

RAB / GfK MRI AUTO PROFILE: JAGUAR

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
3				
4	U.S. Adults 18+	Unwgt'd	49770	152
5		Weighted (000)	232658	554
6		Horz %	100.00	0.24
7		Vert %	100.00	100.00
8		Index	100	100
9				
10	Male	Unwgt'd	25657	86
11		Weighted (000)	112593	296
12		Horz %	100.00	0.26
13		Vert %	48.39	53.43
14	Index	100	110	
15				
16	Female	Unwgt'd	24113	66
17		Weighted (000)	120065	258
18		Horz %	100.00	0.21
19		Vert %	51.61	46.57
20	Index	100	90	
21				*
22	Age 18-24	Unwgt'd	3992	6
23		Weighted (000)	29809	43
24		Horz %	100.00	0.15
25		Vert %	12.81	7.84
26	Index	100	61	
27				*
28	Age 25-34	Unwgt'd	7846	12
29		Weighted (000)	41562	66
30		Horz %	100.00	0.16
31		Vert %	17.86	11.90
32	Index	100	67	
33				*
34	Age 35-44	Unwgt'd	9076	16
35		Weighted (000)	40205	64
36		Horz %	100.00	0.16
37		Vert %	17.28	11.64
38	Index	100	67	
39				*
40	Age 45-54	Unwgt'd	9951	27
41		Weighted (000)	44287	94
42		Horz %	100.00	0.21
43		Vert %	19.04	16.99
44	Index	100	89	
45				*
46	Age 55-64	Unwgt'd	8429	43
47		Weighted (000)	36984	159
48		Horz %	100.00	0.43
49		Vert %	15.90	28.72
50	Index	100	181	
51				*
52	Age 65+	Unwgt'd	10476	48
53		Weighted (000)	39811	127
54		Horz %	100.00	0.32
55		Vert %	17.11	22.91
56	Index	100	134	

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
57				
58		Unwgt'd	48230	148
59	Age 21+	Weighted (000)	219529	524
60		Horz %	100.00	0.24
61		Vert %	94.36	94.59
62		Index	100	100
63				
64		Unwgt'd	11838	18
65	Age 18-34	Weighted (000)	71371	109
66		Horz %	100.00	0.15
67		Vert %	30.68	19.74
68		Index	100	64
69				*
70		Unwgt'd	25802	46
71	Age 18-49	Weighted (000)	133716	218
72		Horz %	100.00	0.16
73		Vert %	57.47	39.41
74		Index	100	69
75				
76		Unwgt'd	26873	55
77	Age 25-54	Weighted (000)	126054	224
78		Horz %	100.00	0.18
79		Vert %	54.18	40.53
80		Index	100	75
81				
82		Unwgt'd	27456	86
83	Age 35-64	Weighted (000)	121476	317
84		Horz %	100.00	0.26
85		Vert %	52.21	57.35
86		Index	100	110
87				
88		Unwgt'd	23968	106
89	Age 50+	Weighted (000)	98943	335
90		Horz %	100.00	0.34
91		Vert %	42.53	60.59
92		Index	100	142
93				
94		Unwgt'd		
95	Median Age	Weighted (000)	46.10	55.50
96		Horz %		
97		Vert %		
98		Index		
99				
100		Unwgt'd	37561	113
101	Race: White Only	Weighted (000)	173640	402
102		Horz %	100.00	0.23
103		Vert %	74.63	72.56
104		Index	100	97
105				*
106		Unwgt'd	5482	27
107	Race: Black/African-American Only	Weighted (000)	26574	112
108		Horz %	100.00	0.42
109		Vert %	11.42	20.22
110		Index	100	177

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
111				*
112		Unwgt'd	6727	12
113	Race: Other Race/Multi-Racial	Weighted (000)	32444	40
114		Horz %	100.00	0.12
115		Vert %	13.94	7.22
116		Index	100	52
117				
118		Unwgt'd	5180	13
119	Spanish, Hispanic, Latino Origin or Descent	Weighted (000)	33135	67
120		Horz %	100.00	0.20
121		Vert %	14.24	12.07
122		Index	100	85
123				
124		Unwgt'd	1491	7
125	Hispanic, Personally Speak Only English at Home	Weighted (000)	4909	37
126		Horz %	100.00	0.75
127		Vert %	2.11	6.66
128		Index	100	316
129				
130		Unwgt'd	1543	5
131	Hispanic, Speak Mostly English, but Some Spanish at Home	Weighted (000)	8114	23
132		Horz %	100.00	0.28
133		Vert %	3.49	4.10
134		Index	100	117
135				
136		Unwgt'd	822	0
137	Hispanic, Speak Only Spanish at Home	Weighted (000)	9468	0
138		Horz %	100.00	0.00
139		Vert %	4.07	0.00
140		Index	100	0
141				
142		Unwgt'd	1201	1
143	Hispanic, Speak Mostly Spanish, but Some English at Home	Weighted (000)	9104	7
144		Horz %	100.00	0.08
145		Vert %	3.91	1.31
146		Index	100	34
147				
148		Unwgt'd	102	0
149	Hispanic, Speak Spanish and English Equally at Home	Weighted (000)	1207	0
150		Horz %	100.00	0.00
151		Vert %	0.52	0.00
152		Index	100	0
153				
154	Highest Level Education Completed/Highest Degree: Master's, Professional School, or Doctorate Degree	Unwgt'd	6676	29
155		Weighted (000)	22400	94
156		Horz %	100.00	0.42
157		Vert %	9.63	16.97
158		Index	100	176
159				*
160	Highest Level Education Completed/Highest Degree: Bachelor's	Unwgt'd	11244	45
161		Weighted (000)	42168	123
162		Horz %	100.00	0.29
163		Vert %	18.12	22.20
164		Index	100	123

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1				
2				
165				*
166	Highest Level Education Completed/Highest Degree: Associate Degree, Academic	Unwgt'd	2520	9
167		Weighted (000)	10009	45
168		Horz %	100.00	0.45
169		Vert %	4.30	8.19
170		Index	100	190
171				*
172	Highest Level Education Completed/Highest Degree: Associate Degree, Occupational/Vocational	Unwgt'd	3028	11
173		Weighted (000)	11548	21
174		Horz %	100.00	0.18
175		Vert %	4.96	3.71
176		Index	100	75
177				*
178	Highest Level Education Completed/Highest Degree: Some College, but No Degree	Unwgt'd	10786	31
179		Weighted (000)	44447	94
180		Horz %	100.00	0.21
181		Vert %	19.10	17.00
182		Index	100	89
183				*
184	Highest Level Education Completed/Highest Degree: High School Diploma or Equivalent, such as GED	Unwgt'd	11139	20
185		Weighted (000)	70869	130
186		Horz %	100.00	0.18
187		Vert %	30.46	23.49
188		Index	100	77
189				*
190	Highest Level Education Completed/Highest Degree: Did Not Graduate High School	Unwgt'd	4377	7
191		Weighted (000)	31216	47
192		Horz %	100.00	0.15
193		Vert %	13.42	8.44
194		Index	100	63
195				*
196	Currently Attending College or University	Unwgt'd	3789	5
197		Weighted (000)	19371	32
198		Horz %	100.00	0.17
199		Vert %	8.33	5.85
200		Index	100	70
201				*
202	Employed Full Time	Unwgt'd	25685	75
203		Weighted (000)	111571	303
204		Horz %	100.00	0.27
205		Vert %	47.95	54.70
206		Index	100	114
207				*
208	Employed Part Time	Unwgt'd	5783	11
209		Weighted (000)	27808	34
210		Horz %	100.00	0.12
211		Vert %	11.95	6.07
212		Index	100	51
213				*
214	Not Employed	Unwgt'd	18302	66
215		Weighted (000)	93279	217
216		Horz %	100.00	0.23
217		Vert %	40.09	39.22
218		Index	100	98

