76.23	67.27
Race: Black/African-American Only	Index	100	99	98	103	91
				*	*	*
	Unwgted	5909	69	36	14	32
	Weighted (000)	29535	275	136	72	127
	Horz %	100.00	0.93	0.46	0.24	0.43
	Vert %	12.10	11.14	10.69	11.46	19.46
	Index	100	92	88	95	161

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			*	*	*	*
Race: Asian	Unwgted	2388	31	18	11	7
	Weighted (000)	8358	138	73	36	20
	Horz %	100.00	1.65	0.88	0.43	0.23
	Vert %	3.42	5.58	5.75	5.71	3.00
	Index	100	163	168	167	88
			*	*	*	*
Race: Other Race/Multi-Racial	Unwgted	8173	92	47	24	24
	Weighted (000)	34726	389	221	77	87
	Horz %	100.00	1.12	0.64	0.22	0.25
	Vert %	14.23	15.73	17.33	12.31	13.27
	Index	100	111	122	87	93
			*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	83	44	19	19
	Weighted (000)	37743	490	325	125	118
	Horz %	100.00	1.30	0.86	0.33	0.31
	Vert %	15.46	19.83	25.51	19.90	18.03
	Index	100	128	165	129	117
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	19	7	3	3
	Weighted (000)	6214	46	22	3	9
	Horz %	100.00	0.74	0.35	0.05	0.15
	Vert %	2.55	1.87	1.69	0.51	1.45
	Index	100	74	67	20	57
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	29	18	7	12
	Weighted (000)	9439	149	110	27	75
	Horz %	100.00	1.58	1.17	0.29	0.79
	Vert %	3.87	6.04	8.66	4.31	11.43
	Index	100	156	224	111	296
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	10	4	2	2
	Weighted (000)	10474	106	45	2	12
	Horz %	100.00	1.02	0.43	0.02	0.12
	Vert %	4.29	4.31	3.56	0.34	1.90
	Index	100	100	83	8	44
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	22	12	6	2
	Weighted (000)	9512	122	82	55	21
	Horz %	100.00	1.28	0.86	0.58	0.22
	Vert %	3.90	4.93	6.41	8.71	3.26
	Index	100	127	165	224	84
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	3	3	1	0
	Weighted (000)	1751	66	66	38	0
	Horz %	100.00	3.78	3.78	2.16	0.00
	Vert %	0.72	2.68	5.19	6.03	0.00
	Index	100	373	724	841	0
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	124	56	46	26
	Weighted (000)	26213	375	154	115	84
	Horz %	100.00	1.43	0.59	0.44	0.32
	Vert %	10.74	15.17	12.07	18.27	12.91
	Index	100	141	112	170	120

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Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10965	160	68	51	61
	Weighted (000)	46746	693	285	221	209
	Horz %	100.00	1.48	0.61	0.47	0.45
	Vert %	19.15	28.03	22.33	35.15	32.00
	Index	100	146	117	184	167
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2649	26	12	6	9
	Weighted (000)	11210	74	34	12	23
	Horz %	100.00	0.66	0.30	0.11	0.21
	Vert %	4.59	2.98	2.65	1.90	3.60
	Index	100	65	58	41	78
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3407	44	26	10	6
	Weighted (000)	13775	202	148	44	13
	Horz %	100.00	1.46	1.07	0.32	0.09
	Vert %	5.64	8.15	11.59	7.01	1.97
	Index	100	144	205	124	35
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10089	103	48	23	25
	Weighted (000)	44682	441	245	92	138
	Horz %	100.00	0.99	0.55	0.21	0.31
	Vert %	18.31	17.84	19.20	14.68	21.22
	Index	100	97	105	80	116
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10356	77	43	19	24
	Weighted (000)	71816	532	327	105	148
	Horz %	100.00	0.74	0.46	0.15	0.21
	Vert %	29.42	21.51	25.69	16.64	22.72
	Index	100	73	87	57	77
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4355	21	11	7	4
	Weighted (000)	29641	156	82	40	36
	Horz %	100.00	0.53	0.28	0.13	0.12
	Vert %	12.14	6.32	6.47	6.36	5.59
	Index	100	52	53	52	46
Currently Attending College or University	Unwgted	3403	54	28	8	11
	Weighted (000)	19372	338	187	69	64
	Horz %	100.00	1.75	0.97	0.35	0.33
	Vert %	7.94	13.69	14.68	10.91	9.82
	Index	100	172	185	137	124
Employed Full Time	Unwgted	25438	342	164	91	94
	Weighted (000)	119890	1429	761	321	376
	Horz %	100.00	1.19	0.63	0.27	0.31
	Vert %	49.12	57.80	59.68	51.16	57.71
	Index	100	118	122	104	117
Employed Part Time	Unwgted	5730	79	38	18	17
	Weighted (000)	28854	384	220	84	62
	Horz %	100.00	1.33	0.76	0.29	0.22
	Vert %	11.82	15.52	17.28	13.41	9.57
	Index	100	131	146	113	81

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						*
Not Employed	Unwgted	17478	134	62	53	44
	Weighted (000)	95339	659	294	223	213
	Horz %	100.00	0.69	0.31	0.23	0.22
	Vert %	39.06	26.68	23.04	35.42	32.72
	Index	100	68	59	91	84
			*	*	*	*
Temporarily Unemployed	Unwgted	1886	16	9	7	5
	Weighted (000)	12314	74	36	19	29
	Horz %	100.00	0.60	0.30	0.15	0.24
	Vert %	5.05	2.98	2.85	3.02	4.47
	Index	100	59	57	60	89
			*	*	*	*
Retired from Employment	Unwgted	10143	71	34	35	25
	Weighted (000)	46820	254	128	117	102
	Horz %	100.00	0.54	0.27	0.25	0.22
	Vert %	19.18	10.30	10.02	18.59	15.66
	Index	100	54	52	97	82
			*	*	*	*
Not Employed, Principal Shopper for Household	Unwgted	2543	30	10	8	11
	Weighted (000)	16573	179	59	45	51
	Horz %	100.00	1.08	0.35	0.27	0.31
	Vert %	6.79	7.26	4.59	7.17	7.77
	Index	100	107	68	106	114
			*	*	*	*
Occupation: Professional and Related Occupations	Unwgted	7405	107	43	22	26
	Weighted (000)	34142	417	179	76	64
	Horz %	100.00	1.22	0.52	0.22	0.19
	Vert %	13.99	16.85	14.02	12.10	9.75
	Index	100	120	100	87	70
			*	*	*	*
Occupation: Management, Business and Financial Operations	Unwgted	6595	139	63	46	34
	Weighted (000)	24720	517	272	148	132
	Horz %	100.00	2.09	1.10	0.60	0.53
	Vert %	10.13	20.92	21.32	23.52	20.21
	Index	100	207	210	232	200
			*	*	*	*
Occupation: Sales and Office Occupations	Unwgted	5959	71	40	16	24
	Weighted (000)	32636	349	224	85	120
	Horz %	100.00	1.07	0.69	0.26	0.37
	Vert %	13.37	14.14	17.56	13.46	18.41
	Index	100	106	131	101	138
			*	*	*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	26	17	2	6
	Weighted (000)	13728	155	123	16	38
	Horz %	100.00	1.13	0.89	0.12	0.27
	Vert %	5.62	6.29	9.63	2.53	5.78
	Index	100	112	171	45	103
			*	*	*	*
Occupation: Other Employed	Unwgted	8453	78	39	23	21
	Weighted (000)	43519	374	184	81	86
	Horz %	100.00	0.86	0.42	0.19	0.20
	Vert %	17.83	15.12	14.43	12.97	13.13
	Index	100	85	81	73	74

