

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
						*
Adults 18+	Unwgt'd	48646	255	117	20	1307
	Weighted (000)	244084	918	492	129	5559
	Horz %	100.00	0.38	0.20	0.05	2.28
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
						*
Male	Unwgt'd	24620	150	77	8	720
	Weighted (000)	117785	492	296	47	2777
	Horz %	100.00	0.42	0.25	0.04	2.36
	Vert %	48.26	53.66	60.19	36.38	49.96
	Index	100	111	125	75	104
						*
Female	Unwgt'd	24026	105	40	12	587
	Weighted (000)	126299	425	196	82	2782
	Horz %	100.00	0.34	0.16	0.06	2.20
	Vert %	51.74	46.34	39.81	63.62	50.04
	Index	100	90	77	123	97
			*	*	*	*
Age 18-24	Unwgt'd	3885	13	9	1	83
	Weighted (000)	30253	75	75	10	643
	Horz %	100.00	0.25	0.25	0.03	2.12
	Vert %	12.39	8.22	15.27	7.86	11.56
	Index	100	66	123	63	93
			*	*	*	*
Age 25-34	Unwgt'd	8183	22	19	1	128
	Weighted (000)	43389	91	86	6	688
	Horz %	100.00	0.21	0.20	0.01	1.59
	Vert %	17.78	9.96	17.54	4.28	12.38
	Index	100	56	99	24	70
			*	*	*	*
Age 35-44	Unwgt'd	8605	43	34	0	232
	Weighted (000)	40230	150	124	0	927
	Horz %	100.00	0.37	0.31	0.00	2.30
	Vert %	16.48	16.31	25.23	0.00	16.68
	Index	100	99	153	0	101
			*	*	*	*
Age 45-54	Unwgt'd	8861	47	20	6	272
	Weighted (000)	43105	178	66	58	1173
	Horz %	100.00	0.41	0.15	0.14	2.72
	Vert %	17.66	19.41	13.49	45.32	21.10
	Index	100	110	76	257	120
			*	*	*	*
Age 55-64	Unwgt'd	8498	65	21	5	273
	Weighted (000)	40725	222	89	27	981
	Horz %	100.00	0.54	0.22	0.07	2.41
	Vert %	16.68	24.18	18.12	20.56	17.64
	Index	100	145	109	123	106
			*	*	*	*
Age 65+	Unwgt'd	10614	65	14	7	319
	Weighted (000)	46383	201	51	28	1147
	Horz %	100.00	0.43	0.11	0.06	2.47
	Vert %	19.00	21.92	10.35	21.99	20.63
	Index	100	115	54	116	109

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						*
Age 21+	Unwgt'd	47284	253	114	20	1281
	Weighted (000)	232046	909	472	129	5386
	Horz %	100.00	0.39	0.20	0.06	2.32
	Vert %	95.07	99.03	95.83	100.00	96.87
	Index	100	104	101	105	102
			*	*	*	
Age 18-34	Unwgt'd	12068	35	28	2	211
	Weighted (000)	73642	167	161	16	1331
	Horz %	100.00	0.23	0.22	0.02	1.81
	Vert %	30.17	18.18	32.81	12.14	23.94
	Index	100	60	109	40	79
						*
Age 18-49	Unwgt'd	24996	102	71	4	571
	Weighted (000)	134658	411	319	50	2834
	Horz %	100.00	0.30	0.24	0.04	2.10
	Vert %	55.17	44.76	64.74	38.59	50.97
	Index	100	81	117	70	92
						*
Age 25-54	Unwgt'd	25649	112	73	7	632
	Weighted (000)	126724	419	277	64	2789
	Horz %	100.00	0.33	0.22	0.05	2.20
	Vert %	51.92	45.68	56.26	49.60	50.16
	Index	100	88	108	96	97
						*
Age 35-64	Unwgt'd	25964	155	75	11	777
	Weighted (000)	124059	550	280	85	3081
	Horz %	100.00	0.44	0.23	0.07	2.48
	Vert %	50.83	59.91	56.84	65.88	55.43
	Index	100	118	112	130	109
						*
Age 50+	Unwgt'd	23650	153	46	16	736
	Weighted (000)	109426	507	174	79	2726
	Horz %	100.00	0.46	0.16	0.07	2.49
	Vert %	44.83	55.24	35.26	61.41	49.03
	Index	100	123	79	137	109
						*
Median Age	Unwgt'd					
	Weighted (000)	47.00	52.90	42.30	53.00	49.50
	Horz %					
	Vert %					
	Index	100	113	90	113	105
						*
Race: White Only	Unwgt'd	34564	167	74	16	899
	Weighted (000)	179823	667	323	104	4091
	Horz %	100.00	0.37	0.18	0.06	2.28
	Vert %	73.67	72.67	65.52	80.24	73.59
	Index	100	99	89	109	100
			*	*	*	
Race: Black/African-American Only	Unwgt'd	5909	33	9	1	169
	Weighted (000)	29535	125	48	8	711
	Horz %	100.00	0.42	0.16	0.03	2.41
	Vert %	12.10	13.67	9.77	6.49	12.79
	Index	100	113	81	54	106

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			*	*	*	
Race: Asian	Unwgted	2388	35	16	1	128
	Weighted (000)	8358	76	54	1	374
	Horz %	100.00	0.91	0.64	0.02	4.48
	Vert %	3.42	8.28	10.87	1.14	6.73
	Index	100	242	318	33	197
			*	*	*	
Race: Other Race/Multi-Racial	Unwgted	8173	55	34	3	239
	Weighted (000)	34726	125	122	17	757
	Horz %	100.00	0.36	0.35	0.05	2.18
	Vert %	14.23	13.66	24.71	13.27	13.62
	Index	100	96	174	93	96
			*	*	*	
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	28	17	3	146
	Weighted (000)	37743	93	63	12	684
	Horz %	100.00	0.25	0.17	0.03	1.81
	Vert %	15.46	10.18	12.80	9.48	12.31
	Index	100	66	83	61	80
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgted	1739	8	2	1	39
	Weighted (000)	6214	17	4	1	87
	Horz %	100.00	0.28	0.06	0.01	1.40
	Vert %	2.55	1.87	0.74	0.54	1.56
	Index	100	74	29	21	61
			*	*	*	
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	10	12	1	72
	Weighted (000)	9439	25	36	1	302
	Horz %	100.00	0.26	0.38	0.01	3.20
	Vert %	3.87	2.68	7.37	1.08	5.44
	Index	100	69	191	28	141
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	3	3	1	14
	Weighted (000)	10474	36	23	10	169
	Horz %	100.00	0.34	0.22	0.10	1.61
	Vert %	4.29	3.91	4.69	7.86	3.04
	Index	100	91	109	183	71
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	7	0	0	20
	Weighted (000)	9512	16	0	0	89
	Horz %	100.00	0.17	0.00	0.00	0.94
	Vert %	3.90	1.71	0.00	0.00	1.60
	Index	100	44	0	0	41
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	0	0	0	1
	Weighted (000)	1751	0	0	0	37
	Horz %	100.00	0.00	0.00	0.00	2.11
	Vert %	0.72	0.00	0.00	0.00	0.66
	Index	100	0	0	0	92
			*	*	*	
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	66	25	3	309
	Weighted (000)	26213	192	84	12	1056
	Horz %	100.00	0.73	0.32	0.05	4.03
	Vert %	10.74	20.93	16.96	9.38	19.00
	Index	100	195	158	87	177

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					*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	81	42	10	427
	Weighted (000)	46746	278	175	85	1752
	Horz %	100.00	0.59	0.37	0.18	3.75
	Vert %	19.15	30.25	35.57	65.73	31.51
	Index	100	158	186	343	165
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	13	7	0	67
	Weighted (000)	11210	46	29	0	245
	Horz %	100.00	0.41	0.26	0.00	2.19
	Vert %	4.59	5.05	5.92	0.00	4.41
	Index	100	110	129	0	96
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	19	7	1	79
	Weighted (000)	13775	84	26	1	330
	Horz %	100.00	0.61	0.19	0.01	2.40
	Vert %	5.64	9.19	5.37	0.54	5.94
	Index	100	163	95	10	105
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	49	21	2	246
	Weighted (000)	44682	182	77	5	973
	Horz %	100.00	0.41	0.17	0.01	2.18
	Vert %	18.31	19.83	15.67	4.15	17.50
	Index	100	108	86	23	96
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	21	11	4	134
	Weighted (000)	71816	106	77	26	889
	Horz %	100.00	0.15	0.11	0.04	1.24
	Vert %	29.42	11.59	15.71	20.20	16.00
	Index	100	39	53	69	54
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	6	4	0	45
	Weighted (000)	29641	29	24	0	314
	Horz %	100.00	0.10	0.08	0.00	1.06
	Vert %	12.14	3.16	4.80	0.00	5.64
	Index	100	26	40	0	46
			*	*	*	*
Currently Attending College or University	Unwgt'd	3403	15	9	0	83
	Weighted (000)	19372	73	52	0	498
	Horz %	100.00	0.38	0.27	0.00	2.57
	Vert %	7.94	7.92	10.65	0.00	8.96
	Index	100	100	134	0	113
			*	*	*	*
Employed Full Time	Unwgt'd	25438	144	86	6	727
	Weighted (000)	119890	503	328	35	2943
	Horz %	100.00	0.42	0.27	0.03	2.45
	Vert %	49.12	54.85	66.58	27.23	52.94
	Index	100	112	136	55	108
			*	*	*	*
Employed Part Time	Unwgt'd	5730	21	9	5	145
	Weighted (000)	28854	86	50	49	725
	Horz %	100.00	0.30	0.17	0.17	2.51
	Vert %	11.82	9.38	10.24	37.61	13.03
	Index	100	79	87	318	110

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					*	*
Not Employed	Unwgted	17478	90	22	9	435
	Weighted (000)	95339	328	114	45	1892
	Horz %	100.00	0.34	0.12	0.05	1.98
	Vert %	39.06	35.77	23.18	35.16	34.03
	Index	100	92	59	90	87
			*	*	*	*
Temporarily Unemployed	Unwgted	1886	6	3	0	35
	Weighted (000)	12314	23	15	0	188
	Horz %	100.00	0.19	0.12	0.00	1.52
	Vert %	5.05	2.56	3.01	0.00	3.38
	Index	100	51	60	0	67
			*	*	*	*
Retired from Employment	Unwgted	10143	62	12	7	305
	Weighted (000)	46820	205	40	34	1134
	Horz %	100.00	0.44	0.09	0.07	2.42
	Vert %	19.18	22.31	8.19	26.16	20.40
	Index	100	116	43	136	106
			*	*	*	*
Not Employed, Principal Shopper for Household	Unwgted	2543	12	4	2	50
	Weighted (000)	16573	61	24	12	331
	Horz %	100.00	0.37	0.14	0.07	1.99
	Vert %	6.79	6.68	4.82	9.00	5.95
	Index	100	98	71	133	88
			*	*	*	*
Occupation: Professional and Related Occupations	Unwgted	7405	41	28	3	237
	Weighted (000)	34142	144	98	18	894
	Horz %	100.00	0.42	0.29	0.05	2.62
	Vert %	13.99	15.74	19.90	14.10	16.09
	Index	100	113	142	101	115
			*	*	*	*
Occupation: Management, Business and Financial Operations	Unwgted	6595	52	29	5	248
	Weighted (000)	24720	150	98	34	807
	Horz %	100.00	0.61	0.40	0.14	3.26
	Vert %	10.13	16.32	19.84	26.18	14.52
	Index	100	161	196	258	143
			*	*	*	*
Occupation: Sales and Office Occupations	Unwgted	5959	37	17	2	193
	Weighted (000)	32636	145	85	26	994
	Horz %	100.00	0.45	0.26	0.08	3.05
	Vert %	13.37	15.84	17.29	20.29	17.88
	Index	100	118	129	152	134
			*	*	*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgted	2756	9	8	0	49
	Weighted (000)	13728	47	21	0	222
	Horz %	100.00	0.34	0.15	0.00	1.61
	Vert %	5.62	5.14	4.30	0.00	3.99
	Index	100	91	76	0	71
			*	*	*	*
Occupation: Other Employed	Unwgted	8453	26	13	1	145
	Weighted (000)	43519	103	76	6	751
	Horz %	100.00	0.24	0.18	0.01	1.72
	Vert %	17.83	11.19	15.49	4.28	13.50
	Index	100	63	87	24	76

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			*	*	*	
Household Income: \$250,000+	Unwgt'd	1966	26	11	5	156
	Weighted (000)	7800	85	36	42	594
	Horz %	100.00	1.10	0.46	0.54	7.61
	Vert %	3.20	9.31	7.31	32.48	10.68
	Index	100	291	229	1016	334
			*	*	*	
Household Income: \$200,000- \$249,999	Unwgt'd	1583	14	7	1	90
	Weighted (000)	7178	54	35	1	350
	Horz %	100.00	0.76	0.49	0.02	4.87
	Vert %	2.94	5.91	7.16	1.14	6.29
	Index	100	201	243	39	214
			*	*	*	
Household Income: \$150,000- \$199,999	Unwgt'd	3725	36	20	1	177
	Weighted (000)	18847	132	72	6	742
	Horz %	100.00	0.70	0.38	0.03	3.94
	Vert %	7.72	14.39	14.68	4.54	13.35
	Index	100	186	190	59	173
			*	*	*	
Household Income: \$100,000- \$149,999	Unwgt'd	7038	55	30	4	265
	Weighted (000)	39997	196	120	45	1286
	Horz %	100.00	0.49	0.30	0.11	3.21
	Vert %	16.39	21.35	24.45	34.67	23.12
	Index	100	130	149	212	141
			*	*	*	
Household Income: \$75,000- \$99,999	Unwgt'd	6168	46	22	1	234
	Weighted (000)	32585	193	90	2	1048
	Horz %	100.00	0.59	0.28	0.01	3.22
	Vert %	13.35	21.08	18.22	1.36	18.85
	Index	100	158	136	10	141
			*	*	*	
Household Income: \$60,000- \$74,999	Unwgt'd	4945	20	11	2	109
	Weighted (000)	24958	61	56	4	433
	Horz %	100.00	0.24	0.22	0.01	1.74
	Vert %	10.23	6.66	11.33	2.72	7.79
	Index	100	65	111	27	76
			*	*	*	
Household Income: \$50,000- \$59,999	Unwgt'd	3824	20	3	4	74
	Weighted (000)	18483	80	3	14	267
	Horz %	100.00	0.43	0.02	0.08	1.45
	Vert %	7.57	8.74	0.64	10.95	4.81
	Index	100	115	8	145	63
			*	*	*	
Household Income: \$40,000- \$49,999	Unwgt'd	4928	16	3	0	91
	Weighted (000)	20001	46	8	0	275
	Horz %	100.00	0.23	0.04	0.00	1.38
	Vert %	8.19	5.01	1.52	0.00	4.95
	Index	100	61	19	0	60
			*	*	*	*
Household Income: \$30,000- \$39,999	Unwgt'd	4676	10	2	0	46
	Weighted (000)	21673	35	12	0	244
	Horz %	100.00	0.16	0.06	0.00	1.13
	Vert %	8.88	3.76	2.52	0.00	4.39
	Index	100	42	28	0	49

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			*	*	*	*
Household Income: \$20,000-\$29,999	Unwgt'd	4378	9	2	1	30
	Weighted (000)	21286	26	2	10	133
	Horz %	100.00	0.12	0.01	0.05	0.62
	Vert %	8.72	2.83	0.39	7.86	2.39
	Index	100	32	4	90	27
			*	*	*	*
Household Income: Under \$20,000	Unwgt'd	5415	3	6	1	35
	Weighted (000)	31275	9	58	6	188
	Horz %	100.00	0.03	0.19	0.02	0.60
	Vert %	12.81	0.96	11.77	4.28	3.38
	Index	100	8	92	33	26
Median Household Income	Unwgt'd					
	Weighted (000)	65.60	102.20	107.40	132.90	107.50
	Horz %					
	Vert %					
	Index	100	156	164	203	164
			*	*	*	*
Marital Status: Single, Never Married	Unwgt'd	12107	36	39	0	215
	Weighted (000)	69105	158	222	0	1275
	Horz %	100.00	0.23	0.32	0.00	1.84
	Vert %	28.31	17.26	45.13	0.00	22.93
	Index	100	61	159	0	81
Marital Status: Currently Married	Unwgt'd	24506	191	66	15	885
	Weighted (000)	129071	700	245	119	3704
	Horz %	100.00	0.54	0.19	0.09	2.87
	Vert %	52.88	76.29	49.84	92.22	66.63
	Index	100	144	94	174	126
			*	*	*	*
Marital Status: Divorced or Legally Separated	Unwgt'd	8229	19	10	4	145
	Weighted (000)	31030	46	19	7	424
	Horz %	100.00	0.15	0.06	0.02	1.37
	Vert %	12.71	5.03	3.77	5.60	7.62
	Index	100	40	30	44	60
Marital Status: Widowed	Unwgt'd	3804	9	2	1	62
	Weighted (000)	14879	13	6	3	157
	Horz %	100.00	0.09	0.04	0.02	1.05
	Vert %	6.10	1.41	1.25	2.18	2.82
	Index	100	23	21	36	46
			*	*	*	*
Marital Status: Engaged to Be Married	Unwgt'd	2120	10	8	0	43
	Weighted (000)	11812	48	25	0	182
	Horz %	100.00	0.41	0.21	0.00	1.54
	Vert %	4.84	5.22	5.10	0.00	3.28
	Index	100	108	105	0	68
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3596	13	8	0	62
	Weighted (000)	21557	76	43	0	287
	Horz %	100.00	0.35	0.20	0.00	1.33
	Vert %	8.83	8.30	8.65	0.00	5.17
	Index	100	94	98	0	58