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			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
219				*
220		Unwgt'd	2652	6
221	Temporarily Unemployed	Weighted (000)	17118	21
222		Horz %	100.00	0.12
223		Vert %	7.36	3.85
224		Index	100	52
225				
226		Unwgt'd	10196	49
227	Retired from Employment	Weighted (000)	41403	142
228		Horz %	100.00	0.34
229		Vert %	17.80	25.57
230		Index	100	144
231				
232		Unwgt'd	2485	5
233	Not Employed, Principal Shopper for Household	Weighted (000)	15574	14
234		Horz %	100.00	0.09
235		Vert %	6.69	2.49
236		Index	100	37
237				
238		Unwgt'd	7586	21
239	Occupation: Professional and Related Occupations	Weighted (000)	30853	85
240		Horz %	100.00	0.28
241		Vert %	13.26	15.36
242		Index	100	116
243				
244		Unwgt'd	6460	25
245	Occupation: Management, Business and Financial Operations	Weighted (000)	22244	62
246		Horz %	100.00	0.28
247		Vert %	9.56	11.23
248		Index	100	117
249				
250		Unwgt'd	6429	13
251	Occupation: Sales and Office Occupations	Weighted (000)	32312	77
252		Horz %	100.00	0.24
253		Vert %	13.89	13.90
254		Index	100	100
255				
256		Unwgt'd	2797	6
257	Occupation: Natural Resources, Construction and Maintenance Operations	Weighted (000)	12733	26
258		Horz %	100.00	0.21
259		Vert %	5.47	4.78
260		Index	100	87
261				
262		Unwgt'd	8196	21
263	Occupation: Other Employed	Weighted (000)	41237	86
264		Horz %	100.00	0.21
265		Vert %	17.72	15.50
266		Index	100	87
267				
268		Unwgt'd	1605	15
269	Household Income: \$250,000+	Weighted (000)	5395	41
270		Horz %	100.00	0.77
271		Vert %	2.32	7.49
272		Index	100	323

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			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
273				*
274		Unwgt'd	1437	8
275	Household Income: \$200,000- \$249,999	Weighted (000)	5234	47
276		Horz %	100.00	0.90
277		Vert %	2.25	8.46
278		Index	100	376
279				
280		Unwgt'd	3411	19
281	Household Income: \$150,000- \$199,999	Weighted (000)	13835	77
282		Horz %	100.00	0.56
283		Vert %	5.95	13.97
284		Index	100	235
285				*
286		Unwgt'd	7284	32
287	Household Income: \$100,000- \$149,999	Weighted (000)	34565	139
288		Horz %	100.00	0.40
289		Vert %	14.86	25.15
290		Index	100	169
291				*
292		Unwgt'd	6644	14
293	Household Income: \$75,000- \$99,999	Weighted (000)	30873	46
294		Horz %	100.00	0.15
295		Vert %	13.27	8.35
296		Index	100	63
297				*
298		Unwgt'd	5323	27
299	Household Income: \$60,000- \$74,999	Weighted (000)	25061	96
300		Horz %	100.00	0.38
301		Vert %	10.77	17.30
302		Index	100	161
303				*
304		Unwgt'd	3952	13
305	Household Income: \$50,000- \$59,999	Weighted (000)	18965	31
306		Horz %	100.00	0.16
307		Vert %	8.15	5.56
308		Index	100	68
309				*
310		Unwgt'd	4961	10
311	Household Income: \$40,000- \$49,999	Weighted (000)	20385	32
312		Horz %	100.00	0.16
313		Vert %	8.76	5.83
314		Index	100	67
315				*
316		Unwgt'd	4730	5
317	Household Income: \$30,000- \$39,999	Weighted (000)	22440	11
318		Horz %	100.00	0.05
319		Vert %	9.64	2.01
320		Index	100	21
321				*
322		Unwgt'd	4582	9
323	Household Income: \$20,000- \$29,999	Weighted (000)	23131	33
324		Horz %	100.00	0.14
325		Vert %	9.94	5.88
326		Index	100	59

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
327				*
328		Unwgt'd	5841	0
329	Household Income: Under \$20,000	Weighted (000)	32774	0
330		Horz %	100.00	0.00
331		Vert %	14.09	0.00
332		Index	100	0
333				
334	Median Household Income	Unwgt'd		
335		Weighted (000)	59.30	110.10
336		Horz %		
337		Vert %		
338		Index		
339				*
340	Marital Status: Single, Never Married	Unwgt'd	11433	19
341		Weighted (000)	63468	131
342		Horz %	100.00	0.21
343		Vert %	27.28	23.73
344		Index	100	87
345	Marital Status: Currently Married	Unwgt'd	26074	100
346		Weighted (000)	124913	304
347		Horz %	100.00	0.24
348		Vert %	53.69	54.94
349		Index	100	102
350	Marital Status: Legally Separated, Divorced, Widowed	Unwgt'd	12263	33
351		Weighted (000)	44277	118
352		Horz %	100.00	0.27
353		Vert %	19.03	21.34
354		Index	100	112
355	Marital Status: Engaged to Be Married	Unwgt'd	2070	3
356		Weighted (000)	11487	14
357		Horz %	100.00	0.12
358		Vert %	4.94	2.44
359		Index	100	49
360	Marital Status: Single Parent (Sole Parent)	Unwgt'd	3510	5
361		Weighted (000)	12288	16
362		Horz %	100.00	0.13
363		Vert %	5.28	2.82
364		Index	100	53
365	Any Child(ren) Under Age 18 Living in Household	Unwgt'd	18451	36
366		Weighted (000)	93434	123
367		Horz %	100.00	0.13
368		Vert %	40.16	22.22
369		Index	100	55
370	1 Child Under Age 18 Living in Household	Unwgt'd	7467	15
371		Weighted (000)	38799	48
372		Horz %	100.00	0.12
373		Vert %	16.68	8.68
374		Index	100	52
375				*
376				
377				
378				
379				
380				

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
381				*
382		Unwgt'd	6890	13
383	2 Children Under Age 18	Weighted (000)	32693	46
384	Living in Household	Horz %	100.00	0.14
385		Vert %	14.05	8.38
386		Index	100	60
387				*
388		Unwgt'd	2857	6
389	3 Children Under Age 18	Weighted (000)	14884	21
390	Living in Household	Horz %	100.00	0.14
391		Vert %	6.40	3.82
392		Index	100	60
393				*
394		Unwgt'd	363	0
395	4 or More Children Under Age 18	Weighted (000)	2226	0
396	Living in Household	Horz %	100.00	0.00
397		Vert %	0.96	0.00
398		Index	100	0
399				
400		Unwgt'd	31319	116
401	No Children Under Age 18	Weighted (000)	139224	431
402	Living in Household	Horz %	100.00	0.31
403		Vert %	59.84	77.78
404		Index	100	130
405				
406		Unwgt'd	35509	136
407	Own Residence	Weighted (000)	157974	491
408		Horz %	100.00	0.31
409		Vert %	67.90	88.74
410		Index	100	131
411				*
412		Unwgt'd	13763	16
413	Rent Residence	Weighted (000)	72395	62
414		Horz %	100.00	0.09
415		Vert %	31.12	11.26
416		Index	100	36
417				*
418		Unwgt'd	498	0
419	Live Rent-Free in Residence	Weighted (000)	2290	0
420		Horz %	100.00	0.00
421		Vert %	0.98	0.00
422		Index	100	0
423				*
424		Unwgt'd	11338	30
425	Census Region: North East	Weighted (000)	42507	120
426		Horz %	100.00	0.28
427		Vert %	18.27	21.74
428		Index	100	119
429				
430		Unwgt'd	16171	57
431	Census Region: South	Weighted (000)	86599	241
432		Horz %	100.00	0.28
433		Vert %	37.22	43.53
434		Index	100	117



	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
435				*
436	Census Region: Midwest	Unwgted	11596	34
437		Weighted (000)	50651	98
438		Horz %	100.00	0.19
439		Vert %	21.77	17.64
440		Index	100	81
441				*
442	Census Region: West	Unwgted	10665	31
443		Weighted (000)	52900	95
444		Horz %	100.00	0.18
445		Vert %	22.74	17.09
446		Index	100	75
447				*
448	Census Sub-Region: New England	Unwgted	2874	5
449		Weighted (000)	11121	26
450		Horz %	100.00	0.23
451		Vert %	4.78	4.64
452		Index	100	97
453				*
454	Census Sub-Region: Mid Atlantic	Unwgted	8464	25
455		Weighted (000)	31387	95
456		Horz %	100.00	0.30
457		Vert %	13.49	17.10
458		Index	100	127
459				*
460	Census Sub-Region: South Atlantic	Unwgted	9159	34
461		Weighted (000)	43806	131
462		Horz %	100.00	0.30
463		Vert %	18.83	23.68
464		Index	100	126
465				*
466	Census Sub-Region: East South Central	Unwgted	2303	5
467		Weighted (000)	16103	18
468		Horz %	100.00	0.11
469		Vert %	6.92	3.28
470		Index	100	47
471				*
472	Census Sub-Region: West South Central	Unwgted	4709	18
473		Weighted (000)	26690	92
474		Horz %	100.00	0.34
475		Vert %	11.47	16.58
476		Index	100	145
477				*
478	Census Sub-Region: East North Central	Unwgted	8911	31
479		Weighted (000)	34973	91
480		Horz %	100.00	0.26
481		Vert %	15.03	16.42
482		Index	100	109
483				*
484	Census Sub-Region: West North Central	Unwgted	2685	3
485		Weighted (000)	15678	7
486		Horz %	100.00	0.04
487		Vert %	6.74	1.22
488		Index	100	18

