

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
3					
4	U.S. Adults 18+	Unwgted	49770	121	110
5		Weighted (000)	232658	447	474
6		Horz %	100.00	0.19	0.20
7		Vert %	100.00	100.00	100.00
8		Index	100	100	100
9					
10	Male	Unwgted	25657	66	56
11		Weighted (000)	112593	227	233
12		Horz %	100.00	0.20	0.21
13		Vert %	48.39	50.72	49.14
14		Index	100	105	102
15					
16	Female	Unwgted	24113	55	54
17		Weighted (000)	120065	220	241
18		Horz %	100.00	0.18	0.20
19		Vert %	51.61	49.28	50.86
20		Index	100	95	99
21				*	*
22	Age 18-24	Unwgted	3992	8	20
23		Weighted (000)	29809	22	122
24		Horz %	100.00	0.07	0.41
25		Vert %	12.81	4.87	25.67
26		Index	100	38	200
27				*	*
28	Age 25-34	Unwgted	7846	27	27
29		Weighted (000)	41562	115	137
30		Horz %	100.00	0.28	0.33
31		Vert %	17.86	25.70	28.92
32		Index	100	144	162
33				*	*
34	Age 35-44	Unwgted	9076	40	26
35		Weighted (000)	40205	157	74
36		Horz %	100.00	0.39	0.18
37		Vert %	17.28	35.12	15.61
38		Index	100	203	90
39				*	*
40	Age 45-54	Unwgted	9951	28	24
41		Weighted (000)	44287	92	94
42		Horz %	100.00	0.21	0.21
43		Vert %	19.04	20.46	19.79
44		Index	100	107	104
45				*	*
46	Age 55-64	Unwgted	8429	9	8
47		Weighted (000)	36984	36	40
48		Horz %	100.00	0.10	0.11
49		Vert %	15.90	8.03	8.51
50		Index	100	51	54
51				*	*
52	Age 65+	Unwgted	10476	9	5
53		Weighted (000)	39811	26	7
54		Horz %	100.00	0.07	0.02
55		Vert %	17.11	5.82	1.49
56		Index	100	34	9

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1					
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57					
58		Unwgted	48230	118	106
59	Age 21+	Weighted (000)	219529	436	439
60		Horz %	100.00	0.20	0.20
61		Vert %	94.36	97.50	92.53
62		Index	100	103	98
63					*
64	Age 18-34	Unwgted	11838	35	47
65		Weighted (000)	71371	137	259
66		Horz %	100.00	0.19	0.36
67		Vert %	30.68	30.57	54.59
68		Index	100	100	178
69	Age 18-49	Unwgted	25802	91	88
70		Weighted (000)	133716	357	373
71		Horz %	100.00	0.27	0.28
72		Vert %	57.47	79.75	78.56
73		Index	100	139	137
74	Age 25-54	Unwgted	26873	95	77
75		Weighted (000)	126054	364	305
76		Horz %	100.00	0.29	0.24
77		Vert %	54.18	81.27	64.33
78		Index	100	150	119
79	Age 35-64	Unwgted	27456	77	58
80		Weighted (000)	121476	285	208
81		Horz %	100.00	0.23	0.17
82		Vert %	52.21	63.61	43.92
83		Index	100	122	84
84	Age 50+	Unwgted	23968	30	22
85		Weighted (000)	98943	91	102
86		Horz %	100.00	0.09	0.10
87		Vert %	42.53	20.25	21.44
88		Index	100	48	50
89	Median Age	Unwgted			
90		Weighted (000)	46.10	39.20	32.70
91		Horz %			
92		Vert %			
93		Index			
94	Race: White Only	Unwgted	37561	88	73
95		Weighted (000)	173640	314	334
96		Horz %	100.00	0.18	0.19
97		Vert %	74.63	70.17	70.35
98		Index	100	94	94
99	Race: Black/African-American Only	Unwgted	5482	11	23
100		Weighted (000)	26574	34	96
101		Horz %	100.00	0.13	0.36
102		Vert %	11.42	7.68	20.16
103		Index	100	67	176
104					
105					
106					
107					
108					
109					
110					

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1					
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111				*	*
112		Unwgted	6727	22	14
113	Race: Other Race/Multi-Racial	Weighted (000)	32444	99	45
114		Horz %	100.00	0.31	0.14
115		Vert %	13.94	22.16	9.50
116		Index	100	159	68
117					*
118		Unwgted	5180	23	14
119	Spanish, Hispanic, Latino Origin or Descent	Weighted (000)	33135	100	44
120		Horz %	100.00	0.30	0.13
121		Vert %	14.24	22.38	9.31
122		Index	100	157	65
123					*
124		Unwgted	1491	6	9
125	Hispanic, Personally Speak Only English at Home	Weighted (000)	4909	15	18
126		Horz %	100.00	0.31	0.37
127		Vert %	2.11	3.42	3.87
128		Index	100	162	184
129					*
130		Unwgted	1543	12	3
131	Hispanic, Speak Mostly English, but Some Spanish at Home	Weighted (000)	8114	43	9
132		Horz %	100.00	0.53	0.11
133		Vert %	3.49	9.55	1.82
134		Index	100	274	52
135					*
136		Unwgted	822	1	2
137	Hispanic, Speak Only Spanish at Home	Weighted (000)	9468	10	17
138		Horz %	100.00	0.11	0.18
139		Vert %	4.07	2.23	3.61
140		Index	100	55	89
141					*
142		Unwgted	1201	4	0
143	Hispanic, Speak Mostly Spanish, but Some English at Home	Weighted (000)	9104	32	0
144		Horz %	100.00	0.35	0.00
145		Vert %	3.91	7.17	0.00
146		Index	100	183	0
147					*
148		Unwgted	102	0	0
149	Hispanic, Speak Spanish and English Equally at Home	Weighted (000)	1207	0	0
150		Horz %	100.00	0.00	0.00
151		Vert %	0.52	0.00	0.00
152		Index	100	0	0
153					*
154	Highest Level Education Completed/Highest Degree: Master's, Professional School, or Doctorate Degree	Unwgted	6676	20	24
155		Weighted (000)	22400	59	89
156		Horz %	100.00	0.26	0.40
157		Vert %	9.63	13.26	18.82
158		Index	100	138	195
159				*	*
160	Highest Level Education Completed/Highest Degree: Bachelor's	Unwgted	11244	46	32
161		Weighted (000)	42168	178	122
162		Horz %	100.00	0.42	0.29
163		Vert %	18.12	39.70	25.69
164		Index	100	219	142

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165				*	*
166	Highest Level Education Completed/Highest Degree: Associate Degree, Academic	Unwgted	2520	8	6
167		Weighted (000)	10009	35	36
168		Horz %	100.00	0.35	0.36
169		Vert %	4.30	7.72	7.53
170		Index	100	180	175
171				*	*
172	Highest Level Education Completed/Highest Degree: Associate Degree, Occupational/Vocational	Unwgted	3028	7	3
173		Weighted (000)	11548	21	7
174		Horz %	100.00	0.19	0.06
175		Vert %	4.96	4.78	1.41
176		Index	100	96	29
177				*	*
178	Highest Level Education Completed/Highest Degree: Some College, but No Degree	Unwgted	10786	19	35
179		Weighted (000)	44447	61	128
180		Horz %	100.00	0.14	0.29
181		Vert %	19.10	13.62	26.90
182		Index	100	71	141
183				*	*
184	Highest Level Education Completed/Highest Degree: High School Diploma or Equivalent, such as GED	Unwgted	11139	15	8
185		Weighted (000)	70869	56	85
186		Horz %	100.00	0.08	0.12
187		Vert %	30.46	12.51	17.97
188		Index	100	41	59
189				*	*
190	Highest Level Education Completed/Highest Degree: Did Not Graduate High School	Unwgted	4377	6	2
191		Weighted (000)	31216	38	8
192		Horz %	100.00	0.12	0.03
193		Vert %	13.42	8.41	1.68
194		Index	100	63	12
195				*	*
196	Currently Attending College or University	Unwgted	3789	10	18
197		Weighted (000)	19371	33	101
198		Horz %	100.00	0.17	0.52
199		Vert %	8.33	7.42	21.37
200		Index	100	89	257
201					
202	Employed Full Time	Unwgted	25685	75	72
203		Weighted (000)	111571	274	319
204		Horz %	100.00	0.25	0.29
205		Vert %	47.95	61.32	67.32
206		Index	100	128	140
207				*	*
208	Employed Part Time	Unwgted	5783	13	18
209		Weighted (000)	27808	41	74
210		Horz %	100.00	0.15	0.27
211		Vert %	11.95	9.19	15.68
212		Index	100	77	131
213				*	*
214	Not Employed	Unwgted	18302	33	20
215		Weighted (000)	93279	132	81
216		Horz %	100.00	0.14	0.09
217		Vert %	40.09	29.50	17.00
218		Index	100	74	42

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1					
2					
219				*	*
220	Temporarily Unemployed	Unwgted	2652	9	5
221		Weighted (000)	17118	33	28
222		Horz %	100.00	0.20	0.17
223		Vert %	7.36	7.47	5.96
224		Index	100	102	81
225				*	*
226	Retired from Employment	Unwgted	10196	8	2
227		Weighted (000)	41403	30	7
228		Horz %	100.00	0.07	0.02
229		Vert %	17.80	6.76	1.41
230		Index	100	38	8
231				*	*
232	Not Employed, Principal Shopper for Household	Unwgted	2485	8	4
233		Weighted (000)	15574	41	19
234		Horz %	100.00	0.27	0.12
235		Vert %	6.69	9.26	3.94
236		Index	100	138	59
237				*	*
238	Occupation: Professional and Related Occupations	Unwgted	7586	23	27
239		Weighted (000)	30853	79	115
240		Horz %	100.00	0.26	0.37
241		Vert %	13.26	17.70	24.25
242		Index	100	133	183
243				*	*
244	Occupation: Management, Business and Financial Operations	Unwgted	6460	27	25
245		Weighted (000)	22244	87	67
246		Horz %	100.00	0.39	0.30
247		Vert %	9.56	19.41	14.21
248		Index	100	203	149
249				*	*
250	Occupation: Sales and Office Occupations	Unwgted	6429	13	16
251		Weighted (000)	32312	51	78
252		Horz %	100.00	0.16	0.24
253		Vert %	13.89	11.30	16.44
254		Index	100	81	118
255				*	*
256	Occupation: Natural Resources, Construction and Maintenance Operations	Unwgted	2797	4	1
257		Weighted (000)	12733	7	3
258		Horz %	100.00	0.06	0.02
259		Vert %	5.47	1.61	0.61
260		Index	100	29	11
261				*	*
262	Occupation: Other Employed	Unwgted	8196	21	21
263		Weighted (000)	41237	92	130
264		Horz %	100.00	0.22	0.32
265		Vert %	17.72	20.50	27.51
266		Index	100	116	155
267				*	*
268	Household Income: \$250,000+	Unwgted	1605	17	9
269		Weighted (000)	5395	65	51
270		Horz %	100.00	1.20	0.94
271		Vert %	2.32	14.45	10.70
272		Index	100	623	462