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					*	*
Household Income: \$250,000+	Unwgted	1966	51	14	16	13
	Weighted (000)	7800	195	82	42	60
	Horz %	100.00	2.50	1.04	0.54	0.77
	Vert %	3.20	7.89	6.40	6.68	9.16
	Index	100	247	200	209	287
			*	*	*	*
Household Income: \$200,000-\$249,999	Unwgted	1583	32	9	10	9
	Weighted (000)	7178	137	20	31	51
	Horz %	100.00	1.91	0.28	0.43	0.71
	Vert %	2.94	5.54	1.59	4.87	7.80
	Index	100	188	54	166	265
			*	*	*	*
Household Income: \$150,000-\$199,999	Unwgted	3725	96	42	30	29
	Weighted (000)	18847	410	188	112	81
	Horz %	100.00	2.18	1.00	0.59	0.43
	Vert %	7.72	16.60	14.77	17.80	12.35
	Index	100	215	191	230	160
			*	*	*	*
Household Income: \$100,000-\$149,999	Unwgted	7038	114	57	36	29
	Weighted (000)	39997	546	271	136	125
	Horz %	100.00	1.37	0.68	0.34	0.31
	Vert %	16.39	22.10	21.23	21.61	19.22
	Index	100	135	130	132	117
			*	*	*	*
Household Income: \$75,000-\$99,999	Unwgted	6168	84	53	28	31
	Weighted (000)	32585	364	254	119	162
	Horz %	100.00	1.12	0.78	0.37	0.50
	Vert %	13.35	14.74	19.89	18.96	24.82
	Index	100	110	149	142	186
			*	*	*	*
Household Income: \$60,000-\$74,999	Unwgted	4945	49	26	18	8
	Weighted (000)	24958	221	151	103	15
	Horz %	100.00	0.89	0.61	0.41	0.06
	Vert %	10.23	8.96	11.86	16.34	2.35
	Index	100	88	116	160	23
			*	*	*	*
Household Income: \$50,000-\$59,999	Unwgted	3824	34	13	7	6
	Weighted (000)	18483	161	42	57	45
	Horz %	100.00	0.87	0.23	0.31	0.24
	Vert %	7.57	6.51	3.32	9.10	6.95
	Index	100	86	44	120	92
			*	*	*	*
Household Income: \$40,000-\$49,999	Unwgted	4928	30	13	5	10
	Weighted (000)	20001	105	78	11	24
	Horz %	100.00	0.53	0.39	0.05	0.12
	Vert %	8.19	4.25	6.10	1.70	3.72
	Index	100	52	74	21	45
			*	*	*	*
Household Income: \$30,000-\$39,999	Unwgted	4676	25	15	3	13
	Weighted (000)	21673	118	55	6	60
	Horz %	100.00	0.54	0.25	0.03	0.28
	Vert %	8.88	4.76	4.33	1.03	9.27
	Index	100	54	49	12	104

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			*	*	*	*
Household Income: \$20,000-\$29,999	Unwgted	4378	16	10	1	3
	Weighted (000)	21286	96	86	1	12
	Horz %	100.00	0.45	0.40	0.01	0.06
	Vert %	8.72	3.87	6.72	0.22	1.90
	Index	100	44	77	3	22
Household Income: Under \$20,000	Unwgted	5415	24	12	8	4
	Weighted (000)	31275	118	49	11	16
	Horz %	100.00	0.38	0.16	0.03	0.05
	Vert %	12.81	4.79	3.81	1.70	2.46
	Index	100	37	30	13	19
Median Household Income	Unwgted					
	Weighted (000)	65.60	104.80	92.40	102.20	98.50
	Horz %					
	Vert %					
	Index	100	160	141	156	150
Marital Status: Single, Never Married	Unwgted	12107	141	76	34	32
	Weighted (000)	69105	824	455	183	178
	Horz %	100.00	1.19	0.66	0.26	0.26
	Vert %	28.31	33.36	35.69	29.06	27.32
	Index	100	118	126	103	96
Marital Status: Currently Married	Unwgted	24506	320	138	87	87
	Weighted (000)	129071	1341	645	338	333
	Horz %	100.00	1.04	0.50	0.26	0.26
	Vert %	52.88	54.26	50.63	53.77	51.04
	Index	100	103	96	102	97
Marital Status: Divorced or Legally Separated	Unwgted	8229	74	37	31	30
	Weighted (000)	31030	240	122	78	117
	Horz %	100.00	0.77	0.39	0.25	0.38
	Vert %	12.71	9.70	9.60	12.38	17.89
	Index	100	76	76	97	141
Marital Status: Widowed	Unwgted	3804	20	13	10	6
	Weighted (000)	14879	66	52	30	25
	Horz %	100.00	0.45	0.35	0.20	0.16
	Vert %	6.10	2.69	4.08	4.80	3.76
	Index	100	44	67	79	62
Marital Status: Engaged to Be Married	Unwgted	2120	29	15	3	12
	Weighted (000)	11812	142	63	10	68
	Horz %	100.00	1.21	0.53	0.08	0.57
	Vert %	4.84	5.76	4.94	1.57	10.37
	Index	100	119	102	33	214
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3596	40	21	8	9
	Weighted (000)	21557	217	116	29	48
	Horz %	100.00	1.01	0.54	0.13	0.22
	Vert %	8.83	8.78	9.08	4.55	7.29
	Index	100	99	103	51	83

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Any Child(ren) Under Age 18 Living at Home	Unwgted	18201	245	116	62	67
	Weighted (000)	94932	1205	672	280	337
	Horz %	100.00	1.27	0.71	0.29	0.35
	Vert %	38.89	48.75	52.69	44.50	51.65
	Index	100	125	135	114	133
1 Child Under Age 18 Currently Living at Home	Unwgted	7127	115	53	29	22
	Weighted (000)	38013	655	359	161	126
	Horz %	100.00	1.72	0.95	0.42	0.33
	Vert %	15.57	26.51	28.20	25.55	19.39
	Index	100	170	181	164	125
2 Children Under Age 18 Currently Living at Home	Unwgted	6935	90	52	26	31
	Weighted (000)	34366	404	272	103	112
	Horz %	100.00	1.18	0.79	0.30	0.33
	Vert %	14.08	16.34	21.32	16.41	17.14
	Index	100	116	151	117	122
3 Children Under Age 18 Currently Living at Home	Unwgted	2804	33	8	6	11
	Weighted (000)	14813	94	27	12	86
	Horz %	100.00	0.64	0.18	0.08	0.58
	Vert %	6.07	3.81	2.12	1.90	13.15
	Index	100	63	35	31	217
4 Children Under Age 18 Currently Living at Home	Unwgted	872	6	3	1	2
	Weighted (000)	4873	41	13	4	6
	Horz %	100.00	0.83	0.27	0.08	0.12
	Vert %	2.00	1.64	1.05	0.65	0.91
	Index	100	82	53	33	46
5 or More Children Under Age 18 Currently Living at Home	Unwgted	463	1	0	0	1
	Weighted (000)	2867	11	0	0	7
	Horz %	100.00	0.37	0.00	0.00	0.24
	Vert %	1.17	0.43	0.00	0.00	1.06
	Index	100	37	0	0	90
Own Home/Residence	Unwgted	32775	423	195	127	113
	Weighted (000)	160976	1870	955	477	412
	Horz %	100.00	1.16	0.59	0.30	0.26
	Vert %	65.95	75.66	74.91	75.99	63.15
	Index	100	115	114	115	96
Rent Home/Residence	Unwgted	15306	128	68	33	42
	Weighted (000)	80205	595	319	149	240
	Horz %	100.00	0.74	0.40	0.19	0.30
	Vert %	32.86	24.07	25.04	23.79	36.85
	Index	100	73	76	72	112
Live Rent-Free in Home/Residence	Unwgted	565	4	1	2	0
	Weighted (000)	2903	7	1	1	0
	Horz %	100.00	0.23	0.02	0.05	0.00
	Vert %	1.19	0.27	0.05	0.22	0.00
	Index	100	23	5	19	0



RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought/leased new	Would buy/lease new Infiniti if making decision today
						*
Census Region: North East	Unwgted	11000	134	69	53	29
	Weighted (000)	44018	492	247	154	135
	Horz %	100.00	1.12	0.56	0.35	0.31
	Vert %	18.03	19.92	19.38	24.54	20.72
	Index	100	110	107	136	115
Census Region: South	Unwgted	17645	222	100	58	83
	Weighted (000)	92016	890	465	205	323
	Horz %	100.00	0.97	0.51	0.22	0.35
	Vert %	37.70	36.02	36.50	32.57	49.60
	Index	100	96	97	86	132
Census Region: Midwest				*	*	*
	Unwgted	9880	58	24	12	14
	Weighted (000)	52062	215	109	29	42
	Horz %	100.00	0.41	0.21	0.06	0.08
	Vert %	21.33	8.68	8.53	4.66	6.42
Census Region: West	Index	100	41	40	22	30
				*	*	*
	Unwgted	10121	141	71	39	29
	Weighted (000)	55988	875	454	240	152
	Horz %	100.00	1.56	0.81	0.43	0.27
Census Sub-Region: New England	Vert %	22.94	35.38	35.59	38.23	23.26
	Index	100	154	155	167	101
			*	*	*	*
	Unwgted	2748	28	18	9	9
	Weighted (000)	11567	113	73	23	42
Census Sub-Region: Mid Atlantic	Horz %	100.00	0.98	0.64	0.20	0.36
	Vert %	4.74	4.58	5.76	3.61	6.47
	Index	100	97	122	76	136
				*	*	*
	Unwgted	8252	106	51	44	20
Census Sub-Region: South Atlantic	Weighted (000)	32451	379	173	131	93
	Horz %	100.00	1.17	0.53	0.41	0.29
	Vert %	13.30	15.34	13.61	20.93	14.25
	Index	100	115	102	157	107
				*	*	*
Census Sub-Region: East South Central	Unwgted	9812	126	58	32	30
	Weighted (000)	48740	502	252	128	137
	Horz %	100.00	1.03	0.52	0.26	0.28
	Vert %	19.97	20.33	19.75	20.36	21.06
	Index	100	102	99	102	105
Census Sub-Region: West South Central			*	*	*	*
	Unwgted	1890	11	9	3	3
	Weighted (000)	14067	61	52	15	25
	Horz %	100.00	0.43	0.37	0.11	0.18
	Vert %	5.76	2.45	4.08	2.45	3.79
Census Sub-Region: West South Central	Index	100	43	71	43	66
				*	*	*
	Unwgted	5943	85	33	23	50
	Weighted (000)	29209	327	162	61	161
	Horz %	100.00	1.12	0.55	0.21	0.55
Census Sub-Region: West South Central	Vert %	11.97	13.24	12.68	9.76	24.75
	Index	100	111	106	82	207

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought\leased new	Would buy/lease new Infiniti if making decision today
					*	*
Census Sub-Region: East North Central	Unwgted	7303	50	20	10	14
	Weighted (000)	36089	168	83	22	42
	Horz %	100.00	0.47	0.23	0.06	0.12
	Vert %	14.79	6.79	6.49	3.47	6.42
	Index	100	46	44	23	43
			*	*	*	*
Census Sub-Region: West North Central	Unwgted	2577	8	4	2	0
	Weighted (000)	15973	47	26	8	0
	Horz %	100.00	0.29	0.16	0.05	0.00
	Vert %	6.54	1.89	2.04	1.19	0.00
	Index	100	29	31	18	0
			*	*	*	*
Census Sub-Region: Mountain	Unwgted	2752	21	14	6	8
	Weighted (000)	18482	166	95	69	30
	Horz %	100.00	0.90	0.51	0.37	0.16
	Vert %	7.57	6.73	7.45	11.00	4.67
	Index	100	89	98	145	62
					*	*
Census Sub-Region: Pacific	Unwgted	7369	120	57	33	21
	Weighted (000)	37506	708	359	171	121
	Horz %	100.00	1.89	0.96	0.46	0.32
	Vert %	15.37	28.65	28.15	27.23	18.59
	Index	100	186	183	177	121
County Size: A	Unwgted	26326	414	181	130	109
	Weighted (000)	102649	1605	739	419	369
	Horz %	100.00	1.56	0.72	0.41	0.36
	Vert %	42.05	64.94	57.95	66.64	56.62
	Index	100	154	138	158	135
					*	*
County Size: B	Unwgted	11709	102	63	27	34
	Weighted (000)	72000	654	429	194	223
	Horz %	100.00	0.91	0.60	0.27	0.31
	Vert %	29.50	26.47	33.63	30.89	34.20
	Index	100	90	114	105	116
			*	*	*	*
County Size: C/D	Unwgted	10611	39	20	5	12
	Weighted (000)	69435	212	107	16	60
	Horz %	100.00	0.31	0.15	0.02	0.09
	Vert %	28.45	8.59	8.42	2.47	9.18
	Index	100	30	30	9	32
			*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	13	6	1	2
	Weighted (000)	4719	49	11	1	9
	Horz %	100.00	1.05	0.22	0.02	0.18
	Vert %	1.93	2.00	0.83	0.18	1.32
	Index	100	103	43	9	68
					*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgted	7893	109	53	32	24
	Weighted (000)	38375	534	291	175	94
	Horz %	100.00	1.39	0.76	0.46	0.24
	Vert %	15.72	21.62	22.86	27.84	14.35
	Index	100	138	145	177	91

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased 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	1220	18	7	6	3
	Weighted (000)	6399	94	29	22	10
	Horz %	100.00	1.47	0.45	0.35	0.15
	Vert %	2.62	3.82	2.24	3.54	1.46
	Index	100	146	86	135	56
		*	*	*	*	*
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
	Index	0	0	0	0	0
			*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	44	18	10	10
	Weighted (000)	7983	106	45	23	28
	Horz %	100.00	1.33	0.57	0.28	0.35
	Vert %	3.27	4.30	3.55	3.62	4.32
	Index	100	132	109	111	132
			*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	45	21	11	13
	Weighted (000)	12837	120	46	27	30
	Horz %	100.00	0.94	0.36	0.21	0.23
	Vert %	5.26	4.86	3.58	4.26	4.60
	Index	100	92	68	81	87
			*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	21	9	6	8
	Weighted (000)	3908	84	18	13	18
	Horz %	100.00	2.14	0.46	0.34	0.46
	Vert %	1.60	3.38	1.42	2.12	2.77
	Index	100	211	89	132	173
			*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	56	25	9	14
	Weighted (000)	14357	317	155	42	42
	Horz %	100.00	2.21	1.08	0.29	0.29
	Vert %	5.88	12.81	12.19	6.66	6.45
	Index	100	218	207	113	110
			*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	111	56	26	22
	Weighted (000)	42891	562	328	121	109
	Horz %	100.00	1.31	0.77	0.28	0.25
	Vert %	17.57	22.74	25.75	19.33	16.65
	Index	100	129	147	110	95
			*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	34	13	7	10
	Weighted (000)	14285	145	80	24	64
	Horz %	100.00	1.01	0.56	0.17	0.45
	Vert %	5.85	5.86	6.25	3.76	9.87
	Index	100	100	107	64	169
			*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	37	16	6	8
	Weighted (000)	16987	162	62	14	22
	Horz %	100.00	0.95	0.37	0.08	0.13
	Vert %	6.96	6.56	4.87	2.23	3.43
	Index	100	94	70	32	49

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased 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)	Unwgted	1353	18	8	3	1
	Weighted (000)	5307	53	27	6	2
	Horz %	100.00	0.99	0.52	0.11	0.03
	Vert %	2.17	2.13	2.15	0.95	0.24
	Index	100	98	99	44	11
				*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	70	34	21	30
	Weighted (000)	44958	273	136	84	163
	Horz %	100.00	0.61	0.30	0.19	0.36
	Vert %	18.42	11.05	10.67	13.35	24.97
	Index	100	60	58	72	136
				*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	3	2	2	3
	Weighted (000)	1196	18	16	4	18
	Horz %	100.00	1.55	1.31	0.33	1.51
	Vert %	0.49	0.75	1.23	0.64	2.76
	Index	100	153	251	130	564
				*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	3	2	1	1
	Weighted (000)	3662	9	5	4	4
	Horz %	100.00	0.25	0.14	0.10	0.10
	Vert %	1.50	0.37	0.40	0.61	0.59
	Index	100	25	26	41	39
				*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	36	15	11	5
	Weighted (000)	15181	270	149	92	24
	Horz %	100.00	1.78	0.98	0.60	0.16
	Vert %	6.22	10.92	11.65	14.58	3.73
	Index	100	176	187	234	60
				*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	58	26	15	13
	Weighted (000)	17450	277	135	86	50
	Horz %	100.00	1.59	0.77	0.49	0.28
	Vert %	7.15	11.22	10.57	13.62	7.60
	Index	100	157	148	191	106
				*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	8	4	2	2
	Weighted (000)	2496	24	19	2	2
	Horz %	100.00	0.95	0.76	0.09	0.09
	Vert %	1.02	0.96	1.48	0.36	0.35
	Index	100	94	145	35	34
				*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	14	7	5	1
	Weighted (000)	6328	151	103	70	7
	Horz %	100.00	2.39	1.63	1.11	0.11
	Vert %	2.59	6.12	8.07	11.14	1.06
	Index	100	236	311	430	41
				*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	84	33	29	23
	Weighted (000)	23554	279	101	69	75
	Horz %	100.00	1.18	0.43	0.29	0.32
	Vert %	9.65	11.28	7.95	10.91	11.44
	Index	100	117	82	113	119