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1				
2				
489				*
490	Census Sub-Region: Mountain	Unwgt'd	2609	6
491		Weighted (000)	16434	28
492		Horz %	100.00	0.17
493		Vert %	7.06	5.11
494		Index	100	72
495				*
496	Census Sub-Region: Pacific	Unwgt'd	8056	25
497		Weighted (000)	36466	66
498		Horz %	100.00	0.18
499		Vert %	15.67	11.98
500		Index	100	76
501				
502	County Size: A	Unwgt'd	27973	93
503		Weighted (000)	95670	294
504		Horz %	100.00	0.31
505		Vert %	41.12	53.05
506		Index	100	129
507				*
508	County Size: B	Unwgt'd	12162	46
509		Weighted (000)	71160	194
510		Horz %	100.00	0.27
511		Vert %	30.59	34.96
512		Index	100	114
513				*
514	County Size: C	Unwgt'd	5416	5
515		Weighted (000)	33938	13
516		Horz %	100.00	0.04
517		Vert %	14.59	2.41
518		Index	100	17
519				*
520	County Size: D	Unwgt'd	4219	8
521		Weighted (000)	31890	53
522		Horz %	100.00	0.17
523		Vert %	13.71	9.57
524		Index	100	70
525				*
526	Radio Formats: Adult Contemporary (Mon-Sun 24-Hour Cume)	Unwgt'd	8450	20
527		Weighted (000)	38741	78
528		Horz %	100.00	0.20
529		Vert %	16.65	14.07
530		Index	100	85
531				*
532	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hour Cume)	Unwgt'd	470	3
533		Weighted (000)	2250	10
534		Horz %	100.00	0.43
535		Vert %	0.97	1.74
536		Index	100	180
537				*
538	Radio Formats: All-News (Mon-Sun 24-Hour Cume)	Unwgt'd	3676	15
539		Weighted (000)	9871	35
540		Horz %	100.00	0.35
541		Vert %	4.24	6.26
542		Index	100	148

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1				
2				
543				*
544		Unwgted	3738	13
545	Radio Formats: All-Sports	Weighted (000)	12988	27
546	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.20
547		Vert %	5.58	4.79
548		Index	100	86
549				*
550		Unwgted	1270	8
551	Radio Formats: All-Talk (Mon-	Weighted (000)	5020	29
552	Sun 24-Hour Cume)	Horz %	100.00	0.59
553		Vert %	2.16	5.31
554		Index	100	246
555				*
556		Unwgted	3365	7
557	Radio Formats: Alternative	Weighted (000)	14751	27
558	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.18
559		Vert %	6.34	4.83
560		Index	100	76
561				*
562		Unwgted	8872	18
563	Radio Formats: CHR/Top 40	Weighted (000)	45597	73
564	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.16
565		Vert %	19.60	13.11
566		Index	100	67
567				*
568		Unwgted	2975	8
569	Radio Formats: Classic Hits	Weighted (000)	13678	21
570	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.16
571		Vert %	5.88	3.85
572		Index	100	65
573				*
574		Unwgted	4319	13
575	Radio Formats: Classic Rock	Weighted (000)	20038	69
576	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.35
577		Vert %	8.61	12.52
578		Index	100	145
579				*
580		Unwgted	1619	9
581	Radio Formats: Classical (Mon-	Weighted (000)	5613	24
582	Sun 24-Hour Cume)	Horz %	100.00	0.43
583		Vert %	2.41	4.39
584		Index	100	182
585				*
586		Unwgted	8620	20
587	Radio Formats: Country (24-	Weighted (000)	47067	78
588	Hour Cume)	Horz %	100.00	0.17
589		Vert %	20.23	14.16
590		Index	100	70
591				*
592		Unwgted	245	0
593	Radio Formats: Ethnic (Mon-	Weighted (000)	901	0
594	Sun 24-Hour Cume)	Horz %	100.00	0.00
595		Vert %	0.39	0.00
596		Index	100	0

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
597				*
598		Unwgted	879	2
599	Radio Formats: Gospel (Mon-Sun 24-Hour Cume)	Weighted (000)	4302	7
600		Horz %	100.00	0.16
601		Vert %	1.85	1.26
602		Index	100	68
603				*
604		Unwgted	2263	7
605	Radio Formats: Hispanic (All Genres) (Mon-Sun 24-Hour Cume)	Weighted (000)	16131	32
606		Horz %	100.00	0.20
607		Vert %	6.93	5.86
608		Index	100	85
609				*
610		Unwgted	2728	3
611	Radio Formats: Hot AC (Mon-Sun 24-Hour Cume)	Weighted (000)	13239	10
612		Horz %	100.00	0.08
613		Vert %	5.69	1.86
614		Index	100	33
615				*
616		Unwgted	1901	2
617	Radio Formats: Hot Country (Mon-Sun 24-Hour Cume)	Weighted (000)	11069	11
618		Horz %	100.00	0.10
619		Vert %	4.76	1.98
620		Index	100	42
621				*
622		Unwgted	334	1
623	Radio Formats: Hurban (Mon-Sun 24-Hour Cume)	Weighted (000)	2274	4
624		Horz %	100.00	0.16
625		Vert %	0.98	0.64
626		Index	100	66
627				*
628		Unwgted	990	4
629	Radio Formats: Jazz (Mon-Sun 24-Hour Cume)	Weighted (000)	3503	16
630		Horz %	100.00	0.46
631		Vert %	1.51	2.88
632		Index	100	191
633				*
634	Radio Formats:	Unwgted	954	0
635	Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	7177	0
636		Horz %	100.00	0.00
637		Vert %	3.08	0.00
638		Index	100	0
639				*
640		Unwgted	7246	37
641	Radio Formats: News/Talk (Mon-Sun 24-Hour Cume)	Weighted (000)	25331	103
642		Horz %	100.00	0.41
643		Vert %	10.89	18.63
644		Index	100	171
645				*
646		Unwgted	2366	8
647	Radio Formats: Oldies (Mon-Sun 24-Hour Cume)	Weighted (000)	11235	41
648		Horz %	100.00	0.37
649		Vert %	4.83	7.41
650		Index	100	154

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
651				*
652		Unwgted	2595	11
653	Radio Formats: Public Radio	Weighted (000)	9674	53
654	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.55
655		Vert %	4.16	9.63
656		Index	100	232
657				*
658		Unwgted	3954	18
659	Radio Formats: Religion/Christian (Mon-Sun 24-Hour Cume)	Weighted (000)	19182	56
660		Horz %	100.00	0.29
661		Vert %	8.24	10.10
662		Index	100	122
663				*
664		Unwgted	2741	4
665	Radio Formats: Rhythmic (Mon-Sun 24-Hour Cume)	Weighted (000)	14058	16
666		Horz %	100.00	0.12
667		Vert %	6.04	2.93
668		Index	100	48
669				*
670		Unwgted	4819	9
671	Radio Formats: Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	21971	38
672		Horz %	100.00	0.17
673		Vert %	9.44	6.89
674		Index	100	73
675				*
676		Unwgted	1841	9
677	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	8128	32
678		Horz %	100.00	0.39
679		Vert %	3.49	5.70
680		Index	100	163
681				*
682		Unwgted	677	3
683	Radio Formats: Spanish AC (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	4639	15
684		Horz %	100.00	0.32
685		Vert %	1.99	2.68
686		Index	100	135
687				*
688		Unwgted	270	0
689	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	1938	0
690		Horz %	100.00	0.00
691		Vert %	0.83	0.00
692		Index	100	0
693				*
694		Unwgted	5391	25
695	Radio Formats: Urban (All Genres) (Mon-Sun 24-Hour Cume)	Weighted (000)	27496	113
696		Horz %	100.00	0.41
697		Vert %	11.82	20.50
698		Index	100	173
699				*
700		Unwgted	807	2
701	Radio Formats: Urban AC (Mon-Sun 24-Hour Cume)	Weighted (000)	4038	6
702		Horz %	100.00	0.14
703		Vert %	1.74	1.00
704		Index	100	57