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
					*	*
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18201	90	40	9	479
	Weighted (000)	94932	353	149	79	2134
	Horz %	100.00	0.37	0.16	0.08	2.25
	Vert %	38.89	38.50	30.20	61.39	38.38
	Index	100	99	78	158	99
			*	*	*	*
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7127	41	16	6	193
	Weighted (000)	38013	165	63	40	881
	Horz %	100.00	0.44	0.16	0.10	2.32
	Vert %	15.57	18.03	12.74	30.66	15.85
	Index	100	116	82	197	102
			*	*	*	*
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	39	18	0	204
	Weighted (000)	34366	128	68	0	836
	Horz %	100.00	0.37	0.20	0.00	2.43
	Vert %	14.08	13.91	13.73	0.00	15.04
	Index	100	99	98	0	107
			*	*	*	*
3 Children Under Age 18 Currently Living at Home	Unwgt'd	2804	4	5	2	61
	Weighted (000)	14813	33	18	34	335
	Horz %	100.00	0.22	0.12	0.23	2.26
	Vert %	6.07	3.56	3.58	26.46	6.02
	Index	100	59	59	436	99
			*	*	*	*
4 Children Under Age 18 Currently Living at Home	Unwgt'd	872	5	1	0	14
	Weighted (000)	4873	27	1	0	51
	Horz %	100.00	0.54	0.01	0.00	1.05
	Vert %	2.00	2.89	0.14	0.00	0.92
	Index	100	145	7	0	46
			*	*	*	*
5 or More Children Under Age 18 Currently Living at Home	Unwgt'd	463	1	0	1	7
	Weighted (000)	2867	1	0	6	30
	Horz %	100.00	0.04	0.00	0.19	1.05
	Vert %	1.17	0.12	0.00	4.28	0.54
	Index	100	10	0	364	46
			*	*	*	*
Own Home/Residence	Unwgt'd	32775	210	92	20	1098
	Weighted (000)	160976	737	380	129	4516
	Horz %	100.00	0.46	0.24	0.08	2.81
	Vert %	65.95	80.31	77.12	100.00	81.24
	Index	100	122	117	152	123
			*	*	*	*
Rent Home/Residence	Unwgt'd	15306	44	25	0	204
	Weighted (000)	80205	178	113	0	1008
	Horz %	100.00	0.22	0.14	0.00	1.26
	Vert %	32.86	19.43	22.88	0.00	18.14
	Index	100	59	70	0	55
			*	*	*	*
Live Rent-Free in Home/Residence	Unwgt'd	565	1	0	0	5
	Weighted (000)	2903	2	0	0	35
	Horz %	100.00	0.08	0.00	0.00	1.20
	Vert %	1.19	0.26	0.00	0.00	0.63
	Index	100	22	0	0	53



RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	
Census Region: North East	Unwgted	11000	41	10	0	220
	Weighted (000)	44018	95	42	0	667
	Horz %	100.00	0.22	0.10	0.00	1.51
	Vert %	18.03	10.34	8.62	0.00	11.99
	Index	100	57	48	0	66
				*	*	
Census Region: South	Unwgted	17645	117	47	7	551
	Weighted (000)	92016	458	207	48	2410
	Horz %	100.00	0.50	0.23	0.05	2.62
	Vert %	37.70	49.93	42.07	37.10	43.35
	Index	100	132	112	98	115
				*	*	
Census Region: Midwest	Unwgted	9880	51	12	2	160
	Weighted (000)	52062	171	54	16	630
	Horz %	100.00	0.33	0.10	0.03	1.21
	Vert %	21.33	18.64	11.06	12.14	11.34
	Index	100	87	52	57	53
			*	*	*	
Census Region: West	Unwgted	10121	46	48	11	376
	Weighted (000)	55988	193	188	66	1852
	Horz %	100.00	0.35	0.34	0.12	3.31
	Vert %	22.94	21.09	38.25	50.76	33.32
	Index	100	92	167	221	145
			*	*	*	
Census Sub-Region: New England	Unwgted	2748	13	2	0	50
	Weighted (000)	11567	23	10	0	172
	Horz %	100.00	0.20	0.08	0.00	1.49
	Vert %	4.74	2.52	1.93	0.00	3.10
	Index	100	53	41	0	65
			*	*	*	
Census Sub-Region: Mid Atlantic	Unwgted	8252	28	8	0	170
	Weighted (000)	32451	72	33	0	494
	Horz %	100.00	0.22	0.10	0.00	1.52
	Vert %	13.30	7.83	6.68	0.00	8.89
	Index	100	59	50	0	67
				*	*	
Census Sub-Region: South Atlantic	Unwgted	9812	61	24	7	289
	Weighted (000)	48740	223	89	48	1252
	Horz %	100.00	0.46	0.18	0.10	2.57
	Vert %	19.97	24.33	18.12	37.10	22.52
	Index	100	122	91	186	113
			*	*	*	*
Census Sub-Region: East South Central	Unwgted	1890	9	10	0	41
	Weighted (000)	14067	49	87	0	316
	Horz %	100.00	0.35	0.62	0.00	2.25
	Vert %	5.76	5.35	17.66	0.00	5.69
	Index	100	93	306	0	99
			*	*	*	
Census Sub-Region: West South Central	Unwgted	5943	47	13	0	221
	Weighted (000)	29209	186	31	0	842
	Horz %	100.00	0.64	0.11	0.00	2.88
	Vert %	11.97	20.25	6.29	0.00	15.15
	Index	100	169	53	0	127

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	*
Census Sub-Region: East North Central	Unwgted	7303	42	11	2	131
	Weighted (000)	36089	105	51	16	452
	Horz %	100.00	0.29	0.14	0.04	1.25
	Vert %	14.79	11.49	10.40	12.14	8.12
	Index	100	78	70	82	55
			*	*	*	*
Census Sub-Region: West North Central	Unwgted	2577	9	1	0	29
	Weighted (000)	15973	66	3	0	179
	Horz %	100.00	0.41	0.02	0.00	1.12
	Vert %	6.54	7.14	0.66	0.00	3.21
	Index	100	109	10	0	49
			*	*	*	*
Census Sub-Region: Mountain	Unwgted	2752	4	4	3	54
	Weighted (000)	18482	17	10	34	366
	Horz %	100.00	0.09	0.05	0.18	1.98
	Vert %	7.57	1.83	2.03	25.99	6.57
	Index	100	24	27	343	87
			*	*	*	*
Census Sub-Region: Pacific	Unwgted	7369	42	44	8	322
	Weighted (000)	37506	177	178	32	1487
	Horz %	100.00	0.47	0.48	0.09	3.96
	Vert %	15.37	19.26	36.23	24.77	26.74
	Index	100	125	236	161	174
			*	*	*	*
County Size: A	Unwgted	26326	178	78	13	883
	Weighted (000)	102649	543	262	66	3185
	Horz %	100.00	0.53	0.25	0.06	3.10
	Vert %	42.05	59.21	53.15	50.89	57.29
	Index	100	141	126	121	136
			*	*	*	*
County Size: B	Unwgted	11709	49	34	4	295
	Weighted (000)	72000	219	195	36	1665
	Horz %	100.00	0.30	0.27	0.05	2.31
	Vert %	29.50	23.92	39.54	28.05	29.95
	Index	100	81	134	95	102
			*	*	*	*
County Size: C/D	Unwgted	10611	28	5	3	129
	Weighted (000)	69435	155	36	27	709
	Horz %	100.00	0.22	0.05	0.04	1.02
	Vert %	28.45	16.87	7.32	21.06	12.75
	Index	100	59	26	74	45
			*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgted	1128	7	2	1	30
	Weighted (000)	4719	22	14	4	133
	Horz %	100.00	0.46	0.30	0.08	2.82
	Vert %	1.93	2.38	2.91	2.76	2.40
	Index	100	123	150	143	124
			*	*	*	*
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Unwgted	7893	52	25	5	246
	Weighted (000)	38375	192	87	32	1038
	Horz %	100.00	0.50	0.23	0.08	2.71
	Vert %	15.72	20.91	17.69	24.46	18.67
	Index	100	133	113	156	119

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	6	6	0	39
	Weighted (000)	6399	26	20	0	179
	Horz %	100.00	0.40	0.32	0.00	2.80
	Vert %	2.62	2.81	4.11	0.00	3.22
	Index	100	107	157	0	123
		*	*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	26	6	1	128
	Weighted (000)	7983	83	19	2	368
	Horz %	100.00	1.04	0.24	0.02	4.61
	Vert %	3.27	9.06	3.91	1.36	6.62
	Index	100	277	120	42	202
		*	*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	29	11	2	132
	Weighted (000)	12837	77	66	6	460
	Horz %	100.00	0.60	0.51	0.05	3.58
	Vert %	5.26	8.42	13.43	4.50	8.28
	Index	100	160	255	86	157
		*	*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	6	6	0	31
	Weighted (000)	3908	11	14	0	117
	Horz %	100.00	0.27	0.37	0.00	3.01
	Vert %	1.60	1.17	2.94	0.00	2.11
	Index	100	73	184	0	132
		*	*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	13	13	1	85
	Weighted (000)	14357	47	52	4	414
	Horz %	100.00	0.33	0.36	0.02	2.88
	Vert %	5.88	5.09	10.59	2.76	7.44
	Index	100	86	180	47	126
		*	*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	37	23	3	219
	Weighted (000)	42891	142	80	32	973
	Horz %	100.00	0.33	0.19	0.08	2.27
	Vert %	17.57	15.50	16.25	25.14	17.50
	Index	100	88	92	143	100
		*	*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	23	7	3	78
	Weighted (000)	14285	95	25	11	330
	Horz %	100.00	0.66	0.17	0.07	2.31
	Vert %	5.85	10.32	5.05	8.18	5.94
	Index	100	176	86	140	101
		*	*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	18	8	2	87
	Weighted (000)	16987	54	28	13	339
	Horz %	100.00	0.32	0.16	0.08	2.00
	Vert %	6.96	5.85	5.67	10.24	6.10
	Index	100	84	81	147	88

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1353	8	3	2	57
	Weighted (000)	5307	28	12	34	237
	Horz %	100.00	0.52	0.22	0.64	4.46
	Vert %	2.17	3.01	2.35	26.15	4.25
	Index	100	138	108	1203	196
			*	*	*	
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	7757	25	11	3	156
	Weighted (000)	44958	101	63	32	690
	Horz %	100.00	0.23	0.14	0.07	1.53
	Vert %	18.42	11.06	12.79	24.88	12.41
	Index	100	60	69	135	67
			*	*	*	
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	310	1	1	1	7
	Weighted (000)	1196	1	2	1	15
	Horz %	100.00	0.06	0.15	0.12	1.27
	Vert %	0.49	0.08	0.36	1.08	0.27
	Index	100	16	74	220	56
			*	*	*	
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	642	5	1	0	17
	Weighted (000)	3662	33	6	0	93
	Horz %	100.00	0.90	0.16	0.00	2.54
	Vert %	1.50	3.59	1.21	0.00	1.67
	Index	100	239	80	0	111
			*	*	*	
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgt'd	2577	9	8	1	55
	Weighted (000)	15181	52	32	1	261
	Horz %	100.00	0.34	0.21	0.01	1.72
	Vert %	6.22	5.62	6.48	1.08	4.70
	Index	100	90	104	17	76
			*	*	*	
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgt'd	3551	30	9	3	119
	Weighted (000)	17450	125	32	25	549
	Horz %	100.00	0.72	0.18	0.14	3.15
	Vert %	7.15	13.63	6.53	19.21	9.88
	Index	100	191	91	269	138
			*	*	*	
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgt'd	631	1	2	0	23
	Weighted (000)	2496	7	3	0	88
	Horz %	100.00	0.26	0.12	0.00	3.54
	Vert %	1.02	0.71	0.59	0.00	1.59
	Index	100	69	58	0	155
			*	*	*	
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	1108	5	2	1	18
	Weighted (000)	6328	27	3	1	114
	Horz %	100.00	0.43	0.05	0.02	1.80
	Vert %	2.59	2.96	0.61	1.08	2.05
	Index	100	114	23	42	79
			*	*	*	
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5806	37	12	4	196
	Weighted (000)	23554	92	51	31	729
	Horz %	100.00	0.39	0.22	0.13	3.09
	Vert %	9.65	10.03	10.45	24.22	13.10
	Index	100	104	108	251	136

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1456	3	3	2	32
	Weighted (000)	7376	9	21	30	189
	Horz %	100.00	0.12	0.28	0.41	2.56
	Vert %	3.02	0.95	4.27	23.23	3.40
	Index	100	31	141	769	112
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2625	20	8	1	100
	Weighted (000)	10677	54	22	2	316
	Horz %	100.00	0.51	0.20	0.02	2.96
	Vert %	4.37	5.92	4.38	1.74	5.68
	Index	100	135	100	40	130
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgt'd	3944	29	12	1	114
	Weighted (000)	20120	124	49	8	521
	Horz %	100.00	0.62	0.25	0.04	2.59
	Vert %	8.24	13.52	10.05	6.49	9.36
	Index	100	164	122	79	114
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2569	10	6	0	67
	Weighted (000)	13480	26	18	0	255
	Horz %	100.00	0.19	0.13	0.00	1.89
	Vert %	5.52	2.85	3.66	0.00	4.59
	Index	100	52	66	0	83
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgt'd	3181	13	10	0	62
	Weighted (000)	16260	58	28	0	274
	Horz %	100.00	0.35	0.17	0.00	1.68
	Vert %	6.66	6.27	5.74	0.00	4.93
	Index	100	94	86	0	74
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1106	5	2	1	28
	Weighted (000)	5735	18	14	23	165
	Horz %	100.00	0.31	0.24	0.39	2.88
	Vert %	2.35	1.94	2.77	17.53	2.97
	Index	100	82	118	746	126
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgt'd	906	3	2	0	21
	Weighted (000)	5268	31	8	0	112
	Horz %	100.00	0.58	0.14	0.00	2.12
	Vert %	2.16	3.33	1.54	0.00	2.01
	Index	100	154	71	0	93
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgt'd	302	1	0	0	5
	Weighted (000)	1893	3	0	0	12
	Horz %	100.00	0.14	0.00	0.00	0.65
	Vert %	0.78	0.28	0.00	0.00	0.22
	Index	100	37	0	0	29
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgt'd	5121	22	10	0	132
	Weighted (000)	26008	81	53	0	523
	Horz %	100.00	0.31	0.20	0.00	2.01
	Vert %	10.66	8.81	10.77	0.00	9.41
	Index	100	83	101	0	88

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
				*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	10	6	0	69
	Weighted (000)	10077	43	25	0	259
	Horz %	100.00	0.43	0.25	0.00	2.57
	Vert %	4.13	4.70	5.04	0.00	4.66
	Index	100	114	122	0	113
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume)	Unwgted	1989	9	3	0	46
	Weighted (000)	11746	33	34	0	210
	Horz %	100.00	0.28	0.29	0.00	1.79
	Vert %	4.81	3.63	7.00	0.00	3.78
	Index	100	75	146	0	79
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	6	2	1	38
	Weighted (000)	6945	21	2	1	168
	Horz %	100.00	0.30	0.02	0.02	2.42
	Vert %	2.85	2.26	0.32	1.08	3.02
	Index	100	79	11	38	106
					*	
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	228	106	17	1150
	Weighted (000)	204462	798	442	105	4807
	Horz %	100.00	0.39	0.22	0.05	2.35
	Vert %	83.77	86.95	89.78	81.53	86.47
	Index	100	104	107	97	103
					*	
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	137	75	12	729
	Weighted (000)	122460	504	319	75	3115
	Horz %	100.00	0.41	0.26	0.06	2.54
	Vert %	50.17	54.96	64.83	58.40	56.03
	Index	100	110	129	116	112
				*	*	
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	93	49	11	515
	Weighted (000)	94930	309	218	61	2270
	Horz %	100.00	0.33	0.23	0.06	2.39
	Vert %	38.89	33.68	44.20	46.92	40.83
	Index	100	87	114	121	105
				*	*	
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	129	64	10	641
	Weighted (000)	109527	448	279	71	2706
	Horz %	100.00	0.41	0.25	0.07	2.47
	Vert %	44.87	48.80	56.69	55.37	48.68
	Index	100	109	126	123	108
			*	*	*	
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	33	23	2	193
	Weighted (000)	41055	140	99	7	889
	Horz %	100.00	0.34	0.24	0.02	2.17
	Vert %	16.82	15.23	20.18	5.35	15.99
	Index	100	91	120	32	95
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	8	9	0	37
	Weighted (000)	12268	35	50	0	166
	Horz %	100.00	0.28	0.41	0.00	1.35
	Vert %	5.03	3.81	10.17	0.00	2.99
	Index	100	76	202	0	59

