

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
						*
Adults 18+	Unwgt'd	48273	235	114	16	380
	Weighted (000)	240780	911	496	100	1664
	Horz %	100.00	0.38	0.21	0.04	0.69
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
						*
Male	Unwgt'd	24392	139	66	9	206
	Weighted (000)	116178	476	241	37	866
	Horz %	100.00	0.41	0.21	0.03	0.75
	Vert %	48.25	52.22	48.60	37.32	52.02
	Index	100	108	101	77	108
						*
Female	Unwgt'd	23881	96	48	7	174
	Weighted (000)	124602	435	255	63	798
	Horz %	100.00	0.35	0.20	0.05	0.64
	Vert %	51.75	47.78	51.40	62.68	47.98
	Index	100	92	99	121	93
			*	*	*	*
Age 18-24	Unwgt'd	3822	9	9	1	25
	Weighted (000)	30214	41	68	10	173
	Horz %	100.00	0.14	0.22	0.03	0.57
	Vert %	12.55	4.54	13.63	10.25	10.39
	Index	100	36	109	82	83
			*	*	*	*
Age 25-34	Unwgt'd	8153	19	18	1	32
	Weighted (000)	42657	90	52	4	270
	Horz %	100.00	0.21	0.12	0.01	0.63
	Vert %	17.72	9.89	10.41	4.41	16.24
	Index	100	56	59	25	92
			*	*	*	*
Age 35-44	Unwgt'd	8482	43	35	3	56
	Weighted (000)	40077	142	151	11	225
	Horz %	100.00	0.35	0.38	0.03	0.56
	Vert %	16.64	15.61	30.41	10.96	13.49
	Index	100	94	183	66	81
			*	*	*	*
Age 45-54	Unwgt'd	8893	45	17	6	69
	Weighted (000)	43246	159	96	47	344
	Horz %	100.00	0.37	0.22	0.11	0.80
	Vert %	17.96	17.50	19.28	46.63	20.67
	Index	100	97	107	260	115
			*	*	*	*
Age 55-64	Unwgt'd	8384	58	24	2	81
	Weighted (000)	39759	234	87	6	293
	Horz %	100.00	0.59	0.22	0.01	0.74
	Vert %	16.51	25.69	17.51	5.91	17.62
	Index	100	156	106	36	107
			*	*	*	*
Age 65+	Unwgt'd	10539	61	11	3	117
	Weighted (000)	44827	244	43	22	359
	Horz %	100.00	0.54	0.10	0.05	0.80
	Vert %	18.62	26.78	8.76	21.84	21.58
	Index	100	144	47	117	116

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		Adukts 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
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Age 21+	Unwgt'd	46843	233	111	16	372
	Weighted (000)	228583	902	475	100	1599
	Horz %	100.00	0.39	0.21	0.04	0.70
	Vert %	94.93	99.04	95.83	100.00	96.09
	Index	100	104	101	105	101
			*	*	*	
Age 18-34	Unwgt'd	11975	28	27	2	57
	Weighted (000)	72871	131	119	15	443
	Horz %	100.00	0.18	0.16	0.02	0.61
	Vert %	30.26	14.43	24.05	14.66	26.63
	Index	100	48	79	48	88
						*
Age 18-49	Unwgt'd	24725	93	71	8	153
	Weighted (000)	133805	348	302	62	891
	Horz %	100.00	0.26	0.23	0.05	0.67
	Vert %	55.57	38.24	60.87	62.14	53.52
	Index	100	69	110	112	96
						*
Age 25-54	Unwgt'd	25528	107	70	10	157
	Weighted (000)	125979	392	298	62	839
	Horz %	100.00	0.31	0.24	0.05	0.67
	Vert %	52.32	43.00	60.10	62.00	50.41
	Index	100	82	115	119	96
						*
Age 35-64	Unwgt'd	25759	146	76	11	206
	Weighted (000)	123081	536	333	64	862
	Horz %	100.00	0.44	0.27	0.05	0.70
	Vert %	51.12	58.80	67.19	63.50	51.79
	Index	100	115	131	124	101
				*	*	
Age 50+	Unwgt'd	23548	142	43	8	227
	Weighted (000)	106974	563	194	38	773
	Horz %	100.00	0.53	0.18	0.04	0.72
	Vert %	44.43	61.76	39.13	37.86	46.48
	Index	100	139	88	85	105
Median Age	Unwgt'd					
	Weighted (000)	46.80	55.80	43.60	48.30	48.70
	Horz %					
	Vert %					
	Index	100	119	93	103	104
						*
Race: White Only	Unwgt'd	34938	140	71	11	270
	Weighted (000)	177950	651	308	74	1210
	Horz %	100.00	0.37	0.17	0.04	0.68
	Vert %	73.91	71.42	62.20	73.96	72.73
	Index	100	97	84	100	98
			*	*	*	*
Race: Black/African-American Only	Unwgt'd	5766	31	6	0	45
	Weighted (000)	29089	102	48	0	239
	Horz %	100.00	0.35	0.17	0.00	0.82
	Vert %	12.08	11.16	9.75	0.00	14.34
	Index	100	92	81	0	119

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			*	*	*	*
Race: Asian	Unwgt'd	2336	36	22	2	32
	Weighted (000)	8427	88	92	8	92
	Horz %	100.00	1.04	1.09	0.09	1.09
	Vert %	3.50	9.65	18.52	7.50	5.50
	Index	100	276	529	214	157
				*	*	
Race: Other Race/Multi-Racial	Unwgt'd	7569	64	37	5	65
	Weighted (000)	33741	159	139	26	215
	Horz %	100.00	0.47	0.41	0.08	0.64
	Vert %	14.01	17.42	28.05	26.04	12.93
	Index	100	124	200	186	92
			*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	28	18	1	39
	Weighted (000)	36640	86	59	10	208
	Horz %	100.00	0.24	0.16	0.03	0.57
	Vert %	15.22	9.49	11.97	10.25	12.49
	Index	100	62	79	67	82
			*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	7	4	0	11
	Weighted (000)	5719	18	7	0	25
	Horz %	100.00	0.32	0.13	0.00	0.44
	Vert %	2.38	1.99	1.48	0.00	1.51
	Index	100	84	62	0	63
			*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	1862	11	11	0	16
	Weighted (000)	9417	30	40	0	88
	Horz %	100.00	0.31	0.43	0.00	0.93
	Vert %	3.91	3.24	8.09	0.00	5.29
	Index	100	83	207	0	135
			*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1118	2	1	1	4
	Weighted (000)	10393	16	5	10	28
	Horz %	100.00	0.15	0.05	0.10	0.27
	Vert %	4.32	1.74	1.08	10.25	1.70
	Index	100	40	25	238	39
			*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1522	7	2	0	6
	Weighted (000)	8987	21	7	0	28
	Horz %	100.00	0.23	0.07	0.00	0.31
	Vert %	3.73	2.31	1.32	0.00	1.65
	Index	100	62	35	0	44
			*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	95	0	0	0	2
	Weighted (000)	1661	0	0	0	39
	Horz %	100.00	0.00	0.00	0.00	2.35
	Vert %	0.69	0.00	0.00	0.00	2.35
	Index	100	0	0	0	341
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6767	54	32	5	83
	Weighted (000)	25246	169	112	24	278
	Horz %	100.00	0.67	0.44	0.09	1.10
	Vert %	10.49	18.60	22.60	23.85	16.71
	Index	100	177	216	227	159

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				*	*	
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	74	43	6	127
	Weighted (000)	45336	279	188	48	521
	Horz %	100.00	0.61	0.42	0.11	1.15
	Vert %	18.83	30.58	37.96	48.20	31.31
	Index	100	162	202	256	166
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	17	6	0	25
	Weighted (000)	10486	65	32	0	83
	Horz %	100.00	0.62	0.31	0.00	0.79
	Vert %	4.36	7.10	6.53	0.00	4.97
	Index	100	163	150	0	114
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	13	5	1	20
	Weighted (000)	13387	53	13	1	94
	Horz %	100.00	0.40	0.09	0.01	0.70
	Vert %	5.56	5.82	2.55	1.45	5.63
	Index	100	105	46	26	101
			*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	41	17	1	64
	Weighted (000)	45271	139	73	4	246
	Horz %	100.00	0.31	0.16	0.01	0.54
	Vert %	18.80	15.27	14.68	4.18	14.81
	Index	100	81	78	22	79
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	28	10	3	47
	Weighted (000)	71224	177	65	22	352
	Horz %	100.00	0.25	0.09	0.03	0.49
	Vert %	29.58	19.43	13.12	22.33	21.13
	Index	100	66	44	75	71
			*	*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	8	1	0	14
	Weighted (000)	29828	29	13	0	91
	Horz %	100.00	0.10	0.04	0.00	0.30
	Vert %	12.39	3.21	2.57	0.00	5.44
	Index	100	26	21	0	44
			*	*	*	*
Currently Attending College or University	Unwgt'd	3453	11	11	0	31
	Weighted (000)	19367	47	50	0	198
	Horz %	100.00	0.24	0.26	0.00	1.02
	Vert %	8.04	5.15	10.12	0.00	11.89
	Index	100	64	126	0	148
			*	*	*	*
Employed Full Time	Unwgt'd	24928	129	79	7	188
	Weighted (000)	116486	461	310	28	866
	Horz %	100.00	0.40	0.27	0.02	0.74
	Vert %	48.38	50.62	62.43	27.85	52.07
	Index	100	105	129	58	108
			*	*	*	*
Employed Part Time	Unwgt'd	5673	21	8	4	34
	Weighted (000)	29663	79	41	40	176
	Horz %	100.00	0.27	0.14	0.14	0.59
	Vert %	12.32	8.68	8.35	40.38	10.59
	Index	100	70	68	328	86

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Not Employed				*	*	
	Unwgt	17672	85	27	5	158
	Weighted (000)	94631	371	145	32	621
	Horz %	100.00	0.39	0.15	0.03	0.66
	Vert %	39.30	40.70	29.22	31.77	37.34
	Index	100	104	74	81	95
Temporarily Unemployed			*	*	*	*
	Unwgt	1992	6	3	0	16
	Weighted (000)	13071	20	21	0	87
	Horz %	100.00	0.16	0.16	0.00	0.67
	Vert %	5.43	2.23	4.23	0.00	5.25
	Index	100	41	78	0	97
Retired from Employment			*	*	*	*
	Unwgt	10157	56	16	3	122
	Weighted (000)	45370	248	65	20	413
	Horz %	100.00	0.55	0.14	0.04	0.91
	Vert %	18.84	27.19	13.16	20.00	24.82
	Index	100	144	70	106	132
Not Employed, Principal Shopper for Household			*	*	*	*
	Unwgt	2514	14	6	2	9
	Weighted (000)	16486	77	34	12	64
	Horz %	100.00	0.47	0.20	0.07	0.39
	Vert %	6.85	8.50	6.76	11.77	3.84
	Index	100	124	99	172	56
Occupation: Professional and Related Occupations			*	*	*	*
	Unwgt	7447	46	25	3	72
	Weighted (000)	33261	171	111	16	342
	Horz %	100.00	0.52	0.33	0.05	1.03
	Vert %	13.81	18.81	22.34	16.39	20.57
	Index	100	136	162	119	149
Occupation: Management, Business and Financial Operations			*	*	*	*
	Unwgt	6565	45	27	4	59
	Weighted (000)	24062	149	97	18	180
	Horz %	100.00	0.62	0.40	0.07	0.75
	Vert %	9.99	16.32	19.63	17.99	10.82
	Index	100	163	196	180	108
Occupation: Sales and Office Occupations			*	*	*	*
	Unwgt	5945	27	17	2	44
	Weighted (000)	32600	104	71	25	250
	Horz %	100.00	0.32	0.22	0.08	0.77
	Vert %	13.54	11.39	14.27	25.26	15.03
	Index	100	84	105	187	111
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*	*
	Unwgt	2586	8	6	0	13
	Weighted (000)	13486	23	20	0	54
	Horz %	100.00	0.17	0.15	0.00	0.40
	Vert %	5.60	2.53	4.00	0.00	3.24
	Index	100	45	71	0	58
Occupation: Other Employed			*	*	*	*
	Unwgt	8058	24	12	2	34
	Weighted (000)	42740	93	52	9	216
	Horz %	100.00	0.22	0.12	0.02	0.51
	Vert %	17.75	10.26	10.54	8.58	13.00
	Index	100	58	59	48	73

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			*	*	*	*
Household Income: \$250,000+	Unwgt'd	1862	25	11	6	38
	Weighted (000)	7072	92	40	36	142
	Horz %	100.00	1.30	0.57	0.51	2.00
	Vert %	2.94	10.10	8.11	35.74	8.51
	Index	100	344	276	1217	290
			*	*	*	*
Household Income: \$200,000-\$249,999	Unwgt'd	1511	12	13	1	21
	Weighted (000)	6244	55	81	2	71
	Horz %	100.00	0.88	1.30	0.02	1.14
	Vert %	2.59	6.05	16.37	1.52	4.29
	Index	100	233	631	59	165
			*	*	*	*
Household Income: \$150,000-\$199,999	Unwgt'd	3595	29	21	1	63
	Weighted (000)	16937	89	77	6	217
	Horz %	100.00	0.52	0.45	0.04	1.28
	Vert %	7.03	9.72	15.47	5.98	13.04
	Index	100	138	220	85	185
			*	*	*	*
Household Income: \$100,000-\$149,999	Unwgt'd	7160	55	29	4	66
	Weighted (000)	37688	232	143	33	339
	Horz %	100.00	0.62	0.38	0.09	0.90
	Vert %	15.65	25.50	28.75	32.71	20.35
	Index	100	163	184	209	130
			*	*	*	*
Household Income: \$75,000-\$99,999	Unwgt'd	6228	44	17	1	67
	Weighted (000)	32225	177	61	2	292
	Horz %	100.00	0.55	0.19	0.01	0.90
	Vert %	13.38	19.40	12.32	1.73	17.52
	Index	100	145	92	13	131
			*	*	*	*
Household Income: \$60,000-\$74,999	Unwgt'd	4977	13	7	0	29
	Weighted (000)	25163	52	24	0	104
	Horz %	100.00	0.21	0.10	0.00	0.41
	Vert %	10.45	5.67	4.85	0.00	6.26
	Index	100	54	46	0	60
			*	*	*	*
Household Income: \$50,000-\$59,999	Unwgt'd	3803	15	2	1	27
	Weighted (000)	18770	68	2	8	133
	Horz %	100.00	0.36	0.01	0.04	0.71
	Vert %	7.80	7.43	0.40	7.67	8.01
	Index	100	95	5	98	103
			*	*	*	*
Household Income: \$40,000-\$49,999	Unwgt'd	4778	17	2	0	33
	Weighted (000)	20586	54	3	0	165
	Horz %	100.00	0.26	0.01	0.00	0.80
	Vert %	8.55	5.98	0.62	0.00	9.93
	Index	100	70	7	0	116
			*	*	*	*
Household Income: \$30,000-\$39,999	Unwgt'd	4643	13	3	0	13
	Weighted (000)	22039	48	6	0	108
	Horz %	100.00	0.22	0.03	0.00	0.49
	Vert %	9.15	5.31	1.15	0.00	6.46
	Index	100	58	13	0	71

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Household Income: \$20,000-\$29,999			*	*	*	*
	Unwgt'd	4346	4	4	1	10
	Weighted (000)	21849	16	13	10	47
	Horz %	100.00	0.07	0.06	0.05	0.21
	Vert %	9.07	1.72	2.63	10.25	2.82
	Index	100	19	29	113	31
Household Income: Under \$20,000			*	*	*	*
	Unwgt'd	5370	8	5	1	13
	Weighted (000)	32207	28	46	4	47
	Horz %	100.00	0.09	0.14	0.01	0.15
	Vert %	13.38	3.12	9.33	4.41	2.81
	Index	100	23	70	33	21
Median Household Income						
	Unwgt'd					
	Weighted (000)	62.90	102.70	132.50	139.70	94.60
	Horz %					
	Vert %					
	Index	100	163	211	222	150
Marital Status: Single, Never Married			*	*	*	*
	Unwgt'd	11890	29	30	0	47
	Weighted (000)	67363	123	152	0	336
	Horz %	100.00	0.18	0.23	0.00	0.50
	Vert %	27.98	13.55	30.71	0.00	20.20
	Index	100	48	110	0	72
Marital Status: Currently Married					*	*
	Unwgt'd	24640	182	72	16	254
	Weighted (000)	127911	696	296	100	1082
	Horz %	100.00	0.54	0.23	0.08	0.85
	Vert %	53.12	76.40	59.72	100.00	65.03
	Index	100	144	112	188	122
Marital Status: Divorced or Legally Separated			*	*	*	*
	Unwgt'd	7948	11	10	0	47
	Weighted (000)	30646	42	46	0	171
	Horz %	100.00	0.14	0.15	0.00	0.56
	Vert %	12.73	4.56	9.19	0.00	10.27
	Index	100	36	72	0	81
Marital Status: Widowed			*	*	*	*
	Unwgt'd	3795	13	2	0	32
	Weighted (000)	14859	50	2	0	75
	Horz %	100.00	0.34	0.01	0.00	0.50
	Vert %	6.17	5.49	0.38	0.00	4.51
	Index	100	89	6	0	73
Marital Status: Engaged to Be Married			*	*	*	*
	Unwgt'd	1949	6	4	0	5
	Weighted (000)	10768	30	10	0	17
	Horz %	100.00	0.28	0.10	0.00	0.16
	Vert %	4.47	3.33	2.10	0.00	1.02
	Index	100	75	47	0	23
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)			*	*	*	*
	Unwgt'd	3390	11	4	0	10
	Weighted (000)	20609	49	19	0	31
	Horz %	100.00	0.24	0.09	0.00	0.15
	Vert %	8.56	5.38	3.92	0.00	1.84
	Index	100	63	46	0	22