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
705				*
706		Unwgt'd	231	1
707	Radio Formats: Urban Oldies (Mon-Sun 24-Hour Cume)	Weighted (000)	1384	8
708		Horz %	100.00	0.61
709		Vert %	0.59	1.52
710		Index	100	255
711				
712		Unwgt'd	1372	5
713	Radio Formats: Variety/Other (Mon-Sun 24-Hour Cume)	Weighted (000)	6443	23
714		Horz %	100.00	0.36
715		Vert %	2.77	4.16
716		Index	100	150
717				
718		Unwgt'd	27896	100
719	Listened to Traffic Reports - Past Year	Weighted (000)	120384	317
720		Horz %	100.00	0.26
721		Vert %	51.74	57.27
722		Index	100	111
723				
724		Unwgt'd	41249	134
725	Radio Daypart Cumes: Total Week Monday-Sunday 24- Hours	Weighted (000)	190765	486
726		Horz %	100.00	0.25
727		Vert %	81.99	87.86
728		Index	100	107
729				
730		Unwgt'd	25642	78
731	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Weighted (000)	113470	265
732		Horz %	100.00	0.23
733		Vert %	48.77	47.93
734		Index	100	98
735				
736		Unwgt'd	18484	63
737	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Weighted (000)	86385	206
738		Horz %	100.00	0.24
739		Vert %	37.13	37.21
740		Index	100	100
741				
742		Unwgt'd	22345	66
743	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Weighted (000)	101190	268
744		Horz %	100.00	0.26
745		Vert %	43.49	48.39
746		Index	100	111
747				*
748		Unwgt'd	7627	22
749	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Weighted (000)	37246	126
750		Horz %	100.00	0.34
751		Vert %	16.01	22.72
752		Index	100	142
753				*
754		Unwgt'd	2420	10
755	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Weighted (000)	11870	53
756		Horz %	100.00	0.44
757		Vert %	5.10	9.49
758		Index	100	186

RAB / GfK MRI AUTO PROFILE: JAGUAR

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
759				*
760		Unwgted	15631	49
761	Radio Daypart Cumes:	Weighted (000)	70556	138
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	0.20
763		Vert %	30.33	24.88
764		Index	100	82
765				
766		Unwgted	21356	73
767	Radio Daypart Cumes:	Weighted (000)	98600	277
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	0.28
769		Vert %	42.38	50.05
770		Index	100	118
771				*
772		Unwgted	15789	47
773	Radio Daypart Cumes:	Weighted (000)	74921	183
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	0.24
775		Vert %	32.20	33.07
776		Index	100	103
777				*
778		Unwgted	7924	23
779	Radio Daypart Cumes:	Weighted (000)	39650	90
780	Weekend 7:00 pm - Midnight	Horz %	100.00	0.23
781		Vert %	17.04	16.31
782		Index	100	96
783				*
784		Unwgted	1942	11
785	Radio Daypart Cumes:	Weighted (000)	9554	54
786	Weekend Midnight - 6:00 am	Horz %	100.00	0.57
787		Vert %	4.11	9.80
788		Index	100	239
789				*
790		Unwgted	8374	26
791	Most Often Listen to Radio at	Weighted (000)	40414	70
792	Home - Typical Weekday	Horz %	100.00	0.17
793		Vert %	17.37	12.70
794		Index	100	73
795				
796		Unwgted	30600	102
797	Most Often Listen to Radio in	Weighted (000)	139187	335
798	Vehicle - Typical Weekday	Horz %	100.00	0.24
799		Vert %	59.82	60.60
800		Index	100	101
801				*
802		Unwgted	4652	10
803	Most Often Listen to Radio at	Weighted (000)	23245	64
804	Work - Typical Weekday	Horz %	100.00	0.27
805		Vert %	9.99	11.48
806		Index	100	115
807				*
808	Most Often Listen to Radio in	Unwgted	321	3
809	Other Place (Not Home,	Weighted (000)	1786	15
810	Vehicle, Workplace) - Typical	Horz %	100.00	0.86
811	Weekday	Vert %	0.77	2.77
812		Index	100	361

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	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
813				*
814		Unwgted	10926	31
815	Most Often Listen to Radio at Home - Typical Weekend	Weighted (000)	52088	95
816		Horz %	100.00	0.18
817		Vert %	22.39	17.17
818		Index	100	77
819				
820		Unwgted	28652	92
821	Most Often Listen to Radio in Vehicle - Typical Weekend	Weighted (000)	131413	341
822		Horz %	100.00	0.26
823		Vert %	56.48	61.60
824		Index	100	109
825				*
826		Unwgted	1363	5
827	Most Often Listen to Radio at Work - Typical Weekend	Weighted (000)	7266	37
828		Horz %	100.00	0.50
829		Vert %	3.12	6.61
830		Index	100	212
831				*
832	Most Often Listen to Radio in Other Place (Not Home, Vehicle, Workplace) - Typical Weekend	Unwgted	450	2
833		Weighted (000)	2438	14
834		Horz %	100.00	0.59
835		Vert %	1.05	2.61
836		Index	100	249
837				*
838		Unwgted	11618	45
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	43754	125
840		Horz %	100.00	0.29
841		Vert %	18.81	22.63
842		Index	100	120
843				
844		Unwgted	38084	124
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	180950	468
846		Horz %	100.00	0.26
847		Vert %	77.77	84.49
848		Index	100	109
849				
850		Unwgted	41682	138
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194237	498
852		Horz %	100.00	0.26
853		Vert %	83.49	89.98
854		Index	100	108
855				*
856		Unwgted	5791	11
857	Ever Listen to Satellite Radio (Sirius XM)	Weighted (000)	23564	35
858		Horz %	100.00	0.15
859		Vert %	10.13	6.25
860		Index	100	62
861				*
862		Unwgted	7953	27
863	Household Subscribes to Satellite Radio (Sirius XM)	Weighted (000)	33638	103
864		Horz %	100.00	0.31
865		Vert %	14.46	18.69
866		Index	100	129



	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
867				*
868	Listened to Radio Online - Past Month (Streamed AM/FM and/or Pure-Play Internet Radio)	Unwgt'd	11030	42
869		Weighted (000)	50212	177
870		Horz %	100.00	0.35
871		Vert %	21.58	31.95
872		Index	100	148
873				*
874	Visited a Radio Station, Radio Program, or Radio Personality's Web Site - Past Month	Unwgt'd	3424	11
875		Weighted (000)	15176	28
876		Horz %	100.00	0.18
877		Vert %	6.52	5.07
878		Index	100	78
879				*
880	Visited Pandora.com - Past Month	Unwgt'd	6986	15
881		Weighted (000)	33350	63
882		Horz %	100.00	0.19
883		Vert %	14.33	11.38
884		Index	100	79
885				*
886	Advertising on radio provides me with useful information about bargains - Agree with statement	Unwgt'd	17915	45
887		Weighted (000)	86641	164
888		Horz %	100.00	0.19
889		Vert %	37.24	29.71
890		Index	100	80
891				*
892	Advertising on radio provides me with meaningful information about the product use of other consumers - Agree with statement	Unwgt'd	14299	32
893		Weighted (000)	69344	87
894		Horz %	100.00	0.13
895		Vert %	29.81	15.78
896		Index	100	53
897				*
898	Advertising on radio provides me with useful information about new products and services - Agree with statement	Unwgt'd	18152	42
899		Weighted (000)	85306	114
900		Horz %	100.00	0.13
901		Vert %	36.67	20.63
902		Index	100	56
903				*
904	For me, advertising on radio is amusing - Agree with statement	Unwgt'd	14489	30
905		Weighted (000)	69953	108
906		Horz %	100.00	0.15
907		Vert %	30.07	19.54
908		Index	100	65
909				*
910	Vehicle Currently Owned/Leased Has AM/FM Radio	Unwgt'd	38194	131
911		Weighted (000)	173228	464
912		Horz %	100.00	0.27
913		Vert %	74.46	83.75
914		Index	100	112
915				*
916	Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	9032	33
917		Weighted (000)	38210	78
918		Horz %	100.00	0.20
919		Vert %	16.42	14.01
920		Index	100	85

RAB / GfK MRI AUTO PROFILE: JAGUAR

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
921				*
922	Vehicle Currently Owned/Leased Has AM/FM and Satellite Radio	Unwgted	9598	40
923		Weighted (000)	41600	129
924		Horz %	100.00	0.31
925		Vert %	17.88	23.33
926		Index	100	130
927				
928	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)	Unwgted	37628	130
929		Weighted (000)	170549	457
930		Horz %	100.00	0.27
931		Vert %	73.30	82.62
932		Index	100	113
933				*
934	Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	9670	27
935		Weighted (000)	44278	98
936		Horz %	100.00	0.22
937		Vert %	19.03	17.71
938		Index	100	93
939				*
940	Vehicle Currently Owned/Leased Has DVD Player	Unwgted	5731	28
941		Weighted (000)	24740	84
942		Horz %	100.00	0.34
943		Vert %	10.63	15.14
944		Index	100	142
945				*
946	TV Dayparts: Total Prime time Mon-Sun	Unwgted	1529	4
947		Weighted (000)	103765	270
948		Horz %	100.00	0.26
949		Vert %	44.60	48.79
950		Index	100	109
951				*
952	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	5533	18
953		Weighted (000)	107565	284
954		Horz %	100.00	0.26
955		Vert %	46.23	51.29
956		Index	100	111
957				*
958	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	4636	14
959		Weighted (000)	92075	233
960		Horz %	100.00	0.25
961		Vert %	39.58	42.13
962		Index	100	106
963				*
964	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	4074	12
965		Weighted (000)	98284	246
966		Horz %	100.00	0.25
967		Vert %	42.24	44.45
968		Index	100	105
969				*
970	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	1291	3
971		Weighted (000)	32634	57
972		Horz %	100.00	0.17
973		Vert %	14.03	10.27
974		Index	100	73