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
					*	*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	16140	77	44	7	425
	Weighted (000)	79167	293	183	53	1878
	Horz %	100.00	0.37	0.23	0.07	2.37
	Vert %	32.43	31.92	37.16	41.17	33.79
	Index	100	98	115	127	104
					*	*
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21592	129	49	11	607
	Weighted (000)	106532	428	206	52	2551
	Horz %	100.00	0.40	0.19	0.05	2.39
	Vert %	43.65	46.68	41.85	40.42	45.88
	Index	100	107	96	93	105
					*	*
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16960	92	46	8	479
	Weighted (000)	85146	340	182	61	2114
	Horz %	100.00	0.40	0.21	0.07	2.48
	Vert %	34.88	37.01	37.03	47.28	38.03
	Index	100	106	106	136	109
			*	*	*	*
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	8346	33	23	5	209
	Weighted (000)	42195	120	118	44	907
	Horz %	100.00	0.28	0.28	0.10	2.15
	Vert %	17.29	13.05	23.97	33.91	16.32
	Index	100	75	139	196	94
			*	*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	2161	8	8	0	50
	Weighted (000)	10847	37	28	0	197
	Horz %	100.00	0.34	0.26	0.00	1.81
	Vert %	4.44	4.07	5.72	0.00	3.54
	Index	100	92	129	0	80
			*	*	*	*
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	13605	49	26	7	314
	Weighted (000)	66444	148	124	37	1336
	Horz %	100.00	0.22	0.19	0.06	2.01
	Vert %	27.22	16.10	25.15	28.53	24.03
	Index	100	59	92	105	88
			*	*	*	*
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37582	213	104	17	1110
	Weighted (000)	186198	709	428	112	4650
	Horz %	100.00	0.38	0.23	0.06	2.50
	Vert %	76.28	77.22	86.98	86.95	83.65
	Index	100	101	114	114	110
			*	*	*	*
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	6358	24	17	1	138
	Weighted (000)	32708	115	90	6	675
	Horz %	100.00	0.35	0.28	0.02	2.06
	Vert %	13.40	12.56	18.34	4.54	12.15
	Index	100	94	137	34	91
			*	*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1490	6	5	0	44
	Weighted (000)	7844	13	18	0	209
	Horz %	100.00	0.17	0.22	0.00	2.66
	Vert %	3.21	1.46	3.57	0.00	3.75
	Index	100	45	111	0	117

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
					*	*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	75	34	8	381
	Weighted (000)	79216	277	163	57	1609
	Horz %	100.00	0.35	0.21	0.07	2.03
	Vert %	32.45	30.22	33.14	43.80	28.94
	Index	100	93	102	135	89
					*	*
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	194	88	12	1013
	Weighted (000)	172300	648	360	90	4321
	Horz %	100.00	0.38	0.21	0.05	2.51
	Vert %	70.59	70.60	73.08	70.07	77.72
	Index	100	100	104	99	110
			*	*	*	*
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2377	7	8	0	51
	Weighted (000)	13032	41	50	0	327
	Horz %	100.00	0.31	0.38	0.00	2.51
	Vert %	5.34	4.46	10.18	0.00	5.89
	Index	100	84	191	0	110
			*	*	*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1550	3	4	1	36
	Weighted (000)	8439	18	14	4	189
	Horz %	100.00	0.21	0.16	0.04	2.25
	Vert %	3.46	1.98	2.75	2.76	3.41
	Index	100	57	80	80	99
			*	*	*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	64	20	5	304
	Weighted (000)	37216	198	78	18	1119
	Horz %	100.00	0.53	0.21	0.05	3.01
	Vert %	15.25	21.56	15.91	13.97	20.13
	Index	100	141	104	92	132
			*	*	*	*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	179	88	16	955
	Weighted (000)	180517	654	385	105	4001
	Horz %	100.00	0.36	0.21	0.06	2.22
	Vert %	73.96	71.25	78.17	81.32	71.96
	Index	100	96	106	110	97
			*	*	*	*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	215	93	17	1068
	Weighted (000)	192537	753	416	107	4427
	Horz %	100.00	0.39	0.22	0.06	2.30
	Vert %	78.88	82.08	84.53	82.68	79.62
	Index	100	104	107	105	101
			*	*	*	*
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	48	30	2	273
	Weighted (000)	31804	164	110	11	1009
	Horz %	100.00	0.52	0.35	0.04	3.17
	Vert %	13.03	17.91	22.37	8.84	18.15
	Index	100	137	172	68	139
			*	*	*	*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	9333	75	38	2	387
	Weighted (000)	45323	238	142	11	1512
	Horz %	100.00	0.52	0.31	0.03	3.34
	Vert %	18.57	25.89	28.86	8.84	27.20
	Index	100	139	155	48	146



RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
						*
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	15153	124	65	3	565
	Weighted (000)	76621	418	249	20	2203
	Horz %	100.00	0.55	0.33	0.03	2.88
	Vert %	31.39	45.55	50.68	15.69	39.63
	Index	100	145	161	50	126
						*
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12633	84	78	1	497
	Weighted (000)	64670	282	313	1	2087
	Horz %	100.00	0.44	0.48	0.00	3.23
	Vert %	26.49	30.72	63.63	1.14	37.54
	Index	100	116	240	4	142
			*	*	*	
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgt'd	7343	28	28	1	223
	Weighted (000)	36346	76	123	10	921
	Horz %	100.00	0.21	0.34	0.03	2.53
	Vert %	14.89	8.32	25.04	7.48	16.56
	Index	100	56	168	50	111
						*
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgt'd	19242	87	54	6	545
	Weighted (000)	97996	335	224	39	2387
	Horz %	100.00	0.34	0.23	0.04	2.44
	Vert %	40.15	36.52	45.56	30.44	42.93
	Index	100	91	113	76	107
						*
Listening to Any Radio on the Internet/Online - Past Month	Unwgt'd	21921	100	62	6	625
	Weighted (000)	110983	366	274	39	2735
	Horz %	100.00	0.33	0.25	0.04	2.46
	Vert %	45.47	39.91	55.70	30.44	49.19
	Index	100	88	123	67	108
			*	*	*	
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgt'd	3452	15	12	1	100
	Weighted (000)	17001	45	42	6	433
	Horz %	100.00	0.27	0.25	0.03	2.55
	Vert %	6.97	4.92	8.59	4.28	7.78
	Index	100	71	123	61	112
			*	*	*	
Downloaded Music - Past Month	Unwgt'd	9054	43	36	5	284
	Weighted (000)	47933	181	150	50	1270
	Horz %	100.00	0.38	0.31	0.10	2.65
	Vert %	19.64	19.69	30.48	38.76	22.84
	Index	100	100	155	197	116
			*	*	*	
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgt'd	3700	22	17	1	126
	Weighted (000)	17081	70	75	12	524
	Horz %	100.00	0.41	0.44	0.07	3.07
	Vert %	7.00	7.59	15.23	8.93	9.42
	Index	100	108	218	128	135
			*	*	*	
Visited iHeartRadio site - Past Month	Unwgt'd	4412	20	12	1	116
	Weighted (000)	21989	80	54	10	479
	Horz %	100.00	0.37	0.25	0.05	2.18
	Vert %	9.01	8.76	10.97	7.86	8.61
	Index	100	97	122	87	96

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
					*	*
Visited iTunes.com site - Past Month	Unwgt'd	8331	60	33	5	309
	Weighted (000)	40212	270	121	46	1344
	Horz %	100.00	0.67	0.30	0.11	3.34
	Vert %	16.47	29.39	24.63	35.62	24.18
	Index	100	178	150	216	147
					*	*
Visited Pandora.com site - Past Month	Unwgt'd	16996	93	56	9	519
	Weighted (000)	87700	349	234	77	2238
	Horz %	100.00	0.40	0.27	0.09	2.55
	Vert %	35.93	38.04	47.51	59.65	40.25
	Index	100	106	132	166	112
			*	*	*	*
Visited Spotify site - Past Month	Unwgt'd	6074	25	24	2	176
	Weighted (000)	32588	112	133	12	886
	Horz %	100.00	0.34	0.41	0.04	2.72
	Vert %	13.35	12.18	26.94	9.22	15.94
	Index	100	91	202	69	119
			*	*	*	*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16507	86	37	6	426
	Weighted (000)	83844	334	191	45	1850
	Horz %	100.00	0.40	0.23	0.05	2.21
	Vert %	34.35	36.36	38.83	34.83	33.28
	Index	100	106	113	101	97
			*	*	*	*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13908	76	36	4	354
	Weighted (000)	70343	273	179	16	1451
	Horz %	100.00	0.39	0.25	0.02	2.06
	Vert %	28.82	29.75	36.33	12.46	26.09
	Index	100	103	126	43	91
			*	*	*	*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	17125	84	36	8	439
	Weighted (000)	86850	307	187	56	1873
	Horz %	100.00	0.35	0.22	0.06	2.16
	Vert %	35.58	33.41	38.02	43.30	33.69
	Index	100	94	107	122	95
			*	*	*	*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12845	66	29	4	309
	Weighted (000)	65189	305	145	16	1337
	Horz %	100.00	0.47	0.22	0.02	2.05
	Vert %	26.71	33.27	29.39	12.46	24.05
	Index	100	125	110	47	90
			*	*	*	*
Most trusted media: Radio	Unwgt'd	4143	24	7	1	103
	Weighted (000)	21056	87	37	12	381
	Horz %	100.00	0.41	0.18	0.05	1.81
	Vert %	8.63	9.44	7.61	8.93	6.85
	Index	100	109	88	103	79
			*	*	*	*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38598	206	90	16	1069
	Weighted (000)	190885	746	339	98	4317
	Horz %	100.00	0.39	0.18	0.05	2.26
	Vert %	78.20	81.26	68.82	76.17	77.65
	Index	100	104	88	97	99

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
						*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	30674	162	75	14	860
	Weighted (000)	150599	593	289	91	3475
	Horz %	100.00	0.39	0.19	0.06	2.31
	Vert %	61.70	64.59	58.78	70.82	62.52
	Index	100	105	95	115	101
						*
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	26407	134	60	12	710
	Weighted (000)	129573	468	219	81	2792
	Horz %	100.00	0.36	0.17	0.06	2.15
	Vert %	53.09	50.96	44.46	62.79	50.22
	Index	100	96	84	118	95
						*
TV Dayparts: Prime Time Sunday Cume Audience: 7:00- 11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	30767	162	59	13	854
	Weighted (000)	150356	598	221	86	3395
	Horz %	100.00	0.40	0.15	0.06	2.26
	Vert %	61.60	65.15	44.85	67.01	61.08
	Index	100	106	73	109	99
				*	*	
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13588	57	28	11	306
	Weighted (000)	72467	193	123	62	1324
	Horz %	100.00	0.27	0.17	0.09	1.83
	Vert %	29.69	20.99	24.99	47.74	23.82
	Index	100	71	84	161	80
				*	*	
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm- 6:30 pm (Central/Mountain)	Unwgted	24214	115	48	14	633
	Weighted (000)	122899	440	186	64	2638
	Horz %	100.00	0.36	0.15	0.05	2.15
	Vert %	50.35	47.90	37.88	49.43	47.44
	Index	100	95	75	98	94
			*	*	*	
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm- Midnight (Central/Mountain)	Unwgted	8203	37	17	3	192
	Weighted (000)	41009	126	58	19	716
	Horz %	100.00	0.31	0.14	0.05	1.75
	Vert %	16.80	13.76	11.79	14.55	12.88
	Index	100	82	70	87	77
				*	*	
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgted	20426	101	40	10	522
	Weighted (000)	102185	366	160	65	2098
	Horz %	100.00	0.36	0.16	0.06	2.05
	Vert %	41.86	39.93	32.57	50.26	37.73
	Index	100	95	78	120	90
						*
TV Dayparts: Weekend Sports Cume Audience: Saturday- Sunday Afternoon	Unwgted	23818	122	60	11	621
	Weighted (000)	120635	427	226	74	2581
	Horz %	100.00	0.35	0.19	0.06	2.14
	Vert %	49.42	46.51	45.91	57.45	46.42
	Index	100	94	93	116	94
			*	*	*	
Downloaded a TV Program - Past Month	Unwgted	2514	11	9	1	77
	Weighted (000)	11768	30	32	1	292
	Horz %	100.00	0.25	0.28	0.01	2.48
	Vert %	4.82	3.26	6.59	0.54	5.25
	Index	100	68	137	11	109

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	
Watched a TV Program Online Past Month	Unwgt'd	8915	41	26	4	252
	Weighted (000)	43431	141	119	29	1103
	Horz %	100.00	0.32	0.27	0.07	2.54
	Vert %	17.79	15.37	24.26	22.31	19.84
	Index	100	86	136	125	112
				*	*	
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	53	24	4	296
	Weighted (000)	47213	177	87	18	1186
	Horz %	100.00	0.38	0.18	0.04	2.51
	Vert %	19.34	19.31	17.69	14.28	21.33
	Index	100	100	91	74	110
			*	*	*	
Looked at TV Listings Online - Past Month	Unwgt'd	5331	43	18	4	192
	Weighted (000)	24808	173	59	23	785
	Horz %	100.00	0.70	0.24	0.09	3.16
	Vert %	10.16	18.85	12.05	18.18	14.11
	Index	100	185	119	179	139
					*	
Household Subscribes to Cable TV	Unwgt'd	22534	116	51	15	654
	Weighted (000)	109088	410	189	91	2642
	Horz %	100.00	0.38	0.17	0.08	2.42
	Vert %	44.69	44.70	38.33	70.36	47.52
	Index	100	100	86	157	106
					*	
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	210	93	20	1129
	Weighted (000)	188357	746	373	129	4721
	Horz %	100.00	0.40	0.20	0.07	2.51
	Vert %	77.17	81.27	75.69	100.00	84.92
	Index	100	105	98	130	110
					*	
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	200	89	20	1082
	Weighted (000)	180739	710	353	129	4547
	Horz %	100.00	0.39	0.20	0.07	2.52
	Vert %	74.05	77.39	71.63	100.00	81.78
	Index	100	105	97	135	110
					*	
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	153	56	12	767
	Weighted (000)	131456	537	225	88	3239
	Horz %	100.00	0.41	0.17	0.07	2.46
	Vert %	53.86	58.47	45.79	68.13	58.26
	Index	100	109	85	127	108
				*	*	
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	86	41	9	530
	Weighted (000)	75868	288	159	70	2172
	Horz %	100.00	0.38	0.21	0.09	2.86
	Vert %	31.08	31.41	32.26	54.24	39.08
	Index	100	101	104	174	126
			*	*	*	
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	5693	32	19	1	202
	Weighted (000)	27121	124	69	12	872
	Horz %	100.00	0.46	0.26	0.04	3.22
	Vert %	11.11	13.47	14.09	8.93	15.69
	Index	100	121	127	80	141

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
					*	*
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	82	47	8	471
	Weighted (000)	59121	308	179	66	1859
	Horz %	100.00	0.52	0.30	0.11	3.14
	Vert %	24.22	33.60	36.27	51.37	33.44
	Index	100	139	150	212	138
					*	*
Household Has a Satellite Dish	Unwgted	10843	54	26	5	289
	Weighted (000)	61939	230	122	30	1444
	Horz %	100.00	0.37	0.20	0.05	2.33
	Vert %	25.38	25.09	24.85	23.24	25.97
	Index	100	99	98	92	102
					*	*
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	159	72	10	834
	Weighted (000)	116768	525	249	60	3405
	Horz %	100.00	0.45	0.21	0.05	2.92
	Vert %	47.84	57.18	50.65	46.33	61.24
	Index	100	120	106	97	128
					*	*
Any Internet/Online Activity - Past Month	Unwgted	42373	245	112	19	1242
	Weighted (000)	208554	862	469	126	5227
	Horz %	100.00	0.41	0.22	0.06	2.51
	Vert %	85.44	94.00	95.28	97.82	94.01
	Index	100	110	112	114	110
					*	*
Played Games Online - Past Month	Unwgted	13852	69	23	3	339
	Weighted (000)	73850	271	100	15	1586
	Horz %	100.00	0.37	0.14	0.02	2.15
	Vert %	30.26	29.57	20.26	11.24	28.53
	Index	100	98	67	37	94
			*	*	*	*
Downloaded a Video Game - Past Month	Unwgted	5083	18	9	0	111
	Weighted (000)	28601	66	34	0	631
	Horz %	100.00	0.23	0.12	0.00	2.21
	Vert %	11.72	7.19	6.89	0.00	11.35
	Index	100	61	59	0	97
			*	*	*	*
Downloaded a Movie - Past Month	Unwgted	4447	26	14	1	147
	Weighted (000)	21989	96	42	12	599
	Horz %	100.00	0.43	0.19	0.05	2.72
	Vert %	9.01	10.42	8.59	8.93	10.77
	Index	100	116	95	99	120
			*	*	*	*
Watched a Movie Online - Past Month	Unwgted	11540	51	39	2	322
	Weighted (000)	58047	198	149	21	1482
	Horz %	100.00	0.34	0.26	0.04	2.55
	Vert %	23.78	21.62	30.20	16.41	26.66
	Index	100	91	127	69	112
			*	*	*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	44	22	1	267
	Weighted (000)	50248	134	93	10	1149
	Horz %	100.00	0.27	0.18	0.02	2.29
	Vert %	20.59	14.55	18.83	7.48	20.67
	Index	100	71	91	36	100