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1					
2					
273				*	*
274		Unwgted	1437	3	4
275	Household Income: \$200,000-\$249,999	Weighted (000)	5234	11	17
276		Horz %	100.00	0.22	0.32
277		Vert %	2.25	2.53	3.53
278		Index	100	112	157
279					*
280		Unwgted	3411	16	18
281	Household Income: \$150,000-\$199,999	Weighted (000)	13835	45	50
282		Horz %	100.00	0.33	0.36
283		Vert %	5.95	10.10	10.47
284		Index	100	170	176
285					*
286		Unwgted	7284	29	29
287	Household Income: \$100,000-\$149,999	Weighted (000)	34565	120	168
288		Horz %	100.00	0.35	0.49
289		Vert %	14.86	26.80	35.51
290		Index	100	180	239
291					*
292		Unwgted	6644	15	14
293	Household Income: \$75,000-\$99,999	Weighted (000)	30873	40	68
294		Horz %	100.00	0.13	0.22
295		Vert %	13.27	8.89	14.26
296		Index	100	67	107
297					*
298		Unwgted	5323	8	7
299	Household Income: \$60,000-\$74,999	Weighted (000)	25061	38	35
300		Horz %	100.00	0.15	0.14
301		Vert %	10.77	8.41	7.43
302		Index	100	78	69
303					*
304		Unwgted	3952	8	5
305	Household Income: \$50,000-\$59,999	Weighted (000)	18965	32	29
306		Horz %	100.00	0.17	0.15
307		Vert %	8.15	7.13	6.10
308		Index	100	87	75
309					*
310		Unwgted	4961	16	8
311	Household Income: \$40,000-\$49,999	Weighted (000)	20385	59	21
312		Horz %	100.00	0.29	0.10
313		Vert %	8.76	13.18	4.40
314		Index	100	150	50
315					*
316		Unwgted	4730	6	7
317	Household Income: \$30,000-\$39,999	Weighted (000)	22440	23	14
318		Horz %	100.00	0.10	0.06
319		Vert %	9.64	5.09	2.96
320		Index	100	53	31
321					*
322		Unwgted	4582	2	4
323	Household Income: \$20,000-\$29,999	Weighted (000)	23131	13	11
324		Horz %	100.00	0.06	0.05
325		Vert %	9.94	2.87	2.22
326		Index	100	29	22

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1					
2					
327				*	*
328		Unwgted	5841	1	5
329	Household Income: Under \$20,000	Weighted (000)	32774	2	11
330		Horz %	100.00	0.01	0.03
331		Vert %	14.09	0.55	2.41
332		Index	100	4	17
333					
334	Median Household Income	Unwgted			
335		Weighted (000)	59.30	107.20	114.40
336		Horz %			
337		Vert %			
338		Index			
339				*	*
340	Marital Status: Single, Never Married	Unwgted	11433	27	43
341		Weighted (000)	63468	106	207
342		Horz %	100.00	0.17	0.33
343		Vert %	27.28	23.67	43.68
344		Index	100	87	160
345	Marital Status: Currently Married	Unwgted	26074	79	57
346		Weighted (000)	124913	304	254
347		Horz %	100.00	0.24	0.20
348		Vert %	53.69	67.99	53.50
349		Index	100	127	100
350				*	*
351	Marital Status: Legally Separated, Divorced, Widowed	Unwgted	12263	15	10
352		Weighted (000)	44277	37	13
353		Horz %	100.00	0.08	0.03
354		Vert %	19.03	8.34	2.82
355		Index	100	44	15
356	Marital Status: Engaged to Be Married	Unwgted	2070	4	9
357		Weighted (000)	11487	15	42
358		Horz %	100.00	0.13	0.36
359		Vert %	4.94	3.25	8.77
360		Index	100	66	178
361	Marital Status: Single Parent (Sole Parent)	Unwgted	3510	6	10
362		Weighted (000)	12288	10	17
363		Horz %	100.00	0.08	0.14
364		Vert %	5.28	2.26	3.57
365		Index	100	43	68
366	Any Child(ren) Under Age 18 Living in Household	Unwgted	18451	66	49
367		Weighted (000)	93434	250	211
368		Horz %	100.00	0.27	0.23
369		Vert %	40.16	55.96	44.48
370		Index	100	139	111
371	1 Child Under Age 18 Living in Household	Unwgted	7467	32	21
372		Weighted (000)	38799	123	113
373		Horz %	100.00	0.32	0.29
374		Vert %	16.68	27.52	23.87
375		Index	100	165	143

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381				*	*
382		Unwgted	6890	22	22
383	2 Children Under Age 18	Weighted (000)	32693	85	75
384	Living in Household	Horz %	100.00	0.26	0.23
385		Vert %	14.05	19.11	15.77
386		Index	100	136	112
387				*	*
388		Unwgted	2857	8	2
389	3 Children Under Age 18	Weighted (000)	14884	22	4
390	Living in Household	Horz %	100.00	0.15	0.02
391		Vert %	6.40	4.91	0.78
392		Index	100	77	12
393				*	*
394		Unwgted	363	1	2
395	4 or More Children Under Age 18	Weighted (000)	2226	1	8
396	Living in Household	Horz %	100.00	0.06	0.36
397		Vert %	0.96	0.31	1.71
398		Index	100	32	178
399					
400		Unwgted	31319	55	61
401	No Children Under Age 18	Weighted (000)	139224	197	263
402	Living in Household	Horz %	100.00	0.14	0.19
403		Vert %	59.84	44.04	55.52
404		Index	100	74	93
405					
406		Unwgted	35509	90	71
407	Own Residence	Weighted (000)	157974	306	319
408		Horz %	100.00	0.19	0.20
409		Vert %	67.90	68.43	67.16
410		Index	100	101	99
411				*	*
412		Unwgted	13763	28	37
413	Rent Residence	Weighted (000)	72395	132	153
414		Horz %	100.00	0.18	0.21
415		Vert %	31.12	29.52	32.35
416		Index	100	95	104
417				*	*
418		Unwgted	498	3	2
419	Llive Rent-Free in Residence	Weighted (000)	2290	9	2
420		Horz %	100.00	0.40	0.10
421		Vert %	0.98	2.05	0.49
422		Index	100	208	49
423				*	*
424		Unwgted	11338	30	36
425	Census Region: North East	Weighted (000)	42507	90	167
426		Horz %	100.00	0.21	0.39
427		Vert %	18.27	20.16	35.25
428		Index	100	110	193
429				*	*
430		Unwgted	16171	40	30
431	Census Region: South	Weighted (000)	86599	137	100
432		Horz %	100.00	0.16	0.12
433		Vert %	37.22	30.64	21.07
434		Index	100	82	57

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435				*	*
436	Census Region: Midwest	Unwgted	11596	16	21
437		Weighted (000)	50651	53	134
438		Horz %	100.00	0.10	0.26
439		Vert %	21.77	11.88	28.19
440		Index	100	55	129
441				*	*
442	Census Region: West	Unwgted	10665	35	23
443		Weighted (000)	52900	167	73
444		Horz %	100.00	0.32	0.14
445		Vert %	22.74	37.32	15.49
446		Index	100	164	68
447				*	*
448	Census Sub-Region: New England	Unwgted	2874	6	15
449		Weighted (000)	11121	17	57
450		Horz %	100.00	0.16	0.52
451		Vert %	4.78	3.88	12.08
452		Index	100	81	253
453				*	*
454	Census Sub-Region: Mid Atlantic	Unwgted	8464	24	21
455		Weighted (000)	31387	73	110
456		Horz %	100.00	0.23	0.35
457		Vert %	13.49	16.27	23.17
458		Index	100	121	172
459				*	*
460	Census Sub-Region: South Atlantic	Unwgted	9159	27	21
461		Weighted (000)	43806	78	82
462		Horz %	100.00	0.18	0.19
463		Vert %	18.83	17.49	17.33
464		Index	100	93	92
465				*	*
466	Census Sub-Region: East South Central	Unwgted	2303	4	1
467		Weighted (000)	16103	38	1
468		Horz %	100.00	0.23	0.00
469		Vert %	6.92	8.46	0.15
470		Index	100	122	2
471				*	*
472	Census Sub-Region: West South Central	Unwgted	4709	9	8
473		Weighted (000)	26690	21	17
474		Horz %	100.00	0.08	0.06
475		Vert %	11.47	4.69	3.60
476		Index	100	41	31
477				*	*
478	Census Sub-Region: East North Central	Unwgted	8911	11	16
479		Weighted (000)	34973	26	77
480		Horz %	100.00	0.07	0.22
481		Vert %	15.03	5.79	16.26
482		Index	100	38	108
483				*	*
484	Census Sub-Region: West North Central	Unwgted	2685	5	5
485		Weighted (000)	15678	27	57
486		Horz %	100.00	0.17	0.36
487		Vert %	6.74	6.10	11.93
488		Index	100	90	177