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased 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	1456	8	6	4	3
	Weighted (000)	7376	42	35	16	11
	Horz %	100.00	0.57	0.48	0.22	0.15
	Vert %	3.02	1.69	2.77	2.59	1.67
	Index	100	56	92	86	55
			*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	26	10	7	10
	Weighted (000)	10677	91	42	35	25
	Horz %	100.00	0.85	0.39	0.33	0.23
	Vert %	4.37	3.69	3.29	5.60	3.83
	Index	100	84	75	128	88
			*	*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	42	15	8	12
	Weighted (000)	20120	189	76	39	29
	Horz %	100.00	0.94	0.38	0.20	0.15
	Vert %	8.24	7.63	5.99	6.25	4.51
	Index	100	93	73	76	55
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	50	22	10	5
	Weighted (000)	13480	259	99	76	37
	Horz %	100.00	1.92	0.73	0.56	0.27
	Vert %	5.52	10.49	7.77	12.06	5.66
	Index	100	190	141	218	103
			*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	32	16	5	5
	Weighted (000)	16260	158	67	32	16
	Horz %	100.00	0.97	0.41	0.20	0.10
	Vert %	6.66	6.38	5.23	5.06	2.50
	Index	100	96	79	76	38
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	15	10	5	5
	Weighted (000)	5735	97	76	29	22
	Horz %	100.00	1.69	1.32	0.50	0.39
	Vert %	2.35	3.91	5.93	4.57	3.40
	Index	100	166	253	194	145
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	18	7	6	1
	Weighted (000)	5268	91	52	21	1
	Horz %	100.00	1.72	0.99	0.41	0.02
	Vert %	2.16	3.67	4.10	3.41	0.18
	Index	100	170	190	158	8
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	5	3	2	2
	Weighted (000)	1893	16	8	4	11
	Horz %	100.00	0.86	0.41	0.22	0.58
	Vert %	0.78	0.66	0.60	0.65	1.69
	Index	100	84	78	84	218
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	59	35	12	27
	Weighted (000)	26008	253	162	53	120
	Horz %	100.00	0.97	0.62	0.20	0.46
	Vert %	10.66	10.22	12.75	8.45	18.39
	Index	100	96	120	79	173

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased 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)	Unwgted	2133	24	17	1	13
	Weighted (000)	10077	97	82	1	28
	Horz %	100.00	0.96	0.81	0.01	0.28
	Vert %	4.13	3.92	6.43	0.11	4.30
	Index	100	95	156	3	104
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	30	17	9	10
	Weighted (000)	11746	125	75	34	79
	Horz %	100.00	1.07	0.64	0.29	0.67
	Vert %	4.81	5.06	5.88	5.48	12.16
	Index	100	105	122	114	253
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	15	6	2	5
	Weighted (000)	6945	72	41	4	21
	Horz %	100.00	1.04	0.59	0.06	0.30
	Vert %	2.85	2.92	3.24	0.70	3.21
	Index	100	103	114	25	113
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	485	228	142	136
	Weighted (000)	204462	2094	1056	517	565
	Horz %	100.00	1.02	0.52	0.25	0.28
	Vert %	83.77	84.72	82.86	82.30	86.64
	Index	100	101	99	98	103
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	314	148	85	90
	Weighted (000)	122460	1261	602	246	356
	Horz %	100.00	1.03	0.49	0.20	0.29
	Vert %	50.17	51.02	47.22	39.18	54.69
	Index	100	102	94	78	109
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	224	109	64	59
	Weighted (000)	94930	975	540	207	269
	Horz %	100.00	1.03	0.57	0.22	0.28
	Vert %	38.89	39.46	42.35	32.99	41.34
	Index	100	101	109	85	106
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	292	136	86	73
	Weighted (000)	109527	1152	557	290	280
	Horz %	100.00	1.05	0.51	0.27	0.26
	Vert %	44.87	46.59	43.72	46.21	42.89
	Index	100	104	97	103	96
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	87	43	19	30
	Weighted (000)	41055	385	205	73	151
	Horz %	100.00	0.94	0.50	0.18	0.37
	Vert %	16.82	15.59	16.06	11.69	23.11
	Index	100	93	95	70	137
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	22	10	5	13
	Weighted (000)	12268	129	47	42	38
	Horz %	100.00	1.05	0.38	0.34	0.31
	Vert %	5.03	5.21	3.69	6.62	5.90
	Index	100	104	73	132	117

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased 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	Unwgted	16140	182	87	55	61
	Weighted (000)	79167	723	377	170	218
	Horz %	100.00	0.91	0.48	0.21	0.28
	Vert %	32.43	29.24	29.59	27.06	33.51
	Index	100	90	91	83	103
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	265	124	78	73
	Weighted (000)	106532	1101	576	298	319
	Horz %	100.00	1.03	0.54	0.28	0.30
	Vert %	43.65	44.53	45.20	47.41	49.01
	Index	100	102	104	109	112
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	215	104	60	54
	Weighted (000)	85146	914	482	229	231
	Horz %	100.00	1.07	0.57	0.27	0.27
	Vert %	34.88	36.99	37.83	36.51	35.42
	Index	100	106	108	105	102
Radio Daypart Cumes: Weekend 7:00 pm - Midnight					*	*
	Unwgted	8346	96	51	26	34
	Weighted (000)	42195	416	234	110	112
	Horz %	100.00	0.99	0.55	0.26	0.26
	Vert %	17.29	16.84	18.36	17.53	17.15
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*	*
	Unwgted	2161	20	11	5	7
	Weighted (000)	10847	80	33	30	18
	Horz %	100.00	0.74	0.31	0.27	0.17
	Vert %	4.44	3.23	2.61	4.70	2.82
Where Listen to Radio on Typical Weekday: Home					*	*
	Unwgted	13605	127	59	36	43
	Weighted (000)	66444	505	240	101	134
	Horz %	100.00	0.76	0.36	0.15	0.20
	Vert %	27.22	20.43	18.86	16.00	20.54
Where Listen to Radio on Typical Weekday: Car					*	*
	Unwgted	37582	479	227	132	128
	Weighted (000)	186198	2118	1117	515	529
	Horz %	100.00	1.14	0.60	0.28	0.28
	Vert %	76.28	85.70	87.62	81.96	81.18
Where Listen to Radio on Typical Weekday: Work					*	*
	Unwgted	6358	57	28	16	16
	Weighted (000)	32708	190	82	42	49
	Horz %	100.00	0.58	0.25	0.13	0.15
	Vert %	13.40	7.69	6.40	6.68	7.46
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*	*
	Unwgted	1490	13	6	6	4
	Weighted (000)	7844	90	51	46	18
	Horz %	100.00	1.15	0.65	0.59	0.22
	Vert %	3.21	3.65	4.01	7.31	2.69
	Index	100	114	125	228	84

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased 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	Unwgted	16122	163	78	44	47
	Weighted (000)	79216	657	354	149	207
	Horz %	100.00	0.83	0.45	0.19	0.26
	Vert %	32.45	26.59	27.80	23.66	31.73
	Index	100	82	86	73	98
Where Listen to Radio on Typical Weekend: Car	Unwgted	34584	427	194	116	116
	Weighted (000)	172300	1928	982	456	491
	Horz %	100.00	1.12	0.57	0.26	0.29
	Vert %	70.59	78.00	77.02	72.57	75.38
	Index	100	110	109	103	107
Where Listen to Radio on Typical Weekend: Work			*	*	*	*
	Unwgted	2377	17	8	5	9
	Weighted (000)	13032	59	32	25	36
	Horz %	100.00	0.45	0.25	0.19	0.28
	Vert %	5.34	2.37	2.55	4.00	5.54
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*	*
	Unwgted	1550	15	8	5	2
	Weighted (000)	8439	89	65	34	6
	Horz %	100.00	1.05	0.77	0.40	0.07
	Vert %	3.46	3.59	5.07	5.33	0.85
Ever Listen to AM Radio (Terrestrial Radio)					*	*
	Unwgted	8872	124	52	40	31
	Weighted (000)	37216	456	176	151	115
	Horz %	100.00	1.23	0.47	0.41	0.31
	Vert %	15.25	18.46	13.77	24.01	17.67
Ever Listen to FM Radio (Terrestrial Radio)						
	Unwgted	35648	398	189	99	110
	Weighted (000)	180517	1844	972	447	458
	Horz %	100.00	1.02	0.54	0.25	0.25
	Vert %	73.96	74.59	76.27	71.13	70.19
Ever Listen to Any Terrestrial Radio (AM/FM)						
	Unwgted	38624	437	206	115	120
	Weighted (000)	192537	1963	1014	486	477
	Horz %	100.00	1.02	0.53	0.25	0.25
	Vert %	78.88	79.43	79.57	77.40	73.17
Ever Listen to Satellite Radio (SiriusXM)					*	*
	Unwgted	6808	136	60	49	39
	Weighted (000)	31804	500	215	135	139
	Horz %	100.00	1.57	0.68	0.43	0.44
	Vert %	13.03	20.25	16.89	21.52	21.31
Household Subscribes to Satellite (SiriusXM) Radio						*
	Unwgted	9333	181	75	62	44
	Weighted (000)	45323	659	315	176	149
	Horz %	100.00	1.45	0.70	0.39	0.33
	Vert %	18.57	26.65	24.74	27.96	22.85
	Index	100	144	133	151	123



RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased 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	Unwgted	15153	327	151	116	76
	Weighted (000)	76621	1392	640	419	284
	Horz %	100.00	1.82	0.84	0.55	0.37
	Vert %	31.39	56.33	50.21	66.67	43.53
	Index	100	179	160	212	139
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	264	110	79	71
	Weighted (000)	64670	1127	486	315	309
	Horz %	100.00	1.74	0.75	0.49	0.48
	Vert %	26.49	45.60	38.14	50.12	47.41
	Index	100	172	144	189	179
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month					*	*
	Unwgted	7343	99	56	29	27
	Weighted (000)	36346	386	213	121	50
	Horz %	100.00	1.06	0.59	0.33	0.14
	Index	100	105	112	130	52
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	259	124	63	67
	Weighted (000)	97996	1313	733	252	318
	Horz %	100.00	1.34	0.75	0.26	0.32
	Vert %	40.15	53.11	57.50	40.11	48.80
	Index	100	132	143	100	122
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	298	145	71	77
	Weighted (000)	110983	1473	811	314	336
	Horz %	100.00	1.33	0.73	0.28	0.30
	Vert %	45.47	59.59	63.64	50.00	51.47
	Index	100	131	140	110	113
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month			*	*	*	*
	Unwgted	3452	43	24	6	12
	Weighted (000)	17001	212	148	14	20
	Horz %	100.00	1.25	0.87	0.08	0.12
	Index	100	123	167	31	44
Downloaded Music - Past Month					*	*
	Unwgted	9054	128	66	33	37
	Weighted (000)	47933	542	306	116	134
	Horz %	100.00	1.13	0.64	0.24	0.28
	Index	100	112	122	94	104
Downloaded Podcasts/Engaged in Podcasting - Past Month				*	*	*
	Unwgted	3700	63	34	18	18
	Weighted (000)	17081	279	144	58	55
	Horz %	100.00	1.63	0.84	0.34	0.32
	Index	100	161	161	133	121
Visited iHeartRadio site - Past Month				*	*	*
	Unwgted	4412	53	36	10	15
	Weighted (000)	21989	223	120	32	46
	Horz %	100.00	1.01	0.55	0.15	0.21
	Index	100	100	105	57	79

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought\leased new	Would buy/lease new Infiniti if making decision today
					*	*
Visited iTunes.com site - Past Month	Unwgted	8331	132	67	44	31
	Weighted (000)	40212	561	285	137	113
	Horz %	100.00	1.39	0.71	0.34	0.28
	Vert %	16.47	22.69	22.36	21.85	17.28
	Index	100	138	136	133	105
Visited Pandora.com site - Past Month	Unwgted	16996	251	121	57	67
	Weighted (000)	87700	1158	649	233	332
	Horz %	100.00	1.32	0.74	0.27	0.38
	Vert %	35.93	46.84	50.91	37.13	50.95
	Index	100	130	142	103	142
Visited Spotify site - Past Month	Unwgted	6074	92	45	18	18
	Weighted (000)	32588	403	235	56	100
	Horz %	100.00	1.24	0.72	0.17	0.31
	Vert %	13.35	16.30	18.47	8.85	15.33
	Index	100	122	138	66	115
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	176	88	50	57
	Weighted (000)	83844	782	388	155	259
	Horz %	100.00	0.93	0.46	0.18	0.31
	Vert %	34.35	31.66	30.43	24.61	39.74
	Index	100	92	89	72	116
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	156	76	47	54
	Weighted (000)	70343	670	347	129	220
	Horz %	100.00	0.95	0.49	0.18	0.31
	Vert %	28.82	27.12	27.25	20.55	33.74
	Index	100	94	95	71	117
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	195	93	59	66
	Weighted (000)	86850	841	393	181	290
	Horz %	100.00	0.97	0.45	0.21	0.33
	Vert %	35.58	34.02	30.85	28.77	44.56
	Index	100	96	87	81	125
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	156	72	53	54
	Weighted (000)	65189	684	344	177	215
	Horz %	100.00	1.05	0.53	0.27	0.33
	Vert %	26.71	27.66	27.00	28.24	33.04
	Index	100	104	101	106	124
Most trusted media: Radio	Unwgted	4143	53	24	13	19
	Weighted (000)	21056	294	169	43	61
	Horz %	100.00	1.39	0.80	0.21	0.29
	Vert %	8.63	11.88	13.27	6.91	9.29
	Index	100	138	154	80	108
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	445	204	140	130
	Weighted (000)	190885	1875	947	519	540
	Horz %	100.00	0.98	0.50	0.27	0.28
	Vert %	78.20	75.88	74.27	82.58	82.91
	Index	100	97	95	106	106

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought\leased new	Would buy/lease new Infiniti if making decision today
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	345	165	116	111
	Weighted (000)	150599	1486	746	433	485
	Horz %	100.00	0.99	0.50	0.29	0.32
	Vert %	61.70	60.11	58.56	68.98	74.37
	Index	100	97	95	112	121
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	293	129	92	89
	Weighted (000)	129573	1275	616	325	391
	Horz %	100.00	0.98	0.48	0.25	0.30
	Vert %	53.09	51.59	48.32	51.72	59.92
	Index	100	97	91	97	113
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	351	161	106	112
	Weighted (000)	150356	1531	780	401	465
	Horz %	100.00	1.02	0.52	0.27	0.31
	Vert %	61.60	61.93	61.23	63.88	71.27
	Index	100	101	99	104	116
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	108	59	39	39
	Weighted (000)	72467	510	280	175	175
	Horz %	100.00	0.70	0.39	0.24	0.24
	Vert %	29.69	20.65	21.98	27.91	26.84
	Index	100	70	74	94	90
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgted	24214	228	108	74	82
	Weighted (000)	122899	984	454	286	346
	Horz %	100.00	0.80	0.37	0.23	0.28
	Vert %	50.35	39.82	35.64	45.58	53.05
	Index	100	79	71	91	105
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgted	8203	93	41	28	32
	Weighted (000)	41009	392	221	95	115
	Horz %	100.00	0.95	0.54	0.23	0.28
	Vert %	16.80	15.84	17.32	15.13	17.63
	Index	100	94	103	90	105
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	227	105	71	69
	Weighted (000)	102185	1022	471	307	288
	Horz %	100.00	1.00	0.46	0.30	0.28
	Vert %	41.86	41.36	36.99	48.81	44.20
	Index	100	99	88	117	106
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgted	23818	273	127	94	78
	Weighted (000)	120635	1084	585	375	367
	Horz %	100.00	0.90	0.48	0.31	0.30
	Vert %	49.42	43.84	45.88	59.70	56.24
	Index	100	89	93	121	114
Downloaded a TV Program - Past Month	Unwgted	2514	41	21	10	12
	Weighted (000)	11768	172	79	30	33
	Horz %	100.00	1.46	0.67	0.26	0.28
	Vert %	4.82	6.94	6.18	4.82	5.09
	Index	100	144	128	100	106