RAB / GfK MRI AUTO PROFILE: JAGUAR

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
975				*
976	TV Dayparts: Weekdays: 4:00	Unwgted	3652	10
977	pm-7:30 pm (Eastern/Pacific)	Weighted (000)	62194	129
978	3:00 pm-6:30 pm	Horz %	100.00	0.21
979	(Central/Mountain)	Vert %	26.73	23.28
980		Index	100	87
981				*
982	TV Dayparts: Weekdays:	Unwgted	2885	10
983	11:30 pm-1:00 am	Weighted (000)	29072	80
984	(Eastern/Pacific) 10:30 pm-	Horz %	100.00	0.27
985	Midnight (Central/Mountain)	Vert %	12.50	14.44
986		Index	100	116
987				*
988	TV Dayparts: Weekend	Unwgted	1508	4
989	Sports: Saturday-Sunday	Weighted (000)	52172	136
990	afternoon	Horz %	100.00	0.26
991		Vert %	22.42	24.50
992		Index	100	109
993				*
994	TV Dayparts: Weekend	Unwgted	1104	3
995	children's shows: Saturday-	Weighted (000)	30079	67
996	Sunday morning	Horz %	100.00	0.22
997		Vert %	12.93	12.12
998		Index	100	94
999				*
1000	Downloaded a TV Program	Unwgted	2067	5
1001	from Internet - Past Month	Weighted (000)	9280	31
1002		Horz %	100.00	0.34
1003		Vert %	3.99	5.66
1004		Index	100	142
1005				*
1006	Watched a TV Program Online	Unwgted	6535	15
1007	- Past Month	Weighted (000)	30108	77
1008		Horz %	100.00	0.25
1009		Vert %	12.94	13.84
1010		Index	100	107
1011				*
1012	Visited a TV Network or TV	Unwgted	9923	37
1013	Show's Website - Past Month	Weighted (000)	44513	159
1014		Horz %	100.00	0.36
1015		Vert %	19.13	28.71
1016		Index	100	150
1017				*
1018	Looked at TV Listings Online -	Unwgted	4934	13
1019	Past Month	Weighted (000)	20536	48
1020		Horz %	100.00	0.24
1021		Vert %	8.83	8.76
1022		Index	100	99
1023				*
1024	Household Subscribes to	Unwgted	26310	83
1025	Cable TV	Weighted (000)	117569	293
1026		Horz %	100.00	0.25
1027		Vert %	50.53	53.00
1028		Index	100	105

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1029				
1030		Unwgted	21229	69
1031	Household Subscribes to Digital Cable TV	Weighted (000)	92583	248
1032		Horz %	100.00	0.27
1033		Vert %	39.79	44.79
1034		Index	100	113
1035				
1036		Unwgted	41229	141
1037	Viewed Any Cable TV (including Pay) - Past Week	Weighted (000)	189120	522
1038		Horz %	100.00	0.28
1039		Vert %	81.29	94.27
1040		Index	100	116
1041				
1042		Unwgted	30677	104
1043	Heavy Cable TV Viewing (including Pay) - Past Week	Weighted (000)	142700	377
1044		Horz %	100.00	0.26
1045		Vert %	61.33	68.03
1046		Index	100	111
1047				
1048		Unwgted	16901	55
1049	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	77601	195
1050		Horz %	100.00	0.25
1051		Vert %	33.35	35.22
1052		Index	100	106
1053				*
1054		Unwgted	6703	22
1055	Watched Any Pay-Per-View - Past Year	Weighted (000)	30993	86
1056		Horz %	100.00	0.28
1057		Vert %	13.32	15.47
1058		Index	100	116
1059				*
1060		Unwgted	5244	19
1061	Watched Any Pay-Per-View Movies - Past Year	Weighted (000)	23441	66
1062		Horz %	100.00	0.28
1063		Vert %	10.08	11.95
1064		Index	100	119
1065				*
1066		Unwgted	2214	6
1067	Watched Any Pay-Per-View Sports Events - Past Year	Weighted (000)	11547	24
1068		Horz %	100.00	0.21
1069		Vert %	4.96	4.29
1070		Index	100	86
1071				*
1072		Unwgted	10757	40
1073	Watched Any Video-On-Demand Programs - Past Month	Weighted (000)	44455	146
1074		Horz %	100.00	0.33
1075		Vert %	19.11	26.31
1076		Index	100	138
1077				*
1078		Unwgted	6752	22
1079	Watched Any Video-On-Demand TV Shows - Past Month	Weighted (000)	27575	81
1080		Horz %	100.00	0.29
1081		Vert %	11.85	14.64
1082		Index	100	124

RAB / GfK MRI AUTO PROFILE: JAGUAR

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1083				*
1084		Unwgt'd	8740	33
1085	Watched Any Video-On-	Weighted (000)	36381	123
1086	Demand Movies - Past Month	Horz %	100.00	0.34
1087		Vert %	15.64	22.17
1088		Index	100	142
1089				*
1090		Unwgt'd	11970	36
1091	Household Has a Satellite	Weighted (000)	63862	139
1092	Dish	Horz %	100.00	0.22
1093		Vert %	27.45	25.06
1094		Index	100	91
1095				
1096		Unwgt'd	23012	84
1097	Household Has a Digital Video	Weighted (000)	101668	329
1098	Recorder (DVR)	Horz %	100.00	0.32
1099		Vert %	43.70	59.52
1100		Index	100	136
1101				*
1102		Unwgt'd	446	3
1103	Household Has a TiVo-Brand	Weighted (000)	1770	14
1104	DVR (Stand-Alone)	Horz %	100.00	0.79
1105		Vert %	0.76	2.53
1106		Index	100	333
1107				
1108		Unwgt'd	41245	138
1109	Any Internet/Online Activity -	Weighted (000)	185701	464
1110	Past Month	Horz %	100.00	0.25
1111		Vert %	79.82	83.90
1112		Index	100	105
1113				*
1114		Unwgt'd	12362	36
1115	Played Video Games Online -	Weighted (000)	61466	129
1116	Past Month	Horz %	100.00	0.21
1117		Vert %	26.42	23.23
1118		Index	100	88
1119				*
1120		Unwgt'd	3685	12
1121	Downloaded a Video Game	Weighted (000)	19370	38
1122	Online - Past Month	Horz %	100.00	0.20
1123		Vert %	8.33	6.94
1124		Index	100	83
1125				*
1126		Unwgt'd	10477	30
1127	Downloaded Music from	Weighted (000)	50449	105
1128	Internet - Past Month	Horz %	100.00	0.21
1129		Vert %	21.68	18.96
1130		Index	100	87
1131				*
1132		Unwgt'd	1880	4
1133	Downloaded	Weighted (000)	7942	9
1134	Podcasts/Podcasting from	Horz %	100.00	0.11
1135	Internet - Past Month	Vert %	3.41	1.56
1136		Index	100	46