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
489				*	*
490	Census Sub-Region: Mountain	Unwgted	2609	8	5
491		Weighted (000)	16434	32	17
492		Horz %	100.00	0.19	0.11
493		Vert %	7.06	7.16	3.66
494		Index	100	101	52
495				*	*
496	Census Sub-Region: Pacific	Unwgted	8056	27	18
497		Weighted (000)	36466	135	56
498		Horz %	100.00	0.37	0.15
499		Vert %	15.67	30.16	11.83
500		Index	100	192	75
501					
502	County Size: A	Unwgted	27973	85	84
503		Weighted (000)	95670	288	307
504		Horz %	100.00	0.30	0.32
505		Vert %	41.12	64.41	64.79
506		Index	100	157	158
507				*	*
508	County Size: B	Unwgted	12162	23	19
509		Weighted (000)	71160	93	100
510		Horz %	100.00	0.13	0.14
511		Vert %	30.59	20.76	21.12
512		Index	100	68	69
513				*	*
514	County Size: C	Unwgted	5416	7	7
515		Weighted (000)	33938	36	67
516		Horz %	100.00	0.11	0.20
517		Vert %	14.59	8.01	14.09
518		Index	100	55	97
519				*	*
520	County Size: D	Unwgted	4219	6	0
521		Weighted (000)	31890	31	0
522		Horz %	100.00	0.10	0.00
523		Vert %	13.71	6.82	0.00
524		Index	100	50	0
525				*	*
526	Radio Formats: Adult Contemporary (Mon-Sun 24-Hour Cume)	Unwgted	8450	23	21
527		Weighted (000)	38741	61	76
528		Horz %	100.00	0.16	0.20
529		Vert %	16.65	13.69	15.95
530		Index	100	82	96
531				*	*
532	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hour Cume)	Unwgted	470	1	0
533		Weighted (000)	2250	8	0
534		Horz %	100.00	0.34	0.00
535		Vert %	0.97	1.71	0.00
536		Index	100	177	0
537				*	*
538	Radio Formats: All-News (Mon-Sun 24-Hour Cume)	Unwgted	3676	10	7
539		Weighted (000)	9871	22	18
540		Horz %	100.00	0.22	0.18
541		Vert %	4.24	4.90	3.79
542		Index	100	115	89

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
543				*	*
544		Unwgted	3738	11	10
545	Radio Formats: All-Sports (Mon-Sun 24-Hour Cume)	Weighted (000)	12988	36	50
546		Horz %	100.00	0.28	0.38
547		Vert %	5.58	8.03	10.48
548		Index	100	144	188
549					*
550		Unwgted	1270	1	2
551	Radio Formats: All-Talk (Mon-Sun 24-Hour Cume)	Weighted (000)	5020	6	30
552		Horz %	100.00	0.12	0.60
553		Vert %	2.16	1.32	6.38
554		Index	100	61	296
555					*
556		Unwgted	3365	10	10
557	Radio Formats: Alternative (Mon-Sun 24-Hour Cume)	Weighted (000)	14751	39	65
558		Horz %	100.00	0.26	0.44
559		Vert %	6.34	8.70	13.78
560		Index	100	137	217
561					*
562		Unwgted	8872	30	40
563	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hour Cume)	Weighted (000)	45597	97	211
564		Horz %	100.00	0.21	0.46
565		Vert %	19.60	21.61	44.52
566		Index	100	110	227
567					*
568		Unwgted	2975	9	5
569	Radio Formats: Classic Hits (Mon-Sun 24-Hour Cume)	Weighted (000)	13678	27	20
570		Horz %	100.00	0.20	0.14
571		Vert %	5.88	5.98	4.15
572		Index	100	102	71
573					*
574		Unwgted	4319	13	9
575	Radio Formats: Classic Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	20038	37	36
576		Horz %	100.00	0.19	0.18
577		Vert %	8.61	8.30	7.49
578		Index	100	96	87
579					*
580		Unwgted	1619	4	8
581	Radio Formats: Classical (Mon-Sun 24-Hour Cume)	Weighted (000)	5613	17	51
582		Horz %	100.00	0.30	0.92
583		Vert %	2.41	3.79	10.85
584		Index	100	157	450
585					*
586		Unwgted	8620	13	17
587	Radio Formats: Country (24-Hour Cume)	Weighted (000)	47067	55	84
588		Horz %	100.00	0.12	0.18
589		Vert %	20.23	12.32	17.66
590		Index	100	61	87
591					*
592		Unwgted	245	0	0
593	Radio Formats: Ethnic (Mon-Sun 24-Hour Cume)	Weighted (000)	901	0	0
594		Horz %	100.00	0.00	0.00
595		Vert %	0.39	0.00	0.00
596		Index	100	0	0

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
597				*	*
598		Unwgted	879	0	4
599	Radio Formats: Gospel (Mon-Sun 24-Hour Cume)	Weighted (000)	4302	0	15
600		Horz %	100.00	0.00	0.35
601		Vert %	1.85	0.00	3.22
602		Index	100	0	174
603					*
604	Radio Formats: Hispanic (All Genres) (Mon-Sun 24-Hour Cume)	Unwgted	2263	5	0
605		Weighted (000)	16131	32	0
606		Horz %	100.00	0.20	0.00
607		Vert %	6.93	7.18	0.00
608		Index	100	104	0
609				*	*
610	Radio Formats: Hot AC (Mon-Sun 24-Hour Cume)	Unwgted	2728	6	6
611		Weighted (000)	13239	14	30
612		Horz %	100.00	0.10	0.22
613		Vert %	5.69	3.06	6.28
614		Index	100	54	110
615				*	*
616	Radio Formats: Hot Country (Mon-Sun 24-Hour Cume)	Unwgted	1901	6	10
617		Weighted (000)	11069	23	67
618		Horz %	100.00	0.20	0.61
619		Vert %	4.76	5.04	14.14
620		Index	100	106	297
621				*	*
622	Radio Formats: Hurban (Mon-Sun 24-Hour Cume)	Unwgted	334	2	0
623		Weighted (000)	2274	8	0
624		Horz %	100.00	0.36	0.00
625		Vert %	0.98	1.85	0.00
626		Index	100	189	0
627				*	*
628	Radio Formats: Jazz (Mon-Sun 24-Hour Cume)	Unwgted	990	3	4
629		Weighted (000)	3503	8	20
630		Horz %	100.00	0.24	0.58
631		Vert %	1.51	1.87	4.30
632		Index	100	124	286
633				*	*
634	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Unwgted	954	2	0
635		Weighted (000)	7177	18	0
636		Horz %	100.00	0.25	0.00
637		Vert %	3.08	4.08	0.00
638		Index	100	132	0
639				*	*
640	Radio Formats: News/Talk (Mon-Sun 24-Hour Cume)	Unwgted	7246	12	14
641		Weighted (000)	25331	36	50
642		Horz %	100.00	0.14	0.20
643		Vert %	10.89	8.03	10.45
644		Index	100	74	96
645				*	*
646	Radio Formats: Oldies (Mon-Sun 24-Hour Cume)	Unwgted	2366	7	4
647		Weighted (000)	11235	32	12
648		Horz %	100.00	0.28	0.11
649		Vert %	4.83	7.06	2.63
650		Index	100	146	55

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
651				*	*
652		Unwgted	2595	8	7
653	Radio Formats: Public Radio	Weighted (000)	9674	17	21
654	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.18	0.22
655		Vert %	4.16	3.89	4.45
656		Index	100	94	107
657				*	*
658		Unwgted	3954	8	10
659	Radio Formats: Religion/Christian (Mon-Sun 24-Hour Cume)	Weighted (000)	19182	23	57
660		Horz %	100.00	0.12	0.30
661		Vert %	8.24	5.09	11.98
662		Index	100	62	145
663				*	*
664		Unwgted	2741	15	22
665	Radio Formats: Rhythmic	Weighted (000)	14058	55	91
666	(Mon-Sun 24-Hour Cume)	Horz %	100.00	0.39	0.64
667		Vert %	6.04	12.30	19.09
668		Index	100	204	316
669				*	*
670		Unwgted	4819	20	23
671	Radio Formats: Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	21971	60	90
672		Horz %	100.00	0.27	0.41
673		Vert %	9.44	13.44	18.88
674		Index	100	142	200
675				*	*
676		Unwgted	1841	8	7
677	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hour Cume)	Weighted (000)	8128	26	21
678		Horz %	100.00	0.32	0.26
679		Vert %	3.49	5.77	4.47
680		Index	100	165	128
681				*	*
682		Unwgted	677	2	0
683	Radio Formats: Spanish AC (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	4639	9	0
684		Horz %	100.00	0.20	0.00
685		Vert %	1.99	2.08	0.00
686		Index	100	104	0
687				*	*
688		Unwgted	270	0	0
689	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hour Cume)	Weighted (000)	1938	0	0
690		Horz %	100.00	0.00	0.00
691		Vert %	0.83	0.00	0.00
692		Index	100	0	0
693				*	*
694		Unwgted	5391	20	21
695	Radio Formats: Urban (All Genres) (Mon-Sun 24-Hour Cume)	Weighted (000)	27496	45	94
696		Horz %	100.00	0.16	0.34
697		Vert %	11.82	9.98	19.77
698		Index	100	84	167
699				*	*
700		Unwgted	807	3	3
701	Radio Formats: Urban AC (Mon-Sun 24-Hour Cume)	Weighted (000)	4038	5	6
702		Horz %	100.00	0.12	0.14
703		Vert %	1.74	1.05	1.23
704		Index	100	60	71

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
705				*	*
706		Unwgted	231	1	1
707	Radio Formats: Urban Oldies (Mon-Sun 24-Hour Cume)	Weighted (000)	1384	4	9
708		Horz %	100.00	0.29	0.64
709		Vert %	0.59	0.91	1.87
710		Index	100	153	315
711					*
712		Unwgted	1372	2	2
713	Radio Formats: Variety/Other (Mon-Sun 24-Hour Cume)	Weighted (000)	6443	2	17
714		Horz %	100.00	0.03	0.27
715		Vert %	2.77	0.45	3.61
716		Index	100	16	130
717					
718		Unwgted	27896	79	73
719	Listened to Traffic Reports - Past Year	Weighted (000)	120384	281	322
720		Horz %	100.00	0.23	0.27
721		Vert %	51.74	62.84	67.99
722		Index	100	121	131
723					
724		Unwgted	41249	104	97
725	Radio Daypart Cumes: Total Week Monday-Sunday 24- Hours	Weighted (000)	190765	355	416
726		Horz %	100.00	0.19	0.22
727		Vert %	81.99	79.25	87.66
728		Index	100	97	107
729					
730		Unwgted	25642	70	64
731	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Weighted (000)	113470	232	272
732		Horz %	100.00	0.20	0.24
733		Vert %	48.77	51.90	57.42
734		Index	100	106	118
735					*
736		Unwgted	18484	47	48
737	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Weighted (000)	86385	178	209
738		Horz %	100.00	0.21	0.24
739		Vert %	37.13	39.80	44.02
740		Index	100	107	119
741					
742		Unwgted	22345	55	53
743	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Weighted (000)	101190	194	224
744		Horz %	100.00	0.19	0.22
745		Vert %	43.49	43.29	47.31
746		Index	100	100	109
747					*
748		Unwgted	7627	20	18
749	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Weighted (000)	37246	67	90
750		Horz %	100.00	0.18	0.24
751		Vert %	16.01	14.88	18.92
752		Index	100	93	118
753					*
754		Unwgted	2420	3	5
755	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Weighted (000)	11870	8	16
756		Horz %	100.00	0.07	0.13
757		Vert %	5.10	1.79	3.27
758		Index	100	35	64