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought\leased new	Would buy/lease new Infiniti if making decision today
					*	*
Watched a TV Program Online Past Month	Unwgted	8915	115	62	34	37
	Weighted (000)	43431	537	308	125	118
	Horz %	100.00	1.24	0.71	0.29	0.27
	Vert %	17.79	21.74	24.18	19.96	18.11
	Index	100	122	136	112	102
					*	*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	9786	138	67	38	44
	Weighted (000)	47213	575	288	128	140
	Horz %	100.00	1.22	0.61	0.27	0.30
	Vert %	19.34	23.26	22.63	20.34	21.52
	Index	100	120	117	105	111
				*	*	*
Looked at TV Listings Online - Past Month	Unwgted	5331	74	37	18	28
	Weighted (000)	24808	268	113	56	83
	Horz %	100.00	1.08	0.45	0.22	0.33
	Vert %	10.16	10.84	8.86	8.88	12.68
	Index	100	107	87	87	125
Household Subscribes to Cable TV	Unwgted	22534	248	124	69	75
	Weighted (000)	109088	1087	556	265	357
	Horz %	100.00	1.00	0.51	0.24	0.33
	Vert %	44.69	43.96	43.66	42.16	54.81
	Index	100	98	98	94	123
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	37894	476	219	143	129
	Weighted (000)	188357	2021	1014	542	550
	Horz %	100.00	1.07	0.54	0.29	0.29
	Vert %	77.17	81.78	79.59	86.31	84.41
	Index	100	106	103	112	109
Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	36344	457	209	136	123
	Weighted (000)	180739	1914	943	494	521
	Horz %	100.00	1.06	0.52	0.27	0.29
	Vert %	74.05	77.43	73.99	78.64	79.87
	Index	100	105	100	106	108
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	26301	311	144	96	100
	Weighted (000)	131456	1263	625	345	434
	Horz %	100.00	0.96	0.48	0.26	0.33
	Vert %	53.86	51.10	49.06	54.87	66.51
	Index	100	95	91	102	123
Viewed Any Premium Cable Channels - Past Month	Unwgted	15801	241	117	75	70
	Weighted (000)	75868	974	458	276	298
	Horz %	100.00	1.28	0.60	0.36	0.39
	Vert %	31.08	39.42	35.92	43.98	45.68
	Index	100	127	116	142	147
				*	*	*
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	5693	106	48	35	29
	Weighted (000)	27121	422	212	156	101
	Horz %	100.00	1.56	0.78	0.57	0.37
	Vert %	11.11	17.07	16.64	24.79	15.48
	Index	100	154	150	223	139

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought\leased new	Would buy/lease new Infiniti if making decision today
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	222	102	73	52
	Weighted (000)	59121	914	427	256	216
	Horz %	100.00	1.55	0.72	0.43	0.37
	Vert %	24.22	36.98	33.48	40.76	33.17
	Index	100	153	138	168	137
Household Has a Satellite Dish					*	*
	Unwgted	10843	133	58	39	36
	Weighted (000)	61939	604	302	177	156
	Horz %	100.00	0.97	0.49	0.29	0.25
	Vert %	25.38	24.43	23.70	28.24	23.95
Index	100	96	93	111	94	
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	338	145	100	84
	Weighted (000)	116768	1379	632	367	344
	Horz %	100.00	1.18	0.54	0.31	0.29
	Vert %	47.84	55.81	49.63	58.49	52.82
	Index	100	117	104	122	110
Any Internet/Online Activity - Past Month	Unwgted	42373	522	251	149	144
	Weighted (000)	208554	2327	1220	594	597
	Horz %	100.00	1.12	0.59	0.29	0.29
	Vert %	85.44	94.15	95.75	94.62	91.53
	Index	100	110	112	111	107
Played Games Online - Past Month					*	*
	Unwgted	13852	163	81	40	47
	Weighted (000)	73850	702	378	143	239
	Horz %	100.00	0.95	0.51	0.19	0.32
	Vert %	30.26	28.40	29.66	22.72	36.61
Index	100	94	98	75	121	
Downloaded a Video Game - Past Month					*	*
	Unwgted	5083	62	34	14	10
	Weighted (000)	28601	308	198	46	67
	Horz %	100.00	1.08	0.69	0.16	0.23
	Vert %	11.72	12.45	15.53	7.24	10.31
Index	100	106	133	62	88	
Downloaded a Movie - Past Month					*	*
	Unwgted	4447	66	39	21	18
	Weighted (000)	21989	255	150	84	72
	Horz %	100.00	1.16	0.68	0.38	0.33
	Vert %	9.01	10.33	11.76	13.32	10.99
Index	100	115	131	148	122	
Watched a Movie Online - Past Month					*	*
	Unwgted	11540	168	89	45	51
	Weighted (000)	58047	808	430	177	214
	Horz %	100.00	1.39	0.74	0.31	0.37
	Vert %	23.78	32.68	33.76	28.23	32.81
Index	100	137	142	119	138	
Watched Online Video (Not Movie, TV) - Past Month					*	*
	Unwgted	10029	142	72	37	45
	Weighted (000)	50248	660	369	155	143
	Horz %	100.00	1.31	0.74	0.31	0.29
	Vert %	20.59	26.70	28.98	24.62	22.00
Index	100	130	141	120	107	

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought/leased new	Would buy/lease new Infiniti if making decision today
			*	*	*	*
Visited a Chat Room - Past Month	Unwgted	2194	27	19	8	4
	Weighted (000)	10601	116	72	29	14
	Horz %	100.00	1.09	0.68	0.27	0.14
	Vert %	4.34	4.69	5.65	4.58	2.21
	Index	100	108	130	105	51
Used e-Mail - Past Month	Unwgted	37148	482	224	140	133
	Weighted (000)	177506	2129	1083	556	561
	Horz %	100.00	1.20	0.61	0.31	0.32
	Vert %	72.72	86.13	84.97	88.44	86.09
	Index	100	118	117	122	118
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	374	183	101	105
	Weighted (000)	148723	1743	886	435	425
	Horz %	100.00	1.17	0.60	0.29	0.29
	Vert %	60.93	70.53	69.50	69.20	65.26
	Index	100	116	114	114	107
Visited Online Blogs - Past Month				*	*	*
	Unwgted	6650	93	49	21	31
	Weighted (000)	32542	351	188	66	131
	Horz %	100.00	1.08	0.58	0.20	0.40
	Index	100	107	111	79	150
Wrote an Online Blog - Past Month			*	*	*	*
	Unwgted	1215	15	5	1	2
	Weighted (000)	5810	55	19	6	4
	Horz %	100.00	0.95	0.32	0.10	0.07
	Index	100	94	62	41	26
Uploaded or Added Video to a Web Site - Past Month			*	*	*	*
	Unwgted	4085	47	24	8	19
	Weighted (000)	20569	202	132	26	120
	Horz %	100.00	0.98	0.64	0.12	0.59
	Index	100	97	123	48	219
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	459	224	124	128
	Weighted (000)	184180	2084	1118	509	565
	Horz %	100.00	1.13	0.61	0.28	0.31
	Vert %	75.46	84.33	87.68	81.00	86.61
	Index	100	112	116	107	115
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	373	180	97	98
	Weighted (000)	152016	1733	904	418	426
	Horz %	100.00	1.14	0.59	0.28	0.28
	Vert %	62.28	70.10	70.92	66.59	65.34
	Index	100	113	114	107	105
Foursquare			*	*	*	*
	Unwgted	259	6	2	1	0
	Weighted (000)	1096	30	6	13	0
	Horz %	100.00	2.70	0.56	1.14	0.00
	Index	100	266	107	444	0

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought\leased new	Would buy/lease new Infiniti if making decision today
				*	*	*
Google + (Google Plus)	Unwgted	7523	77	46	22	22
	Weighted (000)	37002	293	170	67	77
	Horz %	100.00	0.79	0.46	0.18	0.21
	Vert %	15.16	11.85	13.36	10.70	11.80
	Index	100	78	88	71	78
Instagram	Unwgted	11180	162	85	34	43
	Weighted (000)	59923	768	440	150	221
	Horz %	100.00	1.28	0.73	0.25	0.37
	Vert %	24.55	31.07	34.55	23.87	33.87
	Index	100	127	141	97	138
LinkedIn	Unwgted	7899	128	58	41	46
	Weighted (000)	31599	437	222	108	171
	Horz %	100.00	1.38	0.70	0.34	0.54
	Vert %	12.95	17.67	17.44	17.23	26.23
	Index	100	137	135	133	203
Pinterest	Unwgted	9299	116	63	24	38
	Weighted (000)	49108	537	302	97	178
	Horz %	100.00	1.09	0.61	0.20	0.36
	Vert %	20.12	21.73	23.66	15.44	27.24
	Index	100	108	118	77	135
Tumblr	Unwgted	1737	25	15	7	9
	Weighted (000)	9309	114	76	19	30
	Horz %	100.00	1.22	0.82	0.21	0.32
	Vert %	3.81	4.61	5.97	3.07	4.54
	Index	100	121	157	81	119
Twitter	Unwgted	6507	97	50	19	24
	Weighted (000)	32509	413	243	56	109
	Horz %	100.00	1.27	0.75	0.17	0.34
	Vert %	13.32	16.71	19.08	8.86	16.79
	Index	100	125	143	66	126
Yelp	Unwgted	4238	91	51	24	23
	Weighted (000)	17049	378	215	87	117
	Horz %	100.00	2.22	1.26	0.51	0.68
	Vert %	6.98	15.30	16.83	13.91	17.91
	Index	100	219	241	199	256
YouTube	Unwgted	24878	309	153	88	82
	Weighted (000)	125197	1412	839	353	368
	Horz %	100.00	1.13	0.67	0.28	0.29
	Vert %	51.29	57.14	65.82	56.18	56.45
	Index	100	111	128	110	110
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	255	116	66	74
	Weighted (000)	98998	1147	552	245	337
	Horz %	100.00	1.16	0.56	0.25	0.34
	Vert %	40.56	46.40	43.28	38.98	51.69
	Index	100	114	107	96	127

RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought/leased new	Would buy/lease new Infiniti if making decision today
					*	*
"Follow" or become a "fan of" something or someone	Unwgted	9880	141	69	31	38
	Weighted (000)	51999	642	385	125	180
	Horz %	100.00	1.23	0.74	0.24	0.35
	Vert %	21.30	25.97	30.21	19.82	27.55
	Index	100	122	142	93	129
Clicked on an advertisement					*	*
	Unwgted	7250	113	52	30	25
	Weighted (000)	34609	469	223	78	108
	Horz %	100.00	1.36	0.64	0.23	0.31
	Vert %	14.18	18.98	17.46	12.49	16.54
Watched a video	Index	100	134	123	88	117
	Unwgted	23931	318	149	88	88
	Weighted (000)	121821	1454	749	378	367
	Horz %	100.00	1.19	0.61	0.31	0.30
	Vert %	49.91	58.82	58.74	60.15	56.25
Websites or apps visited or used in the last 30 days: Coupons	Index	100	118	118	121	113
			*	*	*	*
	Unwgted	1642	13	6	6	4
	Weighted (000)	7736	45	15	11	27
	Horz %	100.00	0.58	0.20	0.14	0.35
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	3.17	1.82	1.21	1.77	4.21
	Index	100	58	38	56	133
	Unwgted	40180	517	246	143	139
	Weighted (000)	200974	2336	1207	579	594
	Horz %	100.00	1.16	0.60	0.29	0.30
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	82.34	94.50	94.69	92.16	91.11
	Index	100	115	115	112	111
	Unwgted	20952	310	152	88	89
	Weighted (000)	106707	1409	756	330	375
	Horz %	100.00	1.32	0.71	0.31	0.35
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	43.72	56.99	59.31	52.54	57.59
	Index	100	130	136	120	132
	Unwgted	19339	296	141	72	75
	Weighted (000)	97935	1364	687	333	328
	Horz %	100.00	1.39	0.70	0.34	0.33
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	40.12	55.21	53.93	53.03	50.29
	Index	100	138	134	132	125
	Unwgted	24725	342	165	79	98
	Weighted (000)	126500	1474	782	281	443
	Horz %	100.00	1.16	0.62	0.22	0.35
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Vert %	51.83	59.62	61.38	44.80	67.99
	Index	100	115	118	86	131
					*	*
	Unwgted	15697	197	104	41	46
	Weighted (000)	84080	892	518	178	266
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Horz %	100.00	1.06	0.62	0.21	0.32
	Vert %	34.45	36.08	40.68	28.31	40.88
	Index	100	105	118	82	119



RAB / GfK MRI AUTO PROFILE: INFINITI

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought/leased new	Would buy/lease new Infiniti if making decision today
					*	*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	163	83	40	49
	Weighted (000)	61092	832	487	184	184
	Horz %	100.00	1.36	0.80	0.30	0.30
	Vert %	25.03	33.66	38.24	29.27	28.16
	Index	100	134	153	117	113
Used a Mobile "App" - Past Month	Unwgted	25794	374	175	103	100
	Weighted (000)	128777	1649	888	386	408
	Horz %	100.00	1.28	0.69	0.30	0.32
	Vert %	52.76	66.72	69.69	61.49	62.65
	Index	100	126	132	117	119
Read Any Daily Newspaper (Print/Paper/Hard Copy)				*	*	*
	Unwgted	10912	114	48	39	44
	Weighted (000)	50128	401	164	107	204
	Horz %	100.00	0.80	0.33	0.21	0.41
	Vert %	20.54	16.21	12.89	17.00	31.29
Read Any Sunday Newspaper (Print/Paper/Hard Copy)						
	Unwgted	14245	145	58	51	57
	Weighted (000)	67106	555	201	173	281
	Horz %	100.00	0.83	0.30	0.26	0.42
	Vert %	27.49	22.47	15.80	27.56	43.04
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month						
	Unwgted	19488	284	132	85	75
	Weighted (000)	91290	1221	588	366	268
	Horz %	100.00	1.34	0.64	0.40	0.29
	Vert %	37.40	49.42	46.12	58.19	41.18
Read Classified Advertising in Weekday Newspaper				*	*	*
	Unwgted	3772	37	20	5	12
	Weighted (000)	20084	141	82	12	73
	Horz %	100.00	0.70	0.41	0.06	0.36
	Vert %	8.23	5.71	6.43	1.96	11.18
Read Classified Advertising in Sunda/Weekend Newspaper				*	*	*
	Unwgted	3758	33	17	7	14
	Weighted (000)	19510	91	42	13	89
	Horz %	100.00	0.46	0.21	0.07	0.46
	Vert %	7.99	3.67	3.26	2.13	13.66
Read Advertisements in Weekday Newspaper				*	*	*
	Unwgted	3812	38	15	7	8
	Weighted (000)	17916	155	57	26	55
	Horz %	100.00	0.86	0.32	0.15	0.31
	Vert %	7.34	6.25	4.50	4.21	8.50
Read Advertisements in Sunday/Weekend Newspaper				*	*	*
	Unwgted	4633	53	23	13	13
	Weighted (000)	22092	197	91	39	83
	Horz %	100.00	0.89	0.41	0.17	0.38
	Vert %	9.05	7.98	7.16	6.14	12.76
	Index	100	88	79	68	141

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought/leased new	Would buy/lease new Infiniti if making decision today
				*	*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgted	5068	55	32	16	14
	Weighted (000)	23852	212	136	73	68
	Horz %	100.00	0.89	0.57	0.30	0.29
	Vert %	9.77	8.56	10.71	11.57	10.48
	Index	100	88	110	118	107
				*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgted	7203	83	43	25	26
	Weighted (000)	34013	297	145	78	145
	Horz %	100.00	0.87	0.43	0.23	0.43
	Vert %	13.93	12.03	11.39	12.39	22.19
	Index	100	86	82	89	159
			*	*	*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4191	33	15	10	14
	Weighted (000)	20652	151	92	64	64
	Horz %	100.00	0.73	0.45	0.31	0.31
	Vert %	8.46	6.11	7.21	10.12	9.82
	Index	100	72	85	120	116
			*	*	*	*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	9539	93	45	35	32
	Weighted (000)	47372	360	205	162	137
	Horz %	100.00	0.76	0.43	0.34	0.29
	Vert %	19.41	14.58	16.08	25.75	20.95
	Index	100	75	83	133	108
		*	*	*	*	*
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
	Index	0	0	0	0	0
		*	*	*	*	*
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
	Index	0	0	0	0	0
		*	*	*	*	*
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
	Index	0	0	0	0	0
				*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	8175	97	48	23	30
	Weighted (000)	42062	451	232	82	136
	Horz %	100.00	1.07	0.55	0.20	0.32
	Vert %	17.23	18.24	18.20	13.09	20.91
	Index	100	106	106	76	121