	A	B	C	D
1			U.S. Adults 18+	Own/Lease Any Jaguar
2				
1137				*
1138		Unwgt'd	2067	5
1139	Downloaded a TV Program from Internet - Past Month	Weighted (000)	9280	31
1140		Horz %	100.00	0.34
1141		Vert %	3.99	5.66
1142		Index	100	142
1143				
1144		Unwgt'd	6535	15
1145	Watched a TV Program Online - Past Month	Weighted (000)	30108	77
1146		Horz %	100.00	0.25
1147		Vert %	12.94	13.84
1148		Index	100	107
1149				*
1150		Unwgt'd	3129	12
1151	Downloaded a Movie from Internet - Past Month	Weighted (000)	14622	36
1152		Horz %	100.00	0.25
1153		Vert %	6.28	6.50
1154		Index	100	103
1155				*
1156		Unwgt'd	6273	17
1157	Watched a Movie Online - Past Month	Weighted (000)	30063	68
1158		Horz %	100.00	0.23
1159		Vert %	12.92	12.36
1160		Index	100	96
1161				*
1162		Unwgt'd	6468	15
1163	Watched Other Online Video (not TV or Movie) - Past Month	Weighted (000)	30400	56
1164		Horz %	100.00	0.18
1165		Vert %	13.07	10.07
1166		Index	100	77
1167				*
1168		Unwgt'd	2374	8
1169	Visited a Chat Room Online - Past Month	Weighted (000)	12251	33
1170		Horz %	100.00	0.27
1171		Vert %	5.27	5.92
1172		Index	100	113
1173				
1174		Unwgt'd	37139	132
1175	Used e-Mail - Past Month	Weighted (000)	162282	448
1176		Horz %	100.00	0.28
1177		Vert %	69.75	80.92
1178		Index	100	116
1179				
1180		Unwgt'd	21679	67
1181	Used Instant Messenger/IM - Past Month	Weighted (000)	104685	265
1182		Horz %	100.00	0.25
1183		Vert %	45.00	47.89
1184		Index	100	106
1185				
1186		Unwgt'd	31568	89
1187	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Weighted (000)	146580	335
1188		Horz %	100.00	0.23
1189		Vert %	63.00	60.54
1190		Index	100	96

RAB / GfK MRI AUTO PROFILE: JAGUAR

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1191				
1192		Unwgted	25107	65
1193	Visited Facebook.com - Past Month	Weighted (000)	119617	272
1194		Horz %	100.00	0.23
1195		Vert %	51.41	49.19
1196		Index	100	96
1197				
1198		Unwgted	1114	2
1199	Visited Flickr.com - Past Month	Weighted (000)	4821	3
1200		Horz %	100.00	0.06
1201		Vert %	2.07	0.55
1202		Index	100	27
1203				
1204		Unwgted	420	0
1205	Visited Foursquare Web Site - Past Month	Weighted (000)	1850	0
1206		Horz %	100.00	0.00
1207		Vert %	0.80	0.00
1208		Index	100	0
1209				
1210		Unwgted	5396	19
1211	Visited LinkedIn.com - Past Month	Weighted (000)	18240	52
1212		Horz %	100.00	0.29
1213		Vert %	7.84	9.46
1214		Index	100	121
1215				
1216		Unwgted	815	2
1217	Visited MySpace.com - Past Month	Weighted (000)	4747	8
1218		Horz %	100.00	0.17
1219		Vert %	2.04	1.45
1220		Index	100	71
1221				
1222		Unwgted	1051	0
1223	Visited Photobucket.com - Past Month	Weighted (000)	5429	0
1224		Horz %	100.00	0.00
1225		Vert %	2.33	0.00
1226		Index	100	0
1227				
1228		Unwgted	1648	7
1229	Visited Picasa Web Site - Past Month	Weighted (000)	6361	15
1230		Horz %	100.00	0.24
1231		Vert %	2.73	2.79
1232		Index	100	102
1233				
1234		Unwgted	1780	3
1235	Visited Shutterfly.com - Past Month	Weighted (000)	7009	13
1236		Horz %	100.00	0.19
1237		Vert %	3.01	2.44
1238		Index	100	81
1239				
1240		Unwgted	974	0
1241	Visited Tumblr Web Site - Past Month	Weighted (000)	5065	0
1242		Horz %	100.00	0.00
1243		Vert %	2.18	0.00
1244		Index	100	0

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1245				*
1246		Unwgt'd	4129	11
1247	Visited Twitter.com - Past Month	Weighted (000)	19735	52
1248		Horz %	100.00	0.26
1249		Vert %	8.48	9.36
1250		Index	100	110
1251				
1252		Unwgt'd	1760	3
1253	Visited Yelp Web Site - Past Month	Weighted (000)	6612	31
1254		Horz %	100.00	0.47
1255		Vert %	2.84	5.67
1256		Index	100	200
1257				
1258		Unwgt'd	20127	61
1259	Visited YouTube.com - Past Month	Weighted (000)	94239	225
1260		Horz %	100.00	0.24
1261		Vert %	40.51	40.68
1262		Index	100	100
1263				
1264		Unwgt'd	1798	8
1265	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	8075	33
1266		Horz %	100.00	0.41
1267		Vert %	3.47	6.01
1268		Index	100	173
1269				
1270		Unwgt'd	12348	33
1271	Posted "Like" on Social Network - Past Month	Weighted (000)	60333	128
1272		Horz %	100.00	0.21
1273		Vert %	25.93	23.17
1274		Index	100	89
1275				
1276		Unwgt'd	4908	11
1277	"Followed" or became a "Fan of" Something or Someone on Social Network - Past Month	Weighted (000)	24068	29
1278		Horz %	100.00	0.12
1279		Vert %	10.34	5.26
1280		Index	100	51
1281				
1282		Unwgt'd	2997	14
1283	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	13475	53
1284		Horz %	100.00	0.39
1285		Vert %	5.79	9.59
1286		Index	100	166
1287				
1288	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family	Unwgt'd	30531	95
1289		Weighted (000)	142509	366
1290		Horz %	100.00	0.26
1291		Vert %	61.25	66.06
1292		Index	100	108
1293				*
1294	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Vote in Contest, Make a Choice, Give an Opinion	Unwgt'd	4424	12
1295		Weighted (000)	21637	34
1296		Horz %	100.00	0.16
1297		Vert %	9.30	6.19
1298		Index	100	67



	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1299				*
1300	Ever Used Text Messaging on Cellular/Mobile	Unwgt'd	4791	17
1301	Phone/Smartphone to Look at an Advertisement Sent with Text Message	Weighted (000)	23648	67
1302		Horz %	100.00	0.28
1303		Vert %	10.16	12.13
1304		Index	100	119
1305				*
1306	Ever Used Text Messaging on Cellular/Mobile	Unwgt'd	2313	6
1307	Phone/Smartphone to Respond to an Advertisement or Make a Purchase	Weighted (000)	11476	19
1308		Horz %	100.00	0.16
1309		Vert %	4.93	3.39
1310		Index	100	69
1311				*
1312	Ever Signed Up for a Text Message "Alert" Service on Cellular/Mobile	Unwgt'd	4975	12
1313	Phone/Smartphone	Weighted (000)	24258	34
1314		Horz %	100.00	0.14
1315		Vert %	10.43	6.07
1316		Index	100	58
1317				*
1318	Ever Received a Text Message "Alert" on Cellular/Mobile	Unwgt'd	10177	31
1319	Phone/Smartphone	Weighted (000)	48432	100
1320		Horz %	100.00	0.21
1321		Vert %	20.82	17.99
1322		Index	100	86
1323				*
1324	Ever Received a Mobile Coupon on Cellular/Mobile	Unwgt'd	3260	11
1325	Phone/Smartphone	Weighted (000)	15984	41
1326		Horz %	100.00	0.26
1327		Vert %	6.87	7.39
1328		Index	100	108
1329				*
1330	Ever Took a Picture of a QR Code or Other "Tag" with Cellular/Mobile	Unwgt'd	3115	11
1331	Phone/Smartphone	Weighted (000)	14586	52
1332		Horz %	100.00	0.36
1333		Vert %	6.27	9.46
1334		Index	100	151
1335				*
1336	Ever Listened to a Podcast on Cellular/Mobile	Unwgt'd	2126	4
1337	Phone/Smartphone	Weighted (000)	10139	28
1338		Horz %	100.00	0.28
1339		Vert %	4.36	5.12
1340		Index	100	117
1341				*
1342	Ever Listened to Music on Cellular/Mobile	Unwgt'd	11178	33
1343	Phone/Smartphone	Weighted (000)	54140	128
1344		Horz %	100.00	0.24
1345		Vert %	23.27	23.18
1346		Index	100	100
1347				*
1348	Ever Visited a Website for News on Cellular/Mobile	Unwgt'd	13848	44
1349	Phone/Smartphone	Weighted (000)	61339	171
1350		Horz %	100.00	0.28
1351		Vert %	26.36	30.96
1352		Index	100	117