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
759				*	*
760		Unwgted	15631	46	35
761	Radio Daypart Cumes:	Weighted (000)	70556	148	159
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	0.21	0.23
763		Vert %	30.33	33.05	33.54
764		Index	100	109	111
765					
766		Unwgted	21356	59	51
767	Radio Daypart Cumes:	Weighted (000)	98600	185	249
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	0.19	0.25
769		Vert %	42.38	41.44	52.54
770		Index	100	98	124
771				*	*
772		Unwgted	15789	45	37
773	Radio Daypart Cumes:	Weighted (000)	74921	159	149
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	0.21	0.20
775		Vert %	32.20	35.43	31.37
776		Index	100	110	97
777				*	*
778		Unwgted	7924	20	19
779	Radio Daypart Cumes:	Weighted (000)	39650	56	69
780	Weekend 7:00 pm - Midnight	Horz %	100.00	0.14	0.17
781		Vert %	17.04	12.41	14.47
782		Index	100	73	85
783				*	*
784		Unwgted	1942	4	3
785	Radio Daypart Cumes:	Weighted (000)	9554	14	10
786	Weekend Midnight - 6:00 am	Horz %	100.00	0.14	0.10
787		Vert %	4.11	3.03	2.11
788		Index	100	74	51
789				*	*
790		Unwgted	8374	17	11
791	Most Often Listen to Radio at	Weighted (000)	40414	83	45
792	Home - Typical Weekday	Horz %	100.00	0.21	0.11
793		Vert %	17.37	18.61	9.56
794		Index	100	107	55
795					
796		Unwgted	30600	81	75
797	Most Often Listen to Radio in	Weighted (000)	139187	269	321
798	Vehicle - Typical Weekday	Horz %	100.00	0.19	0.23
799		Vert %	59.82	60.01	67.68
800		Index	100	100	113
801				*	*
802		Unwgted	4652	10	14
803	Most Often Listen to Radio at	Weighted (000)	23245	32	73
804	Work - Typical Weekday	Horz %	100.00	0.14	0.32
805		Vert %	9.99	7.07	15.47
806		Index	100	71	155
807				*	*
808	Most Often Listen to Radio in	Unwgted	321	0	0
809	Other Place (Not Home,	Weighted (000)	1786	0	0
810	Vehicle, Workplace) - Typical	Horz %	100.00	0.00	0.00
811	Weekday	Vert %	0.77	0.00	0.00
812		Index	100	0	0

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
813				*	*
814		Unwgted	10926	21	24
815	Most Often Listen to Radio at Home - Typical Weekend	Weighted (000)	52088	98	104
816		Horz %	100.00	0.19	0.20
817		Vert %	22.39	21.99	21.84
818		Index	100	98	98
819					
820		Unwgted	28652	79	70
821	Most Often Listen to Radio in Vehicle - Typical Weekend	Weighted (000)	131413	244	314
822		Horz %	100.00	0.19	0.24
823		Vert %	56.48	54.48	66.21
824		Index	100	96	117
825					*
826		Unwgted	1363	5	1
827	Most Often Listen to Radio at Work - Typical Weekend	Weighted (000)	7266	17	4
828		Horz %	100.00	0.23	0.05
829		Vert %	3.12	3.81	0.76
830		Index	100	122	24
831					*
832	Most Often Listen to Radio in Other Place (Not Home, Vehicle, Workplace) - Typical Weekend	Unwgted	450	1	3
833		Weighted (000)	2438	6	11
834		Horz %	100.00	0.25	0.47
835		Vert %	1.05	1.36	2.42
836		Index	100	130	231
837				*	*
838		Unwgted	11618	23	13
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	43754	85	60
840		Horz %	100.00	0.19	0.14
841		Vert %	18.81	18.89	12.66
842		Index	100	100	67
843					
844		Unwgted	38084	94	91
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	180950	308	396
846		Horz %	100.00	0.17	0.22
847		Vert %	77.77	68.79	83.41
848		Index	100	88	107
849					
850		Unwgted	41682	99	94
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194237	324	407
852		Horz %	100.00	0.17	0.21
853		Vert %	83.49	72.40	85.72
854		Index	100	87	103
855					*
856		Unwgted	5791	20	16
857	Ever Listen to Satellite Radio (Sirius XM)	Weighted (000)	23564	67	75
858		Horz %	100.00	0.28	0.32
859		Vert %	10.13	14.94	15.77
860		Index	100	147	156
861					*
862		Unwgted	7953	26	23
863	Household Subscribes to Satellite Radio (Sirius XM)	Weighted (000)	33638	83	102
864		Horz %	100.00	0.25	0.30
865		Vert %	14.46	18.59	21.48
866		Index	100	129	149

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
867				*	*
868	Listened to Radio Online -	Unwgted	11030	32	44
869	Past Month (Streamed AM/FM	Weighted (000)	50212	133	182
870	and/or Pure-Play Internet	Horz %	100.00	0.27	0.36
871	Radio)	Vert %	21.58	29.80	38.37
872		Index	100	138	178
873				*	*
874	Visited a Radio Station, Radio	Unwgted	3424	10	14
875	Program, or Radio	Weighted (000)	15176	23	53
876	Personality's Web Site - Past	Horz %	100.00	0.15	0.35
877	Month	Vert %	6.52	5.12	11.20
878		Index	100	78	172
879				*	*
880		Unwgted	6986	22	29
881	Visited Pandora.com - Past	Weighted (000)	33350	83	136
882	Month	Horz %	100.00	0.25	0.41
883		Vert %	14.33	18.59	28.74
884		Index	100	130	201
885				*	*
886	Advertising on radio provides	Unwgted	17915	48	30
887	me with useful information	Weighted (000)	86641	192	163
888	about bargains - Agree with	Horz %	100.00	0.22	0.19
889	statement	Vert %	37.24	42.81	34.34
890		Index	100	115	92
891				*	*
892	Advertising on radio provides	Unwgted	14299	33	21
893	me with meaningful	Weighted (000)	69344	137	114
894	information about the product	Horz %	100.00	0.20	0.16
895	use of other consumers -	Vert %	29.81	30.64	23.98
896	Agree with statement	Index	100	103	80
897				*	*
898	Advertising on radio provides	Unwgted	18152	44	35
899	me with useful information	Weighted (000)	85306	162	170
900	about new products and	Horz %	100.00	0.19	0.20
901	services - Agree with	Vert %	36.67	36.24	35.85
902	statement	Index	100	99	98
903				*	*
904	For me, advertising on radio is	Unwgted	14489	35	25
905	amusing - Agree with	Weighted (000)	69953	136	120
906	statement	Horz %	100.00	0.19	0.17
907		Vert %	30.07	30.44	25.25
908		Index	100	101	84
909					
910	Vehicle Currently	Unwgted	38194	109	93
911	Owned/Leased Has AM/FM	Weighted (000)	173228	411	353
912	Radio	Horz %	100.00	0.24	0.20
913		Vert %	74.46	91.95	74.48
914		Index	100	123	100
915				*	*
916	Vehicle Currently	Unwgted	9032	30	35
917	Owned/Leased Has Satellite	Weighted (000)	38210	91	94
918	Radio	Horz %	100.00	0.24	0.25
919		Vert %	16.42	20.41	19.81
920		Index	100	124	121

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
921				*	*
922	Vehicle Currently Owned/Leased Has AM/FM and Satellite Radio	Unwgted	9598	36	40
923		Weighted (000)	41600	110	112
924		Horz %	100.00	0.27	0.27
925		Vert %	17.88	24.68	23.55
926		Index	100	138	132
927					
928	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)	Unwgted	37628	107	89
929		Weighted (000)	170549	400	340
930		Horz %	100.00	0.23	0.20
931		Vert %	73.30	89.45	71.80
932		Index	100	122	98
933					*
934	Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	9670	51	45
935		Weighted (000)	44278	191	175
936		Horz %	100.00	0.43	0.40
937		Vert %	19.03	42.60	36.95
938		Index	100	224	194
939				*	*
940	Vehicle Currently Owned/Leased Has DVD Player	Unwgted	5731	33	29
941		Weighted (000)	24740	125	118
942		Horz %	100.00	0.50	0.48
943		Vert %	10.63	27.88	24.97
944		Index	100	262	235
945				*	*
946	TV Dayparts: Total Prime time Mon-Sun	Unwgted	1529	4	3
947		Weighted (000)	103765	178	184
948		Horz %	100.00	0.17	0.18
949		Vert %	44.60	39.73	38.72
950		Index	100	89	87
951				*	*
952	TV Dayparts: Prime Time Weekdays: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	5533	13	11
953		Weighted (000)	107565	184	206
954		Horz %	100.00	0.17	0.19
955		Vert %	46.23	41.04	43.39
956		Index	100	89	94
957				*	*
958	TV Dayparts: Prime Time Saturday: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	4636	11	8
959		Weighted (000)	92075	146	126
960		Horz %	100.00	0.16	0.14
961		Vert %	39.58	32.58	26.66
962		Index	100	82	67
963				*	*
964	TV Dayparts: Prime Time Sunday: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	4074	10	8
965		Weighted (000)	98284	180	143
966		Horz %	100.00	0.18	0.15
967		Vert %	42.24	40.18	30.23
968		Index	100	95	72
969				*	*
970	TV Dayparts: Weekdays: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	1291	2	1
971		Weighted (000)	32634	26	26
972		Horz %	100.00	0.08	0.08
973		Vert %	14.03	5.71	5.56
974		Index	100	41	40