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	*
Visited a Chat Room - Past Month	Unwgted	2194	9	4	0	54
	Weighted (000)	10601	22	11	0	193
	Horz %	100.00	0.20	0.10	0.00	1.82
	Vert %	4.34	2.35	2.20	0.00	3.47
	Index	100	54	51	0	80
Used e-Mail - Past Month	Unwgted	37148	228	107	19	1158
	Weighted (000)	177506	817	445	126	4798
	Horz %	100.00	0.46	0.25	0.07	2.70
	Vert %	72.72	88.99	90.48	97.82	86.30
	Index	100	122	124	135	119
Used Instant Messenger/IM Online - Past Month	Unwgted	29084	162	87	12	823
	Weighted (000)	148723	609	347	104	3644
	Horz %	100.00	0.41	0.23	0.07	2.45
	Vert %	60.93	66.33	70.53	80.25	65.54
	Index	100	109	116	132	108
Visited Online Blogs - Past Month	Unwgted	6650	43	15	2	207
	Weighted (000)	32542	146	65	19	897
	Horz %	100.00	0.45	0.20	0.06	2.76
	Vert %	13.33	15.96	13.19	14.63	16.14
	Index	100	120	99	110	121
Wrote an Online Blog - Past Month	Unwgted	1215	6	3	0	33
	Weighted (000)	5810	24	12	0	189
	Horz %	100.00	0.41	0.20	0.00	3.26
	Vert %	2.38	2.59	2.42	0.00	3.40
	Index	100	109	101	0	143
Uploaded or Added Video to a Web Site - Past Month	Unwgted	4085	23	16	1	119
	Weighted (000)	20569	99	64	8	506
	Horz %	100.00	0.48	0.31	0.04	2.46
	Vert %	8.43	10.75	13.03	5.89	9.11
	Index	100	128	155	70	108
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgted	36787	201	102	16	1062
	Weighted (000)	184180	728	428	102	4561
	Horz %	100.00	0.40	0.23	0.06	2.48
	Vert %	75.46	79.34	87.03	78.84	82.05
	Index	100	105	115	104	109
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgted	29944	156	83	12	817
	Weighted (000)	152016	580	326	87	3572
	Horz %	100.00	0.38	0.21	0.06	2.35
	Vert %	62.28	63.24	66.25	67.27	64.25
	Index	100	102	106	108	103
Foursquare	Unwgted	259	0	0	0	5
	Weighted (000)	1096	0	0	0	20
	Horz %	100.00	0.00	0.00	0.00	1.85
	Vert %	0.45	0.00	0.00	0.00	0.36
	Index	100	0	0	0	81

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	
Google + (Google Plus)	Unwgt'd	7523	44	20	3	217
	Weighted (000)	37002	157	71	17	913
	Horz %	100.00	0.42	0.19	0.05	2.47
	Vert %	15.16	17.07	14.34	12.96	16.43
	Index	100	113	95	85	108
			*	*	*	
Instagram	Unwgt'd	11180	52	33	2	329
	Weighted (000)	59923	197	156	14	1588
	Horz %	100.00	0.33	0.26	0.02	2.65
	Vert %	24.55	21.48	31.72	10.55	28.56
	Index	100	87	129	43	116
			*	*	*	
LinkedIn	Unwgt'd	7899	71	27	4	344
	Weighted (000)	31599	216	96	25	1214
	Horz %	100.00	0.68	0.30	0.08	3.84
	Vert %	12.95	23.54	19.57	19.13	21.83
	Index	100	182	151	148	169
			*	*	*	
Pinterest	Unwgt'd	9299	45	24	3	281
	Weighted (000)	49108	174	129	23	1327
	Horz %	100.00	0.35	0.26	0.05	2.70
	Vert %	20.12	18.94	26.17	17.54	23.87
	Index	100	94	130	87	119
			*	*	*	*
Tumblr	Unwgt'd	1737	4	4	0	30
	Weighted (000)	9309	19	19	0	127
	Horz %	100.00	0.20	0.20	0.00	1.36
	Vert %	3.81	2.06	3.85	0.00	2.28
	Index	100	54	101	0	60
			*	*	*	
Twitter	Unwgt'd	6507	37	26	0	198
	Weighted (000)	32509	128	127	0	890
	Horz %	100.00	0.40	0.39	0.00	2.74
	Vert %	13.32	14.00	25.88	0.00	16.01
	Index	100	105	194	0	120
			*	*	*	
Yelp	Unwgt'd	4238	30	21	3	180
	Weighted (000)	17049	101	77	15	675
	Horz %	100.00	0.59	0.45	0.09	3.96
	Vert %	6.98	10.98	15.57	11.43	12.14
	Index	100	157	223	164	174
			*	*	*	
YouTube	Unwgt'd	24878	127	66	12	704
	Weighted (000)	125197	480	281	74	3129
	Horz %	100.00	0.38	0.22	0.06	2.50
	Vert %	51.29	52.30	57.18	57.28	56.28
	Index	100	102	111	112	110
			*	*	*	
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgt'd	19391	98	57	5	546
	Weighted (000)	98998	408	245	29	2381
	Horz %	100.00	0.41	0.25	0.03	2.41
	Vert %	40.56	44.49	49.84	22.11	42.83
	Index	100	110	123	55	106

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	
"Follow" or become a "fan of" something or someone	Unwgt'd	9880	41	29	0	265
	Weighted (000)	51999	142	132	0	1191
	Horz %	100.00	0.27	0.25	0.00	2.29
	Vert %	21.30	15.51	26.82	0.00	21.43
	Index	100	73	126	0	101
Clicked on an advertisement				*	*	
	Unwgt'd	7250	53	24	3	264
	Weighted (000)	34609	189	93	25	1040
	Horz %	100.00	0.55	0.27	0.07	3.01
	Vert %	14.18	20.56	18.83	19.47	18.71
Index	100	145	133	137	132	
Watched a video					*	
	Unwgt'd	23931	129	64	10	661
	Weighted (000)	121821	513	284	56	2871
	Horz %	100.00	0.42	0.23	0.05	2.36
	Vert %	49.91	55.89	57.79	43.51	51.65
Index	100	112	116	87	103	
Websites or apps visited or used in the last 30 days: Coupons			*	*	*	
	Unwgt'd	1642	6	3	1	53
	Weighted (000)	7736	21	7	10	239
	Horz %	100.00	0.27	0.09	0.13	3.08
	Vert %	3.17	2.25	1.34	7.86	4.29
Index	100	71	42	248	135	
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month					*	
	Unwgt'd	40180	234	108	17	1170
	Weighted (000)	200974	853	454	108	4930
	Horz %	100.00	0.42	0.23	0.05	2.45
	Vert %	82.34	92.91	92.30	83.49	88.67
Index	100	113	112	101	108	
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month					*	
	Unwgt'd	20952	128	70	9	646
	Weighted (000)	106707	454	259	72	2842
	Horz %	100.00	0.43	0.24	0.07	2.66
	Vert %	43.72	49.46	52.71	55.73	51.12
Index	100	113	121	127	117	
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month					*	
	Unwgt'd	19339	108	56	6	592
	Weighted (000)	97935	387	239	57	2512
	Horz %	100.00	0.40	0.24	0.06	2.57
	Vert %	40.12	42.16	48.60	44.01	45.19
Index	100	105	121	110	113	
Played Music on Cellular Phone/Mobile/Smartphone - Past Month					*	
	Unwgt'd	24725	128	79	12	739
	Weighted (000)	126500	466	343	91	3261
	Horz %	100.00	0.37	0.27	0.07	2.58
	Vert %	51.83	50.73	69.70	70.73	58.66
Index	100	98	134	136	113	
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month				*	*	
	Unwgt'd	15697	77	41	4	415
	Weighted (000)	84080	346	166	39	1978
	Horz %	100.00	0.41	0.20	0.05	2.35
	Vert %	34.45	37.74	33.73	30.36	35.59
Index	100	110	98	88	103	



RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
					*	*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	11626	51	32	3	321
	Weighted (000)	61092	172	139	16	1465
	Horz %	100.00	0.28	0.23	0.03	2.40
	Vert %	25.03	18.71	28.34	12.73	26.35
	Index	100	75	113	51	105
					*	*
Used a Mobile "App" - Past Month	Unwgted	25794	137	83	9	795
	Weighted (000)	128777	496	340	76	3520
	Horz %	100.00	0.38	0.26	0.06	2.73
	Vert %	52.76	54.02	69.03	59.06	63.32
	Index	100	102	131	112	120
					*	*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	10912	72	18	6	350
	Weighted (000)	50128	207	54	31	1309
	Horz %	100.00	0.41	0.11	0.06	2.61
	Vert %	20.54	22.57	10.94	24.19	23.54
	Index	100	110	53	118	115
					*	*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	14245	97	27	7	450
	Weighted (000)	67106	299	98	32	1702
	Horz %	100.00	0.45	0.15	0.05	2.54
	Vert %	27.49	32.58	19.82	24.73	30.62
	Index	100	119	72	90	111
					*	*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	19488	135	66	7	634
	Weighted (000)	91290	413	255	47	2491
	Horz %	100.00	0.45	0.28	0.05	2.73
	Vert %	37.40	45.05	51.89	36.12	44.81
	Index	100	120	139	97	120
			*	*	*	*
Read Classified Advertising in Weekday Newspaper	Unwgted	3772	20	3	2	89
	Weighted (000)	20084	75	7	20	398
	Horz %	100.00	0.37	0.03	0.10	1.98
	Vert %	8.23	8.17	1.36	15.34	7.16
	Index	100	99	16	186	87
			*	*	*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgted	3758	18	3	4	93
	Weighted (000)	19510	48	7	34	389
	Horz %	100.00	0.25	0.04	0.17	1.99
	Vert %	7.99	5.21	1.43	26.44	6.99
	Index	100	65	18	331	87
			*	*	*	*
Read Advertisements in Weekday Newspaper	Unwgted	3812	29	5	3	113
	Weighted (000)	17916	96	5	18	445
	Horz %	100.00	0.54	0.03	0.10	2.48
	Vert %	7.34	10.45	1.04	13.91	8.00
	Index	100	142	14	190	109
			*	*	*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgted	4633	34	10	6	147
	Weighted (000)	22092	102	39	55	604
	Horz %	100.00	0.46	0.18	0.25	2.73
	Vert %	9.05	11.11	7.93	42.54	10.86
	Index	100	123	88	470	120

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	36	5	3	138
	Weighted (000)	23852	124	8	18	582
	Horz %	100.00	0.52	0.03	0.08	2.44
	Vert %	9.77	13.52	1.56	13.91	10.47
	Index	100	138	16	142	107
			*	*	*	
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	45	10	5	212
	Weighted (000)	34013	159	37	32	838
	Horz %	100.00	0.47	0.11	0.09	2.46
	Vert %	13.93	17.29	7.49	25.02	15.08
	Index	100	124	54	180	108
			*	*	*	
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4191	33	6	4	121
	Weighted (000)	20652	146	33	45	613
	Horz %	100.00	0.71	0.16	0.22	2.97
	Vert %	8.46	15.94	6.63	35.11	11.03
	Index	100	188	78	415	130
			*	*	*	
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	70	20	2	259
	Weighted (000)	47372	299	79	11	1137
	Horz %	100.00	0.63	0.17	0.02	2.40
	Vert %	19.41	32.62	15.99	8.65	20.45
	Index	100	168	82	45	105
		*	*	*	*	*
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
		*	*	*	*	*
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
			*	*	*	
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8175	31	14	3	194
	Weighted (000)	42062	124	68	23	868
	Horz %	100.00	0.29	0.16	0.05	2.06
	Vert %	17.23	13.46	13.87	17.86	15.62
	Index	100	78	80	104	91

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	17	7	3	110
	Weighted (000)	27750	62	29	23	431
	Horz %	100.00	0.22	0.11	0.08	1.55
	Vert %	11.37	6.71	5.97	17.86	7.75
	Index	100	59	53	157	68
			*	*	*	
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	10	10	1	115
	Weighted (000)	27941	32	35	10	455
	Horz %	100.00	0.11	0.12	0.04	1.63
	Vert %	11.45	3.50	7.08	7.86	8.18
	Index	100	31	62	69	71
			*	*	*	
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	17	12	2	133
	Weighted (000)	30170	73	42	22	626
	Horz %	100.00	0.24	0.14	0.07	2.07
	Vert %	12.36	7.95	8.45	16.79	11.25
	Index	100	64	68	136	91
			*	*	*	
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	25	8	2	135
	Weighted (000)	24469	98	22	22	523
	Horz %	100.00	0.40	0.09	0.09	2.14
	Vert %	10.02	10.68	4.50	16.79	9.40
	Index	100	107	45	167	94
			*	*	*	
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	11	10	1	85
	Weighted (000)	23484	28	36	10	358
	Horz %	100.00	0.12	0.15	0.04	1.53
	Vert %	9.62	3.10	7.23	7.86	6.45
	Index	100	32	75	82	67
			*	*	*	
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	26	21	4	163
	Weighted (000)	30556	95	78	27	726
	Horz %	100.00	0.31	0.25	0.09	2.38
	Vert %	12.52	10.36	15.75	20.62	13.06
	Index	100	83	126	165	104
			*	*	*	
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	13	8	1	91
	Weighted (000)	21008	57	33	10	432
	Horz %	100.00	0.27	0.16	0.05	2.06
	Vert %	8.61	6.17	6.64	7.86	7.78
	Index	100	72	77	91	90
			*	*	*	
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	23	11	2	127
	Weighted (000)	31175	86	69	12	603
	Horz %	100.00	0.28	0.22	0.04	1.93
	Vert %	12.77	9.41	13.94	8.94	10.84
	Index	100	74	109	70	85
			*	*	*	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	17	9	2	97
	Weighted (000)	23019	54	32	12	432
	Horz %	100.00	0.24	0.14	0.05	1.87
	Vert %	9.43	5.92	6.55	8.94	7.76
	Index	100	63	69	95	82

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	18	11	2	106
	Weighted (000)	19382	59	68	12	498
	Horz %	100.00	0.30	0.35	0.06	2.57
	Vert %	7.94	6.43	13.73	8.94	8.95
	Index	100	81	173	113	113
			*	*	*	
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	20	10	2	120
	Weighted (000)	27407	63	34	13	480
	Horz %	100.00	0.23	0.12	0.05	1.75
	Vert %	11.23	6.89	6.84	10.04	8.63
	Index	100	61	61	89	77
			*	*	*	
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	19	11	4	119
	Weighted (000)	17909	61	46	33	470
	Horz %	100.00	0.34	0.26	0.18	2.62
	Vert %	7.34	6.68	9.34	25.34	8.45
	Index	100	91	127	345	115
			*	*	*	
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	51	29	3	240
	Weighted (000)	41042	175	113	13	964
	Horz %	100.00	0.43	0.28	0.03	2.35
	Vert %	16.81	19.07	22.98	9.76	17.35
	Index	100	113	137	58	103
			*	*	*	
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	8	9	3	78
	Weighted (000)	18065	23	32	25	322
	Horz %	100.00	0.13	0.18	0.14	1.78
	Vert %	7.40	2.48	6.46	19.54	5.79
	Index	100	34	87	264	78
			*	*	*	
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	14	9	2	93
	Weighted (000)	16785	39	31	14	343
	Horz %	100.00	0.23	0.19	0.08	2.05
	Vert %	6.88	4.23	6.33	10.62	6.18
	Index	100	61	92	154	90
			*	*	*	
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	18	18	1	130
	Weighted (000)	25878	66	84	10	594
	Horz %	100.00	0.25	0.32	0.04	2.30
	Vert %	10.60	7.16	17.01	7.86	10.69
	Index	100	68	160	74	101
			*	*	*	
Have Seen Ads on Billboards - Past Month	Unwgted	23703	127	62	11	663
	Weighted (000)	117973	494	240	74	2833
	Horz %	100.00	0.42	0.20	0.06	2.40
	Vert %	48.33	53.80	48.70	57.41	50.95
	Index	100	111	101	119	105
			*	*	*	
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	51	28	3	318
	Weighted (000)	50330	203	120	34	1317
	Horz %	100.00	0.40	0.24	0.07	2.62
	Vert %	20.62	22.16	24.30	26.53	23.69
	Index	100	107	118	129	115