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					*	*
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	83	42	9	133
	Weighted (000)	95244	284	196	64	595
	Horz %	100.00	0.30	0.21	0.07	0.62
	Vert %	39.56	31.13	39.48	63.66	35.77
	Index	100	79	100	161	90
1 Child Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	7249	43	15	2	44
	Weighted (000)	38782	152	59	12	204
	Horz %	100.00	0.39	0.15	0.03	0.53
	Vert %	16.11	16.73	11.86	11.77	12.24
Index	100	104	74	73	76	
2 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	6875	33	17	1	52
	Weighted (000)	34084	89	85	6	224
	Horz %	100.00	0.26	0.25	0.02	0.66
	Vert %	14.16	9.82	17.17	5.98	13.47
Index	100	69	121	42	95	
3 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	2656	5	7	4	28
	Weighted (000)	14443	30	40	40	121
	Horz %	100.00	0.20	0.27	0.28	0.84
	Vert %	6.00	3.25	7.98	39.79	7.27
Index	100	54	133	663	121	
4 Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	917	2	3	1	5
	Weighted (000)	5134	12	12	2	19
	Horz %	100.00	0.24	0.24	0.03	0.37
	Vert %	2.13	1.33	2.47	1.72	1.15
Index	100	62	116	81	54	
5 or More Children Under Age 18 Currently Living at Home			*	*	*	*
	Unwgt'd	413	0	0	1	4
	Weighted (000)	2801	0	0	4	27
	Horz %	100.00	0.00	0.00	0.16	0.97
	Vert %	1.16	0.00	0.00	4.41	1.63
Index	100	0	0	379	141	
Own Home/Residence					*	
	Unwgt'd	33144	195	91	15	322
	Weighted (000)	160200	788	408	97	1350
	Horz %	100.00	0.49	0.25	0.06	0.84
	Vert %	66.53	86.56	82.25	96.73	81.12
Index	100	130	124	145	122	
Rent Home/Residence			*	*	*	*
	Unwgt'd	14554	39	23	1	57
	Weighted (000)	77579	121	88	3	303
	Horz %	100.00	0.16	0.11	0.00	0.39
	Vert %	32.22	13.25	17.75	3.27	18.19
Index	100	41	55	10	56	
Live Rent-Free in Home/Residence			*	*	*	*
	Unwgt'd	575	1	0	0	1
	Weighted (000)	3001	2	0	0	12
	Horz %	100.00	0.06	0.00	0.00	0.38
	Vert %	1.25	0.19	0.00	0.00	0.69
Index	100	15	0	0	56	

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
				*	*	*
Census Region: North East	Unwgt	11292	45	15	3	69
	Weighted (000)	43596	129	59	11	194
	Horz %	100.00	0.30	0.13	0.03	0.44
	Vert %	18.11	14.14	11.82	11.31	11.64
	Index	100	78	65	62	64
				*	*	
Census Region: South	Unwgt	16777	96	44	1	152
	Weighted (000)	90561	354	207	8	801
	Horz %	100.00	0.39	0.23	0.01	0.88
	Vert %	37.61	38.84	41.78	7.67	48.14
	Index	100	103	111	20	128
				*	*	
Census Region: Midwest	Unwgt	10348	49	15	5	52
	Weighted (000)	51575	241	92	24	219
	Horz %	100.00	0.47	0.18	0.05	0.42
	Vert %	21.42	26.42	18.59	23.83	13.15
	Index	100	123	87	111	61
				*	*	*
Census Region: West	Unwgt	9856	45	40	7	107
	Weighted (000)	55047	188	138	57	450
	Horz %	100.00	0.34	0.25	0.10	0.82
	Vert %	22.86	20.60	27.81	57.20	27.07
	Index	100	90	122	250	118
				*	*	*
Census Sub-Region: New England	Unwgt	2902	9	4	1	14
	Weighted (000)	11431	37	26	1	29
	Horz %	100.00	0.32	0.23	0.01	0.25
	Vert %	4.75	4.07	5.33	1.45	1.74
	Index	100	86	112	31	37
				*	*	*
Census Sub-Region: Mid Atlantic	Unwgt	8390	36	11	2	55
	Weighted (000)	32165	92	32	10	165
	Horz %	100.00	0.29	0.10	0.03	0.51
	Vert %	13.36	10.08	6.49	9.86	9.90
	Index	100	75	49	74	74
				*	*	*
Census Sub-Region: South Atlantic	Unwgt	9468	49	23	1	79
	Weighted (000)	46537	160	113	8	450
	Horz %	100.00	0.34	0.24	0.02	0.97
	Vert %	19.33	17.61	22.86	7.67	27.03
	Index	100	91	118	40	140
				*	*	*
Census Sub-Region: East South Central	Unwgt	1936	10	6	0	11
	Weighted (000)	14894	67	38	0	120
	Horz %	100.00	0.45	0.25	0.00	0.81
	Vert %	6.19	7.36	7.58	0.00	7.21
	Index	100	119	122	0	117
				*	*	*
Census Sub-Region: West South Central	Unwgt	5373	37	15	0	62
	Weighted (000)	29130	126	56	0	231
	Horz %	100.00	0.43	0.19	0.00	0.79
	Vert %	12.10	13.87	11.34	0.00	13.90
	Index	100	115	94	0	115

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
				*	*	*
Census Sub-Region: East North Central	Unwgt	7954	36	10	5	46
	Weighted (000)	35969	165	47	24	189
	Horz %	100.00	0.46	0.13	0.07	0.52
	Vert %	14.94	18.13	9.51	23.83	11.33
	Index	100	121	64	159	76
			*	*	*	*
Census Sub-Region: West North Central	Unwgt	2394	13	5	0	6
	Weighted (000)	15607	76	45	0	30
	Horz %	100.00	0.48	0.29	0.00	0.19
	Vert %	6.48	8.29	9.08	0.00	1.82
	Index	100	128	140	0	28
			*	*	*	*
Census Sub-Region: Mountain	Unwgt	2516	5	8	3	16
	Weighted (000)	17393	31	24	32	84
	Horz %	100.00	0.18	0.14	0.19	0.48
	Vert %	7.22	3.38	4.76	32.41	5.06
	Index	100	47	66	449	70
			*	*	*	*
Census Sub-Region: Pacific	Unwgt	7340	40	32	4	91
	Weighted (000)	37654	157	114	25	366
	Horz %	100.00	0.42	0.30	0.07	0.97
	Vert %	15.64	17.22	23.06	24.79	22.01
	Index	100	110	147	158	141
			*	*	*	*
County Size: A	Unwgt	26336	152	70	12	254
	Weighted (000)	101038	460	249	56	931
	Horz %	100.00	0.46	0.25	0.06	0.92
	Vert %	41.96	50.51	50.31	56.38	55.93
	Index	100	120	120	134	133
			*	*	*	*
County Size: B	Unwgt	11787	53	38	3	87
	Weighted (000)	70879	243	205	33	527
	Horz %	100.00	0.34	0.29	0.05	0.74
	Vert %	29.44	26.64	41.31	33.02	31.69
	Index	100	90	140	112	108
			*	*	*	*
County Size: C/D	Unwgt	10150	30	6	1	39
	Weighted (000)	68862	208	42	11	206
	Horz %	100.00	0.30	0.06	0.02	0.30
	Vert %	28.60	22.86	8.38	10.60	12.38
	Index	100	80	29	37	43
			*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt	1208	7	4	2	16
	Weighted (000)	4881	34	29	5	61
	Horz %	100.00	0.71	0.59	0.11	1.24
	Vert %	2.03	3.78	5.78	5.29	3.64
	Index	100	187	285	261	180
			*	*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt	8156	45	25	2	67
	Weighted (000)	39455	186	89	23	270
	Horz %	100.00	0.47	0.22	0.06	0.68
	Vert %	16.39	20.38	17.87	23.22	16.22
	Index	100	124	109	142	99

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
				*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt	1202	6	3	0	10
	Weighted (000)	6602	27	12	0	39
	Horz %	100.00	0.41	0.18	0.00	0.58
	Vert %	2.74	3.00	2.41	0.00	2.32
	Index	100	109	88	0	85
			*	*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt	287	1	1	0	0
	Weighted (000)	1442	1	6	0	0
	Horz %	100.00	0.06	0.40	0.00	0.00
	Vert %	0.60	0.10	1.15	0.00	0.00
	Index	100	16	193	0	0
			*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt	2864	22	7	2	33
	Weighted (000)	8071	78	22	3	85
	Horz %	100.00	0.96	0.27	0.04	1.06
	Vert %	3.35	8.53	4.40	3.45	5.13
	Index	100	255	131	103	153
			*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt	3437	24	10	1	38
	Weighted (000)	12832	83	31	4	128
	Horz %	100.00	0.65	0.24	0.03	1.00
	Vert %	5.33	9.09	6.21	3.57	7.71
	Index	100	171	117	67	145
			*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt	884	0	2	0	9
	Weighted (000)	4021	0	9	0	25
	Horz %	100.00	0.00	0.21	0.00	0.62
	Vert %	1.67	0.00	1.73	0.00	1.49
	Index	100	0	104	0	89
			*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt	3316	12	12	2	26
	Weighted (000)	15752	49	57	5	114
	Horz %	100.00	0.31	0.36	0.03	0.72
	Vert %	6.54	5.35	11.54	5.29	6.83
	Index	100	82	176	81	104
			*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt	8653	41	34	3	58
	Weighted (000)	45814	132	144	31	256
	Horz %	100.00	0.29	0.32	0.07	0.56
	Vert %	19.03	14.45	29.11	30.94	15.41
	Index	100	76	153	163	81
			*	*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt	2973	17	5	1	21
	Weighted (000)	14188	68	14	8	80
	Horz %	100.00	0.48	0.10	0.05	0.57
	Vert %	5.89	7.47	2.79	7.67	4.83
	Index	100	127	47	130	82
			*	*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3601	18	7	3	28
	Weighted (000)	18087	55	20	13	94
	Horz %	100.00	0.30	0.11	0.07	0.52
	Vert %	7.51	6.01	4.04	13.04	5.65
	Index	100	80	54	174	75

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
				*	*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt'd	1383	10	3	2	18
	Weighted (000)	5415	42	13	32	55
	Horz %	100.00	0.77	0.23	0.60	1.02
	Vert %	2.25	4.58	2.53	32.30	3.33
	Index	100	204	113	1436	148
			*	*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt'd	8065	19	13	3	36
	Weighted (000)	46392	88	61	28	167
	Horz %	100.00	0.19	0.13	0.06	0.36
	Vert %	19.27	9.64	12.40	27.82	10.02
	Index	100	50	64	144	52
			*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgt'd	289	2	1	0	1
	Weighted (000)	1180	9	7	0	2
	Horz %	100.00	0.73	0.57	0.00	0.17
	Vert %	0.49	0.95	1.36	0.00	0.12
	Index	100	194	277	0	24
			*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgt'd	730	2	0	0	8
	Weighted (000)	4011	16	0	0	68
	Horz %	100.00	0.41	0.00	0.00	1.70
	Vert %	1.67	1.79	0.00	0.00	4.09
	Index	100	108	0	0	246
			*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2429	10	6	0	16
	Weighted (000)	15349	42	15	0	86
	Horz %	100.00	0.27	0.10	0.00	0.56
	Vert %	6.37	4.59	3.08	0.00	5.18
	Index	100	72	48	0	81
			*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgt'd	3507	20	9	2	31
	Weighted (000)	16479	98	20	23	102
	Horz %	100.00	0.60	0.12	0.14	0.62
	Vert %	6.84	10.78	4.05	23.22	6.10
	Index	100	158	59	339	89
			*	*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgt'd	702	1	2	0	8
	Weighted (000)	2542	6	14	0	18
	Horz %	100.00	0.24	0.54	0.00	0.70
	Vert %	1.06	0.68	2.79	0.00	1.08
	Index	100	64	265	0	102
			*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgt'd	991	4	2	0	6
	Weighted (000)	6494	10	3	0	41
	Horz %	100.00	0.15	0.05	0.00	0.62
	Vert %	2.70	1.04	0.59	0.00	2.44
	Index	100	39	22	0	90
			*	*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	5900	36	14	6	57
	Weighted (000)	23011	126	71	28	174
	Horz %	100.00	0.55	0.31	0.12	0.76
	Vert %	9.56	13.82	14.36	28.31	10.48
	Index	100	145	150	296	110

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
				*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1671	5	2	3	14
	Weighted (000)	8714	36	14	33	98
	Horz %	100.00	0.41	0.16	0.38	1.12
	Vert %	3.62	3.95	2.87	33.02	5.89
	Index	100	109	79	912	163
			*	*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2634	19	7	2	29
	Weighted (000)	10681	54	26	8	82
	Horz %	100.00	0.50	0.24	0.07	0.77
	Vert %	4.44	5.92	5.27	7.70	4.94
	Index	100	133	119	173	111
			*	*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd	3953	20	8	0	35
	Weighted (000)	20069	86	43	0	168
	Horz %	100.00	0.43	0.21	0.00	0.84
	Vert %	8.34	9.47	8.70	0.00	10.07
	Index	100	114	104	0	121
			*	*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2820	22	11	1	21
	Weighted (000)	14985	69	51	6	86
	Horz %	100.00	0.46	0.34	0.04	0.58
	Vert %	6.22	7.54	10.20	5.98	5.18
	Index	100	121	164	96	83
			*	*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3771	19	9	1	25
	Weighted (000)	18525	70	31	2	124
	Horz %	100.00	0.38	0.17	0.01	0.67
	Vert %	7.69	7.63	6.17	1.72	7.43
	Index	100	99	80	22	97
			*	*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1166	4	4	1	10
	Weighted (000)	6001	31	21	22	63
	Horz %	100.00	0.52	0.36	0.36	1.05
	Vert %	2.49	3.46	4.33	21.70	3.77
	Index	100	139	174	871	151
			*	*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	791	3	0	0	5
	Weighted (000)	4990	24	0	0	30
	Horz %	100.00	0.48	0.00	0.00	0.60
	Vert %	2.07	2.63	0.00	0.00	1.81
	Index	100	127	0	0	87
			*	*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	315	2	0	0	1
	Weighted (000)	1793	10	0	0	3
	Horz %	100.00	0.54	0.00	0.00	0.16
	Vert %	0.74	1.07	0.00	0.00	0.18
	Index	100	144	0	0	24
			*	*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	5190	21	7	0	39
	Weighted (000)	26664	61	50	0	201
	Horz %	100.00	0.23	0.19	0.00	0.76
	Vert %	11.07	6.73	10.12	0.00	12.10
	Index	100	61	91	0	109

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
				*	*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	2379	12	5	0	17
	Weighted (000)	11083	41	31	0	90
	Horz %	100.00	0.37	0.28	0.00	0.81
	Vert %	4.60	4.55	6.19	0.00	5.38
	Index	100	99	135	0	117
			*	*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt	1939	5	4	0	15
	Weighted (000)	11362	15	47	0	82
	Horz %	100.00	0.13	0.41	0.00	0.72
	Vert %	4.72	1.62	9.41	0.00	4.93
	Index	100	34	199	0	104
			*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt	1269	7	0	0	16
	Weighted (000)	7051	32	0	0	99
	Horz %	100.00	0.46	0.00	0.00	1.40
	Vert %	2.93	3.55	0.00	0.00	5.92
	Index	100	121	0	0	202
					*	
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt	40314	195	99	13	306
	Weighted (000)	198598	736	430	75	1367
	Horz %	100.00	0.37	0.22	0.04	0.69
	Vert %	82.48	80.75	86.78	74.58	82.12
	Index	100	98	105	90	100
					*	
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt	24949	119	71	10	206
	Weighted (000)	119900	409	297	55	963
	Horz %	100.00	0.34	0.25	0.05	0.80
	Vert %	49.80	44.85	59.85	54.93	57.86
	Index	100	90	120	110	116
					*	
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt	18085	72	41	6	125
	Weighted (000)	89896	307	166	43	598
	Horz %	100.00	0.34	0.18	0.05	0.67
	Vert %	37.34	33.66	33.51	43.24	35.93
	Index	100	90	90	116	96
					*	
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt	21647	119	59	9	174
	Weighted (000)	104254	410	246	51	674
	Horz %	100.00	0.39	0.24	0.05	0.65
	Vert %	43.30	45.01	49.56	50.96	40.49
	Index	100	104	114	118	94
			*	*	*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt	7445	30	15	2	44
	Weighted (000)	38037	132	98	6	283
	Horz %	100.00	0.35	0.26	0.02	0.74
	Vert %	15.80	14.49	19.71	5.86	17.02
	Index	100	92	125	37	108
			*	*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt	2311	7	8	1	12
	Weighted (000)	11829	16	53	4	55
	Horz %	100.00	0.14	0.44	0.04	0.46
	Vert %	4.91	1.78	10.61	4.18	3.28
	Index	100	36	216	85	67