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
975				*	*
976	TV Dayparts: Weekdays: 4:00	Unwgted	3652	7	6
977	pm-7:30 pm (Eastern/Pacific)	Weighted (000)	62194	77	71
978	3:00 pm-6:30 pm	Horz %	100.00	0.12	0.11
979	(Central/Mountain)	Vert %	26.73	17.20	15.04
980		Index	100	64	56
981				*	*
982	TV Dayparts: Weekdays:	Unwgted	2885	5	6
983	11:30 pm-1:00 am	Weighted (000)	29072	33	52
984	(Eastern/Pacific) 10:30 pm-	Horz %	100.00	0.11	0.18
985	Midnight (Central/Mountain)	Vert %	12.50	7.29	10.93
986		Index	100	58	87
987				*	*
988	TV Dayparts: Weekend	Unwgted	1508	3	3
989	Sports: Saturday-Sunday	Weighted (000)	52172	89	89
990	afternoon	Horz %	100.00	0.17	0.17
991		Vert %	22.42	19.95	18.85
992		Index	100	89	84
993				*	*
994	TV Dayparts: Weekend	Unwgted	1104	2	2
995	children's shows: Saturday-	Weighted (000)	30079	37	47
996	Sunday morning	Horz %	100.00	0.12	0.16
997		Vert %	12.93	8.38	9.96
998		Index	100	65	77
999				*	*
1000		Unwgted	2067	8	5
1001	Downloaded a TV Program	Weighted (000)	9280	43	15
1002	from Internet - Past Month	Horz %	100.00	0.46	0.16
1003		Vert %	3.99	9.59	3.23
1004		Index	100	240	81
1005				*	*
1006		Unwgted	6535	22	26
1007	Watched a TV Program Online	Weighted (000)	30108	81	126
1008	- Past Month	Horz %	100.00	0.27	0.42
1009		Vert %	12.94	18.04	26.60
1010		Index	100	139	206
1011				*	*
1012		Unwgted	9923	30	38
1013	Visited a TV Network or TV	Weighted (000)	44513	103	166
1014	Show's Website - Past Month	Horz %	100.00	0.23	0.37
1015		Vert %	19.13	23.03	34.99
1016		Index	100	120	183
1017				*	*
1018		Unwgted	4934	12	15
1019	Looked at TV Listings Online -	Weighted (000)	20536	45	49
1020	Past Month	Horz %	100.00	0.22	0.24
1021		Vert %	8.83	10.11	10.23
1022		Index	100	115	116
1023					
1024		Unwgted	26310	67	62
1025	Household Subscribes to	Weighted (000)	117569	222	244
1026	Cable TV	Horz %	100.00	0.19	0.21
1027		Vert %	50.53	49.61	51.43
1028		Index	100	98	102

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1029					
1030		Unwgted	21229	60	59
1031	Household Subscribes to	Weighted (000)	92583	194	238
1032	Digital Cable TV	Horz %	100.00	0.21	0.26
1033		Vert %	39.79	43.35	50.19
1034		Index	100	109	126
1035					
1036		Unwgted	41229	109	100
1037	Viewed Any Cable TV	Weighted (000)	189120	384	431
1038	(including Pay) - Past Week	Horz %	100.00	0.20	0.23
1039		Vert %	81.29	85.90	90.88
1040		Index	100	106	112
1041					
1042		Unwgted	30677	79	73
1043	Heavy Cable TV Viewing	Weighted (000)	142700	283	334
1044	(including Pay) - Past Week	Horz %	100.00	0.20	0.23
1045		Vert %	61.33	63.36	70.46
1046		Index	100	103	115
1047					
1048		Unwgted	16901	56	58
1049	Viewed Any Premium Cable	Weighted (000)	77601	173	260
1050	Channels - Past Month	Horz %	100.00	0.22	0.33
1051		Vert %	33.35	38.63	54.79
1052		Index	100	116	164
1053				*	*
1054		Unwgted	6703	21	16
1055	Watched Any Pay-Per-View -	Weighted (000)	30993	73	70
1056	Past Year	Horz %	100.00	0.24	0.23
1057		Vert %	13.32	16.36	14.77
1058		Index	100	123	111
1059				*	*
1060		Unwgted	5244	13	11
1061	Watched Any Pay-Per-View	Weighted (000)	23441	48	45
1062	Movies - Past Year	Horz %	100.00	0.20	0.19
1063		Vert %	10.08	10.65	9.39
1064		Index	100	106	93
1065				*	*
1066		Unwgted	2214	10	12
1067	Watched Any Pay-Per-View	Weighted (000)	11547	37	64
1068	Sports Events - Past Year	Horz %	100.00	0.32	0.55
1069		Vert %	4.96	8.18	13.50
1070		Index	100	165	272
1071				*	*
1072		Unwgted	10757	45	48
1073	Watched Any Video-On-	Weighted (000)	44455	153	187
1074	Demand Programs - Past	Horz %	100.00	0.35	0.42
1075	Month	Vert %	19.11	34.31	39.37
1076		Index	100	180	206
1077				*	*
1078		Unwgted	6752	27	34
1079	Watched Any Video-On-	Weighted (000)	27575	92	117
1080	Demand TV Shows - Past	Horz %	100.00	0.33	0.43
1081	Month	Vert %	11.85	20.64	24.72
1082		Index	100	174	209

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1083				*	*
1084		Unwgted	8740	38	37
1085	Watched Any Video-On-	Weighted (000)	36381	123	159
1086	Demand Movies - Past Month	Horz %	100.00	0.34	0.44
1087		Vert %	15.64	27.60	33.57
1088		Index	100	177	215
1089				*	*
1090		Unwgted	11970	33	24
1091	Household Has a Satellite	Weighted (000)	63862	133	126
1092	Dish	Horz %	100.00	0.21	0.20
1093		Vert %	27.45	29.68	26.51
1094		Index	100	108	97
1095					
1096		Unwgted	23012	69	66
1097	Household Has a Digital Video	Weighted (000)	101668	235	295
1098	Recorder (DVR)	Horz %	100.00	0.23	0.29
1099		Vert %	43.70	52.56	62.23
1100		Index	100	120	142
1101				*	*
1102		Unwgted	446	2	0
1103	Household Has a TiVo-Brand	Weighted (000)	1770	7	0
1104	DVR (Stand-Alone)	Horz %	100.00	0.42	0.00
1105		Vert %	0.76	1.67	0.00
1106		Index	100	220	0
1107					
1108		Unwgted	41245	117	108
1109	Any Internet/Online Activity -	Weighted (000)	185701	422	471
1110	Past Month	Horz %	100.00	0.23	0.25
1111		Vert %	79.82	94.34	99.39
1112		Index	100	118	125
1113				*	*
1114		Unwgted	12362	32	32
1115	Played Video Games Online -	Weighted (000)	61466	129	149
1116	Past Month	Horz %	100.00	0.21	0.24
1117		Vert %	26.42	28.81	31.33
1118		Index	100	109	119
1119				*	*
1120		Unwgted	3685	10	8
1121	Downloaded a Video Game	Weighted (000)	19370	36	71
1122	Online - Past Month	Horz %	100.00	0.18	0.37
1123		Vert %	8.33	8.00	15.01
1124		Index	100	96	180
1125				*	*
1126		Unwgted	10477	36	50
1127	Downloaded Music from	Weighted (000)	50449	120	204
1128	Internet - Past Month	Horz %	100.00	0.24	0.40
1129		Vert %	21.68	26.90	42.98
1130		Index	100	124	198
1131				*	*
1132		Unwgted	1880	5	8
1133	Downloaded	Weighted (000)	7942	36	33
1134	Podcasts/Podcasting from	Horz %	100.00	0.46	0.42
1135	Internet - Past Month	Vert %	3.41	8.15	6.99
1136		Index	100	239	205

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1137				*	*
1138		Unwgted	2067	8	5
1139	Downloaded a TV Program from Internet - Past Month	Weighted (000)	9280	43	15
1140		Horz %	100.00	0.46	0.16
1141		Vert %	3.99	9.59	3.23
1142		Index	100	240	81
1143					*
1144		Unwgted	6535	22	26
1145	Watched a TV Program Online - Past Month	Weighted (000)	30108	81	126
1146		Horz %	100.00	0.27	0.42
1147		Vert %	12.94	18.04	26.60
1148		Index	100	139	206
1149				*	*
1150		Unwgted	3129	15	10
1151	Downloaded a Movie from Internet - Past Month	Weighted (000)	14622	76	48
1152		Horz %	100.00	0.52	0.33
1153		Vert %	6.28	17.04	10.20
1154		Index	100	271	162
1155				*	*
1156		Unwgted	6273	18	27
1157	Watched a Movie Online - Past Month	Weighted (000)	30063	61	118
1158		Horz %	100.00	0.20	0.39
1159		Vert %	12.92	13.61	24.90
1160		Index	100	105	193
1161				*	*
1162		Unwgted	6468	22	26
1163	Watched Other Online Video (not TV or Movie) - Past Month	Weighted (000)	30400	96	141
1164		Horz %	100.00	0.32	0.47
1165		Vert %	13.07	21.56	29.83
1166		Index	100	165	228
1167				*	*
1168		Unwgted	2374	7	4
1169	Visited a Chat Room Online - Past Month	Weighted (000)	12251	29	6
1170		Horz %	100.00	0.24	0.05
1171		Vert %	5.27	6.59	1.27
1172		Index	100	125	24
1173					
1174		Unwgted	37139	111	101
1175	Used e-Mail - Past Month	Weighted (000)	162282	402	440
1176		Horz %	100.00	0.25	0.27
1177		Vert %	69.75	89.74	92.88
1178		Index	100	129	133
1179					
1180		Unwgted	21679	70	66
1181	Used Instant Messenger/IM - Past Month	Weighted (000)	104685	290	312
1182		Horz %	100.00	0.28	0.30
1183		Vert %	45.00	64.90	65.83
1184		Index	100	144	146
1185					
1186		Unwgted	31568	101	90
1187	Visited Any Social Networking, Photo or Video-Sharing Site - Past Month	Weighted (000)	146580	374	400
1188		Horz %	100.00	0.26	0.27
1189		Vert %	63.00	83.60	84.37
1190		Index	100	133	134