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
			*	*	*	
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7328	35	19	1	198
	Weighted (000)	32843	120	65	10	690
	Horz %	100.00	0.37	0.20	0.03	2.10
	Vert %	13.46	13.07	13.23	7.86	12.42
	Index	100	97	98	58	92
			*	*	*	
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3849	15	12	2	94
	Weighted (000)	17102	44	44	12	349
	Horz %	100.00	0.26	0.26	0.07	2.04
	Vert %	7.01	4.82	8.87	8.94	6.27
	Index	100	69	127	128	89
			*	*	*	
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	5892	26	19	2	175
	Weighted (000)	26219	54	75	18	669
	Horz %	100.00	0.20	0.29	0.07	2.55
	Vert %	10.74	5.84	15.27	13.75	12.04
	Index	100	54	142	128	112
			*	*	*	
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	3008	12	8	1	70
	Weighted (000)	14451	46	22	10	300
	Horz %	100.00	0.32	0.16	0.07	2.07
	Vert %	5.92	5.06	4.57	7.86	5.39
	Index	100	86	77	133	91
			*	*	*	
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7405	38	24	3	226
	Weighted (000)	36191	145	89	42	969
	Horz %	100.00	0.40	0.25	0.12	2.68
	Vert %	14.83	15.75	18.04	32.87	17.44
	Index	100	106	122	222	118
			*	*	*	
Have Seen Ads on Postcards - Past Month	Unwgt'd	5576	24	17	4	149
	Weighted (000)	26312	106	48	46	641
	Horz %	100.00	0.40	0.18	0.17	2.43
	Vert %	10.78	11.58	9.74	35.68	11.52
	Index	100	107	90	331	107
			*	*	*	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	13421	82	33	3	399
	Weighted (000)	66442	370	127	44	1784
	Horz %	100.00	0.56	0.19	0.07	2.68
	Vert %	27.22	40.35	25.88	34.31	32.09
	Index	100	148	95	126	118
			*	*	*	
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8606	44	27	3	243
	Weighted (000)	42087	209	109	44	1155
	Horz %	100.00	0.50	0.26	0.11	2.74
	Vert %	17.24	22.73	22.07	34.31	20.77
	Index	100	132	128	199	120
			*	*	*	
Have Seen Ads Shown On- Screen Before Start of a Movie - Past Month	Unwgt'd	10943	62	40	5	327
	Weighted (000)	53139	263	155	57	1527
	Horz %	100.00	0.49	0.29	0.11	2.87
	Vert %	21.77	28.64	31.49	44.55	27.46
	Index	100	132	145	205	126

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Own\Lease Lexus ES (250/300/330/350)	Own\Lease Lexus IS (200/250/300/350)	Own\Lease Lexus LX (470/570)	Own\Lease any Lexus
					*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	76	40	4	424
	Weighted (000)	76102	279	150	30	1867
	Horz %	100.00	0.37	0.20	0.04	2.45
	Vert %	31.18	30.37	30.56	23.22	33.58
	Index	100	97	98	74	108
					*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	57	30	4	302
	Weighted (000)	52205	221	125	30	1287
	Horz %	100.00	0.42	0.24	0.06	2.47
	Vert %	21.39	24.12	25.33	23.22	23.15
	Index	100	113	118	109	108
			*	*	*	*
Have Seen Infomercials - Past Month	Unwgt'd	9871	46	25	7	270
	Weighted (000)	49119	179	107	58	1194
	Horz %	100.00	0.36	0.22	0.12	2.43
	Vert %	20.12	19.50	21.64	44.65	21.48
	Index	100	97	108	222	107
			*	*	*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	100	49	12	540
	Weighted (000)	96299	397	167	76	2302
	Horz %	100.00	0.41	0.17	0.08	2.39
	Vert %	39.45	43.29	33.90	58.80	41.41
	Index	100	110	86	149	105
			*	*	*	*
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4596	12	6	2	81
	Weighted (000)	24167	62	29	33	457
	Horz %	100.00	0.26	0.12	0.14	1.89
	Vert %	9.90	6.75	5.94	25.39	8.22
	Index	100	68	60	256	83
			*	*	*	*
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	95	46	9	494
	Weighted (000)	88092	334	161	59	2127
	Horz %	100.00	0.38	0.18	0.07	2.41
	Vert %	36.09	36.43	32.75	45.66	38.25
	Index	100	101	91	127	106
			*	*	*	*
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	49	34	5	309
	Weighted (000)	56256	217	125	38	1387
	Horz %	100.00	0.39	0.22	0.07	2.47
	Vert %	23.05	23.61	25.49	29.47	24.95
	Index	100	102	111	128	108

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Adults 18+	Unwgt'd	48646	708	470	626
	Weighted (000)	244084	2922	1702	2658
	Horz %	100.00	1.20	0.70	1.09
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Male	Unwgt'd	24620	374	252	295
	Weighted (000)	117785	1374	818	1157
	Horz %	100.00	1.17	0.69	0.98
	Vert %	48.26	47.02	48.06	43.52
	Index	100	97	100	90
Female	Unwgt'd	24026	334	218	331
	Weighted (000)	126299	1548	884	1501
	Horz %	100.00	1.23	0.70	1.19
	Vert %	51.74	52.98	51.94	56.48
	Index	100	102	100	109
Age 18-24			*	*	*
	Unwgt'd	3885	36	12	36
	Weighted (000)	30253	268	122	267
	Horz %	100.00	0.89	0.40	0.88
	Vert %	12.39	9.19	7.15	10.05
Age 25-34	Index	100	74	58	81
				*	
	Unwgt'd	8183	60	28	68
	Weighted (000)	43389	305	125	275
	Horz %	100.00	0.70	0.29	0.63
Age 35-44	Vert %	17.78	10.44	7.32	10.35
	Index	100	59	41	58
	Unwgt'd	8605	114	75	107
	Weighted (000)	40230	436	249	415
	Horz %	100.00	1.08	0.62	1.03
Age 45-54	Vert %	16.48	14.93	14.62	15.63
	Index	100	91	89	95
	Unwgt'd	8861	128	81	93
	Weighted (000)	43105	608	353	456
	Horz %	100.00	1.41	0.82	1.06
Age 55-64	Vert %	17.66	20.82	20.75	17.14
	Index	100	118	118	97
	Unwgt'd	8498	161	120	144
	Weighted (000)	40725	583	339	565
	Horz %	100.00	1.43	0.83	1.39
Age 65+	Vert %	16.68	19.95	19.91	21.24
	Index	100	120	119	127
	Unwgt'd	10614	209	154	178
	Weighted (000)	46383	721	515	680
	Horz %	100.00	1.55	1.11	1.47
	Vert %	19.00	24.68	30.25	25.59
	Index	100	130	159	135

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Age 21+	Unwgt'd	47284	696	464	616
	Weighted (000)	232046	2835	1657	2571
	Horz %	100.00	1.22	0.71	1.11
	Vert %	95.07	97.03	97.38	96.72
	Index	100	102	102	102
Age 18-34				*	
	Unwgt'd	12068	96	40	104
	Weighted (000)	73642	573	246	542
	Horz %	100.00	0.78	0.33	0.74
	Vert %	30.17	19.62	14.47	20.39
Age 18-49	Index	100	65	48	68
	Unwgt'd	24996	265	155	252
	Weighted (000)	134658	1326	671	1177
	Horz %	100.00	0.98	0.50	0.87
	Vert %	55.17	45.38	39.45	44.26
Age 25-54	Index	100	82	72	80
	Unwgt'd	25649	302	184	268
	Weighted (000)	126724	1349	727	1146
	Horz %	100.00	1.06	0.57	0.90
	Vert %	51.92	46.19	42.69	43.12
Age 35-64	Index	100	89	82	83
	Unwgt'd	25964	403	276	344
	Weighted (000)	124059	1627	941	1436
	Horz %	100.00	1.31	0.76	1.16
	Vert %	50.83	55.70	55.28	54.01
Age 50+	Index	100	110	109	106
	Unwgt'd	23650	443	315	374
	Weighted (000)	109426	1596	1031	1482
	Horz %	100.00	1.46	0.94	1.35
	Vert %	44.83	54.62	60.55	55.74
Median Age	Index	100	122	135	124
	Unwgt'd	47.00	52.30	55.10	53.20
	Weighted (000)				
	Horz %				
	Vert %				
Race: White Only	Index	100	111	117	113
	Unwgt'd	34564	498	351	439
	Weighted (000)	179823	2216	1341	1940
	Horz %	100.00	1.23	0.75	1.08
	Vert %	73.67	75.84	78.80	72.96
Race: Black/African-American Only	Index	100	103	107	99
	Unwgt'd	5909	85	33	66
	Weighted (000)	29535	386	98	300
	Horz %	100.00	1.31	0.33	1.02
	Vert %	12.10	13.20	5.78	11.29
	Index	100	109	48	93



RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought\leased new	Would buy/lease new Lexus if making decision today
					*
Race: Asian	Unwgted	2388	72	45	63
	Weighted (000)	8358	177	122	186
	Horz %	100.00	2.12	1.46	2.22
	Vert %	3.42	6.06	7.15	6.99
	Index	100	177	209	204
Race: Other Race/Multi-Racial	Unwgted	8173	125	86	121
	Weighted (000)	34726	320	262	419
	Horz %	100.00	0.92	0.76	1.21
	Vert %	14.23	10.97	15.42	15.75
	Index	100	77	108	111
Hispanic, Latino, Spanish Origin or Descent	Unwgted	6851	73	44	79
	Weighted (000)	37743	336	191	375
	Horz %	100.00	0.89	0.51	0.99
	Vert %	15.46	11.50	11.25	14.10
	Index	100	74	73	91
Hispanic, Personally Speak Only English at Home	Unwgted	1739	17	12	22
	Weighted (000)	6214	41	27	83
	Horz %	100.00	0.66	0.43	1.33
	Vert %	2.55	1.41	1.57	3.10
	Index	100	55	62	122
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	2047	35	20	33
	Weighted (000)	9439	134	59	113
	Horz %	100.00	1.42	0.62	1.19
	Vert %	3.87	4.57	3.46	4.23
	Index	100	118	90	109
Hispanic, Personally Speak Only Spanish at Home	Unwgted	1280	7	4	10
	Weighted (000)	10474	74	49	101
	Horz %	100.00	0.71	0.47	0.96
	Vert %	4.29	2.53	2.87	3.79
	Index	100	59	67	88
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1668	13	7	14
	Weighted (000)	9512	50	20	79
	Horz %	100.00	0.53	0.21	0.83
	Vert %	3.90	1.73	1.18	2.96
	Index	100	44	30	76
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	99	1	1	0
	Weighted (000)	1751	37	37	0
	Horz %	100.00	2.11	2.11	0.00
	Vert %	0.72	1.26	2.17	0.00
	Index	100	176	302	0
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6825	179	142	134
	Weighted (000)	26213	603	398	512
	Horz %	100.00	2.30	1.52	1.95
	Vert %	10.74	20.64	23.37	19.26
	Index	100	192	218	179

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10965	227	153	184
	Weighted (000)	46746	899	576	599
	Horz %	100.00	1.92	1.23	1.28
	Vert %	19.15	30.78	33.87	22.52
	Index	100	161	177	118
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2649	30	22	26
	Weighted (000)	11210	105	66	75
	Horz %	100.00	0.93	0.59	0.67
	Vert %	4.59	3.58	3.86	2.81
	Index	100	78	84	61
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3407	42	25	39
	Weighted (000)	13775	180	110	169
	Horz %	100.00	1.31	0.80	1.23
	Vert %	5.64	6.16	6.45	6.35
	Index	100	109	114	113
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10089	130	73	133
	Weighted (000)	44682	514	239	525
	Horz %	100.00	1.15	0.54	1.18
	Vert %	18.31	17.59	14.06	19.77
	Index	100	96	77	108
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10356	78	45	79
	Weighted (000)	71816	512	246	535
	Horz %	100.00	0.71	0.34	0.75
	Vert %	29.42	17.52	14.46	20.13
	Index	100	60	49	68
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4355	22	10	31
	Weighted (000)	29641	109	67	243
	Horz %	100.00	0.37	0.23	0.82
	Vert %	12.14	3.73	3.92	9.15
	Index	100	31	32	75
Currently Attending College or University	Unwgt'd	3403	41	25	35
	Weighted (000)	19372	203	147	174
	Horz %	100.00	1.05	0.76	0.90
	Vert %	7.94	6.95	8.63	6.56
	Index	100	88	109	83
Employed Full Time	Unwgt'd	25438	375	249	333
	Weighted (000)	119890	1509	889	1380
	Horz %	100.00	1.26	0.74	1.15
	Vert %	49.12	51.65	52.26	51.92
	Index	100	105	106	106
Employed Part Time	Unwgt'd	5730	75	52	72
	Weighted (000)	28854	398	204	266
	Horz %	100.00	1.38	0.71	0.92
	Vert %	11.82	13.61	11.99	10.01
	Index	100	115	101	85

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Not Employed	Unwgt'd	17478	258	169	221
	Weighted (000)	95339	1015	608	1012
	Horz %	100.00	1.06	0.64	1.06
	Vert %	39.06	34.74	35.75	38.06
	Index	100	89	92	97
Temporarily Unemployed			*	*	*
	Unwgt'd	1886	15	6	18
	Weighted (000)	12314	68	21	129
	Horz %	100.00	0.55	0.17	1.05
	Vert %	5.05	2.32	1.22	4.85
Retired from Employment	Index	100	46	24	96
	Unwgt'd	10143	193	138	164
	Weighted (000)	46820	672	451	677
	Horz %	100.00	1.43	0.96	1.45
	Vert %	19.18	22.98	26.51	25.48
Not Employed, Principal Shopper for Household	Index	100	120	138	133
			*	*	*
	Unwgt'd	2543	23	18	26
	Weighted (000)	16573	135	100	151
	Horz %	100.00	0.81	0.60	0.91
Occupation: Professional and Related Occupations	Vert %	6.79	4.62	5.85	5.68
	Index	100	68	86	84
	Unwgt'd	7405	124	80	111
	Weighted (000)	34142	466	238	402
	Horz %	100.00	1.37	0.70	1.18
Occupation: Management, Business and Financial Operations	Vert %	13.99	15.97	13.97	15.12
	Index	100	114	100	108
	Unwgt'd	6595	150	102	119
	Weighted (000)	24720	534	287	383
	Horz %	100.00	2.16	1.16	1.55
Occupation: Sales and Office Occupations	Vert %	10.13	18.28	16.88	14.42
	Index	100	181	167	142
	Unwgt'd	5959	91	63	83
	Weighted (000)	32636	505	286	352
	Horz %	100.00	1.55	0.88	1.08
Occupation: Natural Resources, Construction and Maintenance Occupations	Vert %	13.37	17.30	16.83	13.25
	Index	100	129	126	99
			*	*	*
	Unwgt'd	2756	21	10	22
	Weighted (000)	13728	94	37	126
Occupation: Other Employed	Horz %	100.00	0.68	0.27	0.92
	Vert %	5.62	3.22	2.19	4.75
	Index	100	57	39	84
				*	
	Unwgt'd	8453	64	46	70
Occupation: Other Employed	Weighted (000)	43519	307	245	383
	Horz %	100.00	0.70	0.56	0.88
	Vert %	17.83	10.50	14.37	14.39
	Index	100	59	81	81