RAB / GfK MRI AUTO PROFILE: LEXUS

		Adukts 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
					*	*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	61	39	5	126
	Weighted (000)	75340	233	185	38	544
	Horz %	100.00	0.31	0.25	0.05	0.72
	Vert %	31.29	25.58	37.33	38.31	32.67
	Index	100	82	119	122	104
				*	*	
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	108	47	6	173
	Weighted (000)	103236	369	223	31	747
	Horz %	100.00	0.36	0.22	0.03	0.72
	Vert %	42.88	40.55	45.04	30.88	44.91
	Index	100	95	105	72	105
				*	*	
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	94	35	5	129
	Weighted (000)	81300	383	152	36	576
	Horz %	100.00	0.47	0.19	0.04	0.71
	Vert %	33.77	42.04	30.58	35.80	34.63
	Index	100	125	91	106	103
			*	*	*	
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgt'd	7820	24	16	3	59
	Weighted (000)	39381	79	110	28	226
	Horz %	100.00	0.20	0.28	0.07	0.57
	Vert %	16.36	8.65	22.19	27.82	13.59
	Index	100	53	136	170	83
			*	*	*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgt'd	1948	7	7	0	15
	Weighted (000)	9954	25	41	0	71
	Horz %	100.00	0.25	0.41	0.00	0.72
	Vert %	4.13	2.73	8.30	0.00	4.29
	Index	100	66	201	0	104
			*	*	*	
Where Listen to Radio on Typical Weekday: Home	Unwgt'd	12806	47	23	4	76
	Weighted (000)	62580	178	109	20	351
	Horz %	100.00	0.28	0.17	0.03	0.56
	Vert %	25.99	19.51	21.90	20.10	21.10
	Index	100	75	84	77	81
					*	
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	192	96	13	303
	Weighted (000)	181109	710	413	82	1371
	Horz %	100.00	0.39	0.23	0.05	0.76
	Vert %	75.22	77.96	83.33	81.45	82.40
	Index	100	104	111	108	110
			*	*	*	*
Where Listen to Radio on Typical Weekday: Work	Unwgt'd	5690	20	16	1	35
	Weighted (000)	29668	97	63	4	171
	Horz %	100.00	0.33	0.21	0.01	0.58
	Vert %	12.32	10.64	12.72	4.18	10.26
	Index	100	86	103	34	83
			*	*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgt'd	1158	3	3	0	5
	Weighted (000)	6331	6	13	0	73
	Horz %	100.00	0.09	0.21	0.00	1.15
	Vert %	2.63	0.64	2.70	0.00	4.38
	Index	100	25	103	0	167

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
					*	*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	55	28	5	80
	Weighted (000)	72174	214	129	33	307
	Horz %	100.00	0.30	0.18	0.05	0.43
	Vert %	29.97	23.45	26.10	32.78	18.45
	Index	100	78	87	109	62
					*	
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	180	93	10	292
	Weighted (000)	166202	666	399	74	1346
	Horz %	100.00	0.40	0.24	0.04	0.81
	Vert %	69.03	73.17	80.45	73.96	80.88
	Index	100	106	117	107	117
			*	*	*	*
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	6	7	0	16
	Weighted (000)	11015	26	33	0	92
	Horz %	100.00	0.23	0.30	0.00	0.84
	Vert %	4.57	2.81	6.56	0.00	5.53
	Index	100	61	143	0	121
			*	*	*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	2	2	1	10
	Weighted (000)	6306	14	9	4	80
	Horz %	100.00	0.22	0.14	0.06	1.28
	Vert %	2.62	1.52	1.74	3.57	4.84
	Index	100	58	66	136	185
			*	*	*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	58	21	6	96
	Weighted (000)	37690	228	99	20	331
	Horz %	100.00	0.60	0.26	0.05	0.88
	Vert %	15.65	25.03	19.90	19.79	19.87
	Index	100	160	127	126	127
			*	*	*	*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	165	83	12	273
	Weighted (000)	181675	616	369	82	1186
	Horz %	100.00	0.34	0.20	0.05	0.65
	Vert %	75.45	67.62	74.36	82.00	71.29
	Index	100	90	99	109	94
			*	*	*	*
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	187	91	14	300
	Weighted (000)	193871	701	410	85	1300
	Horz %	100.00	0.36	0.21	0.04	0.67
	Vert %	80.52	76.96	82.67	85.18	78.10
	Index	100	96	103	106	97
			*	*	*	*
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	49	25	2	69
	Weighted (000)	28450	191	105	3	263
	Horz %	100.00	0.67	0.37	0.01	0.92
	Vert %	11.82	20.97	21.13	3.18	15.80
	Index	100	177	179	27	134
			*	*	*	*
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	73	34	2	95
	Weighted (000)	41160	279	146	3	448
	Horz %	100.00	0.68	0.35	0.01	1.09
	Vert %	17.09	30.63	29.38	3.18	26.92
	Index	100	179	172	19	157

RAB / GfK MRI AUTO PROFILE: LEXUS

		Adukts 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
						*
Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	120	54	6	136
	Weighted (000)	71398	448	216	29	545
	Horz %	100.00	0.63	0.30	0.04	0.76
	Vert %	29.65	49.16	43.57	28.99	32.72
	Index	100	166	147	98	110
						*
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	99	80	3	107
	Weighted (000)	62882	399	326	10	407
	Horz %	100.00	0.63	0.52	0.02	0.65
	Vert %	26.12	43.80	65.68	9.58	24.46
	Index	100	168	251	37	94
						*
Listened online to streaming AM/FM broadcast radio stations - Past Month	Unwgt'd	7450	31	27	1	66
	Weighted (000)	36486	103	103	3	291
	Horz %	100.00	0.28	0.28	0.01	0.80
	Vert %	15.15	11.27	20.68	3.27	17.49
	Index	100	74	136	22	115
						*
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month	Unwgt'd	14104	63	49	5	114
	Weighted (000)	70596	246	184	32	564
	Horz %	100.00	0.35	0.26	0.05	0.80
	Vert %	29.32	26.96	37.08	32.16	33.91
	Index	100	92	126	110	116
						*
Visited a radio station, radio program or radio personality's website - Past Month	Unwgt'd	3495	14	15	1	27
	Weighted (000)	16642	31	60	4	145
	Horz %	100.00	0.19	0.36	0.03	0.87
	Vert %	6.91	3.42	12.07	4.41	8.71
	Index	100	49	175	64	126
						*
Downloaded music - past month	Unwgt'd	10131	48	32	7	91
	Weighted (000)	53361	213	122	47	420
	Horz %	100.00	0.40	0.23	0.09	0.79
	Vert %	22.16	23.40	24.58	47.36	25.23
	Index	100	106	111	214	114
						*
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	17	14	2	23
	Weighted (000)	11952	56	55	12	91
	Horz %	100.00	0.47	0.46	0.10	0.76
	Vert %	4.96	6.14	11.16	12.38	5.48
	Index	100	124	225	249	110
						*
Listened to iHeartRadio/visited website - past month	Unwgt'd	3490	10	6	1	16
	Weighted (000)	17709	21	33	10	94
	Horz %	100.00	0.12	0.19	0.06	0.53
	Vert %	7.36	2.34	6.64	10.25	5.66
	Index	100	32	90	139	77
						*
Listened to iTunes/visited website - past month	Unwgt'd	7650	48	31	3	75
	Weighted (000)	36645	197	132	34	378
	Horz %	100.00	0.54	0.36	0.09	1.03
	Vert %	15.22	21.57	26.64	34.15	22.72
	Index	100	142	175	224	149

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		Adukts 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
					*	*
Listened to Pandora/visited website - past month	Unwgt'd	13348	64	45	7	99
	Weighted (000)	68670	244	174	51	491
	Horz %	100.00	0.35	0.25	0.07	0.72
	Vert %	28.52	26.76	35.07	51.15	29.52
	Index	100	94	123	179	104
			*	*	*	*
Listened to Spotify/visited website - past month	Unwgt'd	4026	15	18	0	29
	Weighted (000)	21138	65	71	0	176
	Horz %	100.00	0.31	0.34	0.00	0.83
	Vert %	8.78	7.13	14.41	0.00	10.59
	Index	100	81	164	0	121
			*	*	*	*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16441	73	34	5	122
	Weighted (000)	83247	285	188	34	501
	Horz %	100.00	0.34	0.23	0.04	0.60
	Vert %	34.57	31.27	37.95	33.91	30.10
	Index	100	90	110	98	87
			*	*	*	*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13568	70	29	5	99
	Weighted (000)	68583	256	144	18	430
	Horz %	100.00	0.37	0.21	0.03	0.63
	Vert %	28.48	28.10	29.05	17.81	25.82
	Index	100	99	102	63	91
			*	*	*	*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	16787	73	33	7	122
	Weighted (000)	84735	288	179	43	526
	Horz %	100.00	0.34	0.21	0.05	0.62
	Vert %	35.19	31.63	36.13	43.07	31.59
	Index	100	90	103	122	90
			*	*	*	*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12871	63	23	3	96
	Weighted (000)	66195	268	114	10	387
	Horz %	100.00	0.41	0.17	0.02	0.58
	Vert %	27.49	29.46	22.99	10.11	23.23
	Index	100	107	84	37	85
			*	*	*	*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38660	197	93	12	317
	Weighted (000)	189912	784	404	71	1313
	Horz %	100.00	0.41	0.21	0.04	0.69
	Vert %	78.87	86.04	81.51	71.29	78.90
	Index	100	109	103	90	100
			*	*	*	*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30696	158	76	11	255
	Weighted (000)	149196	645	317	67	1015
	Horz %	100.00	0.43	0.21	0.04	0.68
	Vert %	61.96	70.81	64.02	66.88	60.98
	Index	100	114	103	108	98
			*	*	*	*
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26491	132	63	9	225
	Weighted (000)	129997	484	254	55	944
	Horz %	100.00	0.37	0.20	0.04	0.73
	Vert %	53.99	53.14	51.14	55.28	56.72
	Index	100	98	95	102	105

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		Adukts 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
						*
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30904	160	65	9	252
	Weighted (000)	150311	665	282	64	1014
	Horz %	100.00	0.44	0.19	0.04	0.67
	Vert %	62.43	73.01	56.83	64.43	60.93
	Index	100	117	91	103	98
				*	*	
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13385	56	25	7	96
	Weighted (000)	71448	243	107	51	395
	Horz %	100.00	0.34	0.15	0.07	0.55
	Vert %	29.67	26.64	21.68	50.61	23.72
	Index	100	90	73	171	80
				*	*	
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	23966	99	49	10	192
	Weighted (000)	120410	382	194	45	771
	Horz %	100.00	0.32	0.16	0.04	0.64
	Vert %	50.01	41.92	39.15	44.98	46.31
	Index	100	84	78	90	93
			*	*	*	
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	7819	38	19	2	57
	Weighted (000)	39930	134	93	9	247
	Horz %	100.00	0.34	0.23	0.02	0.62
	Vert %	16.58	14.69	18.67	9.38	14.87
	Index	100	89	113	57	90
			*	*	*	
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	19776	95	37	8	137
	Weighted (000)	98663	419	176	37	536
	Horz %	100.00	0.42	0.18	0.04	0.54
	Vert %	40.98	46.00	35.42	36.77	32.19
	Index	100	112	86	90	79
			*	*	*	
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23713	118	50	10	193
	Weighted (000)	118404	439	226	52	838
	Horz %	100.00	0.37	0.19	0.04	0.71
	Vert %	49.18	48.18	45.51	51.55	50.35
	Index	100	98	93	105	102
			*	*	*	*
Downloaded a TV Program - Past Month	Unwgt'd	2546	13	7	0	17
	Weighted (000)	12316	32	23	0	84
	Horz %	100.00	0.26	0.19	0.00	0.68
	Vert %	5.11	3.52	4.69	0.00	5.04
	Index	100	69	92	0	99
			*	*	*	*
Watched a TV Program Online Past Month	Unwgt'd	8662	37	23	4	59
	Weighted (000)	42288	121	104	22	308
	Horz %	100.00	0.29	0.25	0.05	0.73
	Vert %	17.56	13.25	20.97	21.91	18.53
	Index	100	75	119	125	106
			*	*	*	*
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	51	23	3	77
	Weighted (000)	49642	180	100	20	328
	Horz %	100.00	0.36	0.20	0.04	0.66
	Vert %	20.62	19.74	20.15	20.18	19.68
	Index	100	96	98	98	95

RAB / GfK MRI AUTO PROFILE: LEXUS

		Adukts 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
			*	*	*	*
Looked at TV Listings Online - Past Month	Unwgt'd	5556	36	18	2	48
	Weighted (000)	25739	152	66	9	155
	Horz %	100.00	0.59	0.26	0.04	0.60
	Vert %	10.69	16.65	13.33	9.38	9.33
	Index	100	156	125	88	87
					*	
Household Subscribes to Cable TV	Unwgt'd	22719	107	52	11	201
	Weighted (000)	108255	427	241	71	812
	Horz %	100.00	0.39	0.22	0.07	0.75
	Vert %	44.96	46.87	48.53	70.47	48.81
	Index	100	104	108	157	109
					*	
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	199	102	16	343
	Weighted (000)	191150	781	447	100	1419
	Horz %	100.00	0.41	0.23	0.05	0.74
	Vert %	79.39	85.77	90.05	100.00	85.28
	Index	100	108	113	126	107
					*	
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	195	97	16	336
	Weighted (000)	184440	769	422	100	1409
	Horz %	100.00	0.42	0.23	0.05	0.76
	Vert %	76.60	84.46	85.18	100.00	84.67
	Index	100	110	111	131	111
					*	
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	153	60	11	249
	Weighted (000)	137528	623	257	81	1066
	Horz %	100.00	0.45	0.19	0.06	0.78
	Vert %	57.12	68.44	51.92	80.83	64.07
	Index	100	120	91	142	112
					*	
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	93	41	4	169
	Weighted (000)	77280	336	168	39	719
	Horz %	100.00	0.43	0.22	0.05	0.93
	Vert %	32.10	36.87	33.97	38.49	43.18
	Index	100	115	106	120	135
			*	*	*	
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	6244	38	18	1	62
	Weighted (000)	29338	125	66	11	273
	Horz %	100.00	0.42	0.23	0.04	0.93
	Vert %	12.18	13.69	13.34	10.93	16.42
	Index	100	112	109	90	135
			*	*	*	
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	84	45	6	122
	Weighted (000)	59903	319	180	45	538
	Horz %	100.00	0.53	0.30	0.08	0.90
	Vert %	24.88	35.06	36.33	45.19	32.31
	Index	100	141	146	182	130
			*	*	*	
Household Has a Satellite Dish	Unwgt'd	10901	45	30	5	79
	Weighted (000)	62972	226	120	32	385
	Horz %	100.00	0.36	0.19	0.05	0.61
	Vert %	26.15	24.79	24.11	31.62	23.11
	Index	100	95	92	121	88

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		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
						*
Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	150	71	10	249
	Weighted (000)	117400	591	308	62	1057
	Horz %	100.00	0.50	0.26	0.05	0.90
	Vert %	48.76	64.93	62.17	61.97	63.50
	Index	100	133	128	127	130
						*
Any Internet/Online Activity - Past Month	Unwgt'd	41735	218	110	16	356
	Weighted (000)	203627	830	476	100	1536
	Horz %	100.00	0.41	0.23	0.05	0.75
	Vert %	84.57	91.17	96.05	100.00	92.31
	Index	100	108	114	118	109
						*
Played Games Online - Past Month	Unwgt'd	13858	67	26	2	99
	Weighted (000)	73582	250	151	12	562
	Horz %	100.00	0.34	0.21	0.02	0.76
	Vert %	30.56	27.49	30.49	12.07	33.76
	Index	100	90	100	40	110
			*	*	*	*
Downloaded a Video Game - Past Month	Unwgt'd	5181	19	9	1	34
	Weighted (000)	29277	54	46	3	251
	Horz %	100.00	0.19	0.16	0.01	0.86
	Vert %	12.16	5.96	9.35	3.27	15.05
	Index	100	49	77	27	124
			*	*	*	*
Downloaded a Movie - Past Month	Unwgt'd	4298	26	17	2	36
	Weighted (000)	21411	90	63	12	187
	Horz %	100.00	0.42	0.29	0.06	0.87
	Vert %	8.89	9.85	12.66	12.38	11.23
	Index	100	111	142	139	126
			*	*	*	*
Watched a Movie Online - Past Month	Unwgt'd	10210	47	36	3	81
	Weighted (000)	51231	163	140	19	471
	Horz %	100.00	0.32	0.27	0.04	0.92
	Vert %	21.28	17.89	28.22	18.63	28.30
	Index	100	84	133	88	133
			*	*	*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	40	25	0	69
	Weighted (000)	44949	116	99	0	375
	Horz %	100.00	0.26	0.22	0.00	0.83
	Vert %	18.67	12.73	19.94	0.00	22.53
	Index	100	68	107	0	121
			*	*	*	*
Visited a Chat Room - Past Month	Unwgt'd	2241	9	5	0	19
	Weighted (000)	11411	23	11	0	84
	Horz %	100.00	0.20	0.09	0.00	0.74
	Vert %	4.74	2.53	2.13	0.00	5.05
	Index	100	53	45	0	107
						*
Used e-Mail - Past Month	Unwgt'd	36995	199	105	16	325
	Weighted (000)	174261	780	450	100	1327
	Horz %	100.00	0.45	0.26	0.06	0.76
	Vert %	72.37	85.67	90.78	100.00	79.72
	Index	100	118	125	138	110