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1191					
1192		Unwgted	25107	71	70
1193	Visited Facebook.com - Past Month	Weighted (000)	119617	276	312
1194		Horz %	100.00	0.23	0.26
1195		Vert %	51.41	61.63	65.87
1196		Index	100	120	128
1197					*
1198		Unwgted	1114	6	5
1199	Visited Flickr.com - Past Month	Weighted (000)	4821	21	8
1200		Horz %	100.00	0.43	0.17
1201		Vert %	2.07	4.58	1.75
1202		Index	100	221	85
1203					*
1204		Unwgted	420	1	5
1205	Visited Foursquare Web Site - Past Month	Weighted (000)	1850	2	13
1206		Horz %	100.00	0.09	0.71
1207		Vert %	0.80	0.35	2.77
1208		Index	100	44	349
1209					*
1210		Unwgted	5396	16	18
1211	Visited LinkedIn.com - Past Month	Weighted (000)	18240	70	73
1212		Horz %	100.00	0.38	0.40
1213		Vert %	7.84	15.56	15.31
1214		Index	100	198	195
1215					*
1216		Unwgted	815	1	1
1217	Visited MySpace.com - Past Month	Weighted (000)	4747	4	1
1218		Horz %	100.00	0.08	0.02
1219		Vert %	2.04	0.82	0.23
1220		Index	100	40	11
1221					*
1222		Unwgted	1051	3	1
1223	Visited Photobucket.com - Past Month	Weighted (000)	5429	14	3
1224		Horz %	100.00	0.25	0.05
1225		Vert %	2.33	3.02	0.61
1226		Index	100	130	26
1227					*
1228		Unwgted	1648	2	5
1229	Visited Picasa Web Site - Past Month	Weighted (000)	6361	5	27
1230		Horz %	100.00	0.07	0.42
1231		Vert %	2.73	1.05	5.62
1232		Index	100	39	206
1233					*
1234		Unwgted	1780	8	7
1235	Visited Shutterfly.com - Past Month	Weighted (000)	7009	19	22
1236		Horz %	100.00	0.27	0.31
1237		Vert %	3.01	4.16	4.62
1238		Index	100	138	153
1239					*
1240		Unwgted	974	4	5
1241	Visited Tumblr Web Site - Past Month	Weighted (000)	5065	19	20
1242		Horz %	100.00	0.37	0.40
1243		Vert %	2.18	4.17	4.30
1244		Index	100	192	198

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1245				*	*
1246		Unwgted	4129	12	19
1247	Visited Twitter.com - Past Month	Weighted (000)	19735	54	114
1248		Horz %	100.00	0.27	0.58
1249		Vert %	8.48	12.09	24.02
1250		Index	100	143	283
1251					*
1252		Unwgted	1760	6	7
1253	Visited Yelp Web Site - Past Month	Weighted (000)	6612	25	35
1254		Horz %	100.00	0.37	0.52
1255		Vert %	2.84	5.50	7.32
1256		Index	100	193	258
1257					
1258		Unwgted	20127	69	66
1259	Visited YouTube.com - Past Month	Weighted (000)	94239	252	304
1260		Horz %	100.00	0.27	0.32
1261		Vert %	40.51	56.38	64.11
1262		Index	100	139	158
1263					*
1264		Unwgted	1798	3	8
1265	Rated or Reviewed a Product or Service on Any Social Network - Past Month	Weighted (000)	8075	17	47
1266		Horz %	100.00	0.21	0.59
1267		Vert %	3.47	3.83	10.00
1268		Index	100	110	288
1269					*
1270		Unwgted	12348	34	40
1271	Posted "Like" on Social Network - Past Month	Weighted (000)	60333	135	219
1272		Horz %	100.00	0.22	0.36
1273		Vert %	25.93	30.11	46.09
1274		Index	100	116	178
1275					*
1276		Unwgted	4908	13	19
1277	"Followed" or became a "Fan of" Something or Someone on Social Network - Past Month	Weighted (000)	24068	48	82
1278		Horz %	100.00	0.20	0.34
1279		Vert %	10.34	10.65	17.26
1280		Index	100	103	167
1281					*
1282		Unwgted	2997	8	13
1283	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	13475	28	70
1284		Horz %	100.00	0.21	0.52
1285		Vert %	5.79	6.25	14.73
1286		Index	100	108	254
1287					
1288	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family	Unwgted	30531	93	91
1289		Weighted (000)	142509	335	375
1290		Horz %	100.00	0.23	0.26
1291		Vert %	61.25	74.84	78.99
1292		Index	100	122	129
1293				*	*
1294		Unwgted	4424	13	22
1295	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Vote in Contest, Make a Choice, Give an Opinion	Weighted (000)	21637	52	99
1296		Horz %	100.00	0.24	0.46
1297		Vert %	9.30	11.68	20.87
1298		Index	100	126	224

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1299				*	*
1300	Ever Used Text Messaging on Cellular/Mobile	Unwgted	4791	15	15
1301	Phone/Smartphone to Look at an Advertisement Sent with	Weighted (000)	23648	69	66
1302	Text Message	Horz %	100.00	0.29	0.28
1303		Vert %	10.16	15.53	13.88
1304		Index	100	153	137
1305				*	*
1306	Ever Used Text Messaging on Cellular/Mobile	Unwgted	2313	6	9
1307	Phone/Smartphone to	Weighted (000)	11476	39	40
1308	Respond to an Advertisement or Make a Purchase	Horz %	100.00	0.34	0.35
1309		Vert %	4.93	8.73	8.53
1310		Index	100	177	173
1311				*	*
1312	Ever Singed Up for a Text Message "Alert" Service on Cellular/Mobile	Unwgted	4975	17	13
1313	Phone/Smartphone	Weighted (000)	24258	69	57
1314		Horz %	100.00	0.29	0.23
1315		Vert %	10.43	15.52	11.99
1316		Index	100	149	115
1317				*	*
1318	Ever Received a Text Message "Alert" on Cellular/Mobile	Unwgted	10177	30	31
1319	Phone/Smartphone	Weighted (000)	48432	136	122
1320		Horz %	100.00	0.28	0.25
1321		Vert %	20.82	30.30	25.81
1322		Index	100	146	124
1323				*	*
1324	Ever Received a Mobile Coupon on Cellular/Mobile	Unwgted	3260	11	11
1325	Phone/Smartphone	Weighted (000)	15984	35	55
1326		Horz %	100.00	0.22	0.35
1327		Vert %	6.87	7.91	11.67
1328		Index	100	115	170
1329				*	*
1330	Ever Took a Picture of a QR Code or Other "Tag" with Cellular/Mobile	Unwgted	3115	11	8
1331	Phone/Smartphone	Weighted (000)	14586	38	18
1332		Horz %	100.00	0.26	0.12
1333		Vert %	6.27	8.38	3.81
1334		Index	100	134	61
1335				*	*
1336	Ever Listened to a Podcast on Cellular/Mobile	Unwgted	2126	8	8
1337	Phone/Smartphone	Weighted (000)	10139	30	26
1338		Horz %	100.00	0.30	0.26
1339		Vert %	4.36	6.77	5.51
1340		Index	100	155	126
1341				*	*
1342	Ever Listened to Music on Cellular/Mobile	Unwgted	11178	42	46
1343	Phone/Smartphone	Weighted (000)	54140	200	168
1344		Horz %	100.00	0.37	0.31
1345		Vert %	23.27	44.68	35.49
1346		Index	100	192	153
1347				*	*
1348	Ever Visited a Website for News on Cellular/Mobile	Unwgted	13848	53	58
1349	Phone/Smartphone	Weighted (000)	61339	210	267
1350		Horz %	100.00	0.34	0.44
1351		Vert %	26.36	46.91	56.38
1352		Index	100	178	214

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1353				*	*
1354	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone	Unwgted	9177	41	42
1355		Weighted (000)	40108	176	179
1356		Horz %	100.00	0.44	0.45
1357		Vert %	17.24	39.31	37.84
1358		Index	100	228	220
1359					
1360	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone	Unwgted	15160	61	63
1361		Weighted (000)	68043	232	293
1362		Horz %	100.00	0.34	0.43
1363		Vert %	29.25	51.89	61.78
1364		Index	100	177	211
1365				*	*
1366	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone	Unwgted	8907	38	41
1367		Weighted (000)	40399	136	176
1368		Horz %	100.00	0.34	0.44
1369		Vert %	17.36	30.42	37.07
1370		Index	100	175	213
1371				*	*
1372	Cellular/Mobile Phone/Smartphone Has FM Radio Feature	Unwgted	7151	25	35
1373		Weighted (000)	35090	95	206
1374		Horz %	100.00	0.27	0.59
1375		Vert %	15.08	21.34	43.50
1376		Index	100	141	288
1377				*	*
1378	Read Any Daily Newspaper	Unwgted	15909	35	31
1379		Weighted (000)	66536	125	121
1380		Horz %	100.00	0.19	0.18
1381		Vert %	28.60	27.94	25.57
1382		Index	100	98	89
1383				*	*
1384	Read Any Sunday Newspaper	Unwgted	20427	43	45
1385		Weighted (000)	88342	159	176
1386		Horz %	100.00	0.18	0.20
1387		Vert %	37.97	35.58	37.09
1388		Index	100	94	98
1389				*	*
1390	Read or Looked Into Any Electronic Version of a Newspaper, including Web Site - Past Month	Unwgted	16848	47	54
1391		Weighted (000)	72437	157	222
1392		Horz %	100.00	0.22	0.31
1393		Vert %	31.13	35.18	46.74
1394		Index	100	113	150
1395				*	*
1396	Newspaper Reading: Classified Advertising Read in Weekday Newspaper	Unwgted	5507	10	10
1397		Weighted (000)	28423	41	39
1398		Horz %	100.00	0.14	0.14
1399		Vert %	12.22	9.14	8.21
1400		Index	100	75	67
1401				*	*
1402	Newspaper Reading: Advertisements Read in Weekday Newspaper	Unwgted	5598	7	4
1403		Weighted (000)	25867	38	36
1404		Horz %	100.00	0.15	0.14
1405		Vert %	11.12	8.51	7.57
1406		Index	100	77	68