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Household Income: \$250,000+	Unwgt'd	1966	82	66	53
	Weighted (000)	7800	302	273	198
	Horz %	100.00	3.87	3.50	2.54
	Vert %	3.20	10.35	16.04	7.45
	Index	100	324	502	233
Household Income: \$200,000-\$249,999			*	*	*
	Unwgt'd	1583	42	27	28
	Weighted (000)	7178	141	112	102
	Horz %	100.00	1.97	1.55	1.42
	Vert %	2.94	4.84	6.56	3.84
Household Income: \$150,000-\$199,999	Unwgt'd	3725	94	75	74
	Weighted (000)	18847	405	271	354
	Horz %	100.00	2.15	1.44	1.88
	Vert %	7.72	13.85	15.95	13.30
	Index	100	179	207	172
Household Income: \$100,000-\$149,999	Unwgt'd	7038	125	95	129
	Weighted (000)	39997	630	390	692
	Horz %	100.00	1.58	0.97	1.73
	Vert %	16.39	21.57	22.89	26.03
	Index	100	132	140	159
Household Income: \$75,000-\$99,999	Unwgt'd	6168	129	91	104
	Weighted (000)	32585	541	283	444
	Horz %	100.00	1.66	0.87	1.36
	Vert %	13.35	18.51	16.61	16.71
	Index	100	139	124	125
Household Income: \$60,000-\$74,999				*	*
	Unwgt'd	4945	62	35	60
	Weighted (000)	24958	233	117	220
	Horz %	100.00	0.93	0.47	0.88
	Vert %	10.23	7.98	6.90	8.26
Household Income: \$50,000-\$59,999	Index	100	78	67	81
				*	*
	Unwgt'd	3824	52	29	45
	Weighted (000)	18483	196	58	148
	Horz %	100.00	1.06	0.31	0.80
Household Income: \$40,000-\$49,999	Vert %	7.57	6.71	3.42	5.55
	Index	100	89	45	73
				*	*
	Unwgt'd	4928	56	29	49
	Weighted (000)	20001	179	79	158
Household Income: \$30,000-\$39,999	Horz %	100.00	0.89	0.40	0.79
	Vert %	8.19	6.11	4.65	5.95
	Index	100	75	57	73
				*	*
	Unwgt'd	4676	27	10	39
Household Income: \$30,000-\$39,999	Weighted (000)	21673	114	60	137
	Horz %	100.00	0.53	0.28	0.63
	Vert %	8.88	3.90	3.51	5.15
	Index	100	44	40	58

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
				*	*
Household Income: \$20,000-\$29,999	Unwgted	4378	21	9	21
	Weighted (000)	21286	79	31	62
	Horz %	100.00	0.37	0.15	0.29
	Vert %	8.72	2.70	1.85	2.33
	Index	100	31	21	27
Household Income: Under \$20,000				*	*
	Unwgted	5415	18	4	24
	Weighted (000)	31275	102	28	144
	Horz %	100.00	0.32	0.09	0.46
	Vert %	12.81	3.48	1.64	5.41
	Index	100	27	13	42
Median Household Income					
	Unwgted				
	Weighted (000)	65.60	101.40	125.00	101.20
	Horz %				
	Vert %				
	Index	100	155	190	154
Marital Status: Single, Never Married					
	Unwgted	12107	118	52	99
	Weighted (000)	69105	631	261	464
	Horz %	100.00	0.91	0.38	0.67
	Vert %	28.31	21.59	15.36	17.47
	Index	100	76	54	62
Marital Status: Currently Married					
	Unwgted	24506	443	335	389
	Weighted (000)	129071	1852	1256	1752
	Horz %	100.00	1.43	0.97	1.36
	Vert %	52.88	63.38	73.82	65.92
	Index	100	120	140	125
Marital Status: Divorced or Legally Separated					
	Unwgted	8229	99	54	92
	Weighted (000)	31030	311	125	320
	Horz %	100.00	1.00	0.40	1.03
	Vert %	12.71	10.66	7.33	12.03
	Index	100	84	58	95
Marital Status: Widowed			*	*	*
	Unwgted	3804	48	29	46
	Weighted (000)	14879	128	59	122
	Horz %	100.00	0.86	0.40	0.82
	Vert %	6.10	4.37	3.49	4.59
	Index	100	72	57	75
Marital Status: Engaged to Be Married			*	*	*
	Unwgted	2120	22	11	21
	Weighted (000)	11812	89	41	77
	Horz %	100.00	0.75	0.35	0.65
	Vert %	4.84	3.04	2.40	2.88
	Index	100	63	50	59
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*
	Unwgted	3596	31	14	22
	Weighted (000)	21557	172	47	104
	Horz %	100.00	0.80	0.22	0.48
	Vert %	8.83	5.90	2.79	3.90
	Index	100	67	32	44

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18201	215	130	188
	Weighted (000)	94932	970	543	899
	Horz %	100.00	1.02	0.57	0.95
	Vert %	38.89	33.21	31.91	33.81
	Index	100	85	82	87
1 Child Under Age 18 Currently Living at Home	Unwgt'd	7127	93	57	72
	Weighted (000)	38013	418	230	338
	Horz %	100.00	1.10	0.60	0.89
	Vert %	15.57	14.32	13.51	12.72
	Index	100	92	87	82
2 Children Under Age 18 Currently Living at Home	Unwgt'd	6935	87	58	89
	Weighted (000)	34366	344	253	441
	Horz %	100.00	1.00	0.74	1.28
	Vert %	14.08	11.76	14.87	16.58
	Index	100	84	106	118
3 Children Under Age 18 Currently Living at Home			*	*	*
	Unwgt'd	2804	27	12	25
	Weighted (000)	14813	162	46	107
	Horz %	100.00	1.10	0.31	0.73
	Vert %	6.07	5.56	2.71	4.04
4 Children Under Age 18 Currently Living at Home			*	*	*
	Unwgt'd	872	5	3	2
	Weighted (000)	4873	26	14	13
	Horz %	100.00	0.53	0.29	0.26
	Vert %	2.00	0.88	0.82	0.47
5 or More Children Under Age 18 Currently Living at Home			*	*	*
	Unwgt'd	463	3	0	0
	Weighted (000)	2867	20	0	0
	Horz %	100.00	0.71	0.00	0.00
	Vert %	1.17	0.69	0.00	0.00
Own Home/Residence					
	Unwgt'd	32775	595	420	500
	Weighted (000)	160976	2368	1450	2079
	Horz %	100.00	1.47	0.90	1.29
	Vert %	65.95	81.06	85.23	78.20
Rent Home/Residence				*	
	Unwgt'd	15306	111	49	122
	Weighted (000)	80205	533	250	552
	Horz %	100.00	0.66	0.31	0.69
	Vert %	32.86	18.24	14.70	20.77
Live Rent-Free in Home/Residence			*	*	*
	Unwgt'd	565	2	1	4
	Weighted (000)	2903	20	1	28
	Horz %	100.00	0.70	0.04	0.95
	Vert %	1.19	0.69	0.07	1.03
	Index	100	58	6	87

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Census Region: North East	Unwgted	11000	111	100	137
	Weighted (000)	44018	311	301	465
	Horz %	100.00	0.71	0.68	1.06
	Vert %	18.03	10.63	17.67	17.49
	Index	100	59	98	97
Census Region: South	Unwgted	17645	321	183	191
	Weighted (000)	92016	1319	697	821
	Horz %	100.00	1.43	0.76	0.89
	Vert %	37.70	45.15	40.97	30.90
	Index	100	120	109	82
Census Region: Midwest	Unwgted	9880	88	67	120
	Weighted (000)	52062	353	178	405
	Horz %	100.00	0.68	0.34	0.78
	Vert %	21.33	12.08	10.48	15.24
	Index	100	57	49	71
Census Region: West	Unwgted	10121	188	120	178
	Weighted (000)	55988	939	526	967
	Horz %	100.00	1.68	0.94	1.73
	Vert %	22.94	32.13	30.88	36.37
	Index	100	140	135	159
Census Sub-Region: New England			*	*	*
	Unwgted	2748	21	21	29
	Weighted (000)	11567	49	78	124
	Horz %	100.00	0.42	0.67	1.08
	Vert %	4.74	1.67	4.56	4.68
	Index	100	35	96	99
Census Sub-Region: Mid Atlantic	Unwgted	8252	90	79	108
	Weighted (000)	32451	262	223	341
	Horz %	100.00	0.81	0.69	1.05
	Vert %	13.30	8.96	13.11	12.81
	Index	100	67	99	96
Census Sub-Region: South Atlantic	Unwgted	9812	171	99	107
	Weighted (000)	48740	705	382	506
	Horz %	100.00	1.45	0.78	1.04
	Vert %	19.97	24.14	22.47	19.05
	Index	100	121	113	95
Census Sub-Region: East South Central			*	*	*
	Unwgted	1890	20	13	18
	Weighted (000)	14067	178	83	106
	Horz %	100.00	1.26	0.59	0.76
	Vert %	5.76	6.08	4.88	4.00
	Index	100	105	85	69
Census Sub-Region: West South Central	Unwgted	5943	130	71	66
	Weighted (000)	29209	436	232	209
	Horz %	100.00	1.49	0.79	0.71
	Vert %	11.97	14.94	13.62	7.84
	Index	100	125	114	66

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Census Sub-Region: East North Central	Unwgted	7303	71	57	101
	Weighted (000)	36089	248	133	292
	Horz %	100.00	0.69	0.37	0.81
	Vert %	14.79	8.50	7.82	10.99
	Index	100	57	53	74
Census Sub-Region: West North Central			*	*	*
	Unwgted	2577	17	10	19
	Weighted (000)	15973	105	45	113
	Horz %	100.00	0.66	0.28	0.71
	Vert %	6.54	3.59	2.66	4.25
Census Sub-Region: Mountain	Index	100	55	41	65
			*	*	*
	Unwgted	2752	32	9	29
	Weighted (000)	18482	213	63	211
	Horz %	100.00	1.15	0.34	1.14
Census Sub-Region: Pacific	Vert %	7.57	7.30	3.71	7.95
	Index	100	96	49	105
	Unwgted	7369	156	111	149
	Weighted (000)	37506	726	462	756
	Horz %	100.00	1.93	1.23	2.01
County Size: A	Vert %	15.37	24.83	27.17	28.42
	Index	100	162	177	185
	Unwgted	26326	482	336	447
	Weighted (000)	102649	1635	1067	1518
	Horz %	100.00	1.59	1.04	1.48
County Size: B	Vert %	42.05	55.96	62.71	57.10
	Index	100	133	149	136
	Unwgted	11709	164	93	131
	Weighted (000)	72000	939	440	795
	Horz %	100.00	1.30	0.61	1.10
County Size: C/D	Vert %	29.50	32.12	25.87	29.92
	Index	100	109	88	101
				*	*
	Unwgted	10611	62	41	48
	Weighted (000)	69435	348	194	345
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Horz %	100.00	0.50	0.28	0.50
	Vert %	28.45	11.92	11.42	12.98
	Index	100	42	40	46
			*	*	*
	Unwgted	1128	15	8	16
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	4719	72	14	52
	Horz %	100.00	1.53	0.30	1.09
	Vert %	1.93	2.48	0.83	1.94
	Index	100	128	43	100
	Unwgted	7893	121	83	125
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	38375	469	319	462
	Horz %	100.00	1.22	0.83	1.20
	Vert %	15.72	16.07	18.76	17.39
	Index	100	102	119	111



RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
				*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1220	17	11	19
	Weighted (000)	6399	79	29	119
	Horz %	100.00	1.23	0.45	1.85
	Vert %	2.62	2.70	1.68	4.46
	Index	100	103	64	170
		*	*	*	*
UNTRENDED: Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
	Index	0	0	0	0
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2726	80	65	64
	Weighted (000)	7983	236	195	179
	Horz %	100.00	2.96	2.44	2.24
	Vert %	3.27	8.09	11.45	6.72
	Index	100	247	350	205
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3232	60	52	64
	Weighted (000)	12837	166	163	198
	Horz %	100.00	1.29	1.27	1.54
	Vert %	5.26	5.68	9.56	7.45
	Index	100	108	182	142
			*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	850	20	11	15
	Weighted (000)	3908	71	30	70
	Horz %	100.00	1.82	0.76	1.78
	Vert %	1.60	2.44	1.74	2.62
	Index	100	152	109	163
			*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3051	41	26	40
	Weighted (000)	14357	193	129	178
	Horz %	100.00	1.35	0.90	1.24
	Vert %	5.88	6.62	7.56	6.68
	Index	100	113	129	114
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8136	104	64	101
	Weighted (000)	42891	470	274	452
	Horz %	100.00	1.10	0.64	1.05
	Vert %	17.57	16.08	16.08	17.02
	Index	100	92	92	97
			*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2864	45	28	38
	Weighted (000)	14285	171	112	180
	Horz %	100.00	1.19	0.79	1.26
	Vert %	5.85	5.84	6.60	6.76
	Index	100	100	113	116
				*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3360	52	32	35
	Weighted (000)	16987	207	95	112
	Horz %	100.00	1.22	0.56	0.66
	Vert %	6.96	7.09	5.61	4.22
	Index	100	102	81	61

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
				*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1353	33	30	25
	Weighted (000)	5307	134	144	104
	Horz %	100.00	2.52	2.71	1.96
	Vert %	2.17	4.58	8.44	3.91
	Index	100	211	388	180
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	7757	79	53	67
	Weighted (000)	44958	326	205	315
	Horz %	100.00	0.73	0.45	0.70
	Vert %	18.42	11.16	12.02	11.85
	Index	100	61	65	64
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	310	5	2	3
	Weighted (000)	1196	12	8	5
	Horz %	100.00	0.97	0.69	0.41
	Vert %	0.49	0.40	0.48	0.19
	Index	100	81	99	38
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	642	6	4	6
	Weighted (000)	3662	45	25	36
	Horz %	100.00	1.24	0.68	0.99
	Vert %	1.50	1.56	1.47	1.37
	Index	100	104	98	91
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2577	29	15	31
	Weighted (000)	15181	119	58	194
	Horz %	100.00	0.78	0.38	1.28
	Vert %	6.22	4.08	3.42	7.28
	Index	100	66	55	117
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3551	58	35	62
	Weighted (000)	17450	266	139	206
	Horz %	100.00	1.53	0.80	1.18
	Vert %	7.15	9.11	8.18	7.76
	Index	100	127	114	109
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	631	13	11	12
	Weighted (000)	2496	47	33	35
	Horz %	100.00	1.88	1.34	1.42
	Vert %	1.02	1.60	1.96	1.33
	Index	100	157	192	130
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	1108	9	3	11
	Weighted (000)	6328	41	19	79
	Horz %	100.00	0.66	0.31	1.24
	Vert %	2.59	1.42	1.13	2.95
	Index	100	55	44	114
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5806	105	66	104
	Weighted (000)	23554	349	178	379
	Horz %	100.00	1.48	0.76	1.61
	Vert %	9.65	11.93	10.46	14.24
	Index	100	124	108	148

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
				*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1456	17	14	13
	Weighted (000)	7376	121	95	59
	Horz %	100.00	1.63	1.29	0.80
	Vert %	3.02	4.13	5.60	2.21
	Index	100	137	185	73
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2625	61	39	36
	Weighted (000)	10677	192	105	101
	Horz %	100.00	1.80	0.98	0.94
	Vert %	4.37	6.57	6.16	3.79
	Index	100	150	141	87
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3944	58	44	60
	Weighted (000)	20120	279	153	327
	Horz %	100.00	1.39	0.76	1.63
	Vert %	8.24	9.56	9.00	12.31
	Index	100	116	109	149
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2569	32	13	28
	Weighted (000)	13480	116	45	101
	Horz %	100.00	0.86	0.33	0.75
	Vert %	5.52	3.96	2.63	3.81
	Index	100	72	48	69
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3181	28	21	33
	Weighted (000)	16260	114	68	150
	Horz %	100.00	0.70	0.42	0.92
	Vert %	6.66	3.89	3.99	5.64
	Index	100	58	60	85
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1106	17	10	14
	Weighted (000)	5735	113	34	53
	Horz %	100.00	1.96	0.60	0.92
	Vert %	2.35	3.86	2.01	1.99
	Index	100	164	86	85
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	906	13	3	9
	Weighted (000)	5268	59	12	53
	Horz %	100.00	1.12	0.22	1.00
	Vert %	2.16	2.01	0.68	1.99
	Index	100	93	31	92
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	302	3	3	0
	Weighted (000)	1893	6	6	0
	Horz %	100.00	0.34	0.34	0.00
	Vert %	0.78	0.22	0.38	0.00
	Index	100	29	49	0
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5121	68	37	60
	Weighted (000)	26008	303	113	279
	Horz %	100.00	1.17	0.43	1.07
	Vert %	10.66	10.38	6.62	10.48
	Index	100	97	62	98