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1353				*
1354	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone	Unwgt'd	9177	29
1355		Weighted (000)	40108	111
1356		Horz %	100.00	0.28
1357		Vert %	17.24	20.13
1358		Index	100	117
1359				*
1360	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone	Unwgt'd	15160	47
1361		Weighted (000)	68043	151
1362		Horz %	100.00	0.22
1363		Vert %	29.25	27.26
1364		Index	100	93
1365				*
1366	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone	Unwgt'd	8907	27
1367		Weighted (000)	40399	100
1368		Horz %	100.00	0.25
1369		Vert %	17.36	18.05
1370		Index	100	104
1371				*
1372	Cellular/Mobile Phone/Smartphone Has FM Radio Feature	Unwgt'd	7151	14
1373		Weighted (000)	35090	44
1374		Horz %	100.00	0.13
1375		Vert %	15.08	7.93
1376		Index	100	53
1377				
1378	Read Any Daily Newspaper	Unwgt'd	15909	64
1379		Weighted (000)	66536	201
1380		Horz %	100.00	0.30
1381		Vert %	28.60	36.37
1382		Index	100	127
1383				
1384	Read Any Sunday Newspaper	Unwgt'd	20427	84
1385		Weighted (000)	88342	283
1386		Horz %	100.00	0.32
1387		Vert %	37.97	51.21
1388		Index	100	135
1389				
1390	Read or Looked Into Any Electronic Version of a Newspaper, including Web Site - Past Month	Unwgt'd	16848	62
1391		Weighted (000)	72437	217
1392		Horz %	100.00	0.30
1393		Vert %	31.13	39.22
1394		Index	100	126
1395				*
1396	Newspaper Reading: Classified Advertising Read in Weekday Newspaper	Unwgt'd	5507	18
1397		Weighted (000)	28423	45
1398		Horz %	100.00	0.16
1399		Vert %	12.22	8.19
1400		Index	100	67
1401				*
1402	Newspaper Reading: Advertisements Read in Weekday Newspaper	Unwgt'd	5598	16
1403		Weighted (000)	25867	45
1404		Horz %	100.00	0.17
1405		Vert %	11.12	8.08
1406		Index	100	73

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1407				*
1408	Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper	Unwgt'd	7389	28
1409		Weighted (000)	32860	83
1410		Horz %	100.00	0.25
1411		Vert %	14.12	15.06
1412		Index	100	107
1413				*
1414	Newspaper Reading: Classified Advertising Read in Sunday/Weekend Newspaper	Unwgt'd	6170	16
1415		Weighted (000)	31027	43
1416		Horz %	100.00	0.14
1417		Vert %	13.34	7.77
1418		Index	100	58
1419				*
1420	Newspaper Reading: Advertisements Read in Sunday/Weekend Newspaper	Unwgt'd	7256	19
1421		Weighted (000)	32774	56
1422		Horz %	100.00	0.17
1423		Vert %	14.09	10.08
1424		Index	100	72
1425				*
1426	Newspaper Reading: Circulars/Inserts/Fliers Read in Sunday/Weekend Newspaper	Unwgt'd	11152	38
1427		Weighted (000)	48338	106
1428		Horz %	100.00	0.22
1429		Vert %	20.78	19.12
1430		Index	100	92
1431				*
1432	Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	5353	26
1433		Weighted (000)	25866	62
1434		Horz %	100.00	0.24
1435		Vert %	11.12	11.13
1436		Index	100	100
1437				*
1438	Personally Referred to Internet Yellow Pages - Past Wee	Unwgt'd	3353	13
1439		Weighted (000)	15586	31
1440		Horz %	100.00	0.20
1441		Vert %	6.70	5.62
1442		Index	100	84
1443				*
1444	Personally Referred to Yellow Pages (Paper or Internet) - Past Week	Unwgt'd	7971	37
1445		Weighted (000)	37986	83
1446		Horz %	100.00	0.22
1447		Vert %	16.33	14.95
1448		Index	100	92
1449				*
1450	Have Personally Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	9675	20
1451		Weighted (000)	45772	136
1452		Horz %	100.00	0.30
1453		Vert %	19.67	24.49
1454		Index	100	124
1455				*
1456	Have Personally Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5964	14
1457		Weighted (000)	28848	71
1458		Horz %	100.00	0.25
1459		Vert %	12.40	12.91
1460		Index	100	104

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1461				*
1462	Have Personally Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5713	16
1463		Weighted (000)	28316	81
1464		Horz %	100.00	0.29
1465		Vert %	12.17	14.61
1466		Index	100	120
1467				*
1468	Have Personally Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6766	15
1469		Weighted (000)	33563	58
1470		Horz %	100.00	0.17
1471		Vert %	14.43	10.40
1472		Index	100	72
1473				*
1474	Have Personally Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5094	13
1475		Weighted (000)	24492	53
1476		Horz %	100.00	0.22
1477		Vert %	10.53	9.60
1478		Index	100	91
1479				*
1480	Have Personally Seen Video Ads in Other Stores - Past Month	Unwgt'd	4975	11
1481		Weighted (000)	24981	58
1482		Horz %	100.00	0.23
1483		Vert %	10.74	10.51
1484		Index	100	98
1485				*
1486	Have Personally Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	7146	19
1487		Weighted (000)	34045	80
1488		Horz %	100.00	0.23
1489		Vert %	14.63	14.38
1490		Index	100	98
1491				*
1492	Have Personally Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4270	11
1493		Weighted (000)	20501	45
1494		Horz %	100.00	0.22
1495		Vert %	8.81	8.21
1496		Index	100	93
1497				*
1498	Have Personally Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	5914	10
1499		Weighted (000)	29591	25
1500		Horz %	100.00	0.08
1501		Vert %	12.72	4.50
1502		Index	100	35
1503				*
1504	Have Personally Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4221	11
1505		Weighted (000)	20334	38
1506		Horz %	100.00	0.19
1507		Vert %	8.74	6.90
1508		Index	100	79
1509				*
1510	Have Personally Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3804	6
1511		Weighted (000)	17889	19
1512		Horz %	100.00	0.11
1513		Vert %	7.69	3.44
1514		Index	100	45

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1515				*
1516	Have Personally Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5622	10
1517		Weighted (000)	27774	53
1518		Horz %	100.00	0.19
1519		Vert %	11.94	9.58
1520		Index	100	80
1521				*
1522	Have Personally Seen Video Ads in Airports - Past Month	Unwgt'd	4304	11
1523		Weighted (000)	18970	23
1524		Horz %	100.00	0.12
1525		Vert %	8.15	4.24
1526		Index	100	52
1527				*
1528	Have Personally Seen Video Ads at Gas Stations - Past Month	Unwgt'd	7896	16
1529		Weighted (000)	35885	70
1530		Horz %	100.00	0.19
1531		Vert %	15.42	12.62
1532		Index	100	82
1533				*
1534	Have Personally Seen Video Ads in Office Building Lobbies Past Month	Unwgt'd	3487	4
1535		Weighted (000)	16853	18
1536		Horz %	100.00	0.10
1537		Vert %	7.24	3.17
1538		Index	100	44
1539				*
1540	Have Personally Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3287	5
1541		Weighted (000)	15521	19
1542		Horz %	100.00	0.12
1543		Vert %	6.67	3.40
1544		Index	100	51
1545				*
1546	Have Personally Seen Video Ads in Movie Theater Lobbies Past Month	Unwgt'd	5335	12
1547		Weighted (000)	25485	57
1548		Horz %	100.00	0.22
1549		Vert %	10.95	10.24
1550		Index	100	94
1551				
1552	Have Seen Any Billboards - Past Month	Unwgt'd	26099	90
1553		Weighted (000)	118648	322
1554		Horz %	100.00	0.27
1555		Vert %	51.00	58.25
1556		Index	100	114
1557				*
1558	Have Seen Any Ads on Buses/Trains - Past Month	Unwgt'd	11791	35
1559		Weighted (000)	51726	151
1560		Horz %	100.00	0.29
1561		Vert %	22.23	27.19
1562		Index	100	122
1563				*
1564	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7817	23
1565		Weighted (000)	34319	110
1566		Horz %	100.00	0.32
1567		Vert %	14.75	19.92
1568		Index	100	135

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1569				*
1570		Unwgt'd	3501	8
1571	Have Seen Any Ads Inside	Weighted (000)	15704	13
1572	Taxis - Past Month	Horz %	100.00	0.09
1573		Vert %	6.75	2.43
1574		Index	100	36
1575				*
1576		Unwgt'd	6629	24
1577	Have Seen Any Ads on Top of	Weighted (000)	29031	63
1578	Taxis - Past Month	Horz %	100.00	0.22
1579		Vert %	12.48	11.46
1580		Index	100	92
1581				*
1582		Unwgt'd	3025	8
1583	Have Seen Any Ads on Phone	Weighted (000)	14729	22
1584	Booths - Past Month	Horz %	100.00	0.15
1585		Vert %	6.33	4.05
1586		Index	100	64
1587				*
1588		Unwgt'd	8668	21
1589	Have Seen Any Ads at Sports	Weighted (000)	39772	77
1590	or Entertainment Events - Past	Horz %	100.00	0.19
1591	Month	Vert %	17.09	13.95
1592		Index	100	82
1593				*
1594		Unwgt'd	6268	20
1595	Have Seen Any Ads on	Weighted (000)	27837	54
1596	Postcards - Past Month	Horz %	100.00	0.19
1597		Vert %	11.96	9.68
1598		Index	100	81
1599				*
1600		Unwgt'd	9611	29
1601	Have Seen Any Ads Sent to a	Weighted (000)	45591	105
1602	Cellphone or Other Mobile	Horz %	100.00	0.23
1603	Device - Past Month	Vert %	19.60	18.94
1604		Index	100	97
1605				*
1606		Unwgt'd	9449	31
1607	Have Seen Any Ads on	Weighted (000)	44152	106
1608	Posters at Movie Theater -	Horz %	100.00	0.24
1609	Past Month	Vert %	18.98	19.16
1610		Index	100	101
1611				*
1612		Unwgt'd	12305	38
1613	Have Seen Any Ads Shown	Weighted (000)	57491	130
1614	On-Screen Before Start of	Horz %	100.00	0.23
1615	Movie - Past Month	Vert %	24.71	23.56
1616		Index	100	95
1617				*
1618		Unwgt'd	17949	46
1619	Have Seen Any Ads in Stores	Weighted (000)	83367	157
1620	(Not Video Ads) - Past Month	Horz %	100.00	0.19
1621		Vert %	35.83	28.42
1622		Index	100	79