RAB / GfK MRI AUTO PROFILE: LEXUS

		Adukts 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
						*
Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	138	78	11	224
	Weighted (000)	135807	528	321	82	1067
	Horz %	100.00	0.39	0.24	0.06	0.79
	Vert %	56.40	58.01	64.69	81.66	64.11
	Index	100	103	115	145	114
			*	*	*	*
Visited Online Blogs - Past Month	Unwgt'd	6524	45	18	4	48
	Weighted (000)	31710	134	91	23	222
	Horz %	100.00	0.42	0.29	0.07	0.70
	Vert %	13.17	14.74	18.38	22.80	13.35
	Index	100	112	140	173	101
			*	*	*	*
Wrote an Online Blog - Past Month	Unwgt'd	1311	5	4	0	11
	Weighted (000)	6536	14	12	0	57
	Horz %	100.00	0.22	0.18	0.00	0.87
	Vert %	2.71	1.58	2.34	0.00	3.43
	Index	100	58	86	0	126
			*	*	*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	20	14	3	24
	Weighted (000)	19478	59	62	17	109
	Horz %	100.00	0.30	0.32	0.09	0.56
	Vert %	8.09	6.46	12.59	16.91	6.52
	Index	100	80	156	209	81
			*	*	*	*
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	185	100	14	302
	Weighted (000)	177442	706	426	74	1368
	Horz %	100.00	0.40	0.24	0.04	0.77
	Vert %	73.69	77.53	85.83	74.13	82.19
	Index	100	105	116	101	112
			*	*	*	*
Accessed Facebook.com - Past Month	Unwgt'd	28781	147	80	10	230
	Weighted (000)	145748	549	322	60	1081
	Horz %	100.00	0.38	0.22	0.04	0.74
	Vert %	60.53	60.23	64.92	60.23	64.94
	Index	100	100	107	100	107
			*	*	*	*
Accessed Foursquare - Past Month	Unwgt'd	326	0	1	0	1
	Weighted (000)	1536	0	3	0	4
	Horz %	100.00	0.00	0.18	0.00	0.25
	Vert %	0.64	0.00	0.56	0.00	0.23
	Index	100	0	87	0	37
			*	*	*	*
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	45	23	3	75
	Weighted (000)	41531	165	112	17	387
	Horz %	100.00	0.40	0.27	0.04	0.93
	Vert %	17.25	18.06	22.49	16.54	23.23
	Index	100	105	130	96	135
			*	*	*	*
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	55	34	5	81
	Weighted (000)	30933	172	129	25	306
	Horz %	100.00	0.56	0.42	0.08	0.99
	Vert %	12.85	18.92	25.95	24.82	18.42
	Index	100	147	202	193	143

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
			*	*	*	
Accessed Pinterest - Past Month	Unwgt'd	8547	43	20	3	57
	Weighted (000)	45015	189	91	16	240
	Horz %	100.00	0.42	0.20	0.03	0.53
	Vert %	18.70	20.74	18.26	15.72	14.41
	Index	100	111	98	84	77
			*	*	*	*
Accessed Tumblr - Past Month	Unwgt'd	1746	5	3	0	6
	Weighted (000)	9399	18	9	0	27
	Horz %	100.00	0.19	0.10	0.00	0.29
	Vert %	3.90	2.00	1.86	0.00	1.64
	Index	100	51	48	0	42
			*	*	*	*
Accessed Twitter.com - Past Month	Unwgt'd	6090	36	28	2	39
	Weighted (000)	30973	122	130	7	189
	Horz %	100.00	0.39	0.42	0.02	0.61
	Vert %	12.86	13.40	26.19	7.16	11.34
	Index	100	104	204	56	88
			*	*	*	*
Accessed Yelp - Past Month	Unwgt'd	3922	27	20	3	31
	Weighted (000)	15511	91	75	14	103
	Horz %	100.00	0.59	0.49	0.09	0.66
	Vert %	6.44	9.97	15.22	14.18	6.19
	Index	100	155	236	220	96
					*	
Accessed YouTube.com - Past Month	Unwgt'd	24628	132	71	8	203
	Weighted (000)	123561	493	281	43	962
	Horz %	100.00	0.40	0.23	0.03	0.78
	Vert %	51.32	54.15	56.74	42.54	57.83
	Index	100	106	111	83	113
					*	
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	97	53	5	130
	Weighted (000)	93304	411	227	23	586
	Horz %	100.00	0.44	0.24	0.03	0.63
	Vert %	38.75	45.13	45.70	23.42	35.21
	Index	100	116	118	60	91
			*	*	*	
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	38	33	3	59
	Weighted (000)	47933	146	146	11	281
	Horz %	100.00	0.30	0.30	0.02	0.59
	Vert %	19.91	16.02	29.43	10.96	16.89
	Index	100	80	148	55	85
				*	*	
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	50	16	2	51
	Weighted (000)	29666	161	63	17	214
	Horz %	100.00	0.54	0.21	0.06	0.72
	Vert %	12.32	17.68	12.80	16.91	12.86
	Index	100	143	104	137	104
					*	
Watched a Video on Social Network - Past Month	Unwgt'd	22534	124	68	8	181
	Weighted (000)	114114	481	292	43	774
	Horz %	100.00	0.42	0.26	0.04	0.68
	Vert %	47.39	52.83	58.95	43.06	46.51
	Index	100	111	124	91	98

RAB / GfK MRI AUTO PROFILE: LEXUS

		Adukts 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
						*
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	198	105	14	316
	Weighted (000)	190804	750	447	82	1433
	Horz %	100.00	0.39	0.23	0.04	0.75
	Vert %	79.24	82.34	90.22	82.25	86.12
	Index	100	104	114	104	109
						*
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	104	65	10	158
	Weighted (000)	90847	331	244	70	799
	Horz %	100.00	0.36	0.27	0.08	0.88
	Vert %	37.73	36.34	49.30	70.22	48.01
	Index	100	96	131	186	127
						*
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	87	57	8	154
	Weighted (000)	87270	320	226	57	712
	Horz %	100.00	0.37	0.26	0.07	0.82
	Vert %	36.24	35.13	45.49	56.82	42.80
	Index	100	97	126	157	118
						*
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	107	76	11	191
	Weighted (000)	113761	368	296	70	991
	Horz %	100.00	0.32	0.26	0.06	0.87
	Vert %	47.25	40.44	59.60	70.10	59.54
	Index	100	86	126	148	126
				*	*	*
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15000	72	44	4	108
	Weighted (000)	79489	272	187	36	567
	Horz %	100.00	0.34	0.24	0.05	0.71
	Vert %	33.01	29.85	37.76	36.26	34.06
	Index	100	90	114	110	103
			*	*	*	*
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	9852	49	27	6	73
	Weighted (000)	51013	130	104	27	443
	Horz %	100.00	0.26	0.20	0.05	0.87
	Vert %	21.19	14.30	20.92	27.29	26.60
	Index	100	68	99	129	126
						*
Used a Mobile "App" - Past Month	Unwgt'd	23794	120	78	11	200
	Weighted (000)	116054	431	333	70	972
	Horz %	100.00	0.37	0.29	0.06	0.84
	Vert %	48.20	47.27	67.08	69.72	58.39
	Index	100	98	139	145	121
				*	*	*
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	74	22	7	133
	Weighted (000)	53679	276	83	33	496
	Horz %	100.00	0.51	0.15	0.06	0.92
	Vert %	22.29	30.29	16.69	33.07	29.80
	Index	100	136	75	148	134
				*	*	*
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	94	31	6	156
	Weighted (000)	70866	357	140	31	569
	Horz %	100.00	0.50	0.20	0.04	0.80
	Vert %	29.43	39.15	28.25	31.35	34.20
	Index	100	133	96	107	116

RAB / GfK MRI AUTO PROFILE: LEXUS

		Adukts 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
						*
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	109	71	8	152
	Weighted (000)	84280	399	267	36	583
	Horz %	100.00	0.47	0.32	0.04	0.69
	Vert %	35.00	43.78	53.84	35.52	35.04
	Index	100	125	154	101	100
			*	*	*	*
Read Classified Advertising in Weekday Newspaper	Unwgt'd	3903	18	4	2	27
	Weighted (000)	21071	110	18	12	125
	Horz %	100.00	0.52	0.09	0.06	0.59
	Vert %	8.75	12.07	3.67	11.97	7.52
	Index	100	138	42	137	86
			*	*	*	*
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgt'd	4115	16	6	2	26
	Weighted (000)	21628	74	29	21	130
	Horz %	100.00	0.34	0.13	0.10	0.60
	Vert %	8.98	8.08	5.80	21.19	7.83
	Index	100	90	65	236	87
			*	*	*	*
Read Advertisements in Weekday Newspaper	Unwgt'd	4150	23	5	2	36
	Weighted (000)	19673	127	18	12	117
	Horz %	100.00	0.65	0.09	0.06	0.59
	Vert %	8.17	13.94	3.62	11.84	7.02
	Index	100	171	44	145	86
			*	*	*	*
Read Advertisements in Sunday/Weekend Newspaper	Unwgt'd	5230	31	11	4	42
	Weighted (000)	24675	129	65	45	147
	Horz %	100.00	0.52	0.26	0.18	0.60
	Vert %	10.25	14.18	13.11	44.47	8.83
	Index	100	138	128	434	86
			*	*	*	*
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgt'd	5482	25	8	2	39
	Weighted (000)	25536	127	24	12	168
	Horz %	100.00	0.50	0.10	0.05	0.66
	Vert %	10.61	13.96	4.92	11.84	10.08
	Index	100	132	46	112	95
			*	*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	8125	38	13	3	53
	Weighted (000)	36955	181	63	23	208
	Horz %	100.00	0.49	0.17	0.06	0.56
	Vert %	15.35	19.87	12.69	22.78	12.48
	Index	100	129	83	148	81
			*	*	*	*
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgt'd	4605	36	7	6	34
	Weighted (000)	22586	150	43	50	244
	Horz %	100.00	0.66	0.19	0.22	1.08
	Vert %	9.38	16.47	8.66	49.49	14.66
	Index	100	176	92	528	156
			*	*	*	*
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgt'd	10890	57	26	4	74
	Weighted (000)	52963	244	128	17	320
	Horz %	100.00	0.46	0.24	0.03	0.60
	Vert %	22.00	26.78	25.85	16.86	19.23
	Index	100	122	118	77	87

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
			*	*	*	*
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	10	2	0	25
	Weighted (000)	15401	40	2	0	96
	Horz %	100.00	0.26	0.01	0.00	0.62
	Vert %	6.40	4.38	0.31	0.00	5.78
	Index	100	68	5	0	90
			*	*	*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	10	7	4	17
	Weighted (000)	13074	61	35	27	69
	Horz %	100.00	0.47	0.27	0.21	0.53
	Vert %	5.43	6.70	7.13	27.04	4.18
	Index	100	123	131	498	77
			*	*	*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	19	9	4	39
	Weighted (000)	26513	97	37	27	154
	Horz %	100.00	0.37	0.14	0.10	0.58
	Vert %	11.01	10.70	7.44	27.04	9.25
	Index	100	97	68	246	84
			*	*	*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	12	10	0	16
	Weighted (000)	12079	70	59	0	51
	Horz %	100.00	0.58	0.48	0.00	0.42
	Vert %	5.02	7.67	11.81	0.00	3.07
	Index	100	153	235	0	61
			*	*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	40	20	3	69
	Weighted (000)	46737	175	100	23	275
	Horz %	100.00	0.37	0.21	0.05	0.59
	Vert %	19.41	19.19	20.18	22.91	16.53
	Index	100	99	104	118	85
			*	*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	23	14	2	43
	Weighted (000)	31131	93	76	21	151
	Horz %	100.00	0.30	0.24	0.07	0.49
	Vert %	12.93	10.20	15.28	21.19	9.09
	Index	100	79	118	164	70
			*	*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	24	13	2	54
	Weighted (000)	31417	104	73	12	227
	Horz %	100.00	0.33	0.23	0.04	0.72
	Vert %	13.05	11.43	14.69	11.97	13.67
	Index	100	88	113	92	105
			*	*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	25	15	3	50
	Weighted (000)	33490	112	80	23	211
	Horz %	100.00	0.34	0.24	0.07	0.63
	Vert %	13.91	12.34	16.12	22.91	12.69
	Index	100	89	116	165	91
			*	*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	28	15	2	46
	Weighted (000)	26008	116	72	21	168
	Horz %	100.00	0.45	0.28	0.08	0.64
	Vert %	10.80	12.78	14.55	21.19	10.07
	Index	100	118	135	196	93

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
			*	*	*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	19	13	1	38
	Weighted (000)	25254	65	61	10	151
	Horz %	100.00	0.26	0.24	0.04	0.60
	Vert %	10.49	7.14	12.28	10.25	9.10
	Index	100	68	117	98	87
			*	*	*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	30	24	3	54
	Weighted (000)	34124	131	97	25	205
	Horz %	100.00	0.39	0.28	0.07	0.60
	Vert %	14.17	14.44	19.52	24.76	12.30
	Index	100	102	138	175	87
			*	*	*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	18	9	1	40
	Weighted (000)	21507	75	42	10	159
	Horz %	100.00	0.35	0.19	0.05	0.74
	Vert %	8.93	8.28	8.42	10.25	9.55
	Index	100	93	94	115	107
			*	*	*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	23	14	1	54
	Weighted (000)	33395	94	81	10	243
	Horz %	100.00	0.28	0.24	0.03	0.73
	Vert %	13.87	10.31	16.37	10.25	14.63
	Index	100	74	118	74	105
			*	*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	21	13	1	42
	Weighted (000)	23645	70	57	10	170
	Horz %	100.00	0.29	0.24	0.04	0.72
	Vert %	9.82	7.65	11.47	10.25	10.19
	Index	100	78	117	104	104
			*	*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	22	10	1	37
	Weighted (000)	19616	70	57	10	122
	Horz %	100.00	0.36	0.29	0.05	0.62
	Vert %	8.15	7.71	11.49	10.25	7.30
	Index	100	95	141	126	90
			*	*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	20	7	1	43
	Weighted (000)	27802	69	27	10	182
	Horz %	100.00	0.25	0.10	0.04	0.66
	Vert %	11.55	7.63	5.42	10.25	10.95
	Index	100	66	47	89	95
			*	*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	15	10	3	48
	Weighted (000)	18664	51	49	23	154
	Horz %	100.00	0.27	0.26	0.12	0.82
	Vert %	7.75	5.58	9.86	22.64	9.24
	Index	100	72	127	292	119
			*	*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	45	26	4	74
	Weighted (000)	40582	172	133	18	285
	Horz %	100.00	0.42	0.33	0.04	0.70
	Vert %	16.85	18.85	26.90	17.61	17.14
	Index	100	112	160	104	102

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
				*	*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	18	12	3	32
	Weighted (000)	18074	65	57	25	95
	Horz %	100.00	0.36	0.31	0.14	0.52
	Vert %	7.51	7.12	11.44	24.76	5.69
	Index	100	95	152	330	76
			*	*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	17	8	2	33
	Weighted (000)	16741	56	33	14	109
	Horz %	100.00	0.34	0.20	0.08	0.65
	Vert %	6.95	6.19	6.64	13.82	6.56
	Index	100	89	95	199	94
			*	*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	15	17	1	46
	Weighted (000)	25416	61	102	10	189
	Horz %	100.00	0.24	0.40	0.04	0.74
	Vert %	10.56	6.72	20.53	10.25	11.38
	Index	100	64	194	97	108
					*	
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	127	63	10	195
	Weighted (000)	122681	536	279	65	829
	Horz %	100.00	0.44	0.23	0.05	0.68
	Vert %	50.95	58.86	56.22	64.71	49.82
	Index	100	116	110	127	98
			*	*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	48	29	6	93
	Weighted (000)	52460	190	126	41	376
	Horz %	100.00	0.36	0.24	0.08	0.72
	Vert %	21.79	20.84	25.47	40.82	22.60
	Index	100	96	117	187	104
			*	*	*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	32	27	2	57
	Weighted (000)	33802	114	105	12	192
	Horz %	100.00	0.34	0.31	0.04	0.57
	Vert %	14.04	12.50	21.25	11.97	11.55
	Index	100	89	151	85	82
			*	*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	20	13	3	27
	Weighted (000)	17253	74	54	13	109
	Horz %	100.00	0.43	0.31	0.08	0.63
	Vert %	7.17	8.10	10.82	13.42	6.53
	Index	100	113	151	187	91
			*	*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	32	19	3	51
	Weighted (000)	27714	99	91	20	212
	Horz %	100.00	0.36	0.33	0.07	0.76
	Vert %	11.51	10.91	18.44	19.64	12.71
	Index	100	95	160	171	110
			*	*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	14	8	2	23
	Weighted (000)	14322	46	21	12	71
	Horz %	100.00	0.32	0.15	0.08	0.49
	Vert %	5.95	5.09	4.33	11.97	4.25
	Index	100	86	73	201	71