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
				*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2133	38	20	32
	Weighted (000)	10077	155	43	115
	Horz %	100.00	1.53	0.43	1.14
	Vert %	4.13	5.29	2.52	4.34
	Index	100	128	61	105
			*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	1989	24	14	24
	Weighted (000)	11746	138	55	142
	Horz %	100.00	1.18	0.47	1.21
	Vert %	4.81	4.74	3.22	5.33
	Index	100	98	67	111
			*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1303	27	7	15
	Weighted (000)	6945	114	35	89
	Horz %	100.00	1.64	0.50	1.28
	Vert %	2.85	3.89	2.03	3.34
	Index	100	137	71	117
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	41037	621	418	550
	Weighted (000)	204462	2557	1439	2289
	Horz %	100.00	1.25	0.70	1.12
	Vert %	83.77	87.53	84.55	86.12
	Index	100	104	101	103
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25278	389	270	342
	Weighted (000)	122460	1705	976	1446
	Horz %	100.00	1.39	0.80	1.18
	Vert %	50.17	58.35	57.37	54.39
	Index	100	116	114	108
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18835	269	199	253
	Weighted (000)	94930	1127	715	1079
	Horz %	100.00	1.19	0.75	1.14
	Vert %	38.89	38.59	42.01	40.58
	Index	100	99	108	104
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	22339	332	224	297
	Weighted (000)	109527	1375	737	1259
	Horz %	100.00	1.26	0.67	1.15
	Vert %	44.87	47.05	43.33	47.36
	Index	100	105	97	106
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	8087	105	74	95
	Weighted (000)	41055	500	295	404
	Horz %	100.00	1.22	0.72	0.98
	Vert %	16.82	17.12	17.34	15.20
	Index	100	102	103	90
			*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2418	20	9	27
	Weighted (000)	12268	95	40	129
	Horz %	100.00	0.77	0.33	1.05
	Vert %	5.03	3.25	2.38	4.87
	Index	100	65	47	97

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	16140	227	155	209
	Weighted (000)	79167	971	564	856
	Horz %	100.00	1.23	0.71	1.08
	Vert %	32.43	33.23	33.16	32.21
	Index	100	102	102	99
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21592	334	218	292
	Weighted (000)	106532	1347	804	1223
	Horz %	100.00	1.26	0.75	1.15
	Vert %	43.65	46.10	47.23	45.99
	Index	100	106	108	105
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16960	259	181	216
	Weighted (000)	85146	1108	662	903
	Horz %	100.00	1.30	0.78	1.06
	Vert %	34.88	37.92	38.92	33.98
	Index	100	109	112	97
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	8346	116	58	103
	Weighted (000)	42195	469	209	447
	Horz %	100.00	1.11	0.50	1.06
	Vert %	17.29	16.04	12.29	16.81
	Index	100	93	71	97
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*
	Unwgted	2161	34	14	32
	Weighted (000)	10847	144	45	174
	Horz %	100.00	1.32	0.41	1.60
	Index	100	111	59	147
Where Listen to Radio on Typical Weekday: Home	Unwgted	13605	185	125	176
	Weighted (000)	66444	732	463	712
	Horz %	100.00	1.10	0.70	1.07
	Vert %	27.22	25.07	27.23	26.77
	Index	100	92	100	98
Where Listen to Radio on Typical Weekday: Car	Unwgted	37582	595	399	526
	Weighted (000)	186198	2454	1415	2167
	Horz %	100.00	1.32	0.76	1.16
	Vert %	76.28	83.99	83.15	81.51
	Index	100	110	109	107
Where Listen to Radio on Typical Weekday: Work				*	
	Unwgted	6358	77	46	64
	Weighted (000)	32708	363	168	358
	Horz %	100.00	1.11	0.51	1.09
	Index	100	93	74	101
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*
	Unwgted	1490	25	14	14
	Weighted (000)	7844	126	64	53
	Horz %	100.00	1.61	0.81	0.67
	Index	100	134	116	62

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	16122	221	130	207
	Weighted (000)	79216	861	478	935
	Horz %	100.00	1.09	0.60	1.18
	Vert %	32.45	29.47	28.08	35.17
	Index	100	91	87	108
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	34584	541	374	481
	Weighted (000)	172300	2251	1333	1969
	Horz %	100.00	1.31	0.77	1.14
	Vert %	70.59	77.03	78.35	74.09
	Index	100	109	111	105
Where Listen to Radio on Typical Weekend: Work			*	*	*
	Unwgt'd	2377	28	13	21
	Weighted (000)	13032	157	59	131
	Horz %	100.00	1.21	0.46	1.01
	Vert %	5.34	5.39	3.49	4.94
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work			*	*	*
	Unwgt'd	1550	23	15	15
	Weighted (000)	8439	138	71	48
	Horz %	100.00	1.64	0.84	0.56
	Vert %	3.46	4.74	4.15	1.79
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	8872	164	116	156
	Weighted (000)	37216	518	408	577
	Horz %	100.00	1.39	1.10	1.55
	Vert %	15.25	17.74	23.97	21.70
	Index	100	116	157	142
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	35648	513	325	442
	Weighted (000)	180517	2173	1163	1863
	Horz %	100.00	1.20	0.64	1.03
	Vert %	73.96	74.38	68.31	70.10
	Index	100	101	92	95
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	38624	578	376	511
	Weighted (000)	192537	2390	1326	2099
	Horz %	100.00	1.24	0.69	1.09
	Vert %	78.88	81.81	77.90	78.95
	Index	100	104	99	100
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6808	139	124	112
	Weighted (000)	31804	512	392	465
	Horz %	100.00	1.61	1.23	1.46
	Vert %	13.03	17.52	23.03	17.49
	Index	100	134	177	134
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	9333	199	171	154
	Weighted (000)	45323	741	635	661
	Horz %	100.00	1.64	1.40	1.46
	Vert %	18.57	25.37	37.29	24.86
	Index	100	137	201	134

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	15153	298	259	232
	Weighted (000)	76621	1113	915	1018
	Horz %	100.00	1.45	1.19	1.33
	Vert %	31.39	38.10	53.74	38.28
	Index	100	121	171	122
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	12633	236	184	204
	Weighted (000)	64670	972	664	819
	Horz %	100.00	1.50	1.03	1.27
	Vert %	26.49	33.27	39.00	30.82
	Index	100	126	147	116
Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7343	114	75	85
	Weighted (000)	36346	470	243	348
	Horz %	100.00	1.29	0.67	0.96
	Vert %	14.89	16.10	14.27	13.08
	Index	100	108	96	88
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - past month	Unwgted	19242	281	175	252
	Weighted (000)	97996	1206	691	1151
	Horz %	100.00	1.23	0.70	1.17
	Vert %	40.15	41.26	40.58	43.29
	Index	100	103	101	108
Listening to Any Radio on the Internet/Online - Past Month	Unwgted	21921	328	202	275
	Weighted (000)	110983	1430	760	1241
	Horz %	100.00	1.29	0.68	1.12
	Vert %	45.47	48.95	44.66	46.69
	Index	100	108	98	103
Visited a Radio Station, Radio Program or Radio Personality's website - Past Month	Unwgted	3452	54	27	34
	Weighted (000)	17001	220	89	119
	Horz %	100.00	1.30	0.52	0.70
	Vert %	6.97	7.54	5.24	4.47
	Index	100	108	75	64
Downloaded Music - Past Month	Unwgted	9054	144	88	99
	Weighted (000)	47933	674	389	442
	Horz %	100.00	1.41	0.81	0.92
	Vert %	19.64	23.07	22.86	16.63
	Index	100	117	116	85
Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	3700	64	41	52
	Weighted (000)	17081	248	142	202
	Horz %	100.00	1.45	0.83	1.18
	Vert %	7.00	8.49	8.32	7.60
	Index	100	121	119	109
Visited iHeartRadio site - Past Month	Unwgted	4412	59	34	59
	Weighted (000)	21989	235	128	246
	Horz %	100.00	1.07	0.58	1.12
	Vert %	9.01	8.03	7.53	9.25
	Index	100	89	84	103

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Visited iTunes.com site - Past Month	Unwgted	8331	162	109	143
	Weighted (000)	40212	731	421	577
	Horz %	100.00	1.82	1.05	1.44
	Vert %	16.47	25.01	24.71	21.72
	Index	100	152	150	132
Visited Pandora.com site - Past Month	Unwgted	16996	273	168	225
	Weighted (000)	87700	1233	561	1055
	Horz %	100.00	1.41	0.64	1.20
	Vert %	35.93	42.19	32.95	39.70
	Index	100	117	92	111
Visited Spotify site - Past Month	Unwgted	6074	89	52	69
	Weighted (000)	32588	412	229	328
	Horz %	100.00	1.26	0.70	1.01
	Vert %	13.35	14.09	13.43	12.32
	Index	100	106	101	92
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16507	241	141	220
	Weighted (000)	83844	1047	473	962
	Horz %	100.00	1.25	0.56	1.15
	Vert %	34.35	35.83	27.77	36.20
	Index	100	104	81	105
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13908	205	126	175
	Weighted (000)	70343	824	405	752
	Horz %	100.00	1.17	0.58	1.07
	Vert %	28.82	28.19	23.80	28.28
	Index	100	98	83	98
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	17125	238	149	217
	Weighted (000)	86850	995	511	909
	Horz %	100.00	1.15	0.59	1.05
	Vert %	35.58	34.07	30.05	34.20
	Index	100	96	84	96
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	12845	167	105	132
	Weighted (000)	65189	730	360	582
	Horz %	100.00	1.12	0.55	0.89
	Vert %	26.71	24.97	21.13	21.89
	Index	100	94	79	82
Most trusted media: Radio				*	*
	Unwgted	4143	61	41	45
	Weighted (000)	21056	232	153	212
	Horz %	100.00	1.10	0.72	1.01
	Index	100	92	104	93
TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	38598	584	402	527
	Weighted (000)	190885	2294	1383	2204
	Horz %	100.00	1.20	0.72	1.15
	Vert %	78.20	78.50	81.25	82.92
	Index	100	100	104	106



		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30674	468	332	440
	Weighted (000)	150599	1814	1139	1850
	Horz %	100.00	1.20	0.76	1.23
	Vert %	61.70	62.08	66.94	69.58
	Index	100	101	109	113
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26407	397	274	375
	Weighted (000)	129573	1525	904	1518
	Horz %	100.00	1.18	0.70	1.17
	Vert %	53.09	52.18	53.12	57.11
	Index	100	98	100	108
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30767	474	329	420
	Weighted (000)	150356	1824	1131	1676
	Horz %	100.00	1.21	0.75	1.11
	Vert %	61.60	62.43	66.48	63.06
	Index	100	101	108	102
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13588	169	121	156
	Weighted (000)	72467	760	433	727
	Horz %	100.00	1.05	0.60	1.00
	Vert %	29.69	26.01	25.44	27.33
	Index	100	88	86	92
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	24214	355	243	332
	Weighted (000)	122899	1427	857	1485
	Horz %	100.00	1.16	0.70	1.21
	Vert %	50.35	48.85	50.34	55.85
	Index	100	97	100	111
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	8203	102	67	103
	Weighted (000)	41009	384	194	403
	Horz %	100.00	0.94	0.47	0.98
	Vert %	16.80	13.14	11.40	15.15
	Index	100	78	68	90
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	20426	288	189	273
	Weighted (000)	102185	1178	661	1162
	Horz %	100.00	1.15	0.65	1.14
	Vert %	41.86	40.32	38.83	43.72
	Index	100	96	93	104
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23818	346	237	303
	Weighted (000)	120635	1372	824	1269
	Horz %	100.00	1.14	0.68	1.05
	Vert %	49.42	46.97	48.44	47.76
	Index	100	95	98	97
Downloaded a TV Program - Past Month			*	*	*
	Unwgt'd	2514	46	37	40
	Weighted (000)	11768	155	114	131
	Horz %	100.00	1.31	0.97	1.12
	Vert %	4.82	5.29	6.68	4.94
	Index	100	110	139	103

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Watched a TV Program Online - Past Month	Unwgt'd	8915	121	87	115
	Weighted (000)	43431	491	353	423
	Horz %	100.00	1.13	0.81	0.97
	Vert %	17.79	16.82	20.73	15.91
	Index	100	95	116	89
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	9786	154	100	124
	Weighted (000)	47213	520	355	401
	Horz %	100.00	1.10	0.75	0.85
	Vert %	19.34	17.81	20.88	15.09
	Index	100	92	108	78
Looked at TV Listings Online - Past Month	Unwgt'd	5331	104	73	89
	Weighted (000)	24808	369	243	336
	Horz %	100.00	1.49	0.98	1.35
	Vert %	10.16	12.63	14.29	12.63
	Index	100	124	141	124
Household Subscribes to Cable TV	Unwgt'd	22534	355	260	329
	Weighted (000)	109088	1465	913	1331
	Horz %	100.00	1.34	0.84	1.22
	Vert %	44.69	50.14	53.64	50.06
	Index	100	112	120	112
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	37894	618	424	533
	Weighted (000)	188357	2525	1545	2283
	Horz %	100.00	1.34	0.82	1.21
	Vert %	77.17	86.43	90.76	85.90
	Index	100	112	118	111
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	36344	590	409	514
	Weighted (000)	180739	2453	1480	2191
	Horz %	100.00	1.36	0.82	1.21
	Vert %	74.05	83.96	86.96	82.41
	Index	100	113	117	111
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	26301	436	298	387
	Weighted (000)	131456	1764	1039	1644
	Horz %	100.00	1.34	0.79	1.25
	Vert %	53.86	60.39	61.07	61.86
	Index	100	112	113	115
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	15801	278	189	237
	Weighted (000)	75868	1088	622	1009
	Horz %	100.00	1.43	0.82	1.33
	Vert %	31.08	37.24	36.52	37.96
	Index	100	120	118	122
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	5693	104	69	87
	Weighted (000)	27121	423	223	375
	Horz %	100.00	1.56	0.82	1.38
	Vert %	11.11	14.47	13.09	14.11
	Index	100	130	118	127

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13030	254	175	222
	Weighted (000)	59121	969	567	859
	Horz %	100.00	1.64	0.96	1.45
	Vert %	24.22	33.17	33.30	32.32
	Index	100	137	137	133
Household Has a Satellite Dish	Unwgted	10843	152	98	126
	Weighted (000)	61939	706	398	696
	Horz %	100.00	1.14	0.64	1.12
	Vert %	25.38	24.16	23.41	26.17
	Index	100	95	92	103
Household Has a Digital Video Recorder (DVR)	Unwgted	23728	454	329	394
	Weighted (000)	116768	1778	1175	1715
	Horz %	100.00	1.52	1.01	1.47
	Vert %	47.84	60.85	69.07	64.50
	Index	100	127	144	135
Any Internet/Online Activity - Past Month	Unwgted	42373	668	449	582
	Weighted (000)	208554	2758	1630	2431
	Horz %	100.00	1.32	0.78	1.17
	Vert %	85.44	94.40	95.77	91.46
	Index	100	110	112	107
Played Games Online - Past Month	Unwgted	13852	184	115	173
	Weighted (000)	73850	882	465	735
	Horz %	100.00	1.19	0.63	0.99
	Vert %	30.26	30.19	27.32	27.64
	Index	100	100	90	91
Downloaded a Video Game - Past Month	Unwgted	5083	58	29	55
	Weighted (000)	28601	283	130	214
	Horz %	100.00	0.99	0.45	0.75
	Vert %	11.72	9.68	7.63	8.04
	Index	100	83	65	69
Downloaded a Movie - Past Month	Unwgted	4447	85	53	64
	Weighted (000)	21989	329	162	206
	Horz %	100.00	1.50	0.73	0.94
	Vert %	9.01	11.26	9.49	7.75
	Index	100	125	105	86
Watched a Movie Online - Past Month	Unwgted	11540	169	108	157
	Weighted (000)	58047	739	462	601
	Horz %	100.00	1.27	0.80	1.04
	Vert %	23.78	25.31	27.13	22.61
	Index	100	106	114	95
Watched Online Video (Not Movie, TV) - Past Month	Unwgted	10029	141	81	130
	Weighted (000)	50248	554	331	473
	Horz %	100.00	1.10	0.66	0.94
	Vert %	20.59	18.98	19.43	17.80
	Index	100	92	94	86

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
				*	*
Visited a Chat Room - Past Month	Unwgt'd	2194	26	21	25
	Weighted (000)	10601	79	69	95
	Horz %	100.00	0.75	0.65	0.90
	Vert %	4.34	2.71	4.06	3.59
	Index	100	62	93	83
Used e-Mail - Past Month	Unwgt'd	37148	624	423	544
	Weighted (000)	177506	2525	1542	2226
	Horz %	100.00	1.42	0.87	1.25
	Vert %	72.72	86.44	90.58	83.76
	Index	100	119	125	115
Used Instant Messenger/IM Online - Past Month	Unwgt'd	29084	444	293	384
	Weighted (000)	148723	1939	1105	1569
	Horz %	100.00	1.30	0.74	1.06
	Vert %	60.93	66.36	64.90	59.04
	Index	100	109	107	97
Visited Online Blogs - Past Month	Unwgt'd	6650	109	63	100
	Weighted (000)	32542	425	235	356
	Horz %	100.00	1.31	0.72	1.09
	Vert %	13.33	14.55	13.83	13.39
	Index	100	109	104	100
Wrote an Online Blog - Past Month			*	*	*
	Unwgt'd	1215	20	14	19
	Weighted (000)	5810	72	79	71
	Horz %	100.00	1.24	1.36	1.22
	Index	100	104	195	112
Uploaded or Added Video to a Web Site - Past Month				*	
	Unwgt'd	4085	66	39	57
	Weighted (000)	20569	263	145	218
	Horz %	100.00	1.28	0.70	1.06
	Index	100	107	101	98
Social networking, photo or video-sharing services visited or used in the last 30 days: Any Social Networking/Photo/Video-sharing services	Unwgt'd	36787	570	374	497
	Weighted (000)	184180	2394	1338	2051
	Horz %	100.00	1.30	0.73	1.11
	Vert %	75.46	81.95	78.63	77.16
	Index	100	109	104	102
Social networking, photo or video-sharing services visited or used in the last 30 days: Facebook	Unwgt'd	29944	443	293	382
	Weighted (000)	152016	1961	1068	1565
	Horz %	100.00	1.29	0.70	1.03
	Vert %	62.28	67.12	62.73	58.89
	Index	100	108	101	95
Foursquare			*	*	*
	Unwgt'd	259	2	3	4
	Weighted (000)	1096	9	12	8
	Horz %	100.00	0.80	1.09	0.77
	Index	100	67	156	71