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1407				*	*
1408	Newspaper Reading: Circulars/Inserts/Fliers Read in Weekday Newspaper	Unwgted	7389	7	9
1409		Weighted (000)	32860	27	44
1410		Horz %	100.00	0.08	0.13
1411		Vert %	14.12	6.04	9.18
1412		Index	100	43	65
1413				*	*
1414	Newspaper Reading: Classified Advertising Read in Sunday/Weekend Newspaper	Unwgted	6170	17	15
1415		Weighted (000)	31027	73	57
1416		Horz %	100.00	0.24	0.18
1417		Vert %	13.34	16.32	11.98
1418		Index	100	122	90
1419				*	*
1420	Newspaper Reading: Advertisements Read in Sunday/Weekend Newspaper	Unwgted	7256	17	12
1421		Weighted (000)	32774	65	41
1422		Horz %	100.00	0.20	0.13
1423		Vert %	14.09	14.52	8.73
1424		Index	100	103	62
1425				*	*
1426	Newspaper Reading: Circulars/Inserts/Fliers Read in Sunday/Weekend Newspaper	Unwgted	11152	28	21
1427		Weighted (000)	48338	110	57
1428		Horz %	100.00	0.23	0.12
1429		Vert %	20.78	24.55	12.05
1430		Index	100	118	58
1431				*	*
1432	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	5353	9	2
1433		Weighted (000)	25866	29	5
1434		Horz %	100.00	0.11	0.02
1435		Vert %	11.12	6.55	1.07
1436		Index	100	59	10
1437				*	*
1438	Personally Referred to Internet Yellow Pages - Past Wee	Unwgted	3353	6	7
1439		Weighted (000)	15586	30	22
1440		Horz %	100.00	0.19	0.14
1441		Vert %	6.70	6.74	4.70
1442		Index	100	101	70
1443				*	*
1444	Personally Referred to Yellow Pages (Paper or Internet) - Past Week	Unwgted	7971	15	9
1445		Weighted (000)	37986	59	27
1446		Horz %	100.00	0.16	0.07
1447		Vert %	16.33	13.29	5.77
1448		Index	100	81	35
1449				*	*
1450	Have Personally Seen Video Ads in Grocery Stores - Past Month	Unwgted	9675	19	30
1451		Weighted (000)	45772	70	113
1452		Horz %	100.00	0.15	0.25
1453		Vert %	19.67	15.75	23.88
1454		Index	100	80	121
1455				*	*
1456	Have Personally Seen Video Ads in Drug Stores - Past Month	Unwgted	5964	14	14
1457		Weighted (000)	28848	41	48
1458		Horz %	100.00	0.14	0.17
1459		Vert %	12.40	9.20	10.10
1460		Index	100	74	81

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1461				*	*
1462	Have Personally Seen Video Ads in Convenience Stores - Past Month	Unwgted	5713	9	14
1463		Weighted (000)	28316	42	50
1464		Horz %	100.00	0.15	0.18
1465		Vert %	12.17	9.40	10.59
1466		Index	100	77	87
1467				*	*
1468	Have Personally Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6766	9	20
1469		Weighted (000)	33563	30	73
1470		Horz %	100.00	0.09	0.22
1471		Vert %	14.43	6.75	15.47
1472		Index	100	47	107
1473				*	*
1474	Have Personally Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5094	9	16
1475		Weighted (000)	24492	46	77
1476		Horz %	100.00	0.19	0.32
1477		Vert %	10.53	10.25	16.27
1478		Index	100	97	155
1479				*	*
1480	Have Personally Seen Video Ads in Other Stores - Past Month	Unwgted	4975	9	14
1481		Weighted (000)	24981	34	43
1482		Horz %	100.00	0.13	0.17
1483		Vert %	10.74	7.49	8.98
1484		Index	100	70	84
1485				*	*
1486	Have Personally Seen Video Ads in Shopping Malls - Past Month	Unwgted	7146	17	30
1487		Weighted (000)	34045	55	144
1488		Horz %	100.00	0.16	0.42
1489		Vert %	14.63	12.26	30.42
1490		Index	100	84	208
1491				*	*
1492	Have Personally Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4270	10	11
1493		Weighted (000)	20501	48	41
1494		Horz %	100.00	0.23	0.20
1495		Vert %	8.81	10.69	8.65
1496		Index	100	121	98
1497				*	*
1498	Have Personally Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	5914	13	16
1499		Weighted (000)	29591	60	59
1500		Horz %	100.00	0.20	0.20
1501		Vert %	12.72	13.50	12.41
1502		Index	100	106	98
1503				*	*
1504	Have Personally Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4221	11	14
1505		Weighted (000)	20334	60	68
1506		Horz %	100.00	0.30	0.34
1507		Vert %	8.74	13.47	14.36
1508		Index	100	154	164
1509				*	*
1510	Have Personally Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3804	9	12
1511		Weighted (000)	17889	37	53
1512		Horz %	100.00	0.21	0.30
1513		Vert %	7.69	8.21	11.18
1514		Index	100	107	145

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1515				*	*
1516	Have Personally Seen Video Ads in Medical Offices - Past Month	Unwgted	5622	11	13
1517		Weighted (000)	27774	44	31
1518		Horz %	100.00	0.16	0.11
1519		Vert %	11.94	9.77	6.47
1520		Index	100	82	54
1521				*	*
1522	Have Personally Seen Video Ads in Airports - Past Month	Unwgted	4304	11	17
1523		Weighted (000)	18970	46	89
1524		Horz %	100.00	0.24	0.47
1525		Vert %	8.15	10.21	18.71
1526		Index	100	125	229
1527				*	*
1528	Have Personally Seen Video Ads at Gas Stations - Past Month	Unwgted	7896	17	20
1529		Weighted (000)	35885	64	99
1530		Horz %	100.00	0.18	0.28
1531		Vert %	15.42	14.23	20.97
1532		Index	100	92	136
1533				*	*
1534	Have Personally Seen Video Ads in Office Building Lobbies Past Month	Unwgted	3487	6	12
1535		Weighted (000)	16853	28	30
1536		Horz %	100.00	0.17	0.18
1537		Vert %	7.24	6.26	6.30
1538		Index	100	86	87
1539				*	*
1540	Have Personally Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3287	8	12
1541		Weighted (000)	15521	27	28
1542		Horz %	100.00	0.17	0.18
1543		Vert %	6.67	5.98	5.86
1544		Index	100	90	88
1545				*	*
1546	Have Personally Seen Video Ads in Movie Theater Lobbies Past Month	Unwgted	5335	9	14
1547		Weighted (000)	25485	36	74
1548		Horz %	100.00	0.14	0.29
1549		Vert %	10.95	8.00	15.52
1550		Index	100	73	142
1551					
1552	Have Seen Any Billboards - Past Month	Unwgted	26099	69	67
1553		Weighted (000)	118648	279	258
1554		Horz %	100.00	0.23	0.22
1555		Vert %	51.00	62.32	54.40
1556		Index	100	122	107
1557				*	*
1558	Have Seen Any Ads on Buses/Trains - Past Month	Unwgted	11791	36	30
1559		Weighted (000)	51726	159	110
1560		Horz %	100.00	0.31	0.21
1561		Vert %	22.23	35.65	23.11
1562		Index	100	160	104
1563				*	*
1564	Have Seen Any Ads at Bus Stops or Train Stations - Past Month	Unwgted	7817	26	23
1565		Weighted (000)	34319	106	99
1566		Horz %	100.00	0.31	0.29
1567		Vert %	14.75	23.64	20.78
1568		Index	100	160	141

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1569				*	*
1570		Unwgted	3501	10	17
1571	Have Seen Any Ads Inside	Weighted (000)	15704	39	62
1572	Taxis - Past Month	Horz %	100.00	0.25	0.39
1573		Vert %	6.75	8.66	12.97
1574		Index	100	128	192
1575				*	*
1576		Unwgted	6629	21	20
1577	Have Seen Any Ads on Top of	Weighted (000)	29031	98	71
1578	Taxis - Past Month	Horz %	100.00	0.34	0.25
1579		Vert %	12.48	21.89	15.05
1580		Index	100	175	121
1581				*	*
1582		Unwgted	3025	7	10
1583	Have Seen Any Ads on Phone	Weighted (000)	14729	26	26
1584	Booths - Past Month	Horz %	100.00	0.18	0.17
1585		Vert %	6.33	5.87	5.39
1586		Index	100	93	85
1587				*	*
1588		Unwgted	8668	32	27
1589	Have Seen Any Ads at Sports	Weighted (000)	39772	135	122
1590	or Entertainment Events - Past	Horz %	100.00	0.34	0.31
1591	Month	Vert %	17.09	30.27	25.75
1592		Index	100	177	151
1593				*	*
1594		Unwgted	6268	16	16
1595	Have Seen Any Ads on	Weighted (000)	27837	78	55
1596	Postcards - Past Month	Horz %	100.00	0.28	0.20
1597		Vert %	11.96	17.49	11.68
1598		Index	100	146	98
1599				*	*
1600		Unwgted	9611	24	27
1601	Have Seen Any Ads Sent to a	Weighted (000)	45591	128	122
1602	Cellphone or Other Mobile	Horz %	100.00	0.28	0.27
1603	Device - Past Month	Vert %	19.60	28.53	25.81
1604		Index	100	146	132
1605				*	*
1606		Unwgted	9449	24	31
1607	Have Seen Any Ads on	Weighted (000)	44152	106	137
1608	Posters at Movie Theater -	Horz %	100.00	0.24	0.31
1609	Past Month	Vert %	18.98	23.70	28.86
1610		Index	100	125	152
1611				*	*
1612		Unwgted	12305	35	32
1613	Have Seen Any Ads Shown	Weighted (000)	57491	171	164
1614	On-Screen Before Start of	Horz %	100.00	0.30	0.29
1615	Movie - Past Month	Vert %	24.71	38.23	34.59
1616		Index	100	155	140
1617				*	*
1618		Unwgted	17949	47	44
1619	Have Seen Any Ads in Stores	Weighted (000)	83367	178	166
1620	(Not Video Ads) - Past Month	Horz %	100.00	0.21	0.20
1621		Vert %	35.83	39.80	35.03
1622		Index	100	111	98