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
				*	*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	40	24	3	72
	Weighted (000)	38266	137	99	34	329
	Horz %	100.00	0.36	0.26	0.09	0.86
	Vert %	15.89	15.04	20.02	33.67	19.78
	Index	100	95	126	212	124
			*	*	*	
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	26	22	4	51
	Weighted (000)	27321	85	72	45	228
	Horz %	100.00	0.31	0.26	0.16	0.83
	Vert %	11.35	9.35	14.58	44.61	13.67
	Index	100	82	128	393	121
			*	*	*	
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	62	36	4	102
	Weighted (000)	62134	222	142	45	395
	Horz %	100.00	0.36	0.23	0.07	0.64
	Vert %	25.81	24.33	28.54	44.60	23.73
	Index	100	94	111	173	92
			*	*	*	
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	33	29	4	80
	Weighted (000)	43591	113	152	45	335
	Horz %	100.00	0.26	0.35	0.10	0.77
	Vert %	18.10	12.45	30.63	44.60	20.10
	Index	100	69	169	246	111
			*	*	*	
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	47	41	6	103
	Weighted (000)	55588	199	199	50	405
	Horz %	100.00	0.36	0.36	0.09	0.73
	Vert %	23.09	21.85	40.13	49.62	24.32
	Index	100	95	174	215	105
			*	*	*	
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	75	44	4	127
	Weighted (000)	79810	281	184	31	553
	Horz %	100.00	0.35	0.23	0.04	0.69
	Vert %	33.15	30.88	37.17	30.57	33.23
	Index	100	93	112	92	100
			*	*	*	
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	58	39	4	99
	Weighted (000)	57496	223	177	31	420
	Horz %	100.00	0.39	0.31	0.05	0.73
	Vert %	23.88	24.48	35.74	30.57	25.21
	Index	100	102	150	128	106
			*	*	*	
Have Seen Infomercials - Past Month	Unwgt'd	9980	50	24	3	74
	Weighted (000)	49971	177	127	40	264
	Horz %	100.00	0.35	0.25	0.08	0.53
	Vert %	20.75	19.47	25.55	39.62	15.88
	Index	100	94	123	191	76
			*	*	*	
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	97	47	7	158
	Weighted (000)	99869	370	181	56	624
	Horz %	100.00	0.37	0.18	0.06	0.62
	Vert %	41.48	40.59	36.51	55.52	37.48
	Index	100	98	88	134	90

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Own/Lease Lexus ES	Own/Lease Lexus IS	Own/Lease Lexus LX	Own/Lease Any Lexus
Have Seen Product Placement in Video Games - Past Month			*	*	*	*
	Unwgt'd	4438	16	13	2	27
	Weighted (000)	24118	56	53	32	122
	Horz %	100.00	0.23	0.22	0.13	0.50
	Vert %	10.02	6.13	10.71	31.95	7.32
	Index	100	61	107	319	73
Have Seen Product Placement in TV Shows - Past Month				*	*	
	Unwgt'd	18649	89	48	6	137
	Weighted (000)	91632	368	194	47	547
	Horz %	100.00	0.40	0.21	0.05	0.60
	Vert %	38.06	40.38	39.03	46.95	32.87
	Index	100	106	103	123	86
Have Seen Product Placement in Movies - Past Month			*	*	*	
	Unwgt'd	11567	46	38	5	89
	Weighted (000)	58165	157	165	39	374
	Horz %	100.00	0.27	0.28	0.07	0.64
	Vert %	24.16	17.23	33.19	39.29	22.45
	Index	100	71	137	163	93
* Projections relatively unstable, use with caution						
Source: 2016 Doublebase GfK MRI weighted to Population (000) - Base: All No Audit Report Was Generated						

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
Adults 18+	Unwgt'd	48273	201	143	306
	Weighted (000)	240780	940	495	1210
	Horz %	100.00	0.39	0.21	0.50
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Male	Unwgt'd	24392	98	79	128
	Weighted (000)	116178	482	253	460
	Horz %	100.00	0.41	0.22	0.40
	Vert %	48.25	51.25	51.08	38.00
	Index	100	106	106	79
Female	Unwgt'd	23881	103	64	178
	Weighted (000)	124602	458	242	750
	Horz %	100.00	0.37	0.19	0.60
	Vert %	51.75	48.75	48.92	62.00
	Index	100	94	95	120
Age 18-24			*	*	*
	Unwgt'd	3822	11	3	14
	Weighted (000)	30214	97	19	89
	Horz %	100.00	0.32	0.06	0.30
	Vert %	12.55	10.30	3.89	7.39
Age 25-34			*	*	*
	Unwgt'd	8153	15	7	43
	Weighted (000)	42657	117	56	158
	Horz %	100.00	0.28	0.13	0.37
	Vert %	17.72	12.48	11.28	13.09
Age 35-44			*	*	*
	Unwgt'd	8482	28	17	41
	Weighted (000)	40077	149	39	183
	Horz %	100.00	0.37	0.10	0.46
	Vert %	16.64	15.81	7.91	15.16
Age 45-54			*	*	*
	Unwgt'd	8893	27	18	41
	Weighted (000)	43246	205	78	148
	Horz %	100.00	0.47	0.18	0.34
	Vert %	17.96	21.84	15.79	12.24
Age 55-64			*	*	*
	Unwgt'd	8384	38	37	66
	Weighted (000)	39759	139	115	290
	Horz %	100.00	0.35	0.29	0.73
	Vert %	16.51	14.74	23.26	23.95
Age 65+					
	Unwgt'd	10539	82	61	101
	Weighted (000)	44827	233	187	341
	Horz %	100.00	0.52	0.42	0.76
	Vert %	18.62	24.83	37.87	28.17
	Index	100	133	203	151

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
Age 21+	Unwgt'd	46843	197	142	299
	Weighted (000)	228583	893	491	1175
	Horz %	100.00	0.39	0.21	0.51
	Vert %	94.93	94.94	99.13	97.13
	Index	100	100	104	102
Age 18-34			*	*	
	Unwgt'd	11975	26	10	57
	Weighted (000)	72871	214	75	248
	Horz %	100.00	0.29	0.10	0.34
	Vert %	30.26	22.78	15.17	20.48
	Index	100	75	50	68
Age 18-49				*	
	Unwgt'd	24725	70	41	117
	Weighted (000)	133805	513	188	516
	Horz %	100.00	0.38	0.14	0.39
	Vert %	55.57	54.57	37.91	42.66
	Index	100	98	68	77
Age 25-54				*	
	Unwgt'd	25528	70	42	125
	Weighted (000)	125979	471	173	490
	Horz %	100.00	0.37	0.14	0.39
	Vert %	52.32	50.14	34.98	40.49
	Index	100	96	67	77
Age 35-64	Unwgt'd	25759	93	72	148
	Weighted (000)	123081	493	232	621
	Horz %	100.00	0.40	0.19	0.50
	Vert %	51.12	52.39	46.96	51.35
	Index	100	102	92	100
Age 50+	Unwgt'd	23548	131	102	189
	Weighted (000)	106974	427	307	694
	Horz %	100.00	0.40	0.29	0.65
	Vert %	44.43	45.43	62.09	57.34
	Index	100	102	140	129
Median Age	Unwgt'd				
	Weighted (000)	46.80	48.60	59.00	55.80
	Horz %				
	Vert %				
	Index	100	104	126	119
Race: White Only	Unwgt'd	34938	157	106	227
	Weighted (000)	177950	728	378	929
	Horz %	100.00	0.41	0.21	0.52
	Vert %	73.91	77.41	76.39	76.76
	Index	100	105	103	104
Race: Black/African-American Only			*	*	*
	Unwgt'd	5766	24	11	30
	Weighted (000)	29089	139	35	150
	Horz %	100.00	0.48	0.12	0.52
	Vert %	12.08	14.77	7.13	12.43
	Index	100	122	59	103

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Race: Asian	Unwgt'd	2336	8	12	22
	Weighted (000)	8427	26	27	65
	Horz %	100.00	0.31	0.31	0.78
	Vert %	3.50	2.81	5.35	5.41
	Index	100	80	153	154
			*	*	*
Race: Other Race/Multi-Racial	Unwgt'd	7569	20	26	49
	Weighted (000)	33741	73	82	131
	Horz %	100.00	0.22	0.24	0.39
	Vert %	14.01	7.82	16.48	10.82
	Index	100	56	118	77
			*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgt'd	6274	16	12	32
	Weighted (000)	36640	122	73	119
	Horz %	100.00	0.33	0.20	0.33
	Vert %	15.22	12.96	14.77	9.86
	Index	100	85	97	65
			*	*	*
Hispanic, Personally Speak Only English at Home	Unwgt'd	1651	3	4	11
	Weighted (000)	5719	7	9	51
	Horz %	100.00	0.12	0.15	0.89
	Vert %	2.38	0.76	1.78	4.20
	Index	100	32	75	177
			*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgt'd	1862	6	2	16
	Weighted (000)	9417	39	7	43
	Horz %	100.00	0.42	0.07	0.46
	Vert %	3.91	4.16	1.37	3.57
	Index	100	106	35	91
			*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgt'd	1118	3	1	1
	Weighted (000)	10393	24	5	4
	Horz %	100.00	0.23	0.04	0.04
	Vert %	4.32	2.52	0.92	0.35
	Index	100	58	21	8
			*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgt'd	1522	3	4	4
	Weighted (000)	8987	14	15	21
	Horz %	100.00	0.15	0.16	0.23
	Vert %	3.73	1.47	2.99	1.74
	Index	100	39	80	46
			*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgt'd	95	1	1	0
	Weighted (000)	1661	38	38	0
	Horz %	100.00	2.30	2.30	0.00
	Vert %	0.69	4.06	7.71	0.00
	Index	100	588	1117	0
			*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgt'd	6767	40	43	78
	Weighted (000)	25246	129	112	269
	Horz %	100.00	0.51	0.44	1.07
	Vert %	10.49	13.69	22.60	22.27
	Index	100	131	216	212

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
					*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	11007	64	43	78
	Weighted (000)	45336	288	162	299
	Horz %	100.00	0.64	0.36	0.66
	Vert %	18.83	30.65	32.70	24.72
	Index	100	163	174	131
			*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2525	10	8	10
	Weighted (000)	10486	26	31	19
	Horz %	100.00	0.24	0.30	0.18
	Vert %	4.36	2.72	6.30	1.58
	Index	100	62	145	36
			*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3281	11	6	21
	Weighted (000)	13387	57	28	101
	Horz %	100.00	0.43	0.21	0.76
	Vert %	5.56	6.08	5.67	8.38
	Index	100	109	102	151
			*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10114	37	24	58
	Weighted (000)	45271	156	79	209
	Horz %	100.00	0.34	0.17	0.46
	Vert %	18.80	16.56	15.87	17.29
	Index	100	88	84	92
			*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10354	31	15	45
	Weighted (000)	71224	244	62	221
	Horz %	100.00	0.34	0.09	0.31
	Vert %	29.58	26.00	12.55	18.24
	Index	100	88	42	62
			*	*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4225	8	4	16
	Weighted (000)	29828	41	21	91
	Horz %	100.00	0.14	0.07	0.31
	Vert %	12.39	4.31	4.31	7.53
	Index	100	35	35	61
			*	*	*
Currently Attending College or University	Unwgt'd	3453	16	10	23
	Weighted (000)	19367	109	51	99
	Horz %	100.00	0.56	0.27	0.51
	Vert %	8.04	11.59	10.39	8.18
	Index	100	144	129	102
			*	*	*
Employed Full Time	Unwgt'd	24928	84	61	147
	Weighted (000)	116486	468	219	554
	Horz %	100.00	0.40	0.19	0.48
	Vert %	48.38	49.79	44.25	45.80
	Index	100	103	91	95
			*	*	*
Employed Part Time	Unwgt'd	5673	20	13	42
	Weighted (000)	29663	117	54	165
	Horz %	100.00	0.39	0.18	0.56
	Vert %	12.32	12.42	10.89	13.66
	Index	100	101	88	111

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
Not Employed	Unwgt'd	17672	97	69	117
	Weighted (000)	94631	355	222	490
	Horz %	100.00	0.38	0.23	0.52
	Vert %	39.30	37.79	44.85	40.54
	Index	100	96	114	103
Temporarily Unemployed			*	*	*
	Unwgt'd	1992	8	3	7
	Weighted (000)	13071	45	8	56
	Horz %	100.00	0.34	0.06	0.43
	Vert %	5.43	4.79	1.55	4.61
	Index	100	88	29	85
Retired from Employment	Unwgt'd	10157	80	58	92
	Weighted (000)	45370	247	183	333
	Horz %	100.00	0.54	0.40	0.73
	Vert %	18.84	26.28	36.89	27.53
	Index	100	139	196	146
Not Employed, Principal Shopper for Household			*	*	*
	Unwgt'd	2514	4	4	13
	Weighted (000)	16486	27	15	76
	Horz %	100.00	0.16	0.09	0.46
	Vert %	6.85	2.88	2.96	6.31
	Index	100	42	43	92
Occupation: Professional and Related Occupations			*	*	*
	Unwgt'd	7447	36	24	60
	Weighted (000)	33261	202	69	225
	Horz %	100.00	0.61	0.21	0.68
	Vert %	13.81	21.52	14.00	18.57
	Index	100	156	101	134
Occupation: Management, Business and Financial Operations			*	*	*
	Unwgt'd	6565	26	28	44
	Weighted (000)	24062	99	62	177
	Horz %	100.00	0.41	0.26	0.74
	Vert %	9.99	10.56	12.61	14.66
	Index	100	106	126	147
Occupation: Sales and Office Occupations			*	*	*
	Unwgt'd	5945	21	8	39
	Weighted (000)	32600	170	58	123
	Horz %	100.00	0.52	0.18	0.38
	Vert %	13.54	18.04	11.72	10.19
	Index	100	133	87	75
Occupation: Natural Resources, Construction and Maintenance Occupations			*	*	*
	Unwgt'd	2586	5	5	14
	Weighted (000)	13486	28	13	65
	Horz %	100.00	0.21	0.10	0.48
	Vert %	5.60	2.98	2.64	5.37
	Index	100	53	47	96
Occupation: Other Employed			*	*	*
	Unwgt'd	8058	16	9	32
	Weighted (000)	42740	86	70	129
	Horz %	100.00	0.20	0.16	0.30
	Vert %	17.75	9.10	14.19	10.67
	Index	100	51	80	60

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Household Income: \$250,000+	Unwgt'd	1862	18	19	21
	Weighted (000)	7072	80	75	77
	Horz %	100.00	1.13	1.05	1.09
	Vert %	2.94	8.50	15.06	6.36
	Index	100	289	513	216
			*	*	*
Household Income: \$200,000-\$249,999	Unwgt'd	1511	8	8	9
	Weighted (000)	6244	23	29	28
	Horz %	100.00	0.37	0.47	0.44
	Vert %	2.59	2.47	5.95	2.28
	Index	100	95	230	88
			*	*	*
Household Income: \$150,000-\$199,999	Unwgt'd	3595	28	26	31
	Weighted (000)	16937	93	72	115
	Horz %	100.00	0.55	0.43	0.68
	Vert %	7.03	9.89	14.57	9.50
	Index	100	141	207	135
			*	*	*
Household Income: \$100,000-\$149,999	Unwgt'd	7160	32	21	54
	Weighted (000)	37688	182	78	285
	Horz %	100.00	0.48	0.21	0.76
	Vert %	15.65	19.38	15.78	23.59
	Index	100	124	101	151
			*	*	*
Household Income: \$75,000-\$99,999	Unwgt'd	6228	30	30	60
	Weighted (000)	32225	118	119	228
	Horz %	100.00	0.37	0.37	0.71
	Vert %	13.38	12.54	24.01	18.86
	Index	100	94	179	141
			*	*	*
Household Income: \$60,000-\$74,999	Unwgt'd	4977	17	12	26
	Weighted (000)	25163	72	18	71
	Horz %	100.00	0.29	0.07	0.28
	Vert %	10.45	7.63	3.66	5.89
	Index	100	73	35	56
			*	*	*
Household Income: \$50,000-\$59,999	Unwgt'd	3803	22	12	27
	Weighted (000)	18770	108	23	85
	Horz %	100.00	0.57	0.12	0.45
	Vert %	7.80	11.45	4.63	7.01
	Index	100	147	59	90
			*	*	*
Household Income: \$40,000-\$49,999	Unwgt'd	4778	27	6	25
	Weighted (000)	20586	150	16	84
	Horz %	100.00	0.73	0.08	0.41
	Vert %	8.55	15.93	3.28	6.92
	Index	100	186	38	81
			*	*	*
Household Income: \$30,000-\$39,999	Unwgt'd	4643	6	4	25
	Weighted (000)	22039	72	43	93
	Horz %	100.00	0.33	0.20	0.42
	Vert %	9.15	7.62	8.73	7.70
	Index	100	83	95	84

