

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 |
|-----------------------------------|----------------|------------|--------------------|--------------------|--------------------|---------------------|
| | | | | | | * |
| 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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 |

RAB / GfK MRI AUTO PROFILE: LEXUS

| | | Aduks 18+ | Own/Lease Lexus ES | Own/Lease Lexus IS | Own/Lease Lexus LX | Own/Lease Any Lexus |
|--|----------------|-----------|--------------------|--------------------|--------------------|---------------------|
| | | | | | * | * |
| 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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'd | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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

| | | Adukts 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

| | | Aduks 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 |

RAB / GfK MRI AUTO PROFILE: LEXUS

| | | 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 | |

RAB / GfK MRI AUTO PROFILE: LEXUS

| | | 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) | Unwgted | 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) | Unwgted | 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) | Unwgted | 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) | Unwgted | 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 | Unwgted | 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 | Unwgted | 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 | Unwgted | 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 | Unwgted | 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 | Unwgted | 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 |

RAB / GfK MRI AUTO PROFILE: LEXUS

| | | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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

| | | Adukts 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

| | | 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 |
|------------|----------------|------------|---|--|--|
| 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 |
| | Index | 100 | 39 | 45 | 87 |
| 2 Children Under Age 18 Currently Living at Home | | | * | * | * |
| | Unwgt'd | 6875 | 21 | 17 | 34 |
| | Weighted (000) | 34084 | 132 | 92 | 188 |
| | Horz % | 100.00 | 0.39 | 0.27 | 0.55 |
| | Vert % | 14.16 | 14.00 | 18.49 | 15.55 |
| | Index | 100 | 99 | 131 | 110 |
| 3 Children Under Age 18 Currently Living at Home | | | * | * | * |
| | Unwgt'd | 2656 | 12 | 7 | 8 |
| | Weighted (000) | 14443 | 53 | 21 | 44 |
| | Horz % | 100.00 | 0.37 | 0.14 | 0.30 |
| | Vert % | 6.00 | 5.65 | 4.22 | 3.60 |
| | Index | 100 | 94 | 70 | 60 |
| 4 Children Under Age 18 Currently Living at Home | | | * | * | * |
| | Unwgt'd | 917 | 3 | 1 | 2 |
| | 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 |
| 5 or More Children Under Age 18 Currently Living at Home | | | * | * | * |
| | 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 |
| Own 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 |
| | Index | 100 | 125 | 119 | 120 |
| Rent Home/Residence | | | * | * | * |
| | Unwgt'd | 14554 | 24 | 19 | 62 |
| | Weighted (000) | 77579 | 158 | 103 | 229 |
| | Horz % | 100.00 | 0.20 | 0.13 | 0.30 |
| | Vert % | 32.22 | 16.76 | 20.85 | 18.92 |
| | Index | 100 | 52 | 65 | 59 |
| Live Rent-Free in Home/Residence | | | * | * | * |
| | Unwgt'd | 575 | 0 | 0 | 4 |
| | Weighted (000) | 3001 | 0 | 0 | 19 |
| | 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 |

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 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 |

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 Formats: Adult Hits (Monday-Sunday 24-Hour Cume) | Unwgted | 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) | Unwgted | 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) | Unwgted | 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) | Unwgted | 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) | Unwgted | 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) | Unwgted | 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) | Unwgted | 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) | Unwgted | 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) | Unwgted | 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 |

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 Formats: Classical (Monday-Sunday 24-Hour Cume) | Unwgt'd | 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) | Unwgt'd | 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) | Unwgt'd | 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) | Unwgt'd | 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) | Unwgt'd | 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) | Unwgt'd | 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) | Unwgt'd | 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) | Unwgt'd | 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) | Unwgt'd | 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 |

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 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 |

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 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 |

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 |
|--|----------------|-----------|---|--|--|
| | | | | * | * |
| 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 |

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 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 |
| Listened online to streaming AM/FM broadcast radio stations - Past Month | Index | 100 | 87 | 98 | 106 |
| | | | * | * | * |
| | Unwgt'd | 7450 | 28 | 15 | 45 |
| | Weighted (000) | 36486 | 138 | 35 | 182 |
| | Horz % | 100.00 | 0.38 | 0.09 | 0.50 |
| Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.) - Past Month | Vert % | 15.15 | 14.69 | 7.00 | 15.08 |
| | Index | 100 | 97 | 46 | 100 |
| | | | * | * | * |
| | Unwgt'd | 14104 | 51 | 30 | 81 |
| | Weighted (000) | 70596 | 296 | 130 | 349 |
| Visited a radio station, radio program or radio personality's website - Past Month | Horz % | 100.00 | 0.42 | 0.18 | 0.49 |
| | Vert % | 29.32 | 31.54 | 26.25 | 28.88 |
| | Index | 100 | 108 | 90 | 99 |
| | | | * | * | * |
| | Unwgt'd | 3495 | 10 | 7 | 14 |
| Downloaded music - past month | 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 or listened to podcasts/podcasting - 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 |
| Listened to iHeartRadio/visited website - 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 |
| Listened to iTunes/visited website - past month | Index | 100 | 95 | 131 | 115 |
| | | | * | * | * |
| | Unwgt'd | 3490 | 7 | 3 | 15 |
| | Weighted (000) | 17709 | 53 | 24 | 67 |
| | Horz % | 100.00 | 0.30 | 0.13 | 0.38 |
| Listened to iTunes/visited website - past month | Vert % | 7.36 | 5.58 | 4.77 | 5.51 |
| | Index | 100 | 76 | 65 | 75 |
| | | | * | * | * |
| | Unwgt'd | 7650 | 35 | 25 | 49 |
| | Weighted (000) | 36645 | 223 | 100 | 166 |
| Listened to iTunes/visited website - past month | Horz % | 100.00 | 0.61 | 0.27 | 0.45 |
| | Vert % | 15.22 | 23.68 | 20.17 | 13.73 |
| | Index | 100 | 156 | 133 | 90 |

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 |
|---|----------------|------------|---|--|--|
| | | | | * | * |
| 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 |

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 |
|---|----------------|------------|---|--|--|
| 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 |

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 |
|--|----------------|-----------|---|--|--|
| | | | | * | * |
| 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 |

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 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 |

RAB / GfK MRI AUTO PROFILE: LEXUS

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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 |

RAB / GfK MRI AUTO PROFILE: LEXUS

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|---|----------------|-----------|---|--|--|
| | | | | * | * |
| 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 |
| | Vert % | 33.01 | 34.63 | 34.77 | 31.52 |
| 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 |
| | Vert % | 21.19 | 28.71 | 22.96 | 17.16 |
| | 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 | | | | | |