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Google + (Google Plus)	Unwgted	7523	105	79	112
	Weighted (000)	37002	434	318	454
	Horz %	100.00	1.17	0.86	1.23
	Vert %	15.16	14.86	18.70	17.07
	Index	100	98	123	113
Instagram	Unwgted	11180	158	100	134
	Weighted (000)	59923	824	422	583
	Horz %	100.00	1.37	0.70	0.97
	Vert %	24.55	28.19	24.82	21.95
	Index	100	115	101	89
LinkedIn	Unwgted	7899	196	132	146
	Weighted (000)	31599	652	373	483
	Horz %	100.00	2.06	1.18	1.53
	Vert %	12.95	22.31	21.92	18.19
	Index	100	172	169	140
Pinterest	Unwgted	9299	148	95	146
	Weighted (000)	49108	683	369	576
	Horz %	100.00	1.39	0.75	1.17
	Vert %	20.12	23.38	21.69	21.69
	Index	100	116	108	108
Tumblr			*	*	*
	Unwgted	1737	13	8	14
	Weighted (000)	9309	43	22	37
	Horz %	100.00	0.47	0.24	0.40
	Index	100	39	34	36
Twitter	Unwgted	6507	99	68	83
	Weighted (000)	32509	397	238	317
	Horz %	100.00	1.22	0.73	0.97
	Vert %	13.32	13.60	13.97	11.91
	Index	100	102	105	89
Yelp	Unwgted	4238	85	54	84
	Weighted (000)	17049	307	148	309
	Horz %	100.00	1.80	0.87	1.81
	Vert %	6.98	10.51	8.72	11.63
	Index	100	151	125	167
YouTube	Unwgted	24878	371	229	335
	Weighted (000)	125197	1646	855	1396
	Horz %	100.00	1.31	0.68	1.11
	Vert %	51.29	56.33	50.26	52.51
	Index	100	110	98	102
Activities done using a social networking, photo or video-sharing service in the last 30 days: Posted that you "Like" something	Unwgted	19391	296	191	241
	Weighted (000)	98998	1309	701	1010
	Horz %	100.00	1.32	0.71	1.02
	Vert %	40.56	44.79	41.16	38.00
	Index	100	110	101	94

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
"Follow" or become a "fan of" something or someone	Unwgted	9880	127	84	109
	Weighted (000)	51999	559	330	374
	Horz %	100.00	1.07	0.63	0.72
	Vert %	21.30	19.12	19.36	14.07
	Index	100	90	91	66
Clicked on an advertisement	Unwgted	7250	145	97	114
	Weighted (000)	34609	540	336	396
	Horz %	100.00	1.56	0.97	1.14
	Vert %	14.18	18.47	19.74	14.88
	Index	100	130	139	105
Watched a video	Unwgted	23931	340	234	309
	Weighted (000)	121821	1487	867	1253
	Horz %	100.00	1.22	0.71	1.03
	Vert %	49.91	50.89	50.94	47.15
	Index	100	102	102	94
Websites or apps visited or used in the last 30 days: Coupons			*	*	*
	Unwgted	1642	31	15	24
	Weighted (000)	7736	149	96	71
	Horz %	100.00	1.92	1.24	0.91
	Index	100	161	178	84
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	40180	620	413	545
	Weighted (000)	200974	2583	1499	2288
	Horz %	100.00	1.29	0.75	1.14
	Vert %	82.34	88.42	88.10	86.07
	Index	100	107	107	105
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	20952	348	229	295
	Weighted (000)	106707	1503	885	1184
	Horz %	100.00	1.41	0.83	1.11
	Vert %	43.72	51.45	52.00	44.55
	Index	100	118	119	102
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19339	310	203	240
	Weighted (000)	97935	1279	756	944
	Horz %	100.00	1.31	0.77	0.96
	Vert %	40.12	43.78	44.40	35.50
	Index	100	109	111	88
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	24725	383	247	314
	Weighted (000)	126500	1646	950	1285
	Horz %	100.00	1.30	0.75	1.02
	Vert %	51.83	56.32	55.83	48.33
	Index	100	109	108	93
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15697	214	132	206
	Weighted (000)	84080	987	586	845
	Horz %	100.00	1.17	0.70	1.01
	Vert %	34.45	33.79	34.45	31.81
	Index	100	98	100	92

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	11626	169	101	144
	Weighted (000)	61092	743	471	575
	Horz %	100.00	1.22	0.77	0.94
	Vert %	25.03	25.43	27.70	21.64
	Index	100	102	111	86
Used a Mobile "App" - Past Month	Unwgt'd	25794	409	266	359
	Weighted (000)	128777	1792	1041	1437
	Horz %	100.00	1.39	0.81	1.12
	Vert %	52.76	61.32	61.16	54.06
	Index	100	116	116	102
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	10912	206	151	166
	Weighted (000)	50128	716	521	683
	Horz %	100.00	1.43	1.04	1.36
	Vert %	20.54	24.50	30.64	25.70
	Index	100	119	149	125
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	14245	260	191	203
	Weighted (000)	67106	955	641	719
	Horz %	100.00	1.42	0.96	1.07
	Vert %	27.49	32.67	37.68	27.04
	Index	100	119	137	98
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	19488	341	240	290
	Weighted (000)	91290	1242	779	1125
	Horz %	100.00	1.36	0.85	1.23
	Vert %	37.40	42.49	45.78	42.32
	Index	100	114	122	113
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3772	43	35	39
	Weighted (000)	20084	180	134	239
	Horz %	100.00	0.90	0.67	1.19
	Vert %	8.23	6.17	7.89	8.97
	Index	100	75	96	109
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	3758	52	38	41
	Weighted (000)	19510	206	143	190
	Horz %	100.00	1.05	0.73	0.97
	Vert %	7.99	7.04	8.40	7.15
	Index	100	88	105	89
Read Advertisements in Weekday Newspaper	Unwgt'd	3812	65	52	68
	Weighted (000)	17916	212	160	249
	Horz %	100.00	1.18	0.89	1.39
	Vert %	7.34	7.26	9.39	9.38
	Index	100	99	128	128
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	4633	85	64	83
	Weighted (000)	22092	326	224	280
	Horz %	100.00	1.47	1.01	1.27
	Vert %	9.05	11.15	13.15	10.54
	Index	100	123	145	116

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5068	84	67	81
	Weighted (000)	23852	299	242	366
	Horz %	100.00	1.25	1.01	1.54
	Vert %	9.77	10.22	14.22	13.78
	Index	100	105	145	141
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	7203	126	93	120
	Weighted (000)	34013	438	321	488
	Horz %	100.00	1.29	0.94	1.43
	Vert %	13.93	14.98	18.84	18.34
	Index	100	107	135	132
Received and/or Clipped Coupons from Weekday Newspaper - Past Year				*	
	Unwgt'd	4191	67	44	73
	Weighted (000)	20652	374	220	312
	Horz %	100.00	1.81	1.07	1.51
	Vert %	8.46	12.80	12.93	11.72
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	9539	145	119	169
	Weighted (000)	47372	593	463	686
	Horz %	100.00	1.25	0.98	1.45
	Vert %	19.41	20.31	27.23	25.81
	Index	100	105	140	133
UNTRENDED: Personally Referred to Paper Yellow Pages - Past Week		*	*	*	*
	Unwgt'd	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Internet Yellow Pages - Past Week		*	*	*	*
	Unwgt'd	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
UNTRENDED: Personally Referred to Paper or Internet Yellow Pages - Past Week		*	*	*	*
	Unwgt'd	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
UNTRENDED: Accessed Yellowpages.com (YP.com) - Past Month		*	*	*	*
	Unwgt'd	0	0	0	0
	Weighted (000)	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8175	103	59	110
	Weighted (000)	42062	409	231	436
	Horz %	100.00	0.97	0.55	1.04
	Vert %	17.23	13.99	13.57	16.40
	Index	100	81	79	95



		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
					*
Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5434	52	32	73
	Weighted (000)	27750	167	114	254
	Horz %	100.00	0.60	0.41	0.91
	Vert %	11.37	5.72	6.69	9.54
	Index	100	50	59	84
					*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5425	53	35	65
	Weighted (000)	27941	174	129	279
	Horz %	100.00	0.62	0.46	1.00
	Vert %	11.45	5.96	7.55	10.49
	Index	100	52	66	92
					*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	5807	69	37	87
	Weighted (000)	30170	283	156	364
	Horz %	100.00	0.94	0.52	1.21
	Vert %	12.36	9.68	9.15	13.71
	Index	100	78	74	111
					*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5047	66	48	87
	Weighted (000)	24469	231	167	331
	Horz %	100.00	0.94	0.68	1.35
	Vert %	10.02	7.90	9.81	12.44
	Index	100	79	98	124
			*	*	
Have Seen Video Ads in Other Stores - Past Month	Unwgted	4572	37	24	57
	Weighted (000)	23484	149	82	264
	Horz %	100.00	0.63	0.35	1.12
	Vert %	9.62	5.09	4.80	9.92
	Index	100	53	50	103
					*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	6133	77	52	89
	Weighted (000)	30556	312	188	359
	Horz %	100.00	1.02	0.62	1.17
	Vert %	12.52	10.67	11.07	13.49
	Index	100	85	88	108
			*	*	
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4212	41	33	55
	Weighted (000)	21008	147	144	217
	Horz %	100.00	0.70	0.69	1.03
	Vert %	8.61	5.02	8.46	8.15
	Index	100	58	98	95
					*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6034	65	37	76
	Weighted (000)	31175	265	149	331
	Horz %	100.00	0.85	0.48	1.06
	Vert %	12.77	9.06	8.74	12.43
	Index	100	71	68	97
			*	*	
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4611	43	33	57
	Weighted (000)	23019	143	121	231
	Horz %	100.00	0.62	0.53	1.00
	Vert %	9.43	4.90	7.13	8.68
	Index	100	52	76	92

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
					*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	4016	50	34	57
	Weighted (000)	19382	209	125	206
	Horz %	100.00	1.08	0.64	1.06
	Vert %	7.94	7.17	7.33	7.74
	Index	100	90	92	98
					*
Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5499	53	46	81
	Weighted (000)	27407	151	165	274
	Horz %	100.00	0.55	0.60	1.00
	Vert %	11.23	5.16	9.69	10.31
	Index	100	46	86	92
					*
Have Seen Video Ads in Airports - Past Month	Unwgted	3929	63	48	68
	Weighted (000)	17909	217	169	262
	Horz %	100.00	1.21	0.94	1.46
	Vert %	7.34	7.43	9.91	9.84
	Index	100	101	135	134
					*
Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8390	118	90	134
	Weighted (000)	41042	398	301	526
	Horz %	100.00	0.97	0.73	1.28
	Vert %	16.81	13.63	17.72	19.78
	Index	100	81	105	118
			*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3669	36	34	44
	Weighted (000)	18065	115	125	168
	Horz %	100.00	0.64	0.69	0.93
	Vert %	7.40	3.94	7.33	6.32
	Index	100	53	99	85
			*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3552	45	39	62
	Weighted (000)	16785	146	131	213
	Horz %	100.00	0.87	0.78	1.27
	Vert %	6.88	5.00	7.68	8.01
	Index	100	73	112	116
					*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgted	5092	69	43	77
	Weighted (000)	25878	273	148	338
	Horz %	100.00	1.06	0.57	1.31
	Vert %	10.60	9.36	8.71	12.71
	Index	100	88	82	120
					*
Have Seen Ads on Billboards - Past Month	Unwgted	23703	335	243	360
	Weighted (000)	117973	1374	899	1519
	Horz %	100.00	1.17	0.76	1.29
	Vert %	48.33	47.04	52.83	57.16
	Index	100	97	109	118
					*
Have Seen Ads on Buses/Trains - Past Month	Unwgted	10886	158	114	170
	Weighted (000)	50330	574	415	669
	Horz %	100.00	1.14	0.83	1.33
	Vert %	20.62	19.64	24.41	25.18
	Index	100	95	118	122

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought/leased new	Would buy/lease new Lexus if making decision today
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7328	101	69	100
	Weighted (000)	32843	316	213	379
	Horz %	100.00	0.96	0.65	1.16
	Vert %	13.46	10.83	12.51	14.27
	Index	100	80	93	106
Have Seen Ads Inside Taxis - Past Month			*	*	
	Unwgt'd	3849	47	32	65
	Weighted (000)	17102	142	109	214
	Horz %	100.00	0.83	0.64	1.25
	Vert %	7.01	4.85	6.39	8.03
Have Seen Ads on Top of Taxis - Past Month	Index	100	69	91	115
	Unwgt'd	5892	91	72	101
	Weighted (000)	26219	284	243	334
	Horz %	100.00	1.08	0.93	1.27
	Vert %	10.74	9.70	14.30	12.57
Have Seen Ads on Phone Booths - Past Month	Index	100	90	133	117
			*	*	*
	Unwgt'd	3008	30	21	36
	Weighted (000)	14451	119	81	121
	Horz %	100.00	0.82	0.56	0.84
Have Seen Ads at Sports or Entertainment Events - Past Month	Vert %	5.92	4.07	4.78	4.56
	Index	100	69	81	77
	Unwgt'd	7405	102	87	118
	Weighted (000)	36191	415	302	464
	Horz %	100.00	1.15	0.83	1.28
Have Seen Ads on Postcards - Past Month	Vert %	14.83	14.20	17.72	17.44
	Index	100	96	120	118
	Unwgt'd	5576	82	57	86
	Weighted (000)	26312	350	219	365
	Horz %	100.00	1.33	0.83	1.39
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Vert %	10.78	11.99	12.89	13.74
	Index	100	111	120	127
	Unwgt'd	13421	202	137	217
	Weighted (000)	66442	815	492	965
	Horz %	100.00	1.23	0.74	1.45
Have Seen Ads on Posters at Movie Theaters - Past Month	Vert %	27.22	27.90	28.94	36.31
	Index	100	102	106	133
	Unwgt'd	8606	129	98	143
	Weighted (000)	42087	544	418	579
	Horz %	100.00	1.29	0.99	1.38
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Vert %	17.24	18.63	24.58	21.79
	Index	100	108	143	126
	Unwgt'd	10943	179	131	194
	Weighted (000)	53139	717	495	745
	Horz %	100.00	1.35	0.93	1.40
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Vert %	21.77	24.55	29.08	28.01
	Index	100	113	134	129

RAB / GfK MRI AUTO PROFILE: Lexus

		Adults 18+	Most recent vehicle bought/leased Lexus	Decision maker for any Lexus bought\leased new	Would buy/lease new Lexus if making decision today
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15171	228	152	238
	Weighted (000)	76102	897	496	947
	Horz %	100.00	1.18	0.65	1.24
	Vert %	31.18	30.72	29.13	35.63
	Index	100	99	93	114
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	10587	160	115	164
	Weighted (000)	52205	578	370	627
	Horz %	100.00	1.11	0.71	1.20
	Vert %	21.39	19.77	21.77	23.60
	Index	100	92	102	110
Have Seen Infomercials - Past Month	Unwgt'd	9871	138	100	159
	Weighted (000)	49119	559	344	686
	Horz %	100.00	1.14	0.70	1.40
	Vert %	20.12	19.14	20.21	25.81
	Index	100	95	100	128
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	19632	287	200	294
	Weighted (000)	96299	1145	735	1276
	Horz %	100.00	1.19	0.76	1.33
	Vert %	39.45	39.18	43.18	48.00
	Index	100	99	109	122
Have Seen Product Placement in Video Games - Past Month			*	*	
	Unwgt'd	4596	41	28	54
	Weighted (000)	24167	204	102	234
	Horz %	100.00	0.84	0.42	0.97
	Index	100	71	61	89
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	17823	255	190	282
	Weighted (000)	88092	990	673	1180
	Horz %	100.00	1.12	0.76	1.34
	Vert %	36.09	33.88	39.55	44.38
	Index	100	94	110	123
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11248	157	120	180
	Weighted (000)	56256	604	459	720
	Horz %	100.00	1.07	0.82	1.28
	Vert %	23.05	20.68	26.96	27.09
	Index	100	90	117	118