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Household Income: \$20,000-\$29,999	Unwgt'd	4346	8	3	15
	Weighted (000)	21849	28	13	69
	Horz %	100.00	0.13	0.06	0.32
	Vert %	9.07	3.00	2.68	5.71
	Index	100	33	30	63
			*	*	*
Household Income: Under \$20,000	Unwgt'd	5370	5	2	13
	Weighted (000)	32207	15	8	75
	Horz %	100.00	0.05	0.03	0.23
	Vert %	13.38	1.59	1.65	6.18
	Index	100	12	12	46
Median Household Income	Unwgt'd				
	Weighted (000)	62.90	80.60	104.30	89.00
	Horz %				
	Vert %				
	Index	100	128	166	141
			*	*	
Marital Status: Single, Never Married	Unwgt'd	11890	23	9	55
	Weighted (000)	67363	179	53	238
	Horz %	100.00	0.27	0.08	0.35
	Vert %	27.98	19.03	10.68	19.65
	Index	100	68	38	70
Marital Status: Currently Married	Unwgt'd	24640	121	99	170
	Weighted (000)	127911	575	351	755
	Horz %	100.00	0.45	0.27	0.59
	Vert %	53.12	61.12	70.94	62.37
	Index	100	115	134	117
			*	*	
Marital Status: Divorced or Legally Separated	Unwgt'd	7948	30	19	50
	Weighted (000)	30646	120	57	149
	Horz %	100.00	0.39	0.19	0.49
	Vert %	12.73	12.79	11.62	12.35
	Index	100	101	91	97
			*	*	*
Marital Status: Widowed	Unwgt'd	3795	27	16	31
	Weighted (000)	14859	66	33	68
	Horz %	100.00	0.45	0.23	0.46
	Vert %	6.17	7.06	6.76	5.63
	Index	100	114	110	91
			*	*	*
Marital Status: Engaged to Be Married	Unwgt'd	1949	1	0	6
	Weighted (000)	10768	3	0	8
	Horz %	100.00	0.02	0.00	0.07
	Vert %	4.47	0.27	0.00	0.65
	Index	100	6	0	14
			*	*	*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgt'd	3390	3	3	10
	Weighted (000)	20609	19	6	37
	Horz %	100.00	0.09	0.03	0.18
	Vert %	8.56	2.05	1.27	3.07
	Index	100	24	15	36

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
					*
Any Child(ren) Under Age 18 Living at Home	Unwgt'd	18110	52	35	91
	Weighted (000)	95244	279	151	405
	Horz %	100.00	0.29	0.16	0.42
	Vert %	39.56	29.69	30.52	33.44
	Index	100	75	77	85
1 Child Under Age 18 Currently Living at Home			*	*	*
	Unwgt'd	7249	14	9	47
	Weighted (000)	38782	60	36	169
	Horz %	100.00	0.15	0.09	0.44
	Vert %	16.11	6.36	7.28	14.00
2 Children Under Age 18 Currently Living at Home	Index	100	39	45	87
			*	*	*
	Unwgt'd	6875	21	17	34
	Weighted (000)	34084	132	92	188
	Horz %	100.00	0.39	0.27	0.55
3 Children Under Age 18 Currently Living at Home	Vert %	14.16	14.00	18.49	15.55
	Index	100	99	131	110
			*	*	*
	Unwgt'd	2656	12	7	8
	Weighted (000)	14443	53	21	44
4 Children Under Age 18 Currently Living at Home	Horz %	100.00	0.37	0.14	0.30
	Vert %	6.00	5.65	4.22	3.60
	Index	100	94	70	60
			*	*	*
	Unwgt'd	917	3	1	2
5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	5134	10	2	3
	Horz %	100.00	0.19	0.04	0.07
	Vert %	2.13	1.06	0.38	0.29
	Index	100	50	18	13
			*	*	*
Own Home/Residence	Unwgt'd	413	2	1	0
	Weighted (000)	2801	25	1	0
	Horz %	100.00	0.88	0.02	0.00
	Vert %	1.16	2.62	0.14	0.00
	Index	100	226	12	0
Rent Home/Residence			*	*	*
	Unwgt'd	33144	177	124	240
	Weighted (000)	160200	783	392	962
	Horz %	100.00	0.49	0.24	0.60
	Vert %	66.53	83.24	79.15	79.51
Live Rent-Free in Home/Residence	Index	100	125	119	120
			*	*	*
	Unwgt'd	14554	24	19	62
	Weighted (000)	77579	158	103	229
	Horz %	100.00	0.20	0.13	0.30
Live Rent-Free in Home/Residence	Vert %	32.22	16.76	20.85	18.92
	Index	100	52	65	59
			*	*	*
	Unwgt'd	575	0	0	4
	Weighted (000)	3001	0	0	19
Live Rent-Free in Home/Residence	Horz %	100.00	0.00	0.00	0.63
	Vert %	1.25	0.00	0.00	1.57
	Index	100	0	0	126

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Census Region: North East	Unwgt'd	11292	37	29	66
	Weighted (000)	43596	98	78	223
	Horz %	100.00	0.23	0.18	0.51
	Vert %	18.11	10.47	15.82	18.45
	Index	100	58	87	102
Census Region: South	Unwgt'd	16777	90	52	92
	Weighted (000)	90561	540	225	396
	Horz %	100.00	0.60	0.25	0.44
	Vert %	37.61	57.41	45.52	32.76
	Index	100	153	121	87
Census Region: Midwest	Unwgt'd	10348	21	18	59
	Weighted (000)	51575	71	45	178
	Horz %	100.00	0.14	0.09	0.35
	Vert %	21.42	7.50	9.00	14.71
	Index	100	35	42	69
Census Region: West	Unwgt'd	9856	53	44	89
	Weighted (000)	55047	232	147	412
	Horz %	100.00	0.42	0.27	0.75
	Vert %	22.86	24.62	29.66	34.08
	Index	100	108	130	149
Census Sub-Region: New England	Unwgt'd	2902	7	6	14
	Weighted (000)	11431	10	14	65
	Horz %	100.00	0.09	0.12	0.57
	Vert %	4.75	1.09	2.76	5.34
	Index	100	23	58	112
Census Sub-Region: Mid Atlantic	Unwgt'd	8390	30	23	52
	Weighted (000)	32165	88	65	159
	Horz %	100.00	0.27	0.20	0.49
	Vert %	13.36	9.38	13.06	13.11
	Index	100	70	98	98
Census Sub-Region: South Atlantic	Unwgt'd	9468	47	25	52
	Weighted (000)	46537	336	109	225
	Horz %	100.00	0.72	0.23	0.48
	Vert %	19.33	35.69	21.95	18.62
	Index	100	185	114	96
Census Sub-Region: East South Central	Unwgt'd	1936	8	3	7
	Weighted (000)	14894	78	34	50
	Horz %	100.00	0.52	0.23	0.33
	Vert %	6.19	8.29	6.89	4.10
	Index	100	134	111	66
Census Sub-Region: West South Central	Unwgt'd	5373	35	24	33
	Weighted (000)	29130	126	83	122
	Horz %	100.00	0.43	0.28	0.42
	Vert %	12.10	13.42	16.69	10.04
	Index	100	111	138	83

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		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Census Sub-Region: East North Central	Unwgt'd	7954	18	18	48
	Weighted (000)	35969	57	45	124
	Horz %	100.00	0.16	0.12	0.35
	Vert %	14.94	6.01	9.00	10.29
	Index	100	40	60	69
			*	*	*
Census Sub-Region: West North Central	Unwgt'd	2394	3	0	11
	Weighted (000)	15607	14	0	54
	Horz %	100.00	0.09	0.00	0.34
	Vert %	6.48	1.49	0.00	4.42
	Index	100	23	0	68
			*	*	*
Census Sub-Region: Mountain	Unwgt'd	2516	13	4	15
	Weighted (000)	17393	61	19	87
	Horz %	100.00	0.35	0.11	0.50
	Vert %	7.22	6.53	3.78	7.22
	Index	100	90	52	100
			*	*	*
Census Sub-Region: Pacific	Unwgt'd	7340	40	40	74
	Weighted (000)	37654	170	128	325
	Horz %	100.00	0.45	0.34	0.86
	Vert %	15.64	18.10	25.88	26.86
	Index	100	116	165	172
			*	*	*
County Size: A	Unwgt'd	26336	128	98	202
	Weighted (000)	101038	508	315	640
	Horz %	100.00	0.50	0.31	0.63
	Vert %	41.96	54.01	63.61	52.86
	Index	100	129	152	126
			*	*	*
County Size: B	Unwgt'd	11787	47	30	76
	Weighted (000)	70879	298	114	400
	Horz %	100.00	0.42	0.16	0.56
	Vert %	29.44	31.71	23.11	33.10
	Index	100	108	79	112
			*	*	*
County Size: C/D	Unwgt'd	10150	26	15	28
	Weighted (000)	68862	134	66	170
	Horz %	100.00	0.19	0.10	0.25
	Vert %	28.60	14.28	13.28	14.04
	Index	100	50	46	49
			*	*	*
Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1208	9	5	8
	Weighted (000)	4881	42	10	38
	Horz %	100.00	0.86	0.21	0.77
	Vert %	2.03	4.49	2.04	3.11
	Index	100	221	101	153
			*	*	*
Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Unwgt'd	8156	35	27	61
	Weighted (000)	39455	125	78	240
	Horz %	100.00	0.32	0.20	0.61
	Vert %	16.39	13.26	15.73	19.81
	Index	100	81	96	121

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		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	1202	6	4	11
	Weighted (000)	6602	26	5	70
	Horz %	100.00	0.39	0.08	1.06
	Vert %	2.74	2.73	1.11	5.79
	Index	100	100	40	211
			*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgt'd	287	0	0	6
	Weighted (000)	1442	0	0	21
	Horz %	100.00	0.00	0.00	1.48
	Vert %	0.60	0.00	0.00	1.76
	Index	100	0	0	294
			*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt'd	2864	15	13	33
	Weighted (000)	8071	35	23	78
	Horz %	100.00	0.43	0.29	0.97
	Vert %	3.35	3.73	4.73	6.45
	Index	100	111	141	192
			*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt'd	3437	16	15	19
	Weighted (000)	12832	64	44	51
	Horz %	100.00	0.50	0.34	0.39
	Vert %	5.33	6.86	8.80	4.19
	Index	100	129	165	79
			*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt'd	884	2	3	6
	Weighted (000)	4021	4	6	11
	Horz %	100.00	0.10	0.14	0.29
	Vert %	1.67	0.41	1.17	0.95
	Index	100	25	70	57
			*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt'd	3316	14	7	26
	Weighted (000)	15752	75	16	134
	Horz %	100.00	0.48	0.10	0.85
	Vert %	6.54	7.97	3.21	11.07
	Index	100	122	49	169
			*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt'd	8653	25	17	47
	Weighted (000)	45814	137	86	200
	Horz %	100.00	0.30	0.19	0.44
	Vert %	19.03	14.57	17.44	16.54
	Index	100	77	92	87
			*	*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt'd	2973	12	8	18
	Weighted (000)	14188	60	28	71
	Horz %	100.00	0.42	0.20	0.50
	Vert %	5.89	6.33	5.67	5.88
	Index	100	107	96	100
			*	*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3601	18	16	21
	Weighted (000)	18087	73	45	51
	Horz %	100.00	0.40	0.25	0.28
	Vert %	7.51	7.73	9.06	4.24
	Index	100	103	121	57

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		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1383	12	13	14
	Weighted (000)	5415	28	39	48
	Horz %	100.00	0.52	0.72	0.88
	Vert %	2.25	2.98	7.84	3.93
	Index	100	133	349	175
			*	*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8065	19	11	35
	Weighted (000)	46392	99	45	134
	Horz %	100.00	0.21	0.10	0.29
	Vert %	19.27	10.51	9.05	11.10
	Index	100	55	47	58
			*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	289	0	1	2
	Weighted (000)	1180	0	2	2
	Horz %	100.00	0.00	0.17	0.18
	Vert %	0.49	0.00	0.40	0.18
	Index	100	0	81	36
			*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	730	5	3	6
	Weighted (000)	4011	63	9	41
	Horz %	100.00	1.56	0.22	1.01
	Vert %	1.67	6.66	1.80	3.36
	Index	100	400	108	202
			*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2429	9	4	13
	Weighted (000)	15349	64	9	55
	Horz %	100.00	0.41	0.06	0.36
	Vert %	6.37	6.77	1.84	4.56
	Index	100	106	29	71
			*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3507	13	12	28
	Weighted (000)	16479	31	26	103
	Horz %	100.00	0.19	0.16	0.62
	Vert %	6.84	3.29	5.28	8.49
	Index	100	48	77	124
			*	*	*
Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	702	7	4	9
	Weighted (000)	2542	16	7	22
	Horz %	100.00	0.64	0.29	0.87
	Vert %	1.06	1.73	1.49	1.82
	Index	100	164	141	172
			*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	991	4	1	7
	Weighted (000)	6494	34	1	26
	Horz %	100.00	0.52	0.02	0.39
	Vert %	2.70	3.60	0.26	2.12
	Index	100	133	10	79
			*	*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	5900	27	26	48
	Weighted (000)	23011	103	63	138
	Horz %	100.00	0.45	0.27	0.60
	Vert %	9.56	10.99	12.72	11.39
	Index	100	115	133	119

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		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgt'd	1671	10	7	18
	Weighted (000)	8714	86	63	66
	Horz %	100.00	0.99	0.72	0.75
	Vert %	3.62	9.16	12.64	5.42
	Index	100	253	349	150
			*	*	*
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgt'd	2634	17	15	14
	Weighted (000)	10681	47	34	45
	Horz %	100.00	0.44	0.31	0.42
	Vert %	4.44	4.96	6.78	3.70
	Index	100	112	153	83
			*	*	*
Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgt'd	3953	19	15	25
	Weighted (000)	20069	109	42	137
	Horz %	100.00	0.54	0.21	0.68
	Vert %	8.34	11.61	8.55	11.30
	Index	100	139	103	136
			*	*	*
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgt'd	2820	8	7	16
	Weighted (000)	14985	40	19	71
	Horz %	100.00	0.27	0.12	0.47
	Vert %	6.22	4.29	3.77	5.85
	Index	100	69	61	94
			*	*	*
Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	3771	9	9	16
	Weighted (000)	18525	54	43	64
	Horz %	100.00	0.29	0.23	0.34
	Vert %	7.69	5.72	8.63	5.28
	Index	100	74	112	69
			*	*	*
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgt'd	1166	9	5	6
	Weighted (000)	6001	61	16	27
	Horz %	100.00	1.01	0.26	0.45
	Vert %	2.49	6.46	3.20	2.25
	Index	100	259	128	90
			*	*	*
Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	791	4	2	3
	Weighted (000)	4990	29	7	9
	Horz %	100.00	0.58	0.14	0.18
	Vert %	2.07	3.09	1.42	0.76
	Index	100	149	68	36
			*	*	*
Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgt'd	315	0	0	0
	Weighted (000)	1793	0	0	0
	Horz %	100.00	0.00	0.00	0.00
	Vert %	0.74	0.00	0.00	0.00
	Index	100	0	0	0
			*	*	*
Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgt'd	5190	21	12	32
	Weighted (000)	26664	136	39	166
	Horz %	100.00	0.51	0.15	0.62
	Vert %	11.07	14.49	7.87	13.76
	Index	100	131	71	124

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		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	2379	9	5	11
	Weighted (000)	11083	60	11	43
	Horz %	100.00	0.55	0.10	0.38
	Vert %	4.60	6.43	2.13	3.52
	Index	100	140	46	77
			*	*	*
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgt'd	1939	8	7	13
	Weighted (000)	11362	53	29	73
	Horz %	100.00	0.47	0.26	0.64
	Vert %	4.72	5.64	5.89	6.01
	Index	100	120	125	127
			*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgt'd	1269	11	2	5
	Weighted (000)	7051	75	3	21
	Horz %	100.00	1.06	0.04	0.30
	Vert %	2.93	7.96	0.64	1.73
	Index	100	272	22	59
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgt'd	40314	160	116	258
	Weighted (000)	198598	798	400	1043
	Horz %	100.00	0.40	0.20	0.53
	Vert %	82.48	84.91	80.85	86.19
	Index	100	103	98	104
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgt'd	24949	101	84	154
	Weighted (000)	119900	566	317	591
	Horz %	100.00	0.47	0.26	0.49
	Vert %	49.80	60.24	64.06	48.84
	Index	100	121	129	98
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgt'd	18085	74	53	110
	Weighted (000)	89896	410	187	457
	Horz %	100.00	0.46	0.21	0.51
	Vert %	37.34	43.64	37.75	37.80
	Index	100	117	101	101
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgt'd	21647	81	63	128
	Weighted (000)	104254	352	183	455
	Horz %	100.00	0.34	0.18	0.44
	Vert %	43.30	37.48	36.99	37.59
	Index	100	87	85	87
			*	*	*
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgt'd	7445	25	19	49
	Weighted (000)	38037	210	102	218
	Horz %	100.00	0.55	0.27	0.57
	Vert %	15.80	22.31	20.53	18.04
	Index	100	141	130	114
			*	*	*
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgt'd	2311	7	5	12
	Weighted (000)	11829	42	12	56
	Horz %	100.00	0.36	0.10	0.48
	Vert %	4.91	4.50	2.42	4.66
	Index	100	92	49	95

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
					*
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgt'd	15558	64	48	101
	Weighted (000)	75340	282	147	411
	Horz %	100.00	0.37	0.20	0.55
	Vert %	31.29	30.04	29.76	33.96
	Index	100	96	95	109
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgt'd	21529	85	65	141
	Weighted (000)	103236	429	198	528
	Horz %	100.00	0.42	0.19	0.51
	Vert %	42.88	45.64	39.95	43.62
	Index	100	106	93	102
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgt'd	16365	72	52	85
	Weighted (000)	81300	382	183	379
	Horz %	100.00	0.47	0.23	0.47
	Vert %	33.77	40.66	36.99	31.33
	Index	100	120	110	93
Radio Daypart Cumes: Weekend 7:00 pm - Midnight			*	*	*
	Unwgt'd	7820	28	20	50
	Weighted (000)	39381	125	48	212
	Horz %	100.00	0.32	0.12	0.54
	Index	100	81	59	107
Radio Daypart Cumes: Weekend Midnight - 6:00 am			*	*	*
	Unwgt'd	1948	9	5	14
	Weighted (000)	9954	57	13	84
	Horz %	100.00	0.57	0.13	0.84
	Index	100	146	62	168
Where Listen to Radio on Typical Weekday: Home			*	*	*
	Unwgt'd	12806	44	35	83
	Weighted (000)	62580	197	130	356
	Horz %	100.00	0.31	0.21	0.57
	Index	100	81	101	113
Where Listen to Radio on Typical Weekday: Car	Unwgt'd	37001	159	119	261
	Weighted (000)	181109	790	414	1038
	Horz %	100.00	0.44	0.23	0.57
	Vert %	75.22	83.99	83.59	85.83
	Index	100	112	111	114
Where Listen to Radio on Typical Weekday: Work			*	*	*
	Unwgt'd	5690	19	8	23
	Weighted (000)	29668	103	20	110
	Horz %	100.00	0.35	0.07	0.37
	Index	100	89	33	74
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work			*	*	*
	Unwgt'd	1158	1	3	6
	Weighted (000)	6331	38	43	26
	Horz %	100.00	0.60	0.68	0.41
	Index	100	154	328	81

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				*	*
Where Listen to Radio on Typical Weekend: Home	Unwgt'd	14791	47	29	96
	Weighted (000)	72174	165	66	370
	Horz %	100.00	0.23	0.09	0.51
	Vert %	29.97	17.51	13.32	30.58
	Index	100	58	44	102
Where Listen to Radio on Typical Weekend: Car	Unwgt'd	33975	150	117	238
	Weighted (000)	166202	764	402	956
	Horz %	100.00	0.46	0.24	0.57
	Vert %	69.03	81.28	81.27	78.99
	Index	100	118	118	114
Where Listen to Radio on Typical Weekend: Work	Unwgt'd	2031	5	6	8
	Weighted (000)	11015	20	14	34
	Horz %	100.00	0.18	0.13	0.31
	Vert %	4.57	2.13	2.83	2.83
	Index	100	47	62	62
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgt'd	1137	4	5	5
	Weighted (000)	6306	60	46	27
	Horz %	100.00	0.96	0.73	0.43
	Vert %	2.62	6.41	9.32	2.23
	Index	100	245	356	85
Ever Listen to AM Radio (Terrestrial Radio)	Unwgt'd	9226	44	39	74
	Weighted (000)	37690	185	90	212
	Horz %	100.00	0.49	0.24	0.56
	Vert %	15.65	19.72	18.15	17.53
	Index	100	126	116	112
Ever Listen to FM Radio (Terrestrial Radio)	Unwgt'd	36061	146	105	226
	Weighted (000)	181675	709	360	908
	Horz %	100.00	0.39	0.20	0.50
	Vert %	75.45	75.44	72.83	75.07
	Index	100	100	97	99
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgt'd	39115	158	118	253
	Weighted (000)	193871	781	389	980
	Horz %	100.00	0.40	0.20	0.51
	Vert %	80.52	83.11	78.64	80.97
	Index	100	103	98	101
Ever Listen to Satellite Radio (SiriusXM)	Unwgt'd	6485	33	34	48
	Weighted (000)	28450	134	112	207
	Horz %	100.00	0.47	0.39	0.73
	Vert %	11.82	14.29	22.54	17.13
	Index	100	121	191	145
Household Subscribes to Satellite (SiriusXM) Radio	Unwgt'd	8939	47	47	67
	Weighted (000)	41160	237	207	311
	Horz %	100.00	0.58	0.50	0.75
	Vert %	17.09	25.22	41.89	25.69
	Index	100	148	245	150

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Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgt'd	14712	61	67	100
	Weighted (000)	71398	270	269	449
	Horz %	100.00	0.38	0.38	0.63
	Vert %	29.65	28.74	54.31	37.08
	Index	100	97	183	125
			*	*	
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgt'd	12557	47	41	89
	Weighted (000)	62882	214	126	335
	Horz %	100.00	0.34	0.20	0.53
	Vert %	26.12	22.80	25.50	27.71
	Index	100	87	98	106
			*	*	*
Listened online to streaming AM/FM broadcast radio stations - Past Month	Unwgt'd	7450	28	15	45
	Weighted (000)	36486	138	35	182
	Horz %	100.00	0.38	0.09	0.50
	Vert %	15.15	14.69	7.00	15.08
	Index	100	97	46	100
				*	
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month	Unwgt'd	14104	51	30	81
	Weighted (000)	70596	296	130	349
	Horz %	100.00	0.42	0.18	0.49
	Vert %	29.32	31.54	26.25	28.88
	Index	100	108	90	99
			*	*	*
Visited a radio station, radio program or radio personality's website - Past Month	Unwgt'd	3495	10	7	14
	Weighted (000)	16642	55	36	44
	Horz %	100.00	0.33	0.21	0.27
	Vert %	6.91	5.82	7.21	3.67
	Index	100	84	104	53
				*	
Downloaded music - past month	Unwgt'd	10131	51	29	54
	Weighted (000)	53361	292	109	236
	Horz %	100.00	0.55	0.20	0.44
	Vert %	22.16	31.10	21.98	19.49
	Index	100	140	99	88
			*	*	*
Downloaded or listened to podcasts/podcasting - past month	Unwgt'd	2692	13	8	16
	Weighted (000)	11952	44	32	69
	Horz %	100.00	0.37	0.27	0.58
	Vert %	4.96	4.73	6.52	5.70
	Index	100	95	131	115
			*	*	*
Listened to iHeartRadio/visited website - past month	Unwgt'd	3490	7	3	15
	Weighted (000)	17709	53	24	67
	Horz %	100.00	0.30	0.13	0.38
	Vert %	7.36	5.58	4.77	5.51
	Index	100	76	65	75
			*	*	*
Listened to iTunes/visited website - past month	Unwgt'd	7650	35	25	49
	Weighted (000)	36645	223	100	166
	Horz %	100.00	0.61	0.27	0.45
	Vert %	15.22	23.68	20.17	13.73
	Index	100	156	133	90

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				*	*
Listened to Pandora/visited website - past month	Unwgt'd	13348	45	29	80
	Weighted (000)	68670	229	93	340
	Horz %	100.00	0.33	0.14	0.50
	Vert %	28.52	24.35	18.88	28.12
	Index	100	85	66	99
			*	*	*
Listened to Spotify/visited website - past month	Unwgt'd	4026	12	6	23
	Weighted (000)	21138	86	18	118
	Horz %	100.00	0.41	0.08	0.56
	Vert %	8.78	9.17	3.55	9.72
	Index	100	104	40	111
				*	
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgt'd	16441	68	42	101
	Weighted (000)	83247	283	127	344
	Horz %	100.00	0.34	0.15	0.41
	Vert %	34.57	30.07	25.59	28.41
	Index	100	87	74	82
				*	
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgt'd	13568	55	30	80
	Weighted (000)	68583	227	94	248
	Horz %	100.00	0.33	0.14	0.36
	Vert %	28.48	24.15	19.06	20.51
	Index	100	85	67	72
				*	
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgt'd	16787	66	48	100
	Weighted (000)	84735	275	158	350
	Horz %	100.00	0.32	0.19	0.41
	Vert %	35.19	29.29	32.00	28.89
	Index	100	83	91	82
			*	*	
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgt'd	12871	49	39	62
	Weighted (000)	66195	201	125	245
	Horz %	100.00	0.30	0.19	0.37
	Vert %	27.49	21.43	25.16	20.27
	Index	100	78	92	74
TV Dayparts: Total Week Prime Time Cume Audience	Unwgt'd	38660	167	124	255
	Weighted (000)	189912	748	389	998
	Horz %	100.00	0.39	0.21	0.53
	Vert %	78.87	79.57	78.67	82.53
	Index	100	101	100	105
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	30696	133	104	210
	Weighted (000)	149196	557	335	827
	Horz %	100.00	0.37	0.22	0.55
	Vert %	61.96	59.29	67.75	68.34
	Index	100	96	109	110
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgt'd	26491	129	97	179
	Weighted (000)	129997	552	295	669
	Horz %	100.00	0.42	0.23	0.52
	Vert %	53.99	58.70	59.52	55.34
	Index	100	109	110	103

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TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgt'd	30904	134	104	217
	Weighted (000)	150311	563	317	837
	Horz %	100.00	0.37	0.21	0.56
	Vert %	62.43	59.90	64.05	69.21
	Index	100	96	103	111
			*	*	
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgt'd	13385	49	40	81
	Weighted (000)	71448	221	123	387
	Horz %	100.00	0.31	0.17	0.54
	Vert %	29.67	23.52	24.81	32.00
	Index	100	79	84	108
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgt'd	23966	109	80	168
	Weighted (000)	120410	449	236	678
	Horz %	100.00	0.37	0.20	0.56
	Vert %	50.01	47.77	47.74	56.07
	Index	100	96	95	112
			*	*	*
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgt'd	7819	30	22	43
	Weighted (000)	39930	162	68	228
	Horz %	100.00	0.41	0.17	0.57
	Vert %	16.58	17.28	13.71	18.85
	Index	100	104	83	114
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgt'd	19776	71	52	134
	Weighted (000)	98663	298	138	533
	Horz %	100.00	0.30	0.14	0.54
	Vert %	40.98	31.69	27.80	44.07
	Index	100	77	68	108
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgt'd	23713	100	77	155
	Weighted (000)	118404	492	236	637
	Horz %	100.00	0.42	0.20	0.54
	Vert %	49.18	52.30	47.78	52.65
	Index	100	106	97	107
			*	*	*
Downloaded a TV Program - Past Month	Unwgt'd	2546	10	8	23
	Weighted (000)	12316	37	37	104
	Horz %	100.00	0.30	0.30	0.84
	Vert %	5.11	3.98	7.48	8.58
	Index	100	78	146	168
Watched a TV Program Online - Past Month	Unwgt'd	8662	27	22	65
	Weighted (000)	42288	161	112	231
	Horz %	100.00	0.38	0.26	0.55
	Vert %	17.56	17.09	22.62	19.09
	Index	100	97	129	109
			*	*	
Visited a TV Network or TV Show's Web Site - Past Month	Unwgt'd	10361	37	23	53
	Weighted (000)	49642	153	73	177
	Horz %	100.00	0.31	0.15	0.36
	Vert %	20.62	16.27	14.67	14.60
	Index	100	79	71	71

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				*	*
Looked at TV Listings Online - Past Month	Unwgt'd	5556	19	13	37
	Weighted (000)	25739	66	28	122
	Horz %	100.00	0.26	0.11	0.47
	Vert %	10.69	6.98	5.72	10.07
	Index	100	65	53	94
Household Subscribes to Cable TV	Unwgt'd	22719	104	77	166
	Weighted (000)	108255	468	288	628
	Horz %	100.00	0.43	0.27	0.58
	Vert %	44.96	49.82	58.26	51.94
	Index	100	111	130	116
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgt'd	39029	184	138	262
	Weighted (000)	191150	820	481	1030
	Horz %	100.00	0.43	0.25	0.54
	Vert %	79.39	87.17	97.12	85.13
	Index	100	110	122	107
Viewed Any Cable TV (Including Pay) - Past Week	Unwgt'd	37639	179	136	257
	Weighted (000)	184440	816	476	1012
	Horz %	100.00	0.44	0.26	0.55
	Vert %	76.60	86.75	96.11	83.65
	Index	100	113	125	109
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgt'd	27789	137	98	189
	Weighted (000)	137528	596	337	748
	Horz %	100.00	0.43	0.24	0.54
	Vert %	57.12	63.39	68.02	61.85
	Index	100	111	119	108
Viewed Any Premium Cable Channels - Past Month	Unwgt'd	16374	88	66	116
	Weighted (000)	77280	376	226	474
	Horz %	100.00	0.49	0.29	0.61
	Vert %	32.10	40.03	45.63	39.18
	Index	100	125	142	122
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgt'd	6244	33	24	49
	Weighted (000)	29338	158	76	208
	Horz %	100.00	0.54	0.26	0.71
	Vert %	12.18	16.81	15.40	17.21
	Index	100	138	126	141
Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgt'd	13643	54	47	103
	Weighted (000)	59903	253	158	425
	Horz %	100.00	0.42	0.26	0.71
	Vert %	24.88	26.93	31.96	35.16
	Index	100	108	128	141
Household Has a Satellite Dish	Unwgt'd	10901	45	36	60
	Weighted (000)	62972	223	127	270
	Horz %	100.00	0.35	0.20	0.43
	Vert %	26.15	23.71	25.63	22.33
	Index	100	91	98	85

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Household Has a Digital Video Recorder (DVR)	Unwgt'd	24213	128	103	175
	Weighted (000)	117400	561	334	722
	Horz %	100.00	0.48	0.28	0.61
	Vert %	48.76	59.72	67.43	59.64
	Index	100	122	138	122
Any Internet/Online Activity - Past Month	Unwgt'd	41735	184	135	281
	Weighted (000)	203627	857	464	1109
	Horz %	100.00	0.42	0.23	0.54
	Vert %	84.57	91.20	93.79	91.71
	Index	100	108	111	108
Played Games Online - Past Month	Unwgt'd	13858	57	28	92
	Weighted (000)	73582	359	163	397
	Horz %	100.00	0.49	0.22	0.54
	Vert %	30.56	38.14	32.95	32.80
	Index	100	125	108	107
Downloaded a Video Game - Past Month	Unwgt'd	5181	16	7	29
	Weighted (000)	29277	143	50	143
	Horz %	100.00	0.49	0.17	0.49
	Vert %	12.16	15.20	10.10	11.79
	Index	100	125	83	97
Downloaded a Movie - Past Month	Unwgt'd	4298	21	11	29
	Weighted (000)	21411	107	39	106
	Horz %	100.00	0.50	0.18	0.49
	Vert %	8.89	11.38	7.81	8.72
	Index	100	128	88	98
Watched a Movie Online - Past Month	Unwgt'd	10210	42	27	69
	Weighted (000)	51231	292	135	221
	Horz %	100.00	0.57	0.26	0.43
	Vert %	21.28	31.01	27.34	18.24
	Index	100	146	128	86
Watched Online Video (Not Movie, TV) - Past Month	Unwgt'd	8994	37	23	60
	Weighted (000)	44949	188	93	228
	Horz %	100.00	0.42	0.21	0.51
	Vert %	18.67	20.00	18.73	18.81
	Index	100	107	100	101
Visited a Chat Room - Past Month	Unwgt'd	2241	11	10	17
	Weighted (000)	11411	44	45	75
	Horz %	100.00	0.39	0.40	0.66
	Vert %	4.74	4.72	9.16	6.24
	Index	100	100	193	132
Used e-Mail - Past Month	Unwgt'd	36995	170	126	261
	Weighted (000)	174261	743	418	996
	Horz %	100.00	0.43	0.24	0.57
	Vert %	72.37	78.98	84.51	82.29
	Index	100	109	117	114

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Used Instant Messenger/IM Online - Past Month	Unwgt'd	26705	107	79	164
	Weighted (000)	135807	587	309	654
	Horz %	100.00	0.43	0.23	0.48
	Vert %	56.40	62.39	62.35	54.06
	Index	100	111	111	96
			*	*	*
Visited Online Blogs - Past Month	Unwgt'd	6524	21	12	49
	Weighted (000)	31710	86	40	178
	Horz %	100.00	0.27	0.13	0.56
	Vert %	13.17	9.11	8.15	14.74
	Index	100	69	62	112
			*	*	*
Wrote an Online Blog - Past Month	Unwgt'd	1311	5	3	11
	Weighted (000)	6536	13	19	51
	Horz %	100.00	0.21	0.29	0.78
	Vert %	2.71	1.43	3.88	4.21
	Index	100	53	143	155
			*	*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgt'd	3852	10	5	24
	Weighted (000)	19478	45	24	99
	Horz %	100.00	0.23	0.12	0.51
	Vert %	8.09	4.75	4.82	8.18
	Index	100	59	60	101
			*	*	*
Accessed Any Social/Networking/Photo/Video Web Site - Past Month	Unwgt'd	35665	152	106	235
	Weighted (000)	177442	768	380	925
	Horz %	100.00	0.43	0.21	0.52
	Vert %	73.69	81.70	76.77	76.45
	Index	100	111	104	104
			*	*	*
Accessed Facebook.com - Past Month	Unwgt'd	28781	116	83	178
	Weighted (000)	145748	625	309	683
	Horz %	100.00	0.43	0.21	0.47
	Vert %	60.53	66.45	62.37	56.47
	Index	100	110	103	93
			*	*	*
Accessed Foursquare - Past Month	Unwgt'd	326	1	0	3
	Weighted (000)	1536	4	0	18
	Horz %	100.00	0.25	0.00	1.17
	Vert %	0.64	0.42	0.00	1.49
	Index	100	65	0	233
			*	*	*
Accessed Google+ (Google Plus) - Past Month	Unwgt'd	8327	35	27	58
	Weighted (000)	41531	165	141	212
	Horz %	100.00	0.40	0.34	0.51
	Vert %	17.25	17.52	28.40	17.49
	Index	100	102	165	101
			*	*	*
Accessed LinkedIn.com - Past Month	Unwgt'd	7880	33	27	61
	Weighted (000)	30933	131	59	197
	Horz %	100.00	0.42	0.19	0.64
	Vert %	12.85	13.97	11.89	16.32
	Index	100	109	93	127

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		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Accessed Pinterest - Past Month	Unwgt'd	8547	27	16	61
	Weighted (000)	45015	105	51	259
	Horz %	100.00	0.23	0.11	0.58
	Vert %	18.70	11.14	10.22	21.44
	Index	100	60	55	115
			*	*	*
Accessed Tumblr - Past Month	Unwgt'd	1746	1	1	8
	Weighted (000)	9399	3	2	37
	Horz %	100.00	0.04	0.02	0.39
	Vert %	3.90	0.36	0.41	3.03
	Index	100	9	10	78
			*	*	*
Accessed Twitter.com - Past Month	Unwgt'd	6090	14	10	35
	Weighted (000)	30973	62	44	130
	Horz %	100.00	0.20	0.14	0.42
	Vert %	12.86	6.60	8.91	10.72
	Index	100	51	69	83
			*	*	*
Accessed Yelp - Past Month	Unwgt'd	3922	12	13	32
	Weighted (000)	15511	33	34	102
	Horz %	100.00	0.21	0.22	0.66
	Vert %	6.44	3.53	6.89	8.44
	Index	100	55	107	131
			*	*	*
Accessed YouTube.com - Past Month	Unwgt'd	24628	100	66	161
	Weighted (000)	123561	526	247	694
	Horz %	100.00	0.43	0.20	0.56
	Vert %	51.32	56.00	49.99	57.36
	Index	100	109	97	112
			*	*	*
Posted "Like" on Social Network - Past Month	Unwgt'd	18263	64	43	120
	Weighted (000)	93304	332	151	459
	Horz %	100.00	0.36	0.16	0.49
	Vert %	38.75	35.26	30.42	37.92
	Index	100	91	79	98
			*	*	*
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Unwgt'd	9077	24	17	51
	Weighted (000)	47933	118	58	176
	Horz %	100.00	0.25	0.12	0.37
	Vert %	19.91	12.60	11.68	14.52
	Index	100	63	59	73
			*	*	*
Clicked on an Advertisement on Social Network - Past Month	Unwgt'd	6212	22	16	40
	Weighted (000)	29666	98	62	133
	Horz %	100.00	0.33	0.21	0.45
	Vert %	12.32	10.41	12.62	11.01
	Index	100	85	102	89
			*	*	*
Watched a Video on Social Network - Past Month	Unwgt'd	22534	82	66	137
	Weighted (000)	114114	384	237	558
	Horz %	100.00	0.34	0.21	0.49
	Vert %	47.39	40.84	47.97	46.09
	Index	100	86	101	97

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	38445	156	114	246
	Weighted (000)	190804	786	399	1001
	Horz %	100.00	0.41	0.21	0.52
	Vert %	79.24	83.60	80.53	82.72
	Index	100	105	102	104
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	18075	68	52	130
	Weighted (000)	90847	434	237	527
	Horz %	100.00	0.48	0.26	0.58
	Vert %	37.73	46.18	47.80	43.59
	Index	100	122	127	116
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	17311	76	58	102
	Weighted (000)	87270	413	233	442
	Horz %	100.00	0.47	0.27	0.51
	Vert %	36.24	43.90	47.17	36.56
	Index	100	121	130	101
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	22282	93	58	122
	Weighted (000)	113761	571	237	528
	Horz %	100.00	0.50	0.21	0.46
	Vert %	47.25	60.71	47.81	43.62
	Index	100	128	101	92
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month				*	
	Unwgt'd	15000	58	35	77
	Weighted (000)	79489	326	172	381
	Horz %	100.00	0.41	0.22	0.48
	Index	100	105	105	95
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month			*	*	
	Unwgt'd	9852	36	19	50
	Weighted (000)	51013	270	114	208
	Horz %	100.00	0.53	0.22	0.41
	Index	100	135	108	81
Used a Mobile "App" - Past Month	Unwgt'd	23794	94	68	159
	Weighted (000)	116054	525	261	611
	Horz %	100.00	0.45	0.23	0.53
	Vert %	48.20	55.86	52.83	50.50
	Index	100	116	110	105
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgt'd	11920	76	59	108
	Weighted (000)	53679	265	164	379
	Horz %	100.00	0.49	0.31	0.71
	Vert %	22.29	28.18	33.23	31.34
	Index	100	126	149	141
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgt'd	15332	87	70	119
	Weighted (000)	70866	318	214	418
	Horz %	100.00	0.45	0.30	0.59
	Vert %	29.43	33.82	43.16	34.52
	Index	100	115	147	117

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgt'd	18436	71	56	132
	Weighted (000)	84280	298	159	482
	Horz %	100.00	0.35	0.19	0.57
	Vert %	35.00	31.71	32.12	39.81
	Index	100	91	92	114
Read Classified Advertising in Weekday Newspaper			*	*	*
	Unwgt'd	3903	14	10	20
	Weighted (000)	21071	53	32	80
	Horz %	100.00	0.25	0.15	0.38
	Vert %	8.75	5.66	6.56	6.57
Read Classified Advertising in Sunda/Weekend Newspaper	Index	100	65	75	75
			*	*	*
	Unwgt'd	4115	16	9	24
	Weighted (000)	21628	72	41	74
	Horz %	100.00	0.33	0.19	0.34
Read Advertisements in Weekday Newspaper	Vert %	8.98	7.64	8.22	6.11
	Index	100	85	91	68
			*	*	*
	Unwgt'd	4150	19	16	34
	Weighted (000)	19673	43	37	104
Read Advertisements in Sunday/Weekend Newspaper	Horz %	100.00	0.22	0.19	0.53
	Vert %	8.17	4.61	7.42	8.56
	Index	100	56	91	105
			*	*	*
	Unwgt'd	5230	24	19	46
Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	24675	71	66	142
	Horz %	100.00	0.29	0.27	0.58
	Vert %	10.25	7.56	13.28	11.77
	Index	100	74	130	115
			*	*	*
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgt'd	5482	26	20	44
	Weighted (000)	25536	98	64	188
	Horz %	100.00	0.38	0.25	0.74
	Vert %	10.61	10.41	12.89	15.58
	Index	100	98	122	147
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper			*	*	*
	Unwgt'd	8125	34	27	61
	Weighted (000)	36955	133	90	224
	Horz %	100.00	0.36	0.24	0.61
	Vert %	15.35	14.17	18.20	18.52
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Index	100	92	119	121
			*	*	*
	Unwgt'd	4605	16	17	40
	Weighted (000)	22586	128	103	175
	Horz %	100.00	0.57	0.45	0.78
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Vert %	9.38	13.61	20.74	14.48
	Index	100	145	221	154
			*	*	*
	Unwgt'd	10890	43	31	97
	Weighted (000)	52963	164	95	318
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Horz %	100.00	0.31	0.18	0.60
	Vert %	22.00	17.39	19.12	26.31
	Index	100	79	87	120

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Personally Referred to Paper Yellow Pages - Past Week	Unwgt'd	3183	20	11	29
	Weighted (000)	15401	88	36	103
	Horz %	100.00	0.57	0.23	0.67
	Vert %	6.40	9.40	7.23	8.53
	Index	100	147	113	133
			*	*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgt'd	2624	11	9	20
	Weighted (000)	13074	49	26	56
	Horz %	100.00	0.38	0.20	0.43
	Vert %	5.43	5.24	5.18	4.63
	Index	100	97	95	85
			*	*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgt'd	5381	28	19	47
	Weighted (000)	26513	126	60	158
	Horz %	100.00	0.47	0.23	0.59
	Vert %	11.01	13.39	12.21	13.02
	Index	100	122	111	118
			*	*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgt'd	2490	12	6	18
	Weighted (000)	12079	41	13	40
	Horz %	100.00	0.34	0.10	0.33
	Vert %	5.02	4.34	2.55	3.27
	Index	100	87	51	65
			*	*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgt'd	8982	31	25	61
	Weighted (000)	46737	122	66	241
	Horz %	100.00	0.26	0.14	0.52
	Vert %	19.41	13.01	13.23	19.93
	Index	100	67	68	103
			*	*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgt'd	5976	20	15	49
	Weighted (000)	31131	61	33	173
	Horz %	100.00	0.19	0.11	0.56
	Vert %	12.93	6.46	6.74	14.30
	Index	100	50	52	111
			*	*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgt'd	5902	24	18	35
	Weighted (000)	31417	98	44	165
	Horz %	100.00	0.31	0.14	0.52
	Vert %	13.05	10.42	8.79	13.62
	Index	100	80	67	104
			*	*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgt'd	6287	25	17	42
	Weighted (000)	33490	94	49	173
	Horz %	100.00	0.28	0.15	0.52
	Vert %	13.91	9.96	9.91	14.32
	Index	100	72	71	103
			*	*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgt'd	5223	23	14	45
	Weighted (000)	26008	73	38	164
	Horz %	100.00	0.28	0.15	0.63
	Vert %	10.80	7.80	7.64	13.58
	Index	100	72	71	126

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgt'd	4855	16	13	35
	Weighted (000)	25254	50	32	169
	Horz %	100.00	0.20	0.13	0.67
	Vert %	10.49	5.33	6.49	13.94
	Index	100	51	62	133
			*	*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgt'd	6785	20	21	50
	Weighted (000)	34124	64	53	209
	Horz %	100.00	0.19	0.16	0.61
	Vert %	14.17	6.80	10.71	17.27
	Index	100	48	76	122
			*	*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgt'd	4286	17	13	29
	Weighted (000)	21507	75	22	106
	Horz %	100.00	0.35	0.10	0.49
	Vert %	8.93	7.96	4.50	8.77
	Index	100	89	50	98
			*	*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgt'd	6264	23	16	38
	Weighted (000)	33395	111	41	191
	Horz %	100.00	0.33	0.12	0.57
	Vert %	13.87	11.84	8.21	15.76
	Index	100	85	59	114
			*	*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgt'd	4657	14	21	34
	Weighted (000)	23645	50	54	133
	Horz %	100.00	0.21	0.23	0.56
	Vert %	9.82	5.29	10.91	11.03
	Index	100	54	111	112
			*	*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgt'd	3958	16	14	24
	Weighted (000)	19616	57	35	65
	Horz %	100.00	0.29	0.18	0.33
	Vert %	8.15	6.06	7.03	5.37
	Index	100	74	86	66
			*	*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgt'd	5541	18	16	33
	Weighted (000)	27802	60	41	132
	Horz %	100.00	0.22	0.15	0.47
	Vert %	11.55	6.43	8.31	10.90
	Index	100	56	72	94
			*	*	*
Have Seen Video Ads in Airports - Past Month	Unwgt'd	4033	22	20	39
	Weighted (000)	18664	75	49	121
	Horz %	100.00	0.40	0.26	0.65
	Vert %	7.75	7.94	9.95	9.96
	Index	100	102	128	129
			*	*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgt'd	8262	31	30	57
	Weighted (000)	40582	127	80	223
	Horz %	100.00	0.31	0.20	0.55
	Vert %	16.85	13.54	16.16	18.42
	Index	100	80	96	109

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgt'd	3589	14	13	26
	Weighted (000)	18074	38	23	99
	Horz %	100.00	0.21	0.13	0.55
	Vert %	7.51	4.00	4.70	8.20
	Index	100	53	63	109
			*	*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgt'd	3463	16	12	29
	Weighted (000)	16741	51	26	108
	Horz %	100.00	0.30	0.15	0.65
	Vert %	6.95	5.39	5.16	8.94
	Index	100	77	74	129
			*	*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgt'd	5006	23	19	37
	Weighted (000)	25416	98	45	165
	Horz %	100.00	0.39	0.18	0.65
	Vert %	10.56	10.47	9.12	13.63
	Index	100	99	86	129
			*	*	*
Have Seen Ads on Billboards - Past Month	Unwgt'd	24747	99	73	186
	Weighted (000)	122681	448	224	722
	Horz %	100.00	0.37	0.18	0.59
	Vert %	50.95	47.65	45.28	59.67
	Index	100	94	89	117
			*	*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgt'd	11300	43	32	83
	Weighted (000)	52460	174	77	261
	Horz %	100.00	0.33	0.15	0.50
	Vert %	21.79	18.49	15.66	21.56
	Index	100	85	72	99
			*	*	*
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgt'd	7513	24	17	49
	Weighted (000)	33802	91	39	164
	Horz %	100.00	0.27	0.12	0.49
	Vert %	14.04	9.70	7.93	13.55
	Index	100	69	57	97
			*	*	*
Have Seen Ads Inside Taxis - Past Month	Unwgt'd	3860	13	9	33
	Weighted (000)	17253	65	21	112
	Horz %	100.00	0.37	0.12	0.65
	Vert %	7.17	6.86	4.32	9.23
	Index	100	96	60	129
			*	*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgt'd	6144	25	21	43
	Weighted (000)	27714	110	47	101
	Horz %	100.00	0.40	0.17	0.36
	Vert %	11.51	11.75	9.47	8.32
	Index	100	102	82	72
			*	*	*
Have Seen Ads on Phone Booths - Past Month	Unwgt'd	2895	8	6	14
	Weighted (000)	14322	23	12	38
	Horz %	100.00	0.16	0.08	0.27
	Vert %	5.95	2.43	2.39	3.17
	Index	100	41	40	53

RAB / GfK MRI AUTO PROFILE: LEXUS

		Aduks 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgt'd	7781	30	22	54
	Weighted (000)	38266	152	43	213
	Horz %	100.00	0.40	0.11	0.56
	Vert %	15.89	16.12	8.70	17.61
	Index	100	101	55	111
			*	*	*
Have Seen Ads on Postcards - Past Month	Unwgt'd	5833	25	19	48
	Weighted (000)	27321	132	60	189
	Horz %	100.00	0.48	0.22	0.69
	Vert %	11.35	14.02	12.21	15.60
	Index	100	124	108	137
			*	*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgt'd	12452	50	36	99
	Weighted (000)	62134	184	107	406
	Horz %	100.00	0.30	0.17	0.65
	Vert %	25.81	19.59	21.61	33.54
	Index	100	76	84	130
			*	*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgt'd	8769	41	38	66
	Weighted (000)	43591	161	117	258
	Horz %	100.00	0.37	0.27	0.59
	Vert %	18.10	17.12	23.69	21.31
	Index	100	95	131	118
			*	*	*
Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgt'd	11245	51	43	87
	Weighted (000)	55588	187	124	296
	Horz %	100.00	0.34	0.22	0.53
	Vert %	23.09	19.93	25.04	24.50
	Index	100	86	108	106
			*	*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgt'd	15945	68	46	114
	Weighted (000)	79810	294	126	425
	Horz %	100.00	0.37	0.16	0.53
	Vert %	33.15	31.30	25.42	35.17
	Index	100	94	77	106
			*	*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgt'd	11680	53	39	82
	Weighted (000)	57496	201	122	312
	Horz %	100.00	0.35	0.21	0.54
	Vert %	23.88	21.43	24.55	25.76
	Index	100	90	103	108
			*	*	*
Have Seen Infomercials - Past Month	Unwgt'd	9980	41	29	83
	Weighted (000)	49971	141	68	313
	Horz %	100.00	0.28	0.14	0.63
	Vert %	20.75	14.99	13.67	25.88
	Index	100	72	66	125
			*	*	*
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgt'd	20473	85	58	151
	Weighted (000)	99869	347	186	566
	Horz %	100.00	0.35	0.19	0.57
	Vert %	41.48	36.88	37.55	46.81
	Index	100	89	91	113

RAB / GfK MRI AUTO PROFILE: LEXUS

		Adukts 18+	Most Recent Vehicle Bought/Leased Any Lexus	Decision Maker for any Lexus Bought/Leased New	If Making Decision Today Would Buy/Lease Lexus
				*	*
Have Seen Product Placement in Video Games - Past Month	Unwgt'd	4438	11	11	29
	Weighted (000)	24118	61	24	137
	Horz %	100.00	0.25	0.10	0.57
	Vert %	10.02	6.48	4.85	11.34
	Index	100	65	48	113
Have Seen Product Placement in TV Shows - Past Month	Unwgt'd	18649	66	59	138
	Weighted (000)	91632	270	173	540
	Horz %	100.00	0.29	0.19	0.59
	Vert %	38.06	28.72	34.91	44.65
	Index	100	75	92	117
Have Seen Product Placement in Movies - Past Month	Unwgt'd	11567	47	39	86
	Weighted (000)	58165	214	115	337
	Horz %	100.00	0.37	0.20	0.58
	Vert %	24.16	22.80	23.15	27.83
	Index	100	94	96	115
* Projections relatively unstable, use with caution					
Source: 2016 Doublebase GfK MRI weighted to Population (000) - Base: No Audit Report Was Generated					