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1623				*	*
1624		Unwgted	11294	35	27
1625	Have Seen Any Infomercials - Past Month	Weighted (000)	53386	166	115
1626		Horz %	100.00	0.31	0.22
1627		Vert %	22.95	37.20	24.23
1628		Index	100	162	106
1629					
1630	Have Seen Any Offers or Ads Sent to Home By Mail - Past Month	Unwgted	21425	53	44
1631		Weighted (000)	97473	216	206
1632		Horz %	100.00	0.22	0.21
1633		Vert %	41.90	48.28	43.40
1634		Index	100	115	104
1635				*	*
1636	Have Seen Any Product Placement in Video Games - Past Month	Unwgted	4091	12	11
1637		Weighted (000)	21298	44	39
1638		Horz %	100.00	0.21	0.18
1639		Vert %	9.15	9.82	8.22
1640		Index	100	107	90
1641					
1642	Have Seen Any Product Placement in TV Shows - Past Month	Unwgted	20006	53	52
1643		Weighted (000)	91471	197	254
1644		Horz %	100.00	0.22	0.28
1645		Vert %	39.32	44.08	53.50
1646		Index	100	112	136
1647				*	*
1648	Have Seen Any Product Placement in Movies - Past Month	Unwgted	12007	32	34
1649		Weighted (000)	57224	141	176
1650		Horz %	100.00	0.25	0.31
1651		Vert %	24.60	31.44	37.02
1652		Index	100	128	151
1653					
1654	Automotive Attitudes: I want a vehicle that has both the comforts of a car and the capabilities of a truck.	Unwgted	30058	78	68
1655		Weighted (000)	143934	289	264
1656		Horz %	100.00	0.20	0.18
1657		Vert %	61.87	64.57	55.74
1658		Index	100	104	90
1659					
1660	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	74	73
1661		Weighted (000)	139627	286	266
1662		Horz %	100.00	0.20	0.19
1663		Vert %	60.01	63.84	56.12
1664		Index	100	106	94
1665					
1666	Automotive Attitudes: The vehicle a person owns says a lot about him or her.	Unwgted	26259	71	71
1667		Weighted (000)	122035	246	295
1668		Horz %	100.00	0.20	0.24
1669		Vert %	52.45	54.95	62.15
1670		Index	100	105	118
1671				*	*
1672	Automotive Attitudes: I often take the opportunity to discuss my knowledge of automobiles with others.	Unwgted	15463	48	33
1673		Weighted (000)	74913	158	147
1674		Horz %	100.00	0.21	0.20
1675		Vert %	32.20	35.28	31.06
1676		Index	100	110	96

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1677				*	*
1678	Automotive Attitudes: I'm loyal to my vehicle brands and stick with them.	Unwgted	23769	48	42
1679		Weighted (000)	111002	142	167
1680		Horz %	100.00	0.13	0.15
1681		Vert %	47.71	31.82	35.20
1682		Index	100	67	74
1683				*	*
1684	Automotive Attitudes: I consider myself to be an automotive enthusiast.	Unwgted	13766	46	27
1685		Weighted (000)	66230	158	130
1686		Horz %	100.00	0.24	0.20
1687		Vert %	28.47	35.28	27.45
1688		Index	100	124	96
1689				*	*
1690	Automotive Attitudes: I buy vehicles that reflect my commitment to support the environment.	Unwgted	16588	38	24
1691		Weighted (000)	76783	108	120
1692		Horz %	100.00	0.14	0.16
1693		Vert %	33.00	24.18	25.28
1694		Index	100	73	77
1695				*	*
1696	Automotive Attitudes: I seek out vehicles with bold, innovative designs that stand apart from others on the road.	Unwgted	14576	48	44
1697		Weighted (000)	70750	200	182
1698		Horz %	100.00	0.28	0.26
1699		Vert %	30.41	44.67	38.28
1700		Index	100	147	126
1701					
1702	Automotive Attitudes: I think of vehicles as basic transportation.	Unwgted	38102	75	67
1703		Weighted (000)	179016	309	351
1704		Horz %	100.00	0.17	0.20
1705		Vert %	76.94	68.99	74.06
1706		Index	100	90	96
1707					
1708	Automotive Attitudes: I look forward to technology advances in new vehicles.	Unwgted	31998	92	81
1709		Weighted (000)	145826	326	333
1710		Horz %	100.00	0.22	0.23
1711		Vert %	62.68	72.79	70.32
1712		Index	100	116	112
1713					
1714	Automotive Attitudes: The quality of workmanship/construction of a vehicle is more important than anything else.	Unwgted	37605	98	79
1715		Weighted (000)	171664	343	312
1716		Horz %	100.00	0.20	0.18
1717		Vert %	73.78	76.77	65.73
1718		Index	100	104	89
1719					
1720	Automotive Attitudes: I enjoy learning about automobiles from others.	Unwgted	23645	68	53
1721		Weighted (000)	110251	234	199
1722		Horz %	100.00	0.21	0.18
1723		Vert %	47.39	52.36	41.92
1724		Index	100	110	88
1725					
1726	Automotive Attitudes: I research and compare as many vehicles as possible before making my final purchase decision.	Unwgted	31539	79	66
1727		Weighted (000)	145691	281	275
1728		Horz %	100.00	0.19	0.19
1729		Vert %	62.62	62.83	57.94
1730		Index	100	100	93

RAB / GfK MRI AUTO PROFILE: LAND ROVER

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1731					
1732	Automotive Attitudes: When I find a vehicle that I like, I typically recommend it to people I know.	Unwgted	31878	89	68
1733		Weighted (000)	149572	310	329
1734		Horz %	100.00	0.21	0.22
1735		Vert %	64.29	69.27	69.38
1736		Index	100	108	108
1737					
1738	Automotive Attitudes: My first consideration in choosing a vehicle is its exterior styling.	Unwgted	22438	63	63
1739		Weighted (000)	105794	234	264
1740		Horz %	100.00	0.22	0.25
1741		Vert %	45.47	52.21	55.66
1742		Index	100	115	122
1743					
1744	Automotive Attitudes: I look for vehicles that offer spirited performance and powerful acceleration.	Unwgted	22128	72	56
1745		Weighted (000)	106385	257	202
1746		Horz %	100.00	0.24	0.19
1747		Vert %	45.73	57.49	42.50
1748		Index	100	126	93
1749					
1750	Automotive Attitudes: I typically look at several vehicle brands when shopping for a new vehicle.	Unwgted	33885	90	76
1751		Weighted (000)	157653	340	334
1752		Horz %	100.00	0.22	0.21
1753		Vert %	67.76	76.11	70.46
1754		Index	100	112	104
1755					
1756	Automotive Attitudes: Having a vehicle that is fun to drive is a top consideration in my purchasing decision.	Unwgted	24563	62	64
1757		Weighted (000)	115664	240	249
1758		Horz %	100.00	0.21	0.21
1759		Vert %	49.71	53.72	52.42
1760		Index	100	108	105
1761					
1762	Automotive Attitudes: I enjoy personalizing my vehicle to reflect my individual tastes.	Unwgted	21142	59	53
1763		Weighted (000)	104313	230	210
1764		Horz %	100.00	0.22	0.20
1765		Vert %	44.84	51.37	44.30
1766		Index	100	115	99
1767					
1768	Automotive Attitudes: I often ask the advice of others when it comes to automobiles.	Unwgted	28810	74	61
1769		Weighted (000)	136503	272	307
1770		Horz %	100.00	0.20	0.23
1771		Vert %	58.67	60.80	64.78
1772		Index	100	104	110
1773					
1774	Automotive Attitudes: I prefer buying models of vehicles that I or people I know have owned and like.	Unwgted	30641	79	57
1775		Weighted (000)	143988	295	227
1776		Horz %	100.00	0.20	0.16
1777		Vert %	61.89	65.92	47.97
1778		Index	100	107	78
1779				*	*
1780	Automotive Attitudes: I want the cheapest and easiest to maintain vehicle I can find.	Unwgted	22837	40	43
1781		Weighted (000)	111664	174	174
1782		Horz %	100.00	0.16	0.16
1783		Vert %	47.99	38.79	36.60
1784		Index	100	81	76

	A	B	C	D	E
			U.S. Adults 18+	Own/Lease Any Land Rover	If Making Purchase Decision Today, Would Buy Land Rover Vehicle
1					
2					
1785				*	*
1786	Automotive Attitudes: I generally purchase the most expensive model with all the luxury appointments and options.	Unwgted	10026	37	33
1787		Weighted (000)	49267	133	149
1788		Horz %	100.00	0.27	0.30
1789		Vert %	21.18	29.63	31.37
1790		Index	100	140	148
1791				*	*
1792	Automotive Attitudes: People often ask my advice when it comes to automobiles.	Unwgted	13888	43	33
1793		Weighted (000)	67372	174	123
1794		Horz %	100.00	0.26	0.18
1795		Vert %	28.96	38.84	25.96
1796		Index	100	134	90
1797					
1798	Automotive Attitudes: Having a versatile vehicle to accommodate my busy lifestyle is important to me.	Unwgted	33134	87	70
1799		Weighted (000)	154255	316	293
1800		Horz %	100.00	0.21	0.19
1801		Vert %	66.30	70.73	61.69
1802		Index	100	107	93
1803					
1804	Automotive Attitudes: Rebates and incentives strongly influence my new vehicle purchase decisions.	Unwgted	26795	56	61
1805		Weighted (000)	124458	190	295
1806		Horz %	100.00	0.15	0.24
1807		Vert %	53.49	42.45	62.26
1808		Index	100	79	116
1809					
1810	Automotive Attitudes: I consider safety first when shopping for a new vehicle.	Unwgted	36801	101	75
1811		Weighted (000)	171639	365	344
1812		Horz %	100.00	0.21	0.20
1813		Vert %	73.77	81.60	72.51
1814		Index	100	111	98
1815					
1816	Automotive Attitudes: I always follow the advice of my mechanic.	Unwgted	30840	79	68
1817		Weighted (000)	146119	288	318
1818		Horz %	100.00	0.20	0.22
1819		Vert %	62.80	64.47	67.01
1820		Index	100	103	107
1821					
1822	Automotive Attitudes: I always maintain my vehicle as recommended by the manufacturer's manual.	Unwgted	38290	102	82
1823		Weighted (000)	176712	361	374
1824		Horz %	100.00	0.20	0.21
1825		Vert %	75.95	80.58	78.90
1826		Index	100	106	104
1827					
1828					