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1623				*
1624		Unwgted	11294	26
1625	Have Seen Any Infomercials - Past Month	Weighted (000)	53386	117
1626		Horz %	100.00	0.22
1627		Vert %	22.95	21.10
1628		Index	100	92
1629				
1630	Have Seen Any Offers or Ads Sent to Home By Mail - Past Month	Unwgted	21425	67
1631		Weighted (000)	97473	216
1632		Horz %	100.00	0.22
1633		Vert %	41.90	39.07
1634		Index	100	93
1635				*
1636	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	4091	7
1637		Weighted (000)	21298	25
1638		Horz %	100.00	0.12
1639		Vert %	9.15	4.51
1640		Index	100	49
1641				
1642	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	20006	54
1643		Weighted (000)	91471	175
1644		Horz %	100.00	0.19
1645		Vert %	39.32	31.56
1646		Index	100	80
1647				*
1648	Have Seen Any Product Placement in Movies - Past Month	Unwgted	12007	32
1649		Weighted (000)	57224	98
1650		Horz %	100.00	0.17
1651		Vert %	24.60	17.62
1652		Index	100	72
1653				
1654	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Unwgted	30058	72
1655		Weighted (000)	143934	269
1656		Horz %	100.00	0.19
1657		Vert %	61.87	48.55
1658		Index	100	78
1659	Automotive Attitudes: I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.	Unwgted	29871	88
1660		Weighted (000)	139627	317
1661		Horz %	100.00	0.23
1662		Vert %	60.01	57.25
1663		Index	100	95
1664				
1665	Automotive Attitudes: The vehicle a person owns says a lot about him or her.	Unwgted	26259	94
1666		Weighted (000)	122035	308
1667		Horz %	100.00	0.25
1668		Vert %	52.45	55.66
1669		Index	100	106
1670				
1671	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.	Unwgted	15463	52
1672		Weighted (000)	74913	178
1673		Horz %	100.00	0.24
1674		Vert %	32.20	32.16
1675		Index	100	100
1676				

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1677				
1678	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.	Unwgt'd	23769	60
1679		Weighted (000)	111002	199
1680		Horz %	100.00	0.18
1681		Vert %	47.71	36.03
1682		Index	100	76
1683				*
1684	Automotive Attitudes: I consider myself to be an automotive enthusiast.	Unwgt'd	13766	46
1685		Weighted (000)	66230	162
1686		Horz %	100.00	0.24
1687		Vert %	28.47	29.25
1688		Index	100	103
1689				*
1690	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.	Unwgt'd	16588	38
1691		Weighted (000)	76783	136
1692		Horz %	100.00	0.18
1693		Vert %	33.00	24.63
1694		Index	100	75
1695				
1696	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.	Unwgt'd	14576	62
1697		Weighted (000)	70750	212
1698		Horz %	100.00	0.30
1699		Vert %	30.41	38.27
1700		Index	100	126
1701				
1702	Automotive Attitudes: I think of vehicles as basic transportation.	Unwgt'd	38102	95
1703		Weighted (000)	179016	337
1704		Horz %	100.00	0.19
1705		Vert %	76.94	60.85
1706		Index	100	79
1707				
1708	Automotive Attitudes: I look forward to technology advances in new vehicles.	Unwgt'd	31998	105
1709		Weighted (000)	145826	398
1710		Horz %	100.00	0.27
1711		Vert %	62.68	71.88
1712		Index	100	115
1713				
1714	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else.	Unwgt'd	37605	112
1715		Weighted (000)	171664	402
1716		Horz %	100.00	0.23
1717		Vert %	73.78	72.58
1718		Index	100	98
1719				
1720	Automotive Attitudes: I enjoy learning about automobiles from others.	Unwgt'd	23645	73
1721		Weighted (000)	110251	244
1722		Horz %	100.00	0.22
1723		Vert %	47.39	44.06
1724		Index	100	93
1725				
1726	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Unwgt'd	31539	88
1727		Weighted (000)	145691	320
1728		Horz %	100.00	0.22
1729		Vert %	62.62	57.82
1730		Index	100	92



	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1731				
1732	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.	Unwgt'd	31878	95
1733		Weighted (000)	149572	348
1734		Horz %	100.00	0.23
1735		Vert %	64.29	62.87
1736		Index	100	98
1737				
1738	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.	Unwgt'd	22438	86
1739		Weighted (000)	105794	297
1740		Horz %	100.00	0.28
1741		Vert %	45.47	53.68
1742		Index	100	118
1743				
1744	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.	Unwgt'd	22128	79
1745		Weighted (000)	106385	278
1746		Horz %	100.00	0.26
1747		Vert %	45.73	50.25
1748		Index	100	110
1749				
1750	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Unwgt'd	33885	99
1751		Weighted (000)	157653	375
1752		Horz %	100.00	0.24
1753		Vert %	67.76	67.79
1754		Index	100	100
1755				
1756	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.	Unwgt'd	24563	96
1757		Weighted (000)	115664	290
1758		Horz %	100.00	0.25
1759		Vert %	49.71	52.31
1760		Index	100	105
1761				
1762	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.	Unwgt'd	21142	59
1763		Weighted (000)	104313	242
1764		Horz %	100.00	0.23
1765		Vert %	44.84	43.80
1766		Index	100	98
1767				
1768	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.	Unwgt'd	28810	74
1769		Weighted (000)	136503	282
1770		Horz %	100.00	0.21
1771		Vert %	58.67	50.97
1772		Index	100	87
1773				
1774	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.	Unwgt'd	30641	77
1775		Weighted (000)	143988	281
1776		Horz %	100.00	0.20
1777		Vert %	61.89	50.79
1778		Index	100	82
1779				*
1780	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.	Unwgt'd	22837	46
1781		Weighted (000)	111664	165
1782		Horz %	100.00	0.15
1783		Vert %	47.99	29.88
1784		Index	100	62

	A	B	C	D
			U.S. Adults 18+	Own/Lease Any Jaguar
1				
2				
1785				*
1786	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.	Unwgt'd	10026	42
1787		Weighted (000)	49267	172
1788		Horz %	100.00	0.35
1789		Vert %	21.18	31.02
1790		Index	100	146
1791				*
1792	Automotive Attitudes: People often ask my advice when it comes to automobiles.	Unwgt'd	13888	48
1793		Weighted (000)	67372	174
1794		Horz %	100.00	0.26
1795		Vert %	28.96	31.50
1796		Index	100	109
1797				
1798	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Unwgt'd	33134	87
1799		Weighted (000)	154255	315
1800		Horz %	100.00	0.20
1801		Vert %	66.30	56.87
1802		Index	100	86
1803				
1804	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.	Unwgt'd	26795	62
1805		Weighted (000)	124458	245
1806		Horz %	100.00	0.20
1807		Vert %	53.49	44.34
1808		Index	100	83
1809				
1810	Automotive Attitudes: I consider safety first when shopping for a new vehicle.	Unwgt'd	36801	105
1811		Weighted (000)	171639	382
1812		Horz %	100.00	0.22
1813		Vert %	73.77	69.00
1814		Index	100	94
1815				
1816	Automotive Attitudes: I always follow the advice of my mechanic.	Unwgt'd	30840	92
1817		Weighted (000)	146119	336
1818		Horz %	100.00	0.23
1819		Vert %	62.80	60.77
1820		Index	100	97
1821				
1822	Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual.	Unwgt'd	38290	129
1823		Weighted (000)	176712	461
1824		Horz %	100.00	0.26
1825		Vert %	75.95	83.24
1826		Index	100	110
1827				
1828				