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought\leased new	Would buy/lease new Infiniti if making decision today
				*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	62	32	14	19
	Weighted (000)	27750	301	154	66	96
	Horz %	100.00	1.09	0.56	0.24	0.35
	Vert %	11.37	12.18	12.10	10.55	14.77
	Index	100	107	106	93	130
				*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	62	32	15	22
	Weighted (000)	27941	299	153	71	120
	Horz %	100.00	1.07	0.55	0.26	0.43
	Vert %	11.45	12.09	11.97	11.38	18.37
	Index	100	106	105	99	160
				*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	66	36	13	28
	Weighted (000)	30170	292	170	54	126
	Horz %	100.00	0.97	0.56	0.18	0.42
	Vert %	12.36	11.83	13.32	8.52	19.38
	Index	100	96	108	69	157
				*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	76	32	18	23
	Weighted (000)	24469	313	155	59	108
	Horz %	100.00	1.28	0.63	0.24	0.44
	Vert %	10.02	12.66	12.12	9.33	16.52
	Index	100	126	121	93	165
				*	*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	58	29	14	21
	Weighted (000)	23484	261	145	54	102
	Horz %	100.00	1.11	0.62	0.23	0.44
	Vert %	9.62	10.55	11.38	8.56	15.71
	Index	100	110	118	89	163
				*	*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	92	45	20	23
	Weighted (000)	30556	350	187	73	94
	Horz %	100.00	1.15	0.61	0.24	0.31
	Vert %	12.52	14.17	14.65	11.64	14.46
	Index	100	113	117	93	116
				*	*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	56	32	13	13
	Weighted (000)	21008	267	153	49	55
	Horz %	100.00	1.27	0.73	0.23	0.26
	Vert %	8.61	10.81	12.00	7.79	8.43
	Index	100	126	139	90	98
				*	*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	72	38	15	26
	Weighted (000)	31175	345	201	38	120
	Horz %	100.00	1.11	0.64	0.12	0.38
	Vert %	12.77	13.94	15.78	6.12	18.35
	Index	100	109	124	48	144
				*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	60	30	16	20
	Weighted (000)	23019	263	129	44	83
	Horz %	100.00	1.14	0.56	0.19	0.36
	Vert %	9.43	10.65	10.09	7.06	12.66
	Index	100	113	107	75	134

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought/leased new	Would buy/lease new Infiniti if making decision today
					*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	67	39	14	19
	Weighted (000)	19382	301	183	51	63
	Horz %	100.00	1.55	0.95	0.26	0.32
	Vert %	7.94	12.17	14.39	8.07	9.60
	Index	100	153	181	102	121
					*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	60	28	14	22
	Weighted (000)	27407	278	135	64	103
	Horz %	100.00	1.02	0.49	0.23	0.38
	Vert %	11.23	11.26	10.62	10.21	15.86
	Index	100	100	95	91	141
					*	*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	60	36	14	18
	Weighted (000)	17909	186	124	35	59
	Horz %	100.00	1.04	0.69	0.19	0.33
	Vert %	7.34	7.54	9.69	5.52	8.97
	Index	100	103	132	75	122
					*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	116	57	29	35
	Weighted (000)	41042	497	267	89	141
	Horz %	100.00	1.21	0.65	0.22	0.34
	Vert %	16.81	20.12	20.94	14.14	21.68
	Index	100	120	125	84	129
			*	*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	45	23	11	16
	Weighted (000)	18065	187	97	26	66
	Horz %	100.00	1.03	0.54	0.14	0.36
	Vert %	7.40	7.56	7.58	4.11	10.05
	Index	100	102	102	55	136
					*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	63	32	17	16
	Weighted (000)	16785	230	116	36	55
	Horz %	100.00	1.37	0.69	0.22	0.33
	Vert %	6.88	9.32	9.12	5.79	8.44
	Index	100	135	133	84	123
					*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	73	42	16	20
	Weighted (000)	25878	392	253	61	116
	Horz %	100.00	1.52	0.98	0.23	0.45
	Vert %	10.60	15.87	19.83	9.67	17.85
	Index	100	150	187	91	168
					*	*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	300	140	92	95
	Weighted (000)	117973	1312	659	341	440
	Horz %	100.00	1.11	0.56	0.29	0.37
	Vert %	48.33	53.06	51.70	54.27	67.57
	Index	100	110	107	112	140
					*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	161	71	49	46
	Weighted (000)	50330	606	312	164	169
	Horz %	100.00	1.20	0.62	0.33	0.34
	Vert %	20.62	24.52	24.49	26.06	25.92
	Index	100	119	119	126	126

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought\leased new	Would buy/lease new Infiniti if making decision today
					*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgted	7328	105	49	32	26
	Weighted (000)	32843	436	243	111	100
	Horz %	100.00	1.33	0.74	0.34	0.30
	Vert %	13.46	17.63	19.05	17.70	15.35
	Index	100	131	142	132	114
			*	*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgted	3849	47	24	11	15
	Weighted (000)	17102	186	98	31	80
	Horz %	100.00	1.09	0.58	0.18	0.47
	Vert %	7.01	7.54	7.73	4.90	12.27
	Index	100	108	110	70	175
			*	*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgted	5892	83	41	27	22
	Weighted (000)	26219	296	161	70	106
	Horz %	100.00	1.13	0.61	0.27	0.40
	Vert %	10.74	11.96	12.59	11.19	16.21
	Index	100	111	117	104	151
			*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgted	3008	30	16	7	10
	Weighted (000)	14451	145	87	30	48
	Horz %	100.00	1.00	0.60	0.21	0.33
	Vert %	5.92	5.87	6.81	4.75	7.37
	Index	100	99	115	80	125
			*	*	*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7405	109	56	31	24
	Weighted (000)	36191	406	246	105	83
	Horz %	100.00	1.12	0.68	0.29	0.23
	Vert %	14.83	16.42	19.32	16.76	12.74
	Index	100	111	130	113	86
			*	*	*	*
Have Seen Ads on Postcards - Past Month	Unwgted	5576	83	43	26	19
	Weighted (000)	26312	368	189	94	67
	Horz %	100.00	1.40	0.72	0.36	0.25
	Vert %	10.78	14.88	14.86	15.00	10.25
	Index	100	138	138	139	95
			*	*	*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	13421	173	83	56	47
	Weighted (000)	66442	805	401	206	207
	Horz %	100.00	1.21	0.60	0.31	0.31
	Vert %	27.22	32.59	31.47	32.81	31.77
	Index	100	120	116	121	117
			*	*	*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8606	118	69	33	36
	Weighted (000)	42087	594	386	122	169
	Horz %	100.00	1.41	0.92	0.29	0.40
	Vert %	17.24	24.03	30.32	19.36	25.99
	Index	100	139	176	112	151
			*	*	*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	10943	151	79	46	41
	Weighted (000)	53139	736	426	179	188
	Horz %	100.00	1.39	0.80	0.34	0.35
	Vert %	21.77	29.79	33.40	28.47	28.87
	Index	100	137	153	131	133

		Adults 18+	Own\Lease any Infiniti	Most recent vehicle bought/leased Infiniti	Decision maker for any Infiniti bought/leased new	Would buy/lease new Infiniti if making decision today
					*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	15171	192	101	48	58
	Weighted (000)	76102	884	510	176	284
	Horz %	100.00	1.16	0.67	0.23	0.37
	Vert %	31.18	35.75	40.03	27.96	43.61
	Index	100	115	128	90	140
					*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	10587	149	78	39	44
	Weighted (000)	52205	703	420	143	212
	Horz %	100.00	1.35	0.80	0.27	0.41
	Vert %	21.39	28.46	32.95	22.82	32.56
	Index	100	133	154	107	152
					*	*
Have Seen Infomercials - Past Month	Unwgted	9871	134	78	34	40
	Weighted (000)	49119	572	356	130	207
	Horz %	100.00	1.17	0.72	0.27	0.42
	Vert %	20.12	23.16	27.92	20.73	31.70
	Index	100	115	139	103	158
					*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	19632	230	119	62	71
	Weighted (000)	96299	1046	550	258	319
	Horz %	100.00	1.09	0.57	0.27	0.33
	Vert %	39.45	42.34	43.14	41.08	48.99
	Index	100	107	109	104	124
				*	*	*
Have Seen Product Placement in Video Games - Past Month	Unwgted	4596	64	39	14	16
	Weighted (000)	24167	321	218	50	102
	Horz %	100.00	1.33	0.90	0.20	0.42
	Vert %	9.90	12.99	17.08	7.89	15.69
	Index	100	131	173	80	158
					*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgted	17823	231	124	67	69
	Weighted (000)	88092	1120	625	241	300
	Horz %	100.00	1.27	0.71	0.27	0.34
	Vert %	36.09	45.31	49.07	38.35	46.03
	Index	100	126	136	106	128
					*	*
Have Seen Product Placement in Movies - Past Month	Unwgted	11248	159	87	48	45
	Weighted (000)	56256	742	442	157	211
	Horz %	100.00	1.32	0.79	0.28	0.37
	Vert %	23.05	30.01	34.70	25.04	32.32
	Index	100	130	